

TAIPEI



# SHOW DAILY

The Official Show Newspaper

[www.BikeShowDaily.com](http://www.BikeShowDaily.com)

Organized by: TAITRA

March 22, 2013

ENGLISH

日本語

中文



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BOOTH J512

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VL-6263



VL-6268



VL-6269

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## Today's Weather

### Today

28°C (83°F)

Long period of sunshine with clear skies.



### Tonight

18°C (68°F)

Very clear overnight.



### Tomorrow

27°C (84°F)

Partly cloudy with sunshine.



## Contact Us

Here's how to reach the key staff of the Taipei Cycle and TaiSPO Show Dailies:

### Advertising

Tom Kavanagh, Publisher  
tom@bikeshowdaily.com

### Taipei Cycle Show Daily

Doug McClellan, Editor  
TaipeiShowDaily@gmail.com



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a new way to move

**Pacific Cycles** a sectionzero design

Discover more about IFmove at the 2013 Taipei Cycle Show, booth No. N0313



reddot design award  
winner 2013



## Schedule of Events

### GENERAL SHOW INFORMATION

9 a.m. - 6 p.m.

Taipei Cycle Show, Nangang Exhibition Hall and Taipei World Trade Center (TWTC), Hall 1, 2nd Floor, Area H; and SPOMODE, TWTC Hall 1, 2nd Floor.

### EVENTS

8:30 a.m.-5:50 p.m.

The Lithium-Ion Power Batteries Symposium, 4th Floor, Room 401, Nangang

9 a.m.-5 p.m.

LEV test drive, 4th Floor Cargo Ramp, Nangang

10 a.m.-4 p.m.

TES E-scooter test ride, 1st Floor, South Side, Nangang

11 a.m.-noon

KMC "Dr. Chain" lecture on chain maintenance (in Chinese), 1st Floor, Booth J118

11 a.m.-noon

Cycling Extreme Performance with Angie Marino and Mike Steidley, 1st Floor, North Side, Nangang

11 a.m.-12:50 p.m.

Taipei Cycle new product launch, 6th Floor, Outdoor Balcony, Nangang

11:30 a.m.-3 p.m.

2013 TaiSPO & SPOMODE Fashion Show, 1st Floor, Area C stage, TWTC Exhibition Hall 1

2-3 p.m.

WFSGI Bicycle Group meeting, 5th Floor, Room 501, Nangang

2-3 p.m.

KMC "Dr. Chain" lecture on chain maintenance (in Chinese), 1st Floor, Booth J118

2-3 p.m.

Cycling Extreme Performance with Angie Marino and Mike Steidley, 1st Floor, North Side, Nangang

2-3:50 p.m.

Taipei Cycle new product launch, 6th Floor, Outdoor Balcony, Nangang

### SATURDAY, MARCH 23 - GENERAL SHOW INFORMATION

9 a.m. - 3 p.m.

Public Day at Taipei Cycle Show, Nangang Exhibition Hall and Taipei World Trade Center (TWTC), Hall 1, 2nd Floor, Area H; and SPOMODE, TWTC Hall 1, 2nd Floor.

### EVENTS

9-1 p.m.

LEV test drive, 4th Floor Cargo Ramp, Nangang

10 a.m.-4 p.m.

TES E-scooter test ride, 1st Floor, south side, Nangang

10:30-11:30 a.m.

KMC Dr. Chain Lecture (Chinese), KMC, KMC Booth J118

2-3 p.m.

Taipei Cycle post-show press conference, 4th Floor, Room 405, Nangang

## Show Briefs

### Nangang expansion expected to be finished for 2016 Taipei Cycle

The Taipei Cycle Show has completely filled the Nangang Exhibition Hall since the hall opened for the 2008 show. Show organizers have had to squeeze booths on the floor and put some exhibitors across town at the Taipei World Trade Center.

Relief is on the way, however. A \$243 million expansion of Nangang is expected to be completed for the 2016 Taipei Cycle Show, spokeswoman Andrea Wu said yesterday.

She said it would enable the show to eliminate its waiting list and move all exhibitors here from the TWTC (see related story, page 16).

Beginning with next year's show, Wu said TAITRA would begin marketing the new hall so exhibitors have time to prepare.

According to the Taipei Times, the nine-floor expansion building, to be known as Hall 2, will accommodate 2,362 booths.

### German brands win the most honors at pedecec awards

German pedecec brands scored high at yesterday's Pedecec Award Ceremony, hosted by ExtraEnergy. Bulls Greenmover, the private label brand of the German buyers group ZEG, led the winners with four awards. Winora won two awards, while Kettler and Utopia took one apiece.

From Taiwan, Giant won a Family Pedecec Award with its Twist Aspiro bike, while Fairly took the Sport Road award with its E.T. model, which it makes for the Swiss brand Stöckli. The E.T. is based on the Flow design, which Fairly owns and licenses to Stöckli.

ExtraEnergy organizes the e-bike test track at the show and also conducts an extensive pedecec test in Germany every year.

"Our expert panel meets twice a year. They worked on the target groups we have chosen for our testing," ExtraEnergy general manager Hannes Neupert said.

### This afternoon's WFSGI meeting will focus on UCI bike regulations

The World Federation of the Sporting Goods Industry (WFSGI) will hold a public meeting this afternoon to update the industry on its discussions with the UCI regarding wheel safety requirements and UCI rules concerning its frame and fork approval and labeling program.

The meeting is from 2-3 p.m. in room 501 on the fifth floor.

The WFSGI's Robbert de Kock said the meeting would focus on simplifying the labeling program's complicated rules and regulations so they don't stifle innovation.

Cycling's governing body implemented a program in late 2010 that requires manufacturers to gain preproduction approvals for frame and fork concepts and to label their end products with the "UCI Approved"

sticker. It caused strife among smaller manufacturers who believed they could not afford the labeling fees.

De Kock said the meeting would also address progress on new wheel regulations, now under discussion with the UCI.

With more than 200 members, the WFSGI has become a strong voice on behalf of the industry with the UCI and the International Olympic Committee.

De Kock said the industry is making progress with the UCI, despite its current internal issues. There have been recent public calls for UCI leadership changes in light of widespread doping in professional cycling.

"It can always be faster, but there was no progress before (under previous UCI leaders)," he said.

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L0325

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# Fine international dining in Taipei

## Woolloomooloo Café

Step off the well-worn Taipei tourist path and explore these lesser-known restaurant gems. Discover great food at reasonable prices. And if you don't speak Chinese, don't worry — just show the address to your taxi driver. This year, we featured three of the many Taipei restaurants that specialize in international cuisine. Here's our final selection — be sure to check out Days 1 and 2 of the Taipei Show Daily for our other restaurant choices.

Woolloomooloo takes inspiration from the elegant, casual cafes of Australia, and its name from a harbor-side suburb of Sydney. Instead of Sydney, you'll find Woolloomooloo in the Xinyi District of Taipei.

It's the brainchild of Jimmy Yang, a former architect who is of Taiwanese-Australian heritage. Jimmy is a friendly presence in the restaurant. He is particularly proud of the café's design and decor (which features wooden communal tables), freshly baked bread and cakes. Apart from the token Aussie icon, the meat pie, Woolloomooloo's menu is wide-ranging and eclectic.

Dishes include Vietnamese-style beef noodles, eggs Benedict, linguini with pesto and chicken, and pizza. If you enjoy Australian wine and beer such as James Boags, Coopers Ale, and Tooheys, Woolloomooloo has one of the best selections in the city.

Ask Jimmy about Woolloomooloo and he'll tell you that his place is all about freshness — and, of course, his delicious coffee, served Aussie-style.

### Recommended Dishes

Linguini with pesto and chicken,



NT\$260

Pizza margherita, NT\$420

Moussaka with Greek salad on the side, NT\$38

### Address:

Address: 379, Xinyi Rd Sec 4, Taipei City  
台北市信義路四段379號

Telephone: 8789 0128

Website: <http://www.facebook.com/woolloomoolooTaipei>

Hours: 7:30 a.m.-midnight Sun-Thur;  
7:30 a.m.-2 a.m. Fri-Sat.

English Menu: Yes

English Speaking: Yes

Credit cards: Yes

By Stephen Jack

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

# A-Team keeps an eye on Asian competitors

Taiwan leads the world in high-end bicycle manufacturing, but its top exporters are keeping a wary eye on rivals.



A-Team chairman Michael Tseng (left) with Robert Wu of KMC

"We have had competition from China in the past 10 years. There will also be competition from Southeast Asia—Vietnam and Cambodia—in the next three years. Therefore, we need to stay together and do the best we can," Michael Tseng, chairman of the A-Team, told industry leaders yesterday.

The A-Team includes the island's most influential bicycle industry companies. Tseng, who is also president of Merida, presided over the A-Team's annual meeting yesterday at Nangang, which tackled key issues for the Taiwan industry. "Together we have achieved amazing success in the global market," Tseng said.

One cautionary sign of pressure from other countries is that the number of bikes exported from Taiwan slipped almost 1 percent last year to 4.4 million units, dipping below the 10-year average of 4.5 million, he said.

However, Taiwan continues to earn more from its exports. The value of 2012 bicycle exports rose 9 percent to a record \$1.8 billion.

Taiwan manufacturers have to continue to stay ahead of the

competition. Grace Ruan, publisher of Wheel Giant, a Taiwan publisher of trade and consumer cycling magazines, discussed the burgeoning bicycle manufacturing zones in Bangladesh and Cambodia.

While these emerging countries may appeal to Taiwanese producers because of low labor costs and tariff-free shipments to the EU, producers should be cautious, Ruan said.

Frequent power shortages, corruption, labor strife, an unskilled workforce and poor infrastructure all can interrupt production, she said.

The EU has also threatened to impose import duties on Cambodian bikes as it did to Vietnam in 2005.

Still, three Taiwanese companies operate factories in Cambodia that are running at capacity, primarily for the U.S. and EU markets, Ruan said.

Cambodian assemblers are experiencing 50 percent annual growth, and Ruan forecasts the country will export up to 1.5 million units this year. Cambodian bikes are mostly for the lower end of the market with average unit prices of \$150 or less.

Robert Wu, president of chain giant KMC, gave an outlook on the growing domestic Chinese bicycle market. The number of Chinese-made bikes sold domestically in IBDs has increased to 3.68 million last year from 1.55 million in 2008.

"The best route to dominate the China market is by Taiwan," Wu said.

■ NF

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# Fuji test lets consumers design their own bikes

Fuji is testing a "design-your-own-Fuji" website in Taiwan where consumers can design and buy a customized bike. If it's successful, the company plans to expand the concept to other markets around the world.



Fuji's website lets Taiwanese consumers order custom bikes. The brand plans to expand the program to other countries.

"We started in Taiwan because this is close to our production at the Ideal factory," Pat Cunnane, president of Fuji's parent company, Advanced Sports, Inc. (ASI), said yesterday. "First, we'll study how it works out with all options we offer, especially with the color options. When we get it running smoothly in Taiwan we want to expand the program gradually."

Cunnane said Fuji plans to first introduce it in other Asian countries and later to markets elsewhere.

Jessie Huang of ASI Taiwan said Fuji launched the website, [www.fujiremix.com](http://www.fujiremix.com), in Taiwan last August.

"At the present time we offer three carbon and one aluminum road bike frames," Huang said. "Consumers can choose from 20 different colors as well as logo and graphic color options. But that's not all. Consumers can also choose a variety of parts."

For now, Fuji offers only Shimano components.

"Design your own Fuji" is a test

program," Huang said. "We hope to increase our choices as soon as this custom idea becomes more popular." Fuji also plans to expand the program to other bicycle segments.

Cunnane said the custom program could work worldwide, even for customers who are far from Fuji's production partners in Taiwan.

"It will work because fujiremix.com will focus on bicycle enthusiasts and high-end bicycles," Cunnane said. "We can easily air-freight to any place in the world. Margins on high-end bikes will allow us to offer this extra service."

■ JB



Jessie Huang. Photo: JB

# Electronic suspension jolts Lapierre's sales

Lapierre wants to turn its E:i Shock electronic suspension into a new standard for high-end bicycles. Shown at Taipei Cycle for the first time this week, the much-talked-about suspension has garnered abundant praise and is supporting the French brand's rapid expansion into international markets.



Gilles Lapierre

"We tell consumers that the suspension on their bikes should be automatic, the same as with cars. You go for a ride and you don't have to do anything. It's active all the time," Gilles Lapierre, managing director, said yesterday. He's the grandson of Gaston Lapierre, who established the brand in Dijon, France. Lapierre is now owned by the Accell Group of the Netherlands.

The company says that the concept is succeeding because the system's electronics continuously adjust the suspension to match ride conditions without the intervention of the cyclist.

Bicycles sporting the E:i Shock came to market a few weeks ago on Lapierre, Ghost and Haibike bikes, all sister brands within the Accell Group.

Accell developed the shock system during a five-year research program in collaboration with RockShox and Trelock.

4TH FLOOR  
M1219

The E:i Shock adds about €400 (\$515) to the price of a bike. Lapierre bikes with the system retail for prices starting from about €3,000 (\$3,880).

The launch of the E:i Shock comes as Lapierre pursues a swift international expansion drive, which began two years ago when Lapierre opened an Asian sales office in Taiwan.

Then, international sales accounted for less than 30 percent of Lapierre's turnover. Last year, they accounted for half thanks to Lapierre's expansion into China, Malaysia, Indonesia and other global markets.

While it continues to expand in Asia, Lapierre is also looking to make further inroads in the United States. The company is already selling road bikes to American customers through Accell-owned Seattle Bike Supply. Next year, Raleigh, which Accell acquired last April, will begin marketing the entire Lapierre range in the U.S.

Lapierre sold about 110,000 bicycles last year, up from less than 40,000 in 1993 when it sold a minority share of the company to Accell. Accell acquired the rest three years later. ■ BS



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# WINNING HABIT



Team Castrol-Montage Cycling Rider: Michael Weicht



# Shots from the show







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## SHIMANO





1 Nangang Exhibition Centre - Taipei Zoo

2 Dangshui - Xindian

3 Beitou - Nanshijiao

4 Nangang - Yongning

5 Nangang - Far Eastern Hospital

6 Xindian - Chiang Kai-Shek Memorial Hall

7 Beitou - Xinbeitou

8 Olzhang - Xiaobitan

The map illustrates the Nangang area in Taipei, highlighting the Nangang Software Park, NKSP I & II, NKSP III, and the TWTC Nangang building. The map includes major roads such as Huadong Blvd, Zhongxiao E. Rd., and the North-South Railway (Western Line). It also shows the Nangang Connecting Highway and the Nangang Expressway. The map is color-coded: green for parks and business areas, yellow for roads, and blue for water bodies. Red arrows indicate traffic flow, and red numbers 1-6 mark specific locations near the TWTC Nangang building.

