

TAIWAN — Where Bikes Set the Future!



SHOW DAILY

Thu. Mar. 17th, 2011

THE OFFICIAL TAIPEI CYCLE NEWSPAPER WWW.BIKESHOWDAILY.COM

ORGANIZED BY: TAITRA

DAY 2

ENGLISH

日本語

中文

TRADING UP

5 Taiwan exports zoomed last year to 5.07 million bikes.

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BOOTH J512

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WHAT'S ON TODAY...

The Taipei CYCLE 2011 Event Guide

AT TWTC NANGANG EXHIBITION HALL

Thursday, March 17TH

★ 09:00 - 17:00

2011 INTERNATIONAL
BICYCLE TREND FORUM
PHASE II: ELECTRIC
BICYCLES—TRENDS OF
DEVELOPMENT

Conference Room 402

★ 14:00 - 16:20

THE INTERNET MAKES
EXPORTING EASY: BUSI-
NESS OPPORTUNITIES OF
THE ONLINE BICYCLE

EXPORT MARKETS

Conference Room 503

★ 11:00 - 16:30

TAIPEI CYCLE 2011
NEW PRODUCT LAUNCH
(SEE BELOW FOR DETAILS)

Conference Room 404

★ 09:00 - 17:00

LIGHT ELECTRIC VEHICLES
(LEV) "TEST & DRIVE"

Cargo Ramp (4F)

★ 11:00 - 11:30

CYCLING EXTREME
PERFORMANCE

Outdoor Area (1F)

★ 14:00 - 14:30

CYCLING EXTREME
PERFORMANCE

Outdoor Area (1F)

★ 14:00 - 14:30

TAIPEI POWER FORUM 2011:
ELECTRIC TWO-WHEELER
SYMPOSIUM

Conference Room 401

NEW PRODUCT LAUNCHES

Venue: Conference Room 404

AT TWTC NANGANG EXHIBITION HALL

Thursday, 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
COMPONENTS CO. LTD.

★ 15:20 - 15:50

KMC CHAIN IND. CO. LTD.

★ 16:00 - 16:30

ADVANCED MATERIAL
SPECIALTY, INC.

Friday, March 18TH

★ 11:00 - 11:30

GWA ENERGY INC.

★ 11:40 - 12:10

TOYO FRAME TAICHUNG
FRAME CO. LTD.

★ 14:00 - 14:30

UNIMA PRODUCT
CORPORATION

★ 14:40 - 15:10

TUNG KENG ENTERPRISE

★ 15:20 - 15:50

LIYANG GLOBAL LTD.

★ 16:00 - 16:30

HAKA LTD.

TODAY'S WEATHER

12-17°C



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Will sales reach 1.6 million by 2018?

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Don't miss the scenes from Day 1.

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COVER SHOT: RIDING THE SPECIFIC. SHOW-GOERS TEST RIDE
TWO PACIFIC CYCLE BIKES. © AYRTON LIN.

50
1961 - 2011

3T Cycling is 50!

You are invited
to join 3T in celebrating
a half-century of evolution
from pipe-bending in a shed,
to the Intelligent Production Lifecycle.

Join us for a drink
on March 17 at 17.00.

BOOTH: M1321



getting there: BY MRT



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, NTS20/h, 147 spc.)
P6	Xingzhong Park Tower	(24/7, NTS30/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.

getting there: BY TAXI



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 Nan-
gang Exhibition Center)

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

**TWTC Nangang Exhibition
Center**

TAIWAN EXPORTS ROAR INTO 2011

In the face of a weak global economy, Taiwan's bike industry managed a surprisingly strong performance last year, officials said on the eve of the Taipei Cycle show.

In 2010, shipments of complete bikes rose 17.9 percent to 5.07 million units over the previous year. By value, exports reached \$1.5 billion, up more than 20 percent over 2009. Tony Lo, chairman of the Taiwan Bicycle Exporters Association, released the latest trade figures Tuesday at a pre-show press conference in Taipei.

Exports of bike parts posted growth an astounding 29 percent, officials said. Although the average price of completed bikes increased by a relatively scant 2 percent to \$257, industry players said this was not unexpected, given the more conservative stance of consumers in the new economy.

But Lo said early indications for 2011 are encouraging. In the first two months, he said, sales to North America reached 124,900 units, up 37 percent compared to the same period

of 2010. However, Lo said, exports to Europe were down significantly, possibly due to bad weather.

Taipei Cycle also saw increased traffic yesterday for the first day of the show.



Tony Lo

TAITRA's Andrea Wu said that despite travel cancellations caused by the Japan earthquake, the number of international visitors on Wednesday reached 3,823—an increase of 16.5 percent over the first day of 2009.

Lo, who appeared with TAITRA's Walter Yeh, praised TAITRA for holding the Taipei Cycle show and contributing to the development of the bike industry in Taiwan. He added that although Europe remained the biggest market for bikemakers, the industry is broadening its reach to global buyers.

Questioned about the possibility of a separate show for the burgeoning LEV market, Lo replied that the segment still did not warrant its own show at this time. "The best way is to keep bicycles and LEVs together," he said.

Yeh said show organizers have continued to make Taipei Cycle better. Recent improvements this year and next include the launch of eight free shuttle bus routes, opening a second MRT line, and increasing other complimentary services for visitors.

■ TK

Above: Bicycle Industry leaders participated in the grand opening of the 24th annual Taipei International Cycle Show yesterday.



SHIMANO

DIFFERENT TEAMS DIFFERENT TALENTS SAME CHOICE



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Di2

FRENCH MATERIALS GIANT LAUNCHES LINE OF COMPOSITE BIKE BEARINGS

Saint-Gobain Performance Plastics, a division of a huge French materials company, is launching a new line of composite bearings for bicycle components, including headsets, brakes, front and rear derailleurs and pedals.



space for on-site photo. © xxx

The bearings reduce noise and vibration and minimize weight while boosting performance. The Norglide composite bearing features a unique, thicker layer of PTFE, which provides strong resistance to friction and corrosion.

Cane Creek, the U.S. headset manufacturer, uses Norglide X2 its AER headset, which the company claims is the world's lightest, weighing less than half that of comparable bearings. The AER is standard equipment on Trek's 2011 Madone 6-Series SSL and Cervelo's new R5ca.

The X2 material sandwiches an aluminum base between a layer of low-friction PTFE tape and an elastomeric rubber backing material. The resulting bearing weighs just 1.5 grams (0.05 ounces) yet is durable enough to provide more than 450 hours of riding, according to the company. Saint-Gobain says Norglide bearings are

also suitable for front and rear suspension systems because they offer maintenance-free longevity, minimal "stick-slip," reduced weight and low friction. The company can customize its bearings for specific uses by adjusting the geometry and composition of the fluoropolymer material used in their construction. Other Saint-Gobain components that can be used in the bicycle industry include Norslide Cable Liners and Rencol tolerance rings.

Saint-Gobain Performance Plastics is a division of Saint-Gobain, which is among the top 50 global industrial companies. With more than 191,500 employees, Saint-Gobain is the 60th largest employer in the world. Headquartered outside of Paris, Saint-Gobain has operations in 64 countries.

It concentrates in three core markets: construction products, innovative materials and building distribution.

In 2009, Saint-Gobain posted global sales of nearly €37.8 billion (\$52.2 billion). Saint-Gobain is publicly traded on the stock exchanges of Paris, London, Frankfurt, Zurich, Brussels and Amsterdam.

With 14 global sites, the Bearings and Tolerance Rings Group, a division of Saint-Gobain Performance Plastics, provides "engineer-to-engineer" solutions in motion to high volume international OEMs in the automotive, leisure, energy, industrial, and other markets.

[HTTP://WWW.BEARINGS.SAINT-GOBAIN.COM](http://www.bearings.saint-gobain.com)

TRP CREATES DISC BRAKE CONVERTER FOR 'CROSS

Now that the Union Cycliste Internationale has allowed the use of disc brakes on cyclo-cross bikes, manufacturers are scrambling to get kit to market.

The TRP brake brand by Tektro of Taiwan has produced the Parabox converter. The Parabox allows 'cross riders to use hydraulic disc brakes via dropbar cable levers, converting cable pull into hydraulic push.

The Parabox converter fits underneath the stem, with two noodles feeding the wires in to the back and



TRP's Parabox converter.

the hydraulic lines exiting via the front. There are banjo fittings for a variety of hydraulic line routing options.

■ CR

LEV SALES EXPECTED TO LEVITATE TO 1.6 MILLION



Participants in the recent EnergyBus Workshop in Hsinchu

(PHOTO BY MAX NEUPERT)

HSINCHU, Taiwan—There are plenty of LEVs on display at Taipei Cycle, but many of the heavy-weights behind this booming industry segment met at their own event before the show.

The LEV Conference 2011 took place March 14-15 at the TD Hitech in the Science Park in Hsinchu, where participants discussed the latest technical achievements and marketing and business concepts.

Hannes Neupert, president of ExtraEnergy, a German organization that tests and promotes LEVs, said sales should top 300,000 units this year in Germany. He said the entire market should reach annual sales of 1.6 million pedelecs and e-bikes by the year 2018.

The health of the e-bike market is very different depending on the country, officials said. For example, what happened in Japan at the turn of the century is now repeating itself in the Netherlands, where the market has plateaued at nearly a quarter of a million units a year. To overcome this temporary market saturation, LEV manufac-

turers will have to develop new types of products or offer new features that stimulate pedelec owners to buy new ones.

Test rides are often essential to sell LEVs. ExtraEnergy is actively expanding the Test It Track, developed in Japan, throughout the European Union with the EU-supported project GoPedelec!

Larry Pizzi, CEO of U.S. e-bike maker Currie Technologies, said the chance of selling an e-bike to a customer rises to 50 percent once the customer takes a test ride.

While e-bikes continue to be a hard sell in the United States, they have reached the masses in China. In fact, electric cargo bikes have become increasingly popular for takeout deliveries by such restaurant chains as Papa John's and KFC. Jean Chen, CEO of Shanghai EV Sales and Service Company, said her firm services more than 5,000 electric cargo bikes in the Shanghai and Hangzhou areas.

■ SB



Author Susanne Bruesch (left) and LEV dealer Sebastian Plog rode fast pedelecs across Morocco.

ERGON 'PHORMS' NEW OE PARTNERSHIP WITH VELO

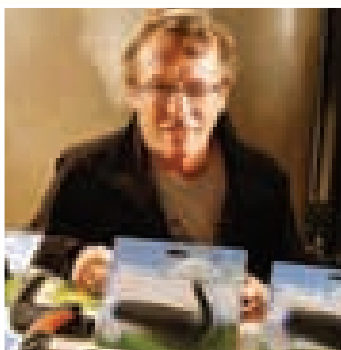
In a new partnership, Ergon will design a line of OE grips with Velo under a new brand name, "Phorm."

"For the first time, Ergon grips are made by Velo," said Jeffrey Neal, vice president of Ergon North America. "Moreover, we created the Phorm brand to be different from Ergon. Instead of the aftermarket, Phorm will offer only OEM products."

Velo previously entered into a similar "working partnership" with Syntace, another grip maker.

"We never stop looking for partnerships which enable our customers to bring in their own technology and let us produce them exactly as envisioned," said Velo's Ann Chen, who announced the partnership at the Velo Wellgo product presentation on Tuesday night.

Like the Ergon brand, Phorm will be distributed through Topeak. Ergon is a brand of the German company RTI Sports and is a close partner of the Taiwan accessories maker. Chen says that Ergon is well known for its aftermarket line of ergonomic



Ergon's Jeffrey Neal with grips under the new Phorm brand for OEMs. © JB

bicycle parts and accessories, but now wants to apply its expertise and its patents to the OEM market.

"We are delighted about the new partnership and look forward to a successful season," Chen said.

■ JB

LEZYNE TOOLKIT HONORS CYCLIST CARLA SWART

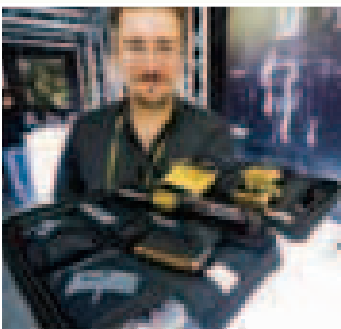
Lezyne, the design-focused tool and accessories brand, is showing its very latest products only to a handful of Taipei Cycle visitors.

But it's happy to get the word out about a new version of its Port-A-Shop portable toolkit, because it carries sentimental value to the company and its fans.

The new kit is known as Carla's Kit, in memory of HTC-Highroad team rider Carla Swart. Swart, a promising American cyclist, was killed in January while training in South Africa.

Lezyne will manufacture only 2,000 of the toolkits, and will donate \$2 of every purchase to Carla's Circle, a charity established after her death to support her family members and her interests, said Patrick Ribera-McKay, Lezyne's worldwide marketing manager.

The kit, which will be arriving in retail stores by late April or early May, is an HTC-Highroad branded expansion of Lezyne's Port-A-Shop kit. It adds a lever kit, a Pressure Drive pump, and SV-5 multitool. The



Lezyne's Patrick Ribera-McKay with the limited edition "Carla's Kit," which will help raise money for the family of late cyclist Carla Swart. ©DM

kit will carry a suggested retail price of \$220, or €189, Ribera-McKay said.

Based in San Luis Obispo, California, Lezyne is a company that brings a design focus to products that can often be humdrum, like floor pumps and toolkits.

For its 2012 model year products, which it will unveil at Eurobike, Lezyne is moving into LED bicycle lights, Ribera-McKay said.

■ DM

CSG

CYCLING SPORTS GROUP™

cannondale



GT BICYCLES



Schwinn



mongoose

Cycling Sports Group is attending the Taipei International Cycle Show from March 16-19!

CSG will be onsite and available at the Taipei International Cycle Show to discuss opportunities for cycling professionals globally across multiple business functions: Sourcing, Project Management, Project and Design Engineering and Supply Chain Management. Please drop by (bring a resume if possible) and spend some time with us. For more information about CSG, please see our website and careers page at www.cyclingsportsgroup.com.

> Booth #J217A

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GT

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mongoose

TAYA CHAINS COME IN MANY COLORS, ALL OF THEM GREEN

"The chain is the most important part of a bicycle. Continuous pedaling produces the sound of a rolling chain, which is the music of childhood memories," opines Jill Wu, vice marketing manager of Taya Chain.

Taya tends to view the industry a bit poetically. In recent years, the chain manufacturer has worked to make chain manufacturing a much more environmentally friendly process, to complement the benefits of cycling.

Although a chain is mostly made of recyclable steel, its coating can be environmentally harmful.

Eight years ago, Taya Chain established its own plating and coating companies so it could vertically integrate its production process. Its chains are 100 percent made in Taiwan.

It also developed what it calls Greener Surface Treatment (GST), which is a more environmentally friendly method of protecting the chain against rust while making it stylish. Taya also applies GST to the chain links and screws for anti-rust protection throughout.

The company will again show its Super Single-alpha chain, a single-speed chain for e-bikes and internal hubs.

Released in 2010, the Super Single-alpha won a 2010 Eurobike award and a 2011 Taiwan Excellence Award. The company has special events planned throughout the show as well.

■ AZ



Taya's double award-winning chain, the Super Single-alpha.

VOX POP

The 'Unshakable' Bicycle Business: How has the Japan earthquake affected your company?



MEGUMI KIMURA
CYCLEUROPE JAPAN
TOKYO, JAPAN

The great majority of people in northeastern Japan drive as a means of transportation, so the cycling population is comparatively small. The major bicycle sales are from the west of Tokyo, where the earthquake impact was not significant. However, the earthquake has severely affected Japanese transportation.

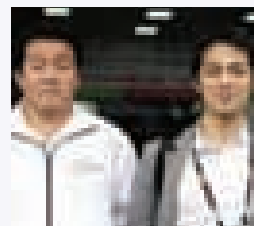
The train wasn't working on schedule, so I drove to Narita airport yesterday. Bicycle sales are skyrocketing because of the disruption of mass transportation.



JONATHAN NUNAN
BIKESPORTZ IMPORTS
BRAESIDE, VICTORIA, AUSTRALIA

I predict that the Japanese yen will be devalued because of the earthquake. The consequence is that high-end Japanese bicycle parts will get more competitive. Our company distributes a dozen bicycle brands, and I believe more consumers will purchase premium Japanese parts. As far as I know, this

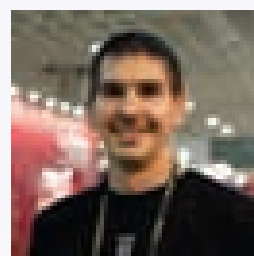
earthquake caused severe damage and I'm concerned that small bike companies cannot survive.



