TAIPEI CyCle

SHOW DAILY

The Official Show Newspaper www.BikeShowDaily.com Organized by: TAITRA

March 8, 2012

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Taipei International Cycle Show 2012

Schedule of Events

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**. 4th Floor Cargo Ramp, Nangang Exhibition Hall

09:30-17:30 **2012 Taipei Power Forum: Electric Two-Wheeler Symposium.** Nangang Exhibition Hall, 4th Floor, Conference Room 401.

10:00-16:00 **TES e-scooter test ride.** 1st 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)

13:10-16:30 **ExtraEnergy pedelec seminar.** Nangang Exhibition Hall, 4th Floor, Conference Room 402.

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)

18:30-21:30 **Light Electric Vehicle Association annual LEV networking dinner** at the Fullon Hotel in Taipei's Flower Market district. For reservations, email Sidney Kuropchak at kuropchak@gmail.com.

New Products Launch — *Thursday, March 8*

Nangang Exhibition Hall, 4th Floor, Conference Room 404

Time	Company	Topic
11:00-11:30	Kim's Travel Service Co., Ltd.:	Flexsacle-AD5 angle-adjusting device for bicycle saddles
11:40-12:20	Greentrans Corp.:	Torque sensor and power kit for e-bike
14:00-14:30	First Bicycle Components Co., Ltd.:	First's new product presentation for 2012
14:40-15:10	Qbicle, Inc.:	Tangent fender
15:20-15:50	KMC Chain Ind. Co., Ltd.	New Generation: X2.0 concept (by invitation only)
16:00-16:30	Jie Su Kang Industrial Co., Ltd.	JSK Folding bikes and solution system.

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.*

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COVER SHOT: Taiwan president — and avid cyclist — Ma Ying-jeou signs a bike at the Giant booth. (Photo by Carlton Reid)

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Exhibitors: 6000 visitors are reading this issue of the Show Daily
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Exposants: 6,000 visiteurs vont lire cette édition du Show Daily
C'est un moyen efficace et peu coûteux d'atteindre les acheteurs.
Appelez-nous dès maintenant au 886 981014553. Nous viendrons à votre stand et vous montrerons comment le Show Daily peut contribuer à votre succès à Eurobike et au Taipei Show.

Today's Weather

Today
High: 20°C (68°F)
Mostly cloudy. Fog early.
Chance of rain 50%

Tonight
Low: 15°C (59°F)
Overcast with a chance of rain. Fog overnight.
Chance of rain 20%

Tomorrow
High: 15°C (67°F) **Low:** 10°C (50°F)
Overcast with a chance of rain.

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)*

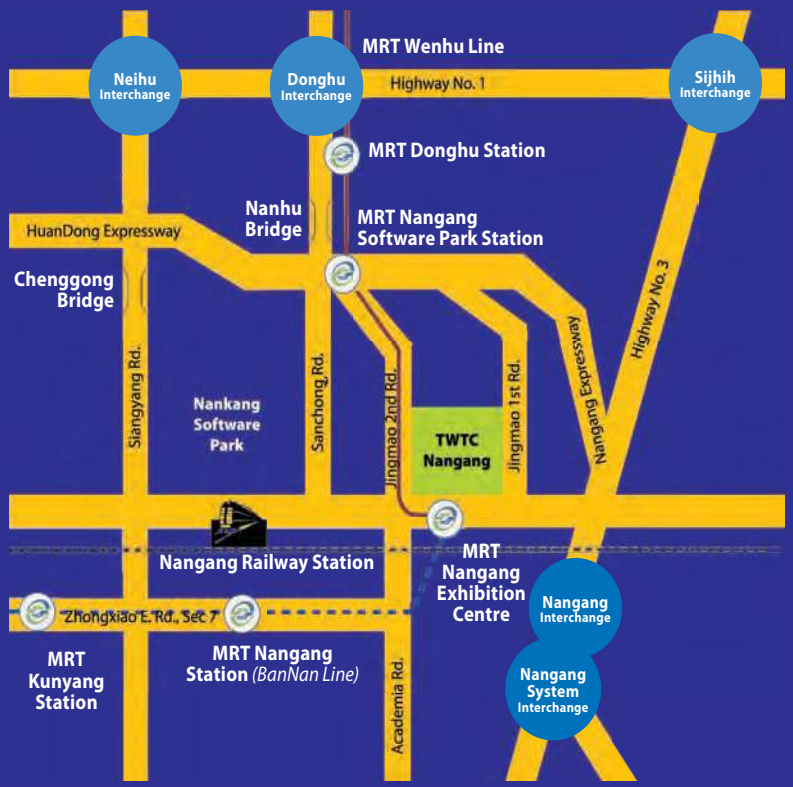
1B. TRANSPORT INFO

- 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



- MRT BanNan Line *(stops at Nangang Station, from there board FREE Shuttle Bus for 5-minute ride to Nangang Exhibition Center)*
- MRT Wenhu Line *(runs to front door of Nangang Exhibition Center)*
- TWTC Nangang Exhibition Center

VOX POP

What are your memories of the Taipei show over the years?

Jason Sung
Performance Cycles, Singapore

I've been to Taipei for the last seven years. My first memory is that I was only coming to look for Taiwanese products. Now I see the European people here, so I don't have to go to Eurobike. Meetings with them are the main reason I come. But the first time, I was only looking for Taiwanese products. Taiwanese companies have ideas, something different. They innovate. Even today I look at Taiwanese products and find new ideas. Taipei is like a second home. Some years I bring my children here.

Cedric Consigny
Cycleurope, France

We mainly produce bikes for the European market, from performance bikes to children's bikes to e-bikes. My goal for the show is to find new products, new ways of integrating parts. I first came three years ago, to find new ideas and have meetings with our suppliers. It was my first bicycle exposition, and I was impressed by the number of participants. Now you can find an e-bike at every booth. Three years ago it wasn't like this at all.

Martin Grigio
Grigio Bikes
United States

This is my third show. It's the best show in the world. The people are friendly, the show is spectacular, and the technology is the best in the world. I manufacture triathlon and road bikes, and I remember the first time coming to look for manufacturers and finding that the best companies and best factories are here in Taiwan.

Brian Gillin
Sheppard Cycles, Australia

We're the largest distributor of bicycles in Australia, covering entry-level kids' bikes to high-end race bikes. Five years ago was my first time, and the size of it was incredible. Five years later it's even bigger. There are more exhibitors here each time, the stands are bigger, and the exhibitors are more professional. We're excited for the new Shimano 9000 series, the Di2 ranges, and we also want to catch up with our suppliers. It's about relationship-building, too. ■ **ML**

Dannie Nall
LeMond Fitness, United States

I've been in the bike business for 40 years, and coming to this show as

Cyclist-in-chief for Taiwan opens show

Taiwan's No. 1 cyclist, President Ma Ying-jeou, opened the 25th anniversary edition of Taipei International Cycle Show yesterday and presided over the ceremonial ribbon cutting.

Ma, an avid cyclist, underlined the government's efforts to boost Taiwan's bicycle industry and make the island nation a hub for bicycle production as well as a center for bicycle riding.

"We work on a complete around-the-island bike path along the coast line and will seek to expand bike paths into the mountains," Ma announced.

Since Ma was first elected in 2008, Taiwan has built 600 kilometers (373 miles) of bike lanes. He said Taiwan plans to build another 1,000 kilometers of bike lanes (621 miles).

He noted that cyclists can now ride on dedicated bicycle paths between Taipei and Hsinchu, a city about 70km (43 miles) south of Taiwan's capital.

With an eye on the upcoming Tour de Taiwan, which begins Saturday morning in Taipei, Ma said he hoped it would some day have the same status as the Tour de France. But he also applauded the growth of recreational cycling among children and students.

"Participation in organized rides has doubled over the last years," Ma said. That's a good development, he said, "because cycling makes people happier and healthier."

Taiwan President Ma Ying-jeou (center) with TAITRA President Wang Chih-Kang (left) and Econonomic Affairs Minister Shih Yen-Shiang.

During a tour of the show floor, Ma was speechless when Merida CEO Michael Tseng introduced him to the company's flagship road bike—which comes with a price tag of NT$280,000 ($9,485). The president later said that he owns three bikes, including a Merida "Wolf 3" touring bike.

As other VIPs pointed out, this year's Taipei Cycle Show is the biggest ever. It features more than 1,000 exhibitors—285 from overseas. Another 100 are on the waiting list. ■ **JB and AZ**

Eat like a local in Taipei: Part 2

Al Dente Cucina Italian

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: Al Dente Cucina Italian.

A salami pizza at Al Dente Cucina Italian.

Run by a young couple, Al Dente Cucina is a cozy place that serves European-style pizza, pasta and risotto at low prices (NT$130–200). Try the Caesar salad and the chicken and mushroom pesto pasta, or choose from a range of thin crust pizzas. Wash it all down with beer, tea, coffee, or a smoothie. For dessert there is homemade tiramisu, waffles and ice cream.

Recommended Dishes
Caesar Salad, NT$160
Chicken and Mushroom Pesto Pasta, NT$160
Salami Pizza (7-inch), NT$160

Dining Tip
Tipping is not practiced in Taiwan restaurants, but many upscale establishments add a service charge.

Al Dente's Caesar salad.

Al Dente Cucina Italian 亞緹義廚
Address: 34, Lane 559, Zhongxiao East Road, Xinyi, Taipei
台北市忠孝東路四段559巷34號
Telephone: 2763 1716
Opening Hours: 11:30 a.m.–2 p.m., 5–9:30 p.m. Closed Mondays.
English Menu? Yes
English Speaking? Yes
Credit cards? No

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

Handy Vocabulary Guide

English menu 英文菜單	Soup 湯	Soup spoon 湯匙
Rice 飯	Beer 啤酒	MSG 味精
Noodles 麵	Whisky 威士忌	Vegetarian 素食
Pork 豬肉	Juice 果汁	Toilet 廁所
Beef 牛肉	Tea 茶	How much? 多少錢
Chicken 雞肉	Water 白開水	Thank you 謝謝
Fish 魚	Chopsticks 筷子	Taxi 計程車
Seafood 海鮮	Knife 刀子	
Vegetables 蔬菜	Fork 叉子	

Taiwan designer wins top NT$500,000 prize

While Taiwan President Ma Ying-jeou was on hand to personally present the top five awards for Taipei Cycle's new design award, a young Taiwan designer walked away with another coveted prize yesterday: NT$500,000 ($16,900) for his winning e-bike design.

Taiwan designer Larry Chen shows a prototype of his prize-winning Velocity e-bike. © JB

Designer Larry Chen won the top prize for his futuristic urban e-bike called Velocity. Chen's concept incorporates the battery motor and control system—what he calls the bike's "power core," into the frame.

Chen was one of 839 designers, from 51 nations, who participated in the 16th annual International Bicycle Design Competition.

Other top winners were Cheng-Shuo Lee, also from Taiwan, who won NT$200,000 ($6,775) as the silver winner for his eco-friendly Woody bike, made from plywood; and New Zealand designer Paulus Maringka, who took the bronze medal, and NT$100,000 ($3,385), for his G2 tricycle. Designed for the developing world, the G2 incorporates an attachment that can be used as a wheelbarrow or cargo hauler.

Ma's presentation was for the inaugural Taipei Cycle d&i awards, conceived and organized by iF International Forum Design.

At yesterday's presentation, iF managing director Ralph Wiegmann said the two contests would be combined in future years.

"The IBDC competition is already on a high level. Together we will even push this further. We have to create and support young talents and give them a platform. That's what it's all about," Wiegmann said during a signing ceremony at yesterday's event. ■ **JB**

Taiwan President Ma Ying-jeou presents the top five Gold Awards for the inaugural Taipei Cycle d&i awards. (Photo by Lester Chu)

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Shots from the Show

A show girl helps Magura bring attention to its new RT8 TT hydraulic rim brake system.

A BMX stunt rider thrills the crowd by soaring over 25 bikes.

Merida's Simon Hsu introduces a new mountain bike.

3T's Rene Wiertz shows off the Ergonova Team London Edition handlebar.

More BMX excitement in front of Nangang hall.

ENGLISH

Dahon marks its 30th with limited edition

6TH FLOOR S0614

Building a bike brand from scratch is not rocket science, as David Hon discovered in 1982 when he left his California job as an aerospace laser specialist to found Dahon (short for "David Hon"). Dahon was created to design and sell folding bikes.

Sharing a laugh at Dahon: (from left) sales and marketing director Eddie Eccleston; Dahon founder and CEO David Hon; and Henry Hon, Dahon's vice president.

Five million folding bikes later, Hon is celebrating the 30th anniversary of the company he founded with his brother, Henry Hon.

The company originally raised $3 million in seed funding from 12 investors, including pop stars Richard and Karen Carpenter. (When Karen Carpenter died in 1983, her Dahon shareholdings were left to her estate.)

With the investment, Hon built a factory in Taiwan; the first folding bikes started rolling off the production line in 1983. Henry Hon ran the marketing and distribution side of the business from California. He later left the company but remained a shareholder. Last year he rejoined the company as vice president.

Dahon has always been known for its innovative technologies, including hinges specific to folding bikes. The company now owns 220 patents.

To celebrate its 30th anniversary, Dahon has produced 30 limited edition Vector models, which will be supplied to the company's international distributors as promotional bikes for display at consumer shows and for use as high-end competition prizes. 300 replicas of this anniversary bike will be available for sale.

To promote the anniversary, Dahon is launching an advertising campaign with the message, "30 Years Strong."

At Taipei Cycle, Dahon is launching five new models for 2013 including the EEZZ, which won a d&i award at the start of Taipei Cycle. This bike features a folding hinge contained within the frame. ■ **CR**

One of Dahon's original bikes from 1982.

Jetset's speciality is alloy rims

1ST FLOOR I0923A

For more than 20 years, Taiwanese company Jetset has been making rims. This year, its message to the market is: if it's an alloy rim you want, we can supply what you need.

The Jetset stand is a riot of color, anodizing, cut-outs and rim patterns. Its products manage to satisfy customers as diverse as Crupi BMX and Velo Orange, the retro road brand. For the Japanese market, the company provides high-polished rims. It also does finely finished polished anodized rims, which come at a premium, but it is keen to stress it can provide OE and aftermarket rims at a range of price points. Moreover, Jetset is keen to collaborate with other brands and design new and proprietary molds.

Across the booth there are many different rim depths, profiles and styles, to suit different types of riding, from lightweight road rims to trials and even snow bike rims.

This year, Jetset has been focusing on BMX and mountain bike rims. It is also promoting rims for 29er bikes, as the big-wheeled bikes boom in popularity.

"We anticipate trends and make sure we can supply the right product," Jetset's Mark Hsu said. ■ **ML**

Mark Hsu of Jetset

Velo/Wellgo Party

For many longtime visitors, Taipei Cycle really begins with the Velo/Wellgo party, which traditionally takes place the night before the official opening of the trade show. This year about 500 of the companies' business partners and friends attended the party at the Grand Hyatt Hotel. As always, hosts Stella Yu and John Chen mixed product presentations with performances—this year from four unique groups, ranging from rock and roll singers to flamenco dancers.

The East Art Group presents traditional dances.

Flamenco dancers bring a taste of Spain to Taiwan.

The rock band Hot Shock closed the party on a high note.

Velo's Stella Yu and Wellgo's John Chen toast the crowd.

Four industry leaders give their forecasts for cycling's future

Though he's usually a focal point of such events, Tony Lo, the CEO of Giant and the chairman of the TBEA, served as a host for yesterday's International Bicycle Trend Forum at Taipei Cycle.

Speakers representing four distinct sectors of the bicycle industry gave their views of the industry's past and their expectations for the future.

Addressing the packed conference room were Yozo Shimano, president of Shimano; René Takens, CEO of the Accell Group; Shi-Guang Yu, director of the China National Information Center for Bicycle Industry; and Marc Sani, publisher of Bicycle Retailer & Industry News.

Sani reflected on the past two decades of the U.S. bicycle industry. He noted that the number of bicycle retailer storefronts has declined sharply in 20 years, falling from 7,500 to 4,500 since 1992.

Though the specialty bicycle retail sector suffered from "poor business practices" and underinvested in staff training, Sani said, "today's retailers are more focused than they have ever been." He said he was "bullish about the future of cycling."

Yozo Shimano said "mechatronic" technologies, which combine mechanical systems with electronics, have been a core focus for Shimano since the launch of the Dura Ace Di2 system in 2008. But he also added his belief that not all bikes would be electronic in the future.

Shimano also proposed that the industry stop thinking of bikes by different categories.

"Rather than categorizing [bicycles] into 'utility' or 'sport', we should regard them all as 'lifestyle bicycles' that support different lifestyles," he said.

Speaking to the structural changes occurring in the bicycle industry, Takens predicted that "more international brands [will be] taking over their distributors in export countries."

He said IBDs need to focus on creating efficiencies through better supply-side integration, particularly with better automation of B2B ordering systems and through shared sales analysis and benchmarking.

Yu presented a snapshot of the rapid changes in the Chinese market. He said Chinese consumers are embracing leisure cycling—a trend that has been accompanied by a growing "active transport" culture in such major cities as Beijing, Hangzhou and Guangzhou. ■ **CW**

Shimano President Yozo Shimano addressed the International Bicycle Trend Forum.

Magura launches line of light TT, tri disc brakes

Magura, the German pioneer of hydraulic brakes, is launching a new brake line for triathlon and TT bikes at Taipei Cycle.