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)

- 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

This map shows the Nantong Exhibition Center (TWTC Nantong) and its surroundings. Key features include:


- Major Roads:** Huaihai Blvd (淮海大道), Zhongyuan Rd (中源路), Nantong Rd (南通路), and Nantong connecting highway (南通连接道).
- Landmarks:** Nantong Exhibition Center (TWTC Nantong), Nantong Sports Center (南通体育中心), and Nantong Sports Stadium (南通体育场).
- Transportation:** Nantong Airport (南通机场), Nantong Railway Station (南通火车站), and Nantong Bus Station (南通汽车站).
- Other Labels:** Nantong Sports Center (南通体育中心), Nantong Sports Stadium (南通体育场), Nantong Sports Center (南通体育中心), Nantong Sports Stadium (南通体育场).

This map illustrates the transportation network around the Nangang Software Park. Key features include:

- MRT Stations:** MRT Donghu Station, MRT Nangang Software Park Station, MRT Nangang Exhibition Centre, MRT Nangang Station (BanNan Line), MRT Kunyang Station, and Nangang Railway Station.
- Interchanges:** Neihu Interchange, Donghu Interchange, Sijih Interchange, Nangang Interchange, and Nangang System Interchange.
- Roads:** Highway No. 1, Highway No. 3, HuanDong Expressway, Nangang Expressway, Sanchong Rd., Jingmao 1st Rd., Jingmao 2nd Rd., Zhongyuan Rd., and Academia Rd.
- Landmarks:** Nankang Software Park and TWTC Nangang.

**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

Do you think it would be better to have Taipei Cycle in July?



**Rob Kaplan**  
**Currie Technologies**

Simi Valley, California, USA

Taipei Cycle would become more relevant if it was in July, in the run-up to Eurobike and Interbike. Having the show in the same three-month spread makes a little bit more sense. Sometimes having it all condensed also makes it easier from a logistical perspective. I think [the suggestion] has some merit. This show has lost some relevance and the Taichung Bike Week has become more relevant because of its timing.



**Fabio Sturaro**  
**Marzocchi**

Bologna, Italy

For sure, it makes no sense to have the show on the same dates as it is. It should be closer to the Bike Week that we have in Taichung. Our OEM customers have already fixed their spec, so we come here just to display the products but basically the business is already done. We're here because if you don't attend the show [people start thinking that] you have some problems. It's a strange business.



**Jan Matuska (right)**  
**Elektrické Bicykle**

Piestany, Slovakia

What is the weather like here in July? The time is I think is not so good for European people. We are here to buy components. [July] would be difficult for me because first of all it's the middle of the season for bike sellers in Europe. They're very busy up to September. It's already very difficult to organize holidays, so to have the show at this time for me would not be optimal.



**David Su**  
**Alfton**

Tainan, Taiwan

I don't think it's a good idea to move the show to July because it is too hot in Taiwan. It could be 30 to 35 degrees [86 to 95 degrees Fahrenheit]. That is not good for business. It would be too warm. Eurobike is at the end of August, so there are about six months between the Taipei show and Eurobike. It seems good to have two main shows spread through the year, so we have time and make plans for six months.



**Philippe Roy**  
**Louis Garneau Sports**

Saint-Augustin-de-Desmaures,  
Québec, Canada

As a product manager, my job is done at Taichung Bike Week. I come here to do some final checks, and I pick up catalogs from all the suppliers, who have already given me some preliminary catalogs. From what I understand, [a July show] would become kind of a Eurobike for Asia, so it would become more and more of a nonsense for me to come here. For my spec'ing needs, it's much easier in Taichung Bike Week. When I go to Taichung, the best sales people are there. They know exactly what I need, so I don't lose time explaining what I need.

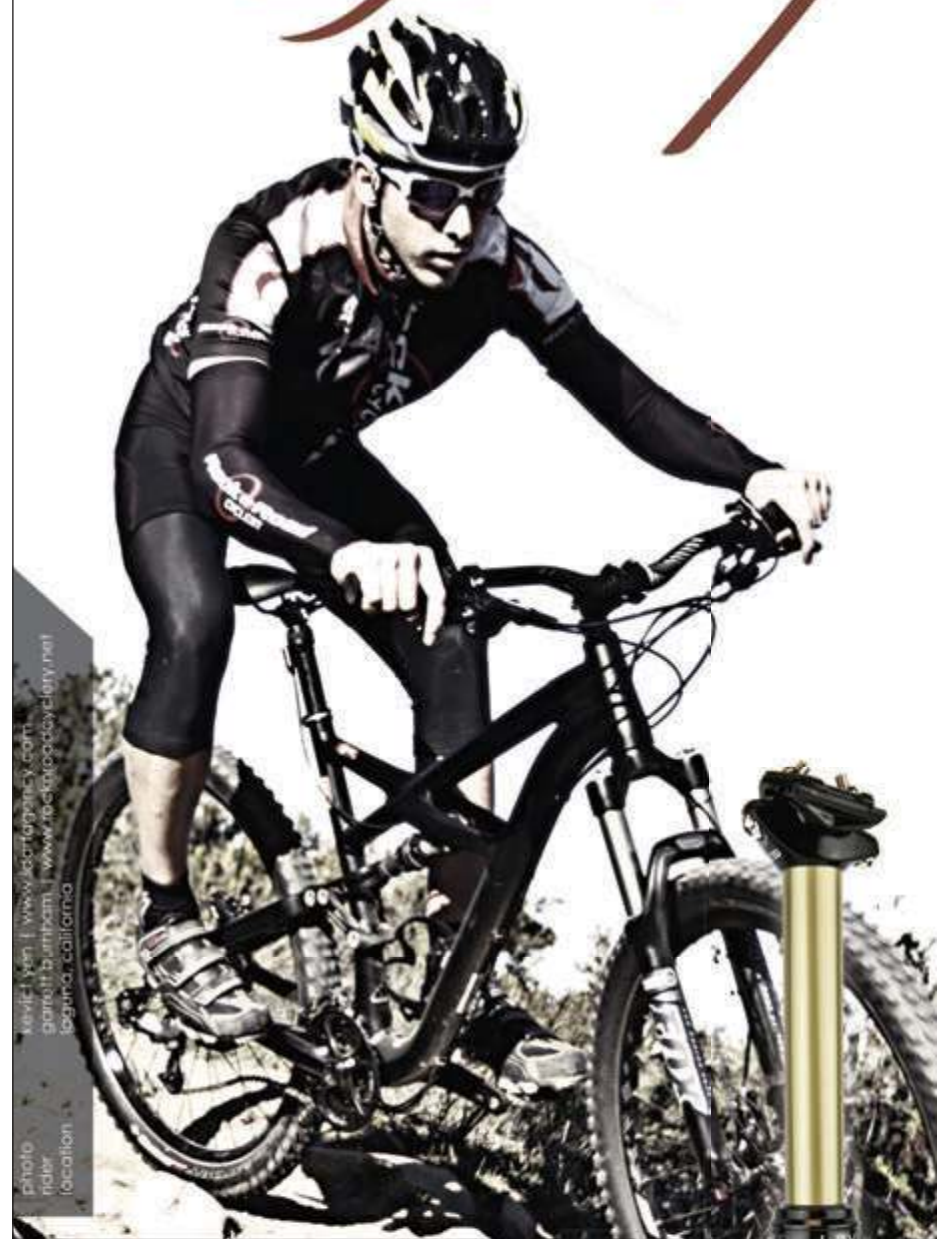


**Michael Yen**  
**Super T.M. International**

Taichung, Taiwan

The Taipei show does not match the season for production people. The show time should be earlier. It could be January or December. We export parts to Europe and most of our customers come to Taichung Bike Week. This show is too late for them. Anyway, we don't need two shows; one is enough. Maybe the Taipei show and Taichung Bike Week could join together, and it should be earlier, in January, before the Chinese New Year.

# Good to the Last Drop



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# Fat bikes make a phat little business for QBP

At the Quality Bicycle Products booth, the two Surly fat bikes on the wall are the clear center of attention. Passersby love taking pictures of themselves with these burly beasts, or gawking at their four-inch-wide tires.

"It's constant," Rich Tauer, QBP's director of product development, said yesterday. He's the guy who approved the fat bike project six years ago for QBP's Surly brand when a QBP employee suggested the idea, after hemming and hawing over investing in something so odd.

Since Surly launched that first Pugsly fat tire bike, what was a weird one-off has become a bona fide fad. Mainstream brands are making fat bike components and releasing their own versions of the trendy wintertime rigs.

Here at the show you'll see wider, fat-tire-specific cranks from SRAM, Race Face and e\*thirteen. Tauer said the big boy bike brands plan to offer fat tire bikes by 2014.

So what's the big deal? Yes, these bikes look ridiculous. But it turns out that they're really fun to ride.

A few weeks ago, Tauer competed in a bicycle race on a Nordic ski track in northern Wisconsin in the United States. It attracted 300 racers — all riding fat bikes. They've also been spotted in warm weather regions, as riders plow through sand and dirt on their super-wide tires.

"You cannot ride one of these things without a huge smile on your face," Tauer said.

Cross-country ski areas are starting to allow fat bikes on their groomed trails, and land managers are trying to decide how to accommodate these new trail users. The first-ever Fat Tire Bike Summit was held this past winter in Idaho.

QBP, meanwhile, has turned fat tires into a phat little business. Since it's the only company with the manufacturing capability to make fat-bike wheels, and one of only two companies able to produce tires, it's been the go-to source for all things fat for brands like 907 and Fatback. The trend has also spurred sales of fat-tire related accessories like 45 North winter riding boots, which QBP quickly sold out of this winter.

"It's been interesting to say the least," Tauer said. "The fad has been fun."

Around the corner from QBP, Vee Rubber is showing its selection of five fat tires for 26-inch bikes. The tire company first entered the market two years ago when U.S. distributor J & B Imports ordered a tire for its Origin 8 fat tire Crawler bike.

It is also producing a private label tire for the U.K.'s On One bike brand, and is making a tire for Kona's new fat tire bike. Thus far, fat bikes have been mostly a U.S. trend, but it is catching on in Europe and Asia, said Preston Fray, national sales manager for Vee Rubber.

"I see it becoming very mainstream," Fray said. "In five, 10 years, I don't know — but it's definitely popular right now,

and most of the guys who ride them really love it." ■ NF



Preston Fray  
of Vee Rubber



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# Microshift finally shifts into gear in America

Jerry Lai is a patient man. For more than 20 years, he's been trying to prove that Microshift can mix it up with Shimano and SRAM, the big boys of drivetrains.



Microshift White road derailleurs  
Photo: SJ

A long-running legal dispute with SRAM kept Microshift out of the U.S. market for a decade and spooked customers. But since the dispute ended in 2011, the company is back in gear.

"That really held us back. It was our biggest challenge, our toughest period. It took us 10 years and a lot of money to fight this — do you know how much lawyers in the U.S. cost? But in the end we won the case," Lai said.

Lai believes Microshift is at least a contender in drivetrains, and that it's just a matter of time before the brand gains the exposure it deserves. The 30-year industry veteran is vice president of engineering for AD II Engineering, Microshift's parent company.

In 1999, Microshift set out to challenge the notion that Taiwan's bike industry was incapable of producing a shifting system for anything other than low-end bicycles. What's more, Lai and his partners wanted to sell the system under their own brand name.

It was always going to be a difficult sell. They had to convince product managers that Microshift components were up to the job technically. And how would an unknown brand succeed in a Shimano-mad bike market?

Beginning with twist-type shifters, Microshift plugged away, one click at a time.

Hopes of a breakthrough in the U.S. market ended in 2001 when Microshift was embroiled in a patent dispute with SRAM. Microshift was locked out of the market until the battle ended in 2011.

The ongoing legal squabble also affected some of Lai's European customers. "I had one guy saying, 'Jerry, if I buy Microshift such and such a product, are you sure the lawyers won't come after me?' It was totally unfounded but we had to deal with that," he said.

Now that the dispute is over, Lai is philosophical.

"In one way I suppose we should be proud that this big company [SRAM] thinks we are good enough for them to feel threatened by us."

Ironically, all Microshift products are compatible with Shimano, and Lai has respect for the market leader.

"All of the main players have excellent quality at the top end, but Shimano offers good quality and reliability right through their range from top to bottom," he said.

In 2007, the company released its Dual Control, double lever system for road. It has found a niche in the market. "Dealers at the shows tell us they are pleased to have another choice," Lai said.

Microshift's market share is small. In Europe, it supplies BH, Batavus, Boardman, Diamant, MBK, Nishiki, Raleigh and Ridley. North American customers include Cannondale, Felt, Fuji, GT, Jamis and Louis Garneau.

"Every year we get more customers. Sometimes it is a long process. Take Specialized, for example. We have been talking to them for several years. Finally, for 2014, they will be spec'ing some of our components," Lai said.

When QBP, the big U.S. distributor, begins carrying the range later this year, Microshift will be available in the North American aftermarket.

"There is still a lot of room for us to grow. It depends on us. If we are aggressive, if we are really positive and keep on doing things right, we have a good future," Lai said. "I am confident that once bike companies put our products on their bikes, they will like them."

Maybe Jerry Lai's patience is finally beginning to pay off. ■ SJ



Jerry Lai Photo: SJ

1ST FLOOR  
J1215

# Marwi celebrates 30th and new Tachia factory

Marwi, the world's biggest manufacturer of pedals and other bicycle parts, is celebrating its 30th anniversary and is completing the third and final stage of its new headquarters and factory in Tachia.



James Huang

The 5,000-square-meter (53,000-square-foot) plant brings 90 percent of manufacturing in-house, including CNC machining and quality control of pedals, lights and saddles.

Marwi operates factories and offices in Indonesia, Taiwan, the Czech Republic, the Netherlands, and Germany. The Marwi Group owns the venerable German parts brand Union and the Xerama brand, well-known in Asia and South America.

Because of a recent shift in focus to mid-range products, Marwi has trimmed its workforce to about 550. James Huang, Marwi's general manager, noted that competition from China has been tough in the mass volume segment.

The Tachia factory includes two high-end pedal lines and an assembly line for NightPro lights. Four high-tech CNC machines are used to make parts

and injection tooling.

The Marwi Group's main R&D center is in Germany, but the new Tachia plant also has extensive R&D facilities with eight employees. Huang is especially proud of the Tachia plant's quality control rooms, which house a wide variety of test equipment ensuring Marwi products meet international standards.

The group also produces such products as chains, bottle cages, and stainless steel and titanium spokes.

■ TK



A QC machine puts a Marwi saddle through a compression test.

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# Tubeless tires take the high road

As road tubeless tires become mainstream, more tiremakers are launching their own models. Here's an overview of some of the tires you'll see at the show:

**Hutchinson.** The French tiremaker's factory was the birthplace of road tubeless tires, and Hutchinson now has several on the market.