TOMOYUKI HATTORI (RIGHT)
KONDO MACHINE CORPORATION
AICHI PREFECTURE, JAPAN

I just flew from Nagoya, Aichi, Japan. I came to the Taipei Cycle Show in search of rims and quick release systems. With Japan's transportation systems in chaos, the logistics of [distributing] bicycle parts were also affected. On the other hand, Japanese

people are cycling due to the train shutdowns.



DAVID GUZIK
TREK BICYCLE CORP.
WATERLOO, WISCONSIN, U.S.A.

Japan is strong in electric bike technology. The earthquake will affect the IC and battery supply business, so it will affect the global e-bike market. Trek focuses on high-end racing bike sales, which the earthquake will only slightly impact.



NIXON HUANG
GIANT MFG CO.
TAICHUNG, TAIWAN

In the long run, the earthquake will increase the Japanese cycling population. I predict that commuter bikes sales will rise, but high-end racing bike sales will slightly decline.



EUGENIA CHAN
ASHIMA, LTD.
CHANGHUA, TAIWAN

Our parts are mainly exported to the United States and Europe. We do not sell in Japan. The Japanese bicycle industry has a solid manufacturing foundation, so for a foreign parts brands it is not easy to break into the Japanese market. Therefore this earthquake will have little impact on the global bike industry.

■ AZ



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L1127a



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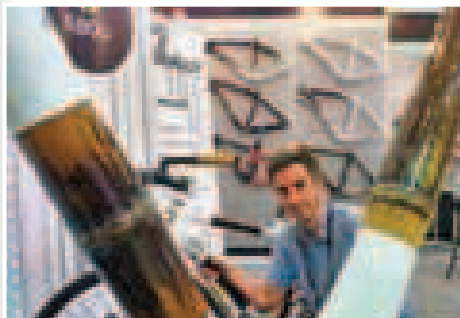


www.lashelmets.com

JUBOO ENVISIONS FUNDING ADVOCACY WITH BAMBOO BIKE

Juboo, which means "bamboo step" in Chinese, is a new bamboo bike brand created by sustainable transport experts Rory McMullan of the UK and Carlos Pardos of Columbia, along with Chinese partner companies, Zhang Zhi and Shenzhen Baoan.

The Juboo city bike is made from black bamboo and white composite lugs.



Rory McMullan with a Juboo bamboo bike.

"Bamboo is fast growing and sustainable," said McMullan, who formerly worked for the UK's Association of Commuter Transport. "The vision for Juboo is to be a brand for promoting cycling, a non-profit charity which will

work on projects throughout the world to promote bicycles in transport. We want Juboo to provide some funds, and generate publicity."

Originally from London, McMullan lived in Taiwan from 1996 to 2003 and provided marketing services for companies including Giant and Hi-bike.

"We are at the Taipei show to look for partners in the industry to join us," said McMullan, who has returned to Taiwan to live.

"A bike made from bamboo is a metaphor for environmentally friendly transport," he added. "Bamboo is the world's fastest growing building material and is therefore its most renewable, while bicycles, of course, remain the most efficient form of transport ever invented."

The Juboo bike uses black bamboo from the slopes of Huang Shan Mountain in mainland China's Anhui Province.

■ CR

N303a

LOOK, MA, NO CABLES: SRAM HUB SHIFTS AUTOMATICALLY

One of SRAM's newest creations on display at Taipei Cycle is the A2 (Automatix 2) internal hub for folding, city and children's bikes. What makes it unusual is that the hub shifts automatically depending on the rider's speed.

"The new internal hub is very interesting for any type of bicycles since the speed at which the automatic gear change occurs is defined at the SRAM factory according to the specifications of the bicycle manufacturer," said Marcus Schneider, a product manager.

Among other benefits, that means the SRAM-A2 is adaptable to any wheel size. The automatic mechanical system changes from a gear ratio of 1:1 to a faster 1:36, which corresponds to the SRAM e-Motion hub ratio between the second and third gear.

The SRAM-A2 internal hub will be available with a steel shell in coaster (980gr), freewheel (910gr) and roller brake-compatible (910gr) versions as well as with an alloy shell for disc (870gr) brakes.

Because the A2 does not require ca-



SRAM A-2 hub.

bling, it is potentially useful for folding bikes, which often need a second gear.

The A2 will be manufactured in SRAM's Taiwan factory and available this summer.

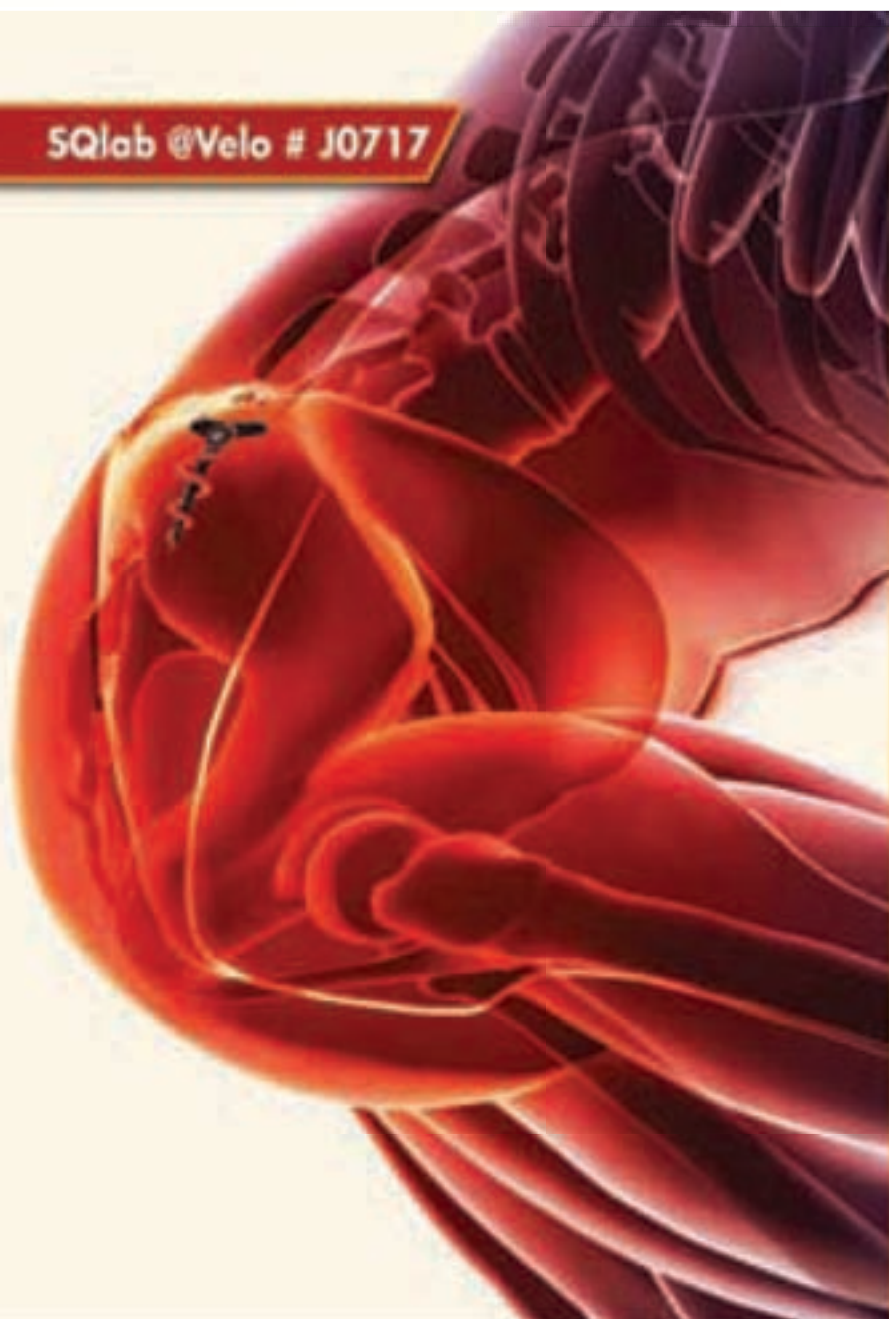
It can be specified for wheels with 20, 32 or 36 holes as well as for OLD of 120, 130 or 135mm.

The SRAM-A2 is expected to be priced at a similar level as internal three-speed hubs. SRAM expects it will be used on many 2012 bicycles.

M-0513

■ GE

SQlab @Velo # J0717



SQlab step saddle
more free space - less pressure

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Frankenberg, 27-29 · D · 82064 Straßlach · Germany
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info@sq-lab.com · www.sq-lab.com



Restaurant guide, Part 2

HOW TO EAT LIKE A LOCAL IN TAIPEI

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.

Shabu Shabu Hotpot Restaurant

Hotpot, also known as steamboat, is originally a northern Chinese winter specialty. It has spread all over China (and beyond), and is now eaten year-round. The fun thing about a hotpot restaurant is that someone else does all the preparation and cleanup while you get to sit around the table and cook your own food.

And cooking is as easy as dunking morsels in the pot, before removing them to your dipping sauce bowl. The Taiwanese version is something of a Chinese-Japanese blend that comes in different combinations, but is always characterized by the use of a large variety of fresh vegetables with a sprinkling of meat and seafood.

Recommended Dish

★ BASIC HOTPOT

NT\$ \$190

The basic hotpot (NT\$190) at Shabu Shabu is an single serving that includes a pot of broth, a choice of wafer-thin sliced meat (beef, mutton or pork), tofu, shiitake mushrooms, enokitake mushrooms, cabbage, garland chrysanthemum, corn, tomato, a meatball, fried soy milk skim, and an egg.

Eat it with a bowl of rice (NT\$10) or add mung bean noodles (NT\$20) to the pot towards the end of the meal. That should be enough to fill the average stomach, but if not there all kinds of extras beckoning.



Dipping sauce ingredients. ©SJ



Hotpot ingredients at Shabu Shabu. ©SJ

Create your own dipping sauce

Create your own dipping sauce from ingredients such as soy sauce, chile sauce, minced garlic, vinegar, etc. For the authentic Taiwan hotpot experience, add sha cha jiang, or "sand tea sauce" (沙茶醬), an oily, slightly gritty paste made from dried fish and spices. The egg that comes with your hotpot is normally mixed into the dipping sauce. If you don't fancy raw egg, add it to the broth.

Shabu Shabu Hotpot

錢城涮涮鍋

384 Zhuang Jing Road, Xinyi
信義區莊敬路384號

Telephone: 2729 9238.
Opening Hours: 11am–2pm, 5–11pm
Daily (Sundays closed)
English Menu? Yes
English Speaking? No
Credit Cards? No
Getting There (Walk): 10 minutes
Getting There (Taxi): NT\$80–100
* = from old trade center in Xinyi Road.

Dining Tip:

Some restaurants charge by the bowl for rice, at others all-you-can-eat rice is included.

STEPHEN JACK

WWW.EATINGCHINA.COM/ARTICLES/EAT-LIKE-LOCAL.HTM

RELAX WITH A TRADITIONAL CHINESE MASSAGE

Trade shows like Taipei Cycle can take a toll on your health. There's the long plane trip over, and then there's the constant walking and talking. Throw in a night or two of overindulgence, and it's no surprise there are so many bleary eyes and tired feet by day three. But there is a solution: a traditional Chinese massage.

Chinese have practiced what Westerners call "alternative therapies" for thousands of years, so it is safe to say they know a thing or two about massage. There are plenty of massage parlors in Taipei, both upscale and no-frills. Jian Xing Health Massage is one such reasonably priced, no-frills place that can help sort out your aching feet, sore muscles, hangover, or just put your body in a nice relaxed state for your long flight home.

Glossary

As many Chinese do not speak English, here is a bilingual glossary to help you communicate your needs:

MASSAGE 按摩	HANGOVER 宿醉
HEAD 頭	GENTLER 輕一點
NECK 脖子	THAT HURTS 很痛
BACK 背部	HARDER 重一點
LEG 腿	HEADACHE 頭痛
FOOT 腳	FATIGUE 勞
ACHE 酸	SPRAIN 扭傷
PAIN 痛	ENOUGH 了



Jian Xing massage parlor. ©SJ

Some Recommendations

For NT\$1,000 (US\$33) a masseur will give you a one-hour full body massage. Alternatively, you can pay NT\$500 for a 40-minute foot massage, or have your masseur work on any area of your body for 30 minutes. Note that a massage in Taiwan can be vigorous to the point of pain, so it is worth learning the phrase "qing yidian": a little gentler.

Jian Xing Massage

健行養生館

#37, Lane 281, Wuxing Street, Xinyi District
信義區莊敬路384號

Telephone: 2729 9238.
Opening Hours: 11am–12am daily.
Sundays closed.
English Speaking? No
Credit Cards? No
Getting There (Walk): 20 minutes
Getting There (Taxi): NT\$80–100
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Wellgo's new Thrust road pedals.

WELLGO GOES BEYOND PEDALS

Manufacturer Wellgo is a pedal powerhouse, but the company has recently focused its research and development on what goes on around the pedal. Led by general manager John Chen, Wellgo has come up with new designs for shoes and cranks, and has even developed a clip for novice riders.

This new clip is designed to ease the fears of beginning riders, who are often frightened by clipless pedals. The system is simple. Four studs on the pedal insert in the holes of a plastic cleat that is attached to the sole of the shoes. Inserting and removing the shoes is simple, and the cyclist gains much of the performance and security of traditional clipless pedals. The cleat is easy to walk on because it is made of a resilient material. The system serves as a "learning tool" for beginners.

Of course, Wellgo continues to focus on traditional pedals for road, MTB, and just about every other kind of bike. Although it is one of the world's biggest OE manufacturer of pedals, its own Xpedo brand offers several attractive designs.

This year Wellgo is introducing a new generation of Thrust pedals for road bikes. The Thrusts feature a one-piece, carbon-injected pedal body, with a stainless steel platform that offers 11 percent more contact area with the shoe cleat.

The company is continuing its well-known MTB pedal, the XM08TT. Wellgo offers a version with titanium spindles that weighs only 210 grams (7.4 ounces).

Because shoes are an integral part of a pedal system, Wellgo has expanded into the manufacturing of cycling shoes, beginning with its SLM road shoe featuring magnesium soles. The SLM weighs only 452 grams (15.9 ounces) in the strap version. The SLC version uses a carbon sole and weighs in at a slightly heavier 470 grams (1 pound, 0.5 ounces) per pair.



Wellgo's new clipless system for novice riders.

Meanwhile, Wellgo is also addressing the unique needs of folding bikes. It recently developed what it calls the QRD Crank. Think of it as a quick release system for pedals. Cyclists can pop the pedals out of the crank quickly, and fit the bike in a tight space or even providing a deterrent to theft. The system comes in black and silver.

J0517

■ GE

HUTCHINSON KIT LETS RIDERS CONVERT STANDARD MTB RIMS TO TUBELESS

Hutchinson, which pioneered tubeless bicycle tires in 1997, is introducing a kit that allows riders to convert standard mountain bike rims to be compatible with tubeless tires.

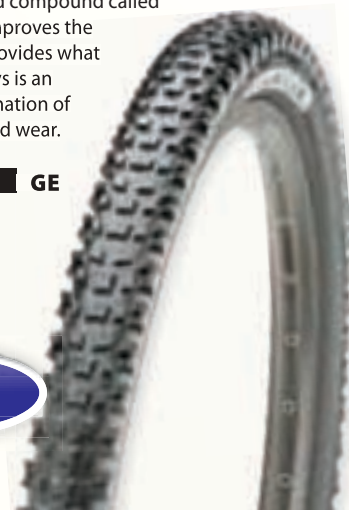
The "Convert'Air Kit" includes two tubeless rim strips, two removable tubeless valves and a bottle of Hutchinson's Protect'Air sealant. The kit works with 26-inch MTB cross-country or downhill rims with a width of 17 or 24 millimeters.

