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# SHOW DAILY

The Official Taipei Cycle Newspaper [www.BikeShowDaily.com](http://www.BikeShowDaily.com)

Organized by: TAITRA

March 9, 2012

ENGLISH

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中文



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## Today's Weather

### Today

**High:** 22°C (72°F)

Showers this morning becoming steady

Chance of rain 70%



### Tonight

**Low:** 15°C (60°F)

Cloudy with periods of rain

Chance of rain 70%



### Tomorrow

**High:** 19°C (66°F) **Low:** 13°C (56°F)

Chance of showers 70%



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**We Goofed:** A story in yesterday's issue incorrectly identified Gazelle's parent company, Pon Holdings, as the parent company of the BMC Group. It should have said Cervélo. We apologize for any confusion.

**Cover Shot:** A BMX rider shows off in front of the Nangang Exhibition Hall. Photo courtesy of TAITRA.



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## Getting there: by MRT



## TWTC Nangang Exhibition Centre Parking & Transport



### 1a) PARKING LOTS

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

### 1B. TRANSPORT INFO

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

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

## Getting there: by Taxi



## TWTC Nangang Exhibition Centre Local Area Map





## Taipei International Cycle Show 2012

# Schedule of Events

Friday, March 9

### General Show Information

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

### Events

- 09:00-17:00 **LEV test & drive.** 4<sup>th</sup> Floor Cargo Ramp, Nangang Exhibition Hall
- 09:30-16:00 **2012 Taipei Power Forum: Taiwan Electric Scooter Standard Symposium.** Nangang Exhibition Hall, 4<sup>th</sup> Floor, Conference Room 401.
- 10:00-16:00 **TES e-scooter test ride.** 1<sup>st</sup> Floor Nangang Exhibition Hall South Side
- 11:00-11:30 **Cycling Extreme Performance with Allan Cooke and Ines Brunn** (Nangang North Side)
- 11:30-11:50 **Cycling Extreme Performance with Allan Cooke and Ines Brunn** (Nangang South Side)
- 15:00-16:00 **WFSGI Bicycle Group public bicycle meeting.** 6<sup>th</sup> floor Nangang Exhibition Hall, Room 609.
- 15:00-16:00 **Team Jelly Belly autograph event** with riders in Tour de Taiwan. Focus Bikes, N1107a
- 14:00-14:30 **Cycling Extreme Performance with Allan Cooke and Ines Brunn** (Nangang North Side)
- 14:30-14:50 **Cycling Extreme Performance with Allan Cooke and Ines Brunn** (Nangang South Side)

Saturday, March 10

### General Show Information

09:00-03:00 **Taipei Cycle Show**, Nangang Exhibition Hall; and Taipei International Textile and Accessory Expo (SpoMODE), TWTC Hall 1, Area H.

### Events

- 08:30-10:00 **Tour de Taiwan 2012 begins.** Stage 1 departs from Taipei City Hall Plaza, near Taipei 101.
- 09:00-13:00 **LEV test & drive.** 4<sup>th</sup> Floor Cargo Ramp, Nangang Exhibition Hall
- 10:00-16:00 **TES e-scooter test ride.** 1<sup>st</sup> Floor Nangang Exhibition Hall South Side
- 11:00-11:30 **Cycling Extreme Performance with Allan Cooke and Ines Brunn** (Nangang North Side)
- 11:30-11:50 **Cycling Extreme Performance with Allan Cooke and Ines Brunn** (Nangang South Side)

## New Products Launch

Friday, March 9

Nangang Exhibition Hall, 4th Floor, Conference Room 404

Time	Company	Topic
11:00-11:30	Dahon North America:	Metro
11:40-12:10	Kind Shock Hi-Tech Co., Ltd:	LEV
14:00-14:30	Tung Keng Enterprise Co., Ltd.:	dbRevO
14:40-15:10	Carol Cycle Industrial Co.:	KTM eGnition & eShopper

Saturday, March 10

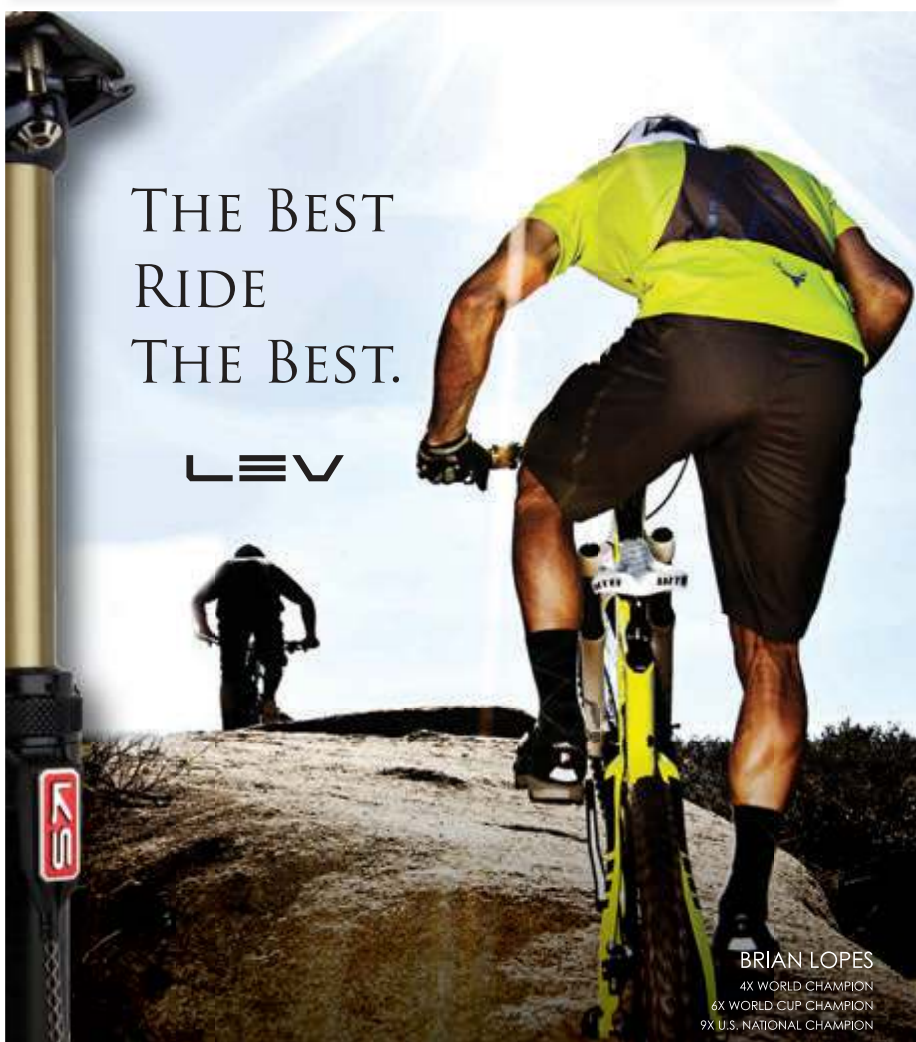
Nangang Exhibition Hall, 4th Floor, Conference Room 404

Time	Company	Topic
11:00-11:30	Chen Tech Electric Mfg Co., Ltd.	Battery exchange station operation platform and innovative services.

ENGLISH

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Eat like a local in Taipei: Part 3

# Taste of Yunnan Kitchen

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: Taste of Yunnan Kitchen.



Taste of Yunnan restaurant.

Yunnan, a mountainous province in southwestern China, is home to a range of ethnic minorities. The Taste of Yunnan Kitchen brings this interesting mélange of flavors to Taipei. Yunnan food is noted for its hot and sour flavors, and for the use of rice noodles.

One Yunnan staple is noodles with minced pork, served either in a soup or "dry." Deep-fried chicken with chili and Sichuan peppercorns is a pungent dish reminiscent of Thai food, while "steam pot" chicken soup gets its uniquely sour flavor from the fruit of the flowering quince.

The restaurant also serves Yunnan's most famous dish, "Crossing the Bridge Noodles." It's worth trying for the name alone.

## Recommended Dishes

Noodles with Minced Pork, NT\$65 (small)  
 豬肉紹子粿絲(乾)  
 Deep-Fried Chicken with Chili and Sichuan Pepper, NT\$130  
 椒麻雞

"Steam Pot" Chicken Soup, NT\$150 (small)  
 酸木瓜汽鍋雞



Deep-fried chicken with chili, noodles with minced pork, and "steam pot" chicken soup.

## Dining Tip

Only large, upscale restaurants accept credit cards.

## Taste of Yunnan Kitchen 滇味廚房

Address: No. 2, Lane 30, Alley 178, Yongji Road, Xinyi, Taipei

台北市信義區永吉路30巷178弄2號

Telephone: 2766 5027

Opening Hours: 11 a.m.–3 p.m., 5–9:30 p.m. daily

English Menu? Yes

English Speaking? Yes (Mr. Chen)

Credit cards? No

## Stephen Jack

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

## Handy Vocabulary Guide

### English menu 英文菜單

Rice 飯

Noodles 麵

Pork 豬肉

Beef 牛肉

Chicken 雞肉

Fish 魚

Seafood 海鮮

Vegetables 蔬菜

### Soup 湯

Beer 啤酒

Whisky 威士忌

Juice 果汁

Tea 茶

Water 白開水

Chopsticks 筷子

Knife 刀子

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

# A-Team celebrates 10 years of teamwork

The A-Team, Taiwan's high-end bicycle alliance, celebrates its 10th anniversary this year. At its annual meeting yesterday, Chairman Michael Tseng said teamwork had been the biggest contributor to the group's success.



Bob Margevicius

"We need to stay together and do the best we can," said Tseng, citing the ever-present threat of competition from other manufacturing nations.

Specialized's Bob Margevicius, a keynote speaker, gave a positive outlook for the U.S. market. Mild winter weather is stimulating sales, he said, while rising gasoline prices are encouraging consumers to switch to more fuel-friendly transportation, like bicycles.

The Summer Olympics, which will be in London this year, should also boost interest in cycling, he said.

