

TAIWAN — Where Bikes Set the Future!



Fri. Mar. 18TH, 2011

SHOW DAILY

THE OFFICIAL TAIPEI CYCLE NEWSPAPER WWW.BIKESHOWDAILY.COM

ORGANIZED BY: TAITRA

DAY 3

ENGLISH

日本語

中文

JAPAN JITTERS

5 *The country's ongoing crisis raises supply concerns.*

SO CHIC

'Cycle Chic' movement makes cycling fashionable—and for everyone.

8

GAINING VELOCITE

9 *Small Taiwan bikemaker takes on the big boys.*

FRONT, REAR AND CENTER

TranzX adds central motor to its PST e-bike system.

11

BOSCH'S BIG SPLASH

14 *Auto parts giant turns to bicycle market with new e-bike kit.*

FRENCH LESSONS

Cyfac finds Asian customers for its boutique French frames.

15



VISIT US AT
BOOTH J512

messingschlager

1924
GmbH & Co. KG

AROUND THE WORLD - AND CLOSE TO YOU

KENDA

KMC

le
TOUR
FRANCE

VELO

MIGHTY

ECHOWELL

UMAR

Smart

EXUSTAR

NOVATED

ZOOM

SUPER B

microSHIFT

cnSPOKE

A

NEGO

M-WAVE

NITTO

MKS

TAPEX

SONAX

Manufacturing
Developing
Importing
Exporting

www.messingschlager.com

THE DRIVING FORCE

New bottom bracket motor and sensor



TWO IS BETTER THAN ONE. KEEPING YOU AHEAD.

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

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

WHAT'S ON TODAY ...

Day 3 & 4 Event Guide AT TWTC NANGANG EXHIBITION HALL

Fri., March 18TH

- ★ **09:00 - 17:00**
LEV TEST & DRIVE
Cargo Ramp (4F)
- ★ **09:00 - 18:00**
TAIPEI POWER FORUM
2011: "LITHIUM-ION
POWER BATTERY
Symposium"
Conference Room 401
- ★ **11:00 - 16:30**
TAIPEI CYCLE 2011
NEW PRODUCT LAUNCH
(SEE BELOW FOR DETAILS!)
Conference Room 404
- ★ **11:00 - 11:30 & 14:00 - 14:30**
CYCLING EXTREME
PERFORMANCE
Outdoor Area, 1F
- ★ **11:10 - 11:40**
AUTOGRAPH SESSION
WITH:
- KAM-PO WONG
KMC stand (J118)
- ★ **14:00 - 15:00**
AUTOGRAPH SESSION
WITH:
- MEI-YU HSIAO
- CHUN-KAI FENG
- ACTION CYCLING TEAM
KMC stand (J118)
- ★ **14:00 - 15:00**
AUTOGRAPH SESSION
WITH:
- DAVID MCCANN
KMC stand (J118)

Sat., March 19TH

- ★ **ALL DAY**
TOUR DE TAIWAN
- ★ **09:00~17:00**
LEV TEST & DRIVE
Cargo Ramp (4F)
- ★ **11:00-16:30**
TAIPEI CYCLE 2011
NEW PRODUCT LAUNCH
(SEE BELOW FOR DETAILS!)
Conference Room 404
- ★ **14:00**
POST-SHOW PRESS
CONFERENCE OF
TAIPEI CYCLE 2011
VIP Briefing Room (405), 4F

IN TODAY'S SHOW DAILY

JITTERS OVER JAPAN
Will supplies be interrupted?

5

6

TRIAL RUN
Three innovations, one sweet e-bike.

CYCLE CHIC
Making cycling fun and fashionable.

8

10

NEW DAY FOR HAYES
Hayes retools brands and relationships.

NOT UP A CREEK
Cane Creek gets ahead in headsets.

13

16

CHARGED UP
The bright future of LEVs.

SARIS GETS SERIOUS
U.S. firm boosts global distribution.

17

18

KEEPING TRACK
Crowdsource your adventure with a GPS.

COAST TO COAST
Taiwan promotes cycling tourism.

19

COVER SHOT: ISLAND HOPPER: TAOYUAN'S PANTHER CHOU
JUMPS OVER 10 TRUSTING FRIENDS—WITHOUT A RAMP.
© AYRTON LIN.

NEW PRODUCT LAUNCHES

Venue: Conference Room 404
AT TWTC NANGANG EXHIBITION HALL

Fri., March 18TH

- ★ **11:00 - 11:30**
GWA ENERGY, INC.
- ★ **11:40 - 12:10**
TOYO FRAME TAICHUNG
FRAME COMPANY 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.

Sat., March 19TH

- ★ **11:00 - 11:30**
SHAKELAND INDUSTRIAL
COMPANY LTD.
- ★ **11:40 - 12:10**
NEW GOOSE BERRY
ENTERPRISE LTD.

TODAY'S WEATHER

14-19°C

Light Rain (40% chance)

Complimentary from TAIPEI CYCLE



NT\$100 credit stored inside!

Use COUPON 1 for **FREE** MRT easy card on 1F Outdoor Exhibit Area!

Valid during open hours:
Mar. 16-18, 10 a.m.-5 p.m.
Mar. 19, 10 a.m.-2 p.m.

Limited quantity & time offer. Exclusive for international visitors. One card per guest.

1F Exchange Counter

Complimentary from TAIPEI CYCLE



Use COUPON 2 for **FREE** pass (Flora Expo, Palace Museum or Taipei 101 Observatory) or scarf on 5F Exchange Counter!

Valid during open hours: Mar. 16-18, 10 a.m.-5 p.m.
Mar. 19, 10 a.m.-2 p.m.

Limited quantity & time offer. Exclusive for international visitors. One gift per guest.

5F Exchange Counter

Complimentary from TAIPEI CYCLE



Use COUPON 3 for **FREE** meal set & drink (coffee, tea, juice or mineral water) on 6F Visitor Lounge!

Valid during serving hours: Mar. 16-18, 10 a.m.-5 p.m.
Mar. 19, 10 a.m.-2 p.m.

Limited quantity & time offer. Exclusive for international visitors. One set per guest.

6F Visitor Lounge

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 Nangang Exhibition Center)

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

TWTC Nangang Exhibition Center

JAPAN AFTERMATH RAISES SUPPLY JITTERS

Japan's reliance on just-in-time production is making the bike industry jittery, as companies begin to realize that the impact from Friday's

massive earthquake may hamper Japanese suppliers for months.

From high-end groupsets to e-bike components to the fine fibers that make up carbon fiber bikes, Japan and its just-in-time manufacturing philosophy is vital to the global bicycle trade.

"It's a very, very difficult situation," Shimano chairman Yoshizo Shimano said yesterday. He noted that Shimano's headquarters in Osaka is some 600 kilometers—375 miles—from Tokyo and was unaffected by the earthquake or tsunami. The company previously announced that deliveries would not be affected.

But Shimano said the disaster has affected the entire country. He said the company had been asked to temporarily turn off its electricity so power could be shared with northern Japan.

"Trains are running 100 percent in Osaka," he added. "This is a great help in completing our production schedule. This is why we're saying we're OK, luckily. We can make our production as scheduled, unless something else hits Japan again."

For bike brands, Shimano is just one of their concerns.

"I am sure Shimano will adhere to its promises to deliver on time," Special-

ized vice president Bob Margevicius said. "But I have concerns about the impact on other parts of the supply chain. Chemical companies that supply everyone from saddle manufacturers to tire makers are having to scour Asia for alternative supplies of basic materials."

Margevicius added, "There's going to be a ripple effect as other layers in the supply chain start being impacted. We're alert to the ramifications and we're looking at how aggressively companies

are sourcing alternative supplies of raw materials."

According to news reports, Toray Industries, the world's biggest producer of carbon fiber, has temporarily suspended operations.

"If any country can recover, it's Japan," said Rick Stanforth of Ebco, a e-bike company. "But it's going to take a long time."

■ CR



Yoshizo Shimano.

ACCELL JOINS A-TEAM AS A SPONSOR

The A-Team, the alliance of high-end bicycle and components manufacturers, welcomed the Accell Group, Europe's leading bicycle producer, as a new sponsor member yesterday.

"As a premium producer we have the same goal of promoting bicycling as the A-Team," said René Takens, the CEO of the Accell Group.



Accell CEO René Takens.

During the brief annual meeting, Michael Tseng, chairman of the A-Team and president of Merida, said A-Team members would focus on three goals: continuing to build Taiwan's manufacturing capabilities and improving factory management skills; continuing to market innovative new products in the

global bicycle industry; and boosting Taiwan's status as a "cycling island."

"Taiwan's bicycle industry used to be manufacturing-oriented only," Tseng said in the brief meeting. "With the mission of the 'Future of Cycling' in mind, the industry is now actively promoting cycling and creating a cycling-friendly environment for everybody."

The A-Team now counts 21 members and seven sponsor members.

■ JB

Restaurant Guide, Part 3 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.

'Mu Ji' Beef Noodle Soup

One of the signature dishes of Taiwan is beef noodle soup. It's not native, but washed in with the flood of KMT-led Mainland Chinese in the late 1940s. So popular has it become, that if you had just arrived and were walking around Taipei, and if, within 20 minutes you had not passed a *niu rou mian* shop, I'd hazard a guess that you were in the wrong place—actually, the wrong country. Beef noodle soup is that popular in Taiwan. It's not native, but it is completely naturalized.

Recommended Dish

Few beef noodle shops have the history or credentials of Mu Ji. At NT\$160 a bowl, Mu Ji's red-cooked beef noodle soup (紅燒牛肉麵) is expensive by local standards, but few competitors spend 10 hours preparing the dish. (Don't worry. Serving it takes only a few minutes.)

Mr. Mu, the elderly owner, says the restaurant "carries on a 100-year old tradition of noodle making, something that is hard to find in Taipei today." And despite the faded signage and cramped dining space, it is that traditional-style delicious food that brings in-the-know customers back time and again.



Beef roll, flat bread, beef noodle soup, jingjiang rou si. © SJ

Highly recommended is *jingjiang rou si* (京醬牛肉絲&斤餅): NT\$160, a rich feast of beef or pork slivers in a thick sauce with spring onions eaten in flat bread wraps (Mu Ji's fresh, fluffy bread, made with suet, is some of the best Chinese bread I have eaten). Try also the beef roll (斤餅包牛肉): NT\$100, and choose from a rich range of 30 eye-catching appetizers in the refrigerator such as shredded chicken and cucumber salad, sweet and sour tofu. Most appetizers are NT\$40.



Appetizer selection at Mu Ji. © SJ

'Mu Ji' Beef Noodle Soup

MU JI 穆記小吃牛肉麵館

Address: 239 Wuxing Street, Xinyi District.
信義區吳興街239號1樓

Telephone: 2723 9372
Opening Hours: 11am–9pm daily.
English Menu? No
English Speaking? Yes *
Credit Cards? No
Getting There (Walk): 15 minutes **
Getting There (Taxi): NT\$ 80–100 **
* ask for Tobey or Min
** from old trade center in Xinyi Road.

'Mu Ji' Beef Noodle Soup

NOTE: Smoking is banned in restaurants and bars. Loud talk, laughing, burping and slurping is not.

■ STEPHEN JACK

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

THREE TECHNOLOGIES, ONE SWEET CONCEPT E-BIKE

Bosch, Gates and Fallbrook have pooled their technologies to produce what they call a "benchmark" e-bike.

The concept commuter bike, which is on display at the Gates booth at Taipei Cycle, pairs a Gates carbon synchronous belt drive and a NuVinci N360 hub and drivetrain. A Bosch motor from Germany supplies the power.

Although it's not for sale, the unnamed bike serves as a test bed where the companies can see how their products work together.

The three companies launched each of these products last year, but they were melded together by

Karlheinz Nicolai. Nicolai is a designer best known for his G-Boxx gearbox system for downhill bikes, and more recently for his design work on the Grace e-motorbike.

The location of the motor unit in the frame enables a short rear triangle and compact chainstay section and offers plenty of ground clearance. All cables and wiring are fully integrated into the frame.

The bike features a CenterTrack belt drive from Gates, which an official called "a quantum leap forward for belt-drive technologies."

"It offers all the clean, quiet and strong advantages of our existing drive trains but with an even

higher level of performance," said Todd Sellden, director of Gates Carbon Drive Systems.

The NuVinci N360 hub from Fallbrook Technologies uses the company's "continuously variable planetary" technology. Essentially, a NuVinci hub enables smooth gear changing across a range of ratios without the "steps" of conventional derailleurs.



(From left): Jack Brandsen of Fallbrook, Karlheinz Nicolai of Gates Europe, Alan Nordin of Fallbrook and Todd Sellden of Gates Carbon Drive with the concept e-bike.

"With the NuVinci N360, shifting is easy even under high torque pedal-assist conditions, and there are no ratio gaps, missed shifts, shift-shock or noise," said Chris Vasiliotis, NuVinci product manager. "Riders feel comfortable shifting at any time."

Bosch, the German automotive giant, launched its eBike system at last year's Eurobike show. The drive unit runs in one of four modes: eco, tour, sport, and speed.

"This enables bicycle manufacturers to tailor their products according to their selected target audience," said Rainer Jeske, senior vice president of Bosch eBike Systems.

■ CR

720 armour
www.720-armour.com

Booth No.: K1129

Totally Versatile System

720armour's A-Trak™ quick-change magnetic lens system delivers the secure protection I need to achieve breakthrough performance.

Klemen Seneša
• UCI World Triathlon Sprint Record holder
• Current Triathlon World #1 (2011) UCI A-Trak



SHOTS FROM THE SHOW

PHOTOS BY AYRTON LIN

ENGLISH



MO' BETTER MOHAWK. SE Bikes' Todd Lyons cuts a distinctive figure.



WHIP IT GOOD. Duke Yu does a tailwhip



UNNATURAL ACTS: Ines Brunn performs sick tricks.



HASN'T PEAKED YET: The staff of Topeak celebrates the company's 20th anniversary.



THUMBS UP: A-Team members celebrate at yesterday's meeting.



LOOKING HIGH AND LO: Giant's Tony Lo strolls the show.



BLUE OCEAN CHRONICLES 3

CYCLE CHIC IS TRÈS CHIC

Almost under the radar of the bicycle industry's obsession with sport, speed and "serious" enthusiasts is a relatively new movement known as Cycle Chic.

What makes Cycle Chic fascinating, and important for the bicycle industry, is that it is inclusive. It celebrates bicycle use for everyone—young, old, male, and (crucially) female. It is for anyone who uses a bicycle as a sensible, fun and relaxing way to get from A to B.

Cycle Chic websites are antagonistic towards the traditional sport, male-oriented, elitist cycling culture. Some of the best-read Cycle Chic blogs go as far as to proclaim "No Lycra Here" in their mission statements.

They make their point clearly by using beautiful photographs of city folk going about their daily business on bicycles. This is very seductive to the wider "Blue Ocean" audience. This, I believe, is an audience our industry should be focusing on.

Take the London Cycle Chic blog (<http://londoncyclechic.blogspot.com>), which poses the question, "Is it possible to cycle in London and look good?"

The response: "As a London lady who cycles and refuses to be another Lycra clad anorak...I think the answer is YES."

Meanwhile, Copenhagen Cycle Chic (<http://www.copenhagencyclechic.com>) is the original Cycle Chic site. Founded by Mikael Colville-Anderson in 2006, it advocates normalizing urban cycling and boosting the number of trips made by bike.