4TH FLOOR N1207

Magura RT8 TT brake

The "RT8 TT" line follows last year's launch of Magura's "MT" line for disc brakes for mountain bikes. Like the MT line, the RT8 TT line makes use of carbon fiber brake levers.

Magura calls its new system the "world's lightest and fastest hydraulic rim brake for the road." It was developed in cooperation with Cervélo, the premium road bike manufacturer from Canada. Therefore the slogan for the new line is "aerodynamics by Cervélo, hydraulics by Magura," said Goetz Braun, Magura's marketing manager.

The entire RT8 TT system weighs only 495 grams and is completely maintenance-free.

For 2012, the RT8 TT will appear exclusively on Cervélo's P5 high-end time trial bike. The brake, which is UCI-approved, makes its competitive debut later this month at the Ironman triathlon in Australia.

Magura is a sponsor of the Garmin-Barracuda team, and the new brake is also expected to make an appearance at the time trial for this summer's Tour de France.

Following the RT8 TT, Magura expects to roll out a full line of RT brakes, which will include conversion kits for road bikes. The line will include a less expensive version, the RT6 TT. ■ **JB**

Tern plasters folding bike ads on Taipei metro lines

Tern, the Taiwanese folding bike company, has placed ads on the MRT light rail system in Taipei. Every single train and car across all four main lines now sports a Tern poster.

4TH FLOOR M1019A

The advertisement features such bikes as the Verge X10, which won a Design & Innovation Award at the opening of Taipei Cycle.

Many show attendees use the MRT rail system to beat Taipei's infamous traffic jams.

A QR code on the posters links through to Tern's Taiwan Facebook page, which includes detail of a show giveaway.

The Tern brand, launched a year ago, is owned by Mobility Holdings of Taiwan, whose shareholders include Josh Hon and his mother, Florence. They are former executives and part owners of Dahon, and recently underwent a messy split from the other folding bike company—one still being litigated in a federal U.S. court.

Tern's ads on the Taipei metro.

Josh Hon said the company was on target to deliver 100,000 bikes by the end of calendar 2012. The company has delivered product – including BioLogic accessories - to 34 countries. A three-day international distributors' meeting will take place in Taiwan following the Taipei show.

"It's been a whirlwind of a year," Hon said.

Tern offers five bike platforms with a total of 22 models in multiple wheel sizes. The company also produces a line of custom accessories for its bikes, including racks, bicycle travel cases, and bags. ■ **CR**

Iconic Dutch bike brand Gazelle debuts in Taipei

Traditional bikemaker Koninklijke Gazelle NV—better known simply as Gazelle—is making its Taipei Cycle debut.

Gazelle is sharing a booth in the European village (sponsored by Colibi) with Bobike, a maker of children's safety seats.

"Both companies have worked close together for 40 years and are about 50 km away from each other. Therefore for us it makes sense to exhibit our latest Bobike and Gazelle urban bike products together at a joint booth," said Gijs Spil, Gazelle's export manager.

Gazelle's debut is part of the brand's ambition "to orient ourselves what's going on at the Asian market, especially with an eye to e-bikes."

Currently the Asian market is heading towards a more sports-oriented direction, while Gazelle wants to head toward comfort bikes, Spil said.

4TH FLOOR L0421

"Our e-bikes are a good way to enter the market," he added.

The Dutch brand, owned by Pon Holdings (which is also the parent company of BMC Group and Derby Cycle) is already active in some Asian countries. "But we wanted to see this all with our own eyes," he said. ■ **JB**

Gazelle export managers Cor de Jong (left) and Gijs Spil. © JB

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

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London calling

Will Olympics goose bike sales?

Britian's Observer newspaper recently declared 2012 the "year of the bike." It cited a resurgent British bicycle culture and the belief that Team GB would reap many medals in the cycling events at this summer's London Olympics.

An investment analyst agrees. Christodoulos Chaviaras, Barclays Capital's retail analyst, said, "We expect the cycle market to grow by 5 percent in 2012, with the [Olympic] Games the main driver of growth."

Will the Summer Olympics give a boost to cycling? Russell Merry, managing director of CSG UK, the UK distributor of Cannondale and Mongoose, says the Olympics can't come soon enough.

"The media coverage of the London Olympics is likely to feature cycling because of the success of the British Cycling team in recent years," Merry said. "All sports are in competition for recreational and amateur participants and cycling will benefit from the raised profile. Having the Olympics in the European time zone will increase its impact as the viewing will be prime time."

Merry is particularly anticipating the BMX events.

"BMX racing is beginning to make a comeback after years in the shadow of freestyle. The Olympic track makes for really exciting racing and the general population will not have seen it as a televised sport ever before, so it will come as a shock to many just how fast and spectacular BMX racing can be," he said. "There is no downside to having the Olympics in London for cycling in the UK and across Europe."

Across the pond, the CEO of USA Cycling expects the Olympics to have the biggest impact in the visibility of track and BMX events.

"For BMX, probably most of all, it stands as an opportunity to showcase a really extreme sport that doesn't get a lot of TV exposure but has a broad base of participation on the youth side," said Steve Johnson. USA Cycling oversees competitive cycling in the U.S.

The U.S. network broadcasting the Olympics plans to show BMX events close to prime time, boosting viewership, Johnson said.

For Pro-Lite's Steve Fenton, an Englishman based in Taiwan, the Olympics is a spectacle that should increase cycling participation.

"If Team GB do pull off some medals, then surely people are going to want to get on their bikes and give it a go," Fenton said.

"I bet Chris Boardman is praying this happens because the average guy in the street will always tell you one thing that is synonymous with cycling and the Olympics: 'that Boardman fella,'" Fenton added. "When they see he has his own brand I bet many people will snap up one of his bikes."

Chris Boardman won Olympic Gold on the track at the Barcelona Olympics in 1992. ■ **CR**

Chris Hoy won three gold medals at the 2008 Beijing Olympics.

Shanaze Reade expects to compete in BMX for Team GB.

Messingschlager plans grand opening for logistics center

Messingschlager, one of Europe's leading importers of Asian bicycles and components, is seeking new partners at the Taipei Cycle show.

1ST FLOOR J0512

"There are some open holes in our Asian network we would like to fill," CEO Benno Messingschlager said.

In April, Messingschlager will open its logistics center at its headquarters in Baunach, Germany. A grand opening ceremony is planned for May.

"It's time for us to expand our storage space from our current 8,000 square meters [86,111 square feet] to 10,000 square meters [107,639 square feet]," Messingschlager said. "We had good sales in 2011 and great preorders for 2012. In order to enable faster processing, we've already increased our staff in the warehouse by more than 20 percent."

An automatic pallet stacking system, which soars more than 18 meters (60 feet) high, is already in use. More than 1,000 pallets have been stored, and the system has room for more than 4,000. The company also doubled the number of cargo bays for trucks, to help speed incoming and outgoing shipments. And the headquarters boasts a new ERP and logistics program. ■ **JB**

Messingschlager's new automatic pallet stacking system.

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EASY GOING WINNER!

TAIPEI CYCLE D&I awards 2012

FIVE SECONDS
TO START

TWO
TO FINISH

EEZZ

Just nine kilos of lightest weight aluminum frame and ingeniously concealed vertical folding technology were grounds enough to bestow the first D&I Taipei Cycle Award on Dahon's newest folding bike. Rider comfort and convenience through the patent-applied-for twin pull-rod system, extending and contracting the seat to ideal rider height automatically, cinched it. If it's EEZZ-y, it's Dahon.

Look, Polar peddle power meter pedal

A new wave in cycling power measurement is about to reach the market. Kéo Power, a pedal-based power meter, was unveiled last fall at Eurobike. Tested under extreme conditions by the Cofidis cycling team, the Kéo is the fruit of a three-year collaboration between bike and pedal maker Look and heart rate monitor brand Polar.

Pedal-based power measurement offers ambitious cyclists a number of advantages over hub- and crankset-based systems. It is independent of bottom brackets or axle "standards," unlike crank-based systems.

Wheel choice is not limited, as with a PowerTab hub. And a cyclist can swap power meters between bikes simply by changing out the pedals, an easier process than swapping crank-based systems such as the SRM PowerMeter and Quarq.

Battery replacement is easy using readily available "coin" cells.

The Kéo Power installs quickly. It automatically calibrates itself at the beginning of every ride. And it adds only about 150g of weight to a pair of Kéo Blades.

By measuring the output of each leg independently, the Kéo Power helps riders improve their right/left power balance. By separating the forces applied to the pedals, the Kéo Power can determine a rider's "Cycling Efficiency Index."

According to Freiburg University's Radlabor laboratory, the Kéo Power is accurate to within plus or minus 2 percent—on par with the SRM and PowerTap devices that have set the industry standard.

Instead of the common ANT+ wireless transmission protocol, the Kéo Power uses the proprietary WIND protocol and is working with a consortium of sports electronics companies on Bluetooth Smart, a wireless, low-energy system. Bluetooth Smart is compatible with many smartphones including the iPhone 4s, enabling Kéo Power pedals to communicate with compatible head units from other computer and HRM manufacturers.

4TH FLOOR
L0719A

The basic Kéo Power system comprises a pair of pedals with the same pedal stack height as Look's standard Kéo Blades, and two Polar P5 power transmitters that fit inside each pedal axle.

The system is compatible with Polar CS600, CS600X and CS500 cycling computers, both of which will work with Polar's Windows-only ProTrainer 5 software, and with the Mac and Windows-compatible polarpersonaltrainer.com.

The CS500 displays power output and cadence, while the CS600X also shows left/right balance and the rider's Cycling Efficiency Index. The CS600X also provides route tracking capability.

The Kéo Power system is sold as a package with tools, a CS600X computer and the two G5 GPS sensors; or without the computer for those who already have a compatible unit. Suggested retail prices are €1,999.90 (about $2,600) and €1,699.90 ($2,200), respectively. ■ **RE**

Out of Israel

FLR cycling shoes offer funkier performance

FLR is a new cycling shoe company from an unlikely place: Israel. After debuting at Eurobike and Interbike last fall, FLR is making its first appearance at Taipei Cycle. It is exhibiting at the booth of Funkier Performance Cycling Wear, a co-owner.

"We began by researching shoe design and foot anatomy. We then worked in close cooperation with top professional riders, who influenced the development of the technologies and materials to deliver maximum performance and comfort for riders' feet," FLR founder Liron Yossef said.

Yossef is an avid cyclist who for more than five years was international sales and marketing director for Funkier Performance. He partnered with Funkier Performance to found FLR.

It took nearly two years to design the first collection, a shoe range for 2012. The shoes use such technology as full carbon, moldable arch supports; Atop lacing and buckle systems; and Vibram soles.

Funkier Performance Cycling Wear is an offshoot of the Funkier fashion chain, which since 1990 has been selling trendy women's apparel in Israel. ■ **JB**

6TH FLOOR
S0034

Liron Yossef, co-founder and general manager of new cycling shoe brand FLR.

ENGLISH

Q&A with Rotor CEO

From cranks to bike electronics

Rotor was founded in 1996 by two bike enthusiasts. Pablo Carrasco, an aeronautical engineer, convinced Ignacio Estellés, a lawyer, of a concept he believed would revolutionize cycling.

Why, Carrasco asked, are cyclists forced to use pedals that are fixed at a biomechanically inefficient 180 degrees? Instead, he developed an elliptical chainring that he said minimizes the "dead spot" in the pedal stroke.

Since that first product, the Rotor Box, Rotor has acquired more than a dozen patents, including one for the 3D Power Potentiometer—a power meter incorporated into Rotor cranks—coming to market next fall.

Rotor today operates in 34 countries. Its flagship product is the Q-Rings, of which Rotor made more than 120,000 units in 2011.

Its headquarters in Ajalvir, outside of Madrid, employs 29 in the offices and another 30 in its manufacturing plant. The Spanish factory is responsible for all CNC machining, while factories in Asia produce cold-forged products.

Rotor's main markets are France, the United States, Germany, Britain and Italy. The company this year opened an Asian subsidiary.

Although 75 percent of sales are for the aftermarket, Rotor has an OEM presence, mainly through its Q-Rings, with brands including Cervelo, Fuji, Time, Ridley, Berria and Eddy Merckx.

With revenues more than doubling between 2010 and 2011, Rotor officials are optimistic about the future. CEO Estellés discussed Rotor's future in an interview:

Q. How did Rotor become an international brand?

A. The timing of our commercial launch and media coverage came with the victory of Carlos Sastre in the 2008 Tour on our Q-Rings. It led to worldwide recognition of a great product that works. He was not just any fan, but at the highest level of international competition.

4TH FLOOR L1112

Our great competition successes [Thor Hushovd in the 2010 World Championships, the 2011 Vuelta with Juan José Cobo, and many more] supported our innovative technologies and convinced users to try them.

Q. Is Rotor the only Spanish company developing cycling technology?

A. We are the only Spanish company that develops industry-leading technology components.

Others make bikes, clothing and helmets. But our case is more striking because we have to fight harder against giants like Shimano and SRAM. That is only achieved by offering creative solutions for the needs of cyclists.

Q. What is Rotor's next challenge?

A. We are very excited about the 3D Power potentiometer coming later this year. It provides clear advantages with the ability to measure the power of each leg separately.

The data is transmitted wirelessly to the monitor. The ANT+ protocol makes it compatible with existing displays on the market—including, of course, Garmin, our partner on the [Garmin-Barracuda] team.

For us it is very important because it is our first step into the electronics of the bike, which we believe will be key to the development of future components. ■ **JV**

Rotor CEO Ignacio Estellés (right) and co-founder Pablo Carrasco (left) flank José Antonio Hermida, the 2010 XC World Champion. (Photo by Julio Vicioso)

Sapim, Ryde keep separate sales staffs after merging

Sapim, the Belgian spoke and nipple manufacturer, says its recent acquisition of Ryde International will help both companies increase their geographic reach .

Amaury de Cordes

Famo, the holding company of Sapim, acquired Ryde International in November. Ryde makes aluminum and steel rims under the Rigida and Weinmann brand names.

Both have separate stands at Taipei Cycle, an approach that reflects Famo's intention to keep the two sales operations distinct.

4TH FLOOR L0224

4TH FLOOR L1310

"Each company has its own products and culture," said Amaury de Cordes, Sapim's new managing director, who has worked for Michelin and Reynaers Aluminum. "All these products are very technical, and the sales teams need to keep their specific focus."

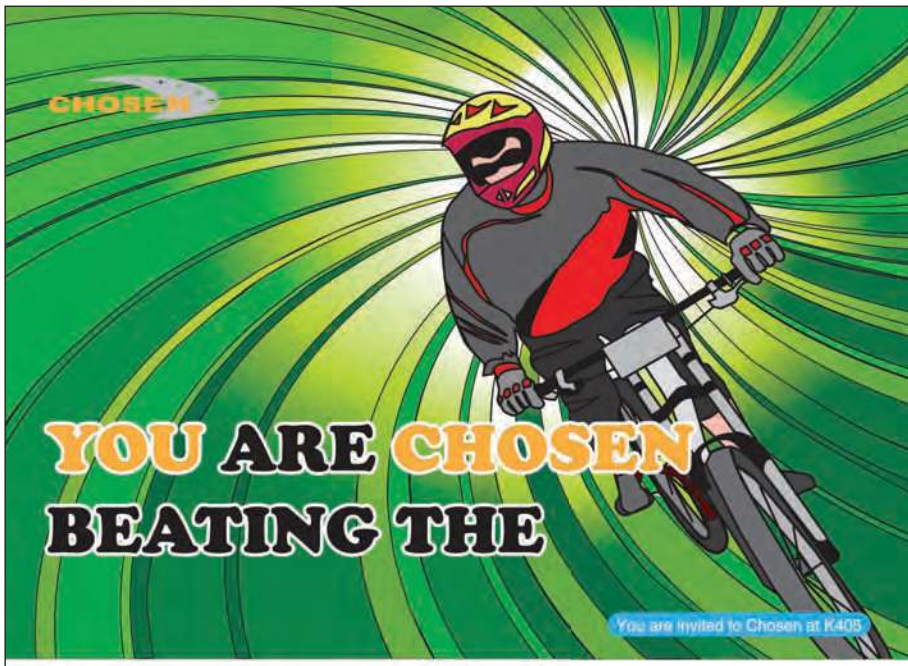
De Cordes is focused on the two firms sharing best practices in accounting and ERP systems and finding manufacturing efficiencies.

While Sapim is solely Europe-based, Ryde also manufactures in Malaysia and China.

"Should Sapim want to be more present in Asia, or to start producing there, we are now working with people who are experienced in that market," De Cordes said.

He said the two companies have no plans to produce wheels. ■ **ML**

Sapim CX Super Spoke



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Wearing thin

Outdoor apparel brands stick a foot into the bikewear market

Cycling apparel is changing, but many of the changes are occurring outside of the view of the cycling industry. Instead, they're showing up at outdoor trade shows and even fashion shows.

Companies like Gore Bike Wear, Vaude and Löffler have always supplied bikewear for cyclists engaged in touring or cross-Alp rides.

But more and more "mountaineering" apparel companies are also launching bikewear lines. At the OutDoor show in Friedrichshafen, Germany, brands better known for their outdoor and wintersports lines, including The North Face, Halti and Norrøna, have joined Montane, Columbia, Icebreaker and Smartwool with new bikewear lines.

