



SHOW DAILY

The Official Show Newspaper

www.BikeShowDaily.com

Organized by: TAITRA

March 5, 2014



ENGLISH

日本語

中文

TAISPO



4 On the mend
Tony Lo expects Taiwan exports to recover in 2014

6 Going public
Dahon plans public offering on Taiwan exchange

8 A gleam in their eyes
KVA exports shiny stainless steel to Taiwan

10 Cool tools
Indispensible pumps and tools get sexier

14 Taichung's 'Area 51'
Beto's founder pursues eclectic interests

36 Greetings from TaiSPO
Don't miss our daily-within-a-daily



messingschlager

THE BIKE EXPERIENCE

Manufacturing
Developing
Importing
Exporting

WWW.FROM-EUROPE.EU





THE GLOBAL SHOW

2014

AUGUST 27 -
AUGUST 30

DEMO DAY
AUGUST 26

FRIEDRICHSHAFEN, GERMANY

BOOSTING BIKE BUSINESS

WWW.EUROBIKE-SHOW.COM

TODAY

March 5
TAIPEI

16°C (60°F)

50% chance of rain



TONIGHT

13°C (55°F)

Chance of rain



TOMORROW

18°C (64°F)

Overcast



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-in-Chief
TaipeiShowDaily@gmail.com
+1.505.660.9957

TaiSPO Show Daily

Barbara Smit, Editor
+33.6.12.800.850



Table of Contents

Taiwan expects 'normal' exports in 2014

TBEA's Tony Lo expects 2014 to make up for a lackluster 2013 4

Striking gold

5 products win Taipei Cycle d&i Gold Awards 4

Dahon plans to go public

Folding bike maker returns to Taiwan for anticipated 2016 public offering 6

Taipei Cycle Night

Tonight's industry party moves to Adidas 101 Park 6

Have you ridden a Ford lately?

Dahon teams with Ford on bike line 8

A gleam in their eye

KVA sells stainless steel tubing to Taiwan 8

Pump it up

Humble pumps and tools get sex appeal 10

Shimano's new markets

Components giant steps into action cams, e-bikes 12

Taichung's 'Area 51'

Beto's Lopin Wang oversees a mad scientist's lair 14

Locked in on lockouts

Magura launches wireless suspension system 14

Power to the pedals

Wellgo steps into pedal-based power meters 15

New products

Check out the best of what's new at the show 16

Good sports

Our TaiSPO magazine-within-a-magazine starts here 36

e-Ride
App For e-bike

Bluetooth



Easy and User-friendly interface brings you a new experience. Breakthrough technology simply controls the functions of your e-bike—making your ride more enjoyable.



Skyline & Manhattan

Electric & Non-electric!

26" / 28"



TAIPEI CYCLE SHOW
Booth **L0928**
SEE YOU THERE!

www.dkcity.com

What's on today Wednesday, March 5

All events are at the Nangang Exhibition Hall unless otherwise noted

GENERAL SHOW INFORMATION

Taipei Cycle Show

Hours: 9 a.m. - 6 p.m.

Venues: Nangang Exhibition Hall and Taipei World Trade Center (TWTC) Hall 1, 2nd Floor. Held in association with the Taipei International Sporting Goods Show (TaiSPO), Taipei International Sports Textile & Accessory Expo (SPOMODE) and Taiwan International Diving and Water Sports Show (DiWaS) at the TWTC.

ALL-DAY

LEV test drive

4F

Cargo Ramp

Create Your Own Hero

Use props to create your own hero and get your picture taken

Token

1F

J0433

Bergamont giveaway

The first 20 distributors who make appointments at Bergamont will receive Cratoni eyewear and a Bergamont T-shirt.

4F

N1124

EVENTS

10-11 a.m.

Taipei Cycle and TaiSPO Opening Ceremony / Taipei Cycle Gold Awards & TaiSPO Awards of Excellence

4F

Conference Room 401

11 a.m. - 12:30 p.m.

18th International Bicycle Design Competition award ceremony

4F

Conference Room 402

11 a.m.

Dahon/Ford folding bike competition.

Fastest to fold could win a new Ford folding bike.

4F

LL002

11 a.m.

Iceland Challenge Asia Premiere

Film of Pedelec Adventures' trek in Iceland. Fairly booth

4F

M0519

2 - 3:50 p.m.