The Cycle Chic movement is in direct contrast to the many other movements we've seen through the years, from mountain bikes to fixies. Most of these others are separatist, predominantly male and usually a tad elitist. You must have the "right" frame, forks, wheels, bottom-in-the-air posture, etc., or the "bike snobs" will sneer!

Upright is Outta Sight

So far I have suggested that for the bicycle industry to grow, we need to attract the 90-plus percent of the world's population that does not cycle. If we can look beyond cycling as a sport and enthusiast activity, this vast "Blue Ocean" market of potential cyclists is a huge opportunity for the bicycle industry.

One of the most important changes we can make to attract non-cyclists involves posture. Like most design decisions we make in the bicycle industry, we encourage cyclists to adopt a posture that is heavily influenced by racing. But is this appropriate for everyone?

Bicycles are designed for people to use. So like chairs, they need to be comfortable and healthy.



For racers and sport cyclists, speed is more important than good back posture or the ability to see clearly ahead. Riders crouch down, and their spines are unnaturally curved to avoid wind resistance.

Unfortunately, when casual cyclists attempt this riding posture, their bent spines, unsupported by well-trained muscles, are vulnerable to strain.

Although mountain and hybrid bikes are more upright than road bikes, they still require a lean-forward posture that strains the back, neck and wrists.

Only a fully upright posture is suitable for someone who wants to take a pleasant journey by bicycle, not engage in a fitness training session.

Sports equipment is appropriate for people engaged in a sport. But for an industry to pretend that a racing posture is suitable for everyday riding is lazy, patronizing, and absurd.

When the bicycle first emerged more than a century ago as affordable personal transport for everyone, comfort and good posture were more important than speed.

The upright riding position evolved as the optimum posture for everyday cycling in everyday clothes. In countries and cities where cycling has historically been used for personal transport (Holland, Denmark, India, Cambridge, Bergen, Paris, Milan, etc.), the upright posture is still preferred.

But in countries where cycling is reemerging as a mode of city transport (the U.S., U.K., Japan, Taiwan, Indonesia, etc.), the results have been mixed.

When Experts Are Wrong

Riding around town on a mountain bike with flat handlebars is much more comfortable than riding a road bike. But even mountain bikes are not ideal for urban riders.

Unfortunately, as China has become the biggest bicycle manufacturer in the world, it has created a flood of cheap, mountain-bike-type bicycles that have replaced traditional uprights in many places, including Beijing and other Chinese cities. This is despite their inferior ergonomics for urban use (bent back, bent neck, and pressure on wrists).

While shopping for a bike at a shop, a new cyclist will likely be forced by an "expert" to choose an unsuitable geometry and posture. Who is this expert?

Typically it is a salesperson, a marketing manager or a buyer who is part of the



industry and is probably a long-time, long-distance bicycle rider.

This person may be well versed in all aspects of cycling: sports, leisure, culture and especially racing. Many bike brands even boast of having frames designed by famous racers, some of whom have even become brands. Some bicycle shops even have a "fitting" service using an adjustable frame.

That's great for racing, but totally inappropriate for around-town bikes.

What should these "experts" be telling a new cyclist instead? For everyday city or casual use, ergonomists recommend that a bicycle have handlebars close to and above the saddle. The bottom-in-the-air, bent back, bent neck, eyes-on-the-ground posture is completely wrong for everyday cycling.

Just compare the X-ray pictures at left, or look at the postures of people riding scooters (another cool Italian export that made motorcycles mainstream).



Effortless Cool

I can hear the industry respond: "Wait, Mark, what about the exciting trend of fixies? Sporty fixie riders are fashionably cool." True, fixies are cycling's equivalent of 1960s motorcycle "café racers." However, I argue that this "cool" is derived from exclusivity. What we really need is to be as inclusive as possible.

"Natural cool," as espoused by the Cycle Chic movement, takes standard elements available to all and uses style to elevate them to something special.

You can see it in places like Milan, where suit-wearing Italians, gently riding their upright bikes, exude an effortless cool (even in summer heat). They demolish a huge myth about cycling: that it makes you sweat. Of course, you only sweat if you're cycling fast and racing against the clock.

The "natural cool" of Cycle Chic, where cyclists can wear normal clothes and ride in a comfortable upright position, can make cycling mainstream and attract the other 90 percent of "Blue Ocean" folks.

Surely this is the way forward for our industry?

■ 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.
HTTP://WWW.MAS-DESIGN.COM

SMALL TAIWAN FIRM VELOCITE GOES AFTER BIG-TICKET MARKET

Velocite, a small Taiwanese bike company, is gunning for the big boys. Its headline bike, the Helios Aero, is competing against such niche, big-ticket competitors as the Cervélo S3, Felt AR and Scott FO1.

Velocite founder Victor Major said the matte-finished aero road bike has "unsurpassed lateral stiffness matching, or exceeding, the stiffness of non-aero high performance road frames, at no significant weight premium."

Major and his wife Jessica founded Velocite in 2008 in the southern Taiwan city of Kaohsiung. The company released its first bikes in 2009, and in 2010 won the Taiwan National Entrepreneurs Award from the Council of Labour Affairs.

Velocite sells bikes online and has distributors in the United States, South Africa and Norway. It hopes to come away from Taipei Cycle with more.

The company runs a sponsorship program for amateur cyclists worldwide, which it promotes through its website and Facebook presence. Velocite counts 3,200 Facebook friends so far.

Velocite grew out of CycleTaiwan, an online bike shop founded by the Majors. Victor, from Croatia, moved to Australia when he was a teenager where he met Jessica, a native of Taiwan. The two moved to Taiwan to start a family.

Major said the Helios Aero was designed in collaboration with Lewis Mathiske, the former head designer at Teschner of Australia. Mathiske's aero bikes have won world championships.

"The Velocite Helios Aero utilizes Lewis' exceptional aerodynamics knowledge obtained over the years working with top riders, and special-

S40



Bike designer Lewis Mathiske (center), flanked by Velocite's Jessica and Victor Major. They are displaying the Helios Aero.

ized low-speed wind tunnels in Australia," Major said.

■ CR

MARWI'S 'GOLDEN YEARS' START AT 30

For Marwi, the 30th anniversary is a golden one.

Marwi, one of the world's largest pedal manufacturers, is showing a bike plated with pure gold at its booth in anticipation of its milestone anniversary next year.

More important, the company is building a new headquarters factory in Tachia, Taiwan, and intends to hold a grand opening celebration before next year's Taipei Cycle show.

The first phase of the headquarters is open. When construction is finished in November, Marwi will be able to bring most of its manufacturing processes under one roof, general

manager James Huang said.

"The new plant means we will raise the ratio of in-house



Marwi general manager James Huang (left) and president Patrick Pai pose with a bike plated with pure gold in celebration of the company's upcoming 30th anniversary.

production to 90 percent compared to the current 50 percent," he said.

The 5,000-square-meter (53,800-square-foot) factory will house high-end and CNC production, assembly and quality control of pedals, lights and saddles.

"Everything is under the TPS system," Huang said, referring to the Toyota Production System of continuous improvement used by many factories.

Marwi is one of the world's largest pedal manufacturers, with production units and offices in Indonesia, Taiwan, the Czech Republic, the Netherlands and Germany.

■ TK

BERGAMONT SEEKS GLOBAL GROWTH

German bicycle brand Bergamont Bicycles is making its Taipei Cycle Show debut this year with a simple goal.



Bergamont's Maik Geletneky (left) and Oliver Sieck. © JB

"We want to do more international sales," said Oliver Sieck, international sales manager. Sieck said Bergamont is now distributed in 24 countries. "We feel we can reach international customers here at Taipei Cycle Show, the leading bicycle show in Asia."

The brand is big in Germany, where it is carried by 400 retailers. All of its bikes are made in Taiwan, export manager Maik Geletneky said. The Hamburg company is a sister brand of BMC because both are owned by the Swiss company International Sports Holding AG. ISH in turn is owned by

Andy Rihs, the man behind the hearing aid brand Phonak.

Bergamont and BMC operate independently, but Sieck said they share some resources such as sourcing.

Bergamont is showing 16 of the 180 bike models it makes here. Its display demonstrates its wide range of bikes, including road, city, trekking, mountain, cross, and children's models.

■ JB

AFTER REBUILDING ITS BRANDS, HAYES RETOOLS RELATIONSHIPS

With a long rebuilding and restructuring process behind it, Hayes is asking its customers for their most important commodity: trust. The U.S. manufacturer of disc brakes—now also a leading supplier of suspension forks, spokes and wheels—has solved the product issues it inherited when it acquired such brands as Answer and Manitou, said Darren Campbell, Hayes vice president and general manager.

"It takes customers awhile to get over the pain that they had experienced with Manitou, start to see consistent performance from us now, and understand that the product that we do put out there is high quality and performs well," Campbell said.

"And they know, after one or two exposures to the new brand and the new product line, that they can trust us again," he added.

Hayes has been working hard with leading bike brands to increase spec' for its portfolio, which includes Hayes disc brakes, Manitou suspensions, WheelSmith wheels and spokes, Sun Ringle rims and wheels and Answer components.

"We started to get back into business with Cannondale a couple of years ago. We continue to grow our business with them," Campbell said.

Trek, which is about 40 minutes from Hayes' Wisconsin headquarters, is another key brand that is boosting its business with Hayes, he added.



N0824

Sun Ringle Charger Pro 29er tubeless wheelsets with Stan's NoTubes technology.

Hayes has been working toward this day since 2005, when the company underwent a management buyout and immediately began acquiring other brands.

"We were looking for similar brands that we could add to our portfolio and offer our OE partners," Campbell said. "We wanted to give them a much broader portfolio from which they could choose products from Hayes."

It started with Sun Ringle and then WheelSmith. In October 2006, Hayes acquired Answer/Manitou, the company's biggest and most problematic acquisition. The company has also weathered a bitter legal dispute, spanning two countries, over the Hayes brand with its former Taiwan brake manufacturer, Muchachos.



The dispute forced Hayes to temporarily stop using the Hayes brand name on its Taiwan-made products. As part of a 2009 settlement, Hayes regained use of the name.

New Hayes Prime Disc brake with "poppet cam" technology.

"The brands that we acquired and consolidated all had some kind of issue," Campbell said. "Either they weren't structured for future growth, or they had severe quality or service issues, like Manitou did. Hayes had the brand issues that they had to fight through."

Now that all of its brands are in fighting shape, Hayes has beefed up its marketing to get its story out.

"We need to get people to give a lot of these brands a chance again," Campbell said. "When they do, we're 100 percent confident that they'll see the value and they'll see the investment that we've made."

■ DM

Clip-on and Ride with IBERA

No more cumbersome straps or bungee cords with our range of convenient clip-on bags and cases.

Taipei Show
Booth NO. **I1401**



Aluminum Cage
IB-BC10



Handheld Case
IB-PB7

Commuter Bag
IB-SA1

Commuter Carrier
IB-RA1

IBERA Co., Ltd.
sales@ibera.info
See more products at www.ibera.info

IBERA

IRC CLAIMS RECORD FOR NEW TUBELESS ROAD TIRE

IRC, the Japanese tire manufacturer known for performance, is debuting what it says is the world's lightest tubeless road tire at the Taipei Cycle Show.

IRC, short for Inoue Rubber Co., Ltd., says the tire weighs 240 grams (8.5 ounces) in a 700 X 23C. Called the "Formula Pro Tubeless Light," the tire offers rolling resistance that IRC says is similar to the top clincher and tubular tires now on the market.

L0630

More new 'Roadlite' tires

IRC is also presenting two other 700 X 23C tires for roadies under the "Roadlite" name. The tires seek a balance between racing and training and dry and wet conditions.

★ The Roadlite Tubeless is intended to be an entry-level model for the fast-growing tubeless tire market. At 310 grams (10.9 ounces), the tire is a bit heavier than top-of-the-line models. Its 110 TPI folding construction should hit the market's sweet spot.

★ The second Roadlite model is a clincher-type training tire weighing 200 grams (7 ounces) with an aramid bead and 60 TPI casing. This multicolor tire, with shoulders either in black, red, yellow or gray, has a center black com-

pound that improves abrasion resistance by as much as 25 percent. The Roadlite clincher tire also comes as a 700 X 25C with black shoulders.

Since folding bikes sales continue to grow, IRC is also releasing a Roadlite 20-inch tire. By using a 60 TPI black-skin casing, the tire weighs only 230 grams (8 ounces) although it has a steel bead. This tire uses a high grip compound with excellent abrasion resistance. The thick tread allows for durability and comfort.

To its wide range of MTB tires, IRC is launching three interesting additions. Two of them, under the "MythosXC" name, were made for cross-country racing. What's interesting is a new knob pattern that includes slightly protruding side knobs. The company says it should give XC racers a boost by allowing them to corner smoothly and sharply.

The top-of-the-line version is a tubeless model built with a very lightweight 170 TPI casing. The 26-inch tire weighs 600 grams (21 ounces) in a 1.95-inch width, while its 2.10-inch sibling is a light 650 grams (23 ounces).

■ GE

JD UNVEILS TWO NEW TRANZX PST E-BIKES

Yesterday the JD Group presented two new TranzX PST e-bike models in Taipei: the Sportive Bike and World Bike.

The Sportive Bike and World Bike are two new e-bikes in the line-up of the TranzX PST e-bike family. Both display a modern design and are equipped with the latest e-bike technology. They each exhibit individual characteristics that appeal to their specific target groups.

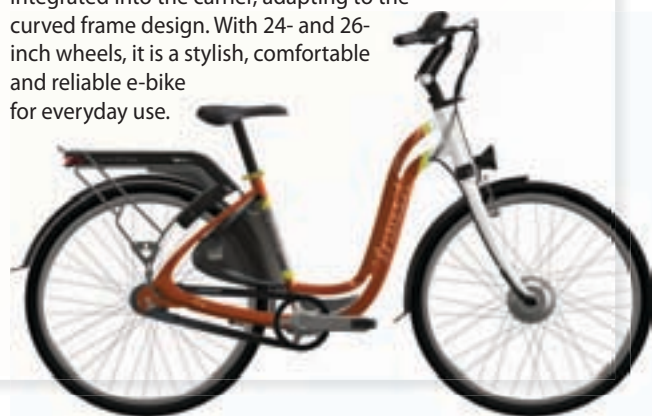
Sportive Bike

The Sportive Bike is a mountain bike with 26-inch wheels that incorporates the new TranzX PST central motor technology. This is combined with a central battery solution that keeps the weight focus low and central. With a low center of gravity and powerful central motor, the TranzX PST Sportive Bike appeals to an ambitious target group that uses e-bikes in mountainous terrain.



World Bike

The World Bike is a new low-step model that combines a modern curved frame design with traditional elements such as retro-styled leather saddles. A new slim battery is integrated into the carrier, adapting to the curved frame design. With 24- and 26-inch wheels, it is a stylish, comfortable and reliable e-bike for everyday use.



TRANZX PST INTRODUCES NEW BOTTOM BRACKET DRIVE SYSTEM TECHNOLOGY



TranzX PST
BB-Sensor.

The JD Group revealed its newest bottom bracket drive system technology as well as further innovations of the TranzX PST product family yesterday at Taipei Cycle.

A new central motor and bottom bracket sensor will further extend the TranzX PST family, complimenting the existing technology and contributing to the flexibility of TranzX PST solutions.

The central motor is the third addition to the existing front and rear motors, completing the motor trinity as the third motor technology option. TranzX PST is the first brand to offer a complete range of drive systems – front, rear, and central.

The development of the bottom bracket sensor is of equal importance as its position allows for additional improvements.