And they aren't just targeting crossover outdoor enthusiasts. Bicycle commuters are another growing target group, and they don't always want to squeeze into body-hugging Lycra jerseys or look like mountain-scaling Alpinists.

Ziener's Aquashield uses the new Sympatex membrane.

Icebreaker, for example, has a commuter cycling line that looks like everyday wear but adds subtle touches for cyclists, such as a slight drop tail for extra riding coverage, grippier elastic hems to prevent slipping, and reflective piping and trim for better visibility.

Branier Membranes

Waterproof apparel has played only a small role in cycling apparel, but cycling's new consumers are demanding more. Companies are responding with new waterproof and breathable jackets that have been made possible by new membranes.

Gore-Tex, for example, launched its new ActiveShell, which it calls the "best breathable membrane in Gore's history," for cycling and outdoor apparel. Scott, Sportful and Löffler are using it in their new lines.

From Sympatex comes a new, extremely thin, 3-layer membrane that has been adopted by Vaude, Maloja and Triple2, a new commuter cycling apparel brand.

Pactimo's "Ultra Lite Rain" Jacket and Ziener's "Aquashield," are other lightweight waterproof jackets. These two, like Sympatex, also market their membranes as environmentally friendly because they are PFC-free.

Membranes aren't the only feature on the minds of apparel designers. It's becoming difficult to market a jersey that doesn't feature some sort of add-on, such as anti-microbial materials, silver threads or fabrics that protect against UV rays. The German bike brand Gonso is using Agion Active, an odor blocker, in its summer 2012 line.

Gonso uses the odor-blocker Agion Active in its summer 2012 line.

Columbia is marketing Omni Freeze, a cooling finish for summer activities like cycling. Omni Freeze has a silky and comfortable grip, but as the user sweats it enhances cooling through evaporation and reduces skin temperature by 5 degrees Celsius (9 degrees Fahrenheit).

Recycled for Cycling

Meanwhile, several Taiwanese apparel manufacturers are making more environmentally friendly fibers and fabrics for cycling apparel and other performance sportswear.

The concurrent TaiSPO show is a good place to see these "eco-textiles."

Manufacturers including Atics, Formosa Taffeta, Ecomax Textile, Far Eastern New Century Corp., Lee Van Ind. and Tung Ho Textile offer taffetas and fabrics for shirts or jerseys made from recycled PET bottles.

The goods news is that a large amount of PET raw material is available. Some 90,000 tons of PET bottles are reclaimed every year in Taiwan, providing an ample source of raw material for these fabrics.

The Taiwan Textile Federation also encourages manufacturers to take part in the more difficult process of recycling polyamide or ecological polypropylene.

Honmyue Enterprise, New Wide Enterprise and Toung Loong Textile make recycled nylon from industrial waste, while Danken Enterprise, Far Eastern, Fabric King Textile, Honmyue Enterprise and Footloose Co. have tackled recycled polypropylenes.

Most of these recycled fabrics come with added functions such as moisture management, UPF protection, and antifungal or charcoal technologies to fight odor.

Taffetas, which are commonly used in cycling apparel because they are windproof and offer high water repellence, are also commonly made from recycled fibers and fabrics. ■ **RSB**

A top from Gore Bike Wear using Gore's new ActiveShell membrane.

Saint-Gobain gets its bearings

4TH FLOOR L1218

Saint-Gobain is showing just how many places its Norglide bearings and Norslide cable liners can be used on a single bike.

Using a Norco Phaser 1 mountain bike, Saint-Gobain is showing OEMs how its materials can be used to improve performance of their own bikes, while cutting friction and weight.

An illustration of a front fork using Saint-Gobain bearings.

Saint-Gobain makes high-performance industrial materials, including bearings.

The sample bike will make use of its Norglide composite bearings, which feature a self-lubricating layer of PTFE (polytetrafluoroethylene).

The result is a bearing that resists corrosion while being light, low-friction and maintenance-free. The company says its bearings can be used in front and rear suspension systems and derailleur and brake pivots.

Its Norslide cable liner also uses PTFE to reduce stick-slip while improving performance and reducing the need for maintenance.

With nearly 190,000 employees in more than 64 countries, Saint-Gobain is among the world's top 100 employers.

Selle San Marco saddles fly pro teams' national colors

Italians are known for good food, wine and bicycles. To that list could be added bicycle saddles. A longtime leader among quality Italian saddle makers is Selle San Marco.

4TH FLOOR M1313A

Since its inception in 1935, Selle San Marco has kept its focus on saddles. Cycling legends, including Fausto Coppi, crossed many a finish line atop a San Marco saddle.

In 1970, Selle San Marco created the "racing" saddle, something unheard of at the time, and led what became a significant shift in cycling. In 1978, Selle San Marco launched the Concor, a saddle that has become legendary.

This history is relevant, because many of San Marco's classic saddles, including the Concor, Rolls and Regal, remain part of the company's Vintage line.

Today, Selle San Marco is pushing the boundaries of new saddle designs through its association with professional cycling teams.

As part of its 2012 collection, Selle San Marco is offering saddles it has customized for four teams of different nationalities in its Racing Team World Tour Edition. Each saddle displays the colors of the team's respective nations: the Netherlands for Vacansoleil-DCM; Belgium for Lotto-Belisol; France for AG2R-La Mondiale; and, naturally, Italy for Lampre-ISD.

The Racing Team World Tour Edition will be available for the 190g Concor as well as the wider 228g Regale. ■ **BW**

Selle San Marco's Concor saddle in Italian colors.

3T's 2012 sponsorships run gamut from Olympics to ultra-endurance

4TH FLOOR M1326

3T, whose new owner has revived the brand's heritage of well-designed, high-performance components, is sponsoring a slew of teams for 2012 that shows the wide range of its new component lines.

3T expects to have a significant presence at the Summer Olympics in London. And it's back as a sponsor of Team Garmin-Barracuda in the Tour de France.

On the track, 3T sponsors Project London, a U.S. men's track cycling team, which competes in the UCI World Cup, World Championships, and the Olympics.

The company is looking beyond the Olympics to July's Paralympics, which will also take place in London. 3T is sponsoring Colin Lynch, the Paracycling TT World Champion, who will compete in road and track for Ireland at the Paralympics.

In triathlon, 3T continues to partner with teamTBB, the Singapore-based global pro team with squads in Asia, the United States and Germany.

It will also support individual triathletes Emma Snowsill, the Olympic Gold-winning Australian short-distance specialist; and three men planning to contend at Ironman Kona 2012: Mike Aigroz of Switzerland; Luke McKenzie of Australia; and Daniel Fontana of Italy and Argentina.

In cyclocross, 3T supports Baboco Cycling Team of Belgium, which competes in the Belgian Superprestige Series and other European international events. ■ **BW**

3T Stealth ARX Team stem.

New Products 2012

KMC e-Bike Sporty & Performance Chains

1ST FLOOR J0118

KMC's new e-Bike Sporty & Performance chain lines are made for all e-bikes compatible with the Bosch and other e-bike systems. They come in 10-speed (X10e) and 9-speed (X9e) versions and offer the benefits of KMC's X series chains. Those include extreme pin power, high torsion resistance and tensile strength to withstand the higher torsions and stresses created by the e-bike motor. KMC also offers X10eRB and X9eRB versions that incorporate its "Rust Buster" technology.

BioLogic Dry Bag for Smartphone

4TH FLOOR M1019A

The waterproof BioLogic Dry Bag for Smartphone is well suited for cycling, sailing, hiking or taking a stroll. The Dry Bag hangs easily around the neck with its lanyard. Despite its protective case, the Dry Bag allows the use of headphones with a built-in, waterproof audio connector. A thin-film window allows full access to a phone's touchscreen, while a window on the back allows use of the phone's camera. It protects from dust and sand and is waterproof to 1 meter (3 feet).

Chosen Smart Hub

1ST FLOOR K0405

Chosen's patented Smart Hub cuts internal friction to zero and mutes the traditional "click-click" hub sound. Its Close Drive System uses steel balls to support pawls in the hub instead of steel plates. When the hub is not under force from pedaling, the balls fall back and there is no engagement between the pawls and the ratchet teeth. This reduces friction and lengthens the life of the hub. And because it is silent, racers can launch stealth attacks from behind.

Taya 30-meter Roll Chain

1ST FLOOR K0610

Taya has redesigned its 30-meter roll chain. It's a cost-effective choice for bike shops because the small packaging allows for easy storage—either flat or hung on a wall. Different packaging colors let mechanics quickly choose the appropriate chain model. Each box weighs less than 10kg (22 pounds).

Xpedo Thrust NXL

1ST FLOOR J0517

The Xpedo Thrust NXL uses the latest NEP injection molding technology to form a stylish, lightweight pedal body. The stainless steel contact plate increases durability. The Thrust NXL weighs 245g per pair.

Velo 1489 Saddle

1ST FLOOR J0717

Velo has reduced the weight of its competition saddles while boosting their flexibility and support through what it calls its T-technique, where lightweight carbon fiber is injected in a "T" format. The strategic introduction of carbon fiber allows the removal of other material. The competition saddles, including the 1505 and 1489 models, come with carbon, titanium or Cr-Mo rails.

Airace Dual Jet TS

4TH FLOOR L1002

This sleek mini-pump inflates tires, while its extractable hose inflates shocks. The rubber-sealed head ensures the shock won't be scratched. Reversible connections include Schrader, Presta and Dunlop. The Dual Jet TS attains a maximum pressure of 300psi (21 bar) for shocks and 80psi (5.5 bar) for tires.

XLC Unistage VS-F01 Bicycle Display

4TH FLOOR M1219

Shops can use this display to show off new bikes, or as a repair or drop-off rack. Black and chic, the display is versatile because it fits 26-, 28- and 29-inch bikes. Its broad feet provide stability, while its two-part steel construction allows for easy storage.

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	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			
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・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	軽電動車輌（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）
3/10	09:00~13:00			
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	
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	

「ワン・バイク・ワン」世界最大の自転車パレードとしてギネス登録

台湾建国100周年行事のラストを飾るイベントとして「ワン・バイク・ワン」が2011年の大晦日、12月31日に実施されたが、その規模の大きさで世界最大の「自転車パレード」としてギネスの世界記録に正式登録された。「ワン・バイク・ワン」は台湾政府、328に及ぶ市町村、多くの民間企業の協力を得て実施されたもので、総距離1000kmを走るイベントに台湾本島だけでなく澎湖島、金門島や連江部など周辺の島々までこぞって参加できるよう細かい配慮を施した上で参加費も無料とした。

当日午前10時に台湾全土10万ヵ所のスタート地点から10万人がいっせいに時計回りの方向にスタート。これまでのギネス世界記録は、2000年にイタリアで行われた同時サイクリングの4万8615人が最大だったが、「ワン・バイク・ワン」が午前10時にスタートしてから後約５時間経過した時点で参加者が7万2919人に及び、イタリアの記録を上回ったことが確認された。

New Products 2012

Sigma Sport SC 6.12 Stopwatch

4TH FLOOR M0136

シグマ初のストップウォッチ単体モデル。洒落たデザインに６機能を備え、ワンクリックでタイムをくっきり表示。トレーニング用にうってつけ。４月から販売開始。

Airace Turbo Road/CO2

4TH FLOOR L1002

二つの機能をひとつに収めたロードバイク用ミニポンプ。CO2ポンプであってしかも従来型エアポンプでもある。ツインバルブはエアフローを分ける安全システムでPrestaやDunlopのバルブとも互換性がある。最大空圧120 psi（８バール）。台北ショーのデザイン＆創新とiFデザイン両コンテスト入選。

TranzX Gear Sensor, M07 Motor

1ST FLOOR J0408

電動自転車（エントリーレベル）用OEMコンポ。ギアセンサーはハンドルバー・シフターへの一体化でフレーム調整不要で、ギアとRPM測定の精度を高めた。モーターはブラシレス、ギア付ボトムブラケットに一体化してあるので自転車の重心が下がり走行バランスが向上。チェーンリングは３個まで収められる。

T-One H2O Grips

4TH FLOOR XXXXX

デザインのヒントは2008年北京五輪の水泳競技会場となった「ウオーターキューブ」。グリップに溝を入れることで握りの力を高める一方、ゴムの高さと厚みに変化をもたせることで衝撃吸収力も向上させた。排水溝が雨の日の滑りを防止。

Taya Colored Derailleur Chain

1ST FLOOR K0610

過酷な環境やバカでかい力にも負けず美しいカラーを保つ新開発チェーン。耐久性があって走行も滑らか、見た目も美しくしかも環境に優しいコーティング。耐摩耗性に優れるテフロンとの組み合わせで実現。

BioLogic Bike Mount for Android

4TH FLOOR M1019A

人気のiPhoneバイクマウントにアンドロイド・スマートフォン用が登場。GPSユニットとして使えば走行中に速度、位置、走行距離がつかめる。全天候型ハードシェルケースを触るだけで反応する溶接薄幕プレートにマッチさせスマートフォンを護るとともに完璧な機能性を保つ。裏面をさっと開けばカメラにも使える。

Xpedo SLN

1ST FLOOR J0517

ビギナーにも本格ライダーにも最適のロード用シューズ。履き心地と機能性の高さに加え価格も魅力。ソール（底部）に超軽量ナイロン、アッパー（上部）に耐久性と通気性に優れる合成素材を使用。３点ボルトクリートと互換性があり重さ295g（サイズ43）。サイズは38～45。

Velo Elasto Air

1ST FLOOR J0717

Veloの最新コンフォートサドルElasto Airをひと言で表現すると、浮力ということになる。サドルベース後部の安定した壁式バルーンが膨らみ最善の走行ポジションとサポートが得られる。調整も自転車ポンプをサドル裏のバルブに通すだけで簡単にできる。

TranzX

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台北ショー25周年記念イベント「台北サイクル d&i アワード 2012」応募は世界16カ国から207点、地元台湾の５製品に金賞授与

2012年の台北ショーは25周年記念イベントとして「台北サイクル d&i アワード」を開催する。TAITRA（台湾対外貿易発展協会）とTBEA（台湾区自行車輸出業同業公会）共催の下、iF国際フォーラム・デザイン社（ドイツ・ハノ―バ―）が審査を担当する。

「d&i(デザインと革新性)」に優れる製品に賞を授けるこのコンテストには世界16カ国から207点の応募が集まり、厳正な審査の結果、１月12日に台湾からの58製品を含む74製品が入選作に選ばれた。さらにこの中から最優秀の製品に贈られる金賞に台湾からの５製品が輝いた。

コンテストの製品カテゴリーは自転車、部品、サイクリング用ウエア及び装備品、アクセサリーの４部門で、審査の基準は革新性、デザイン性、機能性、素材の選択、環境保全性、安全性、耐負荷性、デザインの普遍性、ブランド価値。金賞および入選の58製品は台北ショー期間中（３月７日～10日）会場内に展示される。

桂盟企業（KMC Chain）
クールナイト（部品）

菲力工業（Fairly Bike）
Flow（電動自転車）

巨大機械工業（Giant Mfg.）
OBO ATX （自転車）

建大工業（Kenda Rubber）
液状シーラント素材互換性タイヤ（部品）

科權科技（Ke Chiuan Technology）
ABS 自転車用ブレーキシステム（部品）

メッシングシュラガー、物流センター開設記念式典計画

1ST FLOOR J0512

アジア産自転車、部品を手掛ける欧州の有力インポーター、メッシングシュラガー（Messingschlager）は台北ショーで新たなパートナー探しに臨む。「アジアのネットワークにはオープンホールもあるのでその穴を埋めたい」とベノ・メッシングシュラガーCEO。同社には来訪者と分かつべき多くのニュースがある。４月にはドイツバウナッハの本社に待望の物流センターが開設され、その記念式典を５月に執り行う計画だ。

メッシングシュラガーの新自動パレット積み上げ装置

「倉庫スペースを現在の8000平米から１万平米に拡大する時期に来ている。2011年の販売は好調だったし2012年のプレオーダーも高水準にある。より迅速な対応ができるようすでに倉庫要員を２割強増員した」（同CEO）という。地上18㍍（60㌳）まで伸びる自動パレット積み上げ装置がすでに新物流センターで使われている。1000を超えるパレットが保管済みだが、トータルで4000パレット強の保管能力を持つ。さらに入荷と出荷作業のスピードアップを図るためトラック用カーゴベイの数も２倍に増やすとともにERP（総合業務ソフト）および後方支援プログラムも導入している。

しかし同社の何よりの自慢は本社敷地内に新設された「プレイグランド」（運動場）にあるようだ。そこにはクロスカントリー・シングルトレイルトラックやダート練習コースもあり、新築ビルの正面には野外にクライミング用ウォールまで造られている。同社社員だけでなく広く地元の人たちにも使ってもらうよう開放しているという。

ベルガモント、創業20周年記念に絶好のブースNo.2をゲット

4TH FLOOR
N1124

マイク・ゲレトネキー輸出部長（左）とオリバー・シエック国際営業部長

今年「２」はベルガモント（Bergamont）のラッキーナンバーのようだ。2012年はドイツの完成車メーカーにとって創業20周年で台北ショーへの出展が２回目。「昨年台北ショーへの初出展で大きなブースが得られてとても嬉しかった。ウエイティングリストの長さを見たら信じられないほどの幸運だった」とマイク・ゲレトネキー輸出部長は言う。

創業者のステファン・ベルケス社長はアジアとの関係が長い。昔香港に住んでいたことがありベルガモントを創業してからは台湾業界との繋がりを深め、現在同社の自転車の大半を台湾で作ってもらっている。