SRAM CEO Stan Day presented a more downbeat assessment of the European market, which is responsible for 55 percent of the company's business.

He said the European market is difficult to forecast "because each country is different."

He added, "It also changes quickly and there are storms on the horizon. There is some scary news. We are keeping everything tight until this storm is over."

According to Day, the U.S. economic woes that started in 2008 don't compare to the current European crisis.

"The U.S. crisis was quick and

sharp. Consumers tightened up and stopped buying. But as soon as the bottom emerged they started spending money again. The situation in Europe is different," he said.

Day also urged A-team members to invest in cycling advocacy in Europe. At last fall's Eurobike show, the European Cyclists' Federation announced initiatives to seek funding from the European Union for improvements to cycling infrastructure.

Compared to North America and Asia, Europe's bicycling infrastructure is good but could still be improved, especially in southern Europe, Day said.

"All of us make money when infrastructure is ready," he said, adding that infrastructure investments would ultimately benefit A-Team members and other suppliers. SRAM has invested significantly in cycling advocacy in the U.S. and Europe in recent years.

Day added that SRAM will continue to rely on manufacturing in Taiwan and China, and is resisting following other countries that are shifting production to other Southeast Asian countries such as Vietnam or Cambodia.

"We don't see any advantage in the long term," Day said. "Consumers want quality and quick delivery"—benefits, he said, that SRAM can offer with its Taiwan and China factories.

Tseng, who is also general manager of Merida, gave a short overview of last year's Taiwan bicycle exports.

While unit sales fell 13.7 percent to 4.4 million, the value of those sales rose 11.1 percent to \$1.68 billion. That means the average sales price per bike skyrocketed by 27.9 percent to \$381. ■ JB

720 armour

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2012 Taipei Cycle Show

Time: 7th to 10th, Mar, 2012

Venue: TWTC Nangang Exhibition Hall

Booth No.: J0233a



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# Shots from the Show



The spinning game: Max from Asahi Bikes rides the Gamebike from Afar Sports.



Forty years strong: HL Corporation President Jim Liao addresses employees and business partners at HL's 40th anniversary celebration. The components pioneer was the first Taiwan bicycle company to be listed on the Shenzhen stock exchange.



Monkey see: Lulu from Lihua poses with her company's mascot.



Liv-ing well: Cassandra Chao, the designer of Giant's Liv bike line for women.



Stunt rider Ines Brunn wows the crowd at Nangang.



Specialized's Bob Margevicius (left) shares a laugh with another A-Team member.



Cycling 'with the wind at your back'

# SRAM's stripped-down e-bike kit cuts clutter

**"The power of simplicity," is how Rob Cappucci, SRAM's category manager for electric bike products, describes a new e-bike system SRAM is debuting here in Taipei.**

The American components company has stripped away everything extraneous from typical e-bike kits to produce a hub-and-battery-pack combo that does everything it says an e-bike needs.

Cappucci said the system, which ships to OE partners in June, was designed around the bike and not the other way around.

The first consumer-ready models from SRAM's partner brands should appear at Eurobike.

"We rode other e-bikes, and one thing that stood out was that we never shifted gears," Cappucci said. "If you have a torque sensor it effectively does that for you. We also thought they were confusing, with wires all over the bike and lots of different modes that were unnecessary."

The system fits any normal single-speed drivetrain on a frame with standard rear rack mounts.

A motor, automatic transmission and processor are contained in the hub, and connect via a single wire to the battery (in 6, 8 or 10 amp hour options), which sits underneath a SRAM-designed rear rack. There are no wires on the bike or equipment on the handlebars.

The hub is 135 OLD, and will work with horizontal dropouts, a single-speed chain tensioner or an eccentric bottom bracket.

The company recommends a 44:17 gearing, but says the beauty of the system is that the user, or SRAM's OE partners, can dictate the frame, cranks and every other aspect of the bike's specification. This will have obvious appeal to both the OE and aftermarket sectors.

A sophisticated algorithm controls the torque sensor, to augment the biking experience. Electric power tails off naturally when the rider reaches the maximum regulated speed.

"You have power when you need it and speed when you want it. It's like cycling with the wind at your back," Cappucci said.

SRAM also reported interest in Taipei for other new products.

The new Via GT groupset brings the company's 2X10 derailleur gears to paved-road bikes such as city hybrids.

The company also launched the G8, an 8-speed internal alloy hub, for model year 2013.

SRAM has shifted production to Taiwan from Germany to be closer to its OE partners. The hub will come in disc, coaster and freewheel options.

The new SRAM Red road groupset, which has already been ridden to

WorldTour victory by Omega Pharma-Quick Step's Tom Boonen, in Paris-Nice on Monday, is also on display. ■ ML

4TH FLOOR  
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Rob Cappucci with SRAM's e-bike system.

ENGLISH

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## Disc football

# Brake makers seek UCI blessing for disc brakes on road bikes

**With the first disc brakes for road bikes coming to market, suppliers say they'll be urging the UCI to allow their use in professional cycling. They'll have an opportunity at today's meeting at the WFSGI Bicycle Group, which is from 3-4 p.m. in room 609 on the 6th floor of the Nangang Exhibition Hall.**



Formula engineer Giancarlo Vezzoli says disc brake makers are united behind seeking UCI approval.

"We'll be supplying road discs for testing by the UCI soon. Regardless of what the UCI decides we'll be producing kit for the market," said Charles Becker, category manager for road and triathlon at SRAM.

"There are wheel compatibility issues for team and neutral support at pro races but that's not an insurmountable problem. As this is a safety

issue I think the UCI will see sense on this one," he added.

Although SRAM and Shimano are not showing the road discs they are developing at this show, Formula and Colnago have made a visible splash with their version. Colnago is showing a Formula disc brake on a beefed-up C59 at its booth.

Formula says that although its discs were created for Colnago, they are available for any OE customer.

"You may be surprised at how quickly the UCI makes the right decision," said Giancarlo Vezzoli, the engineer in charge of Formula's road disc project.

"All the disc brake manufacturers are united," Vezzoli added. "This is not about politics; it's about safety."

Disc brakes, common on mountain bikes for the best part of a decade, are more powerful than caliper brakes and work better in wet conditions.

Brake manufacturers say some of the major concerns about disc brakes, such as heat dissipation and disc-brake-activated wheel ejections when using quick release skewers, have been resolved.

Vezzoli said Formula's 160mm front and 140mm rear rotors — and the hydraulically activated aluminum paddle levers — have been tested in punishing conditions.

"We did long mountain descents



Ernesto Colnago displays the Formula disc brake on the C59, on display at the Colnago booth.

using just the front brake or just the back brake, locked on all the time, and we had no overheating or fade issues," he said.

To fit disc brakes on road bikes, bike manufacturers will have to design new, beefier frames; road discs will not be available for the aftermarket in the short term. Road discs will likely remain heavier than calipers.

Despite weight penalties, brake manufacturers believe road discs offer both performance and safety benefits. The performance benefits include the chance to descend faster.

While purists may prefer the classical lines of caliper-equipped road bikes, professional riders will likely welcome better braking performance of discs, especially on dangerous descents.

Colnago may be the first to make a commercial disc-brake-equipped road bike (Canyon produced a concept bike in 2006), but other manufacturers are not far behind. Specialized is rumored to have a disc brake road bike ready to roll.

Not all manufacturers are convinced, however. Cervélo's Phil White has claimed road discs can heat up and fade on long descents.

In June 2010, the Union Cycliste Internationale, the governing body for professional cycling, approved the use of disc brakes on cyclo-cross bikes.

The agenda for today's WFSGI meeting, which is open to all, includes other UCI matters including frame standards. The WFSGI is the World Federation of the Sporting Goods Industry. ■ CR



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# Cross-strait agreement boosts Taiwan bike exports to China

**Thanks to the Economic Cooperation Framework Agreement, which the governments of China and Taiwan signed in June 2010, tariffs on bicycle imports between the two countries dropped to zero this year.**

The ECFA has been a welcome boost to the bicycle industry along with other Taiwan manufacturing segments, although the ultimate benefits are still unclear. The Taiwan Bicycle Exporters Association, for example, reported that exports from Taiwan to China more than doubled between 2010 and 2011, when the tariff was cut by more than half, to 5 percent, before its phase-out in 2012.

TBEA Chairman Tony Lo said exports to China are expected to at least double again this year.

Lo, who is also the CEO of Giant, said imports of Chinese-made bikes to Taiwan are expected to remain relatively level.

"Taiwan already imports a lot of bicycles from China. Currently, that will remain. With ECFA, Taiwan can export a lot more bikes to China," Lo said.

Another supplier agreed.

The ECFA "will help us probably more in China than in Taiwan to be able to offer product at a competitive price, especially the high end," said Mario Stein, vice president of Cycling Sports Group Asia-Pacific. "Most of the entry level (bicycles) sold in China are made in China."

Cycling Sports Group is the parent company to such brands as Cannondale, GT, Schwinn andongoose.

Bicycle brands with manufacturing infrastructure in China and Taiwan appear poised to be the biggest beneficiaries of the ECFA. The big Original Brand Manufacturers, including Giant and Merida, may be able to toggle their operations more efficiently. A reduction in administrative costs commensurate with decreased duties

would positively impact their bottom lines should intra-organization "manufacturing swaps" need to take place across the strait.

The impact on bicycle sales, however, is not as clear-cut.

Vanna Huang, the sales manager for Ideal Bike Corporation, Taiwan's No. 3 bikemaker, said the company "doesn't expect a lot from this change. We don't ship a lot of units (to China) because we are focused on the U.S. and E.U. markets."

On the face of it, the ECFA appears to favor Taiwanese bicycle manufacturers. Pre-ECFA, Taiwanese-made bicycles and parts attracted a 12-13 percent import duty when sold into China.

At a fundamental level, Taiwan-based manufacturers may either lower retail prices to compete with Chinese domestic brands or improve profit margins on their exports to China.

According to the TBEA, bicycle exports from Taiwan to China reached 38,162 units in 2011, a 145 percent increase over the prior year. TBEA officials cited the ECFA as a factor in helping average unit prices climb to \$540 for those Chinese exports.