The Atom Tubeless was designed to be a lightweight performance tire. It has a slick profile for speed and is built with a 127 TPI (threads per inch) casing with carbon beads for puncture resistance. The 700x23C tire weighs 270g.

The Fusion 3 Tubeless seeks a balance between grip, performance and comfort with a competition slick profile. The 700x23C has a 127 TPI casing and weighs 290g.

The Intensive offers excellent wear and puncture resistance. The slick competition tread has a 127 TPI casing



IRC Formula Pro Tubeless RBCC

and carbon beads. It weighs 320g in an interesting 700x25C size.

**IRC.** The Formula Pro Tubeless Light is the most notable of IRC's range of road tubeless tires. At 240g (8.5 ounces), the 700x23C is one of the lightest on the market. The Formula Pro is made for all weather conditions but has very low rolling resistance, slightly higher than tubular tires. The supple 180 TPI

4TH FLOOR  
L0617

casing runs at a pressure of 6-8 bar (90-115 psi).

IRC's Formula Pro Tubeless RBCC uses a very light inner casing. Its shoulders are layered with the proprietary, high-performance RBCC rubber compound that grips like so many microscopic studs. The center tread is a hard compound that offers a balance between wear resistance, grip and rolling resistance in wet or dry conditions.

The Formula Pro Tubeless X-Guard tire also has a very light inner casing. The X-Guard belt boosts puncture resistance while maintaining a comfortable ride and low rolling resistance. These tires are layered with an extra 40x40 TPI mesh puncture guard for harsh riding conditions.

The Roadlite Tubeless 25-inch is for training and endurance, designed for durability and low rolling resistance. It is now available with 25c wider tread version. The tire has a 120 TPI casing and is available in red, white and black.

**Maxxis.** The Taiwan tiremaker offers the market's most technically advanced road tubeless tire. The Tubeless Radial marries tubeless technology with a radial tire. The 700x22C road tire is

Maxxis Radial Tubeless



foldable, built with 120 TPI and can handle a maximum pressure of 125 psi (8.5 bar). Maxxis says a new dual compound with a nano structure boosts durability by 3 percent and has a low rolling resistance.

The Padrone Tubeless is designed with Dual Compound Technology for



Schwalbe Ultremo ZX

enhanced wear life and improved cornering control. It uses the proprietary Silkworm material for puncture protection, along with a high-strength carbon fiber bead. The foldable 700x23C black tire has a supple 120TPI casing.

**Schwalbe** The top German brand recently debuted its Ultremo ZX road tube after extensive testing and tuning. The foldable 700x23C tire runs within a very wide pressure range of 6-9 bar (85-130 psi). Schwalbe describes it as a universal tire that's good for training, racing and even time trials. V-Guard provides puncture resistance. Schwalbe says it is a high-tech fiber that significantly improves cut resistance and rolling resistance for optimal speed and durability. ■ GE

4TH FLOOR  
M0116

## New wonder stuff for Vittoria tires is as thin as an atom

For its new generation of bicycle tires, Vittoria is turning to a material that is as thin as an atom. The Italian tiremaker opened a new research and development office in Bangkok, near its Lion Tyres tire factories, to make tires using the new material, called graphene.



Vittoria CEO Rudie Campagne opens the new Bangkok R&D center. Photo: JB

"Thanks to this new factory we will be the first in the world to produce and use graphene for the manufacture of bicycle tires and inner tube compounds," Vittoria CEO Rudie Campagne said during the opening ceremony earlier this year.

Vittoria teamed up with Directa Plus SpA, an Italian tech firm that has patented a graphene application for tires it calls G+.

"Graphene is the much-needed breakthrough in bicycle tires," Campagne said. Officials say it will allow for tires that are lighter and more airtight and puncture-resistant.

The new building was named in honor of Claire Campagne, Rudie's daughter, who died last year at the age of 39. Company officials say the first tires incorporating graphene are expected to reach the market in 2015. ■ JB/DM

4TH FLOOR  
M0202

SUNRACE  
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STURMEY

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EST. 1902

CSMX  
10 SPEED 11-36T



S2  
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Kick Shift Hub

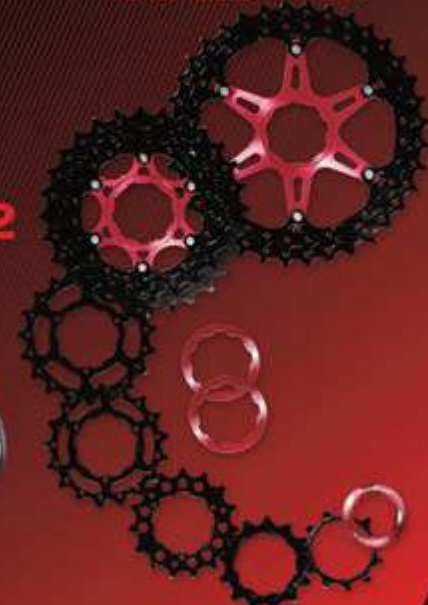
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10 SPEED 11-36T  
E-Bike



RDRZ2  
10 SPEED



FCRZ  
10 SPEED





# Take the short trip to the TWTC and see the rest of Taipei Cycle

If you think Taipei Cycle is happening only at Nangang, you have another think coming.



The team at Favour Light. Photo: JB

The Taiwan World Trade Center (TWTC) — the old venue for Taipei Cycle, next to the Taipei 101 — isn't just for the sporting goods show. Nearly 100 Taipei Cycle exhibitors are also located there, and it's well worth the trip to see them.

Most TWTC exhibitors are newcomers to Taipei Cycle and have to stand in line for space at Nangang, which is scheduled to be expanded by the 2015 show. But there is a lot of variety among the TWTC booths, and there's even a top award winner there in Global Action, which won a gold Taipei Cycle d&i award this year for its cycling shoe insoles.

Here's a look at some of the companies that would love to see you at their TWTC booths. Taipei Cycle operates a free shuttle bus between Nangang and the TWTC every 10 to 15 minutes. It

runs today from 8 a.m. to 6:30 p.m., and Saturday from 8 a.m. to 3:30 p.m.

**Roxim.** The Taiwanese light maker is exhibiting at TWTC for the second year. "We hope to get space in Nangang [in 2016] and have a priority there when exhibiting,"

founder and general manager Jerry Lin said earlier this week. Lin said the TWTC booth has some advantages over Nangang: "At TWTC we have more space to demo our products than we would have with the limited booth size they would be able to provide us at Nangang."

**Xincheng.** This Chinese trading company is launching its Draco carbon fiber bike brand at the show. Business

director Bruce Jiao said most of Xincheng expects its customers to seek them out at the TWTC. "But we also hope to find some new customers coming over from Nangang," Jiao added.

Xincheng is part of Jianxing Lin Rui Composite Material Co., Ltd., which builds carbon fiber frames and parts.

**Favour Light.** The Hong Kong supplier is debuting a line of bicycle LED lights at the show. Its factory in Dongguan, China, produces eight million units a year, and the 30-year-old light maker is moving into the bicycle market from other segments.

"In recent years we have exhibited at the European OutDoor show, and this year we will celebrate our debuts here in Taipei and at Eurobike," said Mike Wong, the company's director of sales and marketing.

**Forward & Action.** This Taiwan company is expanding into distribution after 10 years as an IBD.

"For 10 years we have had the BikeLife Bicycles & Outdoor Accessories Shop in Banqiao, in the new Taipei district," said Eric Chou, the company's general manager. "As an IBD, we believe that we

TWTC HALL 1 2F  
H0801

TWTC HALL 1 2F  
H0817

TWTC HALL 1 2F  
H1101



Sonja Kuan (left) and Eric Chou of Forward & Action. Photo: JB

know what our customers want. That's why we are exhibiting our three import brands: Bottecchia, O-Synce and Swift Carbon."

Chou said he would have preferred a booth at Nangang, "but we couldn't get the space we wanted and we hope to be there in 2015."

**Tecasia Product Development.**

Martin Knöpfli moved his design company from Switzerland to China two years ago and now specializes in safety products for cycling and wintersports.

"We are here because we are looking for OEM customers," Knöpfli said. "After moving to China, Tecasia is offering EN-certified helmets and eyewear to very reasonable prices."

Like other exhibitors, Knöpfli hopes his TWTC booth is a waypoint before the company is able to move to Nangang. Waypoint or not, the TWTC is well worth visitors' time while they are here for Taipei Cycle. ■ JB

TWTC HALL 1 2F  
H0816

## Goldhill of Taiwan launches two Dutch-style bike lines

Goldhill may be a Taiwanese OE manufacturer, but the company has debuted two private label lines here at the show that take their inspiration from traditional Dutch bicycles.



Gray T.L. Hung Photo: JB

"Until now we have only had our local bicycle brand, Bronco. With our new international brands Simple and Stylish we want to reach the global market," Gray T.L. Hung, the company's managing director, said yesterday.

Because Goldhill successfully exports Dutch-style bikes to the Netherlands, Hung said his company

has the expertise to design its own version of the classic bikes.

The company has made bikes for more than 30 years. Like other Taiwan manufacturers, Goldhill is looking to its own brands to help it become less dependent on OE customers, which are largely Western companies.

"While the Simple brand approaches Dutch bicycles, the Stylish brand stands more for fashion," Hung said. "We believe that these kind of Dutch-influenced commuter bikes are not only for the Dutch or European markets, but for the world market."

Hung said the two bike lines have drawn a lot of attention at the show. The company also launched a new slogan to go with the new bike lines: "Bring daily commuting in stylish, comfortable bikes to the world". ■ JB

4TH FLOOR  
N0514

## Jagwire sweats even the smallest details

Cables and brake pads aren't the sexiest parts of a bike, but they can be critical components. Jagwire, an A-Team member, has been supplying gear and brake cables to most of Taiwan's major bike manufacturers and recently added brake pads.

At this year's booth, the company is showing two refinements of key products.

One is Jagwire's Pro Cable Crimper and Cutter. As its name suggests, this tool handles both operations. The cutters give a sharp, clean cut.

The tool crimps at three points for greater security, unlike standard crimpers that crimp at only two points.

Jagwire has also refined its hooded end caps, and has set up a graphic demonstration of the new caps' effectiveness.

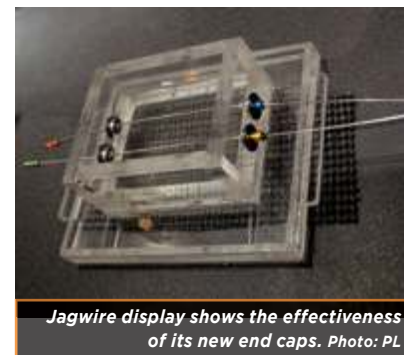
Two cables pass through a clear container of water, one through a conventional cap and one through a new cap. Slide both cables through the water, and the one that passes through the new hood cap emerges virtually dry, while the other has beads of water on its surface.

The hood consists of a rubber liner

that sits inside the alloy cable end cap housing, and acts like a seal, wiping the cable clean.

This system adds some cable friction, but Jagwire says the benefits outweigh the costs.

The end caps come in three sizes: 4.0 mm for standard gear cable, 4.5 mm for braided gear cable and 5.0 mm for standard brake cable. ■ PL

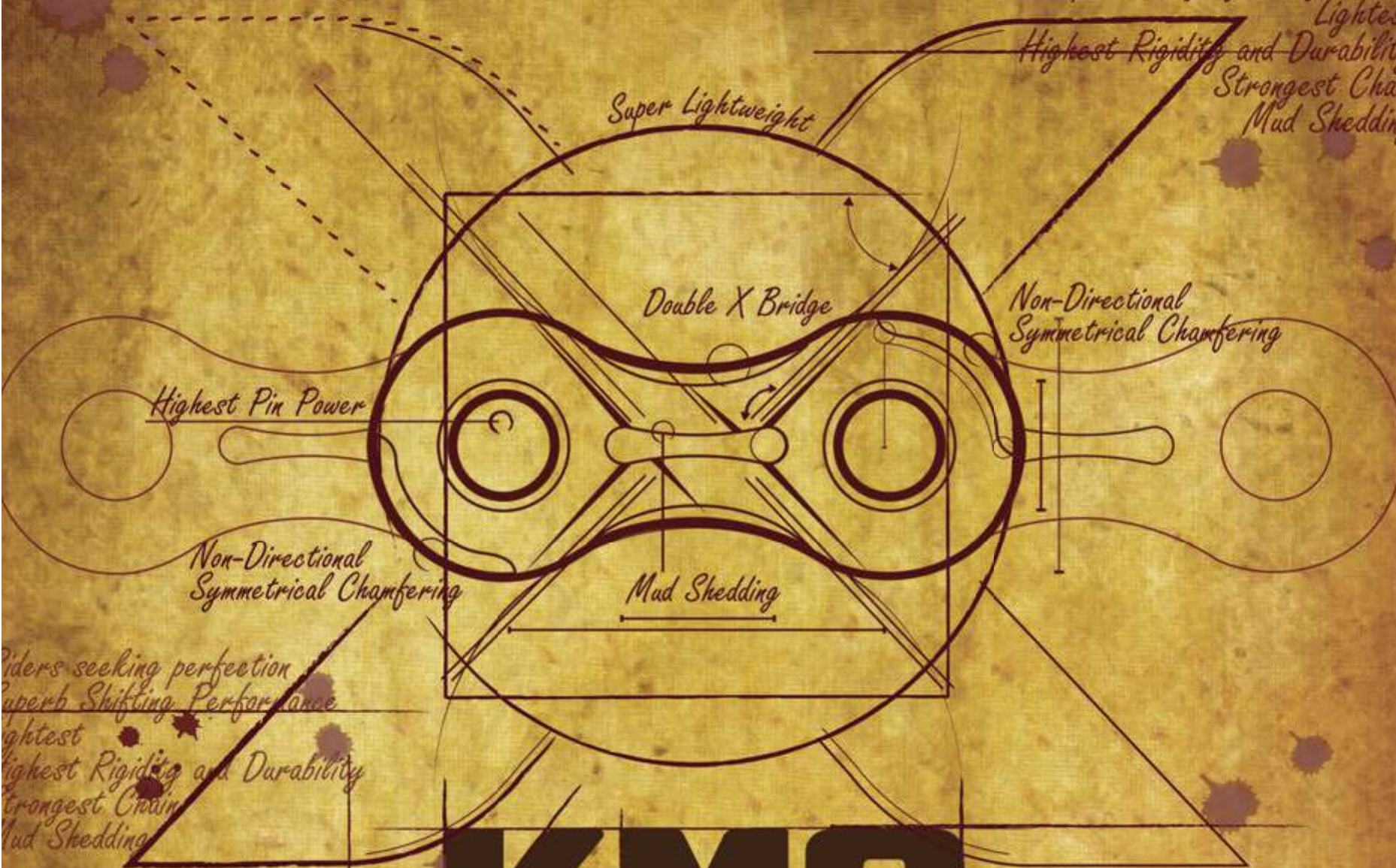


Jagwire display shows the effectiveness of its new end caps. Photo: PL

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Superb Shifting Performance  
Lightest Parts  
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## Tough day at the show?