実際にはベルガモントは世界と繋がりを持つ会社だ。2008年にスイスのインターナショナル・スポーツ・ホールディングス（ISH）が同社の株式の過半を買い取ったが、ISHはMBCも所有しており昨年はストローマー（Stromer）電動自転車を生産するトーマス（Thömus）を傘下に入れている。ISHの子会社、スイス・マニュファクチャリング・テクノロジーがBergamont、Stromer、Thömus３ブランドのR&D、部品手当て、生産及び管理に加わっている。ISHから受ける恩恵はこれに止まらず、「ベルガモントの姉妹ブランドのBMCにベルガモントのイタリア、フランス、米国での販売を見てもらっているし、これら市場での倉庫をBMCと共有している」（ベルケス社長）。

輸出市場の拡大を睨んでベルガモントは台北ショーに再出展する。「2006~2007年まではドイツ語圏市場が中心だったが、市場がキャパに近づいたことが生産拡大を導いた。だから今、世界を視野に総輸入元を探しているところだ」とゲレトネキー輸出部長は話す。ベルガモントの自転車は2009年以前は８カ国か９カ国での販売に止まっていたが、現在では30カ国に及んでいる。■ JB

頭の回転の速さで表彰

ベルガモントは頭を使ったディストリビューターを表彰する。台北ショーでは初の受賞者20名にクラトニのヘルメットとベルガモントのTシャツが贈られる。今年はこの授賞対象がさらに多くの国へ伸びていくことを期待したい、とマイク・ゲレトネキー輸出部長。

「昨年の初出展では１日10件から15件のコンタクトが得られ、シンガポール、香港、タイ、ロシアのインポーターを選択できた。今年はさらに本腰を入れてその他の国々、とりわけアジア太平洋地域のインポーターと身の入った話をしていきたい」（同輸出部長）と胸を膨らませる。

日本語

太平洋の自転車博物館 ３月リニューアルオープン

ユニークな製品開発で知られる太平洋自行車（Pacific Cycles）だが、同社を率いる林正義董事長の年代物自転車コレクションもよく知られるところだった。同社には世界から毎年何百という人たちが訪れるが、その貴重な歴史的アイテムを保存し広く来訪者にも観てもらうよう本社ビルを改築して立派な自転車博物館を新設。今年３月から装いを新たにオープンさせている。博物館は細かく９つのセクションに分けている。

1)超コンパクト自転車及びスクーター、2)コンパクト&折畳み自転車、3)アーバン＆レーシングバイク、4)リカンベント、特殊二輪車、5)マウンテンバイク、6)リカンベント＆リハビリ用三輪車、7)電動自転車＆電動アシスト自転車、8)特殊車及び身体障害者用自転車、9)図書館/自転車歴史ギャラリー/ビデオプレゼンテーション。このほか館内には喫茶室とみやげ物店も設けられている。団体でも個人でも予約を入れれば参観できる。

自転車博物館を収めた太平洋の新装本社ビル（桃園縣）

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台湾メーカー自国を含め中国に代わる生産拠点模索

先頃カンボジアに工場を開設したアトランティックサイクルズ

過去20年工場建設ラッシュに沸いた中国でのビジネスがコスト高に見舞われる中、台湾メーカーの地元回帰が進んでいる。自転車、ゴルフの世界的ブランドの生産を手掛ける上場企業、アドバンスド・インターナショナル・マルチテック（AIM）もそうした回帰組の１社だ。EUの対中国車AD（アンチダンピング）課税とともに大陸での賃金上昇を回避する狙いがある。EUは先頃48.5%のAD課税を2016まで延長している。

AIMは2011年に120億NT$（約４億300万US$）を売り上げたが、このうちおよそ10%を成長する複合部門が占めている。自転車部門の顧客にビアンキ、ルック、デカスロン、スペシャライズド（2013年モデルまで）が名を連ねるが、台湾での生産コストに文句をつける。「取引先は絶えずもっと安くと言ってくる。だから台湾に戻るのは先方の意にそぐわないが、先行きは（コストも）みな同じになる」と同社OEM営業部門担当を言う。

台湾と中国の賃金差が急速に狭まるにつれてメーカー各社は新たな生産拠点を求め他の東南アジア諸国へも向かっている。台湾のOEMメーカー、A&Jエンタープライズは2006年からカンボジアでの生産に入っている。「うちは台湾の会社だが工場はカンボジアにある。スコット、フェルト、マリン、ノルコ、アバンティ、コナなど欧州数社を取引先に持つが、中には５年前から供給をスタートさせたところもある」と同社サニー・ヨーは話す。「クライアントは販売を伸ばしているが、うちの年産キャパは50万台前後なのでこの先需要増に対応してキャパを拡大する必要が出てくるだろう」とも。

同社のOEM生産の８割までが欧州市場向け。スペシャライズドもカンボジアで製品を作っているが、「カンボジアへの先発組ではなく後発組の中の後発」とはヨー氏の弁。

アクショントレーディング・インターナショナル（台中市）はフェルトなどの販売代理店を務めるが、供給元ブランドの何社かは生産をカンボジアに移しているという。しかし問題を単純に考え過ぎていた、とベッシー・リーは言う。「たとえ中国製自転車のコストが上がっても、いまのところ他社が（AIMと）同じ道を取るといったことは耳にしていない。それに、生産を中国の大規模工場から台湾へ移すとしても短期間でこれに見合う労働力を手当てするのは極めて難しいこと」（同）

台湾への生産移設に対して、取引先からのプレッシャーは受けていない、というのは台湾第３位の自転車メーカー、アイデアル・バイク。

アイデアルは台湾と中国に工場を持つが、中国東莞工場は2005年に操業を開始した。「でも当社ではこれまで東南アジアへの拠点移設に関してOEM供給先と話し合いを持ったことはない」（ヴァンナ・ホアン営業部長）という。

スペシャライズド、スコット、フェルト、コナからはコメント回答を得ていない。

アイデアルのヴァンナ・ホアン営業部長

日本語

劉金標氏の日本サイクリングは瀬戸内しまなみ海道に決定

自転車の普及・振興に大きな情熱を注ぐ劉金標氏のサイクリングツアーは2007年の台湾一周に始まり、2009年の北京―上海、2010年のオランダサイクリングと続いた後、今年はいよいよ日本でのツアーが決定しているが、そのコースに瀬戸内のしまなみ海道が正式に決まった。実施は５月10日～15日で愛媛県今治～広島県尾道間247kmとこれまでのコースに比べかなり短めだが、中村時広愛媛県知事や憑寄台大使など行政関係のほか医者、弁護士、マスコミなど合わせて60名が伴走する。

なお、同時期に自転車協会Bicycle Association (Japan)主催の東日本復興支援サイクリング「Cycle Aid Japan 2012」が実施されるが、自転車協会（渡辺恵次理事長）からの要請を受けてその第２ステージ（５月19日-20日）に劉氏が合流する可能性もあるという。

台湾政府、自転車乗用環境の整備拡充を推進

昨日午前に催された第25回台北国際サイクルショーの開会式で台湾の馬英九総統（熱心なサイクリストでもある）は、政府が台湾業界の発展を後押しして、台湾を自転車の生産のみならずサイクリングの中心地にすべく努めていく方針であることを強く表明した。この方針の下、自転車専用レーンの数はすでに増やされており今後さらに拡張していく計画で、「海岸線に沿って台湾全土を自転車専用道で結ぶ作業を進めており、将来は自転車道を山岳地まで拡張していくことも視野に入れている」。馬氏が総統に就任して以来およそ300kmにわたる自転車レーンが造られている。

総統は、政府が向こう２～３年のうちにさらに1000kmの自転車専用レーンを建設する計画であることも明かした。そこには台北と新竹（台北から南へ約70km）を結ぶ自転車レーンも含まれている。

ツール・ド・タイワンに目を向けて、馬総統は「いつの日かツール・ド・フランスに並ぶステイタスを持つようになってほしい」との願いを持っていること、さらに一般の子供たちや学生もサイクリングを楽しんでいることに触れ「レースイベントへの参加者もここ数年で倍増している」ことにも話が及んだ。

今年の台北ショーは出展が1000社を超えて過去最大を更新したことが挨拶に立った来賓数名からも指摘されていた。このうち285社が海外からの出展だが、スペースに限りがあるため100社に及ぶ企業がキャンセル待ちの状況という。

開会式のあと美利達の曾崧柱総経理の案内で会場内を観て回る馬総統

信隆が創業40周年記念パーティを3月7日開催

台湾最大手の部品メーカー、信隆車料（HL Corp.、廖學金董事長）は、台北ショー初日の3月7日夕刻６時30分から台北市内の典華旗艦館で創業40周年記念パーティを開催する。信隆は1971年の創業から丸40年。現在、新竹縣の本社工場のほか中国の深圳、松崗、太倉、天津に生産拠点を構える。

創業から５年後の1976年に新竹新工場を建設し量産体制を確立してから急速な発展を遂げ生産拠点も中国へと拡大していった。2007年には自転車業界としては初の深圳A市場への上場も果たしさらなる業容拡大への礎を築いた。新しく生産拠点の仲間入りをした天津工場（天津市静海縣）もいよいよ本格稼働に入っている。

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New Products 2012

Spank Spike Race28 Wheelset

1ST FLOOR I0019

同社初のエクストリームやAM/エンデューロ用ホイールセットでリム重量は最適の1960g。価格も手頃。ホイールサイズは135mm、150mm（142mm、157mmに対応）を含む幅広いレンジを用意。前後輪ともハンドビルトで現地調整タイプ。

Pro-Lite Aneto XC MTB Wheel

4TH FLOOR L0816

ハイブリッドカーボンファイバーの前ハブを着けたアロイ製クロスカントリー用ホイールセット。I-Beam内蔵のフラッシュ溶接リムを使用。超軽量にして耐久性と融通性を兼備。2-in-1の前ハブはQRと15mmスルーアクスルとの互換性があり、3-in-1の後ハブはX12、12mmおよびQRに対応。前輪632g、後輪979g。

3T Aduro Aerobar

4TH FLOOR M1326

同社Aduroエアロバーに若干手を入れアフター市場向けに送り出す新モデル。UCI規格を満たしつつ市販のどのエアロバーよりもドラッグ係数が低いという。広範囲な風洞テストから生まれたステム/ハンドルバー一体成型デザイン。表面トップにさらに工夫を凝らしたエルボーレスト（肘あて）/エクステンションクランプ付。

O-Synce Navi2move x

4TH FLOOR L1112

ANT+センサーと繋げば心拍、ケーデンス、パワー及び体重管理といった必須データが追える。トレーニング、ナビ、ジオキャシングの３機能を備え、数日間のトレーニングスケジュールをアップロードできるし、GPXファイル方式でアップロードしたルートを収めることができる。充電式バッテリーの交換も簡単。

SKS Injex T-Zoom

4TH FLOOR M0509

SKSのInjex新シリーズをリードする国際仕様マルチバルブ・コネクター付ミニポンプ。１回あたりの空気注入量が大きく最大空圧10バール（144 psi）。トレッキングおよびMTB用に最適。伸縮式Tグリップとバルブクランプレバーなのでコンパクトで収まりもいい。長さ256mm（10吋）、重さ166g。

720armour Dart CRX

1ST FLOOR J0233A

720armourのスリークタイプDartの規定バージョン。規定レンズはインナーホルダーやアウターガスケット無しでフレームにしっかりフィット。特許取得の圧縮換気システムが空気の流れを最大限に高めて快適な通気性を保ち曇りを防ぐ。

XLC Cellphone Bag

4TH FLOOR M1219

Winoraからの携帯電話およびMP3プレイヤー用バッグ新モデル。メインのコンパートメントをパッドで保護。透明パネルで画像が見やすく、携帯用ストラップも付いている。

Dahon Mu N360

6TH FLOOR S0614

Dahonの20吋人気折畳み自転車MuとNuVinciの連続可変駆動ハブN360合体モデル。N360により無限のギア数が得られ、ラジオのボリュームと同じ簡単調整。ダブルスタンドなので折り畳みの開閉が地面から上げずにおよそ15秒でできる。しかも軽量。

Messe München
International

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

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ISPO BIKE

總統馬英九親臨會場再創巔峰

第25屆台北國際自行車展，開啟另一個黃金世紀

中華民國總統馬英九(中)、外貿協會董事長王志剛(左)、經濟部部長施顏祥(右)共同剪綵啟動台北車展。

第25屆「台北國際自行車展覽會」將於3月7日至10日在台北世界貿易中心南港展覽館及世貿一館隆重登場，共有來自台灣、德、義、荷、英、美、加及日本等36國的1,092家廠商參展（成長15%），使用3,288個攤位(成長7.5%)，規模不但再創新高，且持續保持亞洲第一大自行車專業展的優勢地位。

亞洲最大4合1運動貿易商展，預計超過8,000名國外買主來台，打造商機無限的"One-Stop Shopping"採購平台

為了紓解展覽場地有限、近千個攤位無法滿足的需求，主辦單位中華民國對外貿易發展協會(以下簡稱外貿協會)繼去年將南港展覽館5、6樓會議室及該館戶外南側闢為展場後，特別藉著本年與台北國際體育用品展（TaiSPO）及台灣國際潛水及水上休閒用品展（DiWas）重疊展出之際，於世貿一館H區增闢展區，以容納更多參展廠商及新品牌。

本屆並首次與紡拓會合作，徵集國內知名機能性布料及運動服飾知名廠商，以自行車展「展中展」的方式，辦理「台北國際運動服飾、布料暨配件展」(SpoMODE)。為了完整呈現台灣運動紡織產業的優勢和SPOMODE的展品特色，主辦單位於3月7日精心規劃一場Fashion Show，匯集14家具特色的運動服飾、布料和配件展品，以專業走秀方式發表最新的研發，帶給所有買主和媒體朋友一場兼具流行、美感、創意和科技的時尚饗宴，同時也為充滿動感的自行車產業，增添一些柔性元素。當日下午亦舉辦一對一採購洽談會，報名狀況湘當踴躍，盛況空前！總共近60位國外重量級專業買主參與，與80家台灣優質運動服飾廠商進行超過300場的商務洽談，

對於今年國外買主人數，外貿協會樂觀表示，以今年預登買主人數較去年增長的情勢推估，本屆自行車展的國外買主人數可望如展覽規模持續向上，突破6,000人，在與昨（3月6）日開幕的TaiSPO及DiWas相互拉台並整合行銷資運共同宣傳下，總計四個展覽有近1,500家參展廠商參加，來台採購的國外買主可望超過8,000名。

除此之外，透過經濟部及外貿協會全球駐外單位的共同合作下，已經邀得Specialized, Apollo Bikes 等多家大型自行車外商來台採購。為鼓勵國外買主順道參觀台北景點，台北市觀光傳播局也繼續贊助部份國外買主捷運一日票、101觀景台入場票以及故宮博物院參觀券與貓空纜車票券，讓外賓體驗台北之美。

本屆展覽除可在南港主入口處看到外貿協會彙集獲得精品獎殊榮共60項自行車相關產品的「台灣精品館」， 1、4樓展場可見我國自行車業的巨頭，如台灣的巨大（GIANT）、美利達(MERIDA)、愛地雅（IDEAL）、中華汽車(CMC)、正新(MAXXIS)、建大（KENDA），國外包括Shimano、SRAM、Colnago、Campagnolo、Continental等多家國外知名廠商、及由Coliped（歐洲兩輪協會）連續20年籌組的歐洲聯合展區及由UBI FRANCE組織13家法國廠商的法國國家館， 5樓「海峽兩岸自行車展」還有49家中國大陸廠商的展出。

中華民國總統馬英九(左)與美利達董事長曾崧柱(右)討論最新、頂尖的美利達公路車。總統馬英九表示：自己擁有三部單車，其中一部為美利達黑狼旅行車。

外貿協會今年更與多年合作夥伴台灣區自行車輸出業同業公會共同聯手，委請iF國際論壇設計策劃執行，辦理首屆「TAIPEI CYCLE d&i awards」，為台灣產業注入「設計」這個元素之能量，加強台灣在全球自行車市場的全球競爭力，同時更將「台北國際自行車展」打造成世界產品設計相互激盪的舞台。首次辦理的「TAIPEI CYCLE d&i awards」在207件來自於16個國家/地區的作品當中，評選出74件獲獎作品。當中來自巨大、菲利、桂盟、建大及科權等5件來自台灣公司的參賽作品，展現了台灣亮眼的軟實力，囊括了所有的金質獎。所有得獎作品都將於展覽期間特別於南港展覽館1F及4F展示專區當中亮相。

而第16屆「全球自行車設計比賽」（IBDC）有來自51國共839件作品角逐新台幣50萬元的冠軍獎金，計有19件作品入選，包括在騎車時同時就可發電的 “Beecycle”；採用創新木料加壓技術設計的"Rico’s Wooden Bike"；依據人類視覺反應來增加車燈照射的面積及模式，使騎乘者更能享受夜間騎車的樂趣的「SPOT LIGHT」；以及能跟隨孩童在成長為大人期間，將童車轉變為小徑單車的 “Happy Paradise”；諸多設計都充滿了創意，不可不看。在3月7日「全球自行車設計比賽暨頒獎典禮」中並將進行IBDC與國際知名論壇設計公司iF的合作簽約儀式，正式將IBDC設計比賽與TAIPEI CYCLE d&i awards整合，明年統一以TAIPEI CYCLE d&i awards的競賽品牌對外宣傳推廣，預計參賽內容將更為豐富。

周邊配合活動場場精彩，一級頂尖車手將來台競技

本屆展覽配合活動還包括輕型電動車論壇、國際自行車趨勢論壇、台北自行車之夜暨25週年慶祝晚會、戶外試騎活動等與極限運動表演，而外貿協會與中華民國自由車協會合辦多年的「國際自由車環台賽(Tour de Taiwan)」已升級為2.1級賽事，在3月9日(五)開賽前，將有來自全球五大洲21支職業車隊菁英選手齊聚南港展覽館，參加自由車環台賽記者會暨參訪活動，環法、環義車隊都將現身會場。透過此頂尖賽事將為台灣自行車產業增加更多國際曝光。

總統馬英九參觀捷安特攤位，由自行車新文化基金會董事長劉金標進行車種特色介紹，隨後總統馬英九在此平把公路車上簽名留念。

台北國際自行車展在買主、參展廠商上能不斷成長，除因該展以高品質、引領設計及趨勢的定位獲得全球肯定外，亦與全球普遍看好亞洲未來市場發展及該展為進入亞洲市場的重要平台密切相關。下一個年度，對於台北國際自行車展是否有所期許？外貿協會秘書長趙永全自信滿滿的指出：「藉由導入d & i創新設計獎，我們希望讓台灣自行車更具國際競爭力!而d & i只是個開始，未來透過貿協海外推廣機制，我們要更積極的介紹更多得獎台灣精品，進入各國市場。」台北國際自行車展不僅熱鬧可期，該展所帶來龐大的商機亦將令人期待。

請到Bergamont展位，歡慶其20週年慶

4TH FLOOR N1124

Bergamont的外銷經理Maik Geletneky (左)，以及其國際銷售經理Oliver Sieck。Photo by Jo Beckendorff.