Taipei Cycle new product launches

6F

Outdoor Balcony

2 - 4:20 p.m.

2014 International Bicycle Trend Forum (I):

Forging Taiwan to be a Cycling Island

4F

Conference Room 402



Pedelec Adventures is hosting the Asian debut of its film, Iceland Challenge, at the Fairly booth.

2:30 p.m.

Iceland Challenge (see above)

Fairly

4F

M0519

2-2:30 p.m.

Cycling Extreme Performance with

Camila Harambour and Mike Steidley

1F

North Side

3 p.m.

Dahon/Ford folding bike competition (see above).

4F

LL002

6 - 8:30 p.m.

Taipei Cycle and TaiSPO Welcome Reception

Adidas 101 Court (just across the street from the Taipei 101) Take the MRT to the new Taipei 101/World Trade Center Station.

Are you putting on an event you'd like to list in the Taipei Show Daily? Email your information to us by 2 p.m. at TaipeiShowDaily@gmail.com. Include the event time, booth number/location and your contact information.

Taiwan exports start 2014 on firmer ground

The health of the Taiwanese bicycle industry is improving after a lackluster 2013, as Mother Nature and economic trends sway in its favor in Europe, the TBEA's Tony Lo said yesterday.



Tony Lo expects 2014 to return to normal for the Taiwan bicycle industry.

In 2013, total exports of complete bicycles fell 3.6 percent to \$2.6 billion, said Lo, chairman of the Taiwan Bicycle Exporters' Association. He spoke to a large group of press and industry representatives at the traditional news conference on the eve of the Taipei Cycle show.

Lo said exports have already improved so far in the first quarter of 2014, although he did not have official numbers. But he predicted the increase would carry through the year, with 2014 recovering to "normal" levels.

So far this year, Lo said, "the European economy is less worried and Europe is having a warm winter. Overall, I feel this year will be better."

A bright spot in 2013 continued to be the average selling price of complete bikes, which rose 8 percent to \$450 — a

result, Lo said, of Taiwan's focus on innovation and quality. Exports of parts and accessories slipped but by a smaller percentage than for complete bicycles, Lo added.

If it's any indication, Taiwan's sporting goods industry is already seeing a recovery. Exports rose 3.7 percent to \$1.67 billion, said Catherine Wang, chairman of the Taiwan Sporting Goods Manufacturers Association. Wang's group oversees the TaiSPO sporting goods show, which runs concurrently with Taipei Cycle.

The U.S. is the industry's top export market, followed by China and Japan, which saw a 15.6 percent increase in imports from Taiwan in 2013. The top five exports categories are fitness equipment, golf, outdoor, water sports and skis, Wang said.

Taipei Cycle and TaiSPO expect a combined 1,477 exhibitors at 5,054 booths, said Peter Huang, president and CEO of the Taiwan External Trade Council.

The number of exhibitors at Taipei Cycle is expected to rise slightly from last year to 1,111, up from 1,067. Overseas exhibitors have ticked up to 302 from last year's 291. The show will host 3,279 booths this year compared with 3,238 in 2013.

Winding up this week of trade shows is the Velo-city global workshop on Friday, which is a planning meeting for the Velo-city Global Conference that will take place in Taipei in 2016. The five-day Tour de Taiwan bicycle race starts on Sunday. ■ NF

5 products win Taipei Cycle Gold Awards

Five products walked away with Taipei Cycle d&i Gold Awards yesterday, representing the pinnacle of design for products that are on or about to go on the market.

Winners were Ghost, for its AMR Riot Lector 9 mountain bike in the bicycle category; Gigantex Composites for its Equinox Miracle full carbon wheelset and Oyama for its 360-degree lock folding stem, both in the components and parts category; InterLock for its integrated seat post lock in the peripherals and accessories category; and Darfon Innovation's Panther PS1 e-bike in the e-bike and pedelec category.

Taipei Cycle officials will officially award the prizes during today's opening ceremony, which begins at 10 a.m. in Conference Room 401 on the fourth floor.

An international jury awarded a total of 49 d&i awards.

Ghost said its AMR Riot Lector 9 is more energy efficient while capable of handling the roughest trails. Ghost, a German brand, is owned by the Accell Group.