Also new is Hutchinson's CO² Cartridge Kit, which allows riders to easily restore high pressure after repairing a flat. The kit includes two cartridges, a clever connector for Presta and Schrader valves, and an insulated cartridge cover that protects cyclists' hands from the frigid CO² cartridge. The kit will inflate a tubeless road tire to 7 bar (100 psi), tubular road tires to 8 bar (116 psi), MTB tubeless tires to 2.5 bar (36 psi), and MTB tube tires to 3 bar (41 psi).

Also at its Taipei booth, Hutchinson is showing its new MTB Cougar tire. The 26-inch Cougar comes in widths of 2.0, 2.2, 2.4 and 2.6 inches, to accommodate a range of bikes from XC to downhill. Hutchinson developed the Cougar for all terrains, especially dry, rocky tracks. A new, styrene-enriched compound called "Race Report" improves the tire's grip and provides what the company says is an excellent combination of strength, grip and wear.

■ GE

L0517



COLIPED, 'BIGGEST EXHIBITOR' AT TAIPEI SHOW, HOSTS 28 BOOTHS

Coliped, the umbrella organization for the two-wheel producer associations in several European countries, is making its 19th appearance at Taipei Cycle Show.

Coliped officials like to say they are the show's biggest exhibitor, because they organize a 783-square-meter (8,430-sq.-ft.) pavilion that this year hosts 28 companies. Led by Coliped general secretary Greet Engelen, the pavilion is located on the fourth floor of the Nangang Exhibition Center, between the main entrances L and M.

"We started taking reservations very early and have been sold out since the end of September," Engelen said.

Coliped General Secretary Greet Engelen.

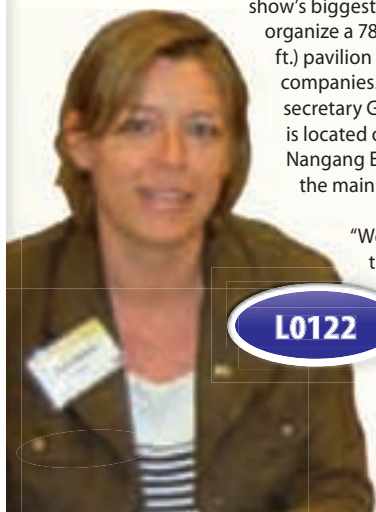
Three exhibitors have dropped out from last year's show—Bike Europe, Atala and Laboratoires Pourquerry—while two new ones have joined the pavilion. The new exhibitors are Alpina Raggi, an Italian rim and nipple maker, and Hesling Products, the Dutch manufacturer of Fast Rider rainwear, bags, packs and other accessories.

Every Coliped exhibitor got a little more space in this year's pavilion. Engelen said the number of exhibitors at the Coliped pavilion declined in 2009. "This was not due to reduced interest, but because our French participants pulled out to create their own French pavilion," she said. This year, Engelen is working again with the same team at the Taipei Show as in previous years, including Fred and Sherry Peng and Rita Su.

These well-known faces once again will be happy to give jet-lagged showgoers a pick-me-up at the Coliped Café. Come by for a rest, a chat, and a real European cup of coffee!

■ JB

L0122



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Beery Happy! WTB's Lorenzo Parini, Petr Ladman and Michal Stehlik soak up the suds at Taiwan Cycle Night.



Weigh to Go! KMC's Cindy Tsai (left) shows Jessie Huang how light her chain is.



Sharing a Laugh: Merida GM Michael Tseng (left) with show luminaries.



Big Winner: Italy's Marco Mainardi with the concept that won him NT\$500,000.



Award-Winners. Showing off the prize winners at the TBEA competition.

Photos by Ayrton Lin

SHOTS FROM THE VELO/WELLGO PARTY

ENGLISH



Beating a Welcom: A performer from the Ten Drum Art percussion group.



Smooth Moves: Ballroom dancers from the Taipei International Dancing Studio.



Sexy Bellies: Belly dancers from the Pharaoh Dancing Troupe.



Wellgo's Sherry Yu and John Chen with the new Auto Reset Positioner road pedal .



Bang The Drum Quickly: A performer from the Ten Drum Art percussion group.

The Velo/Wellgo party is one of the highlights of the Taipei show. TSD's Jo Beckendorff snapped these shots from this year's extravaganza at the Grand Hyatt.



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TBEA Innovative Product award winners: Part 2

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 the Best Innovation overall, the product judged to have the highest utility, and the product judged to be the most fashionable. Sabinna Den takes a look at more of the winners, which are on view right here at the Taipei Show. The complete range is on display, along with the runners-up.



Backeye Wrist Mirror.

CY Y Sporting Goods
Backeye Wrist Mirror

The Backeye from CY Y Sporting Goods won the accessories division. It's a mirror whose mount wraps around a cyclist's wrist and fits over the glove.

The Backeye has a vertical tilt range of 30 to 80 degrees and can be moved to any lateral position. It can also be folded flat when not needed. This eliminates the need for an inconvenient fixed attachment to the handlebars.



Zixtro Windpath Backpack.

Zixtro Windpath
Backpack

Interestingly, the runner-up in the accessories division, the Zixtro Windpath Backpack, took the "Best Latest Fashion" award.

It utilizes POM, a type of thermoplastic which is very stiff, low in friction but high in dimensional stability and is recyclable. Its technical strengths complement its good looks.

Tangent Issue
Innovative Bicycle
Fender

Qbicle won the components parts division with the Tangent Issue Innovative Bicycle Fender.



Tangent Issue Innovative Bicycle Fender.

Its patented design allows securing and releasing with any quick-release unit, with its key engineering feature being an extreme degree of lateral stiffness.

First Wireless Front
Suspension Fork

Dah Ken Co. took first place in the front forks segment with what it says is the world's first Wireless Front Suspension Fork, using wireless radio transfer technology.



First Wireless Front Suspension Fork.

Undercover Wireless
Burglar Proof Device

First place in the locks/bells division went to T-One R&D Co.'s Undercover Wireless Burglar Proof device, which also won for "Best Practicality."

Designed to fit unobtrusively in between the downtube and water bottle cage (thereby preserving a bike's aesthetics while being also difficult for a thief to spot), the unit emits an ear-piercing 100dB siren if its sensor detects movements by someone who is attempting to steal the bike.

The owner is simultaneously alerted via a master. Should a thief be successful in making off with the bike, the unit tracks its whereabouts.

SABINNA DEN

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.

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The 'Undercover' Wireless Burglar Proof Device.

SHIMANO UNVEILS NEW KIT

The Japanese component supplier is unveiling a number of new product lines. But many of its most anticipated new products will not be on display in Taipei, as Shimano has put a news embargo on some of its most significant new lines.

OEMs and journalists were shown all of Shimano's new components in February at a number of presentations around the world. Journalists signed embargo forms to gain access to the presentations. Invariably, as is the way of the digital world, some leaks have appeared about the new Shimano products.

But Shimano is showing a number of products that aren't under embargo, including new cyclo cross components and a great many trickle-down improvements to its MTB and road groupsets.

Deore, for instance, gets a 10-speed Dyna-Sys drive train and powerful disc brakes. New SLX disc brakes with Ice Technologies are on the way, along with a medium range trail pedal and a new mountain bike wheel set. (Deore, by the way, is 30 years old in 2012—does that make you feel old?)

Deore XT Upgrades

In 2010, Shimano introduced a wide range of 3 X 10 mountain bike components at for XTR, Deore XT and SLX.

This year, Deore will be upgraded with a Dyna-Sys drivetrain as well, featuring a 42-32-24T crankset, 11-34T/36T cassette sprockets and a 10-speed directional HG-X chain for mountain bikes.

A compatible rear derailleur and Rapidfire Plus shift lever will also be available. The new Deore Servo Wave disc brake can be used with the current rotors.

SLX Updates

SLX is updated with a Servo Wave disc brake with Ice Technologies.

Shimano says these brake pads and rotors significantly reduce heat buildup in the disc brake system, which prevents fading and assures a consistently high braking performance even on long downhill stretches.

The new SM-RT67 Center Lock rotors will be available in 160, 180 and 203mm. These disc brakes feature a tool-less reach adjust and easy maintenance due to a one-way bleeding system.

New WH-MT55 MTB Wheel Set

Shimano is introducing a new mid-range mountain bike wheel set, the WH-MT55. It features disc-brake-only compatible clincher rims with Center Lock rotor mount.

Besides the quick release version, there will be an optional 15mm E-thru front wheel as well.

This wheel set has been developed with 24 straight pull spokes and will be available with black and white rims. Weight is 1920g (4 lbs, 4 oz) a set.

Updates for Alfine

Shimano's Alfine gets just two updates: a 1.5W sports hub dynamo with Center Lock disc brake rotor mount, and disc brakes upgraded with Ice Technologies.

These stoppers are said to be 15 percent more powerful than the current model, and feature an ergonomic brake lever for easy control.

New Cyclocross Components CX70 & CX50

Shimano introduces two series of cyclo-cross components.

★ CX70 series is the high-end version and includes a Hollowtech II crankset with a cyclo-cross gearing of 46-36T, cantilever brakes with cartridge brake shoe holders, and adjustable toe-in brake shoes.

★ CX50 features a two-piece crankset, 46-36T, available in black and silver, and cantilever brakes with increased mud clearance. Compatible front derailleurs will be available as well, with top pull and down pull cable routing and with clamp band or brazed on.



DH-S700, the new Alfine dynamo hub.



Shimano's SLX disc brakes.

Ultegra

Ultegra is the main gruppo under embargo, but new carbon pedals and an additional color option are on display at Shimano's Taipei Show booth.

The new Ultegra carbon composite pedal weighs only 265g (9 ounces) a pair compared to 314g (11 ounces) a pair for the current PD-6700 pedals. Besides the current silver version, Ultegra will be available in "glossy grey."

Dates to mark

★ News about new Deore XT components will be released April 14.

★ An official announcement about a significant update to Ultegra will be made June 20.

■ CR



Meet René Veenhuizen, senior sales manager for Shimano Europe, at the company's Taipei booth.

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The Leaf suspension saddle by ExaForm, an innovative saddle design that suspends the rails on layered leaf springs to offer additional comfort to the rider.

Kind Shock revamps brand image NEW CONSUMER BRANDS FOR HIGH-END MTB AND CITY BIKE LINES

At Taipei Cycle 2011, leading bicycle components maker Kind Shock will unveil its revamped branding to the industry. The new KS logo is cleaner and sleeker yet still familiar.

"The new logo design gets across the idea that the KS line is all about high-end mountain bike products such as our seatposts," said Rick Taylor, Kind Shock's director of U.S. operations.

"Our newly branded ExaForm line is all of our fitness, commuter, trekking and ergonomic products—forks, suspension stems, seatposts and saddles—products that enhance comfort for bicycle commuters and casual riders alike. KSpeed is our OEM/ODM line reserved for the mass market and entry level IBD," he added.

Each Kind Shock brand (KS, ExaForm and KSpeed) will be marketed with an individual approach to best meet the needs of the markets they serve, officials said.

"The change in our KS logo and creation of new brands represents a sharpened focus in our philosophy towards cycling and the lifestyle that brought us all into this industry," the company said.

The KS brand carries the flagship products, high-lighted by the Supernatural family of hydraulic, height-adjustable seat posts. KS posts are available with up to 150mm of travel and come in offset and zero offset standard rail or beam varieties. Some models offer handlebar-mounted remote actuation levers.

KS released one of the first hydraulic height-adjustable seatposts almost five years ago. Lighter weight is a development priority for the company, so that more weight-conscious cyclists take advantage of the technology.

"I think the future adjustable seat tube will be electronic, and we will demonstrate a preliminary prototype that points to the electronic future. Visitors will be amazed how the future of cycling combines

with technology," said Martin Hsu, general manager of Kind Shock.

Kind Shock's city bike product line is called ExaForm, a brand focusing on comfort through designs that reduce stress and friction on the rider. Some noteworthy new products are the Leaf suspension saddle—ExaForm's entry into the saddle market—and the Ergotwist, an innovative seat post design that takes the edge off of saddle pressure.

Established in 1983, Kind Shock has plants in Taiwan, mainland China and Vietnam. The company has gained a reputation for advocating all avenues of cycling by hosting

Supernatural beam hydraulic height-adjustable seat post, equipped with an integrated, handlebar and a mounted, remote actuation lever.

international events ranging from multi-day cycling tours to cross country races to freestyle BMX contests.

Hsu completed a bicycle tour around Taiwan in 2008 and was deeply moved by the magnificent mountain and sea views on his 1,000km (620-mile) tour.

"Nowadays I have less time for cycling because I'm so focused on organizing more bicycle events," Hsu said. He believes such events are key to increasing the number of cyclists.

Kind Shock has held bicycle events all over Taiwan and mainland China. "After the Taipei Cycle Show, we will have a week-long bicycle tour along the East coast of Taiwan," Hsu said.

The tour will take in aboriginal culture and relaxing hot springs.



GENE SMITH: STILL KOOL AFTER 24 YEARS AT TAIPEI CYCLE

With 62 years in the bicycle business—he got his first bike shop job at the age of 11, earning 50 cents an hour—Gene Smith has been to just about every trade show there is. That includes the Taipei Cycle show, which he's been attending since it first began in 1988.

Smith, 73, is president of Kool-Stop, a company that is an anomaly in the industry. Instead of branching out into ever more diverse product categories, Kool-Stop still relies almost entirely on a small niche: high-quality brake pads. Even more unusual, they're made in the United States and exported to Taiwan, not the other way around.

"I really liked the Taipei show when I first got to it," Smith said, remembering the show's beginnings in the International Trade Center. "It had a whole different look than any other show that I'd ever been to. It just kept growing from there."

Now, he said, "We mainly participate in the Taipei show to visit with the distributors who come from South America, New Zealand, Australia—from all around the world."

Smith, who used to fix crooner Bing Crosby's bicycle in the 1950s, is a past recipient of a lifetime achievement award from *Bicycle Retailer* magazine. Kool-Stop currently offers pads to fit almost all brands of disc, caliper, V-brakes, and other brake types. In Taiwan, Kool-Stop is distributed by Colmax for OE customers and for aftermarket sales.

Although he still enjoys coming to Taiwan, Smith said he is not a fan of the Nangang Exhibition Center. He much preferred the former convention center, where he could hold court at the Grand Hyatt hotel next door.

"It's out in the middle of nowhere, and they really don't have any hotels yet. Even when they do, who wants to stay out there?" Smith said.

M0604

■ CR



Gene Smith of Kool-Stop.

WHAT'S BUGGING JD? VISIT THE BOOTH TO FIND OUT

The JD Group, which invented the original aluminum kick scooter and, more recently, the TranzX e-bike system, is relaunching its JD Bug line of mobility tools for kids.

"After successfully launching its e-bike products to the international market, fun mobility pioneer JD Bug is celebrating a rebirth in 2011," said George Pascal, a JD spokesman. "Twelve years ago, JD was best known for producing for other premium brands. Now we want to promote our own brand."

The new JD Bug line includes the Cool Carver, a three-wheeled scooter for kids five and younger, and First Bike, a training bike for children as young as three.

"It's the perfect tool to playfully get a feeling for balance," spokesman Nils Niederheide said.



The JD Bug First Bike won a prestigious iF Product Design Award. © JB



JD brought its Bug line to the Winter ISPO show in Munich as well as the recent Nuremberg toy show. © JB

The First Bike recently won a prestigious 2011 iF Product Design Award. The JD Bug line includes other fun tools, including the Air Surfer, a cross between a kick scooter and waveboard, and the Power Surfer, which combines the fun of skateboarding, surfing and skating. The European office of TranzX, near Frankfurt, Germany, will provide sales and service support for the JD Bug line.

J0408

■ JB

3T CYCLING CELEBRATES 50TH ANNIVERSARY WITH CX FOCUS AND BOOSTS LINKS WITH TAIWAN

3T Cycling of Italy is launching new cyclo-cross products, as well as announcing a new sponsorship deal with Taiwan-based Action Cycling Team, a UCI Continental road team taking part in most of the region's major stage races.

3T became 3T Cycling last year. Now, in 2011, the Italian company is celebrating its 50th year in business. The company was started in Turin in 1961 as Tecno Tubo Torino, or TTT for short. In time this was shortened even further to 3T.

3T was among the first cycle component manufacturers to switch production from steel to aluminum. Throughout the 1970s, 3T drove down the weight of cycle components. In 1975 it produced the world's lightest drop handlebar, the Superleggera. In 1984 Francesco Moser used a 3T bar to capture the World Hour Record. This new "bullhorn" bar put the rider in a lower, more aerodynamic position.