New bottom bracket sensor

The TranzX PST bottom bracket sensor integrates a torque and speed sensor that measures speed and rider's pedal force directly at the axle, providing the drive system continuous feedback. This measurement technique generates a smooth and instant power support.

With the integration of the sensor in the bottom bracket, the speed and torque sensor becomes part of a conventional and standardized bicycle element.

This offers a significant advantage in that the assembly and maintenance process is simplified. With its position on the bottom bracket, there are no additional adjustments to the bicycle frame required. Therefore, OEM customers can use conventional frames to create e-bikes without needing to consider special framework adjustments, for example, at the dropout.

Another significant advantage is its protected location. The isolated and waterproof position of the bottom bracket protects the sensor from wet conditions and other external elements. Due to its stable nature, recalibration after servicing and repairs is no longer necessary, making maintenance of the drive system more user-friendly for OEMs, dealers and consumers.

The new bottom bracket sensor also supports the trend toward integrating drive components into the bicycle frame to allow more flexibility in creating more aesthetically appealing designs.

New central motor

The brushless and geared 36V 250W TranzX PST motor is positioned at the bottom bracket area and directly integrated into it.

This creates a weight balance that is particularly advantageous for sports oriented e-bikes.

With the integration of the central motor at the bottom bracket, the motor directly connects with the chain rings and transmits its power to the chain and rear wheel. The TranzX PST central motor can be equipped with up to two chain rings that make it suitable for sportive e-bikes with a maximum of 20 gears.

The central motor will also enable additional flexibility for different e-bike modifications. By placing the motor in the center, both wheels can be used for alternative combinations such as hub gears and hub dynamos. The new bottom bracket sensor and the central motor is being at the Taipei Cycle Show for OEM clients and available for clients at the Eurobike Show 2011.

J0408

TranzX PST Central
Motor.



SX1 HEAD LIGHT

High power head light

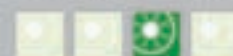
EZ1 TAIL LIGHT

Battery flash light.

No Fear In The Night Ride

ANTAREX

**CUSTOMIZE
YOUR BIKE!**



BOOTH No. N828

CROPS

CROPS Co., Ltd.

www.crops-sports.com

ALEX DEBUTS NEW LINE OF CYCLOCROSS RIMS

Alex Global Technology from Taiwan supplies rims for just about every kind of bike. At the Taipei Cycle show, Alex is introducing a new generation of rims for cyclocross bicycles with disc brakes, which comply with UCI regulations beginning with the 2010-11 season.

The Tubular Disc rim, designed for 'cross tubulars and disc brakes, weighs 445 grams (15.7 ounces) and is 24 mm high. Other new 'cross rims include the CDX26 for clinchers and, for V-brakes, the CX26 (19 mm internal width) and XC23 (16 mm internal width).



- ★ For time trial and triathlon, Alex has developed the ACF60, a 60 mm high clincher rim. A scandium brake and clincher area is bonded to a carbon high aero profile.

The rims have an internal width of 14 mm and are manufactured in 20h and 24h. They weigh 650 grams (22.9 ounces).

- ★ For road racing, Alex is releasing a 28 mm high rim built specifically for internal nipples. With an internal width of 15 mm, the rim is produced in 28h and 32h and weighs 430 grams (15.2 ounces)—hence the name R430.

- ★ The Black Dragon is an attractive new 15 mm (internal width) road rim. It is developed for disc brakes only and is well suited for road use on cyclocross bikes.

Alex continues to focus on 29er mountain bikes and is releasing a wide range of 29er rims for disc brakes. The XCR 29PRO is an 18 mm (internal width), light scandium rim weighing 345 grams (12.2 ounces).

- ★ For marathon and XC competitions, Alex offers the 450-gram (15.9-ounce) XCR Super Comp. Other 29-inch rims are designed for wide tires, including the all-mountain XED, for tires up to 2.5 inches, and the XD Pro and XC Comp, for tires up to 2.4 inches. The latter two rims also are available in 26-inch rims.

- ★ For DH and freeride, Alex is releasing the Supra Comp. This 30 mm wide, World Cup-approved rim weighs 550 grams (19.4 ounces).

- ★ For trekking (700C) and MTB (26-inch) tires of widths up to 2.4 inches, the company is launching a high-end, 19 mm (internal width) rim.

And the company is also supplying complete road wheelsets, including its new, top-of-the-line ALX850. This tubular, carbon fiber wheel set has a 50 mm aero profile, hidden nipples and aero spokes. The front and rear wheels are a very light 585 grams (20.6 ounces) and 785 grams (27.7 ounces), respectively. Alex also offers wheelsets with rims made of Exo alloy. The high aero profile ALX560 and the ALX470 both have welded joints and CNC-machined sidewall.

J1217

■ GE

M0820

The Cyclocross
TCX Advanced SL.



GIANT'S NEW STANDOUTS FOR CROSS, XC RACING

Giant, the world's biggest bicycle manufacturer, is showing some of its newest creations at the Taipei Cycle Show. Although most of the models on display are already on sale in several markets, two standouts are worth seeing: The TCX Advance SL, Giant's new cyclocross bike, and the Anthem X 29er, an XC competition bike.

The TCX Advanced SL is a racing-grade, fully composite 'cross bike. Its design is drawn from the company's experience in road and mountain bike racing and input from the Rabobank pro cycling team.

Giant took a "form-follows-function" approach to the bike's design, which includes such features as small tubes, integrated cable routing, integrated seatpost, oversize headtube and bottom bracket.

The composite frame is made of aerospace-grade T800 carbon fiber, and the bike is equipped with Shimano Dura-Ace. The cross bike weighs just 7.5 kg (16.5 pounds) without pedals. Giant engineers used finite element analysis to optimize the frame tubes to a very small size. Integrated cable routing allows easy shouldering through rough terrain.

Ample rear wheel clearance helps prevent mud thrown off by the rear tire to accumulate at the seat and chain stays. The light, stiff, integrated seatpost helps riders absorb the shocks of a rough trail.

The oversize headtube and massive integrated bottom bracket box for press-fit parts enhance the frame stiffness on the joints exposed to the strongest stresses.

For cross-country racers, the full-suspension Anthem X 29er offers four inches of travel and is an extension of the 26-inch Anthem X. The Anthem X 29er was victorious at its very first event, the Sea Otter Classic Super D.

Featuring a lightweight FluidForm Aluxx SL frameset, and Giant's Maestro suspension, this 29er is Giant's most versatile XC bike.

■ GE

green
your
life



GREEN PRODUCTION

GST treated steel replaces stainless steel by higher strength but at a lower cost, and provides better corrosion protection than existing coatings. Furthermore, GST is adaptable to all steel bicycle parts.

...for instance, our award winning Super Single-α



TAIWAN
EXCELLENCE
2011



AWARD 2010



CANE CREEK ISN'T UP A CREEK DESPITE ITS PATENT EXPIRATION

Even though Cane Creek lost its iron grip on the headset market last year, its business is far from up a creek.

"Within the last couple of years, Cane Creek has focused much more attention on the headset business, removing ourselves from, for example, the wheel business," said Peter Gilbert, vice president of sales.

"By being extremely focused on it, we become much better at the business, and at providing very viable, valuable tools for the industry."

It's a new world for the Fletcher, North Carolina, company. Until last fall, the name Cane Creek was almost synonymous with headsets. The company owned key patents on the threadless headset design, which it licensed to a small group of manufacturers.

But the primary patent that protected the Cane Creek Aheadset expired last September after 20 years.

Since then, anyone can legally manufacture threadless headsets. And—as a look around the Taipei Cycle Show shows—many parts and accessories makers are doing just that.

Of course, Cane Creek has spent years preparing for the patent expiration. In recent months, the company has been rolling out several products that it hopes will keep it ahead in headsets.



Peter Gilbert. ©DM

"We've come out of the end of the patent being perceived as a stronger trading partner and as [more of] a leader in the headset business than we were before," Gilbert said.

The most notable new product is Cane Creek's AngleSet line for mountain bikes, which lets riders change the head angle with up to six offset angle adjustments.

The company also offers a headset "fit finder" on its website, so owners of any one of nearly 2,500 models from dozens of brands can easily find the right headset.

Cane Creek is also a pioneering member of the Standardized Headset Identification System, which seeks to create a "universal language" for describing headsets, regardless of which company manufactures them.

And working with French materials giant Saint-Gobain, Cane Creek developed the AER headset line which Gilbert said is, at least for now, the lightest headset on the market.

Cane Creek also makes mountain bike shocks, suspension seatposts and brakes, but headsets remain its core.

N1201

Like many manufacturers, Cane Creek will be negotiating pricing in Taipei. Recent exchange rate fluctuations, combined with rising prices for such materials as rubber and steel, may lead to some difficult discussions, Gilbert said. He said Cane Creek could be seeking price increases of up to 10 percent.

■ DM



Cane Creek's AngleSet lets mountain bike riders change the head angle.

CICLOSPORT

BEGINNER?

CLIMBER?

ALLROUNDER?

CICLO MASTER – the fitting training computer for every cyclist.

BOOTH S630 (6F)



www.ciclosport.de



Visit us:
Stand
L1127a



FAST & FURIOUS
ANUBI
TEST YOURSELF!



www.lashelmets.com

BOSCH MAKES TAIPEI SHOW DEBUT AS E-BIKE SYSTEM REACHES CONSUMERS

Bosch, the well-known automobile supplier, premiered its first e-bike kit at September's Eurobike show. Now the German manufacturing giant is making its debut at Taipei Cycle. We talked with Rainer Jeske, the man responsible for Bosch's entry into the e-bike market, about the system and his expectations for the bicycle industry. Jeske is senior vice president of automotive electronics powertrain systems for e-bikes.

TSD: You started the e-bike project with Cannondale about two years ago. But at last year's Eurobike there were not just Cannondale bikes displaying your e-bike kits, but bikes from several other suppliers. Was your system open to other brands from the beginning?

RAINER JESKE: Yes. It was our goal to cooperate with major brands in introducing our system from the start of production in February. We had a very fruitful development partnership with Cannondale, where both of us learned a lot about optimizing a total pedelec system. Just look at their perfect new e-bikes.

TSD: How many suppliers and brands are on board for your pioneering 2011 season?

JESKE: We have 16 brands from 13 manufacturers.

TSD: What was the response of those suppliers when you first got in touch with them?

The team in charge of the new Bosch e-bike system (from left): Philippe Baloché, director of the Preparation & Realization Dept.; Gilbert Labourot, head of the Automotive Electronics Service Methods Department; Christophe Barret, VP & commercial plant manager for Automotive Electronics; and Rainer Jeske. © JB



the first Bosch-equipped e-bikes to reach consumers?

JESKE: The first delivery to our customers was in mid-February, right on schedule. I expect the first e-bikes with the Bosch system to be in stores by the end of February.

TSD: This year you are also celebrating your debut at the Taipei Cycle Show. What's the main reason for Bosch to be here?

JESKE: The show is a must for us in terms of customer relationships. We therefore have reserved a meeting room, but not a booth. To get a market share of more than 20 percent, our intention is to grow the market base with brand names that fit us on a worldwide basis.

TSD: What is Bosch doing in the e-scooter field? Do you now offer an e-scooter kit or is Bosch still working on it?

JESKE: As the market in China is very attractive in terms of volume, we have started a local business in our facility in Suzhou, near Shanghai, working with Chinese e-scooter manufacturers. In 2011/12 we will go into production with dedicated electronic components for e-scooters.

TSD: With your high-end, made-in-Europe e-bike system, Bosch is concentrating first on the European and American markets. But Bosch is going the other way around with its e-scooter system by focusing on China. Why the different approach?

JESKE: This is a quite a logical step. The current market drivers in China are completely different from those in Europe. So the mobility concepts and technical solutions are also quite different. But from my observations, the future innovations in the e-scooter segment are happening already in China and will migrate very quickly to other countries, maybe also to Europe. I could imagine an e-bike standing near an e-scooter in the same store. Therefore we are well prepared, as we will offer total e-mobility solutions for the future.

■ JB

S0608

JESKE: Very positive, as the Bosch name is well known for quality and outstanding innovation in automotive and consumer goods. As a mobility provider and a 'green' company that offers a broad variety of electric vehicles, as well as being active in solar energy, our entry into e-bikes has been well received.

TSD: After the world premiere at Eurobike, some who tested the Bosch system criticized it. We have heard of problems with noise and vibration. Were you able to solve these issues?

JESKE: We were of course aware that we were showing prototypes at Eurobike that did not have the latest version of our motor control software. This caused some slight vibration effects and therefore some noise. In the past four months we have tremendously optimized the system by further enhancing its efficiency.

TSD: There were also discussions about problems when combining the Bosch system with internal gear hubs. Is that still an issue?

JESKE: The task was to optimize the interaction between our propulsion system and the shifting through software. It now operates perfectly. Another task was asking major component suppliers to release hub gears that would work with our powerful motor.

TSD: In addition to these improvements, are there any other changes that were made from the prototypes you originally presented at Eurobike, and the production models that Bosch began making at its factory in France?

JESKE: Sure. We carefully observed the tests rides at Eurobike and made changes for better ease of use and handling. We now offer a battery pack option and a rack-type battery. The charger is now smaller and more silent than before.

TSD: When was the first delivery to your customers, and when do you expect

Rainer Jeske (left) and Christophe Barret show one of the first e-bike drivetrain production models from the company's Mondeville, France, factory.



The Bosch e-bike kit, which includes a battery pack, HMI (Human-Machine Interface) display, drive unit and charger, is made in France.



CHOSEN www.Chosen-hubs.com

A5647BG

TEL : 886-4-7588-889, FAX : 886-4-7588-878
chosen.twn@msa.hinet.net



Booth No. k405

CYFAC SEEKS ASIAN CUSTOMERS FOR CUSTOM FRENCH FRAMES

Never mind that Taiwan and China are the beating heart of the global bicycle industry. Eric Sakalowsky, co-owner of Cyfac, is attending the Taipei Cycle Show because he sees an opportunity to sell European frames in Asia.



All Cyfac carbon frames, including the top-of-the-line Absolu, feature hand-laid carbon fiber and Kevlar at all tube junctions.

"We're trying to buck the trend of importing from Asia and actually try to export," Sakalowsky said. Cyfac is a boutique French manufacturer of custom frames. While it produces mostly carbon, Cyfac's artisans also produce bespoke steel, aluminum, and even titanium frames.

With only 18 employees, Cyfac is not a household name and never will be. But that is part of its charm to cyclists who have the knowledge—and the bank accounts—to seek out something unique.

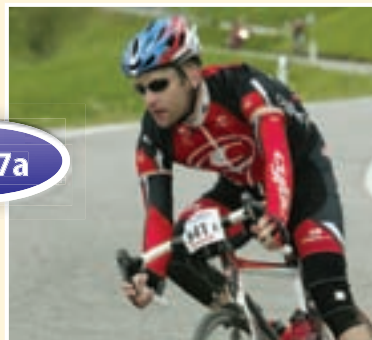
"We're not going to rock the world, but there are a lot of passionate people who don't want cookie-cutter products," Sakalowsky said.

Cyfac is making its second appearance at the Taipei show as part of the French pavilion organized by UbiFrance, the French trade commission.

Last year, Sakalowsky said, the company left the Taipei show with new distributors in Singapore and Malaysia, and even Canada. This year it's looking for distributors in Korea, Australia, New Zealand, and perhaps China.

Sakalowsky believes Cyfac is the kind of product that can do well in Asia, where sales of all sorts of luxury products are exploding.

L0717a



Erik Sakalowsky.

