

8 Campy's electric group: performance at a price

#### **Tightly Knit**

See the latest textile innovations at SPOMODE 15

# TaiSPO

#### 16 pages of exclusive coverage!

- **33** Shaq attack: NBA star licenses game line
- **35** Johnson accelerates pace of innovation
- **43** New TSMA president sets activist agenda





Function trumps fashion for sports apparel 16





Manufacturing Developing Importing Exporting

Ε











# 2012 AUGUST 29 -SEPTEMBER 1 DEMO DAY AUGUST 28 FRIEDRICHSHAFEN, GERMANY BOOSTING BIKE BUSSNESS

WWW.EUROBIKE-SHOW.COM

Wednesday, March 7, 2012

## Taipei International Cycle Show 2012Table of Contents

## **Schedule of Events**

#### **General Show Information**

09:00-06:00	<b>Taipei Cycle Show</b> , Nangang Exhibition Hall; and Taipei International Textile and Accessory Expo (SPOMODE), TWTC Hall 1, Area H
Evonts	

09:00-17:00	<b>LEV test &amp; drive.</b> 4th Floor Cargo Ramp, Nangang Exhibition Hall
10:00-10:50	<b>Opening Ceremony &amp; d&amp;i Gold Awards ceremony.</b> Nangang Exhibition Hall, 4th Floor, Conference Room 401
10:00-16:00	<b>TES e-scooter test ride.</b> 1st Floor, Nangang Exhibition Hall, South Side
11:00-12:00	Award Ceremony, 16th International Bicycle Design Competition, Nangang Exhibition Hall, 4th Floor, Conference Room 401
13:00-14:00	<b>SPOMODE Fashion Show.</b> TWTC Exhibition Hall 1, 2nd Floor, Conference Room 3
14:00-14:30	<b>Cycling Extreme Performance</b> with Allan Cooke and Ines Brunn (Nangang North Side)
14:00-17:00	<b>SPOMODE 1-on-1 procurement meetings</b> , TWTC Exhibition Hall, 2nd Floor, Conference Room 3
14:30-14:50	<b>Cycling Extreme Performance</b> with Allan Cooke and Ines Brunn (Nangang South Side)
14:30-16:30	International Bicycle Trend Forum: Global bicycle industry strategy development. Nangang Exhibition Hall, 4th Floor, Conference Room 402
18:00-20:00	<b>Taiwan Cycle Night &amp; Taipei Cycle 25th Anniversary</b> <b>Celebration</b> . Nangang Exhibition Hall, 3rd Floor, The Canton Restaurant

### New Products Launch — Wednesday, March 7

#### Nangang Exhibition Hall, 4th Floor, Conference Room 404

Time	Company	Торіс
14.00-14.30	King Roof Industrial Co.	Explorer Ball
14:40-15:10	Harmonic Innovation Technology Co., Ltd.	Electric reduction electric module
15:20-15:50	Focus Bikes (China) Co., Ltd.	New Product presentation
16:00-16:30	Sliding Bike Development Co.	Tube Motor of e-sliding bike

Attention Exhibitors: Have a special event, autograph signing, new product introduction, or something else scheduled during the Taipei Cycle Show? Let us know so we can include it in our calendar. Email details to TaipeiShowDaily@gmail.com.

<b>All grown up</b> Taipei Cycle celebrates 25th year	5
<b>Eat like a local</b> Today: Zhai Zhi Vegetarian Restaurant	
<b>Stellar design</b> Top design awards to be named this morning	
<b>Gilt-edged group</b> Campy's new electronic group is good, and pricey	
<b>Open to Asia</b> Bergamont looks to Asia for expansion	9
Coming home Taiwan manufacturers leave China1	1
Di2 for everyone Shimano expands electronics to new markets	2
Doubling up Suntour's Twin Sensor fits all e-bikes1	4
Tight knit New SPOMODE show shows off textile makers	5
Function trumps fashion           Catch up with functional fabrics at SPOMODE	6
Special TaiSPO section See our 16-page coverage of sporting goods show	3
New Products Check out the best of what's new4	9

#### **Contact Us**

Here's how to reach the staff of the Taipei Show Daily:

#### **Advertising** Tom Kavanagh, Publisher tom@bikeshowdaily.com +886.981.014.5533

**Taipei Cycle Show Daily editorial** 

Doug McClellan TaipeiShowDaily@gmail.com +1.505.660.9957

#### **TaiSPO Show Daily editorial** Barbara Smit

barbsmitfr@gmail.com +33.6.1280.0850

### **Today's Weather**

#### **Today** High: 20°C (68°F) Occasional light rain. Chance of rain 70%

#### **Tonight**

Low: 17°C (63°F) Light rain, then cloudy with late showers. Chance of rain 70%

Tomorrow High: 19°C (67°F) Low: 15°C (59°F) Chance of showers.

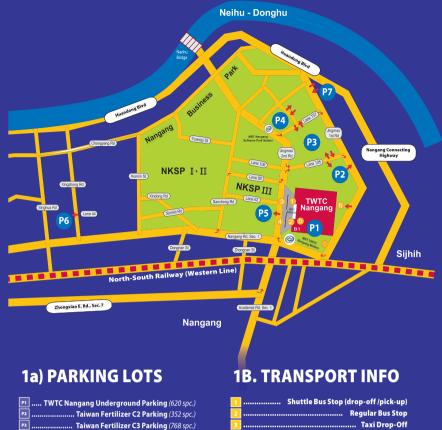




### **Getting there: by MRT**



## **TWTC Nangang Exhibition Centre Parking & Transport**



Taiwan Fertilizer C3 Parking (768 spc.) Taiwan Fertilizer C4 Parking (82 spc.) . R53 Temp Parking (147 spc., 24/7, NT\$20/h) ... Xingzhong Park Tower (647 spc., 24/7, NT\$30/h) . MRT Neihu Depot Parking (584 spc., during exhibits)

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

Small Vehicle Drop-Off . B1 Taxi Pick-Up **Underground Parking Entrance** MRT Neihu Depot Parking Lot





## **TWTC Nangang Exhibition Centre Local Area Map**



## Asia's premier bike show **Taiwan President Ma set to open 25th edition of Taipei Cycle today**

Taiwan President Ma Ying-jeou will preside over today's opening ceremony and hand out the top awards to the winners of the inaugural Taipei Cycle d&i awards, show officials said yesterday.

It's an auspicious beginning for the 25th anniversary of Taipei Cycle, which just keeps breaking records. This year's show features 1,092 exhibitors — a 15 percent increase over last year. They are occupying 3,288 booths, a 7.5 percent rise from last year.

"Taipei Cycle has quickly risen in quality and is now on a par with other international cycling exhibitions, such as Eurobike in Germany and Interbike in America," said Yuen-Chuan Chao, president and CEO of TAITRA. TAITRA, the Taiwan External Trade Development Council, is the parent organization of Taipei Cycle.

As the largest trade show in Asia, Taipei Cycle is the place where manufacturers can "access the Asian, European and American markets," Chao said.

Bicycles had traditionally been part of the TaiSPO sporting goods show, but were split off to create a stand-alone show 25 years ago.

By its 20th year in 2007, Taipei Cycle was Asia's top bicycle show. This year, Taipei Cycle comes full circle, as the bicycle show is being run concurrently with this year's TaiSPO event. TaiSPO is taking place at the TWTC, the former home of Taipei Cycle.

The show opens with decent news about exports. Tony Lo, chairman of the Taiwan Bicycle Exporters Association, said Taiwan's 2011 bicycle exports fell in units, but rose nearly 11 percent in value.

"Taiwan has positioned ourselves as the heart of high-value, innovative products, plus R&D and manufacturing," said Lo, who is also CEO of Giant, Taiwan's No. 1 bicycle manufacturer.

Unit exports fell by 13.7 percent to 4.37 million, as poor weather and the European economic crisis took their tolls, Lo said. Europe is the main market for Taiwan-made bikes.

But total value rose to \$1.662 billion. That reflects a 28 percent growth in the average export price for each bike, which reached \$380 in 2011, Lo said.

Exports of parts and accessories grew 19 percent to \$781 million.

And Lo said he expects stable growth for 2012, although January's figures showed some declines in unit numbers.

Officials named the top five Gold Award winners for the inaugural Taipei Cycle d&i awards, which was organized by iF International Forum Design.



Here's to 25 years: (From left) TBEA Chairman Tony Lo; TAITRA president and CEO Yuen-Chuan Chao; and Ralph Wiegmann, managing director of iF International Forum Design, give the thumbs up to Taipei Cycle's 25th anniversary. (Photo by Doug McClellan)

Ralph Wiegmann, managing director of iF, said the bicycle industry has become much more focused on design than it was 10 years ago.

"Design is playing a major role nowadays. Ten years ago it was not so much involved," Wiegmann said. "Bicycles and [their] components are not only functional any more. That was how it was seen for a very long time."

The iF jury gave 74 awards (see related story, page 6). The top five received Gold Awards, which were announced at yesterday's press conference. They are:

Giant, for the OBO ARX bicycle; Ke Chiuan Technology, for the SABS anti-braking system bicycle brake; Kenda Rubber, for the Sealant Compatible Tire, a cross between a tube and a UST tire; KMC for its Kool Knight bicycle chain; and Fairly Bike for its flow e-bike.

## Don't miss these special events during the 25th anniversary show:

- Opening Ceremony and d&i Gold Awards ceremony featuring President Ma, at 10 a.m. today in Conference Room 401 on the 4th Floor of Nangang;
- International Bicycle Trend Forum, featuring many of the industry's leaders, from 2:30-4:30 p.m. today in Conference Boom, 400 on the 4th Floor
- Conference Room 402 on the 4th Floor; • Taiwan Cycle Night and Taipei Cycle
- 25th Anniversary Celebration, from 6-8 p.m. tonight at the Canton Restaurant on the 3rd Floor of Nangang;
- Tour de Taiwan, now a UCI premiumlevel race featuring top professional cycling teams, starts Saturday morning at Taipei City Hall.





#### Eat like a local in Taipei: Part 1

## Zhai Zhi Vegetarian Restaurant

Step off the well-worn Taipei tourist path and explore these little-known local restaurant gems. Discover great food at reasonable prices—and don't worry if you don't speak Chinese. Show the address to your taxi driver, and use our vocabulary list to point to the phrase you need. Today's stop: the Zhai Zhi Vegetarian Restaurant.



Zhai Zhi Vegetarian Restaurant

If you are a vegetarian, you are in the right place because Taipei has excellent vegetarian food. Many vegetarian restaurants, including Zhai Zhi, make use of mock meat, created with soy protein, mushrooms, or wheat gluten. Chinese Buddhists in ancient times invented meat facsimiles, and they can be remarkably realistic in appearance, texture, and even taste. Even if you are not a vegetarian, it's well worth checking out Zhai Zhi's range of typical rustic-style Taiwan food.

The easiest way to sample their food is to choose a set meal, which includes "meat," vegetables, and soup. Deep-fried "chicken" comes with noodles, vegetables, and a tangy tomato-flavored soup with pickles.

Stewed minced "pork" on mixed grains is the house specialty, served with bean sprouts, sweet potato leaves, and a hearty vegetable soup. Zha Zhi's "Three Treasures on a Sizzle Plate" is the ultimate feast for any mock carnivore: "steak," "pork," and "fish fillet," served with noodles, vegetables and soup. Recommended Set Meals Mock Chicken with Noodles, NT\$100 乾麵套餐 Braised "Pork" and Mixed Grains, NT\$90 魯肉飯套餐 Three Treasures on a Sizzle Plate, NT\$140 鐵板三寶



#### Three Treasures on a Sizzle Plate

Dining Tip

Look for vegetarian cafeterias (素食自助餐), which uniquely charge for food by weight. You can sample as many different dishes as you like. Rice costs extra.

#### Zhai Zhi 齋之傳說素食餐廳

Address: 450 Zhuang Jing Road, Xinyi, Taipei 台北市信義區莊敬路450號 Telephone: 8780 5318 Opening Hours: 11 a.m.-2 p.m., 5-8:30 p.m. daily English Menu? No English Speaking? No Credit cards? No

#### Stephen Jack

For more restaurants and a map, visit: http://www.eatingchina.com/articles/ restaurants.htm

#### Handy Vocabulary Guide

English menu 英文菜單	Soup 湯
Rice 飯	Beer 啤酒
Noodles 麵	Whisky 威士忌
Pork 豬肉	Juice 果汁
Beef 牛肉	Tea 茶
Chicken 雞肉	Water 白開水
Fish 魚	<b>Chopsticks</b> 筷子
Seafood 海鮮	Knife 刀子
Vegetables 蔬菜	Fork 叉子

#### Soup spoon 湯匙 MSG 味精 Vegetarian 素食 Toilet 廁所 How much? 多少錢 Thank you 謝謝 Taxi 計程車

# Top design prizes to be awarded this morning

The "best of the best" products will be announced today at Taipei Cycle's Awards Ceremony. The ceremony runs from 10 a.m. to noon on the 4th floor of the Nangang Exhibition Hall.

Taipei Cycle hosted two competitions this year. The first is the annual International Bicycle Design Competition, now in its 16th year. The top winner among 19 finalists will receive a prize of NT\$500,000 (\$16,900). Runners-up will also receive cash prizes.

The second is the inaugural Taipei Cycle d&i awards, conceived and organized by iF International Forum Design GmbH in celebration of Taipei Cycle's 25th anniversary. The iF jury named 74 winners last month, and will announce the top five Gold Award winners at today's ceremony.

The iF competition attracted



Zhen Guan Technology "Bear's Paw" pedal

207 entries in four categories: bicycles, components, clothing and equipment. Jurors judged entries on such criteria as innovation, design quality, choice of materials and environmental impact.

Winning companies ranged from the well-known to the brandnew, and products ranged from complete bikes to a something as seemingly simple as a fastener.

No less than three child seats made the final cut, including the Bobike mini City, which accommodates a child from nine months to three years and includes a windshield.

Two types of bicycle paints also were winners, including Yung Shyang's Lumi paint that absorbs light during the day and uses it to glow in the dark for safety. Ke Chiuan Technology invented a bicycle brake that works like the anti-lock brakes on a car, while Tektro was honored for its aerodynamic TT brake system. Protanium landed three

products in the winner's circle: two e-bikes with hidden batteries that can be easily removed; and a super slim 10 AH "intelligent" lithium battery pack with an LCD.

The International Bicycle Design Competition, meanwhile, continued to demonstrate its wide global appeal. The competition, sponsored by the Department of Industrial Technology and organized by the Cycling & Health Tech Industry R&D Center, drew 839 entries from 51 countries.

The IBDC entries are typically concepts, as opposed to the production-ready products honored by the iF award.

Among the 19 finalists are concepts representing an eclectic mix of ideas. An Iranian designer, for example, proposed a full-suspension electric mountain bike with a battery that can be recharged by wind power.

Two Taiwanese designers offered different takes on wooden bikes. One is made of processed plywood and carbon fiber for a durable and "green" bike; the other uses 3D compression molding technology to shape wood into an organic, elegant bicycle frame. Come to the awards ceremony

to see who will be the big winners!



Fruitshop International's Horn Bike iPhone amplifier.

740 armour

Legal Performance Enhancement

#### 2012 Taipei Cycle Show

Time: 7th to 10th, Mar, 2012 Venue: TWTC Nangang Exhibition Hall Booth No.: J0233a

# CONTROL IS AT THE TIP OF YOUR FINGERS

## EXPERIENCE THE BENEFITS OF ELECTRONIC SHIFTING ON ULTEGRA Di2

For the past four years, professional riders have been riding Shimano Dura-Ace components with Di2 electronic shifting technology over the highest mountains, the worst cobbles and through the most extreme weather conditions imaginable. As of this year, Shimano Ultegra will also be fitted out with this groundbreaking technology. Changing gears becomes easier, effortless and faster by simply touching the shift buttons. Control at your fingertips.

## THE FINISHING TOUCH



SHIMAND ULTEGRA



www.shimano.com

SHIMANO

## High performance, high price Campy flicks on its Di2 competitor

After Shimano announced its Di2 electronic shifting system in 2008, the industry wondered when other groupset suppliers were going to join the race to make the ultimate electronic system for road bikes.

Last autumn, we received at least a partial answer when Campagnolo unveiled electronic versions of its top groups, the Record and Super Record. These new versions carry the EPS moniker, for "Electronic Power Shift." The groups offer top performance, albeit at chart-topping price.

What do riders get from Campy's EPS groups in exchange for their hard-earned money? The EPS groups are lighter, the lever feedback is great (you can feel the click), levers switches are distinctly separated, and the rear cog has 11 sprockets. Finally—and not insignificant for products in this price range—the groups look elegant.

In short, the Campagnolo EPS systems are technical marvels, offering impressive performance and weight savings from the use of many carbon parts. Shifting is impressive. Riders can change gears and experience the system's efficiency with just the push of a button, similar only to Shimano Di2 Dura-Ace. It does not matter if one is pedaling softly or strongly, or is on or out of the saddle. Lever feedback is the same under any shifting conditions. Just push the button (or lever) and the system does the job.

Lever feedback is excellent due to a simulation of mechanical systems, allowing the rider to "feel" what his fingers are actually doing, something Di2 does not offer. Lever movements are longer than Di2, and riders can feel the click through their fingers. This feeling is important when one is tired, or is wearing gloves in cold weather. The relatively high button force should theoretically help avoid accidental shifts, something that is not an issue for day-to-day riding. The up and down shifting levers are well separated.

Front shifting with the EPS systems is as impressive as it is with Di2. When shifting to the big ring, the EPS system overshifts the cage, pushing the chain farther than normal. Once the chain is set in the big chainring, the cage trims itself back to the correct position. The timing has been

optimized for optimal shifting. For rear shifting, Campagnolo incorporates what it calls Multi-Shifting, another feature unique to EPS. The longer the rider holds down the shift button, the more gears the rear derailleur shifts. Unfortunately, the use of Multi-Shifting requires a learning curve because it doesn't indicate how many gears have been changed. The rider has to learn how long to hold the lever to reach the desired number of gear shifts.

Another downside is that the multi-shifting function, combined with the devices that give the "clicking" feedback to the rider's finger, make single shifting a tad slow. But this should not be an issue.

The shape of the hoods is perfect as on all top groups. Campagnolo's decision to separate the levers for up and down shifting is also a plus.

The design of the battery components raises some questions. Because the CPU—the computer chip that is the brains of the system—is housed with the battery, the battery cannot be removed for recharging. Instead, the user connects a cable to the battery housing.

The EPS Record is priced similarly to Shimano Dura-Ace Di2, with the EPS Super Record priced even higher. This price tag ensures that the Campagnolo EPS Super Record will be a toy for only the richest of road cyclists. **GE** 



# Stevens makes its Taipei Show debut

Stevens, the German bike brand, has longstanding relationships with several Taiwan manufacturers. But it has never exhibited at the Taipei Cycle Show until this year, when officials decided to come and support the brand's growing sales in Taiwan.

"It's said that the tremendous bicycle sales, stimulated by Taiwan's bike boom, are coming to an end," said Volker Dohrmann, Stevens' product and import manager. "Nevertheless, sales of high-end custom road bikes are picking up. Right now we are benefitting from this development."

Ruijin Sports Co. has distributed the Stevens brand in Taiwan since 2009 and now counts as many as 40 dealers. To celebrate the brand's first exhibition at the Taipei Show, the Stevens management team from Hamburg, Germany, will attend the show.

The bikes that Stevens sells in Taiwan take a circuitous route to the island nation. Carbon fiber bikes, which account for about two-thirds of Taiwan sales, begin as frames manufactured in China. The frames are sent to Stevens' factory in Germany where they are assembled into complete, customized bikes, and then shipped to Taiwan and other countries.

"German brands have a very good

image in Taiwan. We feel honored to introduce Stevens to the Taiwanese aftermarket," said Hank Liu, Ruijin's sales manager.