In contrast, Chinese-made bicycles and parts attracted a 5-6 percent import duty when sold into Taiwan prior to the ECFA. Because Chinese manufacturers tend to focus on lower priced bicycles, the mainland's exports to Taiwan may only increase if Taiwanese consumers suddenly demand lower-end bicycles.

However, should Chinese

manufacturers also decide to aggressively pursue Taiwan's near monopoly on premium bicycle categories, China's lower relative costs could help it realize a competitive advantage in Taiwan's bicycle retail sector.

According to Taiwan's Ministry of Economic Affairs, the ECFA "puts Taiwan in a core position to be a global gateway to China and the world."

There may be other consequences on bicycle manufacturers. The European Union last fall extended anti-dumping duties on Chinese-made bicycles, which are set at 48.5 percent into 2016.

To circumvent such penalties, the ECFA may make it easier for manufacturers to route Chinese-made bicycles through Taiwan before shipping them to Europe, officials said. ■ CW

## Derby keeps a sharp Focus on its Taipei Cycle presence

**Focus Bikes, the premium brand owned by Derby Cycle AG, is making its second appearance at the Taipei Cycle Show as it seeks to boost its international profile.**

"We are looking for new clients from all around the world, mostly Latin America but parts of Asia as well," said Jörg Arenz, international sales director for Focus and a former German cyclocross champion. "Everybody is welcome to talk to us."

Arenz said it is important that Focus exhibit in Taipei to meet with existing and potential distributors.

"Also, for Wheelonbike, the Focus distributor in China, it is important that we are part of the show. Their customers visited us last year," Arenz said.

He said some 10 Derby Cycle employees would be in Taipei, including CEO Mathias Seidler. Seidler will undoubtedly field questions about last year's dramatic takeover battle. Derby filed an IPO in February 2011, after which the Accell Group and Pon Holdings fought for control of the company.

The battle ended last September, when Pon Holdings acquired a 53.8 percent stake in Derby Cycle—and Accell walked away with a €17 million (\$22.6 million) windfall on the shares it

had acquired. Pon, a car distributor, is best known in the bicycle industry as the parent of the Gazelle bicycle brand in the Netherlands.

"Pon started its business as a bike shop at the end of the 19th century," Seidler said. "With the change to urban and electric mobility, Pon's interest is to build a global foothold in this segment and is therefore investing long-term in the bike industry."

Pon is one of the Netherlands' largest family-owned businesses, employing nearly 11,000 in 12 countries. ■ JB

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## Bikes top cars in Germany

# European consumers continue buying electric bikes at ever-increasing prices

**Electric bikes keep getting more popular in Europe, especially in countries where bicycles have long been a major means of transportation—the Netherlands, Germany, Switzerland and Austria.**



**Biketec Flyer X e-bike**

European consumers last year bought 1,230,500 pedelecs and e-bikes, according to Electric Bike Worldwide Reports. This puts Europe second only to China, where 28 million e-bikes were sold in 2011. The report estimates European sales will reach nearly 1.5 million units this year.

According to the report, Japan was third behind Europe for 2011 e-bike sales at 425,000 units, followed by India, 94,000 units; the United States, 80,000 units; Southeast Asia, 70,000 units; and Taiwan, 14,000 units.

The Netherlands has more bikes per capita than any other European country, with more than one bike for every Dutch man, woman and

child. Not surprisingly, it also has the highest per capita density of e-bikes.

According to industry organization BOVAG, 113,000 electric bikes were sold in the Netherlands in the first six months of 2011, an increase of 8.7 percent from the comparable period of 2010.

In Germany, Europe's leading pedelec market by volume, 2011 sales were estimated to be between 300,000 and 316,000, depending on which organization is doing the counting.

The average price keeps rising every year. From 2008 to 2011, the average price of all bicycles rose by some 20 percent, according to industry organization VSF.

European e-bike buyers pay prices that would bring tears of joy to the eyes of IBD owners in the rest of the world. Customers paid an average of €1,975 (\$2,630) for an e-bike purchased at an IBD. At specialized dealerships focusing on high-end bikes, the average price reached €2,517 (\$3,350). The share of electric bikes sold in premium dealerships increased from 8.9 percent in 2010 to 11.6 percent in 2011.

The numbers show that consumers, at least in Europe, are willing to pay a significant premium for the benefits of electric bikes.

E-bikes also seem to be following other consumer electronics products with ever-shorter lifecycles.

Consumers are replacing their old bikes—even if they are working well—sooner to buy newer, more advanced models.

Pedelecs are made for all bicycle segments, although most of them continue to target riders who are over the age of 50.

Because of their relatively high average price, sales of pedelecs and e-bikes make a significant contribution to Germany's bicycle industry, which tallied sales of €16 billion (\$21.3 billion) in 2011 (including related services such as bicycle tourism).

However, pedelecs and e-bikes are also a source of controversy. One persistent prejudice is that e-bikes are not suitably "athletic."

Even IBDs are conflicted about pedelecs and e-bikes.

According to a survey conducted by ExtraEnergy, two-thirds of Austrian IBDs said they could not imagine generating half of their sales from pedelecs. But the surprise is that a third of IBDs already are.

Meanwhile, electric bicycle sales are far outstripping sales of electric cars.

In Germany last year, only 1,800 electric cars were registered compared with more than 300,000 pedelecs and e-bikes. Germans bought four million bicycles in total compared to 3.17 million cars.

Ironically, the electric car industry is heavily supported by the German and British governments. Electric bikes have become a reality without any government support. ■ SB



**Riese & Mueller's Culture Pedelec**  
(photo by Susanne Brusch)

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## From e-bikes to road racing, Maxxis has new tires for all

**Maxxis, the Taiwan tire manufacturer, is debuting tire models for all bicycle segments at Taipei Cycle Show—including final versions of two innovative tubeless tires it first showed last year.**

Maxxis is rolling out tires designed for the fast-growing e-bike segment. Its top model is a wide 700x42C (ETRTO 44-622) tire, the Hybrid M-2016P, featuring a fast-rolling thread pattern. Another model, the Hybrid M-2015P, offers e-bike tires in more conventional sizes including 700x38C (ETRTO 38-622) and 26x2.1 (ETRTO 53-559).

Maxxis is also releasing new tubeless-ready tires for the 29-inch market, including the DownHill M-301RU, in a 29x2.5 (ETRTO 63-622). The DownHill will come in a foldable and wire bead versions.

For the MTB segment, Maxxis has another new 29-inch foldable tubeless tire. The MTB M-325RU is a wide 29x2.25 (ETRTO 63-622) size with a new directional knob design and additional shoulder knobs for better cornering.



Maxxis Hybrid M-2016P

Visitors to Maxxis's Taipei Cycle booth will see the final versions of its innovative "Seamless Tubular Technology" tires for road racing. The company showed a prototype at last year's show.

The Campione is a 28x23 (ETRTO 23-622) racing-oriented tubular. This foldable bead tire has a high thread TPI and can handle a maximum pressure of 170 psi (11.7 bar). The Forza has a lower thread density.

Maxxis is also showing the final version of its most technologically advanced road tire at this year's booth. The Tubeless Radial, which Maxxis also displayed in an earlier version last year, marries tubeless technology with a radial tire. The 700x22C road tire is foldable, built with 120 TPI and can handle a maximum pressure of 125 psi (8.5 bar). It weighs only 280g. ■ GE

1ST FLOOR  
J0818

## SRM, Nuvinci join forces for smooth-shifting spinning bike

**SRM, a maker of indoor cycling trainers, is equipping its newest trainer with the Fallbrook NuVinci N360 internal hub.**



The N360 is a continuously variable transmission, so it shifts seamlessly across a range of gear ratios instead of shifting from one to another like a typical derailleur.

Classic spinning bikes typically use only one gear, and the rotational speed of the flywheel is dependent on the rider's cadence. The flywheel turns fast only at a high cadence to create the experience of riding on flat terrain.

Pedaling slowly means the flywheel rotates at a slower speed,

mimicking the experience of riding uphill.

By using the NuVinci N360 hub, however, SRM is able to separate the speed of the flywheel from the cadence for a more realistic spinning experience. Riders can pedal slowly and generate a fast rotation of the flywheel or the other way around.

It also enables SRM to add another more realistic feature to an indoor bike: a freewheel, so spinning enthusiasts can enjoy the type of riding they are used to on standard bikes.

SRM also adds a strong, maintenance-free magnetic brake for significant braking power.

The NuVinci N360 hub and brake are both controlled by grip shifters mounted on the handlebar. The brake shifter incorporates 40 incremental steps for a resistance setting that can be fine-tuned and is reproducible. The SRM indoor trainer will be available in more than 40 countries. ■

4TH FLOOR  
M1201

## IRC targets 29er tire market with top-line tubeless XC

**IRC, the Japanese tire manufacturer known for performance, is debuting its new 29-inch MTB tires at Taipei Cycle.**

IRC—short for Inoue Rubber Co., Ltd.—says the new tires are best in class for cross-country racing.

The top-of-the-line version is the new Mythos XC 29er Tubeless Ready tire in 2.10-inch for enthusiastic XC riders. IRC engineers used a "micro-gauge inner seal system" to overcome the weight penalty incurred by most 29er UST tires.

IRC implemented the pattern of its 26-Mythos-XC, which had a successful 2011 MTB racing season, into the new 29er tire. The Mythos

XC 29er must be used with IRC tire sealant. It has a very high 180 TPI casing and is lightweight.

IRC is also launching the Mythos XC 29er Tube in 2.10-inch size. The tire has the same tread pattern as its Tubeless Ready sibling, which IRC says should give XC racers a boost by allowing them to corner smoothly and sharply.

The 29er Mythos XC has a larger contact area to improve traction and control. The tire, with an aramid bead and a 60 TPI casing, weighs 595 grams.

Finally, IRC is presenting a new tire for the all-mountain/all-terrain market. The new Mibro-X 26x2.25/26x2.40 are available as folding tires, with a light aramid bead (60 TPI), or as standard steel-bead tires (27 TPI).