今年「2」將成為Bergamont自行車的幸運數字！在2012年，這家德國自行車品牌，歡慶其20週年慶，其攤位也是第2度出現在台北國際自行車展。

「我們很高興去年有如此寬敞的展位，那是我們第一次的參展。」外銷經理Maik Geletneky表示「為此，我們在等待名單上等了許久，這是得來不易的機會。」

Bergamont的創辦人與總經理Stefan Berkes，與亞洲有長期的關連，他曾經住在香港，而當Bergamont創立之後，他在台灣業界也相當活躍，台灣的製造商生產了大部分Bergamont品牌的單車。

目前Bergamont的通路跨越全球，事實上在2008年International Sports Holding AG公司在德國漢堡取得大多數股權，位在瑞士的ISH公司，同時擁有BMC以及去年併購的Thömus，其生產Stromer品牌的e-bike。

而ISH的子公司Swiss Manufacturing Technology則是協助三個品牌分享研究設計、資源整合、製造以及行政管理。

ISH 還提供了其他益處給Bergamont。

「Bergamont的姊妹品牌BMC，監督我們於義大利、法國及美國的銷售，兩個品牌在這些市場共用倉庫。」Berkes表示Bergamont回到台北展，主要是尋找其擴大外銷市場的機會。

「直到2006-2007，我們的品牌專注於德語區市場，以及其他的鄰近國家。」Geletneky表示。「而在這些市場站穩腳步，讓我們可以擴充產品線，因此我們現在在全球尋找適合的代理商。」

在2009年之前，Bergamont自行車僅在八或九個國家銷售，而目前則有30個國家銷售Bergamont自行車。

提前預約拿獎品

Bergamont將提供獎品給前20位預約面談的代理商，獎項有Cratoni安全帽與Bergamont T恤！

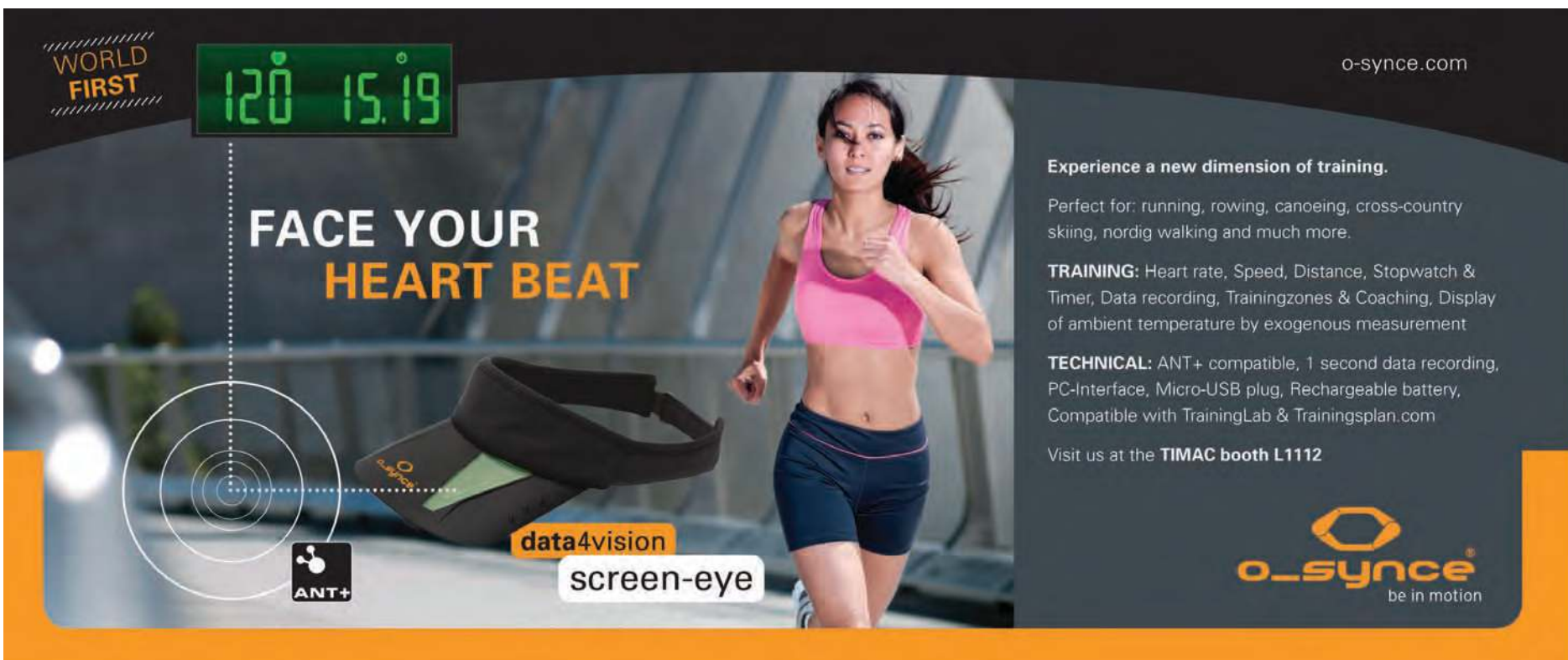
外銷經理Maik Geletneky表示 Bergamont今年將拓展銷售到更多國家。「去年台北展的首次亮相，我們一天與10到15位聯絡人面談，讓我們拓展了新加坡、香港、泰國及俄羅斯的市場。」「今年我們希望更深入的與進口商締結商機，特別是亞太區的市場範圍。」

2012 Aprove 全新車型搶攻市場

隨著2008年台灣自行車熱潮的逐漸回溫，多數台灣人早已是有車族群。2010、2011年間，台灣廠商選擇跳脫傳統代工形象，宏威國際實業有限公司於2011年成立了Aprove品牌，在眾多消費者的選擇之中，Aprove以「價格與品質的完美整合」為造車核心。針對2012台灣內銷市場，Aprove將以FA835公路車應戰，全套105配件，Shimano輪組、Schwalbe外胎等優質零件，預計零售價將在新台幣六萬元左右。Aprove商品企劃專員李家盛表示：2011年的台灣整車銷售市場疲弱，我們希望藉由FA835重振市場信心。外銷部份則以優質休閒生活的城市車、鋼管車為主。Aprove國外部課長許子宏表示：目前專攻於歐洲如德國等區域，正極力尋求更多的合作機會。」

Aprove商品企劃專員李家盛與2012新推出的FA835公路車。

中文



New Products 2012

Spank Spike Race28登山車輪組

1ST FLOOR I0019

Spank車廠首次推出的嶄新輪組，Race28適合於AM/enduro騎乘，重量約1,960克，親民的售價相當有競爭力。Race28 EVO輪組提供多種花鼓選擇如135及150mm(可轉於至142及157mm)，後花鼓則提供O.L.D、12mm、標準快拆等三種選擇(提供10mm轉換套件)。前輪則搭配20mm心軸，可利用轉換套件調整為標準快拆或15mm心軸。輪組皆為手工編織。

Pro-Lite Aneto XC登山車輪組

4TH FLOOR L0816

Pro-Lite新推出的登山車輪組，將產品線由入門拓展至高階性能。Aneto XC使用鋁合金輪框以及碳、鋁複材的花鼓。內層輪框採用I-Beam技術焊接，達到耐用、輕量以及炫亮的外型。前花鼓可相容於15mm心軸及一般快拆，後花鼓可對應於X12、12mm及一般快拆。重量：632克(前輪)；979克(後輪)。

3T Aduro計時車把

4TH FLOOR M1326

3T Aduro計時車把甫於Cervélo最新的P5計時車上亮相。3T現今推出更廣為接受的市售版本。3T原廠表示：Aduro為目前計時車把中風阻最低，合乎UCI的器材規範。經過無數次的風洞測試才激發出設計藍圖，一體成型的龍頭、可調整高度的手肘靠墊。可換式手肘墊，副把手可調整高度及伸縮長度。可適用於任何標準28.6mm束管以及變速與煞車系統。

O-Synce Navi2move x

4TH FLOOR L1112

O-Synce Navi2move x流線型的單車碼錶，採用ANT＋傳輸技術可與心率、轉速、體重計等連結。Navi2move x三大特色為：輔助訓練、導航以及截取座標位置。高達數天的記憶容量。導航功能可將紀錄的路線導出為GPX檔案格式。採用容易更換的充電電池。

SKS Injex T-Zoom

4TH FLOOR M0509

SKS Injex T-Zoom隨車打氣筒採用萬用多功能氣嘴。大出氣量的設計非常適用於旅行車及登山車，最高可將氣壓打至144磅(10 bar)。可折疊的T-Grip設計加上有如望遠鏡般的氣筒作動，小巧體積打氣省力。T-Zoom長度為256mm(約10英吋)，重量約166克。

720armour Dart CRX

1ST FLOOR J0233A

運動悍將風格的720armour Dart CRX為少見可搭配近視鏡片的風鏡。近視鏡片牢固的安裝於鏡架，不會與臉部摩擦。專利的通風技術讓氣流輕拂臉部，避免產生霧氣。Dart可搭配多種功能、顏色的鏡片，例如偏光鏡片、酷黑鏡片、炫彩鏡片等。CRX版附有光學組讓專業驗光師調整使用。

XLC 手機袋

4TH FLOOR M1219

XLC手機袋－滿足於使用智慧型手機作為導航的車友。Winora為其專門製造配件的品牌，打造手機及MP3保護套。隔層採用具有保護功能的泡綿，透明的外層閱讀性極佳。附贈攜帶吊鏈。

Dahon Mu N360

6TH FLOOR S0614

Dahon Mu N360 為旗下熱門的20吋折疊車與NuVinci N360傳動系統的完美整合。N360提供幾乎無限速的換檔功能。密封的變速箱在操作上極為人性化，超群的耐候性。Dahon的Doublestand折疊機制可讓使用者在不需抬起車身的情況下，於15秒內輕鬆折疊。Mu N360比起先前版本更為輕量，也比多數的20吋折疊車來得輕盈。

KMC
Chain Global · Link Local
KMC Chain

e-BIKE

Compatible With **BOSCH** e-Bike System

X10e / X9e

ECO

Reinforced Riveting Technology: Highest Pin Power

High Torsion Resistance: Tolerate chain torsion from e-bike motors

High Tensile Strength: Endures constant chain stress of e-bike motors

Compatibility: BOSCH e-Bike system and other e-Bike systems

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TAIPEI CYCLE d&i awards 2012

red dot design award winner 2011

2011.2010.2009 German iF Design Award

Taiwan Excellence 2010

2010 Taiwan Excellence

New Products 2012

KMC電動車鏈條

1ST FLOOR J0118

KMC新推出的e-Bike Sporty & Performance鏈條可對應於Bosch系統及其他傳動品牌的電動車。擁有KMC X系列的優點，提供10速(X10e)及9速(X9e)共兩種選擇。強而有力的鏈片，可承受來自電動車的高扭力。此外，KMC提供X10eRB及X9eRB兩種版本具有極佳的抗鏽能力。

BioLogic Dry Bag智慧型手機袋

4TH FLOOR M1019A

全防水的BioLogic Dry Bag智慧型手機袋適用於單車、水上運動、健行，也適合出門散步帶著走。Dry Bag附有頸環方便隨身攜帶。即便有硬殼的保護會干擾聲音傳輸，Dry Bag內建有防水的喇叭。超薄的外膜不影響觸控功能，背面的透明視窗則讓相機功能得以正常操作。防沙塵並可潛至水下1公尺(3英呎)。

喬紳智慧型花鼓

1ST FLOOR K0405

喬紳專利的Smart Hub(智慧型花鼓)達到內部幾乎零阻力，告別棘輪「喀喀」聲音。喬紳將傳統的棘輪外張擊迫子改為閉合的方式，只有在驅動時，驅動擊迫子才會被動的往外張開，帶動花轂本體傳動，當滑行空轉時驅動擊迫子會主動縮成閉合狀態，控制棘輪聲響及摩擦力，讓輪圈上的花轂有超佳的轉動性能，我們稱之為常閉式棘輪驅動系(Close Drive System)。Smart Hub適用於各車種：公路車、登山車在下坡時可滑行的更快、更遠；折疊車可以更方便的運輸推行；BMX可以秀更瘋狂的極限動作。幾乎所有車種都可受益於Smart Hub。

Taya 30公尺盒裝鏈條

1ST FLOOR K0610

Taya重新設計其30公尺盒裝鏈條，非常適合車店使用發揮最大經濟效並，並且容易收納－可攤平放置或是掛在牆上。不同的顏色鏈條代表不同的性能與用途。每盒裝大約10公斤(22磅)

Xpedo Thrust NXL

1ST FLOOR J0517

Xpedo Thrust NXL 採用最新的NEP注模技術，達到時尚又輕量的踏板本體。不鏽鋼的踏板接觸面提升耐用度。整組重量約245克。

Velo 1489座墊

1ST FLOOR J0717

Velo座墊在增加舒適性、支撐性之外，更在輕量化下足了功夫，這一切都要拜T成型技術所賜。Velo在座墊本體的T型部位以輕量的碳纖維強化。這方法可替代其他材質。競賽系列的座墊則有1505及1489等款式，採用碳纖維、鈦合金或鉻鉬合金座弓。

Airace Dual Jet TS 迷你打氣筒

4TH FLOOR L1002

亮麗的迷你打氣筒，DUAL JET TS利用可伸縮風嘴頭軟管，一隻打氣筒可以共用於高壓避震器及輪胎打氣。橡膠材質的氣嘴確保不會刮傷心愛的避震器。可對應於英式、法式、美式等氣嘴。Dual Jet TS最高可將避震器的氣壓打至300磅(21 bar)、輪胎則為80磅(5.5 bar)。

XLC Unistage VS-F01 單車展示架

4TH FLOOR M1219

用來作為專業車店新車展示架、維修架等再適合不過了。亮麗時髦的黑色，可對應於26吋、28吋、29吋單車。寬幅底座的設計提供絕佳穩定性，兩件式設計方便收納。

TaiSPO

SHOW DAILY

DiWaS SPOMODE

Welcome to the TaiSPO section of the Taipei Show Daily!

Concurrent trade shows helping to boost quality

TAITRA's "4-in-1 Mega Expo" concept is paying off, with quality standards rising across the four shows that are running concurrently this year — TaiSPO, Taipei Cycle, DiWaS and SPOMODE, said Jeremy M.C. Horng, executive director of the Exhibition Department at TAITRA.

"It's very noticeable how companies have spent more time and effort on their booths," Horng said. "Their marketing strategies are becoming ever more integrated."

Horng said integration is occurring within the industries as well. As reported in Tuesday's Show Daily, 14 leading Taiwanese fitness equipment companies have joined forces to form the S-Team, along the same lines as the bicycle industry's established A-Team. More are expected to join. S-Team members will cooperate on quality standards and supply chain efficiencies.

"TaiSPO is celebrating its 39th anniversary this year and it is pleasing to see how the show has driven continuous improvement in the Taiwanese sports industry over the years," Horng said. He added that the increase in visitors from emerging markets, such as Russia and China, should boost the joint event in coming years. ■ **CR**

Jeremy Horng, executive director of TAITRA's Exhibition Department.

Swim products keep Kingasia above water

While Kingasia International Corporation is mostly known for its diving equipment, its swimming range has steadied sales in recent years.

HALL 1
1ST FLOOR
D0002

Launched eight years ago, Kingasia's range of swimming products already makes up about 40% of its sales, compared with 60% for diving equipment.

Growth in the swimming division continues to outpace the diving unit, officials said.