"We're hearing there are people living there who don't want the product from there. They're seeking, especially in cycling, all of the cachet of European products," he said.

"Cycling was born in France and Italy. We're trying to take advantage of that and bring a product that is made in France to a growing market in Asia," he added.

Cyfac was founded in 1983 by Francis Quillon and had been owned by the former French distribution company Jose Alvarez. Sakalowsky was Cyfac's U.S. distributor.

When Jose Alvarez went out of business, Sakalowsky bought Cyfac with partner Aymeric Le Brun in November 2008.

Quillon is now honorary president of Cyfac. Sakalowsky said he is involved in product development and testing and even keeps his hand in frame welding. Anyone who visits the Cyfac booth will be going straight to the top: Sakalowsky and Le Brun are the only two employees who will be in Taipei.

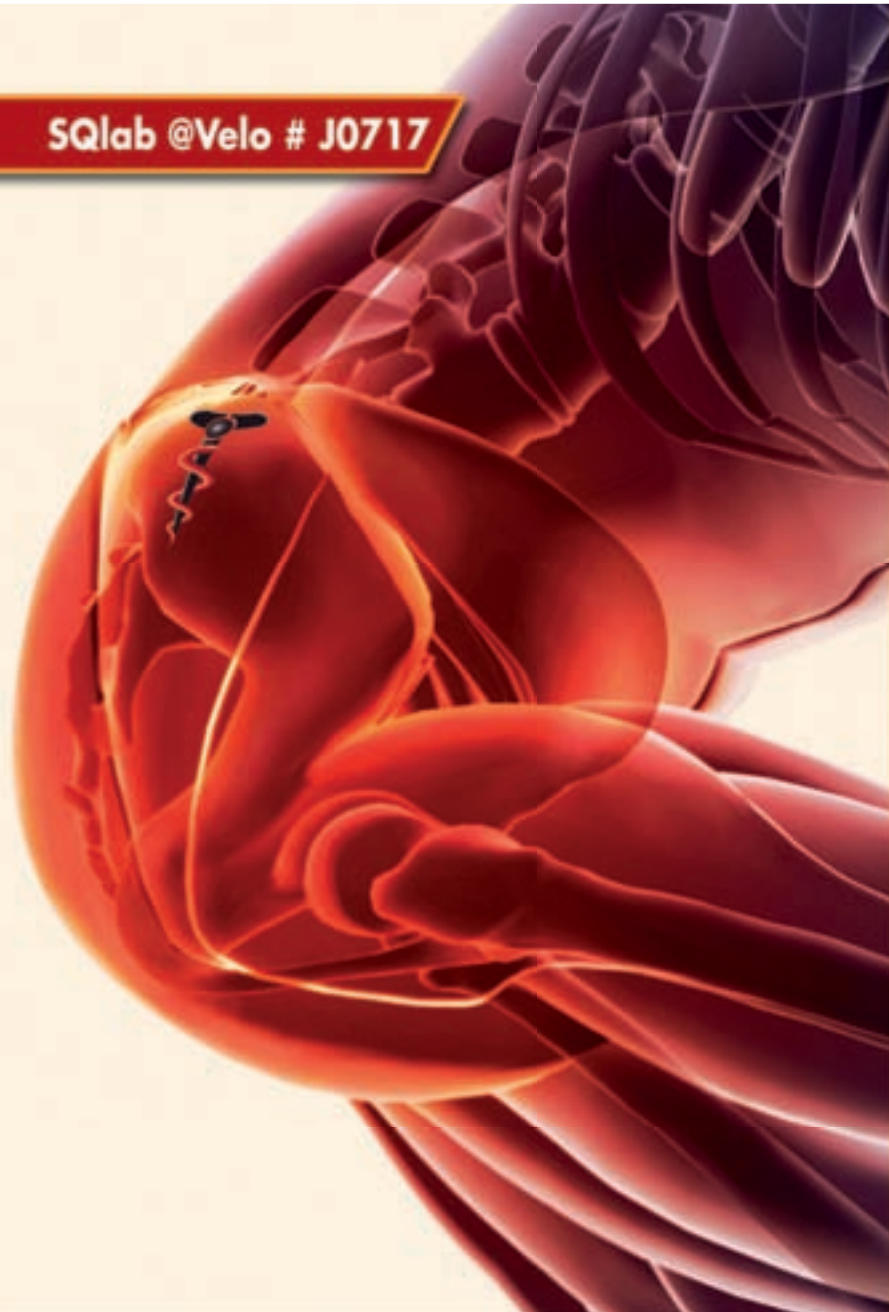
"We are the two owners. We're not sending someone on the staff," Sakalowsky said. "We are trying to make connections and build relationships."

■ DM



Cyfac Co-owner Aymeric Le Brun (left) with company founder Francis Quillon.

SQLab @Velo # J0717



SQLab step saddle
more free space – less pressure



SQLab GmbH

Frundsbergstr. 27-29 · D - 82064 Straßlach · Germany
Tel. +49-8170-99 83-0 · Fax +49-8170-99 83-18
info@sq-lab.com · www.sq-lab.com



SQLab.
Community
laboratories



LEV Guide Part III MINI SCOOTERS, ELECTRIC BIKES & ELECTRIC SCOOTERS

Anyone who has heard me speak in the last couple of years knows that I believe we are in the early days of the development of one of the world's largest industries. I am predicting sales of 120 – 130 million units per year of electric powered two wheelers by 2025. And I am very concerned that the mostly bicycle oriented LEV (Light Electric Vehicles) businesses of today are going to have major challenges in adapting to this much larger business.

We may well see the auto and motorcycle industry gain a major part of what is the bicycle industry business today. Here are my observations and predictions:

Electric bicycles are a winner! Already the best moneymakers in the history of the bicycle industry, they are growing fast:

- ★ In China, nearly one in two "bicycles" is an electric version;
- ★ In Holland, the ratio is nearly one in four;
- ★ In Germany, it's better than one in eight;
- ★ And in Switzerland, it's better than one in 10.
- ★ India, Southeast Asia, Turkey, South America, and other new markets are emerging, quickly—all at much higher margins and total ticket size than ever seen before.

I predict that by 2025, one of every two bicycles worldwide will have an electric motor. If we ignore population growth, that should amount to about 65 million units per year.



Electric motor scooters—meaning a two wheeler with a seat large enough for two, and a deck to place feet instead of only pedals—will be another huge market.

Depending on how we differentiate between electric bikes and scooters in China, this market may already be in excess of 12 million pieces. The Vespa scooter, designed in Italy in the late 1940s, has proven to be one of the best vehicles ever created for human kind.

Best two wheeler LEV Concept

This is the best concept for an electric powered two wheeler used for transportation.

My prediction, based on rising fuel prices, convenience, and the fact that many governments are banning gasoline engines, is that we will see all of the world's gasoline-powered motor scooters replaced by electric versions. That is a market of at least 45 million units, and perhaps as much as 60 million. Other vehicles, such as electric mini scooters, Segways, three wheelers, and four wheelers that operate at bicycle speeds, are a mixed bag that will find strong support in some markets and none at all in others. But my belief is that the myriad of such vehicles around the world will become electric. It may be that most already have.



Product trend predictions

- ★ Consumers want faster LEVs, and they want to climb hills. Regulations are changing to allow for this. This will demand more torque, more efficiency, and better batteries.
- ★ Battery investment spurred by electric autos will benefit the LEV industry. Batteries will get better and better, but not necessarily cheaper. Samsung, Sanyo/Panasonic, LG Chem, Phylion, AEE, Lishen, Yiklik, and many others are already focusing more and more on cells for LEVs. Packaging companies like Hi Tech Energy are producing reliable, appropriately priced battery packages.
- ★ Prices for LEVs will rise to the level required for manufacturers to provide quality, highly useful, reliable products. Today's high margins may be reduced as many more players enter the market worldwide. Expect prices to be similar to gasoline motor scooters today.



- ★ User interfaces will rapidly grow to include smart phone interaction, GPS, and soon social networking (Where are my friends on the bike path today?). Voice interaction, and reporting of vehicle condition to the manufacturer, will increase consumer satisfaction by predicting service problems and solving them before the rider is reduced to walking.

Focus set on better performance for lower cost

Motor technology is changing. More torque and more efficiency means more consumer satisfaction.

The entry of auto parts makers like Magna (BionX), Bosch, Matra, and bicycle parts makers like Shimano, alongside companies like Ortlinghaus, JD Components, and long-time industry suppliers like Heinzmann, 8fun, Sanyo, and Samsung is focusing significant investment and the talents of many people to the LEV product's component needs. This is improving performance and lowering costs.

New technologies, like Transverse Flux motors from Motor Excellence, advanced controllers and user interface from ASI, and lithium sulfur batteries from Oxis, are examples of the many promising technologies that this focus is creating. Some of these are going to drastically change costs and performance of the LEV.

We face a bright future!

■ EDWARD BENJAMIN
CHAIRMAN OF THE LIGHT ELECTRIC VEHICLE
ASSOCIATION (LEVA) & MANAGING DIRECTOR
OF CYCLEELECTRIC CONSULTANTS



SARIS GETS SERIOUS ABOUT GLOBAL DISTRIBUTION WITH TAIPEI CYCLE DEBUT

Made-in-America products can be competitive with those coming out of factories in Taiwan and China, the Saris Cycling Group believes.



Saris' new Gran Fondo rack.

The Madison, Wisconsin, company is exhibiting at the Taipei Cycle Show for the first time this year as it seeks to build relationships and expand its distribution.

"Our home base is still very much the U.S. We rely on our very important U.S. IBD business as our backyard," said David Cathcart, vice president of sales for Saris. "But recently, in the past couple of years, we've seen tremendous growth internationally. Our attendance at Taipei reflects that. International is our fastest-growing segment right now."

Most of the Saris Group products are made in the United States, but Cathcart said the company has shown it can compete with Asian manufacturers on price—"very, very much so," he added, citing a greater efficiency and flexibility from home-based factories. Cathcart added, "Because of the increasing costs associated with increasing wealth that's happening in China and Asia in general, the strategy of made-in-America is a sound one."

The company is bringing its full product line to Taipei, from its best-selling "Bones" car racks to its CycleOps indoor trainers and PowerTap power meters. Saris is looking to expand its distribution in a number of international markets, and Cathcart said several Asian countries such as Singapore and Indonesia are growing quickly.

"It's another chance for us to meet with our customers, and also with customers from the Asian markets that we wouldn't get to see nearly as often," Cathcart said.

Saris is named for its owners, Sara and Chris Fortune, who bought the rack manufacturer from Graber brothers in 1989.

Because car racks are a seasonal business, the Fortunes added the CycleOps line in 1999 and PowerTap in 2001 to boost year-round manufacturing. Not everything is made in the United States, Cathcart said, although the company estimates that about 75 percent of its line is produced in the United States, mostly near its Wisconsin headquarters.

A Wisconsin business magazine said the Saris Group accounted for sales of more than \$35 million in 2009 (€25 million) and had a workforce of about 170.

The Fortunes are also well-known in the U.S. bicycle industry for their support of advocacy issues. Chris Fortune is one of the leading donors to the political action committee of Bikes Belong, which contributes to U.S. political candidates who are important to the bicycle industry.

■ DM

CycleOps PowerTap allow training wheels.



Our Drive. Your Success

VELO COMFORT.

THE pedelec system kit * for you

www.velocomfort.com

Meet Thun @booth# M102



eMobility made in Europe

thun

* = motor, display, battery, sensor system, controller

Alfred Thun GmbH & Co. KG Peddenode 4 D-58256 Ennepetal
Phone: +49 (0) 23 33 / 836-0 info@thun.de www.thun.de
www.velocomfort.com

HOT NEW PRODUCTS ★ 2011

Ibera PakRak Clip-on Panniers

Forget cumbersome straps and hooks. Bike touring just got a whole lot more convenient with PakRak clip-on panniers.

I1401

Equipped with Ibera's proprietary Lever Lock, a locking-hook mechanism with a release lever, these panniers attach or detach in seconds.

With three points of connection, the panniers provide very secure attachment to carriers. They are compatible with Ibera touring carriers or third-party touring carriers.

**LAS Helmets Infinito Bicycle Helmet**

Defy prejudices. LAS Helmet's Infinito bicycle helmet proves that an aggressive high performance helmet can be affordable.

L1127a

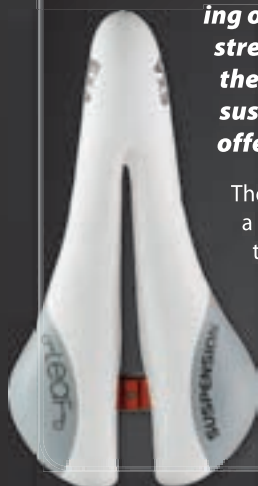
LAS says it offers Italian design, extreme comfort and great ventilation at a budget price. Three colors are available for a double helping of personality and character.

**Kind Shock ExaForm Leaf Suspension Saddle**

ExaForm is Kind Shock's new brand, focusing on comfort through designs that reduce stress and friction on the rider. The latest is the Leaf, an innovative saddle design that suspends the rails on layered leaf springs to offer additional comfort.

The Leaf also uses a durable and color-fast PU skin with a split shell design that reduces friction on riders' thighs throughout the pedal stroke.

More details can be seen at Kind Shock's consumer website: www.kindshock.com.cn

I0629**Crowdsource your outdoor ADVENTURE ON A GPS UNIT**

Outdoor routing is the most desired feature on a GPS unit. ©TF

Maps offered by the makers of GPS units are well suited for their devices and very precise, but they can drive up the price of a unit to three or four times that of a typical car navigation system.

So GPS owners are turning to an increasingly popular source of maps that is free, and is created by other users just like them. It's called OpenStreetMaps, and it depends on "crowd sourcing" to map the world.

Started in 2004, OSM is supported by more than 200,000 cartographer hobbyists. Some big cities and countries including the Netherlands have offered their map databases to be integrated into OSM.

In rural areas and away from roads, there is still a lack of detailed OSM maps, so commercial products like Garmin's TopoMaps still make sense. But OSM coverage is growing quickly.

Because many OpenStreetMappers use Garmin devices, they have posted several free maps on-line that can be used on those units, and used with Garmin software such as MapSource and BaseCamp.

Many bicycle dealers now offer free OSM maps to customers, enabling them to sell a complete GPS bundle at a competitive price. Other companies are embracing the open source mapping movement. Xplover, which entered the outdoor navigation market with its G5 and G3 units, recently debuted a new version of X-tracks, an Internet service that allows users to create maps for their devices.



The rugged, waterproof Garmin Chirp seeks out hidden geocaches even in locations with no GPS signals.

Xplover customers can easily create a bicycle trip on Google Maps. When the maps are transferred to the GPS unit, the customer is guided by Xplover's SmartSign software, which shows turn-by-turn-navigation. The routes contain elevation information, and users can search for Points of Interest as well.

For professional mapmakers, Lowrance, a U.S. company now owned by the Norwegian Navico Group, recently released a Cartography Toolkit that allows developers to create maps for the company's marine and outdoor navigation units.

The new software tools and documentation allow experienced GIS engineers to convert content data into a format compatible with the Lowrance HDS and Endura product lines and with other Navico brands.

Offering an open and flexible platform for third-party mapping content providers, the toolkit gives partners the ability to produce and sell Lowrance and Navico-compatible cartography on securely encrypted SD and MicroSD cards.

■ **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)



Garmin's new Edge 800 includes a lightweight, stylish touchscreen for road & mountain bikers.