# Go to Hell on the MRT

Taipei is the only city in the world where you can take the metro straight to Hell. Hell Valley, that is — the home of soothing hot springs and exclusive spas. You can be up to your neck in hot water within 40 minutes of leaving Nangang and the Taipei Cycle show.



A view of Hell Valley Photo: CR

Just take the MRT train. From the Nangang station, take the blue line to the Taipei Main Station and transfer to the Danshui line north to the terminus at Xin Beitou.

Hell Valley is part of Taipei's geothermal gulch, which was created by the crunching of the Eurasian and Philippine tectonic plates.

Instead of a geological explanation, some prefer the legend of the aboriginal Ketagalan tribe, which tells of a witch who lived beside boiling pools below Yang Ming Shan volcano. She cast her spells shrouded by billowing clouds of sulfurous white smoke. "Beitou" is a Ketagalan word for "enchantress."

Today's visitors to Hell Valley can find magical experiences of the mineral soak variety. The tropical valley is dotted with spas.

Modern Beitou is not enchanting. It's urban sprawl, which makes Hell Valley all the more enticing. From the MRT station at Xin Beitou, walk north over a busy junction and enter the Beitou Water Park. Locals dangle their feet into the warm stream from the park's wooden walkways.

After a few minutes' walk you arrive at the Hot Spring Museum, the former Jiashan Hotel, built in 1913 by the Japanese colonial government. The hotel was used by kamikaze pilots spending a final night on earth of serenity (and, ahem, sin).

There's no water in the communal bath today, but you can wander the wood-paneled rooms and gaze at the photographs of the two-story building in its heyday.

Up the hill from the museum is the government-run Public Hot Springs. This has six basins, lined with dark mountain schist. The cascading milky-white water is offered at different

temperatures, from "mmm, that's nice" to "aargh, I'm being boiled alive!"

A soak here costs not much more than one U.S. dollar — the best deal in Taipei. Forgot your bathing suit? Buy one at the door.

If you'd prefer a private soak there are a multitude of inns, high-rise resorts and 5-star luxury boutique hotels, clustered off the horse-shoe-shaped Hot Spring Road. (There's also a shuttle bus from the metro station that loops Hot Spring Road if you'd rather not walk.)

One of the oldest spa hotels on the hillside is the Whispering Pines Inn, built in 1934. Its blind masseuses can make room calls to knead your knotty Taipei Cycle muscles. It's a favorite of VIPs and Hollywood stars.

One of the newest and most exclusive spas is Villa 32, entered via a serene and modernist rock garden, and shaded by camphor and maple trees. Six sumptuous rooms, in either minimalist Japanese or luxurious European style, have deep, spring-fed baths. Villa 32's restaurant is one of the best in Taipei and boasts the city's finest wine cellar.

The source of all the hot water is in a gated section of Hell Valley, dotted with hissing vents and bubbling, steaming pools — too hot to touch. Here are the largest formations of hokutolite, a weakly radioactive crystalline substance that forms in crusts on rocks. This is the bedrock, as it were, of the area's therapeutic acclaim.

Rejuvenated, you can return to Taipei the same way you came. Yes, you've been to Hell and back. ■ CR



The Beitou MRT station Photo: CR

## Sun Race makes a big stride forward with the new Strida

Sun Race Sturmey-Archer may have skipped last fall's Eurobike Show, but the Taiwan components maker wasn't about to miss the big show in its backyard.



Alan Su with a "classic-looking" Sturmey-Archer crank. Photo: JB

Here at the Taipei show, Sun Race officials are emphasizing the company's strategy, which relies on high-end production and what they call "mass customization."

CEO Alan Su points to the new Strida Evo, produced by Ming Cycle, as an example of the kind of innovative solutions his company is becoming known for.

"Together with Ming Cycle, we created a unique kick-shift 3-speed internal gear bottom bracket which no one has even heard of before. It's a new and innovative product that we worked on closely with Strida's design and engineering team," Su said.

To shift gears on the Strida Evo, a rider simply pedals backward. No shifters or cables are needed.

"This clever solution improved the rideability of the Strida without compromising the original dimension, geometry, aesthetics, and fold design created by Mark Sanders which made Strida famous," Su said. "You just cannot find a product like this anywhere else in the world, period. We are both pretty proud of the result."

All complex mechanical parts for projects like the Strida are designed and made in-house at the company's headquarters in Taoyuan.

"This is a very important and increasing part of our business," Su said. "The collaboration of development and production with our customers on custom parts creates alliances and partnerships that go beyond buying and selling. We believe that

these custom parts fundamentally improve the core competitiveness of our customers."

1ST FLOOR  
J1217

Su's company is a blend of two older names in the industry, Sun Race and Sturmey-Archer.

It's operated under the mantra of "two brands, two identities" since 2000, when Sun Race Roots Enterprise Co. acquired Sturmey-Archer, the longtime English manufacturer of internal gear hubs.

The company has since been known as Sun Race Sturmey-Archer. It markets derailleur shifting products under the Sun Race brand, and internal gear hub products under the Sturmey-Archer brand.

Its "mass customization" products are manufactured only in Taiwan and not at its factory in Kunshan, China.

"Unlike other bicycle transmission manufacturers, we utilize our engineering and manufacturing know-how to create unique, custom-

designed, made-in-Taiwan transmission components for our customers," Su said. "These special parts are not available off the shelf anywhere."

For these products, Sun Race Sturmey-Archer works with innovative bicycle manufacturers and niche brands that seek special

transmission components, either to differentiate their products or solve a special technical or functional need that an off-the-shelf component can't.

Meanwhile, Su said Sun Race is in negotiations with Eurobike for this year's show.

He said the decision to skip the last show was due to changes in the show's floor plan. Instead of its traditional booth, which faced aisles on three sides, Eurobike wanted to put Sun Race in a new booth that faced only one aisle.

"We preferred to pull out of the show instead of accepting a less-than-satisfactory position where we could not exhibit our full range of products," Su said. ■ JB



Sun Race Sturmey-Archer invented a unique 3-speed internal gear BB for the new Strida Evo.



# 2013台北国際自転車展イベントスケジュール

## 3月22日

時 間	プログラム	主 催 者	会 場
08:30-17:20	台北パワー・フォーラム-2013 : リチウムイオンバッテリーシンポジウム	TAITRA、ITRI、TBA、TARC	南港展示会場 4 階 401会議室
09:00-17:00	軽電動車輛（LEV）試乗コーナー	TAITRA ExtraEnergy Org.	南港展示会場運搬用カーゴランプ（4 階）
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
11:00-12:50	台北ショー2013新製品発表会	TAITRA	南港展示会場 6 階 屋外バルコニー
11:00-12:00 14:00-15:00	KMC Dr. Chain 講習会	KMC	KMCブース No. J118
11:00-12:00 14:00-15:00	サイクリング・エクストリーム・パフォーマンス (出演：Ms. Angie Marino、Mr. Mike Steidley)	台湾エクストリームスポーツ協会	南港展示会場 1 階 北口サイド
11:30-15:00	2013 TaiSPO & SPOMODE ファッションショー	TAITRA	南港展示会場 1 階 エリアCステージ
14:00-15:50	台北ショー2013新製品発表会	TAITRA	南港展示会場 6 階 屋外バルコニー

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## 3月23日

時 間	プログラム	主 催 者	会 場
14:00-15:00	2013台北ショー閉会記者会見	TAITRA	南港展示会場 4 階 405 VIP室
09:00-13:00	軽電動車輛（LEV）試乗コーナー	TAITRA ExtraEnergy Org.	南港展示会場運搬用カーゴランプ（4 階）
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

### Bosch今年は目立たぬ展開に

Boschは自動車業界への大手サプライヤーの1社でその電動自転車部門のBosch eBike Systemsは自転車用モーターおよびエレクトロニクスの供給元として急速に市場シェアを獲得している。だが台北ショーの展示フロアでBoschのブースを探しても見つからないだろう。今年も台北ショーに3度目の出展を果たすが顧客との商談・会合用の6階の1室を確保している。

「台北ショーでの商談と会合は取引先と直接連絡を取ってすべて事前に決めている」と同社クラウドディア・ワスコ販売部長は言う。「当分はこうした個別の商談会に注力していくが将来はまた別の展開になるかもしれない」

Boschの電動自転車市場への参入はわずか4年前のことだが、いまでは電動自転車用システムのサプライヤーとして欧州No.1の呼び声が高い。「現在Boschの電動システムは50を超える有力ブランドの自転車に取り付けられている。MTBから折りたたみ自転車ま



台北ショーで顧客対応に臨むクラウドディア・ワスコ販売部長、クラウス・フレイシャー副社長、フォワード・ベニーニの面々（左から）

で我々の電動ユニットが装着されている」と昨年まで同社を率いたレイナル・ジュスケ氏の後を継いだクラウス・フレイシャー副社長は話す。

Boschが台北ショーに参加する第1の理由は台北ショーが国際市場における国際的プレーヤーだからだ。「これまでBoschは欧州市場に照準を合わせてきた。欧州以外の市場におけるビジネスチャンスも常に評価を行っているが現段階ではコメントするまでには及ばない」とはワスコ販売部長の弁。

### Haibikeサビーネ・スピッツの650Bを目玉に

Accell Groupのブースでは今年もまたHaibikeにスポットライトが当てられる。Haibikeの注力は650Bマウンテンバイクの新製品ライン4モデルで、サビーネ・スピッツが昨年の夏季五輪（ロンドン）で650B Haibikeに乗ってMTBレース銀メダルを獲得した快挙を追い風にプロモートに乗り出す。スピッツ選手が新製品ラインの開発に参画した。

「ホイールサイズの利点について2010年からみんなで細部にわたりブレインストーミングしてきた。たとえチームの仲間が29erに満足だったとしても自分は100%OKの思いが抱けなかった。トラクション（牽引力）と性能（障害物をものともしない走り）を見てこれでOKだと確信した。個人的にはもう少し技術的にハードなトラックでの敏捷性があればとの思いはある」とスピッツ選手は話す。26吋と29吋ホイールのそれぞれの最良点をどう歩み寄らせるかでHaibikeはスピッツ選手の協力を仰いだ。「ハンドル操作のしやすさやクラシックな26吋MTBの軽

量性といった利点を失うことなく29erのトラクションやロールオーバー（デコボコ道での滑らかな走り）、制動性を持たせたかった」とスウェン・ベルンハルトWinora Group広報兼Haibikeブランド販売担当は言う。

スピッツ選手はロンドン五輪のレースでテクニカルセクション（難易度の高いコーナー）の一つでクラッシュ（衝突事故）を起こしながらも銀メダルを獲得している。「650Bの新モデルは沢山の成功を果たすと思う」と同選手。「小柄な選手はとりわけ軽量の26吋バイクのハンドリングの良さを捨てることなく大径車の利点を享受できるはずだから」

Winoraでは650Bの小さめのサイズはとくにアジアのユーザーに受けると確信している。Haibikeは26吋車と29吋車を止めてしまうわけではない。「でも650Bによって第3のホイールサイズが提供できるからライダーの選択の幅が広がるのは確か」 ■ JB

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# 豪州で電動自転車需要拡大

オーストラリアでは20年前から電動自転車に対する明るい見通しなされ、その多くが誤った予測となっていたが、ここに来て電動車の需要が本格的に膨らむ兆しが見えてきた。何が変わったか？この変化には二つの重要な要因がある。ひとつは段階的な市場拡大の流れ、そしてもうひとつが政府が最近打ち出した政策にある。オーストラリアの電動自転車の最大のユーザーはこれまで比較的高齢の人達でその多くがオーストラリアのような激しく車が行き交う道路で走ることにならぬ恐怖心を抱いている。しかし自転車の乗用環境は大都市を中心に徐々に整備が進んできている。現況は依然部分的整備に止まっていて、オランダをはじめとする欧州主要国のような完璧な自転車専用道とは比べべくもないが、少なくとも一部地域では文字どおり自転車専用道と呼べるバイクレーンが完成しており、その多くが電動自転車にも理想のレーンとなっている。

しかしこのところの最も大きな変化は政府が電動自転車に対して欧州規格を採択する決定を行ったことにある。これにより欧州規格をクリアしたすべての製品がいまではそのままオーストラリアで販売できるようになった。これまでは国内独自の規格が適用されていたため欧州からの製品の輸入が実質的に困難となっ

ていた。旧来の規格ではパワーの許容出力が欧州規格の250ワットに対してわずか200ワットだった。そのほか欧州規格との互換性を持たない規格が多々あった。この規格の改正が行われたのがつい2012年末のことなのでその影響を測るのはいささか時期尚早かも知れない。しかしGiantやDerbyといった世界的有力ブランドはオーストラリアの子会社を通じて欧州の電動自転車をこの国で販売することに大きな期待を寄せている。Giant Bicycles AustraliaのDarren Rutherford社長は話す。「これからすぐ電動自転車部門の責任者を決めて、彼に本社に行って電動車の各モデルを見てもらいその中からこの国の市場に最適のモデルを見つけてもらう手はずでもらい各種モデルの中からオーストラリア市場に最適のものを選んでもらう。早く販売のスタートが切られればと思っている。オランダ（Giant Europe）の同僚から電動自転車の販売とサービスについてノウハウをもらっているしこれからこうした伝授を続けてもらう。つまり電動自転車の販売は長期を見据えたプログラムということになる」Giantはオーストラリアで最大のディーラーベースを持っているだけにRutherford社長の語る意味は大きい。これまで電動自転車は主に少数の電動自転車専門店を通じて販売されてきたが、これらの電動自転車専門店が主流の自転車小売店からはもっぱら無視される存在だった。しかし今、主要都市のあちこちで電動車を専門

に扱う店が開店しておりその数が急速に膨らんでいる。その中で最も有力視されている店のひとつがシドニーのダウンタウン西方の有名な観光スポット、ダーリンハーバーにもほど近い好立地に店舗を構えるSydney Electric Bikesだ。オーナーのJake Southall氏は言う。「店は急成長。昔からの自転車専売店もこれからは電動自転車に目を向けてくるだろう。電動車はまだニッチ市場だ」

最近Pon Holdingsに買収されたDerbyのオーストラリア支社も新しい規格の恩恵に期待を寄せる。FocusのロードバイクとCervelloのロードおよびトライアスロンバイクを有するDerbyはオーストラリアでもとりわけレーシ



来店客にシドニー港の湾岸を試乗するための準備を施す  
Sydney Electric BikesのJake Southallオーナー

ングバイク市場で地歩を固めている。しかし電動車を欧州から入れて長年築き上げてきたこの国のディーラーネットで販売する計画を着々と進めている。オランダの有力電動自転車メーカーGazelleもオーストラリア市場に小さいながら確かな販売基盤を築いている。オーストラリア支社は2009年の設立だが目下販売急成長を見せている。オーストラリアにおける電動自転車の最大の顧客のひとつがAustralia Post（郵便局）で、郵便配達員が自転車で行く配達で回る長い伝統があるが今その配達の多くを電動自転車が行っている。