Gigantex Composites said its Equinox Miracle wheelset uses a one-piece design that improves aerodynamics and esthetics.

Oyama's folding stem locks from four directions instead of two, increasing the stability and strength of the stem when in the riding position.

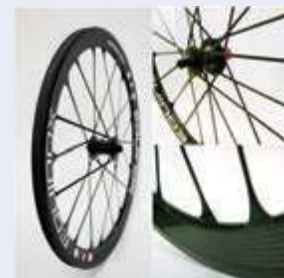
The InterLock is a lock that stores in a specially designed seat post so it is always with the bike. Its cable is long enough — 90cm (35 inches) — to go through the frame, rear wheel and around a post.

Darfon's Panther PS1 uses a carbon frame to reduce weight, while front and rear shocks use electric power assist for comfort.

The d&i awards are organized by TAITRA and the Taiwan Bicycle Exporters Association and implemented by iF Design Asia.



Ghost AMR Riot Lector 9



Equinox wheels



InterLock



Darfon Panther PS1



Oyama 360-degree lock folding stem



reddot design award
winner 2013



L1216

Miranda

The European Bike Fundamentals.

www.miranda.net



Show Briefs

Taipei Cycle Night is moving from Nangang to the Adidas 101 park

Taipei Cycle Night is moving. Instead of the traditional banquet at the Nangang Exhibition Center, the bicycle industry is invited to come to the Adidas 101 — an outdoor basketball court across the street from the Taipei 101.

Adidas is sponsoring this year's event, a joint reception between Taipei Cycle and its sister show, the Taipei International Sporting Goods Show (TaiSPO), which is going on simultaneously at the Taiwan World Trade Center (the former venue for the Taipei Cycle Show).

"This is the first time TAITRA is holding the reception outdoors, with Adidas as the sponsor," said Jilly Lai of the TAITRA show management team. "The reception will create a rare opportunity for the cycling and sporting goods communities to meet together, in a fun ambience with spectacular setting. We hope to create once-in-a-lifetime memories for all participants this year."

Organizers promise games, beer, and even cheerleaders!

Making it even more convenient, showgoers can now take the Taipei MRT between the Nangang Exhibition Hall and the TWTC and Taipei 101 (see related story, this page).



Bergamont giveaway targets distributors

The first 20 distributors who make an appointment with Bergamont Bicycles will receive free Cratoni eyewear and a Bergamont T-shirt. So hustle up to the Bergamont booth on the fourth floor at Nangang to claim your swag. Bergamont is at booth N1124.

Tern hosts its mellow social ride Thursday

Folding bike brand Tern is hosting its second annual social ride tomorrow evening after the show. Instead of a race, it's a mellow 15km (9.5-mile) spin on Taipei's riverside parkway that starts at Tern's outdoor test ride booth (I2032) and ends at the Three Lions Inn, an English-style pub and restaurant in the new Maji Maji Square (Flora Expo Park). Maji Maji is a new outdoor market with shops and restaurants.

The first 50 riders who register at Tern's booth get a coupon for a free beer at the Three Lions, along with a new Argus light from BioLogic (Tern's sister brand for bike components) or Knog.

Bring your own bike, helmet and lights. Didn't bring your bike to Taipei with you? Rent one of the YouBike bike share bikes, which has a station at Nangang.

New metro line speeds Nangang, TWTC trips

Transportation has been one of the hassles of getting between the Nangang Exhibition Center and the Taiwan World Trade Center, especially during traffic hours.

But that has changed with the new Xinyi line extension of the Taipei Metro. The Taipei 101/World Trade Center now have their own stop on the metro's "red line."

The new, 6.4-kilometer (4-mile) Xinyi line opened in November and is the city's second east-west metro route. The Taipei 101/World Trade Center is one of seven stops on the new line.

To get from Nangang to the TWTC/Taipei 101, take the blue line to Zhongxiao Fuxing station, transfer to the brown line (in the direction of the Taipei Zoo) to Daan station, then transfer to the red line, in the direction of Xiangshan, to the Taipei 101/World Trade Center station.

Several Taipei Cycle Show exhibitors are exhibiting at the World Trade Center on the second floor of Hall 1. The World Trade Center is also hosting Taipei Cycle's sister shows: the Taipei International Sporting Goods Show (TaiSPO), along with the Sports Textile & Accessory Expo (SPOMODE) and Diving and Water Sports Show (DiWaS).