Luteus is the first CX fork with disc brake mounts following the UCI's rule change.

In 2007, René Wiertz bought 3T from the Gruppo concern. Wiertz, a former senior executive of the Dutch multinational Philips, is part owner and CEO of the firm.

"We're very conscious of 3T's history and heritage. Back in the day, 3T bars and stems were used by some of the true greats like Merckx, Moser, and Fondriest," Wiertz said.

"When we came to 3T in 2007, we felt like we were just caretakers of this heritage," he added. "We're proud we've been able to extend and improve it, bring it into the modern era, and reconnect with bike racing. We've been here a while now, and we don't feel like newbies any more. We reckon the 'new 3T' is the real 3T."



3T Ergoterra CX handlebar.

In 2010, 3T Cycling focussed on improving its track kit. In its anniversary year the company has turned its attention to cyclo-cross, with a complete new front end that 3T Cycling expects will give early adopters the edge in CX races this fall.

The Luteus fork has mounts on the left blade for a brake unit, prompted by a UCI rule change that permitted disc brakes for CX races. The fork also has greater clearance at the crown for the UCI maximum permitted tire size of 33 mm.

The Ergoterra CX handlebar has the same compact drop and reach as the company's Erosium road bar, with additional width at the drops.

Viewed from above, the drops angle outwards by 6 degrees. This means the 45-cm model is 42 cm at the hoods. Compound-curved bends preserve the vertical alignment of brake and shifter levers at their mounting point, so the lever manufacturer's ergonomics are not

compromised by the bar's outward flare.

Over rough ground, the wider Ergoterra bars offer more lateral clearance for the forearms, permitting the rider to stay longer in the drops, the company says. More elbow room should also help with run-ups, when the bike is shouldered over unrideable sections.

M1326

■ CR



From left: James Pettitt, head of sales; Paola Cardenas, CSR Manager; and René Wiertz, CEO.

NO STAND, NO BIKES: CSG JUST WANTS YOUR RESUME

You won't find any hot new bikes at Taipei Cycle from the Cycling Sports Group, the parent organization of Cannondale and GT, Schwinn and Mongoose. Instead of a glitzy stand, the company's presence exists of a table and a few chairs tucked away in another exhibitor's space. About the only overt indication of the brands' presence is a young woman who is walking the aisles, advertising the Cycling Sports Group's presence with a sandwich board advertisement.



Brad Hughes

"We're not showing any product. We are really on a recruiting mission, trying to build out our resources here in Taiwan," said Brad Hughes, general manager of Cycling Sports Group's Asia office. "The show represents an opportunity for us to identify people, and to get candidates that, from a local standpoint, we can add to our talent pool."

Ever since the Cycling Sports Group opened its Taichung office in January 2009, it has been adding staff. Hughes, a Taiwan resident worked for Schwinn and Mongoose under previous owners. He said the office now employs 23 full time people and two part-timers.

At Taipei Cycle, the company is looking to hire a number of positions, including a project engineer, design engineer, factory liaisons, experts in supply chain management and sourcing, and more.

"We don't know if the prospects are going to come from within the bicycle industry or from outside the industry, because obviously there are a lot of people who attend," he said.

The Taichung office serves as service office for the Cycling Sports Group's U.S. headquarters in Bethel, Connecticut. It

oversees the manufacturing of whole bikes and components that get shipped to Europe and the United States.

It's a big change for the brands. When Hughes, an industry veteran, was hired in 2009, the group had only two people based in Taiwan.

The Cycling Sports Group is a division of Dorel Industries, a publicly traded Canadian company that also makes juvenile products and furniture. Dorel also owns Pacific Cycle, which makes bicycles for the mass market.

Dorel posted revenues of \$2.3 billion in 2010, an increase of more than 8 percent from the prior year despite a challenging fourth quarter.

The company said Cycling Sports Group sales to IBD customers in the United States and Europe increased by more than 20 percent for the year, with sales driven by new product.



CSG's Claudia Lin wears a sandwich board and seeks job applicants for the company.

A big reason for the increased emphasis on Asia was CSG's decision to begin manufacturing Cannondale frames—once famously made in a U.S. factory in Bedford, Connecticut—in Taiwan. That transition was completed for the 2011 model year.

J217a

■ DM

BLUE OCEAN CHRONICLES 2 IT'S ALL ABOUT IMAGE!

Ever talk with a non-cyclist about bicycles? Even casual conversations can be very illuminating once you get past more their indifference.

This is where we start to hear some home truths. One core, catchall word I often hear is "image." Many people simply want to keep their own identities, which they express through their clothes, cars and other subtleties of modern life. But cycling, at least as our industry now defines it, doesn't fit with most people's self-image.

My 18-year-old daughter's main reason for not cycling is image. She likes wearing "everyday" clothes, and doesn't want to be one of those slightly weird, odd-one-out characters who wear fluorescent Lycra clothes flecked with mud.

There is a sort of chicken-and-egg dilemma about getting non-cyclists to try bicycles. For example, bike

lanes, perceived safety issues, weather, etc., are mostly beyond the control of the bicycle industry. While advocacy groups and sponsorships of bike lanes are important, they are hardly core industry activities.

That leaves the bicycle itself, which we do have influence on. We are fairly good at the engineering side of bicycle design. After all, we obsess over the enthusiast's craving for efficiency: weight savings measured in grams and speed boosts measured in tenths of seconds.

But the other side of design, the image, or "cool factor," needs a closer look. We need to look at image in conjunction with great engineering. And we need to focus on non-enthusiasts like Anna, the subject of yesterday's column.

Our current practice of offering crude (but clever and efficient) engineering, plus a new paint job and this year's branding campaign, soon will no longer be enough. Just check out what is happening in other product areas. How

would Apple approach bicycles?

Making bikes "cool" to non-enthusiasts could be the "egg" which leads to their expanded use. This eventually could reach a tipping point that would necessitate more bike lanes, which would in turn make cycling safer, which would in turn attract more non-cyclists.

For glimpses of what the world could be like if a large percentage of people rode bicycles, look at the cities of Copenhagen, Milan and Amsterdam in Europe and Portland, Davis and Boulder in the United States.

Then look at products that appeal to non-cyclists, like the Gocycle, iF Mode, and other folding bicycles; e-bikes; covered bikes; cargo bikes; recumbents and velomobiles.

Products like these may not suit traditional enthusiasts. But they may better appeal to potential "Blue Ocean" customers and current car dwellers.

A paradigm shift—from cycling as a hobby for enthusiasts to mainstream transport for all—would make the mountain bike "revolution" appear to be more like a small hill.

When I started talking about these ideas, I had expected the industry—made up mostly of sport-loving, cycling enthusiasts—to tune out my message.

On the contrary, most agree with me! But we are in a bind. Most profit margins come from our "Red Ocean" markets of core enthusiasts. That leaves little resources for us to explore "Blue Oceans," despite their promise.

Tomorrow: *Cycle Chic is Très Chic*

■ MARK SANDERS

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.
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Auftraggeber

BB cartridge expert Thun – a maker of quality components for urban bicycles and pedelecs – has launched a new website for end-users explaining the philosophy and advantages of Velo Comfort, the highly regarded component set for pedelecs.

Go to WWW.VELOCOMFORT.COM to find out how the system stands for quality, service, sustainability and safety.



UNIQUE MODELS SHOWCASED AT PACIFIC CYCLES MUSEUM

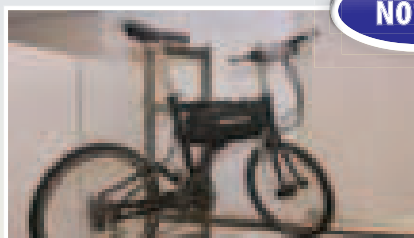
Since the 1990s, Pacific Cycles, run by President George Lin, has concentrated on creating original products that have earned an enviable reputation around the world. Last year the company opened a bicycle museum at its original plant in Taoyuan that has attracted thousands of visitors.

The mayor of Taoyuan first suggested turning Pacific's fascinating collection of bicycles into a proper museum, said Max Yeh, the company's marketing manager.

As well as its own range, Pacific provides R&D and manufacturing services for many brands. The museum shows successes and failures in recent bicycle design, rather than antique curiosities.

"There are only a few antique bikes. Mostly we have models that show the history of Pacific, along with some models from other makers," Yeh said. "We've also put bikes on display that are not good at all. They are examples of how not to design a bicycle."

The museum, as much as anything else, is a look back at the history of Pacific. For example, two MTB prototypes are on display. Developed in the early 1990s before the company decided to focus on folding bikes, the MTBs never made it to the production stage.



George Lin is very proud of the Reach design. This one was used by a student group who cycled to Tibet. It rides as well as a full-size road bike, but there is still a prejudice against small-wheeled bike, especially in the US. ©TK

Along with Pacific-branded models, there are also many bikes from brands for which Pacific has developed and produced bicycles, including Airnimal and Kuwahara. Lin noted that the museum shows "less than 30 percent of the bike models we make. Our bikes are too expensive to have them all on show here, so we have mainly prototypes on display." Since opening last summer the museum has had over 3,000 visitors.

Pacific opened a second plant in 2009, down the road from the existing factory. Heat treatment, R&D and framemaking continue at the old plant. The new factory uses catalytic infrared oven technology that cuts oven time from 25 minutes to 7 minutes while using 30 percent less energy.

The system was supplied by Vulcan Catalytic Systems, from the U.S. state of Rhode Island.

Pacific is the first company in the bike industry to use the technology, and Lin is so impressed that he is working with the supplier to sell the technology in Asia. "It is becoming bigger than our bike business," he said.

Pacific is making full use of the Internet to expand sales to hard-to-reach customers. "We get hundreds of Internet inquiries every month. We fulfill those sales through dealers if we can, but for places like South America, we will sell direct from Taiwan," Yeh said.

Lin said he wants to improve direct marketing to consumers, as Internet sales could become a major focus. "Courier costs make it very feasible to sell direct," he noted. He added that although the company is known for its high-end models, this year he wants to add less expensive bikes to the range.

■ TK

BELOW: Lin is enthusiastic about the Vulcan catalytic oven used at the plant. Pacific is pioneering the use of this type of oven, which is faster, less polluting and cheaper to run than conventional ovens. ©TK



ENGLISH

FSA FULL SPEED AHEAD

K-FORCE LIGHT COMPACT 36

SLX COMPACT 36

AFTERBURNER COMPACT 36

VISIT US AT BOOTH M1205

THE COMPACT REVOLUTION CONTINUES

FULLSPEEDAHEAD.COM



TEAM TX ACTIVE-BIANCHI
TONY LONGO

TAIWANESE LEV MAKERS exhibiting at the show ...

- ★ TUNG KENG, or DK CITY, has a unique line of U.S.-designed bikes. Very attention-getting.
- ★ HI-TECH ENERGY is a leader in electric bicycle batteries.
- ★ IDEATION is one of the most experienced suppliers of electric bikes and electric mini scooters.
- ★ KENTFA has been offering electric bikes for many years.
- ★ JEE ANN is also a long-time supplier of electric bikes.
- ★ BALLISTIC is an OEM with strong experience in electric bikes from China.
- ★ PIHSIANG, a maker of personal mobility scooters, makes special batteries and a line of e-bikes.
- ★ ELEBIKE is one of the earliest of the hub motor makers.
- ★ COSMOS OCEAN is one of Taiwan's most experienced e-bike makers.
- ★ CHUAN-XIN offers a bottom bracket drive system, as does Daum.
- ★ PACIFIC CYCLES is a leader in innovative and special electric bikes.
- ★ PRETTY WHEEL has long experience, and supplied an electric bike to Mercedes in the late 1990s.
- ★ ACE TRIKES is an important supplier of ebikes to the United States and Europe.
- ★ GWA is a battery technology company.
- ★ SIMPLO TECHNOLOGY supplies batteries and chargers.
- ★ STONGMAN is an OEM manufacturer with factories in China.

NOT TAIWANESE but in e-bikes

- ★ CLEAN MOBILE offers a powerful German propulsion system.
- ★ ALFRED THUN supplies torque sensors.
- ★ BANGKOK CYCLE is a major supplier to the UK, EU, and US markets.
- ★ EASY BIKE is a Dutch e-bike brand.
- ★ GEPIDA is a European e-bike brand.
- ★ ROBERT BOSCH, the auto parts maker, now makes electric bike propulsion.
- ★ SHIMANO, the component giant, makes e-bike propulsion.
- ★ FLYING PIGEON, the iconic Chinese bike brand, makes e-bikes.
- ★ YOKU ENERGY is a Chinese battery-maker.



A GUIDE TO THE TAIWAN E-BIKE BIZ

THE ROLE OF TAIWANESE OEMS IN THE ELECTRIC BICYCLE INDUSTRY

The Taipei Cycle Show is the premier place for Western brands and buyers to find the bicycle and electric bicycle products for their markets. Some buyers are old hands who already know the importance and roles of the various Taiwanese companies. But many buyers are new to this industry and this show, and are wondering who to approach and just what the unfamiliar names represent. So here is a short introduction to the major players.

Taiwan has been the de facto world headquarters for the bicycle industry since the early 1980s, when Taiwan overtook Japan (which had earlier replaced most European and American factories) as the manufacturer of the Western world's bicycles.

Taiwan does manufacture a large volume of mostly high-end bicycles. But the Taiwan influence reaches into almost all corners of the bicycle industry.

Bicycle factories in places like India and Thailand have staff, managers and investors from Taiwan. In China, the largest factories are built with Taiwan investors and operated by famous Taiwanese companies.

Taiwanese sophistication in international business has been a key part of their success. With many Taiwanese educated in the U.S., Japan, and Europe, and with English nearly a second language here, Taiwan bicycle companies have big advantages in expertise, experience, and capability.

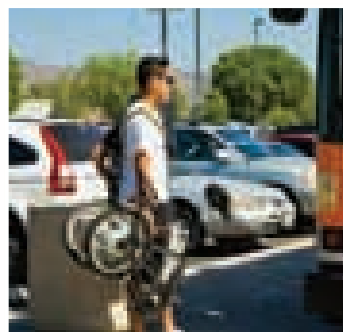
The encouragement of the Taiwan government, such as the involvement of ITRI and TAITRA in the development of electric bicycle technology and business, and industry organizations such as the TBEA and the A-Team, have also played important parts as well.

Taiwanese companies have created a bicycle sport culture in Taiwan, and they have paid keen attention to the development of cycling sport and transportation worldwide.

It is often heard in Western bike industry circles that the Taiwanese know more about Western bicycle business than the Westerners do, because they study it so diligently.

The companies

- ★ GIANT BICYCLE CO. is the world's largest bicycle maker, both by value and number of units. It is a major supplier to some Western brands, and its own brand is one of the world's biggest. Giant is one of the oldest builders of electric bikes and enjoys a significant business in the U.S., EU, and China. Product is built in both Taiwan and China.



- ★ MERIDA BICYCLE CO. builds electric bikes for brands in the U.S., EU, Japan, and for its own brand in some markets. Product is built in both Taiwan and China.

- ★ JD COMPONENTS / TRANZX / RAZOR is a bicycle parts maker that became a major player during the Razor Scooter boom. JD provides complete electric bikes and propulsion systems to brands and OEMs. Production is primarily China, with some in Taiwan.

- ★ IDEAL BICYCLE CO. is a large OEM that supplies European and U.S. brands with electric bicycles. Production exists in both China and Taiwan.

- ★ DAHON BICYCLE CO. dominates the world of folding bikes, and can be expected to do the same for folding electric bikes—soon.

- ★ FAIRLY BICYCLE CO. is known for electric bikes. The supplier to Lee Iacocca, Ultra Motor, Stromer, and many others, Fairly builds high-end e-bikes for the North American and European markets from factories in Taiwan and China.

These are the biggest companies, and while they are very capable, their business models require big customers.

What about the smaller players?

Nearly every booth at this show is offering something that relates to electric bikes.

The sidebar lists companies that the author regards as especially noteworthy. Many general purpose component companies such as frame makers, saddle makers, brake makers, are also very necessary for electric bikes. And be alert! Walking the show—not necessarily as exhibitors—will be nearly every brand manager and every component and bike supplier in the world. By reading shirts and name badges, and attending the various functions (such as the LEVA networking dinner or the ITRI and LEV seminars) you will meet many useful suppliers.