IRC calls the new Mibro-X its best go-anywhere tire. The new knob pattern offers enhanced abrasion resistance, traction control and braking performance. The 26x2.25 is resistant to pinch flats, and its construction helps cut down on "snake bite" punctures. ■ GE

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Mibro-X all-mountain tire.

Mythos XC 29er



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## UCI upgrades event

# Tour de Taiwan celebrates 25th year

**Taipei Cycle show is not the only major cycling event celebrating its 25th anniversary in Taiwan this year. The Tour de Taiwan, which kicks off Saturday morning and runs through next Friday, is also celebrating its 25th year. It will again host some of the world's top cycling teams.**

The cherry on top this year is that the UCI, professional cycling's governing body, has upgraded the race to a 2.1 ranking—ensuring it is a priority event for teams that compete in the UCI Asia Tour.

Among the 17 participating professional teams will be ProTeam (professional cycling's top division) squad Saxo Bank from Denmark, and last week's winning Tour de Langkawi team, Androni Giocattoli, from Italy.

Four national road cycling teams will also attend—including, naturally, Taiwan's.

Riders this year include two former champions: 2003 victor Ghader Mizbani, who will be riding for Iran's Tabriz Petrochemical Team; and last year's winner, David McCann, riding for Taiwan's RTS Racing Team.

The reigning Asian Road Cycling Champion, Kam Po Wong (Hong Kong), also will line up with his national team.

A few of the Taipei Cycle Show's high-profile exhibitors are sponsors of the Tour de Taiwan. The race's proximity to the trade show allows sponsors an opportunity to leverage their investment through team rider appearances at Taipei Cycle, as well as VIP events during the race.

Giant is equipment sponsor to Australia's Drapac Cycling team, while Fuji provides the same support to China's Champion System team.

Both brands admit that such a marketing investment cannot always be quantified, but say it is important to be aligned with professional cycling.

"We sponsor big teams like (ProTeam) Rabobank, but we are supporting a lot of local events and smaller teams too," Giant CEO Tony Lo said.

"It is more about the grassroots, to create interest amongst the younger

riders. We don't really count whether or not it will affect our sales," Lo added.

Jones Ho, Giant's global marketing specialist, said Drapac team riders would be at Giant's booth at 10 a.m. today.

"For locals, it is very exciting to have them here. Drapac is a very exciting team, because they got a lot of stage wins last year," Ho said. "They are always smiling and very nice to Taiwanese people too!"

KMC and Marwi are also involved, as partner sponsors and as equipment suppliers to several teams. The investment to be associated with the Tour de Taiwan is about NT\$300,000 (\$10,175), Marwi's managing director, James Huang, said.

The tour got its start in 1987 when Giant's chairman and co-founder, King Liu, served as president of the Chinese Taipei Cycling Association.

Liu determined that Taiwan needed to host a professional road cycling race to boost its image as a destination for tourism and cycling; hence the Tour de Taiwan was born.

This year's Tour de Taiwan gets underway with a criterium race beginning at 8:30 a.m. Saturday outside the Taipei City Hall. It concludes seven days later in Kaohsiung.

Taiwan officials are using the race to promote recreational cycling in the "bicycle kingdom."

Daily race highlights will be broadcast to 82 countries on ESPN, and officials have scheduled cycling events for casual cyclists: "A Leisurely Ride in Taipei," allowing cyclists to ride unimpeded on Renai Road, one of Taipei's most beautiful, leafy boulevards.

On March 11, authorities are hosting a 101 km challenge that will be limited to 5,000 riders. ■ CW



The Tour de Taiwan celebrates its 25th anniversary this year.

## TranzX develops auto shift for conventional bicycles

TranzX won a gold award at Eurobike last year for its automatic gear change system for electric bikes. Now, TranzX is offering an automatic gear changer for conventional bikes.

TranzX, owned by the JD Group, decoupled the system from the propulsion unit. The company calls the new system Automatic Gear Transmission Bike+, or AGT Bike+ for short.

It's a handlebar-mounted, computerized unit that determines when the rider needs to change gear. The system uses cadence, wheel and tilt sensors to calculate the optimum time to shift. JD is targeting casual cyclists.

The 7-speed internal gear system is powered by a lithium battery. The battery is stored in the seat tube and recharged by pedaling. The company says the battery attains a range of up to 500 km (310 miles).

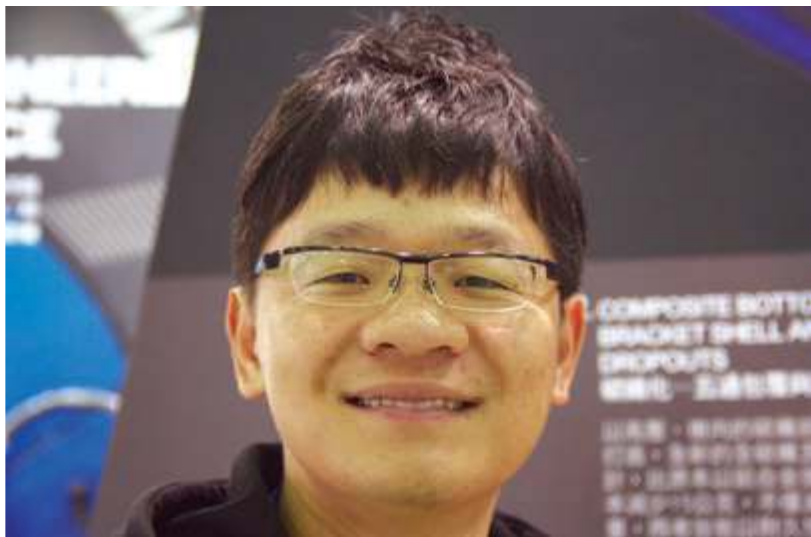
Riders can choose between fully automatic and semi-automatic modes. A sensor checks ambient light levels and activates a headlight when it gets dark.

AGT Bike+ technology will be available for TranzX's OE customers in June, and will go into production this fall. ■ JB

1ST FLOOR  
J0408



JD Group's auto-shift system for conventional bikes.



Giant's Jones Ho.



# Ride far from the madding traffic on Taipei's scenic, extensive bike paths

**If you travel to the Nangang Exhibition Center by metro or taxi you may not realize that Taipei offers 120 km (75 miles) of bike paths.**

Most are designed for recreational riders, hugging both sides of the valleys of the Danshui, Keelung, and Xindian rivers. Some stretches of these river routes are as wide as standard two-lane roads, and were originally built as access roads for the city's flood defenses.

Often meandering far from Taipei's madding traffic, the riverside routes are dotted with bike rental businesses, each offering hundreds of bikes for hire. On the scenic river route to the Guandu Buddhist temple, 15 miles from downtown and perfectly marked, there is a low road for cars, and then an elevated two-way bike route. The bike route is next to a wooden-



**Cyclists find peace along Taipei's 120 kilometers of cycling paths.**

plank footway that is segregated from the bikes with a knee-level concrete wall.

Along with the recreational routes are an increasing number of downtown bike paths. Taipei also has a bike rental program called YouBike, which is owned by an offshoot of Giant, Taiwan's No. 1 bicycle manufacturer.

Giant was founded by King Liu, who has become

Taiwan's leading advocate for cycling. It also funds the Cycling Lifestyle Foundation, a lobbying group run by Liu's daughter, Vicky Yang.

This group is influential. But Rome wasn't built in a day, and neither was Taipei's cycling infrastructure.

"The government takes the

solutions that we propose very seriously," Yang said. "However, we understand that seriousness does not necessarily mean prompt or immediate actions, so we are still working with the government on our propositions. Our passion won't fade."

David Poo, the ex-director general of Taipei City Transport (he planned the MRT, Taipei's light rail system), said the city's urban cycling network falls short of the level of sophistication of the recreational routes.

Poo, who has always cycled to work and is now chairman of transport company Mega Trans International, said cycling could have been more developed.

"I was responsible for the initial functional plans for the Taipei Rapid Transit (MRT) system, some 30 years ago, and we planned for large bicycle parking lots at most of the MRT stations," Poo said.

"However, when the stations were built in the late 1990s, the cycling environment had not improved; the recommended bicycle paths were not built, and motorcycle parking overflowed into the bike parking spaces."

It takes a brave politician—in Taipei or any other city—to suggest removing parking spaces. But at least one group of residents are open to a more cycling-friendly city—those who work in Taiwan's high-tech sector.

Hsin-Wen Chang, head of the Department of Transportation Technology and Management at the National Chiao Tung University in Taipei, believes catering to this group



**Riverside bike paths are dotted with rental shops.**



**Even the stairs accommodate bicycles.**

could transform Taiwanese cities.

"Local government is making great efforts to create an environment that will attract high-tech employees," Chang said. "The recreation environment is a key factor in attracting such employees." ■ CR



**Some sections of Taipei's river bike paths are quite sophisticated.**

## THE NEW STANDARD

Taipei International Cycle Show  
Booth: J0517



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## Translating manufacturing into marketing

Taiwan companies are masters at manufacturing, but they sometimes fall short when trying to brand and market their products overseas.

To help bridge the gap between the factory and the end consumer overseas, Toby Henderson, a former professional BMX and mountain bike racer, has founded Cycle Group, Inc.

"We're offering branding 101, basically. It's ID help — giving the company an industrial design. A feel, a look—whatever that might be," Henderson said.



Toby Henderson

"From there we start developing a marketing plan around that product ID, then we develop the market. We can assist in the sales and the distribution of that product," he added.

Henderson created Cycle Group last fall after selling his ownership interest in VSI Products. VSI, which Henderson co-founded, is the parent company of such BMX brands as Vigor helmets and Intense bikes.

"The power they have as manufacturers is immense," Henderson said, referring to Taiwanese factories. "But there is a gap between their thinking and what people are really going to buy."

Cycle Group initial's customer is Promax, the Taiwanese maker of brakes and other components.

Although a few Promax products developed with Cycle Group have reached the OEM market, most of the initial aftermarket work will be available for the Eurobike show in September.