Showgoers who take the Metro to Nangang or the World Trade Center are in good company. According to official statistics, an average of 1.8 million people a day used the metro in January.

Dahon returns to Taiwan, will go public by 2016

Dahon, the folding bike brand that started in Taiwan, yesterday announced its return to the country, with plans to go public on the Taiwan Stock Exchange.



David Hon

The company said it is beefing up its Taiwan-based staff in preparation for a public offering by the year 2016. It has also created a new company, Dahon TW (Taiwan) LLP.

Company founder David Hon and other officials appeared at a signing ceremony yesterday morning in Taipei with officials of KGI Securities, Taiwan's second-largest securities company, that will handle the public offering.

"The focus is getting this registered company to go public. When you have a publicly listed company, you have to inject more financial muscle and people," said Ky Lui, assistant director of international marketing.

The Taiwan company will be a subsidiary responsible for research

and development, purchasing and distribution, according to a statement from Dahon.

Hon, who soon will turn 75, has already stepped back from day-to-day operations of Dahon and is expected to reduce his role even more when the company goes public, Lui said.

Hon remains chairman of the company. "He is still the leader of the executive team," Lui said. After the public offering, Hon is expected to serve more as a "senior consultant" to the company.

The company hired David Wang, a veteran of Merida, as its new general manager less than four months ago, Lui said.

Wang spent 16 years at Merida, Taiwan's second-largest bike manufacturer. Dahon also has named Cathy Chen as vice general manager for the Taiwan office. Lui is another new hire, having done international marketing for Daimler AG and for Harley-Davidson Inc.

Dahon recently signed a new deal with Ford, the automaker, to develop a line of Ford bikes (see related story, page 8).

Lui said Dahon will continue with its manufacturing base in China, where it operates four factories. Hon lives at the main factory in Shenzhen.

Dahon plans to reveal more details Thursday during a news conference at Taipei Cycle. ■ DM

Take in all of Taipei Cycle with a trip to the TWTC

If you just stay in the Nangang Exhibition Hall, you haven't seen all of the Taipei Cycle Show.

More than 100 Taipei Cycle exhibitors are located at the Taipei World Trade Center, next to the Taipei 101 (the Taipei Show's former location). They are on the second floor of Hall 1.

Shuttle buses run every 15 minutes between the two venues, and a new metro line also makes it easy to make the trip from Nangang to the TWTC and back again (see related story, this page).

While you're at the TWTC, check out Taipei Cycle's sister shows, going on

simultaneously with the bike show: the Taipei International Sporting Goods Show (TaiSPO), the Taipei International Sports Textile & Accessory Expo (SPOMODE) and the Taiwan International Diving and Water Sports Show (DiWaS).

Combined, these four shows account for 1,500 exhibitors and more than 5,000 booths.

TAITRA expects some 10,000 foreign buyers will come to Taipei to visit one or more of the shows. ■

SATE-LITE
Safety at the Speed of Light

4TH FLOOR
M1407

www.sate-lite.com.cn



Whichever road you take.

When you have the majority of the world's Pro peloton riding your mechanical and electronic groupsets you not only have the greatest commendation you could wish for, you have the best testing lab in the world.

So, whether you favour the traditional mechanical method of gear shifting or prefer electronic multi-shifting you can be sure

whichever road you take Ultegra has the solution. And rest assured, what's good enough for the pro peloton is probably good enough for you.

SHIMANO
www.shimano.com

Dahon debuts first fruits of new Ford partnership

Have you ridden a Ford lately? Dahon is showing off the first models from its new partnership with Ford, the global automaker, at a special booth here in Nangang.

"Ford understands both congestion and sustainability, so they know that if you can't move because of traffic being too heavy, eventually people are going to stop buying cars," said Eddie Eccleston, Dahon's vice president.

Dahon has its own booth in Nangang for the Ford bikes, although Eccleston said just a handful of models are on display here as a "teaser" for what's to come.

The line will grow as Dahon and Ford design new models, many of them inspired by specific car models.

"It's a big range. There is no one bike or one model for the whole of Europe. You need many different bikes for Europe, you need many different bikes for the Far East, and then you've got the States on top of that," Eccleston said.