EDWARD BENJAMIN

CHAIRMAN OF THE LIGHT ELECTRIC VEHICLE ASSOCIATION (LEV) & MANAGING DIRECTOR OF ECYCLEELECTRIC CONSULTANTS.

[HTTP://WWW.LEVASSOCIATION.COM](http://www.levassociation.com)

MAXXIS MARRIES RADIAL WITH TUBELESS FOR NEW TIRE LINE

J0818

Taiwan tire manufacturer Maxxis is debuting a new bicycle tire technology at the Taipei Cycle Show that marries tubeless technology with a radial tire.

Called the Tubeless-Radial tire, the 700 X 22C road tire is foldable, built with 120 TPI and can handle a maximum pressure of 125 psi (8.5 bar). The Tubeless-Radial uses the company's new dual compound with an additional nano structure, which Maxxis says increases wearing resistance by 30 percent and has a low rolling resistance.

Because it is a radial tire, the company said the Tubeless-Radial should have superior cornering ability. Hutchinson brought the first bicycle tubeless tire to market in 1997, and the first road tubeless in 2006. The company has since been joined by other manufacturers, including Maxxis, which introduced its road

tubeless in 2010.

Radial tires are standard on cars, but they've never taken off in cycling because they are said to feel too floppy from side to side. Panasonic mass produced a radial tire for a Miyata touring bike in 1980, and later for the Jamis Gentry in 1985. In 2009, Maxxis reintroduced radial technology to bicycle tires with its Radiale-22c and 23c designs. The new tire is said to avoid the pitfalls of the earlier Panasonic designs.

Tubular models

Of course, Maxxis is presenting several more traditional tires as well at its Taipei booth, including models based on its new "Seam-

less Tubular Technology."

The Campione is a racing-oriented tubular with 120 TPI, while the more sport-oriented Forza tubular has 60 TPI. Maxxis' seamless carcass technology allows a perfect match between the tire and rim. The new dual compound yields long wear and a low rolling resistance.

Maxxis is also debuting a new multipurpose road tire, the M3D, designed for racing, sport and training. The foldable 700x23C tire has 120 TPI and weighs 200 grams (7 ounces). It can be inflated up to 130 psi (9 bar). Maxxis delivers the M3D with a new tread pattern and side threads in nine colors.

GE

Maxxis' Tubeless-Radial uses the company's new dual compound with an additional nano structure.



TAIPEI CYCLE SHOW OFFER

The first 50 customers at O-Synce's Taipei Show stand will get a free Macro PC-Interface.

M1101

This PC interface fits any O-Synce Macro Series cyclo meter. It allows users to download training data to O-Synce's Traininglab training software for documentation and analysis. O-Synce customers can benefit from training plans through the company's partner platform, www.trainingsplan.com. So, while the Traininglab software helps you analyze your results, trainingsplan.com provides an individual schedule.

★ REVOLUTION 2011

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and visit us!
Booth L 626

FOCUS 

www.focus-bikes.com

GERMAN INVESTORS FOCUS ON DERBY CYCLE

Derby Cycle, Germany's largest premium bicycle producer, helped get the wheels spinning again on the Frankfurt Stock Exchange when it became the first German company to go public in two years.

The February IPO marked an easing in the economic crisis that has gripped Germany, along with most of the world's economies. Derby is the second German bicycle manufacturer to go public, after Mifa.

The company posted record revenues of €173.2 million (\$237.8 million) for the fiscal year ending Sept. 30, 2010, and is optimistic about the current year. Officials say pre-orders were 36 percent higher than the year before, while e-bike demand remains particularly strong.

Now, Derby Cycle AG is debuting its high-end Focus brand at the Taipei Cycle Show, after earlier bringing it to North America. We talked with Derby Cycle CEO Mathias Seidler about the IPO and his plans to bring Focus to Asia.

TSD: Feb. 4 [the date of the IPO] must have been a big day for you and your team. Where were you when Derby Cycle celebrated its IPO at the Frankfurt Stock Exchange—in Frankfurt or at the company headquarters in Cloppenburg?

MATHIAS SEIDLER: Naturally, in Frankfurt. After ringing the opening bell I rode an e-bike on the trading floor of the stock exchange. Obviously, it was a [Derby-owned] Kalkhoff e-bike.

TSD: Your former majority shareholder, Finattem Beteiligungsgesellschaft, had planned to sell its entire 85 percent stake in Derby Cycle. Shortly before the IPO they changed their mind and sold only a part of their stake. What led to that decision?

SEIDLER: Finattem decided to keep 10 percent of its shares because they see a significant upside in the stock, although the IPO was largely oversubscribed at the offering price.

TSD: How many Derby Cycle AG shares is Finattem holding after the IPO?

SEIDLER: Ten percent, or 750,000 shares. Our free float is still high at over 80 percent. Our aim is to lift this value to 90 percent.

TSD: The Derby name is not as well known in Germany as it is on the international market. Yet the international market is not as aware of Derby's brands as the German market is: Focus, Kalkhoff, Raleigh, Univega and

Rixe. Why do you think this is?

SEIDLER: Well, Derby Cycle was the biggest bike company worldwide in the '90s. The name is known and the whole universe of suppliers is fully aware of who we are.

Internationally, over the last 10 years we have promoted the Focus and Univega brands. And we have come a long way in building up the awareness and brand equity of both brands. It is not important for us that consumers know the producer of the product. It's the brands that count. Naturally, German brands receive more awareness in Germany.

TSD: Could you give our international readers a brief introduction to your company and brands?

SEIDLER: Derby Cycle is the largest bicycle manufacturer in Germany by revenue, and one of the leading manufacturers in Europe. We use a multi-brand strategy, concentrating our efforts on the brands Kalkhoff, Focus, Rixe, Raleigh and Univega.

We are the No. 1 supplier of e-bikes in Germany with the Kalkhoff brand, and this market share is growing strongly. Internationally, we are expanding as rapidly by investing in the Focus brand. We have two production sites in Germany and are proud to still produce almost 90 percent of our products in Germany. We have had five consecutive years of record figures, both in sales and profits, and generated more than €173 million (\$236 million) of sales in the 2009-10 fiscal year.

TSD: Could you briefly explain the connection between Derby Cycle in Germany, Derby Cycle Corporation in the UK and Derby Cycle USA?

SEIDLER: The Derby Cycle Corporation was our parent company until it went into Chapter 11 [bankruptcy] in 2001. Outside of Germany, the name isn't used anymore. The parent company changed its name to Raleigh Cycle Ltd., but we kept the name Derby Cycle. Since 2005 we have been an independent company. Derby Cycle AG is the holding company of the Derby Cycle Group.

TSD: While Focus is more sports-oriented, the Kalkhoff brand concentrates on commuting bicycles. In this segment Kalkhoff is very successful with e-bikes. Is

Derby Cycle CEO Mathias Seidler introduced his company, along with a Focus bike, when Derby launched its IPO on the Frankfurt Stock Exchange in February.

this brand more focused on its home market in Germany? Why is it not debuting here at Taipei Cycle Show alongside Focus?

SEIDLER: With Focus, we address the global sports market for MTB and road bikes. But the comfort bike market in Europe is very fragmented. The e-bike serves as a paradigm shift — Kalkhoff is achieving over-proportional growth in Central Europe. Still, the majority of traditional comfort bikes are sold in Germany.

TSD: What do you expect from your Focus presentation here at Taipei Cycle Show?

SEIDLER: A presence at a bike show serves to build trade contacts and establish relationships with new customers. We see a high potential for the Focus brand in the Asian market. That's why we have to be here.

■ JB

FOR FURTHER INFORMATION ON DERBY CYCLE AND THE FOCUS BRAND, VISIT:

[HTTP://WWW.FOCUS-BIKES.DE](http://www.focus-bikes.de)
[HTTP://WWW.DERBY-CYCLE.DE](http://www.derby-cycle.de)





The Garmin GPSMap62, a descendent of the famous Map60 series, uses a touchscreen like the company's Oregon/Dakota series. © TF

GPS Guide - Part 1 NEED A GPS UNIT? You May Own One Already: Your Smartphone!

The year 2011 seems to be a turning point in the mobile navigation market. While units designed for the outdoors remain most profitable, their grip is being loosened by the tremendous increase in GPS-equipped smartphones.

According to Berg Insight, a market analysis firm, sales of portable car navigation devices will peak this year at about 42 million devices worldwide and then begin a slow decline. The decline is mainly due to smartphones as well as new cars that are equipped with built-in GPS units, or so-called "dashboard systems."

Market leader Garmin, whose revenues rose each year between 2000 and 2008, saw its sales shrink

Magellan 710: Magellan's new eXplorist devices, like this 710, are stylish and well-equipped with such features as a camera.



in 2009 and 2010.

From their peak, Garmin's sales have fallen 9 percent to \$2.69bn, and the company has offered a disappointing forecast for 2011. Garmin sold about 16 million portable devices in 2010. Compare that with the 47.5 million iPhones that Apple sold in the same year, up nearly 90 percent over 2009.

Garmin reports sales in four areas, of which its outdoor and sports division is the most profitable, followed by aviation and marine. But smartphones are nipping at the heels of these dedicated GPS units. Nokia, which acquired Navtech, began offering its OVI maps for free in new Nokia smartphones. This gave users a high quality turn-by-turn navigation system that could be used around the world, in the car and on foot.

Apple's iPhone 4 includes a GPS receiver that performs precisely even in areas with poor satellite coverage. iPhone owners can choose among several outdoor navigation apps that are sold in the Apple App Store. But Apple's competitors aren't sleeping. In the last quarter of 2010, Google's Android became the world's leading smartphone software platform after Nokia.

Shipments of Android-based smartphones reached 32.9m in the fourth quarter, according to Canalys, a market analysis firm. For bikers and hikers, smartphones still lack some important features, including readability in bright sunlight, a power supply that will last more than a day, and bodies rugged enough for the trail. But those disadvantages are being overcome.

Companies including Magellan and BioLogic offer rugged iPhone cases. Both offer cases that provide back-up battery power.

Rugged smartphones are still rare, but models including the Motorola Defy and some Samsung models have received special attention in the outdoor market.

Garmin tried to enter the smartphone

market, but ended its "Nuvifon" last fall. Touring cyclists are becoming more reliant on mobile power supplies, such as Busch & Muellers's E-Werk. Nokia has developed a low-cost power supply kit that combines a low-quality dynamo with an effective power supply kit and a Micro USB plug. It was mainly developed for Third World countries, but got lot of attention in Europe.

Smartphones are introducing most consumers to satellite navigation. Bicycle dealers report that customers like having an electronic route finder, but fear their smartphones are too sensitive to survive the rigors of being mounted on a mountain bike's handlebars. So it's still an open question whether smartphones will replace dedicated outdoor GPS units.



Navigating with a mobile phone. © TF

In Europe, Garmin is still the market leader for outdoor navigation devices, but is facing an increasing number of competitors. Customers like easy-to-use systems like Falk's new Ibox, with speech navigation like VDO's GP7 (based on the Italian MyNav-devices) and Xplova's G5. These devices contain new, routable maps that are especially developed for outdoor routing over bike paths and trails. These off-road units aren't as reliable as car navigation units, because trails aren't as well mapped as roadways. But they work well enough so users don't have to spend hours at a computer planning their trips.

■ THOMAS FROITZHEIM

JOURNALIST AND NAVIGATION CONSULTANT THOMAS FROITZHEIM HAS SPECIALIZED IN GPS SYSTEMS SINCE 1999. HE IS THE FOUNDER OF NAVISO OUTDOORNAVIGATION.

[HTTP://WWW.NAVISO.DE](http://www.naviso.de)

wellgo

WELLGO first innovates Auto Reset Positioner

By using the magnet element, to control the clipless step-entry side to the position whatever which angle the user wants to set.

By this positioner, the user could be easily to clip the shoes onto the pedal without looking at the pedal and reduce the injury for missing the engagement.



positioner



standard

POSI-R161

HOT NEW PRODUCTS ★ 2011

SR Suntour **Epicon**

One of SR Suntour's most successful suspension forks, the Epicon, gets re-launched for 2012. The Epicon line-up will be available as the Epicon X1, with a new 6061 alloy hollow crown, and the Epicon X2 with a standard solid alloy crown.

Internally the Epicon has been updated with features like "Low Speed Compression Adjust" and an improved air chamber technology which helps control end compression. The Epicon X1

TA-RL-RC offers travel adjust, remote lock out, low speed compression and rebound adjust. Combined with the extra light 15mm Qloc Ti through axle and a travel off 140mm, this model has a competitive weight of 1650g.

J0417



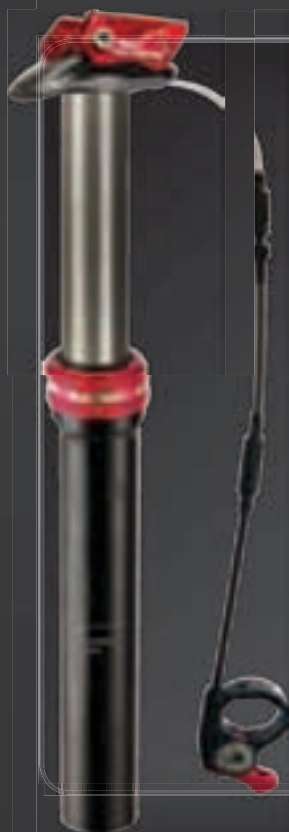
720Armour **Target**

K1129

A-Trak, the new 720armour sports eyewear line, was born to enhance an active lifestyle 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.

World record holder Kévin Sireau says A-Trak is his best partner while cycling. Target is a unisex design, streamlined to make you look chic on the urban streets.



Kind Shock **SuperNatural Beam Hydraulic Height-Adjustable Seat**

High-end mountain bike seat-post and shock brand KS (Kind Shock) introduces the Supernatural Beam hydraulic height adjustable seatpost.

The Beam touts every feature available in KS's arsenal of height-adjustable seat posts. Compatible with Kore's T-Rail and SDG's I-Beam saddle interfaces, the Beam ships with an integrated, handlebar-mounted, remote actuation lever that handily doubles

as the inner lock ring for ODI Lock On grips, keeping the bike's controls as uncluttered as possible. The Beam provides a full 150mm of stiction-free travel. The Supernatural Beam comes in 30.9 and 31.6mm diameters.

I0629

S0630

Ciclosport **Rider-30**

Sports electronics pioneer Ciclosport expands its existing navigation range with a new GPS bicycle computer.

Rider-30 is the ideal companion guide for ambitious cyclists. Small but robust (IPX7/shockproof design), this computer can be used anywhere. Record your tours and keep an eye on speed, distance and altitude, complete your data with ANT+ sensors for heart rate functions and cadence.



Focus **Izalco Team Katusha**

With the Izalco Team Katusha by Focus, the official Team Katusha bike is now available and it's here at Taipei Cycle.

The Izalco comes in the exclusive team design, with internal cabling and optimized carbon layup.

To ensure the best possible performance from professionals such as Filippo Pozzato and Joaquim Rodríguez, Focus product managers have finished the bike with Sram Red gear components, Vision Carbon wheels and stylish carbon parts from FSA and saddle manufacturer Prologo.

L0626



Chosen **Changegear Fixed / Freewheel Hub**

This specially designed hub can be switched from fixed gear to freewheel mode.

To change from one mode to the other, a simple and safe push or pull movement is used at the hub after unlocking the safety mechanism. The freewheel and fixed gear functions can be switched very quickly without the need for tools.

K0405



Haibike All-Mountain Heet MTB

The All-Mountain Haibike Heet is a development of the successful cross-country Sleek model. Like the Sleek, this new bike sets new standards in weight, stiffness and performance.

With a record-breaking frame weight of 1,980g, the Heet is also extremely stiff. The Syn-tace X12 half-shaft on the rear wheel results in better stability.

The Heet has a replaceable carbon Protection-Shield on the down tube to guard against stone-chip damage. Other advantages include the extremely neutral spring system, Direct Mount front derailleur, ultra-light full carbon rocker and the sealed and service-reduced pivots.

M1219**KED Paganini Race Helmet**

With the Paganini Race, KED introduces a genuine high-end competition helmet for racers. Made in Germany, this lightest series helmet with adjustment system clocks in at a mere 197g.