"We've spent six months with Promax, redeveloping that brand. They're the ones who got me going in this direction," Henderson said. "They really, really want to see that brand developed."

More and more manufacturers are no longer satisfied with being strictly OEM producers because OE margins are so slim it's impossible to make much of a profit margin, he said.

In addition to Henderson, Cycle Group employs Michael Gamstetter, a veteran bicycle trade journalist; and Michelle Enriquez, the former sales manager for VSI Products.

Cycle Group is also developing its own high-end BMX brand called BOX Components, which it is debuting later this year.

Henderson and the Cycle Group staff will be available at the Promax booth during the Taipei show. ■ DM



A Promax brake developed with Cycle Group.

1ST FLOOR  
10719

## Bike Brno changes dates, logo

**Bike Brno is celebrating its 15th anniversary with new dates and a new logo.**

The self-described "gateway to Central and Eastern Europe" shifted its show dates earlier by about a month. The show this year will be Oct. 4-7, followed by Sept. 26-29, 2013 and Oct. 2-5, 2014.

Brno is the second largest city in the Czech Republic and sits in the heart of Central Europe.

Show organizers say the date shift is causing a "great deal of interest" from foreign brands. The earlier

dates also open the possibility of bike testing near the show grounds and other outdoor activities.

Along with a more contemporary logo, Bike Brno is refreshing the visual layout of the trade show and its marketing, including advertisements and Internet ads.

For more information, visit <http://www.bvv.cz/en/bike-brno/>. ■ JB



## Neco sets grand opening

**Neco, the Taiwan parts maker, has big news to share with many of its customers who are attending Taipei Cycle. On Sunday, Neco will officially celebrate the opening of its new headquarters and R&D center in Wufeng.**

"Please stay one more day after [Taipei Cycle's] finish. We want to share happiness with you," Neco Wang, the company's president, said in an invitation to company partners.

The new plant represents an investment of more than \$8 million for real estate and construction. The high-end factory incorporates state-of-the-art CNC machines. The Wufeng factory will produce most of the new generation of premium

products that Neco plans to make under its new aftermarket brand, Laido.

There are more changes afoot. Neco is celebrating its 20th anniversary this year. In addition to the new buildings, which the company occupied last year, it has also a new name: instead of Chiih Chinn Industry, it is now known as Neco Technology Industry Co., Ltd. ■ JB

1ST FLOOR  
J0510



Neco celebrates the opening of its new headquarters and R&D center in Wufeng on Sunday.

## You can call them 'Taya'

**The company formerly known as Taya Chain has shortened its official name and introduced a new corporate logo.**

"The new logo was a must because we want to express the latest developments over the past years," said Jill Wu, the company's general manager. "Taya is a dynamic, forward-facing family business producing bicycle chains with the latest green technologies, including coatings."

Wu and her brother, Jasper, represent the third generation of

family members to head Taya.

The logo, which the company describes as "modern, easy-to-remember and dynamic," is part of a new corporate design launched this year.

Dropping "Chain" from the company name reflects its growth outside of its core product range

of bicycle chains. The Taiwanese company is also becoming known as an innovator in environmentally friendly, anti-corrosion coating and curing technologies. Taya has received several awards for the "Greener Surface Treatment" technology that it launched in 2009.



1ST FLOOR  
K0610

## Swiss gravity brand iXS brings line to Taipei Cycle for 1st time

Anyone familiar with the gravity cycle scene in Europe will know the name iXS. The Swiss brand is the title sponsor of Europe's premier Downhill Race Series, the iXS Cup, which includes 19 races in seven countries.

As it seeks increased distribution in Asia, iXS is exhibiting at the Taipei Cycle Show for the first time.

"For our first ten years, our focus was on the development of the Central and Eastern European markets, and more recently the Americas. Now we feel the time is right to approach new and growing markets around the world," said Pascal Haf, brand

manager. Haf said iXS has partners in Japan and Korea and is seeing interest from such potential markets as China, Taiwan, Singapore, Malaysia and Thailand.

"The Taipei Cycle show is of high importance to us to heighten our brand's outreach to our industry's global market," Haf added.

iXS, which started in 1979 making motorcycle leathers, has an extensive line of protective equipment and cycling apparel, and hold a number of design patents. Its designers work with professional athletes. ■ MD

1ST FLOOR  
10019



iXS X-Phobos Schleyer Edition helmet.



# 2012台北国際サイクルショー イベントスケジュール

日	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
3/7	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 CHC TBEA TAITRA	南港展示会場4階402会議室
	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		
3/7	13:00~14:00	SPOMODE (台北国際スポーツ・テクスタイル&アクセサリ展) ファッションショー	TAITRA	TWTC 展示会場第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 展示会場第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	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
3/8~3/9	11:00~11:30 11:40~12:10 14:00~14:30 14:40~15:10 15:20~15:50 16:00~16:30			
	11:00~11:30			
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	11:00~11:30 11:40~12:10 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			
3/10	11:00~11:30			
3/7	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・プラン、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階北口及び南口サイド
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)			
3/10	11:00~11:30(北口) 11:30~11:50(南口)			
3/7~3/9	09:00~17:00			
3/10	09:00~13:00	軽電動車輛 (LEV) 試乗コーナー	ExtraEnergy.Org TAITRA	南港展示会場運搬用カーゴランプ (4階)
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階南口サイド
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
	13:10~16:30	ExtraEnergyセミナー用ベデレック (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	
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 TBEA	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		
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		2012ツール・ド・タイワン	TAITRA CTCA	

## 信隆が創業40周年

台北ショー初日の夕刻、部品メーカーの信隆車料 (HL Corp.) が取引先と業界関係者を招き南港展示会場からおよそ20分ほどの高級ホテルで盛大な創業40周年記念パーティーを開催した。信隆のようなパイオニアが自転車ビジネスにあれば早期に足を踏み入れていなければ巨大 (Giant) も美利達 (Merida) も存在しなかっただろうというのが台湾業界のもっぱらの観測だ。

2011年1月からは、信隆は台湾の自転車関連企業として初めて深圳証券取引所の上場会社になっている。今日、台湾本社工場は生産を概ね中国の6工場に委ねている。グループの年間総売上上げは2億US\$に達している、と廖



學金董事長は挨拶で語った。記念の夕食会には伝統的なドラマーバンドのクレージービート・バンドやクールなカルテット、ドリアンなどの生演奏も数々用意された。

ステージに立った信隆の廖學金董事長とマネジメントチーム



# 会場内ショット



来場者で賑わう会場内（会期2日目）



マグラではコンパニオンガールが押し寄せた来訪者に贈答品を



カサンドラ・チャオはGiantの女性用自転車製品ラインLivのデザイナー。自転車はただ単に型破りだけでなく機能的、と彼女は言う。選ばれたファットタイヤと特注ジオメトリーが乗りやすく安定感のある自転車を作り上げる基盤になっていて、サイクリングは初めてという若い女性にうってつけという。

## 高雄の自転車メーカー、創新賞で販売に弾み

自転車、フレーム、ホイールその他部品を生産する高雄のペロサイト（Velocite）は新規参入組の1社だが、いまその存在感を増している。1月末に発表された『台北ショーデザイン・創新（d&i）コンテスト』で同社のHelios Aeroカーボンバイクが入選を果たしたからだ。ペロサイトは多額の宣伝予算に頼らない。ピクチャー・メジャーCEOは素材と生産への投資に賭け、製品を持って語らしめる道を選んだ。「当社の素材科学と構成設計は完璧で、しかもカーボンのレイアウト技術を高めている。従ってねじり強度の点では他のどの製品に比べても優れている」とメジャーCEO。

Helios Aeroの入選がメジャーCEOの選択の正しさを裏付けているようだ。HeliosはUCI規定に合うエアロ

プロファイルで重さを著しく犠牲にすることなく非エアロのフレームと同じ側面強度を保っているという。台北ショーではこのHelios Aeroとともにトライアスロン用フレームのプロトタイプと超ワイドリアフレンジのハブセット新モデルを展示する。

「ハブの新モデルは後輪の強度を最大限高めるためにストレートプルを2：1レーシングにしているのが特徴」（メジャーCEO）という。会社の将来を密かに確信している表情だ。「他社に優る製品を作らなければ買い手への説得力が持たないと思う」と自社製品への並々ならぬ自信を語る。



ペロサイトのHelios Aero



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# スポーツアパレル市場ではファッションより機能が優先

冬のスノーシューイングにしろ、夏のタイムトライアルレースにしろ、スポーツアパレルはファッション性であるとともに機能的でなくてはならない。これはひとつの制約だが、小粒ながら頭では負けないメーカーが国際市場で大手と渡り合える重要な切り札だ。

台北サイクルショーの併催イベントとしてTWTC第1展示会場（台北101の隣）で開かれるSpoMODE（台北国際スポーツ・テクスタイル&アクセサリー展）はそうしたメーカーと多く出会う場所である。最新の「台湾製」機能アパレルとその製品トレンドがつぶさにつかめること請け合いだ。SpoMODEはTaiSPO（台湾国際スポーツ用品展）の一部でもある。

TaiSPO、SpoMODEとも台北ショーの入場バッジがあれば無料で入館できる。南港展示会場とTWTCを無料で結ぶシャトルバスが15分間隔で運行されている。

スポーツ・アウトドアアパレル市場ではいかなるブランドも上記のやり方をおいて他に道はない――つまり、この市場での商品は機能的な質の高さが無ければ売れない、ということである。これは呪縛のようにも聞こえるが、実際には業界全体にとっては天の恵みとも言えるものだろう。そこにスポーツ・サイクリング用アパレルとは何か、そこでは何が求められているかがシンプルかつ明確に示されているからだ。

はっきり言えるのは、開発設計にはこれまでとは違うアプローチで臨まなくてはならないということである。製品開発はより集中的で、しかも継続的な投資が求められる。だがそれに見合うだけの結果も得られる。スポーツアパレル業界へ素材を供給するメーカーは新規の参入や他社の割込みを防ぐことができるし、ブランド構築に果てしないマーケティングと宣伝費を注ぎ込まずに済む。これはとりわけ規模の小さいメーカーにとっては朗報だろう。台湾繊維連合会（TTF）では、持続可能な製品こそ「世界の厳しい繊維市場で勝ち抜くための重要な要素」ととらえている。