Dohrmann said the Taipei show "is the best chance to cultivate contacts with our existing distributors, and to search for new contacts."

Stevens sells its bikes in some 30 countries now and is eyeing other markets in the Asia Pacific region for expansion. **JB** 



tevens' frames are made in Asia but developed and tested in Hamburg, Germany

## Kaohsiung bikemaker gains velocity with award

Velocite is a newcomer to the bicycle industry, but the Kaohsiung, Taiwan, manufacturer of high-end bikes, frames, wheels, and other components is making its presence felt.

Its Helios Aero carbon bike is one of the winners of Taipei Cycle's inaugural Design & Innovation (d&i) awards, announced at the end of January.

Velocite doesn't rely on a large advertising budget. CEO Victor Major prefers to invest in materials and manufacturing and let the products speak for themselves.

"We are perfecting our materials science and structural design, and further improving our carbon fiber layout technology, so that our products offer higher performance than others in terms of torsional stiffness," Major said. The Helios Aero seems to support Major's approach. Velocite claims that the Helios offers an aero profile that complies with UCI regulations wh



with UCI regulations, while delivering the same lateral stiffness as a non-aero frame without sacrificing significant weight.

Velocite is showcasing the Helios Aero, along with a prototype triathlon frame and a new hub set with a very wide rear flange, at its Taipei Cycle booth.

"Our new hub set features straight pull 2:1 lacing in order to make the stiffest rear wheel possible," said Major. He is quietly confident about the prospects for Velocite.

"I feel that I couldn't convince somebody to buy our product if we didn't make a superior bike," he said. **■ RM** 



## 20 years old in 2012 **Bergamont opens its booth to distributors**

This year, "2" seems to be Bergamont Bicycles' lucky number. In 2012, the German bicycle brand is celebrating its 20th anniversary. And it's exhibiting for the second time at Taipei Cycle.

"Last year we were very happy to get such a spacious booth for our first exhibition at Taipei Cycle," export manager Maik Geletneky said. "With an eye on the long waiting list, we didn't take this for granted."

Stefan Berkes, Bergamont's founder and general manager, has a long association with Asia. He once lived in Hong Kong and, since Bergamont's founding, has become well known in the Taiwan industry. Taiwanese producers make most of the brand's bikes.

Bergamont, in fact, has connections across the globe. In 2008, International Sports Holding AG acquired a majority stake in the Hamburg, Germany, company. Now known as the BMC Group, the Swiss parent company also owns BMC and last year acquired Thömus, which produces Stromer e-bikes.

Another BMC subsidiary, Swiss Manufacturing Technology, works with the three brands to share R&D, sourcing, production and administration.

The BMC Group offers other benefits to Bergamont.

"Bergamont's sister brand, BMC, oversees our sales in Italy, France and the U.S. Both brands also share warehouses in these markets," Berkes said.

Bergamont has returned Taipei because it seeks to expand its export market.

"Until 2006-2007, our brand concentrated on the German-speaking market and some neighboring countries," Geletneky said. "Reaching capacity in these markets led us to expand

### **Use your head** and win prizes

Bergamont will reward distributors who use their heads. The first 20 distributors that make appointments with the German bike brand will win a Cratoni helmet and Bergamont T-shirt. Export manager Maik Geletneky said the company is seeking to expand to more countries this year.

"Last year at our Taipei debut we met 10 to 15 contacts a day, and were able to select importers in Singapore, Hong Kong, Thailand and Russia," Geletneky said. "This year we hope to engage in serious talks with other importers, especially in the Asia Pacific region." JB



production. That's why we are now also searching for exclusive importers worldwide."

Before 2009, Bergamont bikes were sold in eight or nine countries. Today, they are available in 30.

BOOTH : L1002

4th floor N1124

ENGLISH





with international sales manager Oliver Sieck

Rider's Best Friend

## **Hercules DG**

- Dynamic display LCD digital gauge
- · 6063 Alum barrel with anodized sleeve
- 2-Tone handle
- Alum base
- Twin-Valve pump head with air-bleeder button
- Max. pressure 240 psi (16.5 bar)

台灣區代理:

兆程國際有限公司 台中市西屯區河南路二段126-1號 Tel: 886-4-22958282 Fax: 886-4-22956090 e-mail:hjohnny400@msn.com

## PROGRESS 2013 DYNAMIC FLEXIBILITY

## TRENDSETTING DESIGN

## T-STRUCTURE TECHNOLOGY

Unique T-base molded construction of ultra-light and strong carbon fibers redistributes the saddle's carry load, significantly reducing conventional components in the base while increasing overall support, flexibility and comfort. Available with carbon, titanium or Cr-Mo rails.

Velo offers dynamic solutions for every bike, everywhere. Fore riders in bicycle technology for the industry, our products are state-of-the-art in technic, design, style and utility. At prices that convince and variety that astounds. If you don't see it, ask for it!

Visit us at Taipei Cycle Show, Nan Gang Exhibition Hall, Booth JO 7171.



(I) velo.





TAPES

**VELO** feels right www.velosaddles.com

SADDLES

# Taiwan bikemakers seek alternatives to China — including returning to Taiwan



As mainland China becomes an increasingly expensive place to do business, many Taiwan manufacturers are bringing production back from China — where so many had rushed to build factories in the past two decades.

Advanced International Multitech, a publicly traded manufacturer for some of the world's best-known bicycle and golfing brands, is one of those companies.

With the move, AIM is seeking to circumvent mainland wage increases as well as the European Union's anti-dumping duties on Chinese-made bicycles. The EU recently extended the 48.5 percent duty into 2016.

AIM posted revenues exceeding NT\$12 billion (\$403 million) in 2011, some 10 percent of which came from its growing composites sector. It counts Bianchi, Look, Decathlon, and Specialized (until model year 2013) as customers. Its clients complain about the cost of manufacturing in Taiwan, an official in AIM's OEM sales division said. "These brands always want a cheaper price. They don't want to move back to Taiwan, but the future will make (the costs) all the same," the official said.

As the wage gap between Taiwan and China closes quickly, manufacturers are turning to other Southeast Asian countries. A&J Enterprise, a Taiwan-based OEM, has operated in Cambodia since 2006 and has a factory in Vietnam as well.

"We are a Taiwanese company, but our factory is in Cambodia," the company's Sunny Yeh said. "We have several customers from Europe, such as Scott, Felt, Marin, Norco, Avanti and Kona. We began supplying some of these customers five years ago. Our clients are increasing

their business—our annual production capacity is around 500,000 units—so we will need to grow to cope with extra demand."

Yeh said 80 percent of A&J's OEM production is destined for the European market. Specialized also manufactures product in Cambodia, but they did not lead the trend. "They were one of the last" of the big foreign brands to move there, Yeh said. Bessie Lee of Action Trading International, a Taichung agent, said some of the brands her company represents, including Felt, have migrated to Cambodian factories. But Lee said the issue has been over-simplified.

TAIPEI CC/e 11

"At this moment, we still have not heard any other factories doing the same (as AIM) even if the costs of Chinese-made bicycles are increasing. Moreover, it is very difficult to find many workers in a short time if production moves from big Chinese factories to Taiwan," she said.

Taiwan's No. 3 bike manufacturer, the Ideal Bike Corporation, said it hasn't had the pressure from customers to move.

Ideal has factories in Taiwan and China, including a plant in Dongguan which opened in 2005. But Ideal "so far hasn't had any discussions with OEM clients about moving production to Southeast Asia" Sales Manager Vanna Huang said.

Officials at Specialized, Scott, Felt and Kona did not return requests for comment. ■ CW



Ideal sales manager Vanna Huang

#### INTERNATIONAL DISTRIBUTORS WANTED! VISIT US AT THE TAPEL INTER 7-10 MAGEN 2012, TWIC NA WANTED!

VISIT US AT THE TAPEI INTERNATIONAL CYCLE SHOW, 7-10 MARCH 2012, TWTC NANGANG EXHIBITION HALL 4TH FLOOR, BOOTH N1124

BERGAMONT is a famous German bike brand offering a wide range of bicycles. The headquarter is located in Hamburg. We supply more than 400 dealers in Germany and many other countries. To expand our international activities, we are looking for strong international partners who would like to distribute our products – especially in the Asia Pacific region and in countries in which we are not represented yet.

To make an appointment for the Taipei Cycle Show or if you have any questions, please contact us or visit our booth N1124.

Maik.Geletneky@bergamont.de phone: +49 (0) 40 43 28 43 - 66, mobile: +49 (0) 170 33 132 05

Oliver.Sieck@bergamont.de phone: +49 (0) 40 43 28 43 - 11

Joerg.Tiemann@bergamont.de phone: +49 (0) 40 43 28 43 - 82



www.bergamont.de

#### **Bikes For Different Stories**

FIRST COME, FIRST SERVE! FIRST 20 VISITORS (DISTRIBUTORS ONLY) WIN A FREE CRATONI CYCLE HELMET AND A BERGAMONT T-SHIRT!

CRATONI

## Di2 for me and you Shimano launches Di2 electronic shifting for Alfine internal hub...

Shimano is bringing electronic shifting to urban cyclists with a Di2 version of its Alfine internal hub system. This new incarnation of the Alfine will offer electronic shifting for both flat bar and road shifters.

Shimano developed Di2 (Digital Integrated Intelligence) for its top-end road groupsets. The Alfine Di2 systems will use the same 2-core E-tube cables as



Shimano's new Di2 Alfine shifter

Ultegra Di2. Shimano will offer 11- and 8-speed versions of the hub.

The flat bar shifter features two thumb-operated buttons for upshifts and downshifts, and information about the system can be displayed on a separate information display, which shows the current gear and also the status of the battery; the Alfine Di2 uses the same battery unit as the road groupsets.

The road shifter is based on the current Ultegra Di2 unit. However, all shifting is done with the right-hand lever, leaving the left-hand lever to serve as just a brake.

The road lever is an interesting new direction for Shimano. Until now, the components giant has been unwilling to produce drop-bar shifters for its hubs. It's a fairly niche market and one that has been served up until now by third party producers such as Versa. The switch to electronic shifting, however, makes it simple for Shimano to offer a drop bar solution for cyclists who prefer it.

On the mountain bike side, Shimano's quality-on-a-budget SLX groupset has been given a ground-up redesign. The new Shadow Plus derailleur is direct mount compatible. That means the link to the dropout mounting bolt is removable, allowing the mech to be mounted directly to bikes with the new standard fixing. The direct mount derailleur promises more accurate shifting and more clearance for wheel removal.

The SLX levers have a shorter shift lever and lighter feel, and the left-hand lever is manually adjustable between 2-chainring (38/24 or 38/26) and 3-chainring (42/32/24) setups. They're available in an Ispec version, so they're directly mountable to Ispec-compatible brake levers.

The hydraulic disc brakes feature Shimano's ICE technology rotor. An aluminum core, sandwiched between two steel layers, reduces the operational temperature of the discs by up to 100° C (180° F). The trickle down

The trickle dow in road groupsets continues; with Tiagra now a 10-speed system, Sora has been updated. It's still nine speeds, but the thumbshift has been replaced with a second lever behind the brake, th same as the more expensi



lever behind the brake, the same as the more expensive groupsets. The gear cable still exits the hood of the lever externally, rather than running under the bar tape. Triple and compact chainsets will be available.



## ... while it brings Dura-Ace Di2 performance to Ultegra for less

With the release of Dura-Ace Di2 in 2008, Shimano set a standard for road bikes with precise, durable electronic shifting. If the system had a flaw, it was its high price.

Now, Shimano is bringing Diz to its lower-priced Ultegra group, making the electronic system available to more of the road bike masses—or at least those who could afford the mechanical Dura-Ace system, which is priced comparably.

But what's interesting is that Ultegra Di2 offers essentially the same performance as Dura-Ace Di2 at almost half the cost. It has the same effortless and fast gear changing at the touch of the shift button; the same automatic trimming front derailleur; the same precision; and the same easy installation and adjustment. When riding, in fact, it is almost impossible to tell the difference between Ultegra Di2 and Dura-Ace Di2

There are some significant differences between Ultegra and Dura-Ace Di2. Most important, components are not interchangeable.

The Ultegra's cables have only two

core wires, while Dura-Ace Diz's have four (cable diameters are 2.65mm compared with 3 to 3.6mm). The Ultegra connectors are smaller. When using internal cabling, the holes in the frames are smaller (5mm diameter instead of 7x8mm oval holes).

The Ultegra Diz system (derailleurs, shifters, cables, and components) weighs more than Dura-Ace—by all of 127 grams (4.5 ounces), a difference that should hardly matter to cyclists.

With Ultegra Di2, Shimano cements its position as the front-runner in electronic road bike systems. No wonder the company is scrambling to keep up with demand. **GE** 











www.crops-sports.com



# NO FUTURE WITHOUT A PATH





2012



### **CELEBRATING 30 YEARS OF INNOVATION**

When Dr. David Hon, one of the leading experts in laser technology, decided to leave building space rockets behind him and focus on green transportation for everyone, his own star was folding bloycle and proceeded to unfold the bicycle's true potential. 220+ patents and 30 years of quiet evolution and ingenious technologies later, Dahon has shaped the way folding bikes are made and the way we get from one place to another. Focused firmly on a green future, Dahon remains unyielding in redefining green mobility.

### 14 TAIPEI SHOW DAILY

## One system fits all e-bikes Suntour's 'twin' e-bike system



Maarten Houben (left) and Cees van Vliet oversee SR Suntour's new customer service office in Germany. Houben holds a Twin Sensor crankset. Photo by Jo Beckendorff.

SR Suntour is expanding its range of e-bike components. After showing a prototype of its new kit range at Eurobike, SR Suntour is launching its first ready-to-go products at its Taipei Cycle booth. Deliveries are scheduled to begin in spring.

SR Suntour calls its new product the "Twin Sensor" crankset. It's part of its HESC (for "Human Electro Synergy Components") range.

The new Twin Sensor crankset

works with both internal hub and derailleur systems, said Ippei Noda, general manager of SR Suntour Europe. The company's previous kit worked only with internal gear hubs. SR Suntour created the Twin Sensor crankset with a new development partner. The company had been working with Sanyo. In 2009, Sanyo was acquired by Panasonic, which makes a competing e-bike kit. Sanyo halted its work with SR Suntour, which had focused on sensors and battery packs.

The new partner is an unnamed Japanese company.

SR Suntour is assembling the cranksets at its factory in Kunshan, China. The Twin Sensor crankset will be offered with 38 and 42 teeth.

According to the company, benefits of the complete Twin Sensor e-bike kit include lightness—a weight of 5kg (11 pounds); efficiency, through a low-friction design; and regeneration, through a high-energy recovery sensor.

An SR Suntour official explained what the name "Twin Sensors" refers to:

"A rotation sensor is probably the best solution to control rotation speed but it is not as precise as a torque sensor. A torque sensor offers a very precise measurement and assures a smooth pedal



assures a smooth pedaling feeling but cannot detect rotation," said Tomonori "Tom" Suenaga, the company's e-bike specialist.

"By combining two sensor technologies within one crank, we achieve a very natural and smooth pedaling sensation while increasing riding safety," Suenaga added. "The integrated design simplifies the manufacturing and service process tremendously."

OEMs will appreciate the fact that the Twin Sensor system does not require a special frame design but can be mounted on a standard bicycle frame.

To support European sales of its growing e-bike range, SR Suntour has established an e-bike customer service office in its European headquarters at Valley, Germany, near Munich.

Overseeing the new office are mechanics Maarten Houben and Cees van Vliet. ■ JB

## Haibike will attempt Audi-like ski jump climb — with an e-bike

Audi, the German automaker, is famous for two historic—and memorable—commercials showing all-wheel-drive cars climbing to the top of a Finnish ski jump.

Now, Haibike is hoping to work some similar promotional magic to highlight its eQ Xduro electric mountain bike. Haibike, a brand of the Winora Group, plans to stage an attempt to climb a 140-meter (459-foot) ski jump in Oberhof, a resort in Eastern Germany. Company officials said the climb is scheduled to take place at about the same time as the Taipei Cycle show, weather and other factors permitting.

"It's tough", said Sven Bernhardt, a management assistant for Winora, who watched one day as Alexander Dietz — one of the original "e-mountain bikers" — warmed up to practice the stunt. Dietz, an engineering student, embraced electric mountain bikes when other riders laughed about them. "We are most dependent on weather conditions, the schedule of the ski jump management and, last but not least, our film crew," Bernhardt added.

Bernhardt and his team are relying on a multicopter to shoot the climb from several vantage points.

"It has to work right at the beginning because we won't have too many attempts," he added. ■ JB



Alexander Dietz will attempt to ride a Haibike e-mountain bike up a German ski jump.





## A close-knit trade show **Textile firms unspool own show**

Behind every pair of muscle-compressing cycling shorts or every sweat-wicking jersey is a textile manufacturer that has engineered the kind of performance features that cyclists take for granted.

To spotlight the Taiwan

companies that make these textiles, show organizers created SPOMODE, a show-within-a-show that is running concurrently with Taipei Cycle at TWTC Hall 1 (next to the Taipei 101 tower). SPOMODE is open to the trade through Friday, and to the public on Saturday.

"This new fair will draw more attention to the offer of our textile and apparel manufacturers," said Michael Chang, one of the organizers. "Thirty exhibitors are already taking part in the first year and there is no doubt that there will be more next year, when we will also have more space".

Chang also heads the Textile Export Promotion Project, a group of 20 textile suppliers whose products are showcased by the Taiwan Textile Federation at international trade shows. They help promote the entire Taiwan industry, which consists of some 4,000 companies and 150,000 employees.

Taiwan textile manufacturers have recently invested in green technologies, and many of their efforts will be on display at SPOMODE.

For example, Singtex is displaying its S.Café fabric, which is made from coffee grounds.

"That way the coffee may be recycled. You can drink it and wear it," the federation's Judy Yang said. "But at the same time, this fabric has very interesting properties, such as UV protection and odor control, and it helps to keep you cool."

Companies like Li Peng, described as Asia's largest nylon producer, are also embracing greener manufactur-



Michael Chang of the Textile Export Promotion Project.

ing technologies.

Dyeing is undeniably damaging to the environment because of its abundant use of water and chemicals and the discharge of unclear water. However, Li Peng and its Libolon brand have turned to cleaner dyeing solutions, where color chips are added during the process of polymerization—before the yarn is made.

Another new product with applications in the sports industry is "New Wool" from Chia Her Fabrics. It's a blend of polyester and wool that feels like cotton. The company says "New Wool" is suitable for active sports garments because it is comfortable and provides plenty of ventilation, but is cheaper than wool or cotton. Elitex Fabrics, meanwhile, supplies very light fabric that is outstanding for ultralight windbreakers.

In past years, textile and apparel makers had been spread across several halls at TaiSPO and the Taipei Cycle Show. SPOMODE brings them together in one location. It's attracted several new exhibitors, who thought the more focused approach would appeal to their targeted audience.

Until about 15 years ago, the

Taiwanese textile industry focused on fashion and lifestyle products, with relatively low added value. Many have since moved towards more functional products, often designed for outdoor and active sports apparel.



#### CHOSEN SMART HUB FOR ROAD WARRIORS with C.D.S. (Close Drive System)



365 days of training, you don't know if today is a winning day. You work both legs badly to drive up to the hilltop, and stay close with the peloton. You know you are in good conditioned, but the victory is always uncertained. The road starts to slop and the speed comes up efforlessly, opponents watch your fly and try to catch up, now you know, today, you are chosen to the vicotry!

CHOSEN WWW.CHOSEN-HUBS.com

+886-4-7588-777 +886-4-7588-889 email: chosen.twn@msa.hinet.net No. 151 Lane 325, Kung Ding Rd.,SharLei Village, Shang Sei Shung, Chung Hwa Hsien, Taiwa



#### o-synce.com

#### Experience a new dimension of training.

Perfect for: running, rowing, canoeing, cross-country skiing, nordig walking and much more.