XL ventilation openings in the front for maximum airflow and a micro-fiber interior lining ensure comfortable wear and optimum distribution of air in the helmet. KED's Quick-Safe Race adjustment system provides the perfect fit. Available in sizes M (52-58 cm) and L (57-62 cm) in both high-gloss-white and black color design. Suggested retail price for Germany: €99.95.

S0630a**Airace Dualjet TS Pump**

Airace's new Dual Jet TS pump inflates both tires and shocks.

The pump features an extractable hose for shock inflation, along with a non-scratch rubber sealed head. It can pump shocks up to a maximum pressure of 300psi (21bar).

For tires, it has a reversible Schrader Presta and Dunlop adapter and a maximum pressure of 80psi (5.5 bar). Sleek in appearance, the Dual Jet TS has a 6063 aluminum barrel and aluminum lever.

L0025**Clean Mobile Harmonic Chain Drive**

According to Clean Mobile AG the Harmonic Chain Drive (HCD) is the smallest and most efficient drive system for pedelecs.

The picture shows a nicely integrated HCD-equipped KTM eGnition model in the fast e-bike class—and the first freerider with a 1,000-watt motor and 180 mm travel. The new HCD (for the up to 25 km/h category) debuting here at Taipei Cycle Show offers the same features as this freeride model but with less power.

N1230**3T Cycling's Scatto Track Sprint Bar**

3T will show for the first time at Taiwan its amazing new Scatto track sprint bar.

A multiple Gold Medal winner in its first season, Scatto is 50 percent stiffer than the reference sprint bar used by the majority

of today's medal-winning track sprinters, lighter, and way more aerodynamic. And it's the planet's coolest-looking handlebar!

M1326**Crops Cycle Computer W2014C**

The Tokyo accessories brand Crops has brought its cycle computer range to Taipei, including the CP-W2014C, a multi functional cycling computer.

Released in January, this model features 14 functions with wireless speed and wired cadence indication.

N0828

Biologic Gets Brainy

HOW TO MARRY YOUR IPHONE TO YOUR BIKE

BioLogic produces a wide variety of clever bicycle accessories, especially for folding bikes. But talk to BioLogic execs, and it's obvious that what gets them out of bed in the morning is anything and everything to do with iPhones.

M1019a

The company, which was created by Dahon, has produced protective handlebar cases for iPhones for several years. It is now expanding its line of cases, including one with an integrated 1400 mAh lithium polymer battery. BioLogic is also adding bike gloves made to work specifi-

cally with iPhones, and a GPS mapping app for tracking and measuring bike rides.

"Many of us here have logged lots of miles with iPhones stuffed in our pockets or rubber-banded to our handlebars, and it seemed pretty obvious that with the right hardware and software, the iPhone would make an amazing cycling computer," said Joshua Hon, managing director of BioLogic.

"With the BikeBrain app, every iPhone owner can have the ultimate cycling computer, with GPS mapping, speed, and

distance as well as calorie tracking," Hon added.

BikeBrain is the "lite" version of the company's app. Dahon is giving it away as a free marketing tool because one of the app's screens links to the BioLogic website, where users can buy the company's new iPhone products.

BikeBrain Lite turns an iPhone into a powerful cycle computer with GPS mapping, speed, distance, elapsed time and ten other data parameters. The app has been submitted to Apple for approval and should be ready soon.

With so many cycling mapping apps available for the iPhone, what makes BikeBrain unique?



The BikeBrain Lite cycling app for iPhone.



BioLogic's Josh Hon.

"It's free, for a start," Hon replied. "We've tried all of the paid ones and ours is just as good. It's also highly customizable, letting you decide which data you see."

Meanwhile, BioLogic's rugged, waterproof ReeCharge iPhone case with integrated battery doubles the iPhone's battery life. That's a necessity for GPS apps, which famously drain power very quickly. Without battery backup, tracking a ride of more than three hours can be tough.

The case has two mini-USB ports. One is for charging the iPhone and the other can be used to charge other USB devices at the same time—a boon for plugged-in bicycle tourists who are juggling multiple electronic devices.

BioLogic has also improved its existing dynamo charging system for iPhones and other USB-powered devices. The new dynamo has fewer trailing wires.

For cyclists riding in cold weather with their iPhones or other smartphones, BioLogic has produced cycling gloves that can swipe touch-sensitive smartphone screens.

■ CR



For Shock? For Tyre?
Comfort Everything You Need!

AIRACE

BOOTH: L025,026



イベントスケジュール

3月17日 (木)

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

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.
軽電動車輛 (LEV) 試乗コーナー
南港展示会場運搬用カーゴランプ (4F)

9:00 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)
軽電動車輛 (LEV) 試乗コーナー
南港展示会場運搬用カーゴランプ (4F)

9:00 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)

新製品発表会スケジュール

3月17日 (木) ~3月19日 (土) TWTC南港展示会場404会議室

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 ENTERPRISE CO. LTD.

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K5

強く屹立する自転車業界 日本の地震による影響は？

詹曉倩 (Eugenia Chan)
ASHIMA LTD.
台湾

ヨーロッパとアメリカ市場をメインターゲットとしたアクセルの製造会社。クライアントに日本の会社がないので地震による影響は大丈夫だと思う。台湾は元々あまり日本に輸出していない。なぜかという、日本の自転車業界は元から強くて、海外企業は攻めにくい。



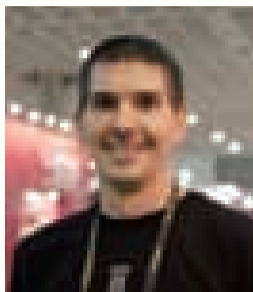
JONATHAN NUNAN
BIKE SPORTZ
オーストラリア

地震は日本の工業に影響はないと思うが、経済や中小企業に影響が出ると思う。もし円安になったらこれを機に海外からの買い入れが増え、日本の輸出の増加につながるだろう。日本の製品はハイエンドクラスとされてきたが、円安になればもっと競争力が上がると思う。



DAVID GUZIK
TREK BICYCLE CORPORATION
アメリカ

サイクルショーは4回目で、新しいサプライヤーを探すのが目的。日本の地震で影響を受けるのは電動自動車だと思う。なぜならICソケットやバッテリーなどハイテクパーツの多くは日本が生産しているから。今回の地震は自動車業界だけでなく、各業界に影響をもたらすと思う。



黄華鈞 (Nixon Huang)
GIANT MFG. CO., LTD.
台湾

長い目で見れば、地震の影響により日本で自転車の需要が増えると思う。地震をきっかけにエネルギーの大切さが改めて重視されると共にエコ意識が高まり、自転車のユーザーが増える予想。しかしママチャリのような普段生活に対応する自転車の需要は増えるが、レジャー・スポーツ車は衰えると思う。



木村恵
サイクルヨーロッパジャパン (株)
日本

東北は元々大きいマーケットではなく、日本では国内の中央から西がメインマーケットなのでそんなに影響はないと思う。自転車の仕事で初めて台湾に来たのは30年前で、サイクルショーは1回目から見ている。地震の影響で交通機関が乱れているので、今東京で自転車は品薄状態。



服部倫幸 (右)
(株) 近藤機械製作所
日本

今回はリームとクイックリリースレバーを見に日本愛知県の名古屋から来た。電車の運行はまだ完全に回復していないので、電車で通勤する人の多くは自転車を利用するようになった。日本の自転車マーケットはまだ成熟していないが、今回の地震をきっかけに自転車の良さを知ってもらえるかもしれない。



■張世昌

維格、ペダルを越えた展開へ

STAND#
J0517

維格工業 (Wellgo、陳忠義総経理) は台湾の有力ペダルメーカーだが、最近ではペダル周辺アイテムの研究・開発に力を注いでいる。シューズとクランクの新開発モデルを上市したのに加えて初心者ライダー用クリップへと開発の手を伸ばしている。

同社の新クリップは、クリップレスペダルでしばしば怖い思いをしているビギナーの恐怖心を和らげる設計で、システムはシンプルそのもの。ペダルの4つのスタッド (ボタン) をソール (靴底) に取り付けたプラスチック製クリートの穴に差し込むものと、シューズへの差し込みと取り外しが簡単な上、従来のクリップレスペダルに劣らぬ性能と

安全性を確保できるというもの。クリートは弾力性に優れる素材でできているため歩きやすい。ビギナー用の「学習ツール」の役目も果たす。

維格では無論、従来からの主力アイテムであるロード、MTB用をはじめとする各種自転車用ペダルにも引き続き力を入れる。同社はペダルでは世界でも有数のOEMメーカーだが、自社ブランドのXpedoでも訴求力の高い製品ラインを用意している。ロードバイク用ペダルでは今年、Thrustの新世代モデルを導入している。Thrustはカーボン一体成型ボディに、シュークリートとの接触幅を11%広げたステンレス製クリートブラットホームが特徴だ。

またMTB用では、市場に浸透しているXMX08TTモデルを継続。チタン製スピンドル採用バージョンは重さわずか210g (7.4オンス) という軽量モデルだ。シューズはペダルシステムには欠かせないアイテムであるため、マグネシウム製ソールのロード用シューズ SLMを手



維格のビギナー用新クリップレスシステム

始めにサイクリングシューズへと生産の幅を広げていった。SLMはストラップバージョンで重さわずか452g (15.9オンス)。カーボンソール使用のSLCバージョンは若干重めで470g (1ポンド0.5オンス)。

維格ではまた、折りたたみ自転車の特殊ニーズにも対応して、このほどQRDクランクと名付ける新モデルを開発した。同製品は言わばペダル用クイックリリースシステムで、ペダルをクランクからすばっと素早く外せて、狭い場所でも自転車を置けるようにできるため、盗難防止にもつながるという新設計だ。カラーはブラックとシルバーを用意している。

■GE



維格のThrust新ロード用ペダル



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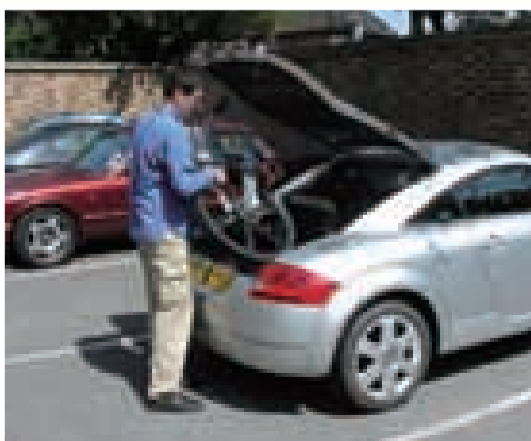
PART 2

マーク・サンダース

自転車に乗らない人達と普段何気なく交わす会話の中で、ふとなるほどなと思わせる言葉を耳にすることがある。彼らがほぼ共通して口にするのが「イメージ」という言葉だ。私の18歳になる娘も好んで自転車に乗るタイプではないが、やはり自転車のもつイメージを気にしている。サイクリングに無縁の人たちにサイクリングを始めさせようとするのは、それこそ鶏が先か卵が先かの議論になってしまうが、例えば、自転車専用道路にしる、安全性確保にしる、天候にしる、その大部分は自転車業界の手におえるものではない。サイクリング振興のための活動や自転車専用道への資金的サポートも大事ではあるが、およそ業界活動の中核にはなり得ない。自転車はデザインのうちの技術面ではかなりいい線を行っている。効率性のアップや軽量化、ハイスピード化などの進展には目覚ましいものがある。しかしデザインのもうひとつの面、すなわちイメージとかクールさといった要素はもっとじっくり見てみる必要があるだろう。異業種での動きを見てみると、最近の中ではアップルの自転車へのアプローチが目にとまる。アップルの展開には、自転車利用の幅を広げ、そこから自転車専用道の増設、サイクリングの安全

性向上、さらにはノンサイクリスト（自転車に乗用しない人達）まで引きつけるような結果を生み出す卵ともなりうる可能性が秘められている。その国の多くの人たちが自転車を利用するようになったら世界はどうなるか、ヨーロッパならコペンハーゲン、ミラノ、アムステルダムをはじめとするサイクリングシティ、米国ならポートランドやデヴィスやボールダーを見ればわかるはずだ。さらにGocycleやiF Modeをはじめとする折りたたみ自転車や電動自転車、カバー付自転車、カーゴバイク、リカンベント、ヴェロモービルといったノンサイクリストを引きつける製品群を見てほしい。これらの製品は従来からのサイクリストには不向きな代物かもしれないが、「アップル・バイシクル」のような製品はブルーオーシャン（未開の大海原）の人達や車にためらいを覚える人達を十分に惹きつけるものがあるだろう。

自転車がサイクリストのための娯楽やスポーツから、この世のすべての人の交通手段の主流へと変容すればMTBが巻き起こした一大ブームもまるで小さな丘で起きたささやかな出来事になってしまうかもしれない。私が喜ばしく感じたのは、私のこうした見方は業界（もっぱらスポーツマンタイプの典型といった男性で構成）に快く思われないかもしれないとの予想に反して、これに賛同を示してくれたことだ。一方で、業界の現状はと言えば、収益の多くが「レッドオーシャン」（熾烈な生存競争が続く市場）からのもので、ビジネスの主力は需要の中核を成すサイクリスト向けという状況から抜けきれず、ブルーオーシャン（未開の大海原）開拓へ財源を回す余裕が持てないままである。



3Tが創業50周年迎えCXに注力、台湾との絆も強化

STAND#
M1326

日本語



左から：ジェームス・ペティット営業部長、パオラ・カルデナスCSR部長、レネ・ヴィエルツCEO

イタリアの3Tサイクリングのブース（No.M1326）では、シクロクロス製品の新モデルが展示されるとともに、アジアの主要ステージレースに数多く参戦する台湾拠点のUCIコンチネンタル・ロードチーム、アクション・サイクリング・チームとの新たなスポンサーシップ契約も発表される。

3Tは昨年3Tサイクリングに社名変更したが、今年2011年は創業50周年を迎えている。同社は1961年にテクノ・チューボ・トリノとしてトリノで創業。社名を略してTTTとしたが、やがてそれをさらに縮めて3Tとした。3Tはスチール製からアルミ製へ生産をシフトしたコンポーネーターの先駆けの1社で、1970年代の自転車コンポ軽量化の礎となった。1975年には世界最軽量のドロップハンドルバー、スーパーレッゲラ（Superleggera）を生産。84年にフランチェスコ・モゼールが同製品を使ってワールド・アワー・レコード（1時間の走行距離世界記録）を達成している。このブルホーン（雄牛の角）型新開発バーはライダーの上部をより低くよりエアロダイナミック（空気抵抗を抑える）設計に革新性があった。

2007年、3Tはレネ・ヴィエルツ氏によりグルッポから買い取られた。同氏はオランダの多国籍企業フィリップスの元幹部役員で現在3TのCEO（最高経営責任者）にして同社のオーナーのひとりでもある。昨年の社名変更の際に同氏は、「我々は3Tの歴史と遺産を深く自覚している。時代を遡ると3Tのハンドルバーとステムはメルクスやモゼール、フォンドリエストといった歴代の名レーサーに愛用された。2007年に3Tにきた時、この遺産をとにかく大事にしていかな

てはいけなと感じた。遺産を引き継ぎ、それをさらに良いものにして現代にもたらし自転車レースとのつながりを再度深めることができたことと自負している。我々が参画してからしばしの時を経た。もはや新入りといった感覚はなく、新生3Tこそ真の3Tであるとの思いを強くしている」と語っていた。

2010年に3Tサイクリングはトラック用キットの改良に力を注いだ。50周年を迎えた今年はシクロクロスへと軸足をシフト、秋のレースシーズ

ンに向けて万全のフロントエンドを送り出す態勢にある。新モデルのLuteusフォークにはブレーキ用マウント（隆起）を左ブレードに設けているが、これはUCIのテクニカルルール変更に伴いCX（シクロクロス）レースにもディスクブレーキ装着が認められたことに対応したものだ。さらに、UCIの最大タイヤ認可サイズの33mmにも対応できるようクラウンのクリアランス（遊び幅）も広げている。またCX専用3T Ergoterraハンドルバーは同社ロード用バーErosumと同じコンパクトなドロップとリーチの新モデルで、ドロップの幅を広げられるのもポイントになっている。上に示されているとおり、ドロップは外側に6度まで傾けられる。そのため45cmのモデルならフードでは42cmになる。複合ベンド（湾曲の曲がり）によりブレーキとシフトレバーがそれぞれの据え付け位置で縦の配列を保てるためバーが外側に反っても駆動システムのエルゴデザインがその機能を損われることがない。荒地での走行ではErgoterraの幅広のバーがフォアアーム（腕の肘から手首の部分）に左右へのゆとりをもたせているためライダーはより長い