再生ポリエステルを素材としたFjällräven社のエコシェル

繊維市場はBluesign や Oeko-Texといった認証基準や、Teijin's Eco Circleシステムといった環境保全処理法などを生み出している。PET廃棄物から作られる繊維やリサイクル可能でPFC無縁の薄皮に対する国際的な認識と評価が着実に高まっている。

こうした新製品を生み出す革新的企業は韓国、台湾、日本に多い。薄皮のトップメーカーは、取引先や消費者に、テフロンとして広く知られる合成化学物質PTFEが健康に無害で廃棄物の問題も起こさない安全なものであることを理解してもらうことに力を注いでいる。しかし、Formosa TaffetaやFar

Eastern New Century Corporation、EricTex、あるいはStartex、HWA Fumeといった競合他社も、機能的なアウトドア・スポーツアパレル用の薄皮PET繊維や通気性がある防水加工も施されたTPEEやTPUフィルムの開発に余念がない。

各社とも世界的ビッグブランドからの受注を増やしつつある。AdidasやFjällräven、Nike、Patagonia、The North Faceもすでに繊維はTTF（台湾繊維連合会）会員各社のものに頼っている。もっとも、その供給元の名は欧州や北米の消費者には馴染みがないものではあるが。

東南アジアのメーカーもリサイクル素材からの再生繊維の開発では市場のリード役を務める。欧州や北米のメーカーの中にはリサイクリングが環境に及ぼす影響について（あるいは影響がないのか）議論を闘わしているところもあるが、東南アジアでは各社ともリサイクリングに多くの利点を見出している。リサイクリングは空気、水、土の汚染を減らし、石油への依存を低減し、ランドフィル（ゴミ埋め立）の寿命を延ばし、有害物質の排出量を減らす。

機能的なエコ繊維が主流になる中で、その最新の開発製品とトレンドを目にすることができる恰好の場所がSpoMODEである。

ハードシェル対ソフトシェル。SpoMODEはもちろんサイクリング用アパレルだけの展示会ではない。台湾の繊維メーカーはアウトドアやウィンタースポーツなどのスポーツ用品アパレル市場の中でも機能性がとりわけ重視される製品分野に影響を与える多くのトレンドをリードする最前線にいる。例えば昨シーズンは、ハードシェルとソフトシェルジャケットで数々の開発が見られた。Cocona や Noble's X-Staticなどの米国メーカーでは通気性を高める薄皮用素材の完成品が開発されている。



SpoMODEは台湾の繊維メーカーがスポーツ用品アパレル業界へ供給する品々の最新トレンドを目にすることができる絶好の場。

その完成素材を使ったCoconaのPU（ポリウレタン）薄皮は湿気を素早く散らして内側をドライでより快適な状態に保つ。またX-StaticのMVT+シルバライオン技術は、薄皮合繊の内側に接着させて薄皮に宿る細菌の繁殖を防ぎ孔の詰まりを防止して薄皮本来の通気性を保持するというものである。Nobleの先進素材事業部のガイ・グルベル事業部長はこうした技術を「薄皮技術の将来」と見る。

ハードシェルの通気性が高められるに従って、ソフトシェルはまだ必要なかという疑問も投げかけられてきた。そもそもソフトシェルとは旧来のハードシェルよりも通気性に優れたジャケットを指していた。

Polartecのネオシェルこそハードシェル対ソフトシェルの議論の中味をより明確に示すものだろう。これを使用するブランドによって、ネオシェルは時にソフトシェル、時にハードシェルととらえられている。Polartec自身はソフトシェルが市場に止まるカテゴリーであると考えている。

「ソフトシェルはハードシェルよりも通気性が高くなっている」とPolartecのエリック・ヤン欧州担当営業部長は言う。同社では来るべき秋・冬シーズンに向けて強力なストレッチ織の保護素材、PowerShield Stretch Wovenを上市するが、これは「ソフトシェルのコンセプトを一步前進させたもの」（同）とのことだ。ソフトシェルは無用なものとはならない、ことにソフトシェルの大半が防風加工されるようになってからは、というのがほぼ全社の一致した見解である。ソフトシェルの開発は、単に通気性に焦点を当てることから、ストレッチ素材を使うことでより身体へのフィット感を高め動きやすさで快適感を高める方向へと重点がシフトされている。台湾の繊維メーカー各社は、織物にしろニット（編物）にしろ、あるいはラミネート（薄層）加工にしても、こうした多層ソフトシェル素材の大手サプライヤーでもある。■RSB



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B I K E S



# ツール・ド・台湾2012年はUCI クラス2.1に昇格

2005年の初開催以来台北ショーの共催イベントとしてすっかり定着しているツール・ド・台湾が2012年はUCI（国際自転車競技連合）の最高ランクであるクラス2.1に昇格して初のレースとなる。クラス2.1への昇格によりツール・ド・フランスなど世界的レースで実績を残すトップレーサーも競って参戦することが見込まれ最高の盛り上がりが見込めそう。

2012年のツール・ド・台湾はUCIアジアツアーのステージレースとして3月10日～16日の7日間の日程で開催される。全長940km。世界5大陸から20チームが参加するが、欧州3大レースのツール・ド・フランス、ジロ・デ・イタリア、ヴェルタ・ア・

エスパーニャで活躍したトッププロも名を連ねる。

レースの様子はテレビとCHTのMODサービスで放映されるほかCHTプログラムからレースの最新ビデオもダウンロードできる。マスメディア数社がレースの様子を伝えるが、直接応援にかけつけるファンにはドリンクサービスと記念ギフトが用意されるという。



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# サンマルコ、プロチーム用に 国旗入りサドル

4TH FLOOR  
M1313A

サンマルコのイタリア  
国旗入りConcorサドル



同じくベルギー国旗  
入りRegaleサドル



イタリアは食べ物、ワイン、自転車の良  
さで知られるが、これに自転車サドルを  
加えてもいいだろう。高品質のイタリ  
アンサドルの生産を長年リードしてき  
た1社にセレ・サンマルコ (Selle San  
Marco) がある。サンマルコは1935年の  
創業以来サドル一筋

で、ファウスト・コッピをはじめとする伝説的レー  
サーがサンマルコのサドルに跨りトップでゴールを切る  
シーンも数多く生み出されてきた。

1970年、サンマルコは当時まだ聞きなれない“レ  
ーシング”サドルを創り出し、自転車のその後の著  
しい変化への道を開いた。1978年には伝説のサドル  
Concorを世に出した。この歴史はいまも深い関わりで  
つながっている。Concor、Rolls、Regaleをはじめと  
するサンマルコのクラシックサドルの多くが同社のヴ  
ィンテージラインの一部として残されているからだ。

今日サンマルコはプロレーシングチームとの関わり  
を深めることで新しいサドルデザインの境界線を押し  
広げている。2012年コレクションの一部として

て、サンマルコはそのRacing Team World  
Tour Editionにおいて国籍の異なる4チ  
ームのために特製したサドルをラインアップ  
している。各サドルともチームそれぞれの国  
旗が表示されている。Vacansoleil-DCMIにはオ  
ランダの、Lotto-Belisolにはベルギーの、AG2R-La  
Mondialeにはフランスの、そしてLampre-ISDにはも  
ちろんイタリアの国旗といった具合に。

Racing Team World Tour Editionは190gのConcorと  
やや幅広の228g Regaleが提供モデルとなる。■BW

## RAVEN 29r 1.0



MADE IN  
GERMANY



PF 30



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



# New Products

## Look 920

4TH FLOOR  
L0719A

カーボン製軽量フルサスモデル。新型A-Stem装備で精度も抜群。運動力学に基づく設計が高性能を生み出す。ツーリングからレースまで需要の幅も広い。



## Focus Raven 29r 1.0

4TH FLOOR  
N1107A

そのアスレチックな外観は同社の開発理念を表すだけでなくトップレベルのライダーの要求に対する回答でもある。ステアリングヘッドとボトムブラケットの堅牢性の高さが快適な走行を助ける。



## Cateye HL-EL620RC Nano Shot

4TH FLOOR  
N1201

ナノサイズの超軽量・コンパクトタイプながら光の出力が強大な充電式ヘッドライト。同社が「オブティキューブ」と呼ぶ技術が強力ワイドビーム（250mm/2000cd）を生む。高・低・点滅の3モード。1回の充電で12時間使用可能。USBケーブル付。



## 誌慶、日曜日に盛大なオープニング式典開催

台湾の部品メーカー、誌慶工業（Neco）は取引先に知らすべきビッグニュースを携え台北ショーに臨む。（台北ショー閉幕後の）日曜日に同社は台中市霧峰区に建設した新本社ビルとR&Dセンターの開設を祝って盛大な記念式典を催す運びだ。「台北ショーが終わってからもう1日ご滞在頂きたい。皆さんと喜びを分かち合いたいの」と王進源総経理は取引先への招待状で綴っている。

土地、建設費を含めて総額800万ドルを注いだ霧峰の新工場では最新鋭のCNCマシンを導入し、新しくアフターマーケット向けに開発したLaidoブランドによる生産を計画している新世代向け最高級品の大半を生産していく計画である。

同社の変化はさらに進む。今年は創業から数えて20周年を迎えているが、昨年完成させた新本社ビルに加えて、20周年を機に社名をこれまでのChihh Chinn IndustryからNeco Technology Industryへと変更している。



Necoは日曜日に霧峰で新本社およびR&Dセンター開設の祝典。

Come to booth #M1019a or Test Ride Area #12030, donate NT\$900 and get a **Bike Mount for iPhone 4** (MSRP: NT\$1,800). All proceeds will be donated to charity.

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Map directions, track training data, or share what just happened during your ride.