He said Dahon plans to launch the Ford line in China this year, followed by Europe next year and then the United States.

Dahon is working with Ford engineers on bespoke models that will be tightly integrated with specific car models, either as a part of the car or an accessory.

"We have much further discussions with reference to e-bikes, as an example," Eccleston said. "A small e-bike that's lightweight enough to put in and out of a vehicle is a tough thing, but we're looking at it. We're also doing a

normal bike that you can put in and out of a vehicle with real engineered parts that make it secure in the car."

One early model is a Mustang racing bike, inspired by the famous Ford "pony car".

Dahon is also working on a bike inspired by the Model T, considered the first widely successful automobile. Ford first produced it in 1908.

Eccleston said the Ford bikes would be available through bike shops, not car retailers.

"Ford does not sell bikes. They don't make bikes, they don't sell bikes, they're not in the bike business," Eccleston said.

He said Dahon was cautious about teaming up with an automobile company.

"To some people, the car is the big enemy of sustainability," he said. "Dahon was founded on the basis of sustainability."

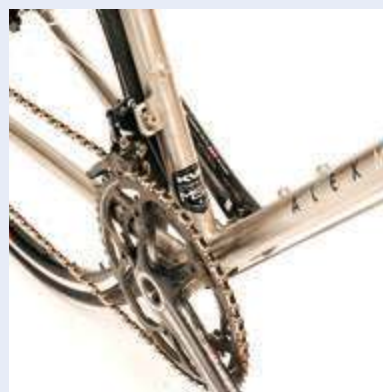
He said the company decided a partnership was the better path. "The net result was, isn't it better that we be in the inside trying to influence than to be on the outside complaining?"

Ford, he said, "was very happy to get involved on other issues related to urban mobility and sustainability as well as a licensing deal." ■ DM



That gleam in KVA's eye is stainless steel

The distance between a steak knife and a gleaming, hand-welded stainless steel bicycle frame is not as far as you might think.



An Alex Meade frame made with KVA MS3 tubing

KVA Stainless, a small Southern California mill that makes custom stainless steel tubing, is finding a market by exporting to Taiwan bike makers.

"The business started as an R&D company for developing patents for stainless steel that can be hardened, like knife blades," said Joe McCrink, KVA's vice president. "We only got into the bikes because it seemed like a logical application for our high-tech materials."

KVA has found success among custom frame makers who exhibit at the North American Handmade Bicycle Show. Now frame makers in Taiwan and other parts of the world are using KVA tubing in bikes that combine the retro trendiness of steel with the corrosion resistance of stainless. KVA says its technology, which uses many proprietary and patent-pending processes, offers the performance of titanium at a fraction of the cost.

"We have several frame builders here who are hungry for stainless steel supplies," said Angela Su, whose Taiwan office represents KVA in Asia.

Its anti-corrosion properties make stainless good for fat bikes, snow bikes and other bikes designed for bad-weather riding.

By using stainless steel, frame makers also can use thinner tubes. "If you go thinner with regular steel you

have to worry about it corroding faster," McCrink said.

KVA launched its MS3 line of welded stainless steel tubing this year, providing a step up from its MS2 line. KVA says the MS3 alloy was first developed for aerospace landing gear applications, and offers increased corrosion resistance and toughness.

KVA is going head to head with more established names in the industry, including Reynolds and its 953 and 931 lines of stainless steel tubing.

KVA continues to work with small builders like the ones who exhibit at NAHBS, but McCrink said it's more efficient to sell to larger manufacturers as well.

"I like to think I'm doing a favor for the smaller guys by working with the bigger companies because it gives them more variety," he said. "When working with the smaller companies, I was very limited on how much I would invest on tooling."

A tapered head tube, for example, might cost \$5,000 to develop, but isn't economical if KVA is only selling 15 or 20 a month.