"Swimming is growing faster because the market base is broader," said Jenny Pan, Kingasia's assistant general manager. "Swimming is a year-round market while dive has just two seasons. There is more sales potential in a sport that isn't so seasonal."

Kingasia started life as an injection molding specialist in the boating business, but has made diving equipment for more than twenty years.

Kingasia's own brand, EZ-Life, accounts for 30% of sales. This is Kingasia's 20th year as a TaiSPO exhibitor.

The swimming range consists chiefly of goggles, caps and a few other accessories. When it comes to diving, Kingasia's most popular items are the combo blister packs: mask, snorkel and fins, in children and adult sizes.

While the U.S. diving market has been tight in recent years, Kingasia is now seeing a notable expansion in the country, which should make up for the sluggishness of some other markets.

"Sales in the U.S. have been down since 2008, but a noticeable recovery started last year and we expect things will be even better this year," Pan said.

Indonesia is another strong market, and Kingasia has increased sales in Brazil for ten consecutive years.

Sales in Europe, in contrast, have suffered because of the continent's economic malaise. ■ **CR**

Jinny Pan (left) and Michael Pan of Kingasia.

Taiwan's Sportsman Corp. pitches big tent at TaiSPO

Sportsman Corporation, one of Taiwan's few suppliers of tents and other outdoor products, brought a touch of adventure to TaiSPO this year with its patented, easy-to-install Turbo Tent frame system.

HALL 1
1ST FLOOR
A0428

Peter Chen, the company's sales manager, said the system is based on a frame design "consisting of a central hub with four arms radiating out to form the roof and wall supports."

The arms have pin-locking elbow joints. "Those allow the tent to fold down in a reasonable sized carry-bag to fit the luggage space of almost any vehicle," Chen said.

Sportsman, which employs about 100, turns out about 30,000 tents per year, from dome tents to larger stand-up family frame tents, race tents and other special purpose tents. All are made in Taiwan.

With FOB prices starting at $150, the family-run company concentrates on top-line products.

"We cannot compete with the Chinese manufacturers and therefore count on our patented technologies and products," said Jack Chen, Sportsman's general manager.

Although the outdoor market is not a main focus of TaiSPO, the Chen family attends and supports the show.

"It's a national show supporting Taiwanese producers," Jack Chen said. "We all want to let the show visitors know about good Taiwan-made products. All we can say is that there are still good tents made here in Taiwan." ■ **JB**

Jack Chen demonstrates the pin-locking elbow joints of Sportsman's Turbo Tent. ***© JB***

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New Products Launch — *Thursday, March 8*

Time	Company Names	Topics
11:00-1:30	Ucheer Health Tech Co., Ltd. G0302	Kinetic Energy Dumbbell
11:20-11:50	Sportek Industrial Co.,Ltd. G0602	Light commercial grade 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

The four-in-one show drew extra visitors to the TWTC.

TaiSPO
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Strength Master strides ahead with online health program

While Strength Master has come up with many upgrades for its fitness equipment, the company from Taichung is equally upbeat about the prospects of an online health management program developed by LifeSpan, its American subsidiary.

Pauline Lin in the Strength Master showroom in Taichung.

Launched three years ago, the Interactive Health Partner (IHP) advises consumers on programs to exercise regularly and properly, based on their health and their requirements. With the latest adjustments to Strength Master's equipment, information garnered by the console of the fitness machine may be uploaded directly into the online health management program, making it much more convenient for both the users and their medical advisers.

"We are the first and only ones to combine hardware and software in this way," said Pauline Lin, sales manager at Strength Master. "It fits perfectly with our concept: We don't just provide equipment, we want to make it more convenient and more useful for daily life, and to improve the wellness of the users."

The American College of Sports Medicine (ACSM) supported the program with an approval to be prescribed last May. IHP was developed in close partnership with the organization, which had specific demands. Among others, it should not take more than 90 seconds for a doctor to obtain an overview of the exercise performed by his or her patient, and to respond accordingly.

HALL 1
1ST FLOOR
B0409

The program is offered to organizations such as insurance firms, hospitals, the army and large companies that have an interest in the stable health of their employees. They may acquire a license for IHP and then encourage their staff or policy-holders to use it. Alternatively, LifeSpan itself may directly manage the relationship with these employees. They only get a username and a password to log on to the system.

Membership picked up slowly in the first two years, but it increased much more rapidly in 2011. "At the beginning it would take us several months to add 1,000 members, but now we get more extra members in just a week," said Lin. The program has more than 20,000 registered users in the United States. Strength Master recently launched the program in Germany, Australia and Turkey, while Spanish, French and Chinese-language versions should follow in 2012.

Strength Master acquired LifeSpan, from Salt Lake City, Utah, in 2007. The Taiwanese company has adjusted its own treadmills to fit with the IHP program, but it may integrate information from other sources as well – such as Garmin devices used while exercising outdoors. Strength Master is also talking to companies producing weighing scales, blood pressure measuring instruments and pedometers, which may all register information relevant to the IHP.

Strength Master is a company with a turnover of about $80 million, which sells its own brand and offers OEM production as well, for such partners as Décathlon, the French sports retail giant, Kettler, Tunturi, Nautilus, Schwinn and more. Its orders increased rapidly after it invested more than $13 million in recent years in a 200,000-square-meter (2.15 million square-foot) factory in Xiamen, China. The plant started production in 2007 and employs 350. Another 150 work at the company's office near Taichung.

Still majority owned by Dennis and Michelle Wu, who launched Strength Master in 1994, the company is preparing for an initial public offering on the Taiwanese stock exchange in the first quarter of 2013. ■ **BS**

Strength Master has won multiple awards with its treadmills.

Working out — at work

Growing numbers of employees do not like to sit down at work. They prefer to stand at their desks—and, while they're at it, they might as well do a little exercise at the same time. That's the idea behind the Desktop, which combines a treadmill with a desk that's the right height for writing or typing while standing.

Displayed at TaiSPO, the Desktop is part of the multiple award-winning TR series. It contains several "intelligent" features: a step counter, which is particularly useful for a set program of steps (the standard recommendation is at least 10,000 steps per day); a key that will shut off power automatically if the treadmill is not used for more than 10 seconds; and a USB port to download information on the exercise performed by the user.

Among the novelties displayed by Strength Master at TaiSPO is a system directly linking the machine's console to a tablet or a smart phone.

How are you dealing with the challenging economic conditions?

Rocky Ho
Aerotop, USA

Aerotop imports Taiwan-made and Chinese mainland-made products to Los Angeles, for distribution to North America. We cater for all kinds of fitness equipment, but I believe that the market for products for disabled people and seniors is booming. The economic conditions are an obstacle, but in the long run improving people's lives is a growing trend, especially as the population gets older, so I do believe in this market.

Onurkan Unal (left) and **Suleyman Unal**
Esjim, Turkey

The Turkish market at the moment is just fine – we can feel some of the effects of the wider economic crisis in Turkey, but apart from that, we're going well. Next year we expect our company, Esjim, to have at least a 20% increase in business, as Turkey is still growing. Professional fitness equipment is the main driver, we're Turkey's exclusive distributor for Impulse machines.

From left: **Santiago Martinez, Alvaro Allegro and Carlos Cortes**
IMVASA, Chile

IMVASA is a wholesaler of fitness machines, ellipticals, spinning bikes and treadmills for home use, in Chile. We're looking to change some of our current models for new models, to introduce new items such as vibration plate machines. Chile is not suffering too much – at the moment. This year our goal is to try to grow a little bit, mostly with new items. We're looking for innovation.

Arjun David (left) and **Amar Anis**
Sting, Australia

We're looking for accessories such as medicine balls, yoga mats and protective equipment for our brand, Sting. Australia's been a bit immune from the economic crisis, but it does come down to price point. People will spend to a certain point, but to get the top end you have to hit the market right. You have to be more creative and on the ball – we have to be smart, and focus on that.

S-Team

Sustainability • Technology • Progress
www.s-team.org.tw

S-Team's Roadmap

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

Member List

JOHNSON DYACO HEALTHSTREAM magtonic SOLIDFOCUS
KINGI YIHSUAN CHI HUA GEOTUN J'STAR Y.C

A touch of green for Body Sculpture

From the frames of its treadmills to the packaging of its small fitness equipment, Body Sculpture has added a touch of green to its product design. This comes after the Taiwanese fitness company invested in a team of designers and accompanying equipment, to brush up the presentation of its products and convey its green approach.

"We have opted for green because ecological products are an important part of our strategy, and it fits with the demands of consumers," said Lane C. Yang, chairman of Hi Mark, the group that owns Body Sculpture. "We are constantly innovating with more ecological products and wanted to reflect that in our product presentation."

Hi Mark has a team of sixteen graphic designers and spent $3 million last year on software that helped them come up with appealing designs for Body Sculpture's products, particularly its eco-wellness range. With their white and olive green colors, Body Sculpture's products stand out.

This strength in design and brand-building has contributed to the expansion of Body Sculpture, which Yang has rebuilt in the last twenty years.

Body Sculpture was a fitness equipment company from Leeds in the United Kingdom, which used Yang's business, Solex Industries, as an exclusive purchasing agent in Asia. But when Body Sculpture landed in financial trouble, Yang snapped it up.

"This was at a time when few Taiwanese companies had their own brands. Some other suppliers thought I was crazy, and we didn't think that we could become a large international company," Yang said. "But then we steadily expanded, mostly by building our relationships with retailers."

Yang kept the brand's infrastructure in Europe and leaned on its existing distribution to get Body Sculpture back into shape. Since then, it has turned into a widely-recognized fitness brand with sales in 85 countries.

Along the way, Body Sculpture was integrated into Hi Mark, which sells three other brands of sports and leisure products: Solex for sports games, like badminton sets and fussbal tables; L.A. Sports, which focuses on inline skates, scooters and helmets; and L.A. Trekking, a brand for tents, sleeping bags and other camping accessories.

These brands make up nearly 90% of the group's turnover of about $120 million in 2011. The Body Sculpture brand alone brought in sales of roughly $70 million. It boasts such sought-after customers as WalMart, Aldi, Makro, Argos and Sainsbury's, all leading retailers in Europe and the United States.

The distribution of Body Sculpture relies on a partnership with L.A. Sports GmbH, a German company in which Hi Mark has a share of 25%, with the remaining 75% in the hands of its founder, Max Norden.

The remaining 10% of the Hi Mark group's sales comes from OEM contracts, such as the production of Head-branded inline skates and scooters.

Hi Mark fully owns Liven Sports, a manufacturing plant of 85,000 square meters (915,000 square feet) in Xiamen, China.

Yang built the factory in 2003 and, three years ago, renovated it to make it more eco-friendly.

HALL 1 1ST FLOOR **D0301A**

The Xiamen factory employs about 1,000 workers, while the Taiwanese group employs 150 in Taipei and twelve in the United Kingdom, where Body Sculpture maintains its warehouse for the European market.

The group's expansion in the last years has been driven by its fitness equipment.

Body Sculpture products are delivered in three price ranges, appealing to almost any retail customer. The company can react quickly to trends, such as the explosion of the scooter market a dozen years ago. ■ **BS**

Body Sculpture distinguishes itself with its design and green appeal.

JKexer counters market slump with wider price offering

JKexer, an established brand of Taiwanese fitness equipment, will widely expand its price range this year to move beyond the middle-market price category it has targeted for the last three decades.

Based in Taipei, JKexer has distinguished itself since its inception by pushing its own brand in international markets. It refrained from taking on any OEM assignments and kept all of its production in Taiwan. Its Taoyuan factory employs about 70.

Much of this is changing this year, however, as JKexer evolves to cope with the weakness of the global economy.

The company is investing heavily in development to come up with a range of high-end cardio equipment, and is slashing manufacturing costs so it can also offer a range of cheaper products.

"When others might be holding back on investments, we think this is the time to upgrade our product and to take market share," said Loopy Lin, JKexer's general manager. "We will invest three times more than before in research and development." The company has also begun hiring a slew of qualified sales people to accompany the push.

JKexer expects that the moves will enable it to at least double its turnover in 2012. This comes after a weak year, when the sluggishness of the European market caused a decrease of about 20% in the company's turnover.

The European Union makes up about 20% of JKexer's exports, and the slump in Europe could not be compensated by growing sales in less mature markets like Latin America.

The high-end products developed by JKexer will include seven new models of treadmills, and a second series of other fitness equipment, such as magnetic bikes and recumbent bikes. "The prices of these products will not change radically compared with the previous range, but products will be upgraded with many new functions," Lin said. They will chiefly target Europe and the North American market, where JKexer has yet to break through.

At the same time, JKexer is reviewing its operations to cut costs and to start offering OEM production. For this purpose, the company has asked for the support of its suppliers and it is implementing more efficient manufacturing practices.

Lin points to what has been described as the M consumer trend, where demand is increasingly focusing either on the high or low ends of the market, with a slump in the middle. Several other Taiwanese manufacturers have been moving in the same direction, investing in product development to move away from that increasingly unattractive middle segment.

HALL 1 1ST FLOOR **B0302**

JKexer was among the earliest fitness equipment makers in Taiwan, and one of the few to stick with its own brand. Along with the 80 people at its factory, it employs about 50 engineers, sales people and other office staff.

JKexer's updated ranges brought visitors to its stand yesterday.

No ruffled feathers as badminton firms embrace nylon shuttlecocks

While some manufacturers of sporting goods requiring large investments worry about weak consumption in many countries, producers of smaller products are often more upbeat. And for badminton companies, makers of some of the smallest and lightest sports equipment available, the current trend toward higher-quality, lower-cost nylon shuttlecocks is a blessing.

The best badminton shuttlecocks are traditionally made of goose or duck feathers surrounding a cork core. However, rising cork and feather prices are putting a damper on profits for many companies.

Another concern is the fact that the geese and ducks used to supply these feathers are killed when they are two months old. That's becoming a concern for companies— and consumers—who are concerned with animal welfare issues.

In order to counteract such issues, a number of companies specializing in badminton equipment are taking a flyer on high-quality nylon shuttlecocks.

Taipei-based Nan Yun Sporting Goods, the company behind the Jex brand, is exhibiting its newest high-end competition-grade nylon shuttlecocks at TaiSPO.

"It's not easy to control the foam base currently used for many nylon shuttlecocks in terms of density, speed and feeling," said Abby Jow, the company's export manager. "We have developed a new generation of nylon shuttlecock so we can precisely control cost, speed, performance and durability, all at a favorable price."

Like many badminton manufacturers, Nan Yun also produces equipment for other sports.

In fact, the company is showcasing a new starter pistol at its TaiSPO booth along with gear for badminton and baseball.

Jow is confident that the new nylon shuttlecocks are the key to increasing business for Nan Yun and other badminton companies.

"Owing to a pessimistic global economy," she said, "people would rather get their sports fun from low consumption and low cost items like badminton rackets and shuttlecocks." ■ **RMP**

Irene Lin, business development manager, displays nylon shuttlecocks.

Sun Own plant targets water sports

Sun Own Industrial's manufacturing plant produces a dazzling mix of colors amid the farm lands of Changhua, the smallest county on the western coast of Taiwan. On the outskirts of Pei-tou, the factory has become a large-scale manufacturer of body boards, turning out bright yellow, red and blue foam boards by the thousands.

Dong-Hong Lu, Sun Own production manager, with colorful body boards.

Sun Own was established in 1975 and previously focused on EVA slippers, using distinctive foaming techniques. Only a few years ago, the company described itself as a leading manufacturer of such products. But recently, Sun Own has overhauled itsproduction to make equipment that targets the youthful and increasingly popular water sports market.

While it continues to take advantage of advances in foaming technology, Sun Own's production has switched to body boards and other water sports products that it markets under the Atunas brand. Another range of its foam-based products is targeted at the fitness industry, ranging from yoga mats to rollers and balance pads.

"We make EVA products starting from plastic resin pellets, while our competitors often buy semi-processed materials, which makes it harder for them to keep costs down," explained Dong-Hong Lu, production manager at Sun Own. "Our integrated production enables us to offer attractive prices, and to adjust products for our customers."

Sun Own also markets the Atunas brand in the outdoor and cycling markets. It has become particularly prominent in the Taiwanese outdoor market through its own stores and significant marketing investments, but the foam-based equipment and body boards are the only Atunas-branded products still made in Taiwan. ■ **AZ**

HALL 3
1ST FLOOR
G06012

These are the pellets used as dying material in the foaming procedure.

Stacks of EVA sheets waiting outside the Sun Own factory.

Booming Brazil leads TaiSPO growth from newer markets

Visitors from emerging markets are a growing presence at TaiSPO, reflecting the rise of a few fast-growing economies as full-fledged sports markets — with particular impetus coming from the Brazilian fitness business.

"It's noticeable that we're getting more and more visitors from emerging markets," said Jeremy M.C. Horng, executive director of the Exhibition Department at TAITRA. He added that this trend had stimulated the expanding offer of commercial fitness equipment at TaiSPO this year.

Buoyant interest from Brazil stems in part from its status as host nation for two of the world's biggest sports events: the football World Cup in 2014 and the summer Olympics in Rio de Janeiro in 2016. Aided by a fast-growing economy, the Brazilian government is investing heavily in sports infrastructure. A growing middle class means more Brazilians are participating in sports.

Second-largest market

The country's fitness industry is enjoying outstanding growth. Jacqueline Antunes, senior manager for Latin America at the International Health and Racquet Sports Association (IHRSA), estimates that Brazil has more than 18,000 health and fitness clubs, second only to the United States. Including a few chains such as Bodytech and Bio Ritmo, clubs boasted about 5.5 million members in 2010. The Brazilian industry's revenue was estimated at nearly $2.2 billion.