2013年2月現在、電動自転車はオーストラリアの自転車市場で依然小さなシェアを占めるに止まっている。しかしGiantやDerbyなど有力サプライヤーが将来を大きく期待する予測を行っていることや、すでに街を走る電動自転車の数が見えて増えている状況を見れば本流の自転車小売店ももはや見過ごしにできないプレッシャーを感じずにはいられないだろう。



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# Fairlyの自転車ビジネス スタートは60年前

ホール4階  
M0519

Fairly Bike Mfg.のパーシー・チエンは会社の遺産がどういふのかをよく心得ている。自転車業界を事業の場とするチエン一族の第3世代として彼は過去の教訓が現在に情報をもたらすだけでなく未来の指針ともなることを知っている。新台北市に本社を置くFairlyは自転車のOEMメーカーのトップ5にランクされるが、ハイエンドの電動自転車を専門に手掛けるメーカーとしても他社が羨むほどの定評を勝ち得ている。パーシー（董事長）とスティーブ（副董事長）の兄弟が経営するFairlyは台湾に従業員300名を抱えるほか、中国山東省龍口のWellsen Corp.にも200名の従業員を擁する。

Fairlyは現在、他社と一線を画すハイエンドの電動自転車の生産で知られ、StromerやスイスデザインのeFlowはとりわけ市場で人気が高い。米国ではCurrie TechnologiesがeFlowの販売を担当している。

Fairlyの電動自転車のビジネスは1997年、EV Global Motors に向けたプロジェクトに端を発する。欧米で電動自転車の商品化を試みるパイオニアの1社だった。EV Globalにとって大きな宣伝となったのはかつて自動車業界のセレブで名を馳せたリー・アイアコッカが同社の

トップに収まったことだった。

2002年に中国に工場を立ち上げた後、Fairlyは数年間活気づく中国の電動自転車市場で悪戦苦闘した挙句、例のオーバーサブライ現象が頭をもたげたことから2008年に中国市場から撤退する。「便乗組みが続々と中国の電動車市場に参入してきたが、皆が皆同じような製品ばかりで、あっちが下げればこっちも下げるという極度の低価格競争に陥っていった」とチエン董事長は振り返る。「当社のディストリビュータたちも、もっと安くもっと安くと迫ってきた。だから1年か2年してあのカオス（混乱）から抜け出す決断をして、我々が熟知する輸出市場に専念することにした」

董事長がとりわけ自負するものに顧客サービスがある。例えば同社のウェブサイトは、ベテランスタッフが日夜携帯電話にて24時間体制で対応する旨を果敢に表明している。

電動自転車の将来に対するチエン董事長の見通しは明るい。「電動自転車はこの先20年から30年はこのまま続くと確信している。もっとも将来の製品は今とは別種の形と機能を備えたものになるだろうけど」と董事長。「それらのものはいずれも、消費者からであれ、ディーラ

ーからであれ、あるいはエンジニアからのものであれ、人間の知性の力が原動力となって出てくるものだろう。とにかく今から10年先の電動自転車を観たら現在からは想像もできないものになっているはずである」

チエンファミリーの自転車業界における歴史はほぼ60年前の祖父の代に遡る。先々代が1950年代に自転車づくりを始め、2代目の正雄氏（パーシーとスティーブの父）が1960年代にその後を継いで77年にFairly Bikeを創業した。それは正に絶好のタイミングだった。80年代半ばの台湾は世界の自転車生産の中心地になっていたからだ。前董事長の正雄氏はFairlyをフレーム工場から本格的な自



スイスデザインの電動自転車eFlow

転車メーカーへと変身させ、会社のビルも一つから二つ、二つから三つと増えていった。

「当時は需要が供給を上回っていたから商売がやりやすかった。自転車はモノが良からうが悪からうが、とにかく飛ぶように売れた。完成車メーカーも部品メーカーもまずほとんどの企業が急成長した時代だった」とパーシー董事長は懐かしむ。

正雄氏はこれに続く10スピード、BMX、そして80年代後半に到来する最大トレンドMTBの時代にわたって経営のかじ取りを続けていった。

業界を大きく揺さぶる事態が90年代にやってきた。他社との差別化がなくどこよりも安い価格がオーダーを勝ち取るOE生産に将来はないと正雄氏は悟った。OEに代えてFairlyは今日へと繋がる自社デザインあるいは外部デザインとの協業により開発したオリジナル製品へと重心を移していった。

「差別化は当社成長戦略の重要な部分となってきている」とパーシー董事長は言う。「独自性がなければ荒れ狂う市場の津波にさらわれていってしまうだろう」と。創業者の正雄氏は現在もCFOおよび企業戦略の後見人としてFairlyのビジネスに携わっている。スティーブ氏が生産を、パーシー氏が販売営業部門を担当している。■SJ



スティーブ・チエン副董事長（左）とパーシー・チエン董事長

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# 650Bがマウンテンバイクのスターに

半年前のユーロバイク開幕を控えて取り沙汰されたのが、どこが650Bの製品を出してくるか？だった。いまや台北ショーでの話題は、出さないのはどこか？になっている。650Bすなわち27.5時はMTBのホイールサイズの26吋と29吋の中間にあたる。650Bはまさにウナギ登りの人気で一部では旧式の26吋車にすぐにも取って代わるとの確信に満ちた観測も聞かれる。

「650Bは、自身の体のサイズかあるいはハンドリングの好みのせいか29er (29吋車) に納得がいけない人達を惹きつけていく」とScott Sportのジョー・ハーは言う。「従来の26吋車は650Bに取って代われ2～3年先には消えていくと思う」Stevensのヴォルカー・ドールマンも、700ユーロ (910ドル) かそれ以下で販売させるエントリーレベルを除いて26吋MTBは軒並み650Bに取って代わられると見ている。

2013年に向けてどっと初期投入された650Bの製品の多くが幅広いニーズとユーザーの体重の差異にも応えられるミッドレンジにポジションが置かれていた。重さと剛性にはまだまだ改良の余地があった。しかし2014年に向けては多くのブランドがカーボンフレームや適度に重さを落としたリムとフォークを装着した650Bの上市を計画している。2013年モデルではIntenseとCarbine 27.5とともに大手ブランドでカーボン・フルサス650Bを出していたのはScottとCube、Rocky Mountainだけだった。



Shimanoの  
650B用ホイール

しかし2014年に向けては650Bカーボンフレームの選択が確実に増えるだろう。ひとつには多くのメーカーが2013年モデルにアルミフレームを使っているのがコストの張るカーボンの鋳型に大金を注ぐ前にフレームジオメトリをダイヤルインできたからだ。

フォーク：今年の台北ショーではサス

ペンションフォークに関するニュースが多く入ってくるだろう。X-FusionやSR Suntourをはじめとする台湾のメーカーは650Bの製品をいち早く手がけている。Foxは2013年に出した650Bの34モデルにより軽量の32バージョンを加えてくるだろう。RockShox はすでに650B用としてRevelation、Reba、SIDの各フォークを出しているが、これをさらに増やしてくるはずだ。だが4月のSea Otter Classicまでは同社から新しいフォークの話が出ることはないだろう。

Manitou はこの第3のホイールサイズ (650B) 用にMinuteとMarvelを発売している。Formulaも昨秋650B用フォークThirtyFiveを出展したがMarzocchiは依然同社初の650B用フォークの開



Transalpesの  
650Bバイク

発に取り組んでいる最中で2014年のアフター市場用製品として発売する意向だ。

DT Swiss も2014年に向けて製品を用意する予定にある。DVO Suspensionは大いに話題を呼んだ同社のダウンヒルフォークEmeraldのために用意した650Bホイールにフィットする特製トーションアーチが特徴となっている。DT Swissではまたエンデューロ用にシングルクラウンの650B用フォークの開発も進めている。

ホイール&リム：650Bのトレンドはホイールに始まり、この春は数多くのホイールとリムの新製品が出てきている。Stan's、Alex Rims、Sun-Ringle、Novatecの各ブランドが当初から混戦の状況ですでにOEオーダーを取り込んでいる。Reynoldsは650B用カーボンリム、チューブレス対応ホイールで先行した。Shimano は2014年に向けて初の650B 用ホイールの完成モデルを上市する。

一方Fulcrumはクロスカンントリー用超軽量ホイールの開発に取り組んでい

る。というのもパートナーのMeridaが650B市場に本格的に参入していくからだ。スペインのジョゼ・ヘルミダが今シーズンMeridaのBig.Seven新モデルでレース参戦することも決まっている。

需要の高まりを受けてDT Swissは2014年に向けて650Bのホイール及びリムの製品レンジを拡大することにしたが新製品の登場は5月を過ぎてからになるだろう。Mavicも同社初の650Bモデルを2014年用に予定している。両社とも台北ショーで計画の詳細が明かされるだろう。

650Bはその製品の多くがレクリエーション用のトレイルバイクかオールマウンテン用のものだがレース用で使われるものもある。ニノ・シュールテルとサビー

ネ・スピッツはともにロンドン五輪で650Bに乗ってメダルを獲得したし、2人の後を追って650Bに乗るのはジ



Fulcrumの  
650B用ホイール

ョゼ・ヘルミダばかりではないだろう。

エンデューロレースは2013年のビッグトレンドになっておりサーキットに650Bバイクがずらりと並ぶことだろう。Schwalbe、Maxxis、Onzaともエンデューロ向けにサイドウォールを補強した650B用タイヤを出している。南アフリカの世界ダウンヒル選手権でさえ数多くの650Bバイクが目に見えるはずだ。比較的平らでペダリング勝負のコースでは車輪が大きければそれだけアドバンテージ (優勢) が得られるからだ。

26吋のMTBにこれまで良くやっとな慰労の言葉をかけるのはまだ早いかもしれない。しかし650BがMTBのセグメントでこの先第3のホイールの役どころのままだことはもはやないだろう。■LvR



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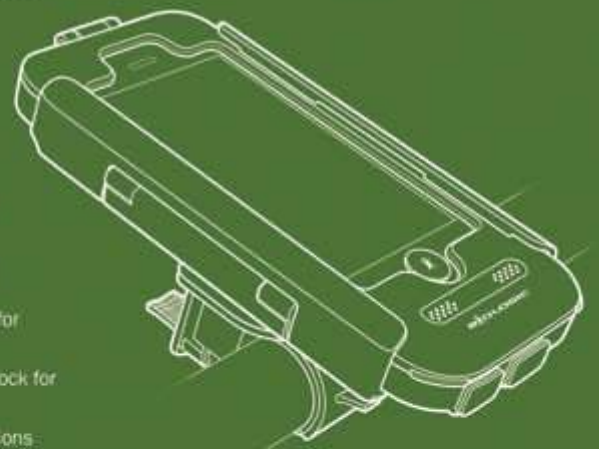
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# New Products 2013

## HYDRAPAK Insulated Wooly Bottle

ホール4階  
L1309

Woolyは市販最先端のウォーターボトルのひとつだ。ダブルウォールの間を軽量柔軟性素材のポリプロピレンで見事に遮断するPrima-Loftを使用している。ポリプロピレンは強度と耐久性を持たせるためウォールに様々な厚みでの加工が施されている。このほか口に注ぎ込む流れを良くするマンモスバルブも特徴で、長めの強化ウォールキャップに付けてグリップ（握り）に幅をもたせキャップを開けやすくしている。

## TERN Eclipse X20

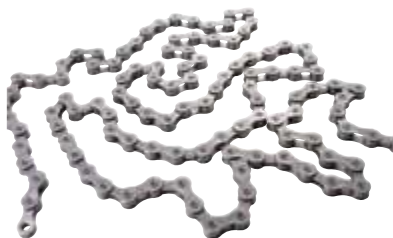
ホール4階  
M1019A

史上最速の折りたたみ自転車のひとつに挙げられるEclipse X20は2012年のユーロバイク・アワードでデザイン賞に輝いた。ロード用に匹敵するスペックには20段SRAM Force駆動システムやSyntace、Schwalbe、Ergon、American Classic、Sapim、FSAの最高級パーツが使われており、重さ23.6ポンド（10.7kg）、折りたたみ時間わずか10秒。希望小売価格 \$2,200（€1,900）。



## KMC Eco ProTeQ (EPT) Series Chains

ホール1階  
J0118



Eco ProTeQ (EPT)はより環境保全を考慮した生産システムによって作り出される耐腐食性と優れた防塵コートの特徴とするKMCのチェーン新シリーズ。EPT技術によりチェーンを構成するすべてのコンポを完全コーティングすることで腐食や錆からの保護力を高めており、どんな過酷な環境下でも持ちこたえる。ロード、MTB、BMXその他シングルスピードの自転車に最適だ。

## BERGAMONT Threesome SL 9.3

ホール4階  
N1124

Bergamont All-Mountain軽量モデルは新650Bホイールサイズでトラベル幅140mmを誇る。フレームはBergamontの中でも人気の高いThreesomeシリーズをベースにしている。新モデルSL9.3はBergamont FlipChipの代わりにCoax Pivotシステムを使いほぼ同一のジオメトリと際立つハンドリング特性を備えた。アルペンクロスに情熱を燃やす本格オールマウンテンライダーにうってつけの新モデルだ。



## AIRACE Torch Series

ホール4階  
L0006

わずか5吋長いだけでTorchシリーズのポンプはサイクリストの負担を和らげる。Torchのミニポンプさえあればわざわざ重いポンプを携帯する必要がなくなるからだ。Torch Road、Torch Mountain、Torch Regular（写真：ロードまたはMTB用）の3モデルを用意。最大空圧はTorch Roadが120psi（8バール）、Torch Regular 100psi（7バール）、Torch Mountainが80psi（5.5バール）。



## PACIFIC Cycles IFmove

ホール4階  
N0313



Pacific Cycles はわずか2秒で折り畳めて、台湾の自転車づくりのスペシャリストを新時代へと踏み出させる通勤用バイクの新モデルIFmoveをデビューさせる。重さを10kg（22ポンド）以下に抑えたIFmove（Mark Sanders のIFmodeの進化版）は都市環境問題に定める親切設計で、同社新設の社内R&Dチーム“Section Zero”開発の第1弾モデル。

## BIOLOGIC Bike Mount Plus

ホール4階  
M1019A

Bike Mount Plus は自転車に装着して主要走行データを地図で突き止められるiPhone 5用ハードシェル防水耐温ケースで、ハードシェルと内蔵シリコンサスペンションがタッチスクリーン、スピーカーホン、カメラ、充電ポート、ヘッドホンなどの主要機能を十分果たしつつiPhoneを雨や汗、泥や埃から護る。