TRAINING: Heart rate, Speed, Distance, Stopwatch & Timer, Data recording, Trainingzones & Coaching, Display of ambient temperature by exogenous measurement

TECHNICAL: ANT+ compatible, 1 second data recording, PC-Interface, Micro-USB plug, Rechargeable battery, Compatible with TrainingLab & Trainingsplan.com

Visit us at the TIMAC booth L1112



### 16 TAIPEI SHOW DAILY

#### Sustainability at SPOMODE

# **Function trumps fashion when** supplying sports apparel market

Sports apparel—whether for snowshoeing in winter or racing in a summer time trial—has to be functional as well as fashionable. That is a constraint, but it also allows smaller and smarter suppliers to compete against leading players in the global apparel market.

SPOMODE, the concurrent trade show now running at the TWTC Exhibition Hall 1 (next to the Taipei 101) is the place to catch up with many of these suppliers. Showgoers can discover the latest "Made in Taiwan" functional fabrics and the trends they inspire. SPOMODE is a part of TaiSPO, the Taiwan International Sporting Goods Show.

Taipei Cycle visitors get free admission to TaiSPO and SPOMODE with their Taipei Cycle badges. Free shuttle buses connect the Nangang Exhibition Center with the TWTC. Buses leave every 15 minutes.

There's no way around it for any brand in the sports and outdoor apparel market: garments will sell only if they have functional qualities. That might sound like a curse, but is in fact a blessing for the entire industry, since it provides a simple but obvious definition of what sports and cycling apparel is and what it requires.

Clearly, this means that designers have to take a different approach. Product development is more intensive and requires continual investment. But the result is worthwhile: It enables textile suppliers to the sports apparel industry to keep intruders at bay. And it gives suppliers opportunities that don't require them to engage in the costly build-up of brands through endless marketing and advertising. That's good news, especially for smaller suppliers.

#### A Sustainable Edge.

Many Southeast Asian textile companies are increasingly committed to making sustainable fabrics. For the Taiwan Textile Federation, sustainable products are seen "as a key element for a successful

business in a very competitive global textile market."

This market has given rise to such certification standards as Bluesign and Oeko-Tex, and greener processes such as Teijin's Eco Circle system.

Fabrics made from PET waste, and membranes that are fully recyclable and PFC-free, are steadily gathering international recognition.

The innovators behind these new products are often companies from Korea, Taiwan and Japan. The market leader in membranes is trying to convince industry partners and consumers that PTFE-the synthetic chemical best known as Teflon– is neither hazardous to one's health, nor a waste issue.

But competitors including Formosa Taffeta, Far Eastern New Century Corporation, Erictex, Startex and HWA Fume are busy developing recyclable, membrane-laminated PET fabrics, or breathable and waterproof TPEE and TPU films for functional outdoor and sporting apparel use.

These companies are picking up more business from the big international brands. Adidas, Fjällräven, Nike, Patagonia and The North Face already rely on fabrics produced by members of the Taiwan Textile Federation, even if their names are not familiar to European or North American consumers.

Southeast Asian companies also are taking the lead in developing fibers and fabrics made from recycled materials. While some in Europe and North America debate the environmental impacts (or lack thereof) of recycling, Southeast Asian companies see many benefits. Recycling creates less air, water and soil contamina-



made from recycled polyester.

tion; lessens dependency on oil; prolongs landfill life; and reduces toxic emissions.

As functional eco-textiles become mainstream, SPOMODE is a good place to see the latest developments in this category.

#### Hardshells vs. Softshells.

SPOMODE isn't just about cycling apparel, of course. And Taiwan textile manufacturers are in the forefront of many trends affecting function-forward segments of the sporting goods apparel market, such as outdoor and wintersports.

Last season, for example, saw several developments in hardshell and softshell jackets.

New membranes and improved technologies like Polartec's Neoshell, DrvO Elite by Mountain Hardwear, Toray's Dermizax NX and—last not least-W.L.Gore's ActiveShell—promise users a new level of comfort in a hardshell jacket. That's a goal that has been long desired but never accomplished.

With nearly all major membrane manufacturers having introduced a new membrane, one might have thought that it was time for a pause in further hardshell innovation.

The opposite is happening, as U.S. companies like Cocona and Noble's X-Static develop finishes for membranes that enhance breathability. Cocona's PU-membrane with the Cocona finish spreads moisture quicker for a better, drier inner comfort. X-Static's MVT+ silver ions technology is bonded on the inside of a laminate to prevent bacteria growth on membranes and to help keep the pores free to preserve the original breathability of the membrane.

Guy Grubel, president of the advanced material divisions at Noble Biomaterials, sees such technologies as "the future in membrane technology."

As hardshells become more breathable, the question becomes whether softshells are still necessary. After all, the whole idea of a softshell was a jacket that provided more breathability than an old-school hardshell

Polartec's Neoshell makes the hardshell vs. softshell debate even more pointed. Depending on the brand that uses it. NeoShell is sometimes considered a softshell and sometimes a hardshell.

Polartec itself regards softshells as a category that is here to stay.

"Softshells are still more breathable than hardshells," said Eric Yung, Polartec's European marketing manager. The company is launching a PowerShield Stretch Woven for the coming fall/winter season, which Yung describes as "an advance in the concept of softshells."

Nearly all companies believe softshells will remain important, especially since the majority of softshells are windproof.

Softshell design has shifted to focus on better fit through the use of stretch fabrics. and increased comfort through movability.

Taiwanese textile companies are leading suppliers of these multi-layer softshell fabrics, whether they are wovens, knits or technical laminates.



SPOMODE is the best place to see the latest offerings from Taiwan textile suppliers to the sports apparel industry.



## **Architecture** folding bikes to all employees

Dahon, the folding bike leader, started 2012 on a positive note. EGM Architects, one of the Netherlands' largest architectural firms, gave every employee a new Dahon folding bike to start the new year.

The company chose Dahon's Mu P8 model in cloud blue to emphasize the firm's commitment to sustainability in 2012. The Mu P8 is one of Dahon's most

versatile bikes. The 20-inch folder features eight speeds and has a Neos 2.0 derailleur. Headquartered in California, Dahon has

been making folding bikes since 1982 and launched the market for modern-day folders.



Employees of EGM Architects in the Netherlands pose with their new Dahon Mu P8 foldina bik

firm gives Dahon From saddles to grips, **Velo keeps innovating** 

> Velo, one of the world's biggest makers of bicycle saddles, has been stepping up its innovation in the market for electric bicycles as well.

New innovations in Velo's e-saddle collection include saddles with integrated, ergonomic handle grips at the back of the seat. These help riders carry their e-bikes, which are generally heavier than traditional bicycles.

The e-saddle collection now consists of eight models with integrated grip



handles in both a standard and a premium V-form (vacuum-skinadhesion) style.

Meanwhile, Velo is advancing its "Green Earth" pledge to develop more environmentally friendly products. One way is to remove harmful plastics from saddle constructions.

To maintain stability and strength in its line of competition-class saddles, Velo has established what it calls its T-format, created through lightweight carbon fiber injection. Its newest competition saddles, the 1505 and 1489 models, are available with carbon, titanium or Cr-Mo rails. By strategically

introducing carbon fiber, Velo has redistributed the carry load and removed significant amounts of

materials to lower the weight. For comfort saddles.



The bladder on the Elasto-

air saddle can be inflated

by the rider.

Velo is introducing its buoyant Elasto Air saddle. The buoyancy comes from an inflatable "balloon" that sits underneath the rear of the saddle. With a bicycle pump, the rider can choose the proper inflation level for comfort, riding efficiency and good posture.

KMC tweaks X-Series chain line; launches new X2.0 version

More than a decade after KMC first began to develop what became its X-Series line of chains, including its well known Golden Chain, the Taiwan chain leader this year is launching its evolutionary X2.0 line.

KMC engineers have used specialized computer software, and input from professional riders, to tweak the design of the components in the chain.

The X2.0 chain includes a new version of KMC's X bridge design, which it calls Double X Bridge. The design reduces the friction of the outer plates to make their working more efficient. KMC says the Double X Bridge reduces gear interference with the chain while shifting and reduces noise.

Another innovation is what the company calls Optimal Chamfering Design, which was incorporated into its Outer Plates Symmetry Chamfering Process introduced in an earlier version. The design increases shifting performance by making the chain run more smoothly and shift with more agility.

Finally, KMC says it has managed to increase the pin power while reducing the overall weight of the chain-adding durability while cutting weight.

KMC is also focusing in environmentally sensitive manufacturing techniques, recently receiving a "carbon footprint certificate." The X2.0 chains also use high tech coating technologies.







PEDAL.PRECISION

## 18 TAIPEI SHOW DAILY

# **New Products 2012**

M0136

0408

#### Sigma Sport SC 6.12 Stopwatch

Computer and light supplier Sigma Sport is debuting its first pure stopwatch. The SC 6.12 is a fashionable watch with six functions, and

displays the time clearly with one click. It's for "all those active people for whom time counts most when training," PR manager Claudia Schulz said. The SC 6.12 will be available in April.



#### TranzX Gear Sensor, M07 Motor

TranzX PST is launching OEM components to bring performance to entrylevel e-bikes. The Gear Sensor integrates into the handlebar shifter with no frame adjustments and offers precise gear and RPM measurements. The Mo7 is a brushless and geared motor that is integrated into the bottom bracket, lowering the bike's center of gravity for a well-balanced ride. It can accommodate up to three chain rings.



#### Taya Colored Derailleur Chain

1ST FLOOR **K0610** 

Looking beautiful is hard, especially for a bicycle chain. Chains have to stand up to extreme environments and brute force, so it's difficult to give a chain a long-lasting color that can also take a beating. Taya has solved

the problem with a high-tech, long-lasting color coating that's also environmentally friendly. The coating combines with friction-free Teflon, applied to the inner plates, to create a hard-wearing, smooth-riding, good-looking chain.



#### **Xpedo SLN**



The Xpedo SLN road shoe offers economical comfort and performance for beginning riders and spinning enthusiasts. A Supreme Lite nylon sole combines with a durable synthetic and breathable upper. It's compatible with three-bolt

cleats and weighs 295g in a size 43. Available in sizes 38-45.



#### Airace Turbo Road/CO2



Airace's award-winning mini pump offers a 2-in-1 functionality for road cyclists. It's both a CO2 pump and traditional air pump. The Twin-Valve has a separate airflow system for safety and is compatible with Presta and Dunlop valves. It delivers maximum pressure of 120 psi (8 bar) and accommodates threaded CO2 canisters. The Turbo Road/CO2 won both a Taipei Cycle design & innovation award and an iF product design award.



### T-One H2O Grips



T-One looked to the "Water Cube," the innovative Beijing aquatics center that was the site of the swimming competitions for the 2008

Summer Olympics, as the inspiration for its new line of H20 grips. The patterns give excellent gripping power, while different heights and densities of rubber help cyclists resist shocks. Drainage grooves ensure non-slip performance in wet conditions.





BioLogic's iPhone bike mount is so popular that the company is now releasing a similar mount for Android-powered smartphones. Riders can use their Android smartphone as a GPS unit to track speed, position, or distance traveled, while riding. A weatherproof hardshell case is married to a welded, touch-sensitive membrane, protecting the phone while

keeping it functional. A clear opening on the back allows the use of the rear camera. Interchangeable inner liners fit several popular Android phones, including the Samsung Galaxy SII and Galaxy S; HTC Desire HG, EVO 4G, Inspire 4G and Sensation; and LG Optimus 2X.



#### Velo Elasto Air



Buoyancy is the best description for Velo's latest comfort saddle, the Elasto Air. An inflatable, stable-walled "balloon" at the rear of the saddle's base lets the rider find the best riding position and degree of support. It adjusts with

a bicycle pump via a simple-to-operate valve at the back of the saddle.





# 2012台北国際サイクルショー イベントスケジュール

B	時間	プログラム	主催者	会場
3/6	14:00~16:00	2012台北ショー国際記者発表会 及び デザイン&創新式典	TAITRA TBEA iF 国際フォーラム・デザイン社	台北国際会議センター 4階VIP室
3/7	10:00~11:00	2012台北国際自転車展開会式及び デザイン&創新授賞式(金賞)	TAITRA	南港展示会場4階401会議室
	11:00~12:30	第16回国際自転車デザインコンテスト授賞式	DoIT of MOEA	
3/7	14:30~16:30	2012国際自転車トレンド・フォーラム: 世界自転車産業戦略開発	CHC TBEA TAITRA	南港展示会場4階402会議室
3/7	13:00~14:00	SPOMODE (台北国際スポーツ・テクスタイル&アクセサリー展) ファッションショー	TAITRA	TWTC 展覧会場第1館 2階第3会議室
3/7	14:00~17:00	SPOMODE 1-オン-1 購買集会	TAITRA	TWTC 展覧会場第1館 2階第3会議室
3/7	18:00~20:00	台湾サイクルナイト及び 台北ショー25周年記念式典	TAITRA TBEA	南港展示会場3階レストラン
3/7	14:00~14:30 14:40~15:10 15:20~15:50 16:00~16:30 11:00~11:30			
3/8~3/9	11:40~12:10 14:00~14:30 14:40~15:10 15:20~15:50 16:00~16:30	台北ショー2012新製品発表会	TAITRA	南港展示会場4階404会議室
3/10	11:00~11:30			
3/7	14:00~14:30(北口) 14:30~14:50(南口)			
3/8~3/9	11:00~11:30(北口) 11:30~11:50(南口) 14:00~14:30(北口) 14:30~14:50(南口)	サイクリング・エクストリーム・パフォーマンス (出演 : アラン・クーケ、イネス・ブラン、鄭喬鴻)	TAITRA 台湾エクストリームスポーツ協会	南港展示会場1階北口及び南ロサイド
3/10	11:00~11:30(北口) 11:30~11:50(南口)			
3/7~3/9	09:00~17:00	軽電動車輌 (LEV) 試乗コーナー	ExtraEnergy.Org	南港展示会場運搬用カーゴランプ(4階)
3/10	09:00~13:00		TAITRA	
3/7~3/10	10:00~16:00	TES電動スクーター試乗コーナー	ITRI TAITRA	南港展示会場1階南ロサイド
3/8	09:30~12:00	IBDC 研究グループ招待トーナメント	DoIT of MOEA CHC TBEA TAITRA	南港展示会場4階402会議室
3/6	13:10~16:30	ExtraEnergyセミナー用ペデレック (電動車) 性能及びロードテスト技術授賞式	IDB of MOEA ExtraEnergy.Org CHC TAITRA	用 <i>他</i> 放小云场4№402云硪主
3/8	09:30~17:30	台北パワー・フォーラム-2012 : 電動二輪車シンポジウム	ITRI TAITRA	南港展示会場4階401会議室
3/9	09:30~16:00	台北パワー・フォーラム-2012 : 台湾電動スクーター標準化シンポジウム	TBEA	/2
3/9	09:30~11:00	国際記者会見 ツール・ド・タイワン集会	TAITRA CTCA	南港展示会場5階501会議室
3/10	14:00	2012台北ショー閉会記者会見	TAITRA	南港展示会場4階405 VIP室
	3/10~3/16         TAITRA           2012ツール・ド・タイワン         CTCA			

## 大亞、社名を縮め製品ライン拡充:略して"Taya"に

Taya Chainで知られる大亞鏈條がその正式社名を短く して新しい企業ロゴを導入した。「過去数年の新たな 発展を表現したかったから新しいロゴが必要不可欠だ った」とジル・ウー総経理は話す。「Tayaはダイナミ ックに前を向いて進むファミリービジネスで、塗装を はじめ最新のグリーンテク(環境保全型技術)を備え て自転車用チェーンを生産している」と、兄のジャス パーとともにファミリー三代目として会社の運営に携 わるウー総経理は言う。「現代的で覚えやすくダイナ ミック」を表すロゴは今年導入された新しい企業デザ インの一部を成す。

社名から「Chain」を外すことで 製品ラインの核である自転車用チェ ーン以外への多角化を進める路線で あることを示している。同社はまた 環境保全型、耐腐食塗装および保 存技術でもその革新性が知られて おり、2009年に発表した「Green Surface Treatment」(環境により 優しい表面処理技術)で数々の賞を 授かっている。



### 20 TAIPEI SHOW DAILY

# **New Products 2012**

1st floor **J0118** 

K0405

#### KMC e-Bike Sporty & Performance Chains

KMCの電動自転車用チェーン 新モデルはBoschその他の電動 車用システムと互換性のある電 動車ならどのタイプにも対応す る。同社Xシリーズの特性を保持 し10速 (X10e)と9速 (X9e) の2タイプが用意されている。 電動モーターによる圧力やねじ りに耐える強度の高さ。



#### **Chosen Smart Hub**

特許取得の技術により内部摩擦をゼロまで減らしハブ特有の「カチッカチッ」 という音を弱める。ハブの爪の支えにこれまでのスチール製プレートに代えて

スチール製のボールを使用。ハ ブがペダルからの圧力を受けて いない状態ではボールは後退し て爪とラチェット歯の間に絡み が生じないため摩擦が減り音も 静かでハブの寿命も延びる。音 なしのためレースでの背後から の忍びやかな追い抜きも可能と いうもの。



#### **Xpedo Thrust NXL**

最新のNEP射出成型技術に よりペダルはスタイリッシュ な軽量ボディに。ステンレス スチール製プレートで耐久 性もアップ。重さはペアで 245g。



#### **Airace Dual Jet TS**

滑らか仕上げのミニポンプでタイ ヤを膨らませ、抜いて使えるホー スでショックに空気注入もでき る - まさにダブルジェットシス テム。ゴムシールヘッドがショッ クへの傷つけを防ぐ。Schrader、 Presta、Dunlopとのバルブコネ クションも可能だ。最大空圧はシ ョックに対して300psi(21バー ル)、タイヤに対して80psi(5.5 バール)。







防水加工のスマートフォンケースはサイクリングからセーリング(帆走)、ハイ キングあるいは散歩にもぴったり。ランヤード(太ひも)で簡単に首に吊るせ

て、保護ケースながら防水オ ーディオコネクター内蔵のヘ ッドフォンも使えるという便 利設計だ。薄型フィルムウイ ンドでスマートフォンのタッ チスクリーンにフルアクセス できるし裏面のウインドでカ メラも使える。



#### Taya 30-meter Roll Chain

同社30行巻チェーンのパッケージをモデルチェン ジ。小型になって平面に置いても壁に掛けても保 管が簡単。パッケージの色分けで求めるチェーン

の選び出しもスピー ディにできる。重さ は各パッケージとも 10kg(22ポンド) 以下。



#### Velo 1489 Saddle



1ST FLOOR **K0610** 

Tテクニークと呼ぶ技術により軽量化を果たすとともに柔軟性とサポート力を 高めた本格レース用サドル。"T"フォーマットに軽量カーボンファイバーを 射出して余分な素材が取り除かれている。1505と1489の2モデルで、レール はカーボン、チタン、クロモリの3種。



#### XLC Unistage VS-F01 Bicycle Display

店内の新車ディスプレイ用としても、ある いは修理、吊り下げラックとしても使え る。ブラックの洒落た色合いで26、28、29 吋車のいずれにもフィットする汎用性もポ イント。広い足幅で安定感がありスチール 製の二つ折り構造なので保管も簡単。





# REDEFINING THE E-BIKE



#### GOLD AWARD 2011

Winner of the Eurobike Gold Award 2011

#### GROUNDBREAKING AUTOMATIC GEAR TRANSMISSION WITH COASTER BRAKE

AGT

New 7-speed AGT e-bike technology is a world first. The electronically controlled gear shifter precisely selects the correct gear at the right moment to increase the cyclist's riding pleasure. Exact shifting continually assures optimal power support to improve energy efficiency and riding agility. Easy-to-use automatic and semi-automatic modes and coaster brake adaptability make AGT perfect for all riders.