Further boosting the market for fitness equipment is the construction of hotels and middle-class apartment buildings, in which gyms are almost a requirement.

Wholesale turnover in the equipment market reached an estimated $1.2 billion Brazil reais ($682.6 million) last year, evenly split between commercial and home fitness equipment. The market has been growing at close to 15% a year for several years.

Heavy import duties and a raft of other taxes act as a damper on the market, making imported equipment far more expensive than in many other countries. Still, several companies have recognized Brazil's potential and have opened subsidiaries there, including Johnson Health Tech and Life Fitness. Technogym opened an office this year.

Import duties ensure that the market remains strongly influenced by Brazilian brands that manufacture equipment in Brazil, including Movement for commercial equipment and Athletic for home equipment.

With a huge factory in the duty-free economic zone of Manaus, Athletic reported sales of about $150 million Brazil reais ($85.2 million) in 2011, and the numbers are expanding fast. The company plans to boost sales by 50% this year.

India has also been sending growing contingents of visitors to TaiSPO in recent years, but India's fitness industry remains small. Obstacles to the country's economic growth have also affected its fitness equipment market.

According to the IHRSA, India in 2010 counted about 1,175 gyms with 450,000 members, a huge increase compared with the 765 gyms and 230,000 members reported two years earlier. Led by Talwalkars, an Indian group that is planning to reach 140 fitness clubs this year, Indian gyms achieved estimated revenues of $500 million.

Athletic, a leading Brazilian fitness brand, often sells its equipment in "kiosks" in upmarket shopping malls.

Market pressure

The Indian market for fitness equipment, which is almost entirely imported from Taiwan and other Asian manufacturers, was estimated at about €80 million ($105 million) in 2010. This came after several years of 10 to 15% annual growth.

Some 40 Indian companies import fitness equipment. The most established suppliers include Proline Fitness, which holds distribution rights in India for brands of the Johnson Health Tech group, including Horizon, Matrix and Vision.

Vishal Gupta, director at Soccer International, has been attending TaiSPO for six years.

His company is a leading supplier and distributor of balls and other sporting goods in India, including the fast-growing Viva Fitness range of fitness equipment. It is predominantly made in Taiwan and has become one of India's most prominent fitness brands.

"I've been attending TaiSPO ever since we're in this business," Gupta said. "It's the most important show for this industry and it enables us to meet all our most important suppliers and check out the latest developments."

However, Gupta said the Indian home fitness market is going through a rough patch.

"The Indian market for commercial fitness equipment is pretty stable at the moment," he said, "but the situation is worse in the home equipment business. It is down by 20 to 30% this year, and looking very tight."

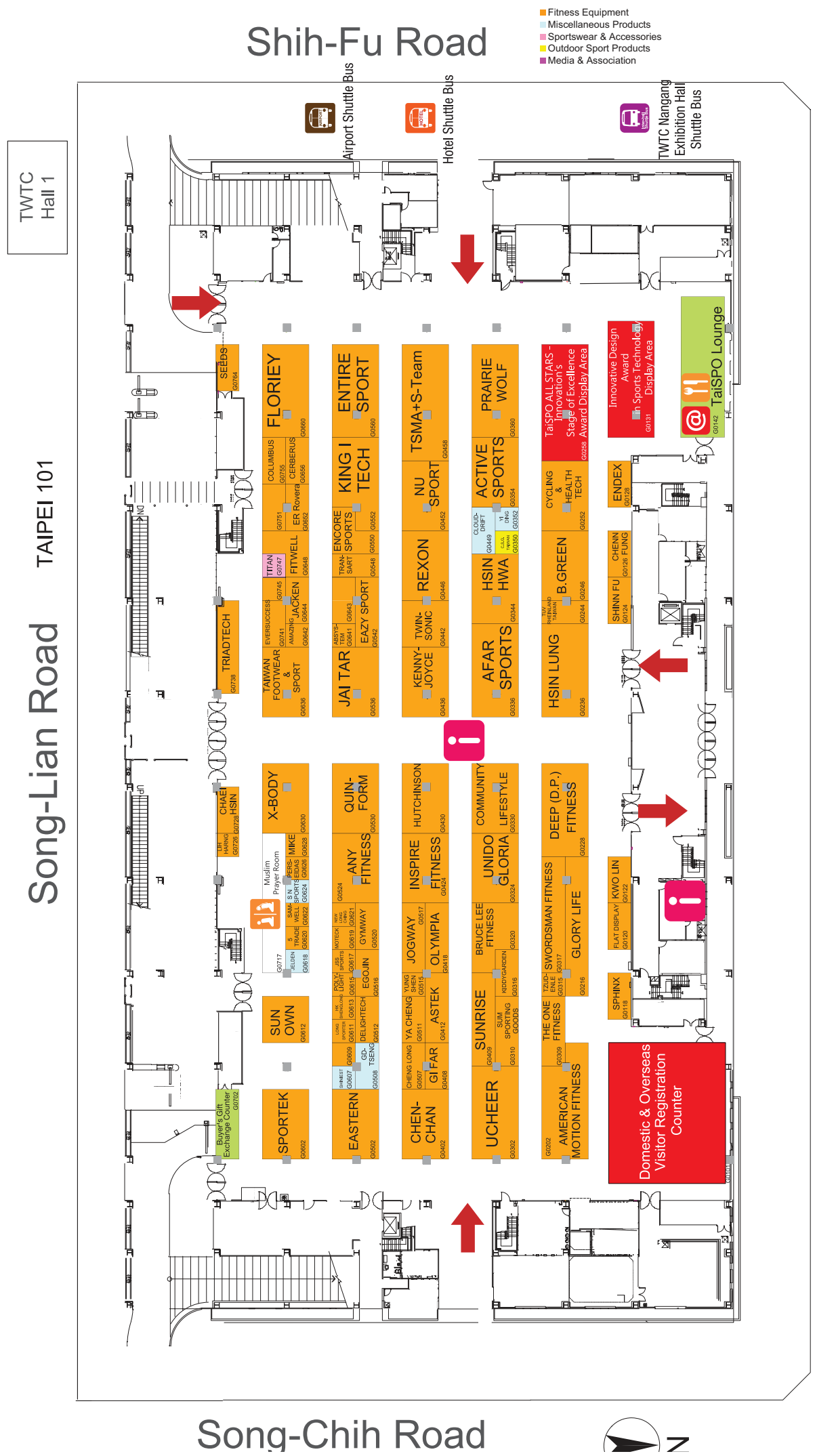
Still, home fitness equipment appeals to India's fast-growing population of affluent consumers. Consider a recent order placed by an Indian multi-billionaire for twelve units of Milon equipment: The brand is usually targeted at high-end gyms, with sets of twelve units costing some €200,000 ($262,000). But its Indian partner, Stag Distribution, suspected that wealthy Indians might be a good market for Milon. He was proved right when a private customer ordered a customized Milon set with Fendi seat covers and gold-plated parts engraved with his initials. ■ **BS**

The Indian sports market is driven by thousands of small retailers.

Floor Plans TWTC Exhibition Hall 1, 1st floor

- Fitness Equipment
- Sports Balls
- Miscellaneous Products
- Sportswear & Accessories
- Outdoor Sport Products
- Media & Association
- Massage Products
- China Pavilion
- Diving & Water Sport Equipment(DiWas show)

Floor Plans TWTC Exhibition Hall 3, 1st floor



Sol-Effect races into downhill boards

From inline skating to skateboarding, urban youngsters have been enjoying increasingly daring action sports in recent years, and Sol-Effect has been watching the trends for more than two decades. This year it has turned to downhill boards, which are used by intrepid youth to race on long downhill tracks and roads — often kitted out with heavy protective gear, as they twist and swerve to race faster.

Sol-Effect specializes in making skateboards, longboards and accessories for skateboarding.

Concentrating on the action and fun sports markets for the last twenty-five years, it has adjusted its product range to keep up with changing trends.

About ten years ago, the company sold mostly inline skates, said Patty Chu, sales manager at Sol-Effect, but lately its focus has shifted back to skateboards, with the introduction of several new categories.

Longboards are often used by surfers to train in the winter, and downhill boards have been introduced for thrill-seekers who enjoy fast rides.

"We started with longboards very early, so we have more experience than our competitors," Chu said. "Another competitive advantage is that we offer many different products at lower prices than the industry average."

She added that the family-owned company is well-prepared to help its customers if they need complementary products, like helmets and protection gear, because it has a network of other companies in Taiwan and China to support its customers.

Sol-Effect works with two factories in Taiwan and in China.

It serves customers in many international markets, providing products with their own brands, but a few customers prefer the Reckon brand owned by Sol-Effect.

HALL 1
1ST FLOOR
A0425

The company has a second office in the United States, which is managed separately and has a large warehouse to support customers efficiently in nearby markets. ■ **AM**

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Taiwanese suppliers help senior citizens stay young by keeping fit

While energy-saving devices and electronic applications have kept many engineers busy in the fitness equipment industry in recent years, another leading trend has been the development of equipment for senior citizens. Studies show that an increasing number of fitness clubs offer special programs for seniors, which often require specialized equipment. Lifegear and Bodycharger are two suppliers that have responded to this demand, albeit with very distinct approaches.

Body Charger expands senior range

As people in many countries age, Body Charger has chosen to provide a range of equipment for the fitness and rehabilitation market — with machines fitted particularly for older people who want to stay young by keeping fit.

Gee Hoo, a Linkou company founded in 1979, launched the Body Charger brand a few years ago. It offers a range of cardio equipment for gyms, from treadmills to ellipticals and fitness bikes.

In the last two years, however, Body Charger has introduced equipment for personal use by seniors and by others who require some level of physical support.

"People are getting older but they still want to keep fit," said May Lin, Gee Hoo's vice-president. "Some of our products are also used by hospitals and physiotherapists, for patients who require adjusted fitness equipment."

Lin said the company's mechanical engineers have patented some of their rehabilitiation products.

Among the products that Body Charger is showing at TaiSPO, the company is highlighting its recumbent ellipticals, which are often used for physiotherapy.

The range even includes a dual action recumbent bike with a sliding and removable seat, so that a user may transfer directly between a wheelchair and the seat of the recumbent.

Another practical fitness product is a treadmill with a body holder for patients who are unable to stand without support.

Gee Hoo's 2011 turnover was about $1.2 million, with about 95% of sales from exports, particularly to Japan and the United States.

The Body Charger brand itself accounts for about 75% of the group's turnover. Gee Hoo also owns two secondary brands, for small accessories and for the Taiwanese health club market.

Some equipment is made in Taiwan, in two production units in Linkou, and another in Taichung, but most of the production is entrusted to a Chinese subcontractor.

Gee Hoo also has some OEM customers and is striving to increase that part of the business in the coming years.

HALL 1 1ST FLOOR C1000

One of the company's trump cards in this respect is its flexible production.

"Companies no longer want to hold any stock, so we had to reduce our lead times," said Lin.

"Our production plan is arranged in such a way that we are able to deliver standard Body Charger packages made in Taiwan in fifteen days at all times."

May Lin in the Body Charger assembly plant and warehouse that enables it to offer flexible deliveries.

Life Gear takes on Chinese producers with inexpensive fitness products

Nelson Huang wants you to get active – and to stay active, at any age.

Life Gear has chosen a singular market position. The Taiwanese supplier is one of the few that focus on home fitness equipment in lower price categories, catering to demand from supermarkets, big box stores and other mass merchants.

Because its production is based in Taiwan, Life Gear faces tough competition with suppliers that operate more cheaply in China.

However, the Taiwanese company has become well-established in its category by offering a little extra in design and marketing.

"We distinguish ourselves from the competition in our price category because we design our own products, including the shape and the mechanisms of the machines," said Nelson Huang, Life Gear's vice-president. "We also have close partnerships with our customers, so that we know what they want in terms of colors, functions and price points."

Life Gear is quick to react to market trends, starting with electronic applications.

The company is working with a university in Taiwan to replace the console computer on treadmills with users' smartphones. Users will be able to operate the equipment with programs downloaded from the Life Gear website.

Another new direction taken by the company is to offer more products for elderly users.

"We want to move further into this market, with lighter equipment," Huang said. "As an example, we are offering very light steppers for sit-down use, which are great exercise for elderly people to make their ankles more flexible." A second innovation is a reclining cushion, which will make it easier for weaker users to get out of their seats.

Paul Hsiey founded Life Gear in 1990 as a New Jersey company that imported fitness equipment from Taiwan.

After a few years, Life Gear established a full-fledged office in Taiwan, which became its international headquarters.

It has since expanded into several other countries. About 60% of its customers use the Life Gear brand, while others apply their own labels.

HALL 1 1ST FLOOR D0028

Last year, the United States accounted for 17% of the company's turnover of about $30 million. Life Gear counts such customers as Walmart and Costco. Then again, the strength of Life Gear's distribution lies in Southeast Asia, Latin America, the Middle East and Eastern Europe.

"Our positioning is a good fit for these markets," Huang added. "We would like to have at least one good importer in each country to sell our fitness equipment to discount stores as well as smaller specialist stores."

About 95% of Life Gear's products, chiefly treadmills, cross-trainers and stationary bikes, are manufactured in Taiwan. Life Gear also owns 45% of a Chinese factory with a Chinese partner, Kang Bao Fitness Machines, which also serves as Life Gear's distributor in China.

To remain competitive, Life Gear sometimes sells directly to hypermarkets.

And to reduce the costs of service, the company makes a range of no-service products. It also squeezes costs by making some smaller pieces of equipment that require only minimal assembly, or by using components of plastic instead of metal.

Taiwanese models display... their socks.

Foreign visitors adopt the "cockroach spirit", proclaiming that Taiwan strives harder and is not to be stamped upon.

Full house in Hall 1 at the TWTC.

Robbert De Kock, secretary general of the WFSGI, can handle a billiard cue as well as a microphone.

Buyers get wrapped in Tokuyo's massaging "Magic Chairs".

A TaiSPO visitor improves his lift and slice with Smartpong.

Sports industry backs calls for public health initiatives

The sports industry is getting increasingly involved in the issue of health, putting itself forward as an active participant in the fight to promote physical activity. The moves are part of the industry's efforts to raise its profile among policy-makers, and to create more favorable conditions for the expansion of the sports markets.

The sports industry's intensified participation in the discussions around health come as the World Health Organization (WHO) is raising the alarm about the spread of non-communicable diseases (NCDs), which is exacerbated by poor lifestyle habits and insufficient physical activity.

The industry's involvement temporarily culminated with its representation at a high-level meeting on the prevention and control of NCDs at a United Nations general assembly in New York in September 2011.

Member states then issued a political declaration recognizing NCDs as a threat to society. It was also agreed to accelerate the implementation of a global strategy on diet, physical activity and health.

A few months later, the annual symposium of the World Federation of the Sporting Goods Industry (WFSGI), held in Munich at the end of January, focused on the same topic.

It invited Timothy Armstrong, coordinator of surveillance and population-based prevention in the department of chronic disease and health promotion at the WHO, and several other speakers — including, controversially, Rhona Applebaum, chief regulatory officer at Coca-Cola.

Threat to society

The audience at the WFGSI symposium was bombarded with scary statistics about the impact of insufficient physical activity.

"Physical inactivity is the fourth leading risk factor for deaths around the world," Armstrong said. "About 3.2 million deaths per year are attributable to people not doing sufficient physical activity."

A recent WHO survey showed that 36 million people die every year from such NCDs as heart disease, stroke, diabetes, cancer and chronic lung disease.

This is equivalent to 63% of global deaths — and there is abundant evidence that physical inactivity is sometimes a factor in these diseases.

Unfortunately, in 2008, about 31% of people aged at least fifteen years were physically inactive.

The rate in high-income countries was about double that in the low-income countries, probably due to the fact that more people practice physical activities as part of their work or transport in low-income countries.

Armstrong said that the cost of inaction against NCDs in low and middle-income countries could be estimated at about $7 trillion between 2011 and 2025. On the other hand, the cost of action in these countries would reach about $11.4 billion per year — a fraction of the cost of inaction in terms of spending per inhabitant.

The issue of NCDs is largely related to that of overweight and obesity, which has been described as an epidemic.

In the last three years, the number of obese people has surpassed the number of those who are malnourished. In spite of a slight improvement last year, for example, more than 35% of U.S. adults are obese. Another 34% are considered overweight.

Spreading issue

Maria Stefan, senior global advisor at the American College of Sports Medicine, clearly pointed to the causes.

"Sedentary living is the No. 1 public health issue," she said. Among many other examples she said that, in the 1970s, some 70% of U.S. children walked or biked to school, but this rate has decreased to about 15%.

Most worryingly, the issue is spreading rapidly in fast-developing economies like Brazil and China. Apart from premature deaths, the economic bill is huge.

The cost of type 2 diabetes, which is brought on largely by an unhealthy lifestyle, could reach $500 billion a year by 2030.

Maria Stefan calls for the sports industry to help spread the message about physical activity and health.

Applebaum from Coca-Cola said her company supports the message on health and physical activity. Apart from its sponsorship of global sports events, the soft drinks behemoth invests in programs to support sports participation, particularly among youth.

The chief regulatory officer called for many parts of society to get involved, from the government to business and civil society. However, some attendees questioned the company's legitimacy in the debate on health, given its interests in selling sugary drinks.