## HAIBIKE Xduro FS RX

ホール4階  
M1219

MTBのスポーツ性を損なわずにデザインされたオフロード用電動自転車。Boschの中央装着式モーターにより重量バランスが完璧でモーターユニットをサスペンションシステムから離すこともできる。HaibikeのReverse Angle Motor（逆アングルモーター）コンセプトに基づきエンジンは前三角内側で回転するので地面との接触の危険が最大限減り走行中の事故から護ってくれる。



## TRANZX LogiX Diagnostics/ M25 motor

4階  
J0407

TranzXのあらゆる後続モデルに定番化している同社先進レベルのLogiX分析システムを初めて装着したM25セントラルモーター。LogiXシリーズは診断法、パワーおよび性能の新たな基準となっている。主流のCANBus（コントローラー・エリア・ネットワーク）をベースとする最上級分析基盤を使うことで速やかかつ正確に問題を発見する。超コンパクトのM25セントラルモーターとのペアで重さわずか3.5kg（7ポンド4オンス）。ノイズ、振動とも極めて低水準。



## CROPS SX100-MU

ホール4階  
N0828



Crops SX100-MU に新しく充電用マイクロUSBポートが付いた。強力AAバッテリー（1800mA）が長時間の使用を保証しバッテリー残量の点滅表示で充電の必要を知らせる。白色LEDヘッドランプは450cd（18ルクス）（10ルーメン）強の照度。ライトは日本の照度基準をベースにしており夜間も安全で快適な走りが楽しめる。



# インタビュー: Saint-Gobain社 Paul Humphreys自転車部門営業部長 鏡から套管、ベアリングまで



Saint-Gobain の自転車部門営業部長になる以前は同社の自動車部門に17年在籍したというPaul Humphreys氏に両業界の相違点と類似点、並びに業界全般の動向、トレードショーについて話を聞いた。Saint-Gobain は18世紀にフランス宮廷用にガラスや鏡を製造する王朝御用達メーカーがその始まりで恐らく世界でも最古参のメーカーのひとつに違いない。現在同社は建築資材の世界的大手として知られるが、ブッシング（套管）やコン

ポジットベアリングでもNorglideブランドで展開する有力サプライヤーである。

**TSD: 自動車業界と自転車業界の主な相違点は何か？**

PH: まずビジネスのスタイルが決定的に違うと言えるが、そのほか自転車の方が製品サイクルが短い点が挙げられるだろう。これがプロトタイプ作成の要請からテスト、生産開始に至るまでの時間軸に基本的な違いを生んでいる。顧客の要望に随時応えるメーカーとしてはこれはよりスピーディーな反応とプロトタイプ作成の迅速化、さらにミーティングの頻度を増すことを意味する。とりわけ指摘できるのは、自転車業界は時にラブ（試験室）テストを飛ばして代わりにフィールドテストに重点を置く傾向が強い。それに自転車業界は何より数量が小さい。従ってそれだけ柔軟性が求められることになるだろう。

**TSD: Saint-Gobainでの経験が活かせるような類似点もあるか？**

PH: もちろん。両業界ともユーザーの乗

り心地改善にいかに取り組んでいくかが重要なトレンドになっている。摩擦やノイズ、振動を減らせば走行の効率性が高められ、付加価値もつけられる。軽量化は車より自転車の方がさらに重要な要素となる。自動車業界の厳しい規格のお陰でSaint-Gobainはサービスの精度と信頼性で高い評価を受けている。

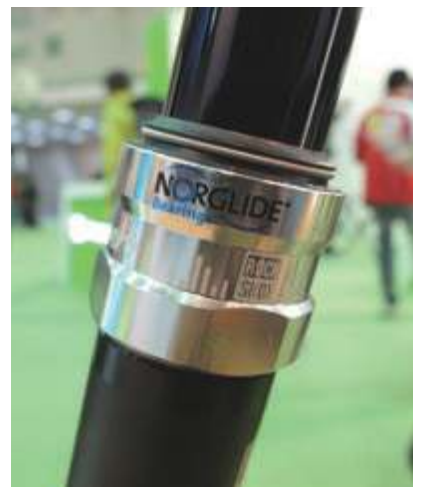
**TSD: Norglide のブッシングは自転車ではどのあたりに使われるのか？**

PH: 当社のブッシングはスペースが小さく軽量化の必要のあるところならどこにでも使える。ペダルでも、伸縮式シートポストでもショックアブソーバー、あるいはピボットポイントやヘッドセットまで。単体ではサスペンションフォークが最大となる。フォーク1本に4つのブッシングを使うので。

**TSD: ユーロバイクやインターバイクと比べて台北ショーの評価はどうか？**

PH: サプライソースという点ではその3つのショーの中で明らかに台北ショーが最も重要だろう。業界全体にとっても

OEMや部品・コンポのメーカーにとっても等しく大事なイベントだと思う。サプライヤーとしてSaint-Gobainは目下自転車業界内でのコンタクトの開拓・拡大のため台北ショーに照準を当てているが、台北ショー以外でも我々を訴求できる場があれば心をオープンにして柔軟性を持って臨んでいく。



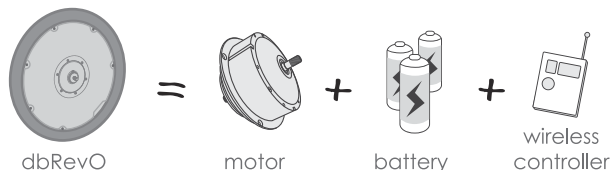
## dbRevO®



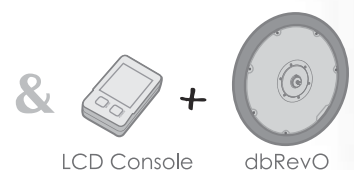
## Looking for distributors!



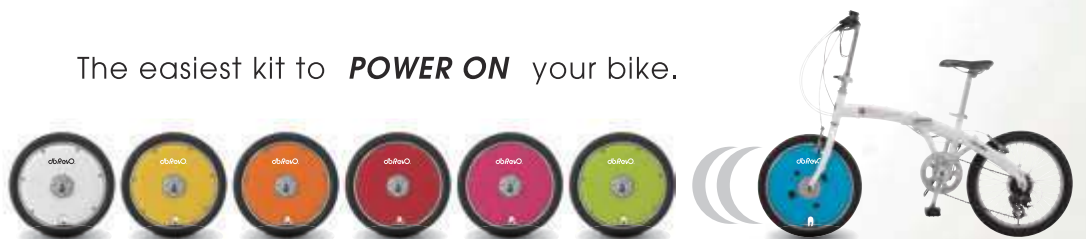
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# New Products 2013

## TRANZX AGT+ Bike

ホール1階  
J0408



TranzX は好評のAGT電動自転車技術を従来の自転車にも延用してAGT+Bikeとして展開する。AGT+Bikeはハンドルバー装着タイプのコンピュータユニットでライダーがシフトする必要のある時を的確にとらえて自動的に適正ギアに切り替える。センサーが自転車の走行速度を監視しシフティングの最適時をはじき出して安定したペダリングカーブ（リズム）を保つ設計だ。簡単操作の7段内装ギアがライダーにフルオートかセミオートかの選択をさせる。ユーロバイク・アワード金賞並びに台北ショー&iアワードを受賞。

## TERN Swoop line

ホール4階  
M1019A

混雑する街中もすいすい乗れる低床フレームの新モデルAwoopがTernの製品ラインに加わった。Swoop DuoとSwoop D7iの2種で、Swoop Duo（写真）はケーブルの露出を最小限に抑え自動2段変速のすっきりしたデザインでアーバンバイク部門において2012年ユーロバイク・アワードを受賞している。Swoop D7iはギアレンジの幅が広がりメンテナンスも安くつくシマノNexus 7-体型ハブにポイント。両モデルともラック、マッドガード、ライトを一体化したデザインに特徴がある。



## VELO VL2259 MTB saddle

ホール1階  
J0717



プロMTBチームへのスポンサーリングから得たものを2014年向けMTBサドルの新製品2種にフィードバックさせた。ペダリング効率を高めるアウターエッジ・パディングと「ノーハンド」コントロールが付き、厚めのパディングでサドル後部を心もち上げた形状が登りとスプリント時にライダーを支える。新モデル2種のうちVL2259が先細でやや丸みを持たせた形状になっている。27.5~29吋用デザインで見た目の訴求力にも高いものがある。

## SHIMANO SLX

ホール4階  
M0814

シマノは過酷な地形やトレイルコースに果敢に挑むMTBオールラウンドライダーのためにSLXを開発した。このSLXによってライダーは技術革新とシマノのXTRとDeore XTグループの高品質の特性をより求めやすい価格で手にすることができるのだ。



## MIRANDA Clickpost

ホール4階  
L0325

Mirandaのpatent取得のClickpostはサスペンション付とサス無しの両タイプを用意している。「ツイスト・ツー・フィックス（捻って嵌める）」サドル装着システムはシンプルで手早く、ボルト一つで固定できるので工場でのアッセンブルも格段にスピードアップされる。来店ユーザーにサドルを素早く取り換えて試し乗りしてもらった上で購入してもらえるので販売店にとっても実用的だ。



## O-SYNCE Urbanfree

TWTC 2階展示フロア  
H1101



「シンプル2コントロール」のリモートコントロールとバックライトの付いたUrbanfreeサイクルコンピュータはたとえ夜間でも毎日の生活にうってつけのコンパニオンになる。Urbanfreeが備える8つの機能が内蔵ディスプレイパネルに大きく2行でくっきり素早く表示される。

## SUNRACE MFEZ1 E-bike Freewheel

ホール4階  
J1217

Sun Race Sturmey-Archerによって電動自転車用に特別に開発された10段、11-36Tフリーホイール。スプロケットは豪華クロム仕上げで錆にもめっぽう強い。アルミ製スパイダーは軽量にして強度に優れ、仕上げは魅力あるゴールドアナダイズド。



## TranzX M19 Motor

ホール1階  
J0407



好評のM8をグレードアップしたM19ブラッシュレスモーターはディスクにもV-ブレーキに対応する。ファームウェアを含めた新デザインでモーターのノイズと振動のレベルを75dBまで下げる一方で出力効率を81.5%高めている。パワーシステムも36V/250Wから48V/500Wにアップ。少し長めの街乗りにも郊外への遠出もどんな地形での走行もこれでOK。クイックリリースタイプなので26吋ホイールでも28吋ホイールでも簡単に装着して使える。

## TAYA Octo DH e-bike chain

ホール1階  
K0610

電力による駆動システムは発車時に強いトーション（ねじれ）を生むのでTayaでは電動自転車専用チェーンを開発、Taya独自のDHT大型チェーン技術により強いトーションも市街の過酷な走行も持ちこたえられる耐久性抜群のチェーンが完成した。DHT (Diamond Hard Tech) は耐久性を高めるためのTaya先進処理技術で、これによりチェーンの平均寿命は製品により3,000~5,000km (1,860~3,105マイル) に伸びている。



## XPEDO Baldwin

ホール1階  
J0517



XCレーサーとエンデューロのライダーが求めるものの間にあるギャップを埋める橋渡しとなるBaldwinはサポート力を高める強力6061CNC製ボディで保護されたXpedoの効力実証済みPoli-Lock保持システムを使用している。チタン製がペア重量292g、クロモリ製が同332g。





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活動一覽表、研討會日程表

Schedule of Event & Seminar

3月22日

時間 Time	活動內容 Program	籌畫單位 Organizer	地點 Venue
11:30-15:00	「2013年台北國際體育用品展暨台北國際運動服飾、布料暨配件展」新品走秀 2013 TaiSPO & SPOMODE Fashion Show	外貿協會TAITRA	世貿1館1樓C區舞台 TWTC Exhibition Hall 1, Stage of Area C, 1F
08:30-17:20	2013台北電能論壇－動力鋰電池研討會 2013 Taipei Power Forum-The Lithium Ion Power Batteries Symposium	外貿協會TAITRA、工研院ITRI 台灣電池協會TBA、台灣車輛研發聯盟TARC	南港展覽館401會議室 Nangang Exhibition Hall, Conference Room 401, 4F
11:00-12:50 14:00-15:50	「2013年台北國際自行車展」新品發表會 TAIPEI CYCLE New Product Launch	外貿協會TAITRA	南港展覽館6樓 戶外買主休憩區 NANGANG Exhibition Hall, Outdoor Balcony, 6F
11:00-12:00 14:00-15:00	單車極限運動表演 Cycling Extreme Performance 表演者/Performer: Ms. Angie Marino、Mr. Mike Steidley	外貿協會TAITRA、中華民國極限運動協會、 Chineses Taipei Extreme Sports Association	南港展覽館1樓 戶外廣場（北側） Nangang Exhibition Hall, North Side, 1F
09:00-17:00	輕型電動車試乘 LEV Test & Drive	外貿協會TAITRA、ExtraEnergy Org.	南港展覽館 4樓東側斜坡道 Nangang Exhibition Hall, Cargo Ramp, 4F
10:00-16:00	TES電動機車試乘 TES E-scooter Test Ride	工研院ITRI、外貿協會TAITRA	南港展覽館 戶外廣場（南側） Nangang Exhibition Hall, South Side, 1F
3/18-24	2013國際自由車環台公路大賽 Tour de Taiwan 2013	外貿協會TAITRA、自由車協會CTCA	

3月23日

時間 Time	活動內容 Program	籌畫單位 Organizer	地點 Venue
11:00-12:00	單車極限運動表演 Cycling Extreme Performance 表演者/Performer: Ms. Angie Marino、Mr. Mike Steidley	外貿協會TAITRA、中華民國極限運動協會、 Chineses Taipei Extreme Sports Association	南港展覽館1樓 戶外廣場（北側） Nangang Exhibition Hall, North Side, 1F
09:00-13:00	輕型電動車試乘 LEV Test & Drive	外貿協會TAITRA、ExtraEnergy Org.	南港展覽館 4樓東側斜坡道 Nangang Exhibition Hall, Cargo Ramp, 4F
10:00-16:00	TES電動機車試乘 TES E-scooter Test Ride	工研院ITRI、外貿協會TAITRA	南港展覽館 戶外廣場（南側） Nangang Exhibition Hall, South Side, 1F
14:00-15:00	「2013年台北國際自行車展」展後國際記者會 TAIPEI CYCLE Post-show Press Conference	外貿協會TAITRA	南港展覽館4樓 貴賓簡報室(405) Nangang Exhibition Hall, VIP Briefing Room (405), 4F
3/18-24	2013國際自由車環台公路大賽 Tour de Taiwan 2013	外貿協會TAITRA、自由車協會CTCA	

昇陽企業－策略聯盟共榮共存

持續開拓亞洲營運點



昇陽企業創立於1993年，現今為台灣最大的品牌代理商，擁有24個單車品牌，包括如FSA、KUOTA、LIGHTWEIGHT、SRM等頂尖品牌，昇陽目前在台灣共有400間車店通路，現今在亞洲國家如中國、香港、韓國等