A Cycling Boost for TAIWAN TOURISM

If you're like most international visitors to the Taipei Cycle Show, you've come straight from the airport to your hotel, and then to the show. Maybe you'll have time to fit in a factory visit or two while you're here, but you're soon heading back to the airport for the long flight home.

Next time, you should plan to see more of Taiwan. Bicycle tourism is becoming a major draw on the island nation, as Taiwan expands its role as an Asian tourism center.

Double-digit growth

According to *Taiwan Insights*, a newsletter published by the Taipei Economics and Cultural Office in San Francisco, tourism is expanding by double digits in Taiwan. In 2009, for example, some 4.4 million foreign tourists visited Taiwan, an increase of 14.3 percent over the previous year.

Most visitors from China

Mainland China is the No. 1 source of visitors, as improved relations between the two countries have eased travel restrictions. More than two million Chinese have visited Taiwan, spending more than \$2 billion on the island.

"This is welcome income as Taiwan's industrial and agricultural sectors decline," the newsletter noted. Some see Taiwan as a playground for newfound Chinese wealth.



The tide of Chinese tourists is only expected to swell. By the end of June, the Taiwan government plans to increase its daily quota for Chinese tourists to 4,000 a day.

Since the ban on Chinese tourists was lifted in July 2008, the average daily number of Chinese visitors to Taiwan has grown steadily, from 1,661 in 2009 to 3,440 in the first half of 2010.

Taiwan by Bicycle

As tourism grows, Taiwan is doing more to promote "green mobility."

A government-sponsored tourism campaign, "Let's Bike Taiwan," encourages visitors as well as Taiwanese to enjoy "another way of experiencing Taiwan's magnificent scenery."

'Cycling fever' spreading through tours and events

A recent "Let's Bike Taiwan" event attracted 500 cyclists from Hong Kong, Japan, South Korea, Malaysia and Singapore, along with a few Westerners.

Giant founder King Liu popularized the "Circle Tour" around Taiwan when he did it in 2007. Still fit in his 70s, Liu attracted a flood of media attention and has since gone on to cycle China and the Netherlands.

Liu's tour sparked the idea for this year's Formosa Tour 900, which brought together the general managers from Giant's various international offices for an eight-day, 900-kilometer (560-mile) cycling trip around the island.

Bicycle manufacturers benefit from the trend

Taiwan's two biggest manufacturers, Giant and Merida, are benefitting from the boom in bicycle tourism, along with continued growth in cycling around the world, especially in Asia. Both factories are running at capacity and spending on expansion.

- ★ Giant has invested \$36 million for a new plant at its bicycle manufacturing complex in Kunshan, China. The market leader's ninth factory will concentrate on e-bikes and carbon fiber frame production. Production is scheduled to begin in the third quarter, and Giant expects to ramp up to between 1 and 1.5 million units within two years.
- ★ Meanwhile, Merida has invested \$8 million to expand its capacity at its Taiwan factory and its two plants in China. The expansion is expected to be completed in April.

■ JB

wellgo

TBEA

2011 TBEA Creative Bicycles, Parts, and Accessories Competition Award

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-R168

Positioner



www.wellgo.com.tw

TAIPEI INTERNATIONAL CYCLE SHOW

BOOTH: J517

HOT NEW PRODUCTS ★ 2011



L0025

Airace Speed F2 Mini Floor Pump

The Speed F2 from Airace is a mini floor pump designed to be carried on the bike frame.

This high volume pump has an extractable hose, aluminum barrel, lever and valve cap, and can be used with Schrader Presta and Dunlop valves. Maximum pressure of 140psi (10 bar). Available in silver and white finish.



N0828

Crops SX1 Silicon Safety Lights

Japanese accessory brand Crops is presenting these colorful safety lights in a range of five colors.

Versatile and functional with plenty of personality, these lights are ready when you are.

720Armour Tack Rimless Frame

Kévin Sireau, world record holder in the flying 200m time trial, says the Tack is ideal for cycling due to the comfort and protection provided by the shield-style design.

The rimless frame maximizes the field of view at the front and sides, and the inner foam frame lining blocks high angle sunlight when crouching low on the handlebars. Tack is also equipped with the patented A-Trak Magnetic Quick Release System.

K1129



SR Suntour SPS Series Chain Wheel

The new SR Suntour chain wheels include the XCR V3 model for mountain bikes. Available in lengths of 170 & 175mm and square and OCTA link versions.

Three colors are offered: white, gloss black and gun metallic. The new cranksets follow SR Suntour's philosophy of integrated design.

For the 700C market is a new sport cross chain wheel called the SP S series (pictured). These single

speed chainwheels will be available with different chain ring sizes (48/44/42T).

They can either be ordered with or without a chain guard. Standard colors are gloss black and metallic silver. Both chainwheels are based on meld-forging technology.

J0417



Airace Hercules DG Floor Pump

The Hercules DS floor pump features a digital pressure gauge with LCD display.

All-aluminum construction features a two-tone handle. A twin-valve pump head has an air release button. Maximum pressure is 240psi (16.5 bar).

L0025



Ibera Waterproof iPhone Case

Ibera, maker of a wide range of bike mounts for handheld devices, has a new all-weather case for iPhones and other smartphones.

I1401

Like all Ibera mobile device cases, the IB-PB7 can be mounted on handlebars or stem.

The case protects phones from foul weather, scrapes and knocks. It has a clear cover so it can be used on the move.



XLC Pro Telescope Seat Post SP-T03

XLC offers several models of adjustable seat posts. The hassle of dismantling in order to adjust the saddle is no longer necessary, thus saving time and energy.

With an adjustment range of 95 mm, the XLC Pro telescope seat post adapts optimally to every terrain by means of a control lever.

It is made of aluminium 6061-T6, with 15 mm offset. Available in Ø 30,9 mm and Ø 31,8 mm.

M1219



O-Synce Heart2feel Heart Rate Belt

O-Synce's new heart rate belt is ECG-verified with a seamless soft strap that feels like a second skin, for hours of wearing comfort.

The digital ANT+ sensor means the Heart2feel heart rate belt works with products from Garmin, Bontrager, CycleOps, Adidas and many other brands.

M1101

**3T Cycling Luteus Disc-Brake Fork & Ergoterra Drop Bar**

Debuting in Taipei are 3T's new front-end components for cyclo-cross: the Luteus disc brake fork and Ergoterra drop bar.

M1326



Luteus builds on 3T Cycling's experience with the all-conquering Funda road race fork, with mounts for the latest disc brake units, clearance for 33mm tires, and

reinforcement for the shock of rough CX courses. Its partner is the Ergoterra CX bar, wider than a standard road bar and strengthened for cross-top brake levers.

KED Status Quicksafe Tronic Adjustment System

The Quicksafe Tronic adjustment system from KED with fully automatic adjustment ensures the perfect fit and allows the simplest possible size adjustment at the push of a button.

Eighteen ventilation openings provide a refreshing air flow in the helmet.

Using the patented Quickstopp system, the strap length is adjusted once to suit. The helmet also has an extended back protection zone and a visor sunglass.

The Status Quicksafe Tronic is available in sizes M and L, and in a total of five colour designs: black,



S630a

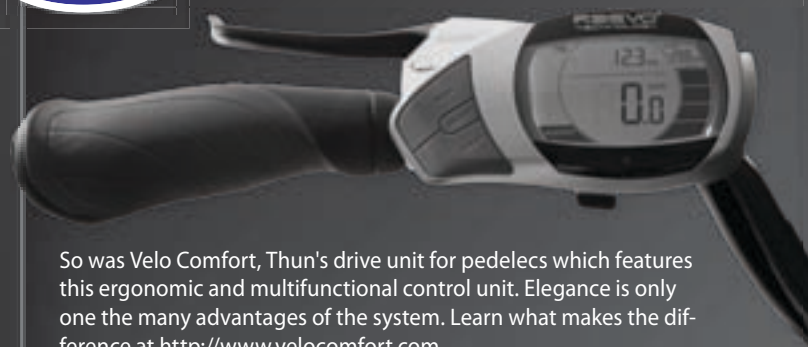
blue-silver, white-violet, green-anthracite, and black-red.

Recommended retail price for Germany is €69.95.

Thun Velo Comfort Display

This Velo Comfort Display is a recipient of the prestigious German RedDot Design Award.

M102



So was Velo Comfort, Thun's drive unit for pedelecs which features this ergonomic and multifunctional control unit. Elegance is only one the many advantages of the system. Learn what makes the difference at <http://www.velocomfort.com>.

Sigma Sports Power-LED EVO

The Power-LED EVO shines through the darkness with up to 900 lumens of illumination. Special optics provide long distance visibility.

Due to the very broad light scattering, a large area of the immediate vicinity and sides is also uniformly covered. With a compact form and attractive design, this 140g lamp unit delivers a sporty look to the handlebars and is also easily attached to a helmet. Burn times of 3 to 11 h are possible, depending on light level, with the IION XL rechargeable batteries.



L1112

Crops Tail Lamp EZ1

The EZ1 tail lamp from Tokyo-based accessory brand Crops is easy to fit anywhere.

The lamp body and bracket are separate. Using a silicon bracket, it can be fitted to almost any seat post. The lamp body can also be fitted to saddle bags and backpacks.



N0828

THE DRIVING FORCE

New bottom bracket motor and sensor



TWO IS BETTER THAN ONE. KEEPING YOU AHEAD.

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

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

イベントスケジュール

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18日 (金) ~3月19日 (土)

TWTC南港展示会場404会議室

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.

日
本
語

"ANYTHING ELSE WOULD BE ILLOGICAL"

The KS Family of Posts
Lever or Remote Actuated
Available in 30.9, 31.6 and 27.2 Diameters
Rail, Beam, Offset and Zero Offset Head Styles
Up to 150mm of Stellar Travel
See the full line at www.kssuspension.com

KS

JD、TRANZX PST電動車新製品2モデルを発表

JDグループは昨日、Sportive Bike、World BikeのTranzX PST電動自転車新製品2モデルも初公開した。TranzX PST電動車シリーズの新ライン2モデルはモダンなデザインと最新電動車技術の搭載を共通のポイントとした上で、それぞれの需要層をターゲットにした特性で訴求する。

Sportive Bike

Sportive BikeはTranzX PSTのセントラルモーター技

術を組み込んだ26吋MTBで、バッテリーの位置を低く中央部に設置することで安定性を高めている。

World Bike

World Bikeはモダンな曲線フレームにレトロ調のレザー（革製）サドルなど伝統的要素を組み合わせた低床タイプの新モデルで、曲線フレームの形にマッチするようにスリムな新型バッテリーとキャリアを一体化させた。24吋と26吋のホイールサイズで、

スタイリッシュで心地が良くとりわけ日々の買い物や通勤用にうってつけの1台だ。

Sportive Bike、World Bikeとも台北ショーではOEM向けに展開し、秋のユーロバイクでクライアント向けモデルが用意される。



Sportive Bike



World Bike



脚光浴びるコンセプト電動車の新技术

ボッシュ、ゲイツ、フォールブロックの3社が相互の技術を結集して“画期的”電動自転車を開発した。台北ショーのゲイツのブースに展示される米・合作のコンセプトバイクは、ゲイツのカーボン同時性ベルト・駆動にヌヴィンチのN360ハブ&・駆動システムとドイツ・ボッシュのモーターを装備している。このペダルアシストバイクは昨年発売した製品を使っているが、今回初めてカールハインツ・ニコライの参画を得た。ニコライはダウンヒル用G-Boxxギアボックスシステムで広く知られ、最近ではグレースの電動オートバイのデザインを手がけたことで有名だ。

コンセプトバイクは通勤用にデザインされており、フレームに設置するモーターユニットの位置が後三角とチェーンステイ部分のコンパクト設計を可能にしており、地面との間に十分なゆとりをもたせている。

ゲイツのセンタートラックベルト・駆動は「ベルト・駆動技術の躍進」とゲイツ・カーボンドライブシステムのトッド・セルデン部長は言う。「クリーンで・音性に優れ、我々の既存の・駆動システムの長所を保

持するだけでなく、性能面で格段の向上が・られている」

フォールブロックの最新ハブ、ヌヴィンチN360は同社の可・駆動システム（レオナルド・ダ・ヴィンチ



（左から）
ジャック・ブランドセン、Fallbrook Technologies 州販売事業開発部長
カールハインツ・ニコライ、ニコライ社長兼GatesヨーロッパGM
アラン・ノルディン、自転車製品事業部長、Fallbrook Technologies
トッド・セルデン、Gates・カーボンドライブ国際部長

発案の技術、同社の社名の由・でもある）を特・とし、スムーズなギア・換を可能にする。同社プロダクトマネージャーのクリス・ヴァシリオティスは言う。「ヌヴィンチN360があればハイトークのペダルアシスト・況下でもギア・換が・で、レシオのギャップや・換ミス、・換時の衝・やノイズ（耳障りな音）も無・。いつでも快適なシフティング感が味わえる」と。

ボッシュの電動自転車システムは昨年のユーロバイクで発表された。・駆動ユニットは4つのモード（エコ、ツアー、スポーツ、スピード）のいずれかでの操作が可能だ。「このため自転車メーカーはそれぞれの特需層に合わせた製品を作り上げることができる」（同社電動自転車システム、レイナー・ジェスケ席副社長）という。

なお、コンセプトバイクは販売用ではなく、あくまで3社の技術の結集が生み出す可能性を示す試・台である。



AIRACE
WWW.AIRACE.COM.TW

FLEXIBLE DESIGN
Keep off valve breaking

Speed F2

Features:

- Mini floor pump for fixed on frame
- Extractable hose
- High volume
- T-handle, Alum barrel
- Reversible schrader presta and dunlop
- Alum lever and valve cap
- Max. pressure 140 psi (10 bar)

BOOTH: L025,026

台灣地區獨家總代理：典程國際有限公司
台北市西屯區河南路二段126-1號
Tel: 886-4-22958282
Fax: 886-4-22956090
e-mail: johnny400@msn.com





KED
BEYOND SAFETY

PROTECTION
MADE IN
GERMANY



197g

SIZE: M (52-58 cm)

GERMAN RECORD

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

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



VISIT US AT THE TAIPEI CYCLE SHOW:
MEETING ROOM 5 630a

WE ARE LOOKING FOR DISTRIBUTORS WORLDWIDE

 Find us on
Facebook

WWW.FACEBOOK.COM/KED.HELMSYSTEME
WWW.KED-HELMSYSTEME.DE

ジャイアント、クロス、XC用に 新たな目玉

世界最大の自転車メーカー、ジャイアントが今年も台北ショーで最新モデルの選りすぐりをお披露目する。展示モデルの多くが世界の主要市場ですでに販売されているものだが、二つの目玉製品は必見の価値がある。シクロクロスの新モデルTCX Advanced SLとクロカン（XC）実戦用のAnthem X 29erだ。

TCX Advanced SLは実戦レベルのフルコンポ装着クロスバイクで、同社のロード、MTBレースでの経験から引き出されたデザインには、Rabobankプロレーシングチームからのインプットも折り込まれている。ジャイアントには「形は機能に従おう」という設計理念があり、そこからコンパクトチューブ、一体型のケーブルルーティングと



TCX Advanced SL



シートポストやオーバーサイズのヘッドチューブとボトムブラケットといった特性あるコンポが生まれている。

コンポフレームは航空機用にも匹敵する超ハイグレードのT800カーボンファイバー製で、シマノのDura-Aceを装備。ペダルを外した重さがジャスト7.5kg（16.5ポンド）という軽量モデルに仕上がっている。

フレームチューブはFinite Elements Analysisという解析技法を用いて最適のコンパクトサイズに仕上げた。一体型ケーブルルーティングにより荒れた地形でのショルダリング（肩担ぎ）も楽になった。さらに、余裕をもたせた後輪クリアランスにより後輪タイヤの泥はねでシートステイやチェーンステイに泥がこびりつくのを防いでいる。

軽くて堅牢性にも優れる一体型シートポストが荒地での衝撃吸収を助けるし、オーバーサイズ・ヘッドチューブとプレスフィットパーツ用一体型B.B.が最も強い圧力を受けるフレーム結合部の強度を高めている---という正に新製品の目玉に据えるべき逸品だ。

一方、クロカン（XC）用のフルサスAnthem X 29erはトラベル幅4吋でAnthem X 26吋モデルの延長線上に位置づけられるが、初陣のSea Otter Classic Super Dで輝かしい実績を残している。FluidForm Aluxx SL軽量フレームセ

ットと同社Maestroサスペンションを装備したこの29erはジャイアントが誇るクロカン（XC）バイクの中でも最も融通性に優れる自信作だ。



JUST ONE WAY!