The interests of the industry in pushing the health debate are self-explanatory in terms of sales. Stefan estimated that a physically active American spends more than €300 per year ($395) on his or her favorite sport. Public investment in health further stimulates consumption of sporting goods.

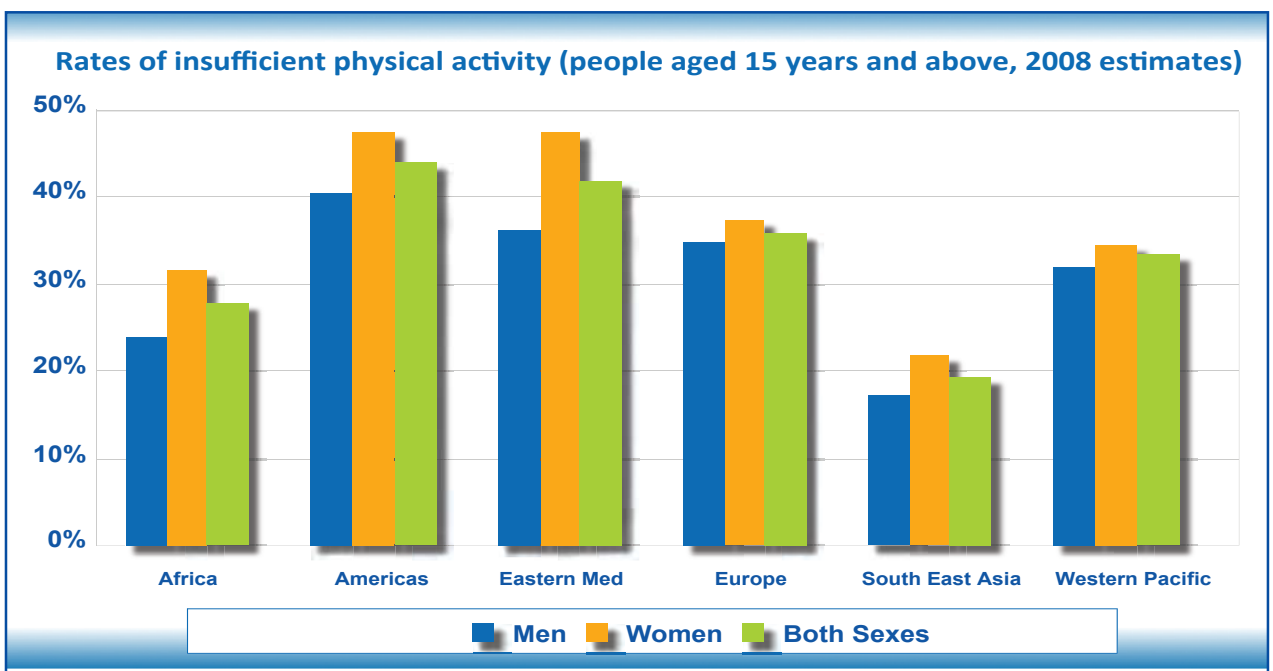
In another example, Stefan pointed out that the Brazilian government has spent the equivalent of $2.5 billion to stimulate sports in the last ten years, including the opening of 4,000 city gyms. The impact was convincing: In five years, the level of physical activity in areas where gyms opened had roughly doubled.

Another potential interest for sports manufacturers is that its efforts to promote physical activity and thereby tackle a huge public issue could encourage policy-makers to lend a friendlier ear to their pleas.

Health is one of the arguments put forward in discussions with the Brazilian government, for example, with regard to prohibitive import tariffs (and an extra anti-dumping duty of $13.85 per pair on almost any footwear imported from China).

The industry is also eager to encourage governments to use fiscal policies to support physical activity.

"We know that subsidies and fiscal incentives work. This is something that has to come from the States and some of them are interested in using such policies," the WHO's Armstrong said. "It could be anything from a reduction in excise duties to tax breaks for people who have gym memberships." ■ **BS**



Source: "WHO - Global status report on noncommunicable diseases 2010"

New Products 2012

Tonic Fitness Technology releases the TurboSpin, an Eddy current brake system spinner. Its resistance performance is close to that of an outdoor bike, making it efficient for training. It features a new detector module console that displays information on power and on pedal balance, making riding more efficient and helping both legs develop equally.

HALL 1 1ST FLOOR **B0209A**

Mr. Tall by Chow Long Merchandise is meant to stretch the body, reduce fatigue and relieve muscles. Its ergonomic and comfortable design gives quick relief to users. Mr. Tall is also effective in shaping bodies, strengthening the spine and flattening the tummy.

HALL 1 1ST FLOOR **C0625**

The biggest attraction of the 3603 Easy Bike is that you can exercise either sitting or standing, and you can go forward or backward. This makes it a perfect gift for users of all ages, and it also targets different muscle groups. The Easy Bike is easy to store and carry. It has adjustable resistance levels, strong oversized pedals, and a sturdy steel frame.

HALL 1 1ST FLOOR **C0625**

This multi-trainer by Seeds Innovative Design is intended for suspension training, enabling leveraged bodyweight exercise. The equipment sets up in seconds so that the users can get fit at home, at the gym or on the road. People of all fitness levels can use the multi-trainer, from professional athletes who need peak performance to people who just want to feel and look their best. This machine enables you to avoid injuries and to safely perform hundreds of exercises that build power, strength, flexibility, balance and mobility, all at the intensity of your choice.

HALL 3 1ST FLOOR **G0764**

The Safe Walker by Alexandave Industries features a suspension system that prevents falls, an emergency stop design and super-low running speed from 0.2 km per hour. The large monitor is also easy to read and the air cylinder device may lift the user's weight up from 5 kg to 35 kg.

HALL 3 1ST FLOOR **B0829**

The GL-900 spinning bike by Giant Lion features a flywheel of 14 kg, a chrome-plated, quick-release, adjustable handlebar and seat post, an aluminum emergency brake knob and magnet resistance control system (with console) and belt transmission. The bike is intended for commercial use, with a maximum user weight of 180 kg.

HALL 1 1ST FLOOR **D0513A**

The GL-800 spinning bike by Giant Lion boasts a flywheel of 22 kg, a chrome-plated handlebar and seat post, an aluminum emergency brake knob and magnet resistance control system. Chain/belt transmission are optional. The bike is intended for commercial use, with a maximum user weight of 180 kg.

HALL 1 1ST FLOOR **D0513A**

Giant Lion's GL-700 spinning bike includes a 20 kg flywheel, a sturdy oval tube construction, chrome-plated handlebar and adjustable seat post, aluminum knob with resistance control, sweat guard to avoid flywheel rust, and belt transmission. This bike is for commercial use and supports a maximum user weight of 180 kg.

HALL 1 1ST FLOOR **D0513A**

New Products 2012

This new elliptical trainer features an LCD display computer indicating time, distance, calories, pulse and more. The equipment by Entire Sport International has a flywheel of 6 kg, 8-level manual tension control and hand pulse.

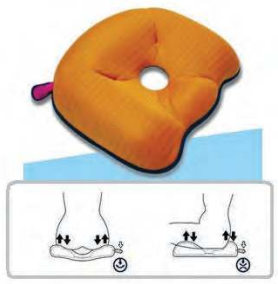
HALL 3 1ST FLOOR G0560

The motorized treadmill by Entire Sport International has a 2.5HP DC motor (continuous), a running surface of 520x1400 mm and a speed of 1 to 20 km per hour. It also boasts a window with a 6" LCD display, with blue backlight, indicating time, speed, calories, pulse, body fat and more. The equipment is 90% pre-assembled.

HALL 3 1ST FLOOR G0560

The Kuonao Yo Mat by Kuo Nao is an ergonomically arched pad with innovative dual air sac support. The patented touch-control button enables the user to quickly adjust the air pressure to produce exactly the right curve — to straighten the back and lift the buttocks without electric power. It helps release pressure on the waist and back resulting from bad posture, allows comfortable long sitting, and contributes to a healthy and energetic life while shaping the user's buttocks.

HALL 1 1ST FLOOR A0309A



The Soul Mate by Kuo Nao is an innovative stress-relief massage device, combining soulful music with the use of hot compressing, air pressure and vibration to provide a thorough eye massage. It delivers a relaxing and indulgent massage, with a user-friendly design with a microcomputer for the entire massage and a rotating three-dimensional headset for easier use. Music helps prevent impatience and reduce stress.

HALL 1 1ST FLOOR A0309A

This flexible, mini-massaging eye mask adapts to the acupuncture points of different facial shapes for a comfortable massage that relieves strain and fatigue. Kuo Nao's product uses a single microcomputer chip to provide combinations of multiple massaging waves. It offers "strong, middle and weak" massage levels for comfort. Its innovative foldable design makes it one of the lightest, thinnest, shortest, and smallest eye massagers on the market.

HALL 1 1ST FLOOR A0309A

This STD-680A indoor cycling equipment by Royaly International is a high-quality machine meant for home use, with stable design, a chain device and a center-balanced flywheel of 20 kg. It also boasts an emergency stop, multi-control tension, a handlebar/post set and seat slider.

XTH FLOOR B0419

The PRO-34H exercise bike by Royaly International is a stable and durable, heavy-duty bike for a professional ride. It has a belt direct drive system, a durable grooved V-belt, ultra-strong BB and flywheel axles with sealed bearings. The bike features a durable, oversize forged crank, and a center-balanced flywheel of 24 kg. It also has a handlebar/ post set and seat slider.

XTH FLOOR B0419

This spinning bike by Royaly International offers magnetic resistance, belt transmission, a durable grooved V-belt, multi-control tension by magnet and an emergency stop. The flywheel is 15 kg, with ultra-strong BB and flywheel axles, and sealed bearings.

XTH FLOOR B0419

Sports Art

Running hard to generate energy

When ten people are working out in a gym, they produce enough energy to run a few laundry machines. Why not feed that energy straight into the power grid, to reduce the energy costs of the gym? That is the proposition of Sports Art, the fitness equipment brand from Tainan.

Wonder box: the Green System that earned Sports Art an All-Stars excellence award this year.

A few months ago it started production of the Green System inverter, which captures energy generated by fitness machines when they are in use.

The device, which looks like a large set-top box, may be plugged into a standard electricity socket, and connected to up to 20 fitness machines.

When the users stop exercising, about 75% of the energy they have produced is fed back into the electricity grid, to power appliances like televisions, lights and ceiling fans. The pod generates up to 2,000 watts, enough to run a refrigerator for three hours or a hair dryer for two.

"The system helps gym owners reduce their electricity costs," said Michael Kuo from the general manager's office of Sports Art in Tainan. "But perhaps most importantly, it helps the gym to become green, which is an increasingly strong point for the customers. In a way, they are helping to reduce the problem of global warming while they're exercising."

The inverter costs about $1,700, while the machines that connect to it cost about 5% more than other Sports Art equipment, because they have to be fitted with a power booster before they are connected to the pod.

However, fitness clubs can rapidly recover these extra costs, given the heavy use of machines in gyms and the average electricity costs required to run a gym.

"Another nice and stimulating feature is that the inverter shows from the beginning how many watts are generated," said George Chang, marketing manager.

The company obtained the required certificates to sell the product in the American market and adjusted its equipment to get the same certificate for the European Union. Sales have already started in the United States as well as China.

Sports Art expects that the inverter will help lift sales by about 30% this year in cardio equipment. Company turnover was about NT$ 2.4 billion ($81.5 million) last year, and about 60% of this consisted of cardio equipment.

Some 30% of sales come each from the United States and Europe, with the rest spread among several Asian countries, led by Japan.

Established in 1977 by Paul Kuo, Sports Art moved away from OEM production and launched its own brand in 1995.

Among many other prizes, it twice received the Nova award for best fitness product. With more than 150 international patents in its records, the company prides itself on its innovation team of 80 people.

Sports Art has subsidiaries in the United States and the United Kingdom, and last year it launched a marketing onslaught on the Chinese market, opening five offices around the country in a few months, starting from September.

HALL 1
1ST FLOOR
B1129A

Since Sports Art launched its own brand it has entirely given up production for others and started making brand-building investments.

The company sponsors several marathons in the United States and is a partner of the Lexus Golf Championships.

The Green System fits neatly with Sports Art's strategy to focus on medical products and green energy.

On the medical side, the company has been modifying its treadmills and launched products that focus on upper body training.

"With our new concept of treadmills, the patient may be hooked up from his chair so that he may start walking easily," Kuo said. "It can also help to reduce the body weight of the patient, making it easier for him to exercise."

The production of its fitness equipment for home use was transferred to a factory in Zhuhai, China, which has more than 100 employees.

The head office of Sports Art in Tainan, with its ultra-modern development, testing, assembly and warehousing facilities, employs about 300 people. ■ **BS**

Sports Art's facility in Tainan has an extensive testing facility, to check the functionality and the durability of the products. Tests on strength machines are set at one million lifts and these shoes will run for many miles.

Sports Art also checks all incoming batches of components. For example, it tests the strength of the screws or the reaction of components to freezing temperatures. This means that every product is checked four times: twice by the supplier of the components, and twice again by Sports Art.

Sports Art has an efficient automatic warehousing system, and says it is the only Taiwanese fitness company with such a huge and high-performance facility. It has seven levels and more than 4,000 decks, each capable of holding products weighing up to one ton. The system is chiefly meant for components, and it enables the company to keep spare parts for discontinued products for seven years. Sports Art also has a warehousing system for finished goods.
Pictures: Alan Zhang

New Products

Roxim D6 Dynamo lights

TWTC HALL 1 H0916

Roxim's Dynamic Efficiency Control (DEC) technology improves the performance of its D6 dynamo light by two to three times compared with comparable lights. Roxim's "All Road Vision" technology allows riders to see the entire road at all times. The D6 produces a maximum output of 60 Lux.

Ratio Double wheel bag

1ST FLOOR J0301

Elegant and not very cumbersome, the Double wheel bag protects wheels, tools, extra tires and inner tubes. Its polyurethane microfiber material resists abrasion, impacts and rain, while robust waterproof zippers keep wetness from seeping inside the bag. The bag opens wide for easy packing and unpacking. Two durable disks protect hubs from side impacts. It weighs 2.1 kg (4 lbs, 10 oz).

Stevens E Carpo

4TH FLOOR N0627

With a Bosch engine, the Stevens E Carpo is a fast and fashionable 26-inch urban speedster. Hydraulic Shimano disc brakes tame its power when needed, while the NuVinci N360 continuously variable transmission harmonizes perfectly with the efficient e-engine. The relaxed riding position makes the E Carpo fun to ride.

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 blend lightness 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.

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New Products 2012

Cateye CC-MC200W Micro Wireless

4TH FLOOR N1201

Cateye's new Micro Wireless allows users to select the functions they want on their display, so what matters most remains in full view. Its many built-in functions include a backlight and stopwatch mode.

720armour Tack

1ST FLOOR J0233A

After introducing its A-Trak magnetic quick release lens series last year, 720armour is debuting the Tack, a version for cyclists. The wide lens coverage and rimless frame maximize field of view and protect against wind. The impact-tested foam frame and adjustable nose pads block oblique sunlight. The patented Compress Venting System funnels heat generated from exertion to enhance the lenses' anti-fogging properties.

Focus Cayo Evo 2.0 Di2

4TH FLOOR N1107A

The Cayo Evo from Focus Bikes serves up a rigid frame while maintaining a distinctive design and low weight. It impresses by the way it rides as well as the way it looks. Equipped with the Shimano Di2 electronic shifting system, the Cayo Evo is state of the art.

Look Kéo Power Kit

4TH FLOOR M1011

Look presents the first commercially available Power Measurement Pedal. Developed by Look in cooperation with Polar, known for its heart rate monitors, the Kéo Power Kit measures power output separately for the right and the left legs. And it's all built in to the pedal; riders don't have to fuss with power meters attached to the crankcase or hub.

O-Synce Screen-Eye

4TH FLOOR L1112

Reading the screen on a watch can be cumbersome in the middle of a hard ride or fast run. Now O-Synce offers a training computer for the head. The visor-like "Screen-Eye" projects training data into the userπs field of vision. An ultralight computer and display are built into the visor. The computer records all data, including ambient temperature, for downloading with a micro USB cable. The electronics can be removed to launder the visor. Screen-Eye is compatible with all heart rate monitors and other ANT+ sensors.

Spank Spike Race Stem

1ST FLOOR I0019

Whether you're into freeriding, downhilling, or all-mountain riding, Spank's Spike Race Stem is optimized for weight with CNC construction and designed for style. Bar bore is Ø31.8 with 0-degree rise. Lengths are 35mm or 50mm, and the weight is 135g and 150g respectively. Get yours in polished black, red, blue or green.

Bergamont Big Air MGN

4TH FLOOR N1124

The Big Air MGN is the latest addition to Bergamont's lineup. The high-end mountain bike combines a harmonious suspension with top components. Its unique freeride geometry includes 185mm of travel. The Big Air MGN compes equipped with a DT Swiss wheelset, SRAM Xo group, and a Truvativ Hammer-schmidt crank.

SKS Raceblade Long

4TH FLOOR M0509

SKS's extra-long Raceblade extends to below the hub axle to ensure that you—and the cyclist behind you—are spared from splashing. Raceblade Long mounts on almost any racing bike and adapts to the wheel radius with a simple adjust-ment of the stays. It can be removed quickly, leaving only the metal mounting brackets. Available in black and silver, the Raceblade Long weighs 461g.

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