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# New Products

## Roxim D6 Dynamo lights

TWTC HALL 1  
H0916

同社Dynamic Efficiency Control (DEC)技術によりD6ダイナモライトの性能が従来品に比べ2～3倍高められた。さらに独自の“All Road Vision”技術により常に道路全域を目に入れることも可能にした。最大照度60ルクス。



## Ratio Double wheel bag

1ST FLOOR  
J0301

エレガントで扱いも比較的簡単。ダブルホイールバッグはホイール、ツール、予備タイヤ・インナーチューブを保護する。ポリウレタン・マイクロファイバー素材は磨滅や衝撃、雨に強く、強力防水ジッパーがバッグ内の湿りを防ぐ。バッグが広く開くので物の出し入れも容易にできる。二つの頑丈なディスクがハブを側面からの衝撃から護る。重さ2.1kg（4ポンド10オンス）



## スティーブンス E Carpo

4TH FLOOR  
N0627

ボッシュのパワーユニット装着のお洒落な26吋アーバンタイプ。シマノの油圧式ディスクブレーキが適時電動パワーを押さえる一方、ヌヴィンチのN360連続可変駆動システムが電動パワーとの調和を取る。ゆったりとした満喫感が味わえる電動新モデル。



## プロライト アルゴンAM ホイールセット

4TH FLOOR  
N0816

アロイ製オールマウンテンホイールセット。Aneto XCと同じ溶接I-Beamリムを採用。アルゴン溶接でハブの強度を高めるとともに軽量、耐久性も兼備。前輪804g、後輪1056g。



## 会場内ショット



## オランダでDahonの折畳み車が社員のお年玉に

折畳み自転車のトップメーカー、Dahonは2012年のスタートを嬉しいニュースで飾った。オランダの大手建築会社、EGMアーキテクツ社が社員全員へのお年玉にDahonの新しい折畳み自転車をプレゼントしたからだ。選ばれたモデルは、EGM社の2012年の持続可能への取り組みを強調するカラー、クラウドブルーのMu P8。Dahonの中でも需要に幅を持たせた20吋モデルで8段変速とNeos 2.0ディレーラーを装備している。米国カリフォルニアに本社を置くDahonは1982年から折畳み自転車を生産。モダン感覚の折畳み自転車の市場を切り拓いてきた。



DahonのMu P8モデルを手にはポーズを取るオランダEGMアーキテクツの社員





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# Tour de Taiwan 2012 國際自由車環台公路大賽

## 環台賽升等UCI一級頂尖賽事 環法賽車隊明星選手聚集台灣較勁

2012國際自由車環台公路大賽正式登錄為UCI一級賽事，也是台灣自由車運動史上首次升等為一級頂尖賽事，我國將派出國家代表隊及三支UCI註冊職業車隊迎戰，與來自環法一級車隊明星選手同台飆速。

UCI亞洲巡迴賽之一的「國際自由車環台公路大賽」即將於2012年3/10-3/16開跑，賽程共計7天，預計將有來自全球五大洲共20支隊伍的菁英選手在台灣最頂尖的國際級賽事中角力競輪，邀請隊伍中確定有SAXO BANK這支環法車隊，以及2支二級國際職業車隊，將為台灣自由車史上出賽陣容最強的一戰。

台灣為全球自行車王國，經濟部為了打造世界級的台灣精品賽事，全力促成環台賽升等，並在經濟部的支持之下，環台賽將首次在ESPN頻道進行每日賽事精華轉播，全球82個國家都能與台灣同步收看，讓全世界一起為環台賽加油，同時透過頂尖賽事再一次將台灣行銷全球。

首次升等UCI一級國際頂尖賽事，在中華民國自由車協會與各地方縣市政府單位的通力整合之下，推出了最具台灣挑戰性的比賽路線。由臺北市站3/10（首站）57.35km城市繞圈賽揭開序幕、3/11（第二站）新北市板橋-北部海岸線-瑪鍊溪-淡水漁人碼頭130.66km、3/12（第三站）桃園縣政府-慈湖兩蔣文化園區141.3km、3/13（第四站）台中公園出發-濱海公路-繞經大台中地區-終點都會公園114.54km、3/14（第五站）彰化八卦山-彰濱工業區-田尾花園公路146.6km、3/15（第六站）台南市政府-白河-關子嶺136.19km、



環法車隊SAXO BANK將來台競速。

3/16（第七站）愛河-佛光山-仁愛公園139.61km。賽事路線規劃皆以台灣著名景點作串聯，包括1個城市繞圈站、1個平路站、3個山地站、2個高山站，總里程預計866.25KM。

環台賽系列活動「全民單車日」受到眾多車友的好評與支持，中華民國自由車協會與滙豐銀行再度聯手擴大舉辦活動，3/10台北輕鬆騎活動讓民眾享受單車暢遊在台北市最美的林蔭大道-仁愛路上，而3/11勇闖101K挑戰賽則為長距離的自我挑戰，為2012年開年第一場百K挑戰賽，報名人數限額5,000人，想要報名的車友千萬別錯過。

## 世界最輕量的Miyata 鋁鉬合金車—6.54公斤

Miyata Elevation Extreme車架重量1.14公斤、前叉400公克。整車搭配Campagnolo Super Record僅重6.54公斤(46公分)，Miyata品牌經理藤井洋治(Yoji Fujii)表示：「手工焊接的Elevation Extreme是全球最輕量的鋁鉬合金車，金屬表層經過特殊處理擁有極佳抗鏽防護。」口袋夠深的玩家還能選擇Campagnolo Super Record EPS電子變速版。



Miyata品牌經理藤井洋治與世界最輕量的鋁鉬合金車Elevation Extreme。



Hydrapak品牌經理詹姆拿著一瓶兩用的Gel-Bot。

## Hydrapak：不只是水壺

水份補給是持續長時間運動的關鍵。但…大量的流汗及燃燒熱量，光喝水是不夠的。源自美國的Hydrapak於2001年開始重單車族群打造適合的飲水方案，長時間騎車不只需要水份，更要能迅速補充營養的能量包(Gel)。品牌經理詹姆(Jim Vernon)說道：「新推出的飲水、能量補給二合一的Gel-Bot可一次滿足補充液體的需求。」拉出瓶蓋可進行水份補給，封閉瓶蓋則可使用較為濃稠的能量液體。共有600cc及700cc兩種容量。

## 2012 SRAM Red 超輕量1,739克

2012當紅上市，與眾不同

1. 前變採用Yaw技術，免上、下半檔設計，前變整合合擋鏈器(chain spotter)
2. 曲柄採用中空碳纖維技術，即使齒片加重提升強度，整體重量更輕量100克
3. 推出RED專用QUARQ功率計齒盤，設有LED燈偵測電力、歸零校正等
4. 後變速器可對應至28T，未來將推出中腿可對應至32T
5. 取消後飛輪最外片的封閉式設計，降低音箱共振
6. 全套僅重1,739克(BB30版)，為市場上最輕量的套件



SRAM亞洲區專案經理卓志鴻拿著具有中空碳纖維技術的Red曲柄。



# New Products 2012

## Roxim D6花鼓摩電式車燈

TWTC HALL 1  
H0916

Roxim動態效能控制科技(DEC)與其他同等級的燈具比較，提升二至三倍的照明亮度。Roxim的「全路視線」(All Road Vision)讓使用者可以在昏暗的環境中眼觀八方。D6最高可產出約60流明。



## Ratio雙輪袋

1ST FLOOR  
J0301

優雅卻不拖泥。Ratio雙輪袋可保護輪組、工具組、備用內、外胎等。聚亞胺酯的纖維外層可有效對抗磨損、衝擊及潮濕。防水拉鍊讓內部保持乾燥。大開口的設計利於收納與取出。輪袋側方提供保護墊片。重量約2.1公斤(4磅)。



## Stevens E Carpo

4TH FLOOR  
N0627

搭載Bosch驅動系統，Stevens E Cargo這台26吋的城市遊俠速度一流。搭載Shimano油壓碟煞制動效果強而有力，NuVinci N360變速盒提供順暢、快速的換檔機制。E Cargo的騎乘角度舒適又輕鬆，讓騎車成為一大樂趣。



## Pro-Lite Aragon AM登山車輪組

4TH FLOOR  
N0816

Pro-Lite以I-Beam焊接技術打造登山車全地型輪組，與其XC版Aneto享有相同的製程。Aragon花鼓融合了輕量及耐用度兩大特點，前花鼓可相容於三種快拆形式。



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# New Products 2012

## Cateye CC-MC200W無線車錶

4TH FLOOR  
N1201

Cateye最新的精巧無線車錶，可讓使用者自定顯示畫面，顯示您最關心的行車資訊。內建背光以及碼錶計時功能。



## 720armour Tack

1ST FLOOR  
J0233A

Shield風鏡造型，最能滿足騎乘者需要的寬廣視野；可調整式鼻墊，讓使用者能依照自己的臉型與鼻型，將Tack調整至最服貼的狀態。720 Tack同時推出多款片型如偏光片、nxt變色片供玩家選配搭配天候場合使用。專利的CWS通風技術可導入空氣，避免產生霧氣。  
※B318RX內附近視內鏡架，適用配鏡度數600度以內



## Focus Cayo Evo 2.0 Di2

4TH FLOOR  
N1107A

Focus旗下Cayo Evo具有鮮明的風格，一眼即可認出的外型、輕量化、高強度的車架。全方位的騎乘表現就跟車架設計一樣出色。搭配Shimano Di2電子變速，Cayo Evo是高科技的結晶。



## Look Kéo功率踏板組

4TH FLOOR  
M1011

Look創新推出以踏板作為測量平台的功率計。兩大知名品牌通力合作，Polar這間以心率錶聞名的車廠加上Look。Kéo功率計可獨立測量左、右腳的踩踏輸出。測量的晶片整合入踏板，使用者終於可跳脫以曲柄或花鼓為測量介面的功率計。



## O-Synce Screen-Eye

4TH FLOOR  
L1112

騎車時想知道速度、里程等數據，但...低下頭看不僅麻煩而且危險。O-Synce讓車錶固定於頭部。「螢幕眼」(Screen-Eye)就像是安全帽簷，將超輕量的車錶及顯示器內建於帽簷。車錶擁有全方位的功能，包括可記錄溫度等，利用micro USB可將資料傳送至電腦。可拆卸的電子零件讓使用者可清潔帽簷。Screen-Eye採用ANT+傳輸訊號，可搭配心率錶等其他配件。