"Not to knock all the guys in the U.S. doing what they do," he said, "but the bikes are built the same way over here as they are over there." ■ DM



DAHON
freedom unfolds



ROXIM
THE BIKE LIGHT REDEFINED

RAPTOR X
Crossover Bike Lights

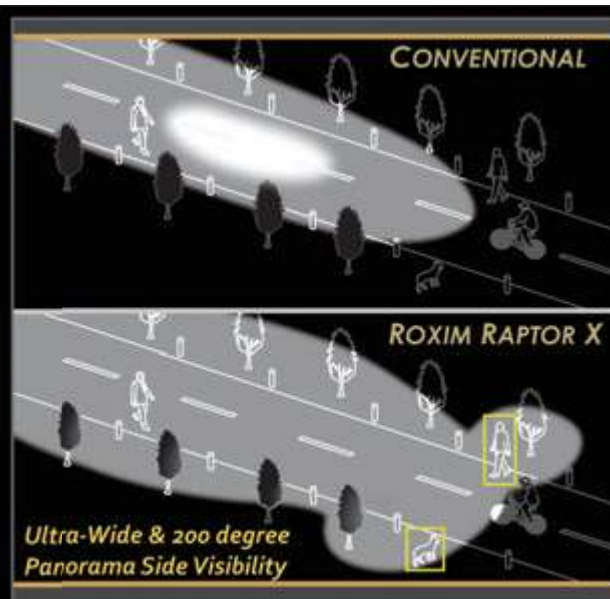


ON-Road & OFF-Road with a COMPACT light

- Optimized optics for both on-road & off-road
- Ultra-Wide side & forward vision
- Panorama 200° Side Visibility
- Glare-free reflector compliant with German road regulations
- Max. 400 / 800 lumens output (X4 / X8)
- AUTO-SCENE lighting (Optional)
- Remote control button (Optional)
- USB charging (Battery lights series)
- Dimension: L 59mm * W 44.5mm * H 54mm
- Weight: 76g

www.roxim.net
sales@roxim.net

**Nangang 1F, Koo10
TWTC 2F, Ho407**



BATTERY · E-BIKE · DYNAMO

WOW

A dream saddle for all the road racing riders!

Velo Weightless Open Wing System uses composite material for an exceptionally light weight saddle solution while maintaining excellent riding durability and feeling. Wow provides all the functions and esthetic looking required by the riders to enhance their performance.



Model No.:

VL-1683



VL-1683



VL-1684

PATENT PENDING

 **VELO**
feels right

www.velosaddles.com

2014 Overview: Pumps and tools

These tools look good while working hard

No matter how advanced bicycles get, cycling enthusiasts and retailers will always rely on quality pumps and tools to keep their rides working at their best.

For years, tools and pumps were a case of "form follows function." Some manufacturers chose distinct colors to make their products stand out, such as Park Tool's signature blue handles and Pedro's yellow.

A newer trend, visible throughout the Nangang halls, is adding design and style to workaday tools. Birzman and Lezyne, two brands with close links to Taiwan, have been at the forefront of this trend.

Pumps, essential to help riders keep going after a flat, are becoming decidedly more compact as well. And toolmakers continue stretching the limits on the number of functions they can squeeze into an ever more compact package.

Beto is celebrating awards from iF and from Taipei Cycle for its innovative one-handed pump, the EZ-001A. Since there is no lever on the head, users can attach it to the valve with one hand using an easy push-on, push-off motion. The "Double-Lock" system engages tightly with the valve by squeezing from the sides, instead of from the top like conventional pumps. The valve lock mechanism is triggered by the depth of the tire valve, and there's no guesswork required from the user. Patents are pending in Europe, the U.S., Japan, China and Taiwan.

Along with a slick floor pump,



Lezyne is displaying an equally sleek shock pump. The high-pressure Shock Digital Drive performs well — and looks great — in the shop. A narrow barrel and piston lets shop techs easily reach high shock pressures. The handle is varnished wood, and the body is CNC'd aluminum and steel for lightness and durability. A digital gauge ensures accuracy. The Shock Digital Drive pumps a third of the air of a standard floor pump at 300psi through a high pressure, nylon-reinforced, braided hose.



Birzman is displaying a high-end, polished floor pump. With its CNC'd full aluminum body and an evolved barrel structure, the Zacoo Maha V meets the highest demands of quality, precision and functionality. The large pressure gauge built into the pump's foot is easy to read. Another welcome extra is Birzman's convenient Snap-It connection that snugly and instantly fits Presta valves.

Built for smaller air volumes and higher pressures, the Zacoo Salut shock pump comes with Birzman's

4TH FLOOR
L1202

4TH FLOOR
N1201

Air-Lock valve and a large gauge that facilitates precise set-ups. An extra-long hose removes the hassle of getting to hard-to-reach shock valves.