Experience the TranzX PST versatility and the AGT technology at the Taipei Cycle Show 2012 by visiting us at the TranzX **booth J-408.** 

www.tranzxpst.com

### 22 TAIPEI SHOW DAILY



# 独スティーブンス、 台湾での存在感増し台北ショーに初出展

ドイツの完成車ブランド、スティーブンス (Stevens) は台湾メーカー数社と長年にわたりビジネス関 係を結んできているがこれまで台北ショーへの出展は なかった。需要が伸び始めた台湾での拡販を後押しす べく今年台北ショーへの初出展を決めた。「台湾のサ イクリングブームが誘発した驚異の自転車販売も終焉



「転し言そエタイおのかとカマ」であるがハカドび下あるオー・製作品で、イスバイです」にいヴド品のがたった。

入担当部長は

話す

台湾での販売はルイジンスポーツが 2009年からスティーブンスブランドの ディストリビューターとして行ってお り現在40の取り扱いディーラー店を抱 えるが、台北ショー初出展を祝うべくシ ョーにはドイツ本社(ハンブルグ)から マネジメントチームも駆けつける。 スティーブンスが台湾で販売する 自転車は迂回ルートを辿って台湾 に届く。台湾での販売のおよそ3 分の2を占めるカーボンバイクは まず中国でフレームを生産しそれ をドイツの同社工場に送りそこで 完成車に組み上げて台湾その他の 国々へと出荷されている。 「ドイツブランドのイメージは台

湾ですごくいいのでスティーブンスを台湾市場に紹介 できることは誇り」と話すのはルイジンスポーツのハ ンク・リュー営業部長。「台北ショーは旧来のディス トリビューターとの絆を深めるとともに新しいパート

 A
 A

 A
 オープンスのフレームはアジアで生産されるが開発とテストはドイツ・ハンブルグで行っている。

ナーを探す絶好の場」とドールマン部長。 スティーブンスは現在およそ30カ国で販売している が、拡販を目指してアジア太平洋地区での新市場開拓 を進める方針も固めている。

# どんなバイクにもフィットするSRの新電動キット

SRサンツアーが電動コンポの製品レンジを拡大してい る。ユーロバイクで新ラインのプロトタイプを出展し た後、初の完成モデルを台北ショーで発表する。この 春から出荷を開始する予定だ。電動コンポの新モデル は「ツインセンサー」クランクセットと呼ぶもので、 HESC (Human Electro Synergy Components)の一部 を構成する。同社のこれまでのキットは内装ギアハブ に対応するものだったが、「新しいツインセンサー・ クランクセットは内装ハブとディレーラーシステムの 両方に対応する」 (SRサンツアー・ヨーロッパ野田ゼ ネラルマネジャー)という。

ツインセンサー・クランクセットは新しい開発パー トナーとの共同で開発した。これまでSRは三洋と共同 で製品開発してきたが、2009年に三洋が競合する電動 キットメーカー、パナソニックに買収されため、セン サーとバッテリーパックを中心とする三洋との協業が そこで打ち切られた。新しいパートナーは日本のメー カーだが名は明かされていない。SRが中国・昆山工場 でクランクセットを組み上げる。ツインセンサー・ク ランクセットは28歯と42歯の2種を用意する。 ツインセンサー電動キットは、5kg(11ポンド)の軽 量と、低摩擦設計による効率性の高さ、高エネルギー 回復センサーによる再発電システムを大きな特徴とし ているという。

「ツインセンサー」と名付けた理由を同社電動部門の スペシャリスト、末永氏はこう説明する。「回転セン サーは回転速度を制御する上で恐らく最善の方法だ が、トークセンサーほどの正確さはない。一方、トー クセンサーは計測の精度が高く滑らかなペダリング感 を保証するが回転を探知できない。二つのセンサー技 術をひとつのクランクの中に組み合わせることで極め て自然でスムースなペダリング感をもたらすとともに 走行の安全性も高められる」と。しかも「その一体 設計により製造とサービス行程を驚くほど簡略化でき る」という。

ツインセンサーシステムはフレームを特製する必要が なく、しかも標準的な自転車フレームならどのタイプ にも装着できるのでOEM先の評価も得られるだろう。 成長する電動車部門の販売をサポートするため、SRで はドイツ・ミュンヘン近郊のヴァレーにある欧州本社 内に電動車顧客サービス室を新設。技術スタッフとし て新たに雇い入れたマールテン・ホウベンとゲース・ ファン・ヴリエの2名を配している。



# WATCH OUT FOR GERMAN ENGINEERING!

4th Floor // Booth N0627 www.stevensbikes.com





# 高性能、高価格: カンパの新電動グループ

2008年にシマノが電動変速シ ステムDi2を発表した時、他 のグループコンポのメーカー はいつこれを追って究極のロ ードバイク用電動変速システ ムを出すのかと業界では興 味津云見守った。昨秋カン パニョーロがそのトップグ ループ、レコード及びスー パーレコードの電動版を発 表した時、我々は少なくと もその回答の一部を見た。カ ンパの新開発電動システムは "Electronic Power Shift (電 動パワーシフト)"、略して EPSの名を冠し、高額ではあ るが最高性能を誇る。

さてその高額の代償はという と、EPSはより軽量で、レバー 反応が素晴らしく(カチッとい

う感触が伝わる)、切り替えがはっきりわかるのと、 リアコグが11スプロケット。そしてこの価格帯では当 たり前と言えば当たり前ながら、何よりそのデザイン の優雅さが目を引く。

カンパのEPSは言わば技術の結晶で、さすがカンパを 思わせる性能の高さとカーボンパーツを多様しての軽 量化、シフティングの手応えは秀逸。ボタンひとつで ギアチェンジとシフティング効率を体感できるといっ た特質を備えているのは、ほかにはシマノのDi2デュ ラエースだけだろう。ペダルをゆっくり回そうが強く こごうが関係ないし、サドルに腰を乗せていようが浮 かしていようが関係ない。レバーの反応はどんなシフ ティング条件の下でも同じだ。ただボタン(或いはレ バー)を押すだけでシステムは働く。

レバーのフィードバックが優れているのはメカニカル システムのシミュレーションによるもので、ライダー は自分の指が実際にどういう動きをし

ているか"感じ取れる"。これはDi2 では得られない。レバーの動きが Di2よりも長めなので指先を通じて クリック(カチッという感触)が 伝わる。この感触は疲れた時や寒 い日に手袋をはめている時に大切 だ。ボタンの力が高い分、日常の 走行では問題にならないシフティ ングの誤操作が防げる仕組みになっ ている。アップとダウンのシフティ ングレバーがうまくセパレートされ ているのもポイントだ。。 フロントシフティングの素晴らし さはDi2に匹敵する。EPSはビッ グリングへの切り替えではケ ージをオーバーシフトし、 チェーンを一段押し上げる。 チェーンがビッグリングに収

まり次第ケージは自動的に元の正位置に戻る。最適な シフティングをもたらすタイミングが絶妙だ。 リアシフティングにはマルチシフティングと呼ぶシ ステムを取り込んでいるが、これもEPS独自 のものだ。シフトボタンを押し 続ければリアディレ

> ーラーがギアを 次々シフトしてい くという便利なシス テムだが、ひとつ気懸 かりなのはマルチシフ ティングはシフトされた ギア数を示さないので、こ れを使う場合ラーニングカー ブ(学習曲線)が必要となる 点だ。このため求めるギアシフ トのナンバーに辿りつくのにどこ

までレバーを押し続ければいいか頭に刻んでおく必要 がある。もうひとつ不利なところは、クリック(カチ ッカチッと回す)方式との組み合わせによるマルチシ フティング機能はシン

グルシフトをややスロ 一にしてしまう点だろ う。

フードの形はあらゆる トップコンポグループ の中でも最上位を占 める完璧さを持ってい る。前述のとおりアッ プとダウンのシフティ ングレバーをセパレー トに決めたのもプラス ポイントである。

バッテリーコンポのデ ザインにはいくつかの 疑問点が浮上する。



CPU(システ ムのブレインで あるコンピュー タチップ)がバ ッテリーとともに 収納されているの で充電のためにバ ッテリーを取り外す ことはできない。そ の代わりケーブルを バッテリーハウジング に繋げて充電すること になる。

4TH FLOOF

TAIPEI CYCle 23

EPSレコードはシマノの

デュラエースDi2とほぼ同じ価格だが、EPSスーパー レコードはさらに一段高めで、ロードのサイリストの 中でもとりわけリッチな層にしか手が届かないかもし わない。

Visit us at the Taipei Cycle Show in Booth #M1019a / Test Ride Area #I2030.

## HTC. LG. Samsung. On your bike.

#### Now for Android<sup>™</sup>

BioLogic<sup>®</sup> Bike Mount<sup>™</sup> for Android<sup>™</sup> Shock-resistant | Weatherproof

The BioLogic Bike Mount for Android is a hard-shell app to map directions, train, or share your favorite ride.

Requires Bike Mount for Android Liner (sold separately). Please visit our website for a list of latest compatible phones \*\*Trademarks and trade names are property of their respective owners. Android is a trademark of Google Inc.





# ベテラン黄金寶(ワン・カンポ)、 スペシャリストの選択:720 A-Trak



ロードレースにおける伝説の中国人とは?と問われ たら、最もクリアな答えは、「黄金寶(ワン・カン ポ)」でしょう。彼は唯一、UCI世界杯で優勝した中 国人ロードランナーです。彼は20年のロードレース生 涯において、無数の栄冠を獲得しています。ロードレ ースは彼の生活であり、生命です。各レースで勝利を 得るために、「黄金寶(ワン・カンポ)」は装備に対 して最も厳しい態度をとっています。

黄金寶 (ワン・カンポ)は720armourと提携後、 720armourのゴーグルにより、競技速度において傾斜 を上ったりラストスパートをかける際、眼の防御に おいて何の問題も心配することはありません。更に 720armourの独特のデザイン設計により、「アジアの 虎」はメディアのレンズの前に立つ際、王者の風格を より際立たせています。2011年、ツール・ド・タイワ ン大会において、黄金寶 (ワン・カンポ)はHitman アジアバージョンで大会に臨みました。更に同大会に おいて、Tackは黄金寶 (ワン・カンポ)を驚かせまし た。Tackは720armourの最新「A-Trakレンズ交換の時間を レンズに固定する方法で、大幅にレンズ交換の時間を 抑え、精力を節約することができます。1分1秒を争う ロードレースにおいて、1秒でも多ければ、勝利のチャンスはより大きくなります。従来のレンズ交換方法 とは異なり、黄金寶(ワン・カンポ)は720armourの A-Trakテクノロジーを賞賛しており、多くの無駄な浪 費時間削減をもたらし、ロードレーサーの使用に非常 に適しています。

2012 ツール・ド・タイワン大会はまもなく開始され ます。黄金寶(ワン・カンポ)は香港チームと共に台 湾へやってきます。Tackをかけた黄金寶(ワン・カン ポ)がフォルモサ台湾のロードをどのように速く走り 抜けるか、心から期待しています。



RAVEN 29r 1.0



FRAME Focus 29 XC Full Carbon | FORK Fox 32 F 100 Fit | BRAKES Magura MT 8 | DRIVE TRAIN Shimano XTR | CRANKSET FSA K-FORCE Carbon | WHEELS Crankbrother Cobalt 3

stand number N1107a



# 関税撤廃で台湾の対中自転車輸出が増加

2010年6月に調印された中国・台湾間の経済協力枠 組み協定(ECFA)のお陰で両国間の自転車輸入関税 が今年から撤廃された。最終的にどれほどの利益をも たらすものであるかは依然不明だが、これは台湾の自 転車業界にとっても、他の製造業同様に歓迎すべき結 果である。例えばTBEA(台湾区自行車輸出業同業協 会)の発表を見ても、2012年に関税が撤廃される以前 の段階的手段として適用された5%への低減で2010年 から2011年の間の台湾から中国への輸出が2倍以上も 増加した。 「ECFAは高額帯の製品、とりわけハイエンドのもの を供給できる点で台湾においてよりも中国における方 が恐らく助けになる。中国で販売されるエントリーレ ベル(自転車)は中国で作られている」と話すのはサ イクリング・スポーツ・グループ・アジア-パシフィ ックのマリオ・シュタイン副社長だ。サイクリング・ スポーツ・グループは傘下のブランドにキャノンデー ル、GT、シュウイン、マングースを抱える。

中国と台湾に生産基盤を併せ持つブランドはECFAの 恩恵をどこよりも多く授かることになりそうだ。巨





TAIPEI CC/e 25

とはいえ、販売面での影響はそれほど明確には測れな い。例えば、台湾第3位の自転車メーカー、愛地雅 (Ideal)は「EFCAがもたらす変化に多くは期待して いない。米国、欧州向けが主体なので(中国へは)さ ほど多くは出荷していない」(ヴァンナ・ホアン営業 部長)という。

TaiSPO、SPOMODEがTWTCで開幕

TaiSPOが台北世界貿 易センター(TWTC) 第1及び第3展示会場 で昨日オープンした。 台北サイクルショー、 SPOMODE、Diwasと 合わせてアジア最大の スポーツショーの開幕 である。TaiSPO(台 湾国際スポーツ用品 展)とともに革新的な スポーツフェアとして 加わったのがDiWaS



すなわち『台湾国際ダイビング&ウォータースポーツ展』とSpoMODEすなわち 『台北国際スポーツ・テクスタイル&アクセサリー展』で、4つのイベントを合 わせた総ブース数は5000ブースを超え、来場者は延べ1万人を超えるものと見 込まれる。

TaiSPO自体は世界のフィットネス及びアウトドア市場の有力サプライヤーが他の専業メーカーと出展を競う場である。TaiSPOとの共催が今回で2度目となる



DiWaSはウォーター スポーツにおける台 湾の強さ、とりわけ ウエットスーツの生 産でいかに世界をリ ードしているかが示 されるはずだ。 Visit us at the Taipei Cycle Show in Booth #M1019a / Test Ride Area #I2030.

Training. Tracking. Tweeting. *Charging.* On your bike.

BioLogic<sup>®</sup> ReeCharge<sup>™</sup> Case for iPhone<sup>®</sup>

The BioLogic ReeCharge Case for iPhone lets you use all your Apps, protects your iPhone AND charges it while on your bike.\*

Requires the ReeCharge Case Bracket to attach to a bik The ReeCharge Case Bracket is sold separately.



iPhone



### 26 TAIPEI SHOW DAILY

# **New Products 2012**

4th floor **N1201** 

#### キャットアイ CC-MC200W マイクロワイヤレス

マイクロワイヤレスの新 モデルは機能表示の選択 が自由にできるので一番 大切なデータがフル画面 で残る。バックライト、 ストップウォッチを含む マルチ機能内蔵。



#### フォーカス Cayo Evo 2.0 Di2

高強度のフレームにひと味違うデ ザインと軽さが絶妙のコンビネー ション。シマノDi2装着の最新鋭 モデル。



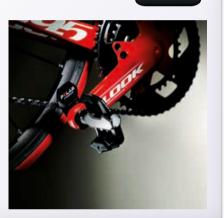
#### 720アーマー タック

昨年発表の磁気QRレンズシリーズ の自転車専用バージョン。レンズ の幅を広げた縁なしフレームで視 野が拡大するとともに風に対する プロテクトも万全。特許取得の圧 縮通気システムにより熱気を放出 してレンズの曇りも防ぐ。



#### ルック Kéo パワーキット

心拍計で知られるポーラー(Polar)と共同開発した初のパワー計 測ペダル。両脚へのパワー出力を 左右別個に計測する。ペダル内蔵 タイプなのでパワーメーターをク ランクケースやハブに取り付ける 面倒が省ける。



#### オーシンス (O-Synce) スクリーン・アイ

腕時計の画面を見る間も惜しまれるハードな走りやスピード走行中にうってつけのヘッド装着型トレーニングコンピュータ。すべてのデータを記録しマイク

ロUSBケーブルでダウンロー ドできる。内蔵エレクトロニ クスは取り外しできるのでバ イザーをクリーニングするこ ともできる。市販のあらゆる 心拍計その他ANT+テク付セ ンサーとの互換性もある。



#### スパンク (Spank) スパイクレース・ステム

フリーライド、DH、オールマウンテンのどれにも最適な軽さとデザイン性に優れる新 ステム。バー孔径31.8mm(ライズ零度)、 長さ35mmまたは50mmで重さ各135gと 150g。カラーは黒、赤、青、緑の4種。



4th floor **M1011** 



#### ベルガモント (Bergamont) ビッグエアー MGN



4th floor **L1112** 

ハイエンドMTBの最新モデルとしてラインアップ入り。デザインにすんなり マッチしたサスペンションとトップコンポの組み合わせが絶妙。トラベル幅

185mm。DTスイス のホイールセット、 スラムXOグループ、 トルヴァティブ・ハ マーシュミットクラ ンク装着。



#### SKS レースブレイド・ロング



その名のとおり一段長めのフェンダーでブレードをハブアクスルの下まで伸 ばしてあるため泥や水の跳ね上がりを完全防御。ステイの簡単な調整でほぼ

すべてのレース用バイク に装着可能。メタルブラ ケットを残すだけで素早 く取り外せる。ブラック とシルバーの2色で重さ 461g。





# Save the date! ISPO BIKE. August 16–19, 2012.

**Messe München GmbH,** Messegelände, 81823 München, Tel. +49 (0) 89 949-11 3 88, Fax +49 (0) 89 949-11 3 89, info@ispo.com, www.ispo.com



0.01.0010.15.50.07.11

# 「2012年台北國際自行車展」活動一覽表

日期	時間	活動內容	籌畫單位	地點
3/6	14:00~16:00	「2012年台北國際自行車展」國際記者會暨 創新設計獎頒獎典禮	創新設計獎頒獎典禮 目11年公曾18 <b>日</b> 德商意符國際論壇設計有限公司iF	
3/7	10:00~11:00	「2012年台北國際自行車展」開幕典禮暨 創新設計獎頒獎典禮(金質獎)		
3/7	11:00~12:30 14:30~16:30	第16屆全球自行車設計比賽頒獎典禮 2012國際自行車趨勢論壇 — 自行車全球市場趨勢和產業發展的方向	經濟部技術處 DoIT of MOEA 自行車研發中心CHC 自行車公會TBEA 外貿協會TAITRA	南港展覽館 402會議室
3/7	13:00~14:00	「2012年台北國際運動服飾、布料暨配件展」新產品走秀活動	外貿協會TAITRA	世貿一館2樓 第三會議室
3/7	14:00~17:00	「2012年台北國際運動服飾、布料暨配件展」一對一採購洽談會	外貿協會TAITRA	世貿一館2樓 第三會議室
3/7	18:00~20:00	「台灣自行車之夜」暨「25週年慶祝晚會」	外貿協會TAITRA 自行車公會TBEA	南港展覽館3樓 悦港式飲茶餐廳
3/7 3/8~3/9	14:00~14:30 14:40~15:10 15:20~15:50 16:00~16:30 11:00~11:30 11:40~12:10 14:00~14:30 14:40~15:10 15:20~15:50 16:00~16:30	「2012年台北國際自行車展」新品發表會	外貿協會TAITRA	南港展覽館 404會議室
3/10	11:00~11:30			
3/7 3/8~3/9 3/10	14:00~14:30(北) 14:30~14:50(南) 11:00~11:30(北) 11:30~11:50(南) 14:00~14:30(北) 14:30~14:50(南) 11:00~11:30(北) 11:30~11:50(南)	單車極限運動表演 (表演者:Allan Cooke、Ines Brunn、鄭喬鴻等)	外貿協會 <b>TAITRA</b> 中華民國 極限運動協會	南港展覽館 戶外廣場 (北側、南側)
3/7~3/9	09:00~17:00	輕型電動車試乘	ExtraEnergy.Org	南港展覽館 4樓東側斜坡道
3/10	09:00~13:00	在土电助手风水	和主要的主义和学校和学校的是一个学校的是一个学校的是一个学校的是一个学校的是一个学校的是一个学校的是一个学校的生活。	
3/7~3/10	10:00~16:00	TES電動機車試乘	工研院ITRI 外貿協會TAITRA	南港展覽館 戶外廣場(南側)
	09:30~12:00	IBDC學校團體金質獎示範邀請賽	經濟部技術處DoIT of MOEA 自行車研發中心CHC 自行車公會TBEA 外貿協會TAITRA	南港展覽館
3/8	13:10~16:30	ExtraEnergy電動自行車測試評比頒獎典禮暨實車路試技術研討會		
3/8	09:30~17:30	2012台北電能論壇-電動兩輪車輛研討會	工研院ITRI	南港展覽館
3/9	09:30~16:00	2012台北電能論壇-台灣電動機車規範研討會	外貿協會TAITRA 台灣電池協會TBA	401會議室
3/9	09:30~11:00	「2012年台北國際自行車展」自由車環台賽迎賓記者會	外貿協會TAITRA 自由車協會CTCA	南港展覽館 501會議室
3/10	14:00	「2012年台北國際自行車展」展後國際記者會	外貿協會TAITRA	南港展覽館 4樓貴賓簡報室(405)
3/10~3/16         2012行銷台灣之美一         外貿協會TAITRA           國際自由車環台大賽         自由車協會CTCA				