9個地區經營有成。面對日益競爭的單車市場，走向網路是必然的趨勢。「未來車店要放大經營格局，店老闆的目標客戶群不再侷限於50公里內，而是要擴展到500、甚至是5千公里，昇陽目前積極與車店經營者

協議，雙方共同經營網路平台，由車店提供專業服務，組織互利互生的網路聯盟。」昇陽企業總經理施志陽說道。

談到中國大陸，昇陽已有近10年的經營經驗。「中國大陸市場很大，甚至可以說是太大到難以經營，中國市場比台灣大100倍，經營難度也高了近100倍；另外，中國的單車市場目前仍以休閒入門為主，而昇陽專注於專業市場。」即使中國市場不易拓展，施志陽仍穩健開發。

昇陽目前擁有24個品牌經營權，除了登山車及內、外胎外，其餘的零配件一應俱全，形成全方位的橫向整合。「我們目前在尋找代理登山車品牌，相信未來亞洲的登山車市場會蓬勃發展。」施志陽說道。



昇陽專攻頂尖市場，代理24個品牌包括德國LIGHTWEIGHT、SRM等品牌。



# New Products 2013

## Spank Industries Oozy 26AL EVO輪組

SPANK INDUSTRIES於台北國際自行車展前推出新款全地型登山車輪組—Oozy 26AL EVO。共提供3種規格：26吋、27.5吋、29吋。採用Sandvik幅條並以手工編織而成。提供亮光黑／黑以及亮光黑／黑等兩種塗裝配色。建議零售價為599美元。SPANK是一間創立於德國的車廠，於近幾年將總部遷移至台灣，100%在台灣製造。



4樓  
L1002

## Funkier 背包+雨衣

FUNKIER是服飾配件品牌的新面孔，而其優越的設計像是產業界的老大哥。FUNKIER推出全新整合式設計，讓背包及雨衣融為一體，此產品獲得IF設計獎。FUNKIER向來聚焦於創新設計，產品線包含雨衣、車褲、手套及車襪，公司也有另一個FLR品牌專門打造安全帽及車鞋。FUNKIER在紡織業界已有長達25年的歷史。



4樓  
N0025

## Cateye Stealth 50

CATEYE新款的Stealth車款具有GPS功能，操作簡單容易上手。可直接使用GPS定位來測量速度，因此可以不用安裝速度感應器。Stealth 50使、使用ANT+通訊協定，可支援他廠的功率計、心率計以及速度感應器。騎乘後，使用者可以上傳騎乘資料至CatEyeAtlas.com網站或是其他網路平台的訓練系統。



4樓  
M1001A

## Taya 旅行者系列 彩色鏈條

TAYA大亞鏈條承襲日本工藝，近半世紀堅持根留台灣的研發能量。「旅行者鏈條」產品理念乃擷取探險者鮮明輪廓，傳達「探索自我、樂趣生活」品牌精神。外觀巧妙運用「國旗色彩變速塗裝」彰顯旅行者走訪各國，接受文化衝擊的意涵。身為表面處理專家，TAYA獨家開發兩項技術加深單車極致工藝，運用「DHT類鑽膜技術」強化硬度至1,800HK，較市售同等級鏈條增加25%硬度，鏈條平均壽命拉長為3,000至5,000公里。



1樓  
K0610

## Shimano Dura-Ace

全新2013 Dura-Ace零組件是40年來經由最高層級的公路、計時和古典越野賽事的測試及不斷地研發和創新的成果。Dura-Ace現在配備11速飛輪，有更多的齒比組合以應付所有的路況。尖端的設計、材質和結構有效減輕重量、改進剛性並強化操控。



4樓  
M0814

## SunRace CSMX 登山車飛輪

SUNRACE搶眼亮相，這顆10速(11-36齒)飛輪採用亮紅陽極處理，以高對比的冷黑色作底。飛輪的各部份包括spiders、spacers、lockring等都採用鋁合金材質，達到輕量化與高強度的平衡。



1樓  
J1217

## Continental Der Kaiser 2.4 Projekt

CONTINENTAL車胎工程師與頂尖的下坡車手及FR車手共同合作，以兩年的時間打造革命性的新車胎。楔形的車胎紋路提供絕佳的過彎操控性。採用全新的Apex胎壁強化設計以及雙層紗胎體層(two-ply carcass)，讓Kaiser Projekt的騎乘性能及抗刺穿能力超越以往。這是迎戰世界盃的終極利器。



4樓  
M0701A

## Giant Envie Advanced

GIANT發表全球首輛專為女性打造的空氣力學公路車。Envie Advanced與奧運及世界冠軍車手Marianne Vos共同攜手打造，適用於公路車賽、鐵人三項等頂尖賽事。Envie Adv車架極輕，以手工打造碳纖維AeroSystem管型技術。車架的每支管型都運用電腦計算流體力學(CFD, Computational Fluid Dynamics)，歷經風洞測試以及與頂尖車手的共同合作，在幾年的開發下終於推出這輛極緻低風阻的公路車。Envie Adv提供3種成車選擇。



4樓  
M0820

Flat Cylinder Head with Double Cables Straight Wire

Brand New Multi Purpose Lock "Q10".  
from

**Crops**  
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**CUSTOMIZE  
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BOOTH No. N0828

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# New Products 2013

## Primavera Festino公路車

1樓  
J1421



台灣品牌、製造的PRIMAVERA，超高品質與優質的圖裝，全車7005三抽管材搭配全碳纖前叉。Festino於2008年推出，是PRIMAVERA產品線中最熱銷的車種，不僅廣受東方人喜愛，近來更受到比利時、挪威等歐洲國家青睞。Festino融入了計時車的低風阻設計，貫徹於公路車的車架幾何。2012年，PRIMAVERA推出新款Festino，主打更輕量、新圖裝、物超所值等特點。

## Bergamont Revox MGN

4樓  
N1124



對於登山車玩家而言，BERGAMONT頂級29吋登山車是資深玩家首選。輕量、高剛性的車架僅重990克，在同級之中無與倫比。另外，採用非定向吸震系統(Directional Flex System)提供絕佳舒適性。德國自行車雜誌亦給予Renox相當優秀的評比。整車搭配頂尖套件，使用FOX 32 Float 29吋避震前叉(Terrollogic)以及SRAM XX (2 X 10)變速系統。

## BioLogic Joule 3 Hub

5樓  
M1019A

Joule 3發電花鼓(dynamo hub)適用於20吋小徑車，在重量、尺寸、性能上無可匹敵。Joule 3得到2012 Eurobike Award，提供兩種規格：分別是PRO款為14根幅條(SAPIM Laser double-buttet)，以及Comp款為20根幅條(buttet)。這兩種規格都採用鋁合金雙層輪圈以提供絕佳的剛性，OLD為74mm、附快拆。輪圈共有銀、黑兩色可供選擇。



## KS LEV 可調式座管(34.9mm規格)

1樓  
I0629

凱薩克(KINDSHOCK)推出的LEV系列可調式座管已成為專業登山車玩家的必備品，產品獲得市場好評。凱薩克為打造更優越的性能、更佳的穩定性，推出34.9mm規格的可調式座管。目前旗下包含LEV、LEV Integra、LEV DX(OEM)都提供34.9mm規格。目前LEV產品線共有下述規格：  
LEV：27.2mm、30.9mm、31.6mm、34.9mm。  
LEV Integra系統：30.9mm、31.6mm、34.9mm。  
LEV DX：30.9mm、31.6mm、34.9mm。



## O-synce navi2coach

世貿一館2樓  
H1101



O-SYNCE navi2coach具足單車人所需的行車資訊。提供地圖導航、訓練模式、地謎藏寶(geocaching)。這是目前惟一具有GPS功能的自行車碼錶使用標準、可更換式的電池，不用安裝啟動程式就能在作業系統上開啟。另外，使用者可以藉由支援ANT+技術的無線控制器來操作navi2coach。

## Dahon Mu Rohloff Sport

6樓  
S0614

DAHON專為頂尖玩家打造新款折疊車，Mu Rohloff Sport搭配Rohloff內變速系統以及451mm的輪徑。採用DAHON馳名的輕量化Mu車架。高度運動化的設定適合長途旅行及休閒運動用，也別忘了，這可是一輛不折不扣的折疊車。



## Miranda Delta曲柄

1樓  
L0325

Delta採用冷鍛處理，以精密的作工打造出奢華的工藝，在配色及作工上精雕細琢。MIRANDA在開發Delta曲柄時兼顧強度及輕量化。Delta曲柄可適用多大多數BB系統。曲柄還加上一個設計精良的鏈蓋(chainguard)，整體的設計讓Delta曲柄就像藝術品般。



## Haibike Affair RX

4樓  
M1219

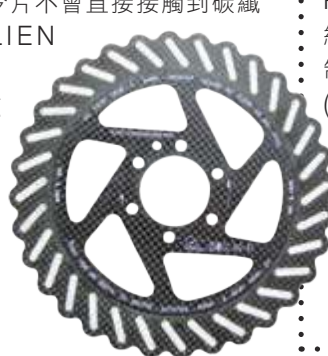
Affair RX公路車為頂尖人士首選，採用SRAM Red套件以及REYNOLDS Assult碳纖維輪組，輪組上加印HAIBIKE圖示提升整體性。採用Press Bit BB系統以達到輕量化，變形式立管(tapered seat tube)在加強剛性的同時也保持優越的舒適性。



## Alien Machinery 陶磁碳纖剎車碟

世貿一館  
H0616

ALIEN的碟剎盤採用陶磁碳纖技術，無論是冷熱、乾溼等環境，都能提供穩定的剎車力道，此外，也比多數的鋼製碟盤更加輕量。碟盤材質採用航太等級的碳纖維，可承受至攝氏300度的高溫(華氏570度)。在外環板中鑲嵌陶瓷片，確保剎車來令片不會直接接觸到碳纖碟盤。ALIEN MACHINERY陶磁碳纖剎車碟通過歐盟剎車安全規範。



## Pro-Lite Paula 輪組

4樓  
L0816



PRO-LITE於2013年推出嶄新輪組。輕量化的設計卻沒有重量限制，超越同級產品。以閃光熔接法(flash welding)達到最佳的剛性/強度比。採用直接式的幅條編法，另外，也使用容易替換的傳統幅條，比起多數輪組更方便維修。全新的花鼓採用日本EZO軸承以降低滾動阻力。前後輪組的重量為1560克。



# MIRANDA業務蒸蒸日上

## 歐洲電動車及高階組件的製造商

當歐洲陷入經濟不景氣，位於葡萄牙的MIRANDA自行車零件廠卻欣欣向榮，持續拓展高階零件的產能。這間創立於1940年的家族產業，起初是間當地的摩托車組裝廠，而在2013台北國際自行車展，他們首度推出曲柄、座管、及剎車等零件。MIRANDA的總部設於阿格達(Agueda)，距波爾多機場(Porto)僅50分鐘的車程，因此能與歐洲客戶靈活的互動。工廠面積達9700平方米(約3千坪)，跟多數歐盟國家的飛行航程少於兩小時，比起來自亞洲的競爭者掌握有地緣優勢。「我們的工廠始終保有充足的原物料庫存，以確保供貨無虞，」掌管MIRANDA公司三兄弟之一的João Miranda說道。「MIRANDA不只是提供制式化的產品選擇－我們視客戶需求提供解決方案，由於過去累積了長期的業界經驗，因此我們擁有卓越的know-how以及靈活度。每件零件全程都在自家工廠打造，使得我們完全掌握產品的製程。因此，我們能盡其所能替客人排除萬難。」拜穩定的訂單所賜，MIRANDA穩健進軍高階市場，在2012年的營業額達到7百6十萬歐元(約新台幣3億元)。

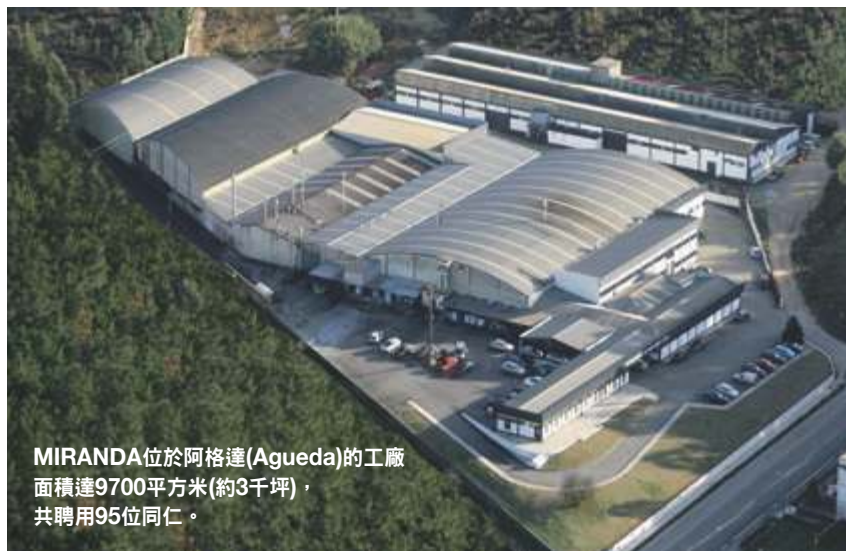
### 台北車展新貨登場

MIRANDA將於台北展展出最新的Delta曲柄(如圖示)，提供多樣的塗裝及色系，也推出高階產品，例如碳纖維曲柄、剎車、擁有專利的Clickpost座管。

MIRANDA替歐洲馳名車廠製造曲柄(傳統及電動車皆有)，例如ACCEL及DERBY CYCLE。他們在2012年的曲柄產量達到70萬組。身為OE供應商，MIRANDA替各品牌客制化製造曲柄，而如果你仔細觀詳曲柄底部，都會精細刻印著MIRANDA。每件MIRANDA出廠的零件均會經過嚴格的品質控管，使用雷射自動化設備來檢測曲柄的縱向及橫向剛性。對於品質的要求極為嚴謹：縱向公差容許值為0.3mm、橫向公差為0.5mm。

曲柄的盈餘有高達70%是來自電動車產品，MIRANDA持續開發並創新，將陸續於今年推出新產品。

談到自有產能，MIRANDA目前僅有一項產品是外包－碳纖維中空曲柄，這產品是由MIRANDA設計、開發，但委外生產。這組碳纖維曲柄是專為5千歐元(約台幣20萬元)以上的電動車設計，曲



MIRANDA位於阿格達(Agueda)的工廠面積達9700平方米(約3千坪)，共聘用95位同仁。

柄的重量為348克，將以MIRANDA自有品牌在市場上亮相。初期為了推廣產品，MIRANDA將用接近成本的售價來提升產品的能見度。另外，在台北展中將初次展示白色版本。除了新的曲柄設計，鏈蓋的設計也相當出色，完全與曲柄及spider融為一體。