時間ドロップに腕を置いておける設計という。肘あての幅に余裕があることは、走行不能な場所で自転車を肩に担いで走る時にも助けになるはずだ。

■CR

台北で初披露する新商品scatto ltd



CX専用ハンドルバー3T Ergoterra



パオラ・カルデナスCSR部長

MAXXISからラジアル・チューブレス結合新モデル

STAND#
J0818

台湾のタイヤメーカー、Maxxis（正新）がチューブレス技術とラジアルタイヤを結合させた新しい自転車タイヤ技術による新製品ラインを台北ショーに初出展する。名づけて『チューブレス・ラジアル』。新開発の700Cx22Cロード用タイヤは折りたたためて120TPIを有し、しかも最大空圧125psi（8.5バール）まで対応できるハイグレードモデル。補強ナノ構造の同社新複合コンパウンドの採用で耐摩耗性を30%高めるとともにローリング抵抗を抑えたもので、ラジアルタイヤのためコーナリングでもとりわけ優れた特性を発揮するという。

自転車用チューブレスタイヤはウッチンソンが1997年に業界初のモデルを上市。2006年にロードバイク用チューブレスも発売した。以来チューブレス市場はMaxxisをはじめ他社も参入に乗り出し、Maxxisは2010年にロード用チューブレスを市場投入している。

ラジアルタイヤは車の定番だが、サイドのフロッピー（ばたつき）感から自転車では一気に広まることがなかった。パナソニックが1980年にミヤタのツーリングバイク用に、その後1985年にジェイミス（Jamis）のGentry用にラジアルタイヤを量産してい

120TPIのレーシング用チューブラーCampione

る。2009年になってMaxxisがRadiale-22cと23cでラジアル技術を再度自転車タイヤに導入して初期のパナソニック製が抱えたピットホール（窪み）の問題も解消された。

無論台北ショーでは『チューブレス・ラジアル』と同様に新しい「シームレス・チューブラー技術」に基づく新製品を含め従来製品の新モデルも幅広く展示する。中でも注目は120TPIのレーシング用チューブラーCampioneと60TPIのスポーツバイク用チューブラーForzaで、ともに同社シームレス構造技術によりタイヤとリムの嵌りが完璧になり、しかも新複合コンパウンドの採用で耐摩耗性を高めるとともにローリング抵抗を抑える特性を発揮する。

このほかレーシング、スポーツ、トレーニング用の多目的ロードタイヤの新モデルM3Dや折りたたみ可能な700x23Cタイヤもラインアップ。700x23Cは120TPIを有し重さ200g（7オンス）で、空気注入も130psi（9バール）まで可能だ。M3Dはトレッドパターンとサイドトレッドを新しくして、カラーも9種用意されている。

■GE

初出品のMaxxis『チューブレス・ラジアル』は補強ナノ構造の同社新複合コンパウンドを採用。

レーシング、スポーツ、トレーニング用の多目的ロードタイヤの新モデルM3D

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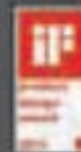
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2011, 2010, 2009 German P Design Award

2010 Taiwan Excellence

記録を更新する大盛況！ 新紀元を迎える台北サイクルショー

24年目を迎える台北サイクルショーは昨日（3/16）幕を開けた。全世界36ヶ国から948社が出展し、ブースの数が再び記録を更新して台北サイクルショーを世界第二大展示会に一躍させた。TAITRA董事長王志刚は「今までにない大盛況！キャンセル待ちのブースは800コマも」と、そしてTBEA理事長羅祥安は「2010年は完成車の輸出数も平均単価も例年より大幅に成長した」と語る。これからはグッズ類も出展するようになり、台北ショーは「自転車生活」へと発展するという。

■頼秉揚



TAITRA董事長王志刚。

COLIPED、総勢28社の一大展開

欧州数カ国の二輪車協会から成るColipedは台北ショー出展も今年で19回目となる。Colipedが取りまとめる共同ブース（783平米＝8430平方フィート）に今年は総勢

STAND#
L0122

28社の出展を集めており、出展規模ではショー最大と胸を張る。グレエット・エンゲレン事務局長をリーダーとするColipedパビリオンは南港展覽会場4階フロアのメイン出入り口LとMのほぼ中間に設置される。「出展参加予約受付を早めにスタートさせて、9月末には予約が埋まってしまった」（エンゲレン事務局）という。Bike Europe、Atala、Laboratories Pourqueryの3社が昨年から抜けたかわりに新たに2社が出展に加わった。イタリアのリム、ニップルメーカーのAlpina RaggiとFast Riderブランドでレインウェア、バッグ、バックなどを扱うオランダのアクセサリメーカー、Hesling Productsの2社で、今年は各出展者ブースにスペースのゆとりをもたせているとのことだ。

同事務局長によると、Colipedパビリオンへの参加企業数は2009年に減ったが、これは「参加の意欲が減じたからではなく、フランス企業が独自のフランスパビリオンを新設しそちらに移行したため」という。

Colipedでは今年も例年どおりフレッド、シェリー・ペン、リタ・スーといったお馴染みの顔触れでチームを組み来訪者に対応する。パビリオンのColiped Caféはとりわけ時差ボケの海外来訪者にはありがたいサービスだ。ぜひ立ち寄って本場のヨーロッパコーヒーを飲みながらおしゃべりにひと息入れたらどうだろう。

■JB



グレエット・エンゲレン

SR SUNTOUR – A CARTRIDGE STORY! エスアールサンツアー カートリッジのお話

エスアールサンツアーがサスペンションホークを生産開始して以来ずっと考えて開発してきた大切なことは、クイックサービス商品であることでした。クイックサービス商品という意味は、人々が楽しく自転車に乗って、修理なども長く時間がかからずに自転車修理店からもどってくることです。クイックサービス商品というのはすべての開発や生産の結果であり、15年以上にわたって研究されております。

弊社のすべてのサスペンションホーク製品をクイックサービス商品としている大切な特徴はダンピングシステムを基礎にしたカートリッジです。2002年にほとんどの多くの競合会社は、オープンオイルバスという技術を基にしたロックアウトを提供していました。この技術はいくつかの利点があることはもちろんですが、サービスとかメンテナンスになると、オープンオイルバスシステムはユーザーにとってはあまり便利とは言えません。小売店はこれらのシステムを修理するのには、複雑な時間のかかる作業をしなくてはなりません。またオープンオイルバスはシールされたカートリッジシステムに較べると複雑で生産コストもかかります。

今まで誰もロックアウトのような機能をシールされたカートリッジに組み入れようとしませんでした。それは簡単にしかもたくさんのオイルが飛び散らなく交換が可能です。

2002年に開発チームがロックアウト機能を持ったダンパーシステムを開発しました。それは最初の量産ができるシールドカートリッジでした。このロックアウト機能は自転車に広く使われました。これらのカートリッジが使われたサスペンションホークは、同

じ機能を持ったものより廉価で製造することができました。

10年以上にわたり、我々はQSP（クイックサービス商品）の考えを進めてきました。カートリッジにロックアウト機能を組み入れた後、リバウンド調整機能、パルプ調整機能が2007年に開発されました。

我々はさらにカートリッジと小型電動モーターを組み入れました。ELD、電動ロックアウトの誕生です。

特徴だけではなく、機能、重量、耐久性も追及したカートリッジが毎年開発されております。

エスアールサンツアーは、世界の最高のライダーと密に組んでWERXプログラムをスタートしました。WERXプログラムを通して高いレベルにカートリッジをチューンできるようになりました。ジュリアブレース(BH SR Suntour Team)はU23カテゴリーでUCIワールドカップランキングのトップです。彼女は最新のリモートロックアウト機能を持ったカートリッジがついたアクソンホーク使っています。これはカートリッジを使ったダンピングシステムはオープンオイルバスと同じレベルになったことを証明しています。

我々の考えは、乗っている自転車の修理に何時間も修理がかからないようにすることです。そして自転車自体が今日の環境問題を解決することができると思っています。このサイクリングに対する情熱が毎日の我々の開発を支えております。そしてこれはもっ

とたくさんの人が自転車を利用することになれば良いと思います。

我々の最新のダンパーカートリッジの開発にオールインワンカートリッジがあります。これはライドンシリーズ



のモデルに使われています。自転車の歴史の最初の時期は、油圧のダンパーシステムをエアースプリングのサスペンションと組合せていました。今日までエアースプリングホークは2つの別のシステムをひとつのホークに片側ずつ組み入れていました、エアースプリング側とダンパー側です。オールインワンカートリッジは両方の機能をひとつのカートリッジに組み入れたので、エアースプリングのサスペンションホークが今までより廉価な値段からオフアールできるようになりました。さらにこのカートリッジは固定リバウンドダンパーなので、ダンピング力の調整が難しいたくさんのリクリエーションライダーには、工場の技術者が設定したそのままです。

オールインワンカートリッジはさらに片側に入っているのが大きなもうひとつの前進です。さらに扱いやすく、信頼できる商品です。特にリクリエーション用のマウンテンバイクにおいてはサービス性という点では非常に大きな役目を果たします。

末永シニアマネージャー談（エスアールサンツアー台湾本社）

今日の高いカートリッジの技術は我々の継続的な開発の努力とサイクリングへの情熱によって成し遂げられました。我々の最新の技術は、シールドカートリッジに組み込まれた、リモートロックアウト、低速コンプレッション調整そしてリバウンド調整があります。

新しいオールインワンカートリッジは2012年モデルのライドンX3ホークに入っております。これはサービス面でユーザーに親切的な設計で同時にエアースプリングホークで価格的にも魅了ある商品となっています。

これはリモートロックアウトかスピードロックアウトの機能が選べます。さらに固定でプリセットされたリバウンドダンピングがホークの操作性を高めております。

台湾自転車輸出、堅調な回復続く 2010年は金額ベースで20%増

台湾の自転車業界は昨年驚異的な高収益を達成した。完成車の出荷は台数ベースで前年（2009年）比17.87%増の507万台、金額ベースでは同20.24%増の15億US\$に達した。火曜日に行われたプレショー記者会見でTBEA羅祥安理事長から最新の輸出統計数字が発表された。

それによると、自転車部品の総輸出額は実に同28.75%増を記録。完成車の平均単価はわずか2.01%増だが、この伸長は、消費低迷が進む中でまったくの予想外というのが業界の声である。

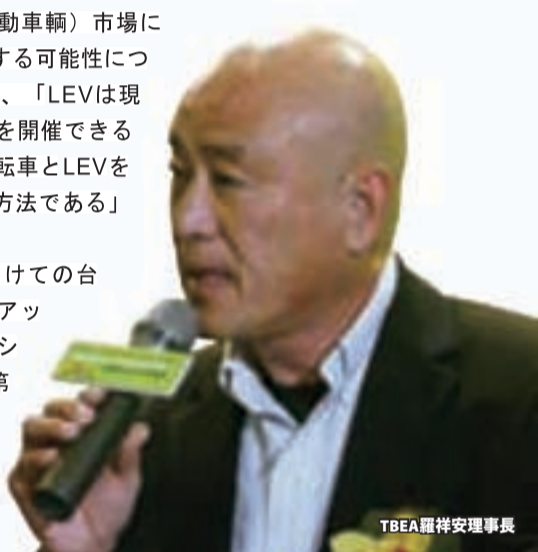
羅理事長によると、2011年の初めの2月は北米向け輸出が12万4900台で、前年同期比37%増と高伸したが、天候不順の影響を受けた欧州向けが著しくダウンしている。

TAITRAの葉明水副秘書長とともに会見に現れた羅理事長は、まず台北サイクルショーを主催し、台湾の自転車業界の発展に貢献しているTAITRA（台湾対外貿易発展協会）に賛辞を述べた上で、欧州が依然として自転車メーカーの最大市場であることは変わらないが、業界はいまその市場を全世界へと広げていると語った。

急成長しているLEV（軽電動車輛）市場に向けて別個のショーを開催する可能性について質問を受けた理事長は、「LEVは現時点ではまだ単独のショーを開催できるほどには至っていない。自転車とLEVと一緒に開催するのが最善の方法である」と答えた。

葉秘書長は今年と来年に向けての台北ショーの改善点をリストアップしており、その中に無料シャトルバス8路線の提供、第2 MRTラインの開設および来場者への無料サービスなどが含まれている。

■TK



TBEA 羅祥安理事長

維樂、維格合同パーティー



火曜日の晩にグランドハイアットホテルで開かれた恒例の維樂、維格合同パーティーとOEM製品プレゼンに450～500名の招待客が出席した。プレゼンの後にはこれまた恒例の楽しい余興が数々用意され、今年はファラオ・ダンシンググループによるベリーダンス（写真：上）が会場を沸かした。

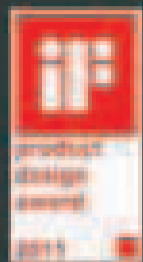
維格の陳忠義と余秋香夫妻が紹介する最新の革新技術「オートリセット・ポジション・ペダル」。磁気システムによりペダルは常にエントリー（踏み入れ）に対する適正ポジションが保たれる。



余秋香 董事長

陳忠義 總經理

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mini pump | black or white | max. 32 bar/464 psi
240 mm | 109 g | Valve Presta

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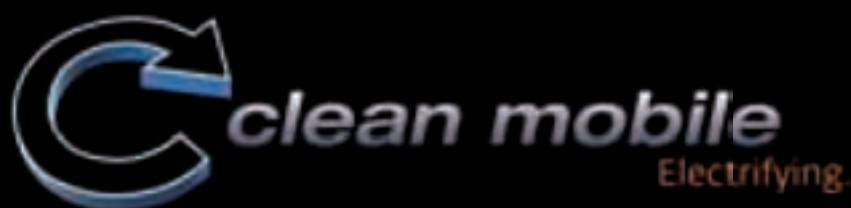
THE NEW E-POCH.

There are a few ways to look at a change of epochal proportions. Some may prescribe to a purely rational approach by describing Clean Mobile's cutting edge drive train system with utmost objectivity.

Perfectly tuned components consisting of a revolutionary Li-ion battery with tweaked efficiency during both charging and discharging and a drive unit pushing vehicles with 150 Nm of torque and considerably more power which results in greater range, breathtaking speed and striking acceleration.

Others may take a more e-motional route by declaring Clean Mobile's technology simply the beginning of a new mobility epoch. In that case we strongly recommend a test-ride at your closest dealer to experience the electrifying performance of a Clean Mobile powered eBike.

Visit us at Taipei Cycle Show booth N1230.