※以上活動以網站公佈資料為主,主辦單位保有對活動內容修改之權利。

## 超越極限-飛躍25

2 012年台北國際自行車展已邁入第25屆,見證台灣自行車業將優質產品 推上國際舞台,散發耀眼光彩。主辦單位中華民國對外貿易發展協會 今年特別規劃「超越極限-飛躍25」為表演主軸,邀請飛越54英呎後空翻世 界紀錄保持人ALLEN COOKE及2010年亞洲盃極限運動錦標賽冠軍國手鄭 喬鴻,聯袂挑戰世界紀錄,首次飛躍25台自行車,等高難度極限單車飛躍 秀。藉以呈現台灣自行車產品,創新價值及設計力求精進的企圖心。

同時南側展場也有國內單速車(FIXIE)菁英及德國Ines Brunn小姐及新 一代滑板車,展現精湛的力與美的表演,為展場帶來多元化表演活動。會展 期間有興趣觀賞的民眾,可至台北市南港展覽館,親自體驗極限單車的酷炫 魅力。

活動地點:台北市南港關	長覽館(台北	市南港區經貿二路1號)
北廣場第1場表演時間	3月07日	下午14:00~14:30(飛躍25台自行車)
北廣場第2場表演時間	3月08日	上午11:00~11:30
北廣場第3場表演時間	3月08日	下午14:00~14:30
北廣場第4場表演時間	3月09日	上午11:00~11:30
北廣場第5場表演時間	3月09日	下午14:00~14:30
北廣場第6場表演時間	3月10日	上午11:00~11:30(飛躍25台自行車)
南廣場第1場表演時間	3月07日	下午14:30~14:50
南廣場第2場表演時間	3月08日	上午11:30~11:50
南廣場第3場表演時間	3月08日	下午14:30~14:50
南廣場第4場表演時間	3月09日	上午11:30~11:50
南廣場第5場表演時間	3月09日	下午14:30~14:50
南廣場第6場表演時間	3月10日	下午11:30~11:50

# **New Products 2012**

#### Look 920

4th floor

4th floor **N1107A** 

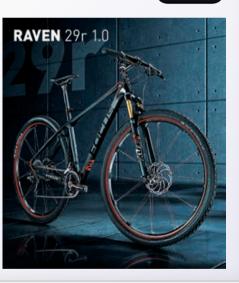
29

LOOK全新推出的碳纖維全避震登山車不僅輕,更在整合式頭管上大作功 夫,此頭管系統名為A-Stem。920可說是適合全方位騎乘,上、下坡的性 能均優。完美的車架幾何適用於長途騎行及競賽族群,從XC越野賽到馬 拉松登山車賽均適用。



#### Focus Raven 29r 1.0

強悍的運動健將風格, Focus所體現的造車哲學就 是針對菁英族群所設計。 Raven 29er 1.0的操控穩若 泰山、五通剛性硬朗,提供 騎士兼具效率與舒適性的騎 乘。



### Cateye HL-EL620RC Nano Shot

4th floor **N1201** 

迷你體積大大出力,可利用USB充電。輕量好攜 帶,Cateye Nano Shot採用OptiCube光照技 術,達到極廣域的照明((250lm/2000cd)。 配備有高頻、低頻的閃爍功能。Nano Shot每次充電可使用約12小時。 配有USB充電線。





## Join the 2<sup>nd</sup> asia bike trade show!

the exclusive trade show for sports and luxury bicycles, urban bikes, clothing and accessories

> Nanjing International Expo Center Nanjing, China July 26–29, 2012

In cooperation with the 7<sup>th</sup> Asia Outdoor – the leading outdoor show in Asia



www.asiabike-show.com



## Velocite源自高雄超前動力 獲得iF創新設計獎

Velocite是自行車界的新興品牌,根基於台灣. 高雄,銷售主力為頂尖成車、車架、輪組以及 相關配件。

由 iF國際論壇中心舉辦的2012台北自行車創新 設計獎, Velocite單車的Helios Aero在單車類別中得 到了評審的青睞,於一月份獲得了iF創新設計獎的榮 耀,獎項預計將於三月六日,假台北國際會議中心 頒發。

Velocite車廠並未投入充足的廣告預算或是誇張 的行銷用語。擔任CEO的梅傑(Victor Major)專注於 材質研發及提升生產技術,畢竟,優質產品會在市 場上找到定位、為自己說話。

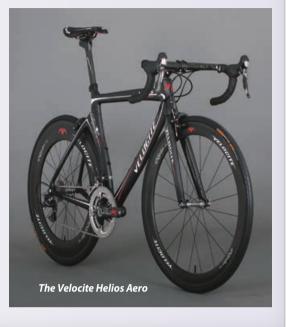
梅傑表示:「藉由材質科技深耕及結構設計, 讓碳纖維疊層技術再進化,因此Velocite的車架在抗 扭轉剛性上突圍而出。」

梅傑的想法體現於Helios Aero碳纖維公路車。 Velocite原廠表示Helios在UCI的車架規範下擁有極 佳的低風阻表現,此外,重量及側向剛性上也與不 具有空氣力學的車架有相近的表現。

Velocite在台北車展攤位上,值得您關注的有 Helios Aero、鐵人三項原型車以及新推出具有極寬 鼓耳(flange)的花鼓。

梅傑表示「此顆花鼓採用2:1的幅條編織以達 到最佳剛性。」梅傑對於Velocite的未來展望相當有 信心。

梅傑思考許久,「沒有頂尖的優質產品,我哪 有本事説服消費者買Velocite的單車。」■RM



## 4th floor **M0814**

## <sub>電子風暴</sub> SHIMANO延伸電子變速產品線

2008年SHIMANO 推出名為Dura-Ace Di2的電子變速, 可靠、精準、耐用的極 致性能為業界設下新典 範。如果真要在雞蛋裡面 挑骨頭,就是這組電子玩意 的價格高不可攀。

2011年,SHIMANO延 伸Di2產品線推出價格更親民的 Ultegra Di2電子變速,預計吸引更 多消費者進入科技新時代;價格依舊 是…有些高,但跟7900 Dura-Ace機械 變速的價格有得拼。

在電子或科技業當中,廠商專注於 開發高價、頂尖的產品,隨後技術逐漸 普及,價格也變的更親民了。想想看,HD薄型電視 及筆記型電腦等這類科技產品都歷經這些過程。

SHIMANO也依循相同腳步。重點是,Ultegra Di2的建議售價大約是Dura-Ace Di2的半價,性能到 底如何呢?令人關注。

輕鬆、快意,變速於彈指之間就完成;前變速 器自動半檔微調、精準可靠,簡易安裝及調整,這 是Ultegra Di2的性能概述。

使用者可以在踩踏間同時操作前、後變速器, 電動馬達立刻為您效勞。Ultegra Di2跟Dura-Ace Di2的性能差多少?平心而論,還真難有個定論。

Ultegra Di2套件包括: 煞變把、前、後變速

器、電池以及電線。其餘的零件則延用Ultegra 6700零件。

Ultegra Di2的後變速器跟Dura-Ace Di2有著相 同的「撞擊保護」設計,系統受到強烈撞擊時會與 馬達分離,以降低傷害。後變速器可對應至28齒, 曲柄則可選擇搭配52/39T、53/39T或是50/34T壓 縮盤。

前變速器的作動精準又快速。變速導鏈片 (cage)會自動微調以避免與齒盤摩擦。使用者可以 快速的按壓變速器進行多檔變速,整體運作相當 直覺。

Ultegra Di2的電池擁有與Dura-Ace Di2相同 的防水設計,電池續航力還略勝老大 哥。每次的充電時間大約90分 鐘,電池壽命週期約為 500次充電次數。

SHIMANO設計有 低電量提醒,使用者不 必擔心電力完全耗盡。 顯示燈可呈現剩餘電力。 如果電力迅速下降,前變速器會 暫停作動,讓使用者可以操作後變速器 安全驠回家。

Ultegra Di2跟Dura-Ace Di2這兩者最大的 差別在於:兩者不相容,零件無法混搭。

Ultegra Di2採用兩條電線設計(2.65mm); Dura-Ace Di2採用四條電線設計(3-3.6mm)。 Ultegra的電線接頭略小一些,直徑大約5.1mm比起 Dura-Ace的6-6.6mm小了一號。使用者若採用隱藏 式走線,車架的電線孔洞也會小一些(5mm而並非 7x8mm楕圓孔),SHIMANO提供多種金屬孔眼讓使 用者選用。

Ultegra Di2系統(前、後變、電線及組件)的重量比起Dura-Ace Di2高出127克,這樣的差異其實不算大。

另外,SHIMANO更開發Ultegra Di2診斷系統。插上連結線,使用者可以透過電腦及診斷器找 出Di2的問題,使用者更能依自己的變速習慣調整變 速操作方式。

Ultegra Di2的推出代表著SHIMANO在電子套 件市場的領航地位,比消費者想要的領先 一步。■GE





## PURSUIT OF PERFECTION

XX Bridge | NON-Directional | Optimal Chamfering | Highest Pin Power High Rigidity | XX Durability | Super Light Weight | Mud Shedding Design



Official Supplier of Pro Teams: Vacansoleil-DCM Pro Cycling Team

KMC CHAIN INDUSTRIAL CO., LTD www.kmcchain.com.tw

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.kmcweb@kmcchain.com

KMC Chain Europe B.V. www.kmcchain.eu G KMC Chain Europe B.V. Continental Chain Company www.kmcchain.us B http://twitter.com/kmcchai TAIPEICYCLE dki martis 2017 reddot de winner 201





2012 Taipei International Cycle Show March 7-10, 2012 Booth No. J-118

### 32 TAIPEI SHOW DAILY

th floor

4th floor **L0808** 

# **New Products 2012**

4th floor **M0136** 

1st floor **J0408** 

#### Sigma Sport SC 6.12 計時碼錶

以製造車錶及燈具聞名的Sigma 推出運動用計時碼錶。前衛科 技風格的SC 6.12具有六種功 能,操作介面簡單易懂。品牌 公關經理Claudia Schulz表示: 這款手錶是針對分秒必爭提升 成績的運動族群所打造。」SC 6.12預計於四月份上市。



#### TranzX M07 檔位感應馬達

TranzX PST推出OEM馬達套件讓入門電動車 的性能再進化。檔位感應器整合入變速手 把中提供更準確的換檔,更可監控迴轉 數。M07中央馬達採用無刷設計並且具 有變速功能,整合在車架下方,低 重心的設計達到極佳的行車穩定 性。最高可搭配三片式齒盤。

### Taya鏈條耐用「色」計

打造精緻、漂亮的零件非易事,特別是那髒 髒的鏈條更是不容易。單車的鏈條必 須通過嚴苛的環境考驗以及強力拉 扯測試,要替鏈條上色是容易, 但要耐久又是另外一回事了。 Taya使用高科技、耐久、環保的 彩色塗層,讓鏈條大放光彩。這 特殊的塗層採用低摩擦的鐵氟龍材質 應用於內鏈片,達到耐用、順暢、炫彩 的高性能鏈條。



### Xpedo SLN

Xpedo SLN公路車鞋專為入門車友打造, 經濟的選擇提供舒適性及踩踏效率。超輕 量尼龍材質、耐用複合材質以及高透氣的 鞋面設計。鞋底板採用三孔設計重量約295 克(EUR43):尺寸有38至45號。

SEA



#### Airace Turbo Road/CO2 打氣筒

Airace榮獲大獎肯定的二合一功能隨車打氣筒,針對公路車騎士貼身設計。結合了傳統打氣以及CO2氣瓶設計。雙向氣閥(Twin-Valve)的安全設計可對應於法式及美式氣 嘴。若搭配CO2氣瓶可將氣壓填充至120磅(8Bar)。Turbo Road/CO2贏得台北車展創 新設計獎以及iF設計賞。



### T-One H2O握把

2008年北京奧運場館「水立方」為國際游泳選 手角逐獎牌之處,T-One從場館設計得到靈感 並開發H20握把。絕佳的抓握力道、多元厚 度、密度的矽膠為騎士吸收手部的震 動。排水通道的防滑設計讓雨天騎 乘時保有抓握力道。

### BioLogic Android手機固定架

4th floor **M1019A** 

BioLogic先前推出的單車iPhone固定座大受好評,目前再針對 Android系統推出專用固定架。騎士可將Android智慧型手機 當作GPS導航,可監測如速度、地點、騎乘距離等。全 方位防水盒上方採用敏感觸控的薄膜,保衛手機的同 時又不犧牲操作功能。後方設計有透 明孔洞得以運作相機。設計有多種厚 薄度的墊片以對應各式Android手機, 目前可使用於Samsung Galaxy SII、 Galaxy S;HTC Desire HG、EVO 4G、Inspire 4G、Sensation;LG Optimus 2X等。

#### Velo Elasto Air氣墊車椅



「飄浮」用來形容Velo新款的Elasto Air舒適型座墊最為貼切。可充氣、高支撐性的「氣球」就設計在座墊後方底座,容易讓騎士找到最適合的坐姿並且提供穩定支撐性。「氣球」的充氣方式可藉由單車打氣筒充氣。





## **Accell seeks options for fitness division**

The Accell Group is seeking partnerships for its struggling fitness unit, comprising the Tunturi and Bremshey brands, after the division posted a fourth consecutive year of losses.

René Takens, Accell's chief executive, confirmed at TaiSPO yesterday that the Dutch company is in talks with prospective partners and buyers. He said Accel is looking either to sell the unit, partner with another company, or acquire a company to help bulk up the division.

"We are an important player but still a small company, so the way forward is to work with partners," Takens said. "It could be another fitness company, or a larger sporting goods company, but it has to fit with the strength of our brands and their international approach."

Accell is a much larger player in the bicycle market, where it has grown rapidly through internal expansion as well as acquisitions.

Sales for Accell's fitness division declined by 26.3% to €21.0 million (\$27.7 million) last year, the Dutch company reported last week. It suffered a

loss of  $\pounds$ 1.4 million (\$1.8 million) for the year, worse than the loss of  $\pounds$ 0.4 million endured in 2010. Part of the reduction stemmed from the closure of Accell's office and distribution center for fitness products in North America.

"The market for home use fitness equipment has been weak for several years," Takens said. "We have a strong brand and very good products, but with the market situation our sales are not sufficient to make a profit. We want to have more distribution."

The reported loss excludes one-off reorganization charges of €4.0 million (\$5.3 million) as the company adjusted to its smaller

size after closing its North American office. The entire Accell Group posted healthier results



for 2011, helped by sales of electric bicycles and by several acquisitions. Sales rose 9%to €628.5 million (\$830.0 million). Profits rose 11% to €40.3 million (\$53.2 million). ■ BS

# Shaq signs a licensing deal with Taiwan's TBS

This licensing deal should be a slam dunk for Taiwan's TBS Group.

TBS, of New Taipei City, has signed a licensing deal with Shaquille O'Neal, the towering former NBA basketball all-star. TBS will license the Shaq name and his "slam dunk" logo for a new line of sporting goods, not including shoes and clothing.

The first products in the new Shaq line, on display at TBS's TaiSPO stand, are a basketball shooter and a fussball table.



Sarah Wu (left) and Becky Liao of TBS Group Corporation take a break from a game o Shag-branded fussball

Jacky Liu, vice president of TBS, said a basketball would be the next product that the company will produce. He said the 7-foot, 1-inch (2.16m) sports star will also likely be featured on a branded soccer ball.

Founded by George Wood in 1980, TBS originally made billiard cues. Wood, well known in the Taiwan sporting goods industry, was elected last September as chairman of the manufacturers' committee of the Switzerland-based World Federation of the Sporting Goods Industry (WFSGI).

(WFSGI). TBS is best known for its game tables, which account for 60% of its sales by value. It supplies OEM products worldwide to such customers as U.S retail giants Sears,

Walmart and K-mart. Liu said the slack US economy had impacted TBS, resulting in a drop in turnover. "We've had three years of slowing down, mostly because of the economic problems in America," he said. "However, there are signs that 2012 will be a much better year. The whole of the sporting goods market is experiencing an uplift in confidence."

As well as meeting with its customers, TBS is at TaisSPO seeking international distributors for Shaq products.

# Charge your phone while you're getting a workout

Control your workout and recharge your phone at the same time — that's what users of Proteus Sports' ProMaster cardio equipment can do with the company's new app.

Rather than simply allowing users to listen to music, the ProCare app lets them control all aspects of their exercise machine, including resistance, speed and exercise time. It records all the data on the device, allowing the user to track workouts over time.

"These devices are easy to use, and familiar to consumers," said Michael Lu, the company's executive vice managing director. "They're also easier to upgrade, so our services can evolve. It makes our

can evolve. It makes our machines more versatile."

As an entertaining addition, users can recharge their smartphone or tablets with power they generate during their workouts.

"Once you reach over 40rpm on the bike, you start charging the device," Lu said. "Imagine that you come to the gym after work. Your phone's battery may be low, but you can recharge it yourself. It's good for us and our customers, which are mainly gyms." The ProMaster upright bike, which



Leading the charge: Michael Lu of award-winning Proteus Sports

uses the app-controlled system, won a TaiSPO 2012 All Stars Innovation Stages of Excellence Award. The company plans to add a version for spin bikes, and the capacity for users to compete remotely against their friends.

The ProMaster Series is designed for the commercial market; it comprises upright and reclining exercise bikes, a cross trainer and a treadmill. All of the trainers share the innovative connectivity to iOS and Android devices.