Clever arrow navigation:
There is no easier way to get from A to B.

navi2move



Visit us at Taipei cycle show: Booth M1101 / level 4F.
(on showground of TIMAC Co. Ltd.)
www.o-synce.com

o_synce
GERMAN ENGINEERING

IPHONE新製品販売用に無料用品開発

バイオロジック（BioLogic）は折りたたみ自転車用をはじめ多彩で精巧な自転車用アクセサリを生産するが、同社のトップと話してみると、朝ベッドを出ると頭の中はiPhoneのことで一杯ということがよくわかる。

同社は数年前からiPhoneを保護するハンドルバーケースの生産を行っているが、現在その製品の幅を広げ、一体型1400mAhリチウムポリマー・バッテリーケースやiPhone専用自転車用グローブ、自転車走行追跡測定用GPSマッピングなどが製品ラインに組み込まれている。

このほど開発され無料で提供されるというBikeBrainシステムはiPhoneをGPSマッピングや速度、走行距離、走行時間その他10項目のデータ測定表示機能を備える強力サイクルコンピューターに変えるものだ。すでにアップルの用品販売店の許に納められており、ほどなく店頭に出されるはずである。この後プロ用タイプも年内に出されるが、こちらは走行データをアップロードする機能が加えられる。iPhone用の自転車専用マッピングはすでに数多く存在する。

ではこの新製品が既存製品と違う点はどこにあるのか？「それはまず第1に無料であること」と同社の代表を務める韓氏は言う。加えて「有料（市販）製品のすべてを試してみたが、我々の製品は勝るとも劣らず優れている。ユーザーニーズへの対応性も高く、どのデータを見るかをユーザーが決められるし、他のシステムに比べてバッテリーパワーの使用もずっと少なく済む」と特性の高さを強調する。



高性能≠高価 優れた価値こそ真の安価

AIRACEは2007年に台湾で創立されたニューブランド。ハイクオリティーのポンプとバイクツールを専門として製造している。AIRACEは自転車業界ではニューフェイスだが、この分野で15年以上もの経験を誇る専門家チームと15年にわたって積んだ豊富なマーケット経験を持っている。AIRACE総経理の陳江北は次のように述べた。

「4年前から自転車に週3、4回程乗っている。タイヤが回転すると同時に頭も活性化し、アイデアが浮かび易いほか、自転車に乗っているからこそ、サイクリストの需要と考え方がよくわかる。他のメーカーがポンプとバイクツールを統合するのに没頭している中、AIRACEは自転車の故障発生時にできるだけ短時間で問題解決できるようにするため、バイクツールの最適化にこだわっている。」

世界中にポンプを生産する工場は数え切れないほどある。しかし、ハイクオリティーで定価以上の価値を持つポンプが生産できるのはごくわずか。AIRACEは毎年少なくとも5、6つの特許を取得しており、中国の低価格戦略に負けない自信がある。なによりAIRACEの製品技術は中国より何年もリードしている、と陳氏は語った。

今年のサイクルショーでAIRACEはもっと斬新的なポンプとバイクツールを展示するほか、2011年ドイツ「iFデザイン賞」を受賞した2つのポンプも展示する予定。SPEED F2ミニフロアポンプは携帯ポンプでありながら、フロアポンプにも変身できる。優れた使いやすさと効能は、女性でも簡単にタイヤの空気圧を100psi（最高140psiまで）に充填できる。もう一つ注目すべきなのはDUAL JET TS。伸縮性に優れた蛇腹のホースを使い、一本のポンプでフロントサスペンションとタイヤの共用を実現している。上記2つの商品はどちらも「2011年iFデザイン賞」を受賞している。2010年AIRACEの売り上げは70%近く伸び、製品をヨーロッパ、アジア、オーストラリアなどのマーケットに拡大できた。AIRACEの2011年の新しい目標はアメリカ市場での販売促進、そしてタイ、マレーシア等のアジア各国での知名度をさらに上げること。台北サイクルショーは世界中のバイヤーとアクセスできる最高の場であり、今年中に上記の目標を達成するのは決して難しいことではないという。



AIRACEが新しく公開したSPEED F2ミニフロアポンプ。コンパクトサイズでありながら驚きの高圧を出すことができる。2011年iFデザイン賞を受賞。

CSG
CYCLING SPORTS GROUP™

cannondale



GT
BICYCLES



Schwinn.



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

cannondale

GT

Schwinn

mongoose

グラスルーツ (草の根) トレンド： サイクルシック PART 3

マーク・サンダース

自転車業界にはいま「サイクルシック (Cycle Chic)」という比較的新しい草の根活動が生まれている。自転車のブームに関連してこれまでも需要拡大を誘発するいくつかの動きがあったが、その多くが特定のユーザーを対象としたもので、従ってそこに求められるフレームやフォーク、ホイールなどの部品も特定のニーズに応えるためのものだった。しかしサイクルシックの素晴らしいところ、そして自転車業界に重要な方向性を与えるであろうところは、それが限られた範囲のものでなく包括的であるという点にある。サイクルシックは自転車の全国的、あるいは全世界的普及を目指す草の根組織で、年齢や男女の別に関係なく、自転車がこの上なく便利で乗って楽しい、しかもリラックスできる交通手段として限りなく普及することを念頭に活動している。サイクルシックのウェブサイトは、通勤その他の交通手段に自転車を利用する市民の姿を美しい写真をふんだんに使って配信している。それはより広汎なブルーオーシャン市場の人たちを強く惹きつけるはずで、業界としてもこうした方向に照準を合わせた展開を図っていかなくてはいけないのではないかと思う。

自転車は背筋を正して

これまで私は、自転車業界がこの先成長・発展するには世界の人口の9割以上の人たち、すなわち交通手段に自転車を選ばない人々を引きつけることが必要であると提案してきた。自転車は人々が使うためにデザインされるものだ。従って、椅子や我々が腰かけるために使う多くのものと同様に、坐り心地がよくて身体にもいいデザインのものにする必要があるだろう。レースやスポーツ用バイクではスピードがより重要で、空気抵抗を避けるために前傾姿勢で走らざるを得ない。MTBやハイブリッドバイクはロードレースほどには前傾姿勢にならないが、それでも背中や首、手首にかかる負担は大きい。快適にサイクリングをするには背筋を伸ばして乗るのが一番だ。スポーツバイク用の装備はスポーツにこそ相応しい。しかしそれを、あたかも業界の総意のごとく、日用の一般自転車にも適用しているように見せかけるのは怠慢な上に、押しつけがましく愚かな謀りごとと思えてならない。歴史的にみると100年以上前に自転車が庶民に手が届く乗物として世に登場した時は、スピードを出せるこ



とよりも乗りやすさと姿勢よく乗れることの方が大事だった。背筋を伸ばした乗り方が普段着で乗る自転車には最適な姿勢とされるようになった。以来、自転車が個人の移動手段として広く使われ続けているオランダやデンマーク、インドといった国々や、ケンブリッジ、ベルゲン、パリ、ミラノなどの都市では、いまでもアップライト (姿勢を正した乗り方) が当たり前の光景として見られる。しかし、自転車が都市の理想の交通手段として再認識されている米国や日本、台湾、インドネシアなどの国々ではその歴史もより特異性を帯びたものになっている。米国ではずいぶん早い時期に車が自転車に取って代わった。ただ、自転車の販売が伸びた時期もあった——60年代のレーシングバイク、70年代のBMX、80年代のMTBといった具合に。アップライトタイプの一般車の販売が低下する中で、この傾向は米国以外の国々でも続いた。フラットバーのMTBで街中を乗り回すのはレーシングバイクに比べくもなく心地いい。台湾と中国が米国はもとより世界の自転車工場として台頭した。それがコストダウンを導き、自転車を日用品へと変えていった。量販店で安売りされる、いわゆるMTBルックと呼ばれる廉価車が多く都市で (北京をはじめとする中国の各都市でも) 伝統的なアップライトタイプのロードスター (実用タイプの自転車) に取って代わった——人体工学的には街中での乗用に適性を欠くにもかかわらず——である。

驚かされるのは、車より自転車の方が多く生産されている中で、自転車業界が依然として街中を走るのに向かないスポーツタイプやレーシングバイクをシティライドに使う傾向に油を注ぎ続けていることだ。残りの9割を占めるブルーオーシャンに向けて自転車を売ればずっと大きなビジネスチャンスが持てるというものにもったいない話ではないか。これからのサイクリストが自転車購入の決め手にするであろうジオメトリーやポストチャー (走行姿勢) は業界のエキスパート (セールスパーソン、マーケティングマネージャー、バイヤー等) も恐らく製品づくりの要素に採り入れていくことだろう。多くの自転車ブランドが有名レーサーによるフレームデザインを前面にアピールし、そのいくつかはレーシングバイクの有力ブランドとして名を成しているが、街乗りタイプの自転車にはそうしたフレームも無用の長物と言っていい。自転車店の中には調整可能なフレームの整備をサービスにしているところもあり、取り組みに積極性が窺われるが、残念ながらそうした店は概ね最も明白な事実を表に出さずにいる。すなわち、この装備はスポーツやレーシング用バイクに適したもので日用の一般自転車には適さないという事実だ。シティサイクルや日用の一般車には、人体工学上、ハンドルバーをサドルに近づけてサドルより上に取り付けるよう説かれている。腰を宙に浮かせ、背中を丸め首も曲げて前方の視界を悪くするのは日用のサイクリングには全く誤った姿勢であると。上のX線写真を見比べるとともに自転車以外の乗物での姿勢を見てほしい。例えばスクーター。オートバイをイタリアの輸出の主力のひとつにしたのがスクーターだ。一方で、業界が、60年代のモーターバイクの「カフェレーサー」に相当するスポーツバイクライダーがファッションのクールなトレンドになっていることを捉えこれに対応しているとも聞く。しかしこれは排他性に由来するクールさだ。サイクルシックが信奉する自然なクールさは、すべての人が手に入れることのできる平準な要素を取り入れ、スタイルをもってそれをスペシャルなものへと高める、そうしたものを言う。ミラノ辺りで目にする、スーツ姿のイタリア人がたとえ気温が30度に昇ろうが背筋をびんと伸ばして品良くバイクに乗る姿、あれこそ無理のない自然体から生まれるクールさだ。彼らは物々しいサイクリング神話を打ち壊し、行く手を遮る障害など物ともしない。汗にはなる。しかしそれもスピードを上げ、時間との競争をしない限りは気になるほどではない。ナチュラルクール (自然なクールさ) とサイクルシックがいずれ主流となってサイクリングを本流へと導き、世界の残り9割を占めるブルーオーシャンの人々を惹きつけてカジュアルな服装によるサイクリングを普及させる——これこそが業界がこの先進むべき道筋ではないだろうか。

マーク・サンダース：数々の賞に輝くマルチミリオンセラーの製品デザイナー。自転車のデザインも多く手がける。ロンドンのインペリアル大学と王立芸術大学客員講師。www.mas-design.com



Pursuit of

PERFECTION

X-Bridge Design



XX-SP treatment

Double X Durability

NON-Directional

Tool Free

Super Light Weight

High Rigidity



X-SL Series



X-L Series



X Series

2011 Taipei International Cycle Show

Date : March 16-19, 2011

Booth No : **J -118**

2011 China International Bicycle & Motor Fair, Shanghai

Date : May 4-7, 2011

Booth No : **E1- 0531**



KMC CHAIN INDUSTRIAL CO., LTD

8F.-1, No.425, Zhonghua Rd., Yongkang Dist.,
Tainan City 71079, Taiwan (R.O.C.)

TEL: 886-6-201 9103 | FAX: 886-6-201 9107

www.kmcchain.com | E-mail: kmcchain@kmcchain.com

www.kmcchain.com.tw | KMC Chain

KMC Chain Europe B.V.

www.kmcchain.eu

Continental Chain Company

www.kmcchain.us

KMC Bicycle Chain

<http://twitter.com/kmcchain>



2011, 2010, 2009 German IF Design Award

2010 Taiwan Excellence

JD、TRANZX PSTのB.B.駆動システム新技術発表

JDグループは台北ショーで、TranzX PSTシリーズの最新モデルと併せ、ボトムブラケット駆動システムの最新技術を発表した。新技術により開発されたセントラルモーターとボトムブラケットセンサーは既存技術を尊重しつつTranzX PSTの問題解決への柔軟性向上に大きく貢献するもので、TranzX PSTシリーズの幅をさらに一段広げることになる。セントラルモーターは既存の前後モーターに続く第3弾で、モーター技術選択肢の第3の技術としてモーターの三位一体方式を完成させた。このフロント、リア、セントラルの3つの駆動システムを揃って供給できるのはTranzX PSTが初となる。ボトムブラケットセンサーの開発は、その設置位置とともに、製品の更なる向上をもたらす点で、等しく重要性を帯びている。



TranzX PSTボトム
ブラケットセンサー

新ボトムブラケットセンサー

TranzX PSTボトムブラケットセンサーはライダーがペダルを踏む時にアクセルに直接かかる力を測定するトルクセンサーとスピードセンサーを一体化して駆動システムが絶えずフィードバックする仕組みで、この計測技術がスムーズで迅速なパワーサポートを生み出している。センサーをボトムブラケットに組み込むことでスピード/トルクセンサーが自転車に欠かせない要

素の一部を占めるものとして従来から定番化したが、これによりアッセンブルとメンテの行程もすこぶる簡略化された。ボトムブラケットの位置に据えればフレームへの調整は一切不要なため、OEMのカスタマーは、特別なフレームワーク（軸組み）調整、例えばドロップアウトでの調整などを考える必要がなく、従来のフレームを使って電動自転車に仕立て上げることができる。

もうひとつの利点は保護されているそのポジションにある。つまり、遮断され防水構造になっているボトムブラケットのポジションが雨やその他の外的要因からセンサーを護る働きを持っている点だ。その安定性により、整備や修理の後に口径を再度測定する必要がなく、OEMの需要先からディーラー、最終ユーザーまで、駆動システムのメンテがさらに楽になるという親切設計である。

新しいボトムブラケットはまた駆動コンポーネントをフレームに一体化するトレンドにも対応するもので、より美しく訴求力あるフレームデザインを創り出す上でも柔軟性を増している。

新型セントラルモーター

TranzX PSTのブラッシュレス、ギア付36V 25Wモーター



TranzX PSTセントラル
モーター

ターはボトムブラケット部分に位置し、そこに直接組み込まれている。それが重さのバランスを生み、とりわけスポーツタイプの電動自転車にとって利点となっている。セントラルモーターをボトムブラケットに一体化することでモーターがチェーンリングと直接連結しチェーンと後輪へ動力が伝えられる。TranzX PSTのセントラルモーターはチェーンリングを二つまで装着できるので最大20段変速のスポーツタイプ電動車に最適である。セントラルモーターによってもたらされる柔軟性の向上はほかにもある。例えば、モーターを中央部に設置することで前後のホイールはギアハブやハブダイナモといった代換システムとのコンビネーションも可能になる。

新型ボトムブラケットセンサーとセントラルモーターはともに台北ショーではOEM向けに展開し、秋のユーロバイクでクライアント向けモデルが用意される。

2K12

SR SUNTOUR

Human - Electro - Synergy - Components by SR SUNTOUR

With environmental concern shifting from claim to action, electric bikes are adopted by more and more consumers as a welcome alternative way of mobility.