屹立不搖的自行車產業 日本世紀大震搖到你了嗎？

詹曉倩

永克達工業
台灣

“我們的零件主要出口至美國、歐洲，目前並無在日本銷售。”

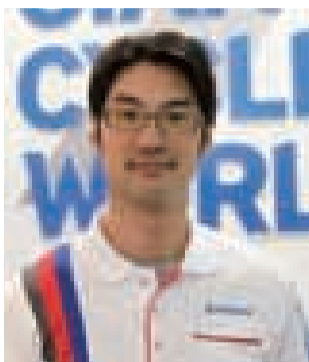
日本的自行車零件工業很強，所以其他國家的高級零件不容易進入日本市場，此次的地震對全球自行車產業影響不大。永克達致力提昇產品性能，尋找機會進入日本市場。



黃華鈞

巨大機械
台灣

“長期而言，此次大地震將促進更多日本人騎車”，因為地震使能源問題獲得重視，將有更多人改變交通模式，轉換為綠色節能、不需燃料的單車通勤，所以長期來說騎車的人會增加。我預測單車通勤車市場會擴大，但高級運動車市場則些微衰退。



紐南 (Jonathan Nunan)

BikeSportz Imports
澳洲



“我預測此次地震會使日圓匯率下跌，日本高階單車品牌將更具競爭力，”我們公司代理了十幾個單車品牌，我相信將有更多人會購買日本高階產品；就我所知，這次的地震很嚴重，我擔心中、小規模的公司難以承受這次的世紀大震，但長期而言對大公司是有助益的。

知，這次的地震很嚴重，我擔心中、小規模的公司難以承受這次的世紀大震，但長期而言對大公司是有助益的。

木村惠

サイクルヨーロッパジャパン (株)
日本



“日本東北的居民多以汽車代步，並不算是非常大的自行車市場，日本主要自行車市場是東京以西，所以預測地震造成的影響並不大。”地震造成交通中斷，昨天要來台灣的時候還沒辦法從自家搭電車到成田機場，所以是搭乘羽田—松山航線。但也因為交通尚未完全開通的關係，讓東京一帶最近自行車大賣。

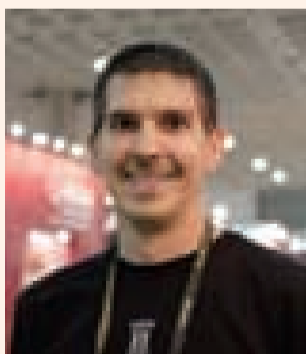
知，這次的地震很嚴重，我擔心中、小規模的公司難以承受這次的世紀大震，但長期而言對大公司是有助益的。

古濟克 (David Guzik)

TREK
美國

“地震將造成日本無法穩定供應精密電動車組件”，現今電動自行車的IC板、電池等精密科技零件，都由日本輸出，所以將影響全球電動車市場。

TREK在日本的銷售主力在高價車，此次地震對日本高階自行車市場影響不大，但造成難以估計的生態浩劫。



服部倫幸 (右)

(株)近藤機械製作所
日本



來自日本愛知縣名古屋，這次主要是來看車圈和快拆。由於日本地震造成部分交通癱瘓，零件工廠在運輸上或許會受到影響。但是由於目前電車的運行狀況尚未恢復到100%，很多原本搭乘電車通勤的人都改為以自行車代步。“日本的自行車市場還不算成熟，或許可以藉由此次地震讓民眾了解自行車是個很好又非常方便的代步工具。”

■張世昌

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2011台北國際自行車展開幕典禮貴賓合影



新奇的協力車連參展客戶也躍躍欲試



台灣精品館



第15屆IBDC全球自行車設計比賽頒獎典禮舞蹈表演



來自義大利的Marco Mainardi以名為Aria的作品獲得IBDC金牌獎



勇於嚐試異國美食的國際買主，讓東方麵食相逢西方啤酒，跨界風味就此誕生。



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Hot New PRODUCTS 2011

STAND# K0405

喬紳 Changegear單速車兩用花鼓

誰說有型的單速車一定要被規格給綁死，因為死飛的侷限而令初學者對單速車心生畏懼。喬紳獨家設計的Changegear花鼓可以快速、從容的轉換於單速(Freewheel)與死飛(Fixed geared)模式。只要輕輕的推或拉，花鼓便立即完成調整，完全不需要工具。



STAND# L626

Focus Izalco Team Katusha職業隊車

台北車展搶先亮相，2011年環法職業隊Katusha車隊的颯風戰駒。Focus Izalco車隊版配有超炫的車隊版塗裝、隱藏式走線系統、高強度最佳化的碳纖疊層。Katusha車隊波沙多(Filippo Pozzato)跟羅德里奎茲(Joaquim Rodríguez)這兩位風火輪好“腳”，即將騎乘Izalco拚鬥2011最佳賽季。搭配SRAM Red套件、Vision碳纖維輪組、FSA優質零件以及Prologo座墊。



STAND# K1129

2011 720armour Target運動風鏡

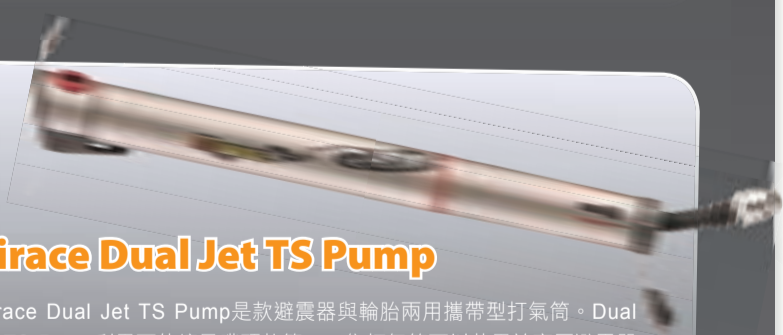
2011年，720armour為凱文(Kevin Sireau，世界200米爭先賽紀錄保持人)量身打造“A-Trak™ 飛磁換片風鏡”，凱文很滿意這嶄新的技術，更強勢問鼎2012 倫敦奧運的王位。“飛磁換片科技”，鏡片採用隱匿式磁吸構造，能讓鏡片與鏡架在1-2秒內磁吸定位；強大的磁力能將鏡片安全固定在鏡框上，帶給使用者前所未有的簡單與便捷，Target(#B319)多元化的鏡片與鏡片顏色選擇，滿足你在各種天色與光線環境的使用。



Airrace Dual Jet TS Pump

Airrace Dual Jet TS Pump是款避震器與輪胎兩用攜帶型打氣筒。Dual Jet TS Pump利用可伸縮風嘴頭軟管，一隻打氣筒可以共用於高壓避震器及輪胎打氣。避震器最高壓力可至300psi(21bar)；輪胎最高胎壓可至80psi(5.5bar)可轉換美式嘴、法式嘴與德式氣嘴。高質感鋁合金拉絲汽缸及扳手，為實用的功能更增添了幾許美感。

STAND# L0025



打造豪華房車級的舒適避震— 凱薩克科技

STAND# L0625

“一上二下、一上二下，調整座管如此快速又簡單，按鈕一壓座管自動下潛。”這不是體能訓練的伏地挺身，這是凱薩克獲獎無數的I Series可調式座管，外型極像眼鏡蛇的座管，是登山車零件的重要創新。

深耕避震器市場的凱薩克科技公司，於1983年成立時負責鐵管加工，自行車零件在當時也是開發產品之一。累積十餘年的製造經驗，凱薩克目前在台灣、大陸、越南等地

擁有多個生產基地。每家工廠最希望的，能夠看見自己的品牌印在辛苦開發的產品上，所以凱薩克在1997年專精投入單車產業，在一片紅海低價競爭中，凱薩克投入避震器事業，這領域鮮少人開發，不會衝突到合作伙伴，是個全新的藍海市場，凱薩克科技許榮裕總經理如此表示。

許榮裕於2008年完成單車環台壯遊，在長達一千公里的單車旅行，讓許榮裕深刻感動到台灣山與海的壯麗。他表示：“我現在比較少騎車，因為我想多舉辦單車活動，讓更多人能夠體驗這難以言喻的踏踏樂趣”。近幾年，凱薩克積極提昇單車參與人口，在台灣、中國大陸等地方積極舉辦活動，在台北展後，凱薩克將舉辦為期一週的花東單車溫泉之旅，讓每年旋風

最新的LEAF減壓避震座墊，創新引用高端汽車獨立懸掛疊簧避震系統，能使顛簸路況產生極佳避震效果。



般停留台灣的凱薩克國外夥伴，將近80位來自世界各地的國際買主共同享受踏踏的樂趣。

可調式座管已成為全功能避震車(AM)的標準配備，凱薩克積極打造更輕量化的結構，讓對於重量敏感的越野登山車(XC)族群廣為接受。我認為新世代的可調式座管將邁向電子化，凱薩克將於台北展示邁向電子化的第一步，這概念品會讓你驚嘆不已，許榮裕這麼說。

今年台北車展，凱薩克科技要讓合作客戶體驗經典的台灣意象，將感謝晚宴設計故宮晶華宴客中心，在品嚐中華美食之際，同時感受道地文化。

■張世昌

即將上市的油壓可調式座管，搭配手把整合式遙控器，座高調整在彈指之間。



奎貝克發表創新單車泥除

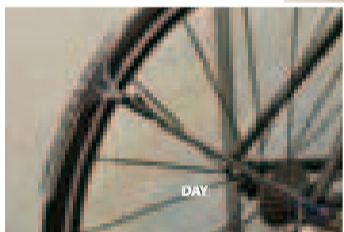
STAND#
M1429

過往單車擋泥板總是平時嫌累贅、雨時方恨少，2011年奎貝克公司發表了這款高效率擋泥板-人波切，顛覆了過往大家對擋泥板的印象，這款贏得2011年創新獎車身配件類冠軍，今天將在上午11點40於展覽館404發表。

在奎貝克攤位上(M1429)，業務經理姜海寰正展示著可以輕薄短小隨車搭配的最新產品，人波切-高效率擋泥板，這款看似簡單小巧的擋泥板，研發的過程也耗費兩年，姜海寰表示：「最難的地方在於與快拆結合的固定方式。」而一直以來對於傳統泥除的低效率，姜海寰覺得有很大改善空間，他認為：「泥除的重點在於掌握水噴起的切線，我們在水開始噴起的初期，就將水擋下，這可以減少泥水噴到背部而向下流的情況，可以大幅讓騎士保持乾淨與衛生。」他又提到：「過往的泥除晴天是累贅，下雨天又希望它最好會自動伸出來，因此輕薄短小高效率是一開始設計的重點，現在的人波切就算一直裝在車上，也不會覺得它礙眼。後續將以相同概念，推出符合公路越野車與城市車使用的泥除。」

想瞭解更多嗎？2011年台北自行車展404會議室，會有許多新產品，從上午11點開始全天與您面對面接力發表。

■張壽生



奎貝克業務經理姜海寰與他的最新得獎產品，人波切-高效率擋泥板。(照片：張壽生)

COLNAGO引領週年慶

STAND#
M802

今年適逢中華民國歡慶建國百年，多家自行車品牌都推出了百年紀念車，但這款來自義大利的祝福最為特別。義大利今年同樣適逢義大利聯邦成立150週年，因此COLNAGO推出了150週年紀念車款。而在台北展前夕，COLNAGO才得知中華民國歡慶建國百年，因此在最短時間促成了這台百週年紀念車。

義大利老牌COLNAGO以C59打造慶祝義大利聯邦成立150週年，無獨有偶適逢中華民國100年，COLNAGO臨時決定將這次台北自行車展主秀的另一半獻給建國百年紀念車。COLNAGO銷售經理Diego Colosio表示：「以義大利製造的COLNAGO C59為主體的義大利150週年紀念車，限量150台，零件以SHIMANO Di2電子變速為主，

同時將電池整合為隱藏，讓整體更完美。」而展示台的另一半則是屬於民國百年車款，Diego Colosio表示：「這款M10是台灣製造的車架，但塗裝完全是義大利手工彩繪，細微連青天白日滿地紅國旗中的太陽，都是用彩繪而不是貼紙，我們在昨天才完成組裝。」

目前這款建國百年車位於COLNAGO展示(攤位M0802)，同樣搭配SHIMANO Di2，數量及售價未定。

■張壽生



COLNAGO銷售經理Diego Colosio(左)與海伯斯達副理蔣家銘(右)與義大利150週年紀念車。圖片：張壽生

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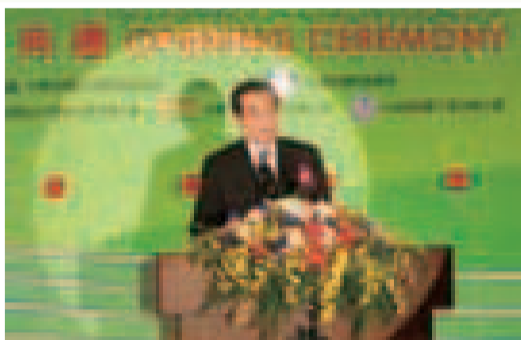
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盛況空前再創新！ 台北國際自行車展邁入新紀元

邁入第24個年頭的台北國際自行車展於昨(3月16日)正式開展，在建國百年舉辦的展會共有來自全球36個國家、948間海內外廠商參展，而展會攤位使用數再次突破歷史新高，來到3,060個攤位，讓台北國際自行車展躍居成為全球第二大展。

「今年台北展展況空前！」中華民國對外貿易發展協會董事長王志剛表示，今年展會吸引了超過5,300位外國買主參與，而南港展覽館追加六樓會議室與室外搭棚增加攤位後，仍舊還有800



中華民國對外貿易發展協會董事長王志剛。

個攤位無法展出，這都足以顯示台北國際自行車展逐漸壯大！雖然自行車產業在80年代因台幣升值與產業外移陷入低潮，但在巨大機械與美利達工業結合廠商成立A-Team，並推行豐田式管理(Toyota Production System, TPS)，讓產業重回榮景；他並期盼明年展會更國際化、更廣化、更深化與更精緻化。

台灣區自行車輸出業同業公會理事長羅祥安則表示，2010年成車整體出口達到507萬輛，總金額超過15億美元，平均單價來到296美元，都比往年大幅成長，可說是豐收的一年；而今年整體仍舊持續成長，可望讓產業歷經動盪不安之後，再度回歸正常成長面，目前前兩個月平均單價達341美元，再創佳績；而以往台北展多以成車、零組件為主，

但未來展會添加配件類參展後，讓台北展往「自行車生活」主體發展；此外，羅理事長同時期盼明年會場攤位增加之後，希望吸引全球業者多運用台北展這個平台，打造全球自行車生活圈。

「自行車是產業發展的亮點！」經濟部次長梁國興表示，2010年自行車外銷表現相當亮麗，讓今年展會盛況空前，尤其是屬於傳統產業的自行車在添加高科技與設計元素後，讓自行車的平平均單價等同一部筆記型電腦；梁次長用「創新經濟、樂活台灣」來勉勵業者，希望台灣自行車產業更加蓬勃發展。他同時還透露，目前經濟部在WTO杜哈談判會議上，極力爭取自行車在全球零關稅，目前已獲得不少國家認同，雖然還有很長的路要走，但令人樂觀其成。

■賴秉揚

MARCO MAINARDI贏得 第15屆全球自行車設計賽金牌

歷經來自全球58個國家、共計863件優秀作品齊聚角逐之後，第15屆全球自行車設計比賽(INTERNATIONAL BICYCLE DESIGN COMPETITION, 簡稱IBDC)，在3月16日於台北國際自行車展決選；來自義大利的MARCO MAINARDI以前衛設計的「ARIA」公路車擊敗各路好手，拿下IBDC最高榮耀的金牌獎，並抱走新台幣50萬獎金。

今年進入決賽階段的優秀作品，有來自義大利、南韓、中國、伊朗、美國、加拿大、澳洲、及台灣等國家，綜觀所有作品均以呼應全球節能減碳需求而成，搭配流暢的線條設計與造型意象，讓



Marco Mainardi以前衛設計的「ARIA」公路車拿下今年金牌獎。

自行車不僅止於運輸工具，還成為能夠彰顯個人品味、生活情趣的複合式載具型態。而這次獲得金牌獎的「ARIA」公路車，是以鎂合金結合碳纖維設計而成的車架，具備彈性與輕量優點，搭配獨特的內建車把設計，讓騎乘者輕鬆保持正確的騎乘姿勢。而來自台灣的年輕設計師「張朕維」與「張家齊」，以利用「圓」的概念、打破以往直管與橫管焊接概念而設計出的「Somerset(翻筋斗)」，拿下「銀牌獎」與「巨大獎」，這款設計不僅具備單車功能，還能在收折後轉變成為手推車。

銅牌獎則由來自香港的「何業成」，以混合功能與動力概念所打造的「Hybird Golf」奪得，車款前端空間可運載高爾夫球袋或其他大件行李，而變形後還能變成高爾夫手推車；此外，還能依據路況選擇適合的動力模式。而「美利達獎」則由台



CHC 將屬於概念設計的「ARIA」公路車實體化。

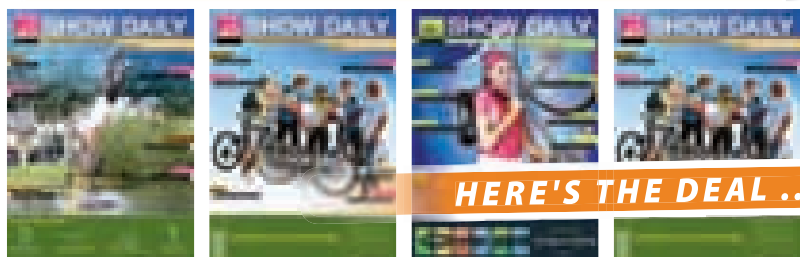


IBDC邁入第15屆，不僅全球眾多設計師參賽，更吸引海外媒體注目。

灣設計師「陳錡穀、蔡繁名、游元良」共同設計的「Bihandy」奪得。

■賴秉揚

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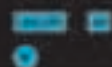
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