## **Table of Contents**

Sell or Buy? Accell weighs options for ailing fitness unit	
Slam Dunk TBS get Shaq license	
Charge it Up Prize-winning app for Proteus	
High Intensity Johnson powers into commercial sales	
<b>Vox Pop</b> What is the most striking trend you've spotted?	
Pumping Profits Health clubs thrive in troubled times	
<b>Up for Air</b> Chinese tourists buoy scuba industry	
Wetted Appetite Wetsuit maker Aropec invests in brand-building	
<b>Floor Plans</b> Find TaiSPO, DiWaS and SPOMODE booths	
Hurts So Good Aching feet lead to big sales for Footdisc insoles	
Taiwan's Top Sportswoman Catherine Wang takes the helm of the TSMA	
<b>Snapshots</b> Happy faces and striking stands on TaiSPO's opening day	
Built on a Shoestring Taiwan Paiho preps fifth factory in Indonesia	
New Products Don't miss these on the TaiSPO floor	
Shining bright	

#### Shining bright Who were the finalists for the All Stars Excellence awards?.



#### Wednesday 3/7 14.00-17.00

**E-Marketing Seminar on Diving and Water Sports & Sporting Goods Organizer:** TAITRA Venue: 2nd Floor, Conference Room 2 TWTC Exhibition Hall 1

#### Wednesday 3/7 14.00-17.00

Procurement Meetings of TaiSPO, DiWaS and SPOMODE 2012 **Organizer:** TAITRA Venue: 2nd Floor, Conference Room 3,4,5 TWTC

#### Wednesday - Thursday 3/7 3/8 11.00-15.00

#### **New Products Launch Organizer:** TAITRA Venue: 1st Floor, Stage of Area C, TWTC Exhibition Hall 1

New Pr	oducts Launch — Wed	nesday, March 7
<b>Time</b> 11:00-11:30	<b>Company Names</b> Chen-Chan Fitness Tech. G0402	<b>Topics</b> What's Game-Bike?
11:20-11:50	Community Lifestyle Co. Ltd G0330	Timix Outdoor Fitness Equipment
13:00-13:30	Sportsart Industrial Co., Ltd. B1129a	Green System for Fitness Equipment
13:30~14:00	Global Action Inc. / A0118	A great German invention that cracks the science of the human
foot.		14.00 14.20
Digilife Technologi	es Co., LTD A1225a	14:00~14:30 Sport camera
14:30~15:00	Kun Huang Enterprise co., Ltd A1026	The combination of functional shoe materials and brace

#### New Products Launch— Thursday, March 8

<b>Time</b> 11:00-1:30	<b>Company Names</b> Ucheer Health Tech Co., Ltd. G0302	<b>Topics</b> Kinetic Energy Dumbbell
11:20-11:50	Sportek Industrial Co.,Ltd.	Light commercial grade G0602 treadmill
13:00-13:30	Chen Giant Technic Co., LTD. A0233	@didi Feeder Putter Coach
13:30-14:00	Fitness Bit Holding Co., Ltd. B0102	A solution that integrates smart phone/tablet and fitness equipment
14:00-14:30	Nan Yun Sporting Goods Co., Ltd. A0235	Electronic Starting Pistol
14:30~15:00	Golf Belt International Co., Ltd. A0116	Innovative Golf Ball Marker Belt



48

### **SHOW DAILY Credit & Contact Info**

**Published By** K.B. Media I td. 28 Llewelyn Way Rathfarnham Dublin 16 Ireland

**Editing Team** Doug McClellan Carlton Reid Tom Kavanagh

Design Keith Wealleans keith@cleardesigns.ie

Onsite **Photography** Lester Chu

**Printed Bv** Chuen Fung 群鋒企業 Taipei, Taiwan

**Authorized Bv** Organiser:

**TAITRA** www.taitra.com.tw

#### **TaiSPO Show Contacts:**

Show Manager: Ms. Kim Hsieh. Tel: 886-2-2725-5200 ext. 2262

**Assistant Show** Manager: Mr. Mark Liu, Tel: 886-2-2725-5200 ext. 2658

**Publicity Manager:** Ms. Amber Bien, Tel: 886-2-2725-5200 ext. 2865

E-mail: taispo@taitra.org.tw

#### © 2012 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.

www.bikeshowdaily.com **Editor** Barbara Smit

#### **Contributors**

Ralf Stefan Beppler Mike Dutton Doug McClellan Rachel McPhail Alessa Meuer Carlton Reid Cam Whiting Alan Zhang

At the touch of a button, you could be running on a little mountain trail in Italy. Or if you prefer, you could be jogging along the beach in California or on a dusty trail in the Grand Canyon.



These are some of the destinations included in the Virtual Active by Matrix equipment. The treadmill reproduces the on-screen terrain. If the user slows down, so does the film. If the trail veers sharply uphill, the treadmill gradient changes to simulate the incline. Complete with surround sound, the Virtual Active program enables treadmill users to feel as if they were actually outdoors on one of these spectacular runs.

The partnership between Johnson Health Tech, the Taiwanese owner of the Matrix brand, and Virtual Active, which develops the programs for the treadmills, began two years ago. It is entering a new dimension this year with more destinations and sophisticated applications. The equipment is found in an increasing number of gyms, and Johnson regards Virtual Active as exactly the sort of interactive service that will enable it to continue making a difference in the gym equipment market.

"We are bringing pretty extreme experiences right into the gym and the living room," said Daniel Clayton, vice-president of global development at Johnson. "This is one of the many extras we have been working on in the last years,

so that the equipment contains more interactive options. It also enables us to cover more price points, because the price range will be built up with options, along the same lines as cars. This is particularly important at a time when gyms are diversifying, from the emergence of low-cost gyms to the more service-oriented

health clubs."

All of Johnson's brands are moving in a similar direction. For example, Horizon, the group's quality home equipment brand, offers the Innovation Passport, featuring a wireless connection to a television. The user can view the machine's readout on the TV instead of on the treadmill screen.

"It is a major trend to have a technology platform on the fitness equipment," Clayton said. "There are already many interactive ways to find out more about the impact of your fitness activity, for example with a heart rate monitor. However, we would like to make the technology platform all-encompassing, so that different tools speak to each other."

Johnson also wants to widen the use of interactive entertainment devices on fitness equipment. At the higher end of the price range, fitness equipment may already be connected with iPods and iPads, but Johnson wants to open up its applications to non-Apple electronics.

Johnson's partnership with Lance Armstrong's foundation, Livestrong, is succeeding. The Livestrong line by Matrix chiefly consists of spinning bikes for gym use, while a separate line focuses on home use. A portion of sales go to the Livestrong Foundation, which helps cancer patients.

Johnson achieved a compound annual growth rate of 28 percent in the five years through 2011. The company describes itself as the thirdlargest fitness equipment maker in the world and the largest in Asia, with brands including Matrix, Vision Fitness, Horizon, and the Livestrong license. Employing just over 5,000 people, it ended the year with sales of \$467 million, up by 27%.

Sales continue to shift from home to commercial equipment. Only two years ago, about 45% of Johnson's turnover came from gym equipment, compared with 55% for home use equipment. However, this ratio has been reversed, with 55% of sales in 2011 coming from gym equipment, which yields higher margins. Last year, commercial sales grew faster than the company's entire turnover, with an increase of 37%.

Clayton wants the company to continue moving in this direction. "Our target is to treble the size of our commercial fitness equipment business in the five-year period until 2015. Our growth in this market is stimulated by the diversification of the gyms, which gives us opportunities to cater for more categories of products," he said.

Johnson points to the emergence of low-cost gyms, in which members pay as they go or pay only for very basic services. Popular in the U.S. and emerging markets, such gyms have tight budgets and require products that allow intensive use and easy maintenance.

About half of Johnson's sales come from North America, but other markets are growing, particularly in Asia. Of its 257 stores worldwide, 143 are in China. Another growth market is Brazil, where Johnson has had a subsidia



Johnson has had a subsidiary for the last three years and runs 11 stores.

The company operates three factories covering more than 3 million square feet. Two plants in China produce all of the company's home fitness equipment and commercial strength machines. Cardio equipment for gyms is made in Taichung. The company also owns a components factory in Shanghai so that its production is entirely integrated. The integrated production has enabled Johnson to safeguard the quality of its products and keep a handle on the cost of its maintenance. **BS** 



As part of its forays into international markets, Johnson has been multiplying stores like this one in Taichung.

## **Other Johnson lines gain features**

Along with its award-winning equipment featuring the Virtual Active application, Johnson has enhanced its other product lines. At TaiSPO, the company is introducing an upgraded range of Matrix Ascent Trainers — suspended elliptical fitness machines that reproduce the experience of running up hills or climbing stadium steps while minimizing fatigue on joints. Johnson describes the range as the first of its kind to offer a fully self-powered

entertainment center.

The ClimbMill range was entirely redesigned as well, with new features to make it more comfortable and easier to maintain. Among the distinctive features are wide steps to accommodate more users, Ergo Form grips with integrated controls, multiple handrail positions and an exclusive sweat management system on an anti-rust frame.

Another product launch at TaiSPO is the all-new Suspension Elliptical range by Matrix, which is meant to provide an exhilarating work-out and to reduce equipment wear and maintenance issues. With a patented suspension design, without any wheels or tracks, the equipment was designed to move at a constant acceleration rate. The elliptical range is cord-free and compact, making it easier to place and to move around.

> Suspension Elliptical range by Matrix



## What's The Most Exciting Thing You've Seen At The Show?



Jarda Kubilik Posesorio, Czech Republic

I'm the Taiwan agent for Posesorio from the Czech Republic. I introduce local companies to potential buyers in Central Europe.

We're looking for outdoor and sports clothing companies, especially socks, who have made their name in Taiwan and want to expand. Some socks have already caught my eye, developed by Titan in co-operation with Taiwan Normal University. They're specifically designed for different sports.

S-Team

www.s-team.org.tw



Pojnee Sootthakarn (left) and Joe Chitphan Mall Group, Thailand

We're from the Mall Group of department stores, looking for fitness equipment for the Thai market.

What's exciting this year is the innovation in treadmills, and we're interested in the ellipticals too. We really like the colourful treadmills we've seen.



**Goodluck Obi** GATEGOLD Fitness Products, Nigeria

My company is one of the leading gym and fitness equipment suppliers, wholesale and retail, in Nigeria.

I'm really impressed with the show this year, the range has really grown. In particular, I'm impressed with some of the ellipticals at the Dyaco booth. In fact, I'm just about to make an order.



**Paul Lockington** Dynastream Innovations, Canada

Dynastream Innovations is a provider of electronics for sporting goods equipment; we're looking for manufacturers to integrate our technology into their products.

I've seen some interesting docking stations that attach tablets to fitness equipment, so that they become a console for the equipment. That's a concept I've had in the back of my mind for a year or more, so it's nice to see it coming into play.



#### Visions & Goals

- Taiwan becomes the global high-end fitness manufacturing and R&D hub
- Creating a higher value : Move towards commercial fitness
- S-Team Logo : Evaluation and Certification

#### Joint Innovation & Development

\* Setting the Central National Standard \* Standardizing the key model and parts \* Increasing common parts

#### Joint Marketing & Supplying

\*Promoting the image of Taiwan S-Team Elite League at the international sporting goods fairs. \*Creating a brand image of the fitness made in Taiwan

#### Lean Production Improvement

stablishing lean supplying chain \* Steering high-quality fitness production \* Decreasing waste and loss





YIHSUAN

Sustainability • Technology • Progress

HEALTHSTREAM

magtonic good to be you

CHI HUR



GC

GEOTUN



# **Gyms thrive in tough times**

Despite global economic woes, public interest in health and fitness is on the rise. Gym memberships and spending on fitness are rising in many countries, judging from the 2011 Global Report published by the International Health, Racquet and Sportsclub Association (IHRSA).

"During the current economic downturn, as in previous recessionary periods, the industry as a whole has not fallen significantly backwards," the report states. The fitness business chiefly owes this resilience to the demand of consumers, who hold on to their gym memberships even when their household budgets are under pressure. Asked by Money magazine in February 2009 what five things they would give up to trim their spending, 48% of respondents said that they would not give up their gym membership.

The IHRSA study shows that European club memberships increased by 3% to 44.4 million in 2010, up from 42.5 million the previous year, generating revenues in the range of \$31 billion.

The British market, which is the largest in Europe ahead of Spain, saw memberships decline slightly while revenues remained roughly stable at  $\notin$ 4.4 billion (\$5.9 million). However, the fitness industry expanded in other large European countries like Germany, fueled by budget clubs.

The North American market even

enjoyed a jump of 10 percent in club memberships to 58.1 million, so that the rate of membership reached an all-time high of 17.7% among Americans aged six and above. The U.S. health club industry alone saw its sales rise by 4% to \$20.3 billion in 2010.

At the same time, the IHRSA report points to swift expansion in Latin America and some Asian countries. The Asia-Pacific region was estimated to have generated sales of about \$10 billion for the fitness industry in 2010, with nearly 14 million club members. The rate of club membership reached an estimated 3.2% in Japan, compared with 2.9% in China and 1.9% in Taiwan.

The picture was mixed for Asian countries, as some were affected by economic uncertainties, and in the case of Thailand, even political unrest. China remains a leader in the region's fitness industry, with over 3 million members in 2,400 health clubs. The country's increased enthusiasm for fitness has stimulated the rise of a few Chinese chains, particularly Shenzhen Catic Wellness.

Among the latest fitness trends,

IHRSA found that U.S. clubs were increasingly targeting people over 50, who often exercise to stay in shape and to have more energy for other activities.

"As people age, strength, balance and functional training become even more important, so the trend is that clubs are providing specialized programming and trainers that are specifically trained and certified to work with older adults," IHRSA reports.

Clubs are also increasingly offering programs and equipment for youngsters, since youth membership is growing fast, particularly in the United States.

Remarkably, the number of health club members under the age of 18 in the country climbed from 3.8 million in 2007 to 6.1 million in 2010. Socially-

based exercise is another major trend for the fitness industry. IHRSA's study among U.S. clubs shows that group cycling and boot-camp style programs are still popular, and group strengthtraining classes are increasing. Latin dance and aerobic dance classes are on the rise, as well as classes offering a mix of yoga, Pilates, dance and more.

With these latest trends and the rise of emerging markets, IHRSA has little doubt that the fitness industry will continue to expand in the coming years.

As the organization predicts: "Anticipated growth in the Latin American markets, in leading European countries, and in emerging Asia-Pacific markets positions the industry for robust performance."



Several successful fitness club groups have started focusing on Asian countries.

are about 30% cheaper

petitors. This probably

customers," Chen said.

such as True and BH Fitness, but DK

City also claims a constant stream

"We don't have our own brand of fitness equipment and we produce

different series for each of our

of innovations and adjusted designs.

DK City operates four factories-

three in Taiwan and one in Zhejiang,

China, employing 800 people in all.

The company moved them from

D0319A

than most of its com-

attracted customers

# **Click in, work out on DK City machines**

Personal electronic devices are a familiar sight at many gyms, as people increasingly enjoy working out with their own entertainment. But DK City has taken the integration of these devices one step further: iPad tablets may be clicked directly into the console panel of the Taiwanese company's treadmills. The machines may then be controlled directly by the iPad, with an application that is easily downloaded.

A manufacturer of fitness equipment from Taichung, DK City has come up with many innovations for personal fitness equipment in recent years, such as the Curve Walker, a self-powered machine with a curved incline. This year, the company has been concentrating on its range of commercial equipment, starting with upgraded design and electronics.

"We have teamed up with designers from Spain, the Philippines and the United States, to provide fresh inspiration for our designs," said Snow Chen, the company's general manager. "They have brought in many new ideas, which add to our design and help us to integrate software and hardware."

DK City's range of personal fitness equipment, from treadmills to elliptical trainers and recumbent bikes, currently makes up about 70% of its turnover, against 30% for its commercial range. Chen said the company would strive to retain its share in the personal equipment market, but it wants to briskly enlarge its business on the commercial side.

Apart from the treadmills with consoles meant to lodge an iPad, DK City has come up with many upgrades and adjustments of its personal fitness equipment concepts for the commercial market.

The company's long-time engineer, Fred Hsu, displays a strength machine with a clever new system to change weights.

"The weights are adjusted by an electronic system that is easily controlled by the user on the side of the machine, so that he doesn't have to get up to change the weights by hand," he explained. Hans Huang launched DK City in 1989 as a furniture maker, but about ten years ago it moved into fitness equipment and, two years ago, the mobility market.

Since then, the company has pulled out almost entirely of the furniture business, which made up only about 5% of its sales in 2011. Roughly the same share went to bicycles, with particularly striking innovations for e-bikes, while the remaining 90% of the business is fitness equipment.

DK City estimates that its prices



iPads may be clicked directly into the control panel of DK City's fitness equipment.

# **Chinese tourists buoy the** global scuba diving industry

The scuba diving industry has been treading water in recent years, due to the economic crisis and the maturing of Western markets. But China's new affluence is helping reverse some of that stagnation, according to an international diving organization.

"One of the really, really big growth Western tourists can come to," he said. markets is the outbound Chinese market," said Danny Dwyer, director of marketing and business development for PADI Asia Pacific. "There are millions and millions of Chinese going to resort locations outside of China. That's creating a big boom for outbound tourism."

PADI, the Professional Association of Diving Instructors, is an international certification organization for scuba divers. The organization tracks the numbers of people who take a PADI certification course anywhere in the world—a requirement for anyone who wants to scuba dive.

Dwyer said destinations are scrambling to keep up with the flow of Chinese divers.

"One of the problems we've got at the moment is trying to train Chinesespeaking staff," Dwyer said. "The requirements are going up faster than we can meet demand.'

Divers from the mainland tend to visit destinations where they can most easily obtain a tourist visa, which means such countries as Thailand, the Philippines, Indonesia and the Maldives, Dwyer added.

PADI certification statistics indicate a global market that is mostly mature. PADI operators issued 930,941 certifications in 2011, a slight increase over the year before but still below 2004's peak of 954,049. The number of resorts and retailers that belong to PADI, which has grown every year since 1996, edged up another 1% in 2011 to 6,063.

"In the past 10 years or so, many of the countries that we've been dealing with are mature," Dwyer said. "So you see a little bit of growth, but not the boom growth when new markets open up."

PADI statistics aren't a perfect proxy for the overall diving market, Dwver said. Divers only need to be certified once, although diving operators may require recertification for someone who has not dived in a while.

Dwyer said a new destination market is Sri Lanka, which is becoming popular now that the country's civil war is over.

"We've got some of our staff in Sri Lanka this week reporting on how business is booming over there. When the Tamil Tigers were in Sri Lanka, tourism was restricted. That's been lifted, and the tourism numbers are booming. There are places where

Egypt, one of the world's most popular diving spots, especially for European tourists, continues to suffer the aftereffects of last year's Arab Spring that toppled the Mubarak government.

"Egypt in Europe is like Thailand and the Philippines in Asia. It's an easy-to-get-to place for people in the UK and Europe," Dwyer said.

He added, "Some of the problems that were occurring in Egypt had a huge impact on tourism into that region. We saw a lot of people bypassing places like Egypt to come to Asia."

According to PADI statistics, those divers went instead to such Asian destinations as Thailand—until the massive floods last summer and fall sent them elsewhere.

Egyptian tourism officials are urging visitors to return to their country, noting that Cairo is about a five-hour flight from London. And Dwyer said resorts are showing some signs of recovery.

But political unrest is still giving some tourists pause.

The Canadian government, for example, recently reiterated its advice that citizens "exercise a high degree of caution" when visiting Egypt's Red Sea coastal resorts such as Sharm el Sheikh, Dahab and Nuweiba—all popular diving spots.

Canada also advised visitors to by pass Cairo and fly directly to the resorts. It said several robberies had been reported in the resorts, and reported that "tensions between the tourism industry and local Bedouin tribes are high.'

The U.S. State Department is a little more sanguine.

Diving off of the Caribbean island of St. Kitts.

"The tough times are not over. Because the industry's core consumers are traditionally young professionals, a complete rebound in revenue has not yet occurred," said Caitlin Moldvay, an industry analyst with IBISWorld.

She said the effects of the downturn, which was most severe in 2009, have forced U.S. dive shops to consolidate and shed employees. Because scuba diving is a relatively expensive sport, it was particularly susceptible to the downturn in

consumer spending.

"The number of industry employees is expected to decline at a 2.7% five-year annualized rate to 8,885 in 2012," she said.

The U.S. industry is struggling to regrow participation. After a boom from 1985 to about 2000, the diving industry lost more than 25% of its participants in the eight years to 2009, according to the Sporting Goods Manufacturers Association, a U.S. trade association.