## Spank Spike Race龍頭

1ST FLOOR  
I0019

無論你是要自由騎、下坡賽，或是全地型的越野騎乘。Spank Spike Race龍頭採用CNC鍛造，冷冽的外型、整體輕量化。需搭配31.8mm的車手管徑，零度的仰角設計。共有35mm(135克)及50mm(150克)兩種選擇。提供亮黑、紅、藍、綠等繽紛色系。



## Bergamont Big Air MGN

4TH FLOOR  
N1124

Bergamont Big Air MGN為旗下最新的產品。這部頂尖的越野悍將具有超長的避震行程，搭配一級零件。採用特殊的Freeride幾何設計，避震行程為185mm。Big Air MGN搭載DT Swiss輪組、SRAM X0傳動套件以及Truvativ Hammerschmidt曲柄。



## SKS Raceblade Long泥除

4TH FLOOR  
M0509

SKS加長型泥除直接由後花鼓附近延伸而出，全方位的設計不僅保護騎乘者、甚至防止後方車友被雨水所濺溼。可調整支架長度，Raceblade Long可廣泛對應於各式競賽車種。可快速拆除遮雨板，移除後只留下金屬固定架。共有黑色、銀色選擇。重量約461克。





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# New Products 2012

## Bergamont Revox Team MR

4TH FLOOR  
N1124

The Revox Team is the race version of the Bergamont's Revox Carbon Series. With a weight of just under 1,000 grams, the frame retains rigidity while ridden and is still comfortable. It's made for 29er racers and marathon riders.



## 3T Mercurio 40 LTD Wheels

1ST FLOOR  
M1326

A medium-low profile race wheel, the Mercurio 40 LTD is part of 3T's flagship Mercurio tubular wheel range. Despite its relatively low profile, the Mercurio 40 LTD offers immense strength and rigidity and is particularly suited to climbing. The carbon-fiber rim on the 40 LTD includes the Mercurio's novel spoke pockets that are molded into the rim sidewall. Compatible with Campagnolo and Shimano/SRAM cassettes with no adapter.



## LAS Victory Helmet

4TH FLOOR  
L1026

This limited edition Victory helmet looks sharp with a matte black finish. But the real innovation is a high-tech fastener that can be adjusted using only two fingers. The helmet also features anti-bacterial fabrics and a CAT-EVO wheel sizing system.



## Stevens Cyclocross Super Prestige

4TH FLOOR  
N0627

The Super Prestige is a cyclocross bike that departs from classic 'cross designs. Disc brakes offer confident braking, while a Shimano Di2 system allows for perfect ergonomics, comfort and reliability. Both systems are integrated into the Super Prestige frame. Brake cables are routed inside the frame.



## 720armour Fly

1ST FLOOR  
J0233A

There's no buggin' out with Fly, which takes its name from its light feel and sleek profile. Made to fit small faces, it's ideal for women. The sculpted frame with flexible arms and adjustable nose pads caresses the temples without squeezing or pinching. Interchangeable lenses with EDO technology let users choose the right one for any outdoor activity.



## Roxim RX5A Human Touch lights

1ST FLOOR  
K0017

Roxim's Human Touch Lighting system lights automatically switch to the proper lighting mode based ambient brightness, battery energy, and bicycle motion. Lighting modes automatically adapt to different types of riding for a pleasant and safe experience.



## Airace Hercules DG

4TH FLOOR  
L1002

This stylish pump uses a dynamic LCD digital gauge instead of a mechanical pressure gauge. Made of 6063 aluminum, the Hercules DG delivers maximum pressure of 240 psi (16.5 bar). A twin-valve pump head includes an air release button.



## Xpedo Thrust NXS

1ST FLOOR  
J0517

The Xpedo Thrust NXS uses NEP injection molding to form a stylish, durable and light plate. Chromoly spindles roll smoothly on three cartridge bearings. The Thrust NXS weigh 220g per pair and accommodates the Xpedo Thrust7 cleat system.





# Vox Pop

## Taipei Cycle first-timers: What brings you to the show?



**Jonathan Cherry**  
Camissa, South Africa

Camissa specializes in single-speed, full-color bikes. We're here to source products, and to get a good feel for what's happening across the industry. Until now, we've worked through an agent here, but we're now looking at putting together a range of signature bikes for South African conditions. There's a big culture of sport bikes, but nobody is really making commuter bikes. That's where the real opportunity lies right now. The range of product here, and the quality, is amazing.



**Peter Discoe**  
Swobo, United States

Swobo is an established brand, but it's been in hiatus for a while, so we're rebuilding it. We're over here looking for componentry and accessories that we can use for the brand. I've been to the American shows, and the feel is very different here. As a manufacturer, it sparks a lot of ideas for me — ways to go, things to do.



**Chirag Shah**  
Scarlet International, India

Scarlet International is a wholesaler and distributor across India for

many companies, including Cannondale, Bianchi, Scott and GT. We also do parts and spares. We're also thinking of importing materials to India, but my aim for the show is to find more good products and manufacturers. The traditional bicycle transportation market in India is well established, but there's an emerging health and performance market. The higher end of the market is now growing fast. That's the opportunity for manufacturers in Taiwan, and for us.



**Henri Bertrand**  
VoltaGreen, France

We make an electric folding bicycle for the French market, so we're working with Chinese and Taiwanese suppliers. I'm here to visit them. The company's two years old, and we have prototypes and production in France. I'm sourcing products for next year, seeing what Taiwanese suppliers can do. I've been to Guangzhou and Eurobike, but we wanted to come to Taiwan directly to see suppliers. The show is huge, and every company is represented.



**Alejandro Cantu Lomelli**  
Impabi, Mexico

I'm an importer from Mexico, who also does custom urban bicycles. I'm here looking for products we can't find at home, and so far it's really great. I'm looking for hubs, cranksets, chains, tires, everything. As I'm a builder, I also need tubing and lugs. City bikes and fixed-gear bikes are a new thing in Mexico, and now it's growing, but people don't need much, and the parts they want are really specific. ■ ML

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# New Products 2012

## Taya Diamond Hard Chain

1ST FLOOR  
**K0610**

The Deca-101(UL) is designed for high-end 10-speed derailleur systems. Its elegant design provides smooth riding. Taya's latest DHT technology increases the surface hardness of the chain's hollow pins, improving durability and lengthening chain life.



## Velo Ergo Grip

1ST FLOOR  
**J0717**

The newest generation of ergonomic grips, Velo's VLG 1189D3 gives riders enduring, fatigue-free comfort through its anatomical shape, enhanced with strategic gel inserts. The grips mount easily and safely with Velo's patented G2 clamp-lock system.



## Pro-Lite Aragon AM Wheelset

4TH FLOOR  
**N0816**

Pro-Lite builds its alloy all-mountain wheelset with the same welded I-Beam rim as the Aneto XC. The Aragon adds the strength of an overbuilt all-mountain hub to combine light weight with durability. The Aragon's front hub has 3-in-1 compatibility with 20mm, 15mm or standard QR thru-axles. The 3-in-1 rear hub is compatible with X12, 12mm and QR. Weight: front, 804g; rear, 1056g.



## O-Synce heart2feel smart

4TH FLOOR  
**L1112**

O-Synce's heart2feel smart is a heart rate monitor incorporated into a chest belt that transmits its information to any Bluetooth-ready smartphone, such as an Apple iPhone 4s or Motorola Droid Razr. Users no longer need a separate watch, but can monitor their heart rate data on the same device they use for music playlists, contacts, GPS maps and other data. Users can replace the battery.



## T-One Move Grips

4TH FLOOR  
**L0808**

The Move grip has an ergonomic shape with a sporty two-tone color design. Users have a choice of colors to match their bikes. It comes in two lengths—90mm and 130mm—and three styles—double clamp, single clamp, and one piece—offering up to nine different configurations, including colors.



## Selle San Marco Concor World Tour

4TH FLOOR  
**M1313A**

Selle San Marco pays homage to teams of four nations with its Concor World Tour saddle. It comes in the colors of Italy, Belgium, the Netherlands, and France (shown). The 190g Concor World Tour has a base of carbon fiber reinforced plastic, Xsilite rails, Biofoam padding and a Microfeel cover.



## LAS Helmets CXT

4TH FLOOR  
**L1026**

The LAS CXT helmet offers multi-purpose protection with a built-in visor. It looks like a motorcycle helmet and in fact can be used for e-bike and urban bike rides. Wind tunnel tests show that its rounded shape offers high efficiency.



## Kind Shock Exa saddle

1ST FLOOR  
**10629**

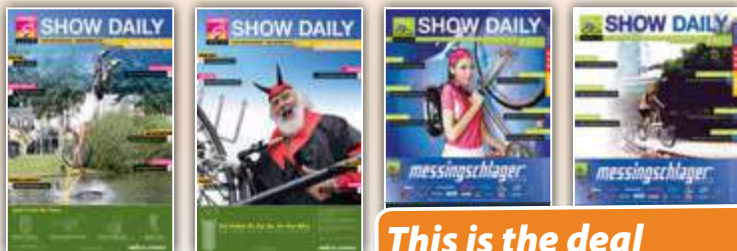
Kind Shock is debuting its Exa saddle line at the Taipei Show. Company chief Martin Hsu said the new saddles feature a compact leaf spring design for independent damping on the left and right sides. Hsu has personally logged 3,000 km (1,864 miles) on the new saddle for testing. It's part of Kind Shock's mid-range Exaform brand, which the company will promote particularly in China.





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**SHOW DAILY****Credit & Contact Info****Published By**

K.B. Media Ltd.  
28 Llewelyn Way  
Rathfarnham  
Dublin 16  
Ireland  
[www.bikeshowdaily.com](http://www.bikeshowdaily.com)

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**Printed By**

Chuen Fung  
群鋒企業  
Taipei, Taiwan

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