Delta單速車專用陽極紅曲柄。

來到台北展的MIRANDA攤位，你可以測試專為電動車設計的輕量化設計的XL及XXL動力剎車系統(Power Brake System)。「這系統擁有絕佳的制動效果，非常適合來替代油壓碟剎，」市場行銷經理João Filipe Miranda強調道。

另一個亮點則是具有專利的Clickpost座管，提供避震及傳統選擇。

「一扭就上(twist to fix)」的座墊安裝設計，簡單又迅速。「目前已有許多組車廠、經銷商很喜歡這座管設計概念，得以讓消費者迅速更換座墊，」João Miranda說道。Clickpost產品的價格也比傳統的座管高一些，預計這產品將熱銷－我們將是歐洲惟一非競賽用座管製造商。

### 嚴苛品管

據João Filipe表示，公司95名同仁都認同「追求完美」的企業文化。「每位同仁都知道MIRANDA出產的零件將被使用在高階單車上，所以每處細節都須一絲不苟。」工廠設置有檢測儀器，可進行抗銹蝕測試(neutral fog saline)、硬度和疲勞測試。此外，葡萄牙自行車產業機構(ABIMOTA)僅離工廠300公尺，可進行更深入的品質檢測。MIRANDA不僅進行嚴苛的品管，也嚴苛檢測原物料的品質－公司只向通過認證的供應商採購。於1997年通過ISO 9001認證，MIRANDA的產品品質、環境保護、社會責任稽核等層面，都定期接受如迪卡儂、GAZELLE、及DERBY CYCLE等客戶檢測。



嶄新白色電動車專用碳纖曲柄，10速設計、搭配CNC鏈蓋，將於台北展首發。

## 720armour解決近視族的困擾

當自行車架、服飾、甚至是座墊等零件都可客制化，在激烈運動中保護

靈魂之窗的運動風鏡現在也可依個人風格客制化。「我們相信每位騎士都有難忘的騎乘故事，無論是攻頂武嶺或是單車環島，這都是一生的紀念，因此我們推出Me客制化眼鏡，讓車友在眼鏡上刻印時間、經緯度、高度在鏡架上。」720armour



720armour共提供3種CRx運動光學眼鏡選擇，分別為Direct Rx(內建式，左)、Insert Rx(內嵌式，右)、與Gasket(框圖式，後)。

副總經理許美惠說道。另外，720armour更針對近視族群開發3種CRx運動光學眼鏡，將近視鏡片與運動風鏡完美的結合，替廣大的近視族群解決運動時的困擾，最高可配至近視800度。



720armour副總經理許美惠拿著第3代CRx運動光學眼鏡，CRx將近視鏡片與運動風鏡完美融合。



# New Products 2013

## Taya 11-speed chain

1ST FLOOR  
K0610

Taya's new "5" series chain for 11-, 10- and 9-speed groups establishes a new standard for durability. A new material enhances the chain's durability so that it lasts twice as long as a normal chain — from 5,000 km to 6,000 km (3,100 to 3,700 miles). Outer and inner plates are made of alloy steel. They and the pins are treated with Taya's patented Diamond Hard Technology process.

## Giant Propel Advanced SL

4TH FLOOR  
M0820

Giant developed its new aerodynamic road bike, the Propel Advanced SL, using a "dynamic mannequin" in wind-tunnel tests. Unlike a static mannequin, a dynamic mannequin more accurately replicates the aerodynamic effects of a cyclist pedaling a bicycle. A module — medium frame with fork, seatpost, brake system and headset plug — weighs 1,675g.

## Profile Design Aeria

4TH FLOOR  
M1101

The Aeria is designed for aerodynamics, adjustability and better handling with the ability to tune comfort. The UCI-compliant, full-carbon-fiber-wing has zero drop from clamp to brake extensions. Light, simple and easy-to-install integrated brackets use a patent-pending system that simultaneously clamps the extensions while attaching to brackets to the wing. Stackable risers allow fine-tuning of armrest and extension height and are adjustable in 5mm increments from 5mm to 75mm.

## Sigma Sport RC 14.11

4TH FLOOR  
N1113

The RC 14.11 running computer lets athletes evaluate their ECG-accurate heart rate in addition to run distances, speeds and lap times. An integrated three-axis acceleration sensor uses the digitally coded wireless transmission system STS Run for accurate heart rate, distance and speed values. Available in gray or yellow, with R3 transmitter, Comfortex+ chest belt, docking station and evaluation software.



## 720armour Spike

1ST FLOOR  
K0529

Spike takes a classic shield-type design optimized for fast-moving sports and gives it personality. Impact- and scratch-resistant A-Trak Series polycarbonate lenses come in several shades and include a polarized option. An optional Splash Kit with Guard Bar and nose pads in five colors allow for customization. The soft, pliable Guard Bar keeps sweat, moisture and particles at bay and blocks harmful UV rays.



## 3T Ionic seatpost

4TH FLOOR  
M1326

3T has revamped its seatpost offerings. The Ionic, along with the Stylus models, employs 3T's proprietary DiffLock splined clamping mechanism and is available with zero (Ionic 0) and 25mm setback (Ionic 25). DiffLock is an accurate method of setting saddle angle requiring only lightweight clamping by side-mounted bolts. It is especially useful when the rider wants to change only the setback, not the saddle angle.



## Chosen A5077BGP+B Hub

1ST FLOOR  
I0830

The Chosen A5077BGP+B hub for road bikes weighs only 196g and is made with a full AL6061 aluminum body. It uses Chosen's Floating System and three sets of bearings that reduce rolling resistance and smooth out the ride. The sturdy construction means it lasts longer than comparable hubs.

## Continental Speed King 2.2

4TH FLOOR  
M0701a

Continental developed the Speed King for fast riding on hard, dry terrain. The semi-slick profile offers minimal rolling resistance and weight. Lightly raised outer lugs provide enough grip to maintain speed when cornering. The center area is made of up flat, wedge-shaped lugs for drive while reducing rolling resistance. The carcass is puncture resistant and can be ridden at lower air pressures.



## Spank Oozy Stem

4TH FLOOR  
L1002

Spank has renewed its Oozy line of light and strong performance components for trail and all-mountain riders. The Oozy stem is 3D-forged and comes in lengths of 50mm, 65mm and 75mm, with weights starting at 150g. Available in polished black/silver and polished silver/silver.

## Lake CX331 shoe

4TH FLOOR  
L0323

Uppers are made with Klite kangaroo leather and mesh, while an Outlast liner provides a comfortable, temperature-regulating heel and tongue liner. An internal Thermoform carbon fiber heel counter provides support. The outsole is a Lake Race 100 percent carbon fiber sole.



# New Products 2013

## Airace Roadster DG

4TH FLOOR  
L0006



The dynamic LCD display shows different units of pressure — psi, bar and kg/cm<sup>2</sup> — at the push of a button. The aluminum Twin-Valve works with Schrader and presta valves. The Roadster DG delivers maximum, accurate pressure of 300psi (21 bar), which is higher than other digital tire gauges on the market.

## Gist R10 Wheelset

4TH FLOOR  
L0224



The UDC carbon wheelset has a 38mm front wheel, 50mm rear wheel, with aluminum flat spokes — 16 front and 20 rear. Available for clincher and tubular tires. The hub accommodates 11-speed Shimano and Campagnolo systems, while an adapter allows the use of 10-speed cassettes. A pair of clinchers weighs 1,770g (3 pounds, 14 ounces); tubular 1,400g (3 pounds, 1 ounce).

## Stevens Comet 5.0

Stevens' lightest-ever road bike weighs in at 5 kg (11 pounds) for a 58cm frame. It's equipped with a THM Carbones fork, from the German carbon fiber specialist, that retains rigidity while shedding weight. A SRAM Red groupset and THM brakes and cranks complete the premium package.

4TH FLOOR  
L1017a



## Pro-Lite Aurelia frame/fork

4TH FLOOR  
L0816



The sleek, simple lines of the aerodynamically inspired Aurelia are almost impossible to attain with standard carbon fiber lug-based manufacturing. Pro-Lite uses superior monocoque frame-building processes and high vacuum forming machines to make a sub-900g frame that maintains rigidity and strength. The Aurelia now includes a fork that harmonizes with the frame and is fitted using the almost indestructible Pro-Lite headset.

## KMC E-bike Chains

1ST FLOOR  
J0118



Electric bikes can place enormous loads on the chain. KMC has developed two new chains for e-bikes, the X9e and X10e. Specially designed inner and outer plates, with a very high pin power, provide high tensile strength. X-Bridge design allows optimum performance even when shifting under heavy load. Available in silver polish, RB anti-rust coating and Eco ProTeQ (EPT) treatment.

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# New Products 2013

## Culprit Junior One

1ST FLOOR  
I1107

The Culprit Junior One is an adult road racing bike — for kids. The high-quality, highly spec'd 20-inch racing bike is built with 7005 aero alloy tubes, TIG welding, bonded joints and internal cable routing. It comes with deep alloy rims and custom 140 mm crank arms with CNC 40/32 chainrings. A carbon aero dual offset seatpost allows riders room to grow. Complete bike weighs 8kg (17 lbs, 10 ounces).

## BioLogic Bluetooth Smart Heart Rate Strap

4TH FLOOR  
M1019a

The Bluetooth Smart Heart Rate Strap communicates wirelessly with a smartphone so users can track their heart rate on rides and workouts. Using the energy-efficient Bluetooth Smart wireless protocol, the strap provides about 200 hours of use from one battery. It works with Bluetooth Smart-ready devices, including the iPhone 4S and 5 and many Android phones.

## Protanium Shaft bike

4TH FLOOR  
N1202

Where's the motor? It's not in the hub and it isn't in the middle. Instead, Protanium's new e-bike uses a shaft drive that eliminates the chain, chainwheel and sprockets — thus eliminating many of the components that have to be serviced and replaced. The shaft drive requires no maintenance, is stronger than any chain, and won't leave oil or dirt on fingers and clothes. Protanium's design team Lars Munksoe and Brian Hoeft created the bike, which won a Eurobike award.

## TranzX BL17 battery

1ST FLOOR  
J0408

Attached to the down tube of the bike frame, the new lithium-ion BL17 battery is available in three different 36V versions with a maximum capacity of 415Wh as well as a 48V, 415Wh model. The stylish power solution is designed for trekking and sport e-bikes. It can be charged while attached to the bike, or when removed, thanks to integrated rubber grips on the sides. An LED indicator monitors the battery's charging capacity.



## Xpedo TRVS Lockster

1ST FLOOR  
J0517

Xpedo's TRVS Lockster turns a pedal into a bicycle lock. In two easy steps, riders can immobilize the front wheel by using the pedal to lock the fork and spokes together. The Lockster also performs its usual duties well, as its wide pedal platform with molded pins provides reliable traction for any shoes. It's a simple, fast and elegant security solution.



## Cateye Strada Slim

4TH FLOOR  
M1001a

The Strada Slim is a svelter version of the popular Strada Wireless computer. It's 35 percent thinner but has the same cycling features. The screen is 23 percent larger and can be customized to show only the functions desired by the user. The Strada Slim includes a new Slim Sensor that can be placed inside the front fork so it is virtually out of sight.



## Geax Aka 650B

4TH FLOOR  
M0202

650B is here to stay, and Geax has adapted two of its most popular mountain bike treads, the Saguardo and the Aka (shown), for the new size. The Aka is a directional race tire with well-spaced small blocked pattern. Gato-derived side knobs offer effective wet cornering. It's good for dry terrain and hardpack, rock, gravel and sand.



## Velo VL 6268 e-bike saddle

1ST FLOOR  
J0717

E-bikes are heavier than regular bikes and require more comfort and lateral strength than regular bike saddles because riders tend to be more passive over longer distances. Velo's new VL 6268 e-bike saddle addresses these issues with Double Density base construction, ArcTech suspension and strategic, high-density foam cushioning for integral support. A "Bike Tamer" handle on the saddle lets riders maneuver these heavier machines.



## Cratoni C-Breeze/ C-Hawk

4TH FLOOR  
M0203

Cratoni's new C-Breeze (Road) and C-Hawk (MTB) helmets come in three sizes and several color options. They weigh less than 200g, and 22 air vents offer outstanding ventilation. Carbon wings add safety, and a new adjustable system provides a snug fit. The padding is made with Coolmax for comfortable temperature regulation.

## SKS Spaero Sport

4TH FLOOR  
M1031a

A classy design, sophisticated technology and high-pressure capabilities distinguish the Spaero Sport mini-pump. Under the dust cap is an extendable hose with a screw-on head that guarantees a tight fit to Schrader and presta valves. Maximum pressure is 115psi (8 bar).





# Airace packs a punch in a five-inch pump

Airace prides itself on what it says are the shortest bicycle pumps on the market. The Taiwan pump specialist has introduced the Torch line — three pumps that measure just 5 inches.

"We did check all of the rival products and found that ours is the shortest," Felicia Lin, international marketing and sales manager at Airace, said this week.

The slick pumps are CNC'd from aluminum.

The Torch range comprises a pump for mountain bikes, another for road bikes and a third that is suitable for both categories.

The Taiwan-made products have already hit shelves in Germany and the U.K., and this year will be in other international markets. ■ BS



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### Credit & Contact Info

#### Publisher

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

#### Editor

Doug McClellan

#### Design

Keith Wealleans  
[keith@cleardesigns.ie](mailto:keith@cleardesigns.ie)

#### Contributors

Jo Beckendorff  
German Eslava  
Nicole Formosa  
Stephen Jack  
Tom Kavanagh  
Phil Latz  
Doug McClellan  
Carlton Reid  
Laurens van Rooijen  
Barbara Smit  
Alan Zhang

**Authorized By**  
Organiser:



[WWW.TAITRA.COM.TW](http://WWW.TAITRA.COM.TW)

#### Advertising Sales Team

Tom Kavanagh  
(Worldwide)  
[sales@bikeshowdaily.com](mailto:sales@bikeshowdaily.com)  
Peggy Lee  
(Asia)  
[peggy@bikeshowdaily.com](mailto:peggy@bikeshowdaily.com)

**Onsite Photographer**  
Jacky Huang

**Taitra Liaison**  
Andrea Wu

#### Printed By

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## Agogo's titanium QR skewers are minimal, elegant

Agogo, a brand of the Tai Feng Bicycle Company, has debuted a line of titanium quick release skewers featuring an elegant, minimalist design that

1ST FLOOR  
I0201a



serves two functions. With their slight curve and relatively thin ends, the skewers' levers can double as tire levers.

At 41 grams (1.4 ounces) for the pair, the Agogo skewers are half the weight of standard quick release levers.

Both the Agogo skewer and axle are made of titanium, with the bolts made of AL7075 aluminum.

The QR-SS8.1 is for road bikes and the longer QR-XX8.1 for mountain bikes. ■ PL



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