PADI: Mature Diving Industry Ekes Out Growth

	Year	Individual Members	Annual Growth	Annual Cerftifications	Annual Growth	Retail/Resort Members	Annual Growth		
ı	2001	109,958		907,171		4,706			
<b>a</b>	2002	118,892	8.1%	896,977	-1.1%	4,987	6.0%		
g	2003	123,741	4.1%	907,722	1.2%	5,156	3.4%		
9	2004	127,077	2.7%	954,049	5.1%	5,352	3.8%		
25	2005	130,472	2.7%	927,529	-2.8%	5,364	0.2%		
	2006	131,714	1.0%	936,579	1.0%	5,513	2.8%		
	2007	133,562	1.4%	952,716	1.7%	5,718	3.7%		
	2008	134,959	1.0%	952,097	-0.1%	5,861	2.5%		
es	2009	135,499	0.4%	897,401	-5.7%	5,935	1.3%		
ne	2010	135,038	-0.3%	923,571	2.9%	6,005	1.2%		
ıt	2011	135,945	0.7%	930,941	0.8%	6,063	1.0%		

While the United States also has Egypt under a "travel alert," it noted that the security situation in most tourist centers, including Sharm el Sheikh and other Red Sea resorts, "continues to be calm." Meanwhile,

the U.S. diving industry continue to recover from th recession, a recent market survey concluded.

# Wetsuits keep Aropec afloat

Huge stacks of neoprene sheets are delivered every week to the gates of Aropec, the maker of diving equipment in Taichung. Permeated with the smell of glue and the clickety-clack of stitching machines, the plant has already turned into a large-scale supplier of wetsuits and other water sports outfits and equipment. But in the last months Aropec has embarked on far-reaching investments to support its own brand.

"With the Aropec brand, we are offering the same quality as our main competitors, but at a price that is a little lower and adjusted to each of the markets," said Marvin Wei, the company's managing director. "With all our investments, we would like to build Aropec into one of the leading brands of wetsuits in the international market in the coming years."

Aropec grew out of a shoe factory launched by Ken-Sen Wei, Marvin's father, nearly five decades ago. When shoe production moved to China, in 1974, Aropec decided to switch entirely to neoprene suits. It became the leading supplier of neoprene suits in Taiwan, and one of the largest in the world, with OEM customers ranging from Tusa to Cressi and Aqualung. Aropec employs 112 people for production, spread over two plants in Taichung.



The cutting machine slices through the neoprene sheets.

About ten years ago, Aropec established its own brand and started building partnerships

with agents in more than twenty countries — some of them selling only a range of Aropec products for triathlon, a fast-growing market.

However, it is only this year that the brand will be given proper logistical and marketing support, after Aropec hugely expanded its own range. It fills a thick catalogue containing heavy-duty scuba diving equipment as well as light equipment for water sports, such as neoprene suits, rash guards, fins, masks and much more. Another part of the catalog contains kayaking and rafting equipment.

To begin with, the company has roughly quadrupled the size of its warehouse to nearly 2,000 square meters (21,500 square feet).

"This will enable us to have sufficient inventory and to ship products to our distributors and other customers at once," Wei said. "If we are able to deliver this service, then our distributors will not have to take so much risk to invest in their own stock of Aropec products."

Aropec is also offering marketing support to its agents. It has put together a slick and impressive catalog of Aropec products, which will be given free to retailers. The company will attend more regional trade fairs. And last year it launched a consumer website in nine languages.

Aropec products are priced about 15% below similar products from leading international brands. However, the company wants to distinguish itself by adjusting prices

Marvin Wei, managing director, is investing ir logistics and marketing for the Aropec brand

in individual markets.

Among its main targets are Brazil and Russia, and the company points out that it has an advantage delivering to smaller but attractive markets in Southeast Asia, such as Fiji and Palau.

"Their orders are very suitable for Aropec," said Wei. "The size of the orders is fine for us, we have the products in our warehouse and are able to deliver them quickly."

He estimated that Aropec would spend about \$100,000 for this marketing push.

Wei said Aropec also plans to recruit an international brand manager and commercial designers, and invest in systems to manage its instant deliveries.



An Aropec designer drawing a new wetsuit.

# **Ever-Quick puts an airbag in your belt**

Ever-Quick introduced its original patented pop-out flotation aid five years ago. The Hsin Chuang City, Taiwan, company invented an airbag worn on the wrist, which is activated with a CO2 cartridge.

At TaiSPO this year, the company is introducing a logical next step: a belt that uses the same instant airbag technology. Like the original F-Watch,

the belt is useful for hesitant swimmers, water rescue personnel and divers seeking an unobtrusive emergency flotation aid. The belt features a larger pop-out airbag than the F-Watch, but is also activated by a CO<sub>2</sub> cartridge. Ever-Quick's managing director, Ray Huang, said the F-Watch, and the new belt, are for emergency use

only. The products use standard 16g threaded CO2 cartridges. Ever-Quick was founded in

1989 as a textile manufacturer.

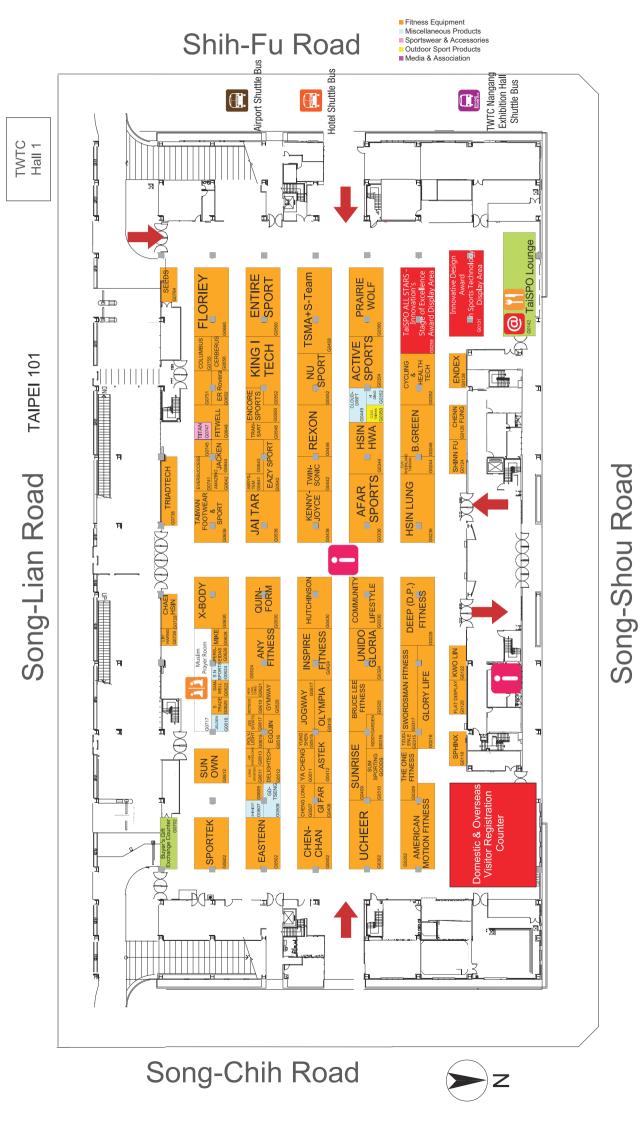


# Floor Plans TWTC Exhibition Hall 1, 1st floor



# Floor Plans TWTC Exhibition Hall 3, 1st floor

TaiSPO



# Insole sales bring outsized growth

Caroline Steffen, multiple winner of Ironman triathlons, regularly wears them. Thousands of golfers around Europe and Asia have adopted them, and they relieve the aching feet of many other runners and ball players. They are Footdisc insoles, made by Global Action from Taipei, and they have taken off: Sales last year were no less than 150,000 pairs.

Global Action teamed up in 2007 with Currex Motion, a German company that developed equipment with thermo-chromic material to measure the shape of a foot and the axis of the leg.

The flat oval measuring device is manufactured by Global Action's factory in Taipei County, which employs about 20.

At the same time, Global Action has come up with insoles to match three different combinations of foot shapes and leg inclinations measured by this device. They can be fitted into any sports footwear with a removeable insole.

Global Action supervises production of these insoles by Fortune Industry, a manufacturing partner in Vietnam. The Taiwanese company has rights to sell the measuring devices and insoles in Asia, while they are sold in Europe and North America by Currex Motion (marketing in Europe as Currex since last year).

While standard insoles sell over the counter for a few dollars, fully custom soles for podiatric purposes can fetch

more than \$250. Footdisc insoles sit in the middle, retailing at between \$60 and \$90, and they offer many of the advantages of medical insoles.

"These insoles are unlike others because they are semi-customized," said James Liu, Global Action's general manager.

"They are particularly beneficial for people with foot pain, lower back pain and several other associated ailments," Liu added. "More than half of the buyers are women, who have pains associated with long hours of standing in factories and service jobs."

It took four years for Global Action and its European partners to sell about 300,000 pairs of insoles – and about half of them were sold last year alone, pointing to the brand's rapid growth.

The company expects to sell at least 200,000 pairs this year. It is introducing several new models at TaiSPO.

About 80% of Footdisc sales in Asia are generated by sports stores, through outlets specializing in such sports as running, golf and outdoor. The remainder is sold through general footwear stores and pharmacies. In 2009, Runner's World magazine ranked Footdisc as the best insoles on the market, also because they are particularly light, down to 44 grams. The soles are expected to last for about one year, depending on the intensity of their use.

The company's marketing investments clearly target consumers who practise sports.

Rolf Eberhard, marketing manager of the Lowa outdoor footwear brand, agreed to feature in an ad in which he confirms that he used Footdisc insoles when he climbed Mount Everest.

Footdisc is endorsed by the pitcher f the Sinon Bulls baseball

of the Sinon Bulls baseball team in Taichung, as well as several triathletes. It even sponsored the Taiwanese team at the Deaflympics, a version of the Olympic Games for deaf people – including a Taiwanese athlete who won the bronze medal for the decathlon.

While the current range may already be used for many sports, Footdisc is widening its offer this year with a range of thinner insoles.

"They are meant to be

inserted into alpine ski boots and cycling shoes, which have to be very tight and therefore



leave little space for insoles," said Liu. "We are also considering thinner insoles for soccer and futsal shoes." Another project is to develop comfort clogs.

Global Action is owned by five individual shareholders, none of them otherwise involved in the sports business. It reached a turnover of about \$2.5 million in 2011.

Footdisc's insoles are semi-customized to match the shape of the foot and the axis of the leg.



2012 TCS Booth#L1007 2012 EV Taiwan Booth#D0230 2012 Taispo Booth#D0319a



### Installation 3 Steps

- Replace front wheel by dbRevO
- Install wireless LCD console & brake
- Power on and Go!

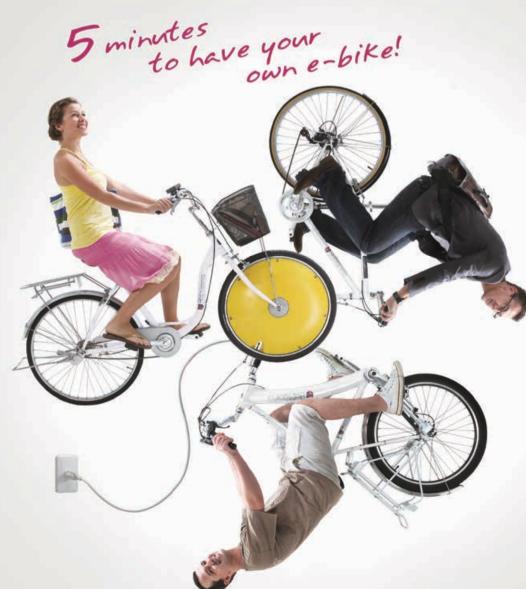




dbRevO had been awarded TAIPEI CYCLE d&I awards 2012!

### DKCEITY

No. 1 Lane 160 Sec. 2 Tan Fu Rd., Tan Tzu District, Taichung Taiwan 42748 P: +886 4 2532 1000 F: +886 4 2532 5000 E: ezpro@dkcity.com



## 'You can't ignore difficulties' New TSMA president promises active response to global market upheavals

Catherine Wang, one of the general managers of the Yuan Chi group, a manufacturer specialized in inflatables, was elected president of the Taiwan Sporting Goods Manufacturers Association (TSMA) last year, at a time of uncertainty for the industry. Rapidly immersing herself in the issues facing the market, she has already deployed many contacts and projects to support Taiwanese manufacturers.

With cheerful entertainment and lively conversations, Taiwan Night has become one of the most popular evenings at ISPO, the trade fair for the international sports industry, held in Munich. It has turned into a tradition, held since 1999 and again attended by scores of prominent guests at this year's edition a few weeks ago. "One of our strengths is that many people in the industry like to do business with Taiwanese manufacturers." remarks Catherine Wang. "Such events are an opportunity for us to deepen our contacts in the international sports market, and to provide support to the Taiwanese industry."

Since she was elected for a threeyear term last March, succeeding George Wood, Wang has spent part of her time learning about the different parts of the industry. She discovered categories like fitness and related sports equipment but found that Taiwanese manufacturers in different categories were often moving in the same direction, becoming traders as well as manufacturers to expand their business.

The development of the Yuan Chi group itself partly reflects the trend of the last years: while based in Taiwan, it runs factories in Thailand and China, and is selling balls under its own brand name, Vega. It also produces balls for Spalding, the wellknown basketball brand, and has an agreement to sell Spalding products in Taiwan and China.

#### **Build on exposure**

For Wang, trade fairs should remain the focus of the TSMA's actions, to help Taiwanese manufacturers develop further. "With such fairs, our manufacturers gain more exposure as well as more insights," she said. "Our relationship with the world federation is also a key factor in this respect, because it enables us to attend crucial meetings and to bring more customers to Taiwan. It all gives our manufacturers more business opportunities."

The TSMA's budget for last year also enabled it to upgrade its computer system, to capitalize on the exposure of Taiwanese manufacturers at trade fairs. The association's website has become quicker, so that users may upload information on Taiwanese manufacturers more

#### easily.

Among the longer-term issues faced by many of the TSMA's members is the fierce competition from Chinese manufacturers. "The first step is that you can't ignore these difficulties. You have to face them," said Wang. "But it's important to realize that we have manufacturers of different sizes and levels, which requires different approaches. Some of the companies that already deliver a high level of research and quality are mostly interested in developing their own branded business, while others could do with more investment in their research."

For a start, just after Wang was elected, a bold project was launched by leading Taiwanese manufacturers of fitness equipment, to share information and implement best practices, in order to improve the entire supply chain. The S-Team (see story in yesterday's TaiSPO Daily) was initiated by Peter Lo, president of Johnson Health Tech, and strongly supported by the TSMA. "We had to visit many factories in Taichung to explain the concept," said Wang. "It's not easy for companies to open up their factories to competitors, so we want to be a good bridge to help the industry to understand the benefits."

#### Payment issues

While this initiative will take several years to yield strong results, some Taiwanese manufacturers have also been confronted with the sluggishness of the European and American economies, sometimes leading to payment problems. Several Taiwanese companies have gone out of business because brands and retailers failed to pay their invoices or paid them with a delay, which made it harder to pre-finance production.

"Many people are worried about this issue. It is causing fear, which is not positive for the development of our industry," said Wang.

Among the solutions that she is exploring is a system applied in Germany, where fund providers may deal directly with the purchasers of sporting goods.

"The factoring system of our Taiwanese banks is that the banks pay the invoice, but the manufacturer has to pay a relatively high insurance fee and the banks' conditions are sometimes a little strict, so we are looking into alternatives," said Wang.

"For example, there is German system whereby the fund provider will act as the buyer of the products, and the actual buyer pays for the financing fee, even though the costs end up being shared as part of the negotiations between the manufacturer and the buyer."

#### **Constructive partnerships**

The progress of the Economic Cooperation Framework Agreement (ECFA), the trade agreement signed by China and Taiwan in June 2010, is of particular importance for Taiwanese sporting goods makers. Wang said that import and export duties for trade with mainland China on golf balls, most fitness equipment and some other sports-related products should already be reduced this year – as part of the agreement that aims to reduce or eliminate duties on bilateral trade. Wang said the import duties for fitness equipment exported from Taiwan to China reached 6% in 2011. The agreement reduces the duty to 3% in 2012 and to zero in 2013.

The outcome of the presidential elections in Taiwan, in January, also has helped stabilize the nation's relationship with mainland China. "We are not politicians, but steady conditions are important for us to conduct our business," Wang said.

Meanwhile, Wang urges Taiwanese manufacturers to strike constructive partnerships in more categories of sporting goods production, along the same lines as the S-Team.

"We are facing growing competition not only from mainland China but also from manufacturers in other countries that are becoming increasingly aggressive in their own efforts to gain customers, such as India and Vietnam," said Wang. "I think that sharing is one of the most important ways for the industry to move forward and to take market share." **BS** 



Catherine Wang welcomes visitors on behalf of Taiwanese sports manufacturers.

# **TaiSPO Snaps**



No tourist outing: prominent guests at the VIP tour are requested to check out fitness equipment.



George Wood, chairman of the WFSGI's manufacturers committee, greets Jaime Ming-Shy Chen, Deputy Director General, Bureau of Foreign Trade, MOEA



Dancers strut their stuff onstage at the grand opening of TaiSPO yesterday morning.



Industry chiefs cycling to the TaiSPO opening ceremony.



One of the many attractions at the DK City booth.



Buyers try out their shooting skills with the award-winning basketball game from Hi-Star.

### Taiwan Paiho builds its company on a shoestring



Hayden Lee with the latest Paiho laces and touch fasteners.

Taiwan Paiho, a large-scale supplier of components for sports footwear and apparel, is preparing to open a new factory in Indonesia as it continues to expand.

The plant will open in August and produce laces and bamboo charcoal yarn. Laces are a huge specialty for Taiwan Paiho, which made nearly 30 million pairs of them last year. It already has four factories for producing laces in Taiwan, China and Vietnam. Its customers include most of the



A0314

Over the years, Taiwan Paiho has come up with countless innovations. It's introducing several more at TaiSPO, including laces with bamboo tips and combinations of plastic and copper.

Footwear brands also rely on Taiwan Paiho for innovation in elastic, trim webbing and particularly touch fasteners, the product that launched the company.

It was established as San Ho Hsin Limited in 1979 by the three Cheng brothers, to make version of Velcro, the name then given to touch fasteners.

San Ho Hsin briefly had a joint venture with Velcro, but the Taiwanese firm bought Velcro out of this partnership a few years later. It then set up Taiwan Paiho and went on to outgrow its American rival.

Yet another generation of touch fasteners is to be displayed at TaiSPO. "We are introducing thinner and more lightweight touch fasteners, and we have included an option to decorate the strip underneath, as an extra detail for the brands," said Hayden Lee, senior development manager at Taiwan Paiho. "These touch fasteners are also stronger than ever but softer, so they won't scratch garments."

Bamboo charcoal yarn has become another major specialty for Taiwan Paiho.

The product was developed in partnership with the Council of Agriculture and Industrial Technology Research Institute of Taiwan. Bamboo shoots are cut after three years and burned for several days. The resulting yarn delivers specific qualities for odor-repellent and warm fabrics – contributing to the description of bamboo charcoal as Taiwanese "black gold." Taiwan Paiho even has its own brand of products using bamboo charcoal called Lacoya.

Taiwan Paiho currently employs some 600 people in Taiwan. About 5,500 more people are employed at Taiwan Paiho's plants in China and Vietnam. It also has marketing and sales offices in Europe and the United States.

# **Double Hero sets its sights on eyewear**

While much of Taiwan's fitness equipment industry has settled down in Taichung, Tainan has become a leading hub for another sports-related business: the production of eyewear. The former capital of Taiwan boasts more than 500 factories involved in making eyewear, forming an efficient supply chain, and some of them have a wide range of products for sports.

Among them is Double Hero, headed by Michael and Betty Lee. Like many others in Tainan it focuses on plastic eyewear, capitalizing on the industry's innovation in plastic injection techniques. Double Hero sold more than 14.4 million pairs last year, about 30% of them intended for sports.

"Taiwanese companies have the leading technology in precise plastic injection molding, while Japan, South Korea and other countries focus on the design and production of metal eyewear," Michael Lee said. "When it comes to design quality and innovation, Taiwan still has the lead."