During the last 18 months, SR Suntour has consistently furthered its commitment, supporting the bicycle movement by constantly evolving what has become a complete components range for electric bikes.

The bicycle is one of the most effective and ecological ways of transportation. The combination of human and electric power is the key to get more people riding bikes. Getting more people riding bikes is the key to solve or at least ease a lot of environmental issues.

This is what we as SR SUNTOUR believe in!

SR SUNTOUR — **H/ESC**
Human Electro Synergy Components

SR SUNTOUR Europe GmbH
Am Marschallfeld 6a
83626 Valley, Germany
Tel. 49-8024-3038152
Fax 49-8024-4730984
service@srsuntour-cycling.com

www.srsuntour-cycling.com

TAIPEI
SHOW
J-417

ケーンクリーク、 パテント切れても窮せず

STAND#
N1201

ケーンクリーク（Cane Creek）は昨年ヘッドセット市場でのアイアングリップ（強力な支配力）を失った。しかしそれによってそのビジネスが窮地に立たされているのかといえば決してそうではない。「ここ数年、ケーンクリークは、例えばホイール部門を後退させてヘッドセットにより多くの力を注いできた。ヘッドセットに極力傾注することで業容もすこぶる良くなっており、業界に実用性が高く価値ある製品を供給することができている」と同社ピーター・ギルバート販売担当副社長は語る。

ケーンクリーク（ノースカロライナ州フレッチャー）にとってそれはかつてない世界である。昨秋までケーンクリークの名はヘッドセットとほぼ同義であった。同社はヘッドセットに関わる主要パテントを保有し、それを少数のメーカーにライセンス供与していた。だが、同社のヘッドセットを保護する主要パテントが20年の保護期間を終了し昨年9月に切れた。以来、法的には誰もがスレッドレスヘッドセットを生産できるようになった。台北ショーを見て回ればわかるとおり、パーツ、アクセサリメーカーの多くが正しくその行動に出ている。



MTBのヘッドの角度を変えられるケーンクリークのAngleSet。

もちろんケーンクリークも数年の時をかけてパテントが切れる事態に備えてきた。ここ数カ月でもヘッドセットのリーディングメーカーとしての地位を保持できると期待が持てる製品群を新たに生産し市場に送り込んでいる。「パテント期限終了の時期を脱してより強力なビジネスパートナーとして認められつつあり、さらに言えば、ヘッドセットのリーディングカンパニーとしての業界の評価が以前にも増して高まっている」（同副社長）という。

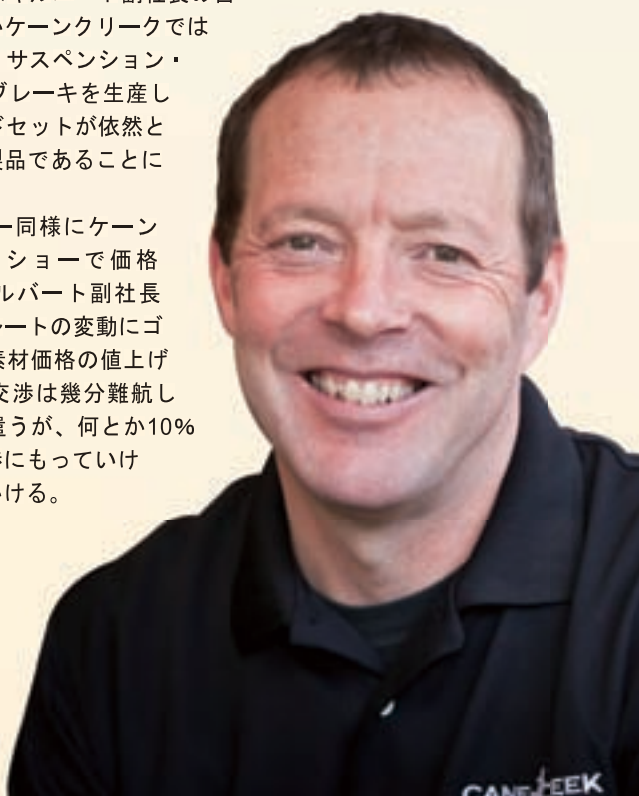
新製品のなかでもとりわけ注目されるのはAngleSetのMTB用製品ラインで、ヘッドの角度を6段までオフセット調整できるのが特徴だ。同社ではまた、ウェブサイト上でヘッドセットの最適モデルを簡単に見つけられる「フィット・ファインダー」を展開しているので、アクセスすれば、数ある市販ブランドのおよそ2500モデルまで、誰でも簡単に自分用の最適ヘッドセットを発見できるという。

ケーンクリークはヘッドセット登録標準化システムの普及を推進するパイオニアの1社でもある。同システムは製造メーカーがどこであれ、ヘッドセットを表わすための「世界共通言語」を生み出すことを目指している。同社はまたフランスの大手素材メーカー、サン・ゴバン（Saint-Gobain）と共同でAERヘッドセットの新製品ラインを開発。「AERは当分の間、市販最軽量のヘッドセットになる」とはギルバート副社長の自信の弁。このほかケーンクリークでは

MTB用ショック、サスペンション・シートポスト、ブレーキを生産しているが、ヘッドセットが依然として同社の中核製品であることに変わりはない。

多くのメーカー同様にケーンクリークも台北ショーで価格交渉に入る。ギルバート副社長は、最近の為替レートの変動にゴムや鋼材などの素材価格の値上げが加わり、価格交渉は幾分難航しそうな気配と気遣うが、何とか10%までの値上げ交渉にまっていければとも期待をかける。

ピーター・ギルバート
販売担当副社長



MADE IN GERMANY

Perfect
weather

NEW



VELO 42 URBAN

28" mudguard set for tires up to 42 mm
optional snap-in stays set

SKS-GERMANY.COM

SKS®
GERMANY

FRIENDS FOREVER.

In today's multi-media world the saying "perception equals reality" is more valid than ever. When it comes to electric hybrids there's a common misconception – electric powered vehicles offer only limited range and a relatively short battery life.

Fortunately in the case of Clean Mobile perception is certainly not reality. Their perfectly tuned components consist 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 substantially longer battery life. It's time for a lasting friendship in e-mobility. It's time to meet Clean Mobile.

Visit us at Taipei Cycle Show booth N1230.



台北車展世界第二大 你怎麼「看」？

范春龍

中洋車業

中國·浙江省慈溪市

前來台北自行車展的國際買主相當熱絡，這是我參加上海展所不曾看過的。人民幣持續升值加上原物料持續上漲，今年光是鋼材成本就比去年漲了20%，使得製造成本增加，導致國際出口總額緊縮。我們公司一直努力拓展南美、中東市場，希望在台北展間接到更多訂單。



朱偉鈞

比爾萊斯自行車

中國·廣州市花都區

南港展覽館的展館面積不大，中國舉辦的上海展、廣州展在建築面積上比較有優勢。這是我第一次來台北，覺得這裡的物價好高、交通費也不便宜，來五樓看展的買主不算多，如果下次我們能到一樓或四樓參展就太好了。



費鶴英

金華市雙星鋁圈

中國·浙江省金華市

我第五次來參加台北自行車展，今年似乎因為日本大地震的關係，使得看展的國際買主略為減少。我曾參展過上海展、美國展(Interbike)、歐洲展(Eurobike)，台北展最讓我印象深刻的是台灣充滿人情味，人與人之間的溝通比較容易。



高仕敬

威特力鈦合金科技

中國·廈門市集美區

台北自行車展井然有序、衛生良好、軟硬體素質高，這對參展廠商及國際買主都是很舒適的參展空間，台北展比起中國所舉辦的自行車展覽檔次高出很多。我們公司專精於高階碳纖維車架、零件，由於日本大地震的關係，我預測今年碳纖維製品的價格將上漲，國際業務更不易推展，台北車展是相當有效的國際行銷平台。



盧海杰

萬利達能源科技

中國·福建省漳州市

我們公司專精於電動自行車與電池製造，第一次來參加台北自行車展，在中國曾參加上海展、廣州展等。中國舉辦的車展，銷售主力集中在內陸；台北車展較為國際化，容易看到歐、美買主，我們公司正積極拓展歐洲市場，台北車展是一個高曝光率的平台。



孔玉林

斯諾曼車圈

中國·杭州蕭山區

這是我第二次來參加台北自行車展，台北展整體而言參展品質較高，但中國舉辦的自行車展也迎頭趕上，以高品質的台北展為目標。中國的廠商都集中在五樓，前來參觀的買主並不多，希望大會可以將中國廠商移至一樓或四樓。



中文

■張世昌



TEAM KATUSHA
FILIPPO POZZATO



VISIT US AT
BOOTH M1205

CHAMPIONS OF THE ROAD

VISIONTECHUSA.COM



台灣極限運動明日之星鄭喬鴻，原地躍起飛越9人障礙。



Vittoria車鞋創辦人的女兒Veronica Vercelli，手持Vittoria義大利統一150週年頂級特仕鞋款。



伊泉從13歲開始練習自行車特技，無論是倒立旋轉還是高難度特技都難不倒她。



由自行車業界人士組成的花天酒地車隊，用踩路代替應酬。

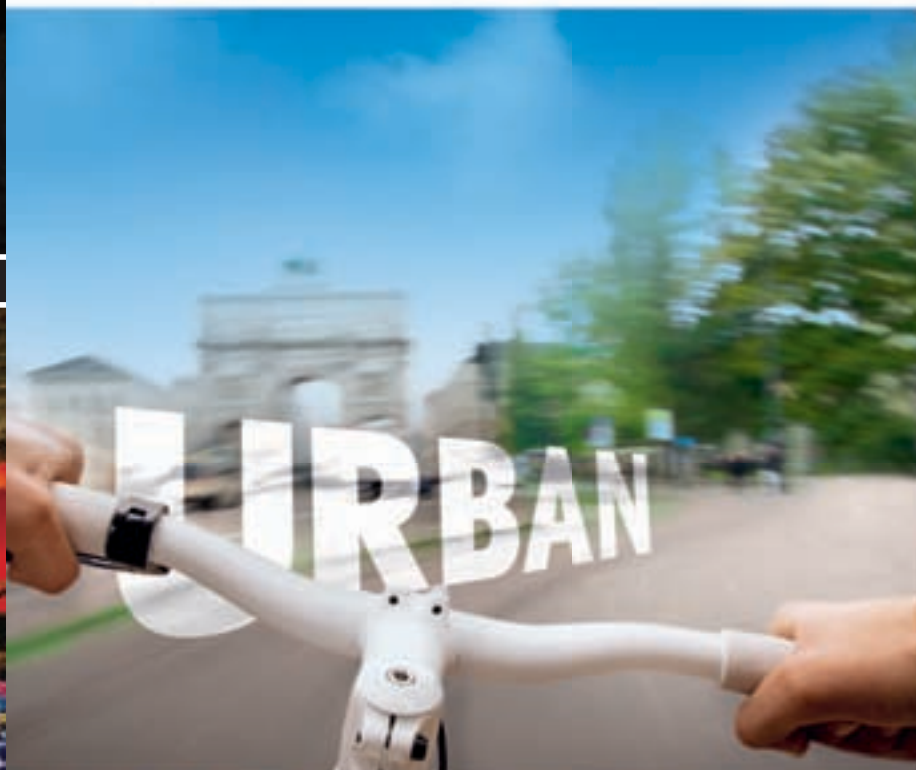


由亞洲極限單車好手廖武雄自創的BEAR'S 單速車，創新以時尚蒙皮引領風潮。



青春洋溢的寶島台灣，服務熱忱接待國際來賓。

ONE SHOW – ALL SEGMENTS – NO LIMITS



21 – 24 JULY 11

TRADE 21–22 JULY | PUBLIC 23–24 JULY

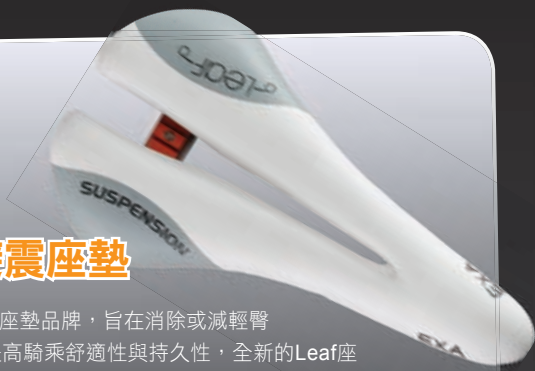
Hot New PRODUCTS 2011



凱薩克Leaf避震座墊

Kindshock創新的ExaForm座墊品牌，旨在消除或減輕臀部持續摩擦的疼痛度，以提高騎乘舒適性與持久性，全新的Leaf座墊創新引用高端汽車獨立懸掛彈簧避震系統，能使顛簸路況產生極佳避震效果。除了嶄新的避震系統，Leaf更使用耐用、防刮的PU外皮，開孔式的座墊設計可以減少雙腿踩踏時的摩擦。

更多新品資訊：請參考www.kindshock.com.cn



3T Luteus碟煞前叉& Ergoterra車把

台北車展新品盡出，3T最新的Cyclocross(越野公路車)Luteus碟煞前叉將於台北自行車展搶先亮相，Luteus碟煞前叉是以Funda公路車前叉為根基，配有最新設計的碟煞座，最大可安裝至33mm的車胎，經強化處理的前叉可以征服最惡劣的路況。搭配上Ergoterra越野車把更是如虎添翼，較寬的車把設計可在上把位置安裝煞把。



OSynce Heart2feel心率帶

OSynce全新的Heart2feel心率帶格外舒適，無縫式的布面猶如身體第二層肌膚，久戴也不會造成束縛感。無線ECG準確記錄，發射器採用ANT+無線訊號，可與Garmin、Bontrager、CycleOps、Adidas等其他心率錶搭配使用。前來攤位體驗前所未有的舒適。



LAS Infinito自行車安全帽

頂尖品質的LAS Infinito自行車安全帽高貴不貴，讓您跳脫高性能等於高價的刻板印象。平易近人的售價，源自義大利設計、極度舒適、通風的高性能，共有三種顏色可供選擇。



騎單車旅行台灣正熱門

來台灣參觀台北車展的國際買主，冗長的搭機時間、無止盡的搭車，每次來台灣的短暫回憶，回想起來後只剩機場、飯店以及南港展館。或許更積極找尋台灣印象的買主，會到工廠巡禮，之後再搭長途飛機回家，這就是多數國際買主的秀場人生。

有機會的話，你多該在台灣走走。愈來愈多觀光客騎著單車旅行台灣，台灣近年來積極打成為亞洲旅遊中樞。

根據Taiwan Insights指出：台灣近年來遊客量爆增，創下兩位數的成長紀錄，此數據來自台北經濟文化辦事處(美國舊金山)的新聞稿。



捷安特創立了專為單車族群服務的捷安特旅行社。2007年劉金標完成的900公里環島路線，可說是台灣車友的必備朝聖行程。Photo: Giant Adventure.