For mechanics looking for a compact kit of quality tools that covers most of their needs, Birzman offers the Travel Tool Box and the Studio Tool Box. Both are made of a sturdy composite shell, while internal compartments keep tools in place and organized. Along with a range of pro-quality tools, toolkit buyers also get Birzman's award-winning Damsel's Universal chain tool.

SKS's Airmenius floor pump is built to make a mechanic's job easier. From its ergonomic cork handles and supersized, 100mm-diameter pressure gauge to the patented MultiValve connector, this floor pump is a pleasure to use. The drop-shaped aluminum body houses plenty of volume to speed up the work, and the die-cast aluminum foot offers wide support and plenty



Birzman Zacoo Maha V



SKS Airmenius

of space to place the feet when pumping.

The Airkompressor 12.0, which offers many features of the Airmenius including the MultiValve connector and an oversized gauge, is a common sight in the pits. In Taipei this classic yet highly efficient floor pump will be shown in a new white version.

Airace, which specializes in mini pumps, shows how ergonomic and convenient a small, backpack-sized pump can be with its new Mini Veloce Regular. The pump's body is CNC machined and polished to a high luster. While it may be tiny, the pump can reach a pressure of up to 100psi or 7 bars. A short rubber tube between the body and connector protects the valve. The connector uses a clever, thumb-activated switch that fits the most common valve types.

For riders who prefer CO2 cartridges, the Turbo Micro 2 is tiny enough to slip into the rear pocket of a cycling jersey. Made for threaded 16-gram cartridges, the Micro 2 connector fits both Presta and Schrader valves and includes a mechanism to control airflow.

4TH FLOOR
L0921A



Airace Mini Veloce Regular

sponsored by



STAND
M0509

AIRMENIUS

Our new AIRMENIUS combines high-quality materials in a professional floor pump. The highlights of the pump are the comfortable cork grips, the very easy to read 100 mm pressure gauge and the solid aluminium die cast foot. The long aluminium trapezoidal barrel enables easy pressure build up in the tyre. Pressure build up in the tyre. The SKS MULTI VALVE head fits easily all valve types.

Height: 745 mm

Max. pressure: 12 bar / 174 PSI

Material: Aluminium tube · aluminium base · cork grip
Art.-Nr. 11140

UVP: 89,99 Euro

www.sks-germany.com



sponsored by

LEZYNE
Engineered Design

CNC Digital Drive

The New Lezyne CNC Digital Drive is the ultimate digital, high pressure floor pump. It features a fully CNC-machined aluminum construction for a durable and lightweight design. It is equipped with the all new Digital Gauge — a custom digital pressure gauge, designed in-house by Lezyne, with an easy to read 1.6in LCD display. The Digital Gauge is accurate to within 3%, redefining precise tire inflation. The ABS Flip-Thread Chuck threads on to Presta and Schrader valves for a secure, air tight connection. The included Speed Chuck is a press-on, Presta adaptor, which makes this pump compatible with disc wheels. An extra long, nylon-reinforced, braided hose with aluminum connectors makes reaching tire valves easy. It is time to get accurate about tire pressure. It is time to upgrade to the new CNC Digital Drive. Lezyne is Engineered Design.

www.lezyne.com

STAND
1202



Airace also has new folding tools on display in Taipei. The Econo-9 comes with a Phillips and a flat-head screwdriver, a Torx T25 and six Allen wrenches, while the Econo-14 adds three spoke wrenches and an integrated chain tool.

Another interesting product for those following the as-big-as-necessary, as-small-as-possible motif is **Winride's CO2 Inflator**. Built for threaded 16-gram cartridges, the basic version is little more than a valve connector with a matching thread for the cartridge, all CNC'd from a forged piece of aluminum for strength and precision. It's so small it can be incorporated into a folding tool, so a cyclist can fit all of the essential tools into a small package the fits in a jersey pocket. The CO2 Inflator Advanced comes with an additional aluminum air adjust button for controlling the release of the CO2.

How many functions can be packed in a small package? **BioLogic's Fix Kit** multitool might set some new records in this regard. It won a Taipei Cycle d&i award for its innovative way of doing so. As you'd expect from a brand tightly linked to Tern, a leading maker of folding bikes, the Fix Kit offers some functions that cater to the needs of folding bike owners. Among the tool's 20 functions is an open

15mm wrench that can be fixed to the tool's body for extra leverage — ideal for removing pedals for transport and putting them on for the next ride.