Two years ago, Double Hero introduced I-Sport, a range of stylish glasses meant for sports at affordable prices. Sports eyewear generates about 30% of Double Hero's sales, compared with 50% for fashion glasses and 20% for senior and children's eyewear.

The I-Sport range is targeted at markets in Southeast Asia, led by China, but other ranges are sold to customers in many other international markets. Double Hero prides itself on offering ranges that are adjusted to the specific requirements of each customer – shinier for the American market, for example, and more lowprofile for European countries.

Lee describes this flexibility as the strength of the eyewear industry in Tainan, owing to its integrated approach and friendly partnerships. "The production of eyewear requires many complicated procedures, which are almost impossible for isolated companies to handle all by themselves," Lee said. "That's why we have chosen to forge partnerships, which make us small but agile."

As he recalls, some Taiwanese companies tried to start eyewear factories in China or Vietnam a few years ago to take advantage of lower labor costs. "But they failed, because they didn't have the partners to form the sort of supply chain we have here," Lee said. "All of the manufacturers in Tainan are highly skilled and we rapidly deliver the raw materials and semi-finished products to each other."

The Lees started their eyewear business in 1990, after Betty gained experience by working in an optical store for several years, while Michael tried his hand at foreign trade. For a while they continued both of their activities, making eyewear as well as trading in household products like cutlery.

After about ten years, however, the Lees decided to focus entirely on eyewear and to invest in their infrastructure. Spruced up a few years ago, their office in Tainan functions as a marketing and design center, and employs more than 30 people. ■ AZ



Michael Lee in his showroom, which displays more than 1,000 pairs of glasses. The manager said that Double Hero could launch up 600 new styles per year.

### 46 TAIPEI SHOW DAILY

**Product news** 

The Run Series Run 4.0 treadmill by P&F Brother features Easy

Touch, an innovative interface that offers an easy as well as moti-

vating experience at the tip of your fingers. The users only have to touch the screen to select programs, to adjust their workout or

The Belliptical magnetic bike by

Pro-Supra International is built with

an inner magnetic wheel of 5 kg with

a two-way system and one PC crank.

The computer's main functions are to

indicate speed, distance, hand pulse,

# **New Products 2012**

The SPR-XNA1266E elliptical magnetic bike by Pro-Supra International features an outer magnetic wheel of 6 kg with a two-way system. It has a manual 8-level resistance adjustable system, and a smooth and silent belt transmission.



time, calories burned, and more. The machine has a smooth and silent belt transmission. **280)** 

0609

**C0609** 

B0209A



The Flight series F24 treadmill is meant for runners who seek a pure running experience. They will enjoy the spacious running deck of this P&F Brother's machine, its bright LED console, sturdy frame and

The Spirint AC Light Commercial Treadmill features

a smooth deck, which provides the ultimate shock

absorption system and delivers a perfect balance between cushion and road feel. The treadmill by

P&F Brother has an integrated system with audio

Zen Pro TVR-6920F is a vibration platform that

functions. Apart from normal vibration benefits,

distinguishes itself with its multi-purpose

the TVR-6920F by Tonic Fitness Technology

has a built-in professional sculpture fitness program. With this program, users may

not only train their body but also sculpt

platform allows for more postures and

better stability.

their shape, all on one machine. The large

functions, fan and USB charger

all conveniently integrated into the machine for a more

pleasant workout. The heart

to better control their running

rate control function also

provides heart rate status feedback, enabling the users

pace.

smooth power delivery.



Active Sports is introducing the



Hi-home series of home fitness equipment, with three treadmills and two elliptical machines, which constitute a sound investment. The company focuses on quiet, comfortable and motivating fitness equipment. All of the company's machines are built with structural integrity and software that will make workouts more enjoyable.

tune in to their favorite

workouts. The menu on

the screen appears only when needed. The 14" interface and bright LED provide an outstanding visual display for an enjoyable workout.



The i-Shape TVR-8510E is a whole body stretching machine with dual vibrating platforms and an intermediate vibration intensity. Tonic Fitness Technology describes it as the only stretching-vibrating machine on the market, most suitable for professional users, from clubs to hotels and beauty salons. Users just need to follow the built-in 66 different stretching and training postures and feel the effect. Without turning on the vibration motor, the "Pure Stretch" function allows the user to stretch by following the new colorful TFT touch panel's demonstration.



B0209







# **New Products 2012**

Hi-Star Co has come up with the Dream Shooter 3D Green Phantom, a new two-in-one game: an NBA threepoint shot game, and free throw game. With its patented rotating e-control board, the rules are similar to that of the NBA three-point game. A patented hit rate infrared sensor is hidden in the steel tube. The electronic control board has moving subtitles, scoring, time, top record and audio.



The Golf Universal slope by Hi-Star provides outstanding golf practice equipment, simulating the golf course with its rotating platform. The e-control grass slope can rotate 360 degrees, either in auto or manual mode. To be used by up to four players, the slope has high-quality nylon grass for arm protection from the swing. The separate design of the grass and the gear makes it possible for the coach to set up a camera in the front.



The Smartpong table tennis robot by Teh Jou Science and Technology has an infrared remote controller, wireless remote control and LCD display. it's easy for users to operate. A gadget net gathers balls so that the table may be used continuously. Another device ensures balls are delivered for uninterrupted play. In auto mode, nine kinds of ball deliveries are built into the robot itself. In manual mode, the

users can set every value individually. And in memorial mode, nine groups of settings can be memorized. The robot generates topspin, backspin and sidespin with up to eight different variations.





CU03

The Sporty Music Recorder and Coach is marketed by Alatech Technology as the first personal sports coach combining sport with music in the same device. It not only collects data through sensors to help the users organize their sport-specific data and focus their analysis, but it also relaxes the

mind and soul with favorite tunes (MP3,WMA,WAV) while the user is jogging or walking. The data is easily retrieved with a USB connector for viewing and analysis. The coach is available in blue, yellow, white and pink.



Alatech Technology's outdoor watch is meant to

be worn while mountain climbing, camping and practicing other outdoor activities. It provides real-time monitoring and records exercise times, hiking altitudes and calorie consumption, as well as heart rate and other information. The outdoor watch is available in black, red, iron grey and blue.







Hi-Star's Soccer Table 3D Green Phantom is billed as the biggest soccer table in the world with tempered glass cover. It features a patented auto serving ball from center field play by the

loser, as in a live game. The player can easily control the ball and play kick-fly ball as in 3D games, which is another patented feature. The field design has light, and the series includes two coin machines and one ticket machine



The Smartpong table tennis robot is a unique product by Teh Jou Science and Technology, with wireless remote control and LCD display. The infrared remotecontrolled table tennis smart pitcher with installed microcomputer offers stable performance and superb

functions. Smartpong is not only the first table tennis robot controlled by a microcomputer, it also has a wireless infrared remote controller with LCD screen display. It uses parts made in Taiwan for better quality.



A0823/

This heart rate monitor by Alatech Technology features customized workout plans through user setting to reach your personal workout goal. It offers real-time message feedback to monitor calories burned and training results. Among other indicators, it provides real-time heart rate, average heart rate and maximum heart rate.





### **Shining bright All-Stars awards for brightest Taiwan firms**

Sixteen companies yesterday received an All-Stars Excellence award, which distinguishes firms with particularly innovative products made in Taiwan. The competition is organized by the Department of Industrial Technology (DOIT) and the Ministry of Economic Affairs (MOEA), and the awards were handed out just after the opening of TaiSPO yesterday morning.

Products with recreational benefits were apparently favored by the jury. One of the winners with high entertainment value was the Game-Bike introduced by Chen-Chan Health Technology, a stationary bike that may be connected to different game consoles such as Wii, PS3 and Xbox. While car-racing or go-karting virtually, the users may also keep track of the calories they are burning.



Another quality favored by the jury this year was the "green" aspect of sports equipment. The award winners thus included Sports Art and its Green System, an inverter that captures energy generated by the users of fitness equipment and feeds it back into the power grid as directly useable energy. Sports Art's smart innovation hit the market this year, to be sold in pods of up to 20 green

system cardio machines per inverter.

i-Sport's investment in green and energy-saving equipment was equally appreciated. The company has come up with a movable Ergo Fitness set, which is entirely selfpowered and even generates power that may be stored in a battery – to be used very easily to load electronic devices like mobile phones.

Still in the fitness equipment category, Dyaco's Spin Bike Trainer seduced the jury of the All-Stars awards as well. The company describes it as a bike that gives the feeling of a speeding spin bike and real road cycling training at the same time. The Spin Bike Trainer is fitted with a flywheel that has the same type of inertia as a high-speed bicycle, and offers the same fun as riding outdoors.

The Tonic Fitness bike is particularly useful to increase the development on both sides of the body and reduce the risk of injury. It has a sensor detection module to detect the user's strength and the angle of the pedal. This will help the user to find out the best and most efficient way to pedal.

Entirely different is Community Lifestyle, which makes Timix Outdoor equipment. Featuring a three-way waist trainer, an elliptical trainer and a rambler, among others, the series is designed to train major body parts while improving cardiopulmonary functions. Timix Outdoor is designed particularly for outdoor gyms, for those who need training in free-of-charge open space.

While fitness equipment manufacturers won ten of the sixteen



companies specialized in equipment for other sports. Ever-Quick won an award with its Fwatch aqua-floating aid: it consists of an airbag that is fitted into a watch, and may be inflated by the wearer in case of emergency in the water. The floating aid may also be used in swimming classes, and it functions as a cool watch when not used for

water activities Victor Rackets was the only company to win an excellence award in the racquet sports category. Apart from its equipment, the company came forward with a range

**Excellence** Award

Golf Universal Slope 11c

@Didi A6 Putter Coach

Watt Of User DX-96wu

Game-Bike + Fitness

My Movable Ergo Fitness Set

Green System For Fitness Equipment

excellence awards, the others went to of badminton footwear with the innovative Trinetic system – the triple-effect energy conversion system. It provides shock absorption, bounce and stability. Lab tests shows that Victor's Ace footwear recovers from deformation in almost 50% of the time needed for other badminton shoes





### TaiSPO 2012 ALL STARS

#### — Innovation's Stage of Excellence

**Product Category** 

**Golf Equipment & Accessories** Golf Equipment & Accessories Fitness Equipment & Accessories Fitness Equipment & Accessories Fitness Equipment & Accessories Fitness Equipment & Accessories

Fitness Equipment & Accessories Fitness Equipment & Accessories Fitness Equipment & Accessories Fitness Equipment & Accessories Fitness Equipment & Accessories Fitness Equipment & Accessories Sports Wear & Outdoor Sports Sports Wear & Outdoor Sports Water Sports Equipments Indoor Sports & Accessories

#### Product Category

Fitness Equipment & Accessories Sports Wear & Outdoor Sports Indoor Sports & Accessories Indoor Sports & Accessories Indoor Sports & Accessories

#### **Company Name** HI-STAR CO., LTD.

CHEN GIANT TECHNIC CO. LTD TONIC FITNESS TECHNOLOGY INC. SPORSTART INDUSTRIAL CO., LTD. I-SPORT INTERNATIONAL CO., LTD. CHEN-CHAN HEALTH TECHNOLOGY MARKETING CO., LTD JOHNSON HEALTH TECH, CO., LTD. FITCREW FITCREW PROTEUS SPORTS INC. DYACO INTERNATIONAL INC COMMUNITY LIFESTYLE CO., LTD. KING BOOF INDUSTRIAL CO. LTD VICTOR RACKETS IND. CORP EVER-OUICK CO., LTD. ALATECH TECHNOLOGY LIMITED

**Company Name** 

UCHEER HEALTH TECH CO., LTD. ACMOS TECHNOLOGY CO., LTD. HI-STAR CO., LTD. UCHEER HEALTH TECH CO., LTD. KUO NAO CO., LTD.



4th floor

V1107A

# **New Products**

### Look 920

Made of carbon fiber, Look's new fully suspended mountain bike is light and offers piloting precision with the integration of its new A-Stem. The 920 is suitable for a wide range of riding, and offers performance whether the rider

is climbing or descending. The kinematics will please both touring cyclists as well as racers, from cross-country to marathoners.



### Focus Raven 29r 1.0

The athletic appearance of the Raven 29r is not just an expression of Focus development philosophy but also addresses the requirements of top-level riders. High ridigity of the steering head and bottom bracket help make the Raven 29er 1.0 a comfortable ride.



### Cateye HL-EL620RC Nano Shot

N1201

This USB rechargeable headlight is nano-sized but emits a massive output of light. Compact and very light, the Nano Shot uses what Cateye calls OptiCube technology to produce a powerful wide beam (250lm/2000cd). Modes include

high, low and flashing. The Nano Shot runs up to 12 hours on a charge. A USB cable is included.





### Discover one of the fastest growing AFTER SALES and OEM component supplier worldwide!

Discover ...

#### **ENORMOUS CHOICE - XLC ONE-STOP SHOP**

Full range containing over 2000 products including nearly all product categories from spare parts, accessories, components to clothing!

#### **EXTENSIVE SALES SUPPORT**

Use our successful XLC packaging concept in combination with our extensive product carrier system - for a stylish, well organized and consitent shop appearance.

#### FAST & RELIABLE DELIVERY WITH INTERESTING **CONDITIONS!**

Profit by our refined logistic chain and our short term ability to supply, as well our special direct delivery to Asia delivery concept with extremely interesting conditions.

Visit us on the Taipeh Show, NanGang Exhibition Hall M1219 or www.xlc-parts.com





XLC International GmbH Max-Planck-Straße 6-8 97526 Sennfeld - Germany

### 50 TAIPEI SHOW DAILY

# **New Products 2012**

#### Spank Spike Race28 Wheelset



The first in Spank Industries' line of complete wheelsets, the 1,960g Race28 gives gravity race and AM/enduro riders weight-optimized competition rims at an affordable price. The Race28 EVO wheels come in a range of con-

figurations, including 135 and 150mm (adaptable to 142 and 157mm), rear hub O.L.D., and 12mm thru and standard QR rear interfaces (10mm thru axle adapter kits are also available). Front wheels are equipped for 20mm thru axles, with adapter kits available for standard QR and 15mm thru axle.



### **3T Aduro Aerobar**



3T's Aduro aerobar debuted on Cervélo's new P5 bicycle. Now 3T is offering a slightly modified version for the aftermarket. 3T says the Aduro has the lowest drag co-efficient of any aerobar on the market, while meeting UCI regulations. Extensive wind-tunnel testing led to the design: a one-piece

stem/basebar, and either a low-mount or high-mount elbow-rest/extension clamp attached to its top surface. The low-mount rest/clamp puts the elbows at the level of the aerofoil's top surface, while the highmount rest/clamp sits atop a 5cm tall "flying-V" support.



#### SKS Injex T-Zoom



The T-Zoom compact pump with a universal multi-valve connector leads SKS's new Injex series. With a large volume per stroke, the T-Zoom is made for trekking and mountain bikes and achieves a maximum pressure of 10 bar (144 psi). The collapsible T-Grip, telescoping function and valve clamp lever made the T-Zoom compact and comfortable. The T-Zoom is 256 mm long (10 inches) and weighs 166g.



### **XLC Cellphone Bag**



Because cyclists increasingly use their smartphones for navigation, XLC – the parts and accessories brand of Winora – is launching a new bag for cellphones and MP3 players. The main compartment is padded for protection, while a

transparent panel makes the display easy to read. A carrying strap is included.



#### **Pro-Lite Aneto XC MTB Wheel**



Pro-Lite new MTB wheel line spans the range from opening price point to premium products. The Aneto XC is an alloy XC wheelset with a hybrid carbon fiber front hub. It uses a flash welded rim with I-Beam internal

structure. The wheelset marries anorexic weight with durability and versatility. Its 2-in-1 front hub is compatible with QR and 15 mm thru-axles, and the 3-in-1 rear hub is compatible with X12, 12mm and QR. Weight: Front 632g; rear 979g.



### O-Synce Navi2move x



O-Synce's streamlined Navi2move x training partner connects with a range of ANT+ sensors to track such vitals as heart rate, cadence, power and unight management. The

and weight management. The Navi2move x offers three key features: training, navigation and geo-caching. Users can upload training schedules for several days. The navigation feature accommodates routes uploaded in the GPX file format. Its rechargeable battery can be easily replaced.

### 720armour Dart CRX



Dart CRX is the prescription version of 720armour's sleek Dart. Prescription lenses fit securely, flush against the comfortable wrap-fit frame without inner holders or outer gaskets. The patented Compressed Venting System

maximizes airflow to keep the user cool and prevent fogging. The CRX accommodates a selection of Polarized, polycarbonate smoke, and photochromic lenses. The CRX comes with a kit for opticians.



### Dahon Mu N360



The Mu N360 is a marriage between Dahon's popular 20-inch Mu folding bike and the NuVinci N360 continuously variable transmission hub. The

N360 offers an unlimited number of gears and is as easy to adjust as the volume on the radio. The fully enclosed gear system is weatherproof and intuitive. The Dahon Doublestand allows the user to fold and unfold the bike in about 15 seconds without lifting it off the ground. Yet the Mu N360 is lighter than its predecessors, and lighter than most 20-inch folders.



## TAIPEI CC/e 51

#### World's Top 2 Cycle Shows - 1 Advertising Package

Eurobike and the Taipei International Cycle Show are the world's #1 & #2 Bicycle Trade Shows. Use the official Show Dailies to project your marketing message and make the most of your valuable show investment...





This is the deal

Book an advertising package for both EUROBIKE 2012 and TAIPEI CYCLE 2013 Show Daily at once, and get a 20% DISCOUNT. For details, contact sales@bikeshowdaily.com.

Taipei Show Daily — March 7, 2012 issue — Advertising index							
720Armour	6	Focus	24	Тауа	14		
Airace	9	ISPO Bike	27	Tern	52		
Asia Bike	29	Kind Shock	5	Tern/Biologic	23, 25		
Bergamont	11	КМС	31	TranzX	21		

Dergumont	11	RIVIC	51	Trunz/
Chosen	15	Messingschlager	1	Velo
Crops	12	O-Synce	15	Wellgo/Xpedo
Dahon	13	Shimano	7	Willing Industry
DK City	42	Stevens	22	Winora/XLC
Eurobike	2	TSMA	36	

# CYCle

# **SHOW DAILY**

**Credit & Contact Info** 

#### **Published By**

K.B. Media Ltd. 28 Llewelyn Way Rathfarnham Dublin 16 Ireland

www.bikeshowdaily.com Editor

### Doug McClellan

**Editing Team** Tom Kavanagh Carlton Reid Barbara Smit

#### Design Keith Wealleans keith@cleardesigns.ie

Colin O'Brien colin@studiotaraz.com

10 17

51

49

Contributors David Atkinson Ralf Stefan Beppler Susanne Bruesch Mike Dutton German Eslava **Richard Hallett** Stephen Jack Max Leonard Rachel McPhail Carlton Reid Barbara Smit

Julio Vicioso Cam Whiting Bjorn Wong Alan Zhang

#### **Authorized By** Organiser:

TAITRA

WWW.TAITRA.COM.TW

#### Advertising **Sales Team** Tom Kavanagh

(Worldwide) sales@bikeshowdaily.com

Peggy Lee (Asia) peggy@bikeshowdaily.com

> Onsite Photography Lester Chu

**Taitra Liaison** Andrea Wu

#### **Printed By** Chuen Fung

群鋒企業 Taipei, Taiwan

Booth

L 216

### © 2012 K.B. Media Ltd. All rights reserved.

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

# the WHLLING way

Ve take pride in every bike we build always with attention to detail.

Highly experienced and skilled enp work in a very organized and clean environment, to ensure perfection.



PU. painting Powder painting Acrylic painting rame Rit kit

and built wheels

sibn Frame Assembling



# for business, or pleasure.



**I** 按"讚"拿好禮

ternbicycles.com