以2009年為例，台灣約有440萬名外國遊客，比起前一年成長了14.3%。

近年來由於持續放寬台灣與大陸兩地的觀光限制，使得大陸遊客在來台遊客數量上排名第一。初步統計，共有超過二百萬名大陸人士曾旅行台灣，讓台灣因此獲得超過20億美元的觀光收入。

上述的新聞稿並指出，正當台灣面臨工業與農業衰退之際，中國經濟的崛起讓大陸人更有錢來台觀光，或許台灣將成為大陸人的遊樂園，台灣也因此受惠於觀光收入。

來台觀光的大陸客猶如洪流般快速成長。台灣官方單位估計在今年六月底，陸客來台數量每天將高達4,000旅遊人次。

2008年7月前，由於台灣政府單位禁止陸客來台觀光，至2009年開放後，陸客來台數量如雨後春筍般激增，第一年就有1,661名來台觀光陸客，而在2010年上半年統計，已有3,440名來台觀光陸客。

旅遊業蓬勃發展之際，台灣順勢推出“綠色低耗能旅行”。例如，“台灣騎跡·感動無限(Let's Bike Taiwan)”就是鼓勵觀光客利用單車，以雙腳踩踏體驗台灣的壯麗風景。

最近一次舉辦的“台灣騎跡·感動無限”旅遊行程，就吸引將近500名來自香港、日本、韓國、馬來西亞、新加坡以及歐美人士，用兩輪的高度看台灣。

捷安特公司創辦人劉金標在2007年完成單車環島的壯遊，而當時劉金標已經70多歲，但身體格外硬朗，劉金標的環台故事造就了台灣環島風潮。隨後，劉金標更率領名人、媒體等到中國及荷蘭騎車。

劉金標的單車故事活絡了台灣單車旅行。於今年初舉辦的騎遇福爾摩莎(Formosa Tour 900)就是其中之一，特別是這趟環島行程中，參與這8天近900公里的環島勇士，都是捷安特海外子公司的總經理。

台灣兩大單車製造商—捷安特與美利達，受惠於單車旅行熱潮、全球單車運動人口的增加(亞洲地區特別明顯)。這兩大廠積極擴廠以增加產能。

捷安特在新成立的中國昆山廠耗費了3,600萬美元，此間工廠將專門生產電動車與碳纖維車架。捷安特昆山廠預計於第三季開始營運，預計在兩年內達到100-150萬台的年產能。

同時，美利達投資800萬美元擴大台灣以及中國的兩家工廠，此次投資擴建將於四月完成。

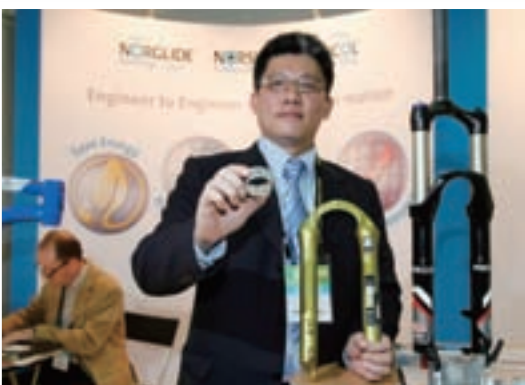
聖戈班推出全新自潤式軸承



聖戈班高性能塑膠製品將於台北國際自行車展(2011年3月16-19日)南港展覽館展示高功軸承事業部的新技術。作為自潤式軸承前懸掛應用技術的知名供應商，聖戈班將推出NORGLIDE®多種複合軸承的自行車零件，例如車頭碗組、煞車、變速器和踏板，能保證順暢的自行車騎乘經驗。這些新型軸承解決方案是專為提高性能而設計，可以減少噪音和振動，並最大限度地減少自行車的重量——這是現今的自行車使用者考慮的關鍵因素。該NORGLIDE®複合軸承功能獨特，有較厚的聚四氟乙烯塗層，確保強大的抗摩擦和抗腐蝕性能；該解決方案更持久耐用，並大大減少了對維護的要求。

關於聖戈班集團

聖戈班是一家集合設計與生產，為銷售創新高性能材料的全球領導者。聖戈班於全球64個國家設有生產基地，有超過191,500名員工，是全球排名第60的大集團，全球排名前50的世界級工業公司。聖戈班在巴黎、倫敦、法蘭克福、蘇黎世、布魯塞爾和阿姆斯特丹的股票交易所上市。聖戈班在全球的戰略重點是圍繞三個核心市場：建築產品、創新材料和建築銷售；致力於在住宅和建設部門發揮主導作用，發展能源效率創新技術、保護環境，以可持續方式管理增長。聖戈班軸承與精密定位環事業部在全球有14處廠址，是聖戈班高性能塑膠的分支部門，提供「工程師對工程師」的解決方案，供應許多國際級的OEM客戶，包括汽車、休閒、能源市場及一般工業等。通過優良傳統對產品創新、技術、先進材料和市場領導的支援，致力於與客戶共同合作，利用其豐富的工程專業知識，提供標準和客製化的解決方案，特別是在NORGLIDE®軸承、RENCOL®精密定位環、SOLGLIDE®軸承和NORSLIDE®電纜內襯方面，以滿足最苛刻的應用需求。



聖戈班營業市場經理胡弼宸與全新自潤式軸承。

欲瞭解有關新的軸承技術的詳情，請至展覽會場的第S0634號(6樓)聖戈班攤位 (www.bearings.saint-gobain.com)。

TOPEAK 歡慶20週年



從1991到2011，二十年的努力與成長，讓以創意為核心價值的TOPEAK一路走來逐漸成長茁壯，屢屢以產品設計大獎在國際舞台發光，並且以新的設計觀點，改善了單車族許多使用單車的便利性，這一路的甘苦談又是如何呢？讓TOPEAK總經理莊士文跟我們閒聊他的感想。

莊士文說道：「感想實在太多了！最初我們創立TOPEAK，你看名字就知道To Peak、Top Peak…都是要挑戰頂峰，我們以開發及創新設計為主軸，但剛開始面臨到理想與生存之間的平衡。一張設計圖收費兩萬元，但客戶說一張紙只值幾塊錢！在這之間最重要的轉捩點是堅持，堅持著不被誘惑，創業初期我們設計的好產品，也曾經有大廠想要買斷，但為何要把自己生的兒子送給別人？我們堅持下來，產品得到好的回饋解決了生存問題，讓我們漸漸可以往理想的路上發展。」

好的設計推出之後，市場上就有跟風的情況，這是所有產業都有的現象，莊士文則是以正面看待：「怕競爭，就不要做生意；怕仿冒，產品就只能孤芳自賞。你看iPhone、iPad，多少跟風的類似產品？通常市面上只有領導品牌被跟風，TOPEAK的產品能夠引領風潮是一件要以正面看待的事情，不能短視以負面想法面對，而是要看看我們所引導的方向，業界共同創造出怎麼樣的一個Cycling World。」

提到願景與核心價值，莊士文表示：「你看歐美的國際品牌，產品如果有一點他人的影子，馬上就失去格調，TOPEAK的願景是不斷以消費者需求為考慮，做出貼心設計，保持一定的格調，品牌才能贏得國際的認同與尊敬。」

TOPEAK產品在2006年及2010年兩度獲得地位崇高RED DOT中BEST OF THE BEST大獎，相當難能可貴，iPhone在2008年是此獎項的得獎作品之一。

■張壽生



TOPEAK堅強的團隊於台北自行車展中，歡慶公司進入20週年。

Simply well ...
...done



XLC Pro seat post SP-R03

Superlight and Super strong 3D-forged 'one-piece' alloy seat post. Convinces with its low profile shape and easy 'one-bolt' adjustability and 24 mm offset.

Visit us at M1219 - 4F

Taipei Cycle Show 2011

www.xlc-parts.com

XLC

bike components accessoires clothes

美利達新系列車款獎不完

美利達攤位上以強悍的登山車世界錦標賽冠軍大海報，強調著為冠軍而生。美利達副總鄭文祥表示：「歐洲近年來電動車市場普遍成長，電動輔助自行車的性能也提升了很多，讓節能減碳的環保觀念達到落實，這款E-SPRESSO電動輔助自行車在平路的續航力達到120公里、爬坡可達到60公里，重量也大幅度減輕，充電方式採用一般家用電即可，歐洲售價2,500歐元，目標是一般開車通勤族，希望這款車的推出能為節能減碳作一些貢獻。」

而美利達另一支強棒則是公路超級跑車MERIDA REACTO，鄭文祥表示：「這款車一推出，在德國雜誌的綜合評比拿到最高評價，特別是風阻的測試表現，如果在45公里的距離，同樣保持時速35km/h，REACTO比其他

車款省下50秒，這是很優異的表現。而電動車與REACTO都入選國家精品金質獎，美利達是所有非資訊科技產業當中，唯一有兩件產品入圍金質獎決選的公司。」

■張壽生



美利達副總鄭文祥與入選國家精品金質獎的E-SPRESSO電動輔助自行車。

MARIN 2012年新品搶先看

來自美國、於1986

年創立的Marin，在2011年由創始人Bob Buckley領軍，在前來台北國際自行車展展出的同時，還選擇在這場國際性的自行車展中，率先讓即將於6月推出的2012年新品曝光；

「這時間點相當好！」Buckley表示，在全球展會中率先登場的台北展規模龐大，往往吸引來自世界各地的買家前來觀展，是適合產品亮相的好時機。而今年Marin隨著美國市場需求變化，提供中、高階與入門級的各式車款，尤其目前頗受歡迎的29er登山車跟拉

風的29er鋼管城市車，歡迎有興趣的買家與經銷商參與將於今天(3月18日)下午1點於402會議室舉辦的2012新品發表會。



Marin這次前來台北展的陣容龐大，左起國際業務經理Tom Brown、創始人Bob Buckley與台灣區總代理羅建和。

■賴秉揚

斷輻條不偏擺的RTS碳纖板輪



多利得經理張壹航展示R50TS碳纖維板輪。

以碳纖成車聞出口碑的RTS，2011年推出新款碳纖板輪「R50TS」，多利得經理張壹航表示，這款採T800碳纖打造、強調安全至上的輪組，在車圈內結合發泡綿搭配每根500磅張力的中空碳纖輻條，加上採陶瓷培林的鋁合金花鼓，雖然重量直逼1,300克，但輪組的耐用度與安全性相當好。選手在比賽中就算出現輻條斷裂情況，輪組在轉動時也不會出現偏擺！贊助的海外職業車隊更有車手在斷輻條的情況，還繼續騎行了100公里以上！想體會R50TS的神奇魔力，請來4樓N028攤位或6樓S626體驗！

■賴秉揚

環保又舒適的SMANIE座墊

「我們以環保、舒適為出發，打造最理想的座墊！」Smanie總裁Carlo Favaro表示，在以環保、舒適為設計理念之後，Smanie致力於各種使用需求來打造更輕、更具人體工學的座墊；以MK Pro CR座墊為

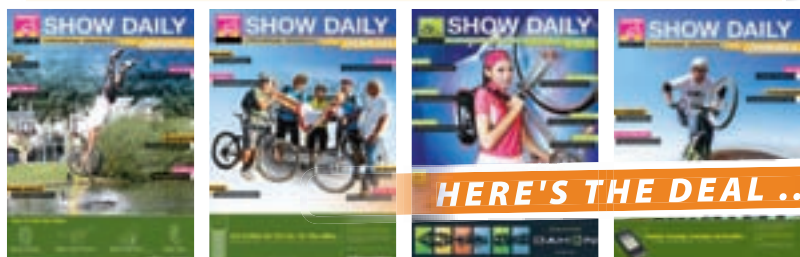
例，在前端處搭配皮革，讓踩踏更為順暢，結合良好的三角支撐性與座墊舒適設計、配備碳纖弓與碳纖底座，讓這款座墊使騎乘者在上、下坡更穩定又具效率。除了多款競賽座墊外，還有女性、三鐵與休閒用途座墊；歡迎來攤位K806參觀。

■賴秉揚



來自義大利的Smanie總裁Carlo Favaro展示兩款今年主打款式座墊。

Get the **MAXIMUM VALUE** from your valuable trade show investment.
Project your marketing message at **EUROBIKE** and **TAIPEI CYCLE**, the world's
#1 & #2 bicycle trade shows... Advertise in the **OFFICIAL SHOW DAILY!**



BOOK AN ADVERTISING PACKAGE
for both Eurobike 2011 & Taipei Cycle 2012 ...
... and get a massive **20% DISCOUNT.**
Contact sales@bikeshowdaily.com!



World's Top 2 Bicycle Trade Shows - 1 ADVERTISING PACK

TSD2011 Issue 2 ADVERTISING INDEX - A-Z by company name

24	Airace	25	KED helmets	30	SR Suntour
14	Chosen	23	KS	15	SQ Lab
13	Ciclosport	29	KMC	12	Taya Chain
32	Clean Mobile	13	LAS helmets	17	Thun
11	Crops	35	Messe Munich	2, 22	Tranz-X
27	Cycling Sports Group	1	Messingschlager	40	Velo
33	FSA	26	O-Synce	19	Wellgo
39	Focus	5	Shimano	37	XLC
10	Ibera	31	SKS	6	720armour



SHOW DAILY

CREDITS & CONTACT INFO

PUBLISHED BY

K.B. Media Ltd.
www.bikeshowdaily.com

In association with
Bikeman Media
www.bikeman.org

PROJECT MANAGER

Tom Kavanagh

MANAGING EDITOR

Doug McClellan

EDITING TEAM

Doug McClellan
Carlton Reid
Tom Kavanagh

ADVERTISING SALES

Tom Kavanagh
sales@bikeshowdaily.com
Peggy Lee (Asia)
peggy@bikeshowdaily.com

CONTRIBUTORS

Jo Beckendorff
Ed Benjamin
Susanne Bruesch
Greg Chang
German Eslava
Thomas Froitzheim
Mark Sanders
Alan Zhang

PHOTOGRAPHY

Ayrton Lin
(Onsite Photographer)

DESIGN

Markus Ziermann
(Art Director & Layout)
markus@bikeshowdaily.com

Gary Wang
(Asian language layout)

Colin O'Brien
(Onsite Layout)

AUTHORIZED BY



www.taitra.com.tw

TAITRA LIAISON

Andrea Wu

PRINTED BY

Chuen Fung
群鋒企業
Taipei, TAIWAN

© 2011 K.B. Media Ltd. All rights reserved.

No part of this publication may be reproduced without specific written permission from the publisher. Neither the publishers nor writers can be held responsible for damage of any kind that may arise as a result of the content herein.

ENGLISH

日本語

中文

★ REVOLUTION 2011

KATUSHA GOES FOCUS.

Be part of the revolution
and visit us!
Booth L 626



FOCUS 

www.focus-bikes.com

TECHNOLOGY CHARACTERIZED.



Taipei Cycle Show
Visit us!
1st Floor,
Booth # J717

A NEW WAY TO DEFINE CUSTOMIZATION.



SADDLES



GRIPS



TAPES

DISCOVER THE POSSIBILITIES.

Velo constantly stays on the brink of the newest technology to provide its customers with premium saddles, grips and tapes. Manufactured by adhering to highest quality standards, Velo components impress with their sleek, fashionable designs for every riding style. If you can't find exactly what you are looking for, Velo will help you create it.

For further information please visit www.velosaddles.com.

 **VELO**
feels right