Topeak is known for its versatile Alien folding tools. As handy as they are, they tend to be too big for urban cyclists who would prefer fewer functions and a smaller package. For them, Topeak designed a more compact tool it calls the Urban8. With its flat design, the Urban8 mounts directly to the frame under or instead of a bottle cage. Although it weighs only 80 grams (3 ounces), the 16cm-long Urban8 offers eight tools: 4mm and 5mm Allen



Topeak Urban8

wrenches, 14G and 15G spoke wrenches, a 15mm box wrench, two interlocking tire levers (one metal and one plastic), and — crucially for city cyclists — a bottle opener.

At the other end of the spectrum, Topeak's PrepBox is for race mechanics who need a compact package of pro-quality tools. A sturdy case houses all of the tools needed for serious wrenching, neatly placed in a foam lining with matching pockets. An external bag offers additional space for more tools or spare parts.

Topeak also has two interesting new pumps on display in Taipei. The Joe



Topeak Transformer X

Blow Race is a slimmed-down version of Topeak's best-selling floor pump that comes with a steel cylinder, composite tripod foot and an extra-long hose for easy handling. For travelling cyclists, Topeak created the unique Transformer X: a sturdy floor pump combined with a simple bike stand. Foldable legs add stability.



Super B TB-98800 travel tool case

Taiwan toolmaker **Super B** is showing its TB-98800 travel tool case here. Made for cyclists and mechanics on the go, the case is made of aluminum and plastic, so it's light and easy to carry. Roll it or lift it with convenient handles and wheels. The case includes a practical assortment of tools that a professional mechanic is likely to need ■ **Lvr**

1ST FLOOR
I1124

ENGLISH

sponsored by



Smart Mini-Pump

Most hand pumps have unimaginative designs that are not very user-friendly. If a gauge is included, it's usually a tiny one atop the barrel that is hard to read. This Beto design (model CCO-017AG) solves all those problems. A 30mm(OD) gauge on a rotatable built-in footpad offers a good reading angle and allows users to hold the pump firmly with a pistol-like grip. With the patented pinch-free T-handle & 8" hose with in-line flip head, this is the easiest mini-pump to use. Pumps have not changed much in over a century, but Beto has taken a fresh look and offers many unique features in this revolutionary product.



BETO SMART PUMP
MINI FLOOR & HAND COMBO PUMP

STAND
J1017A



sponsored by



BT-350: Everything you need in a compact package

- All-U-Need 17 bike tools in compact package
- CNC-machined aluminum alloy CO2 Inflator
- Investment cast steel alloy chain cutter
- Ergonomic cylinder body for better grip & leverage
- Patented revolutionary open-4-side structure
- 170 grams

STAND
J1017A



Shimano peers into action cameras ...

While Shimano's biggest race-oriented news for 2015 remains under wraps for a few more weeks, it's making news on other fronts. Apart from the usual progression of technology trickling down from the expensive to the more affordable groupsets that Shimano will be showing here in Taipei, the component giant is unveiling one big surprise as well.

The surprise is Shimano's entry into a new product category: the action camera market. The CM-1000 is a compact camera that can be mounted on the helmet, handlebar or seat post.

Weighing only 86 grams (3 ounces), including battery and an SD memory card, this camera is waterproof to a depth of 10 meters (33 feet) and IPX5 certified to be dustproof.

Shimano opted not to incorporate a GPS function, like other brands in the fiercely competitive market. Instead, the CM-1000 comes with integrated ANT and ANT+ protocols. A CMOS sensor with 16 megapixels and a minimum aperture of F2.0 promise good images even in poor light.

The CM-1000 will be available in May in selected countries. It offers new possibilities for broadcasting cycling races: How about live images from inside the peloton, including real-time data regarding speed, heart rate and watts? While this scenario may be a ways off because it would require a change in race regulations, the camera is perfect for the

next generation of services like Strava.

In its core business of bicycle components, Shimano has given its entry-level Alivio MTB groupset a thorough revamp. As with its XT and SLX siblings, manufacturers can choose between mountain and trekking bike Alivio flavors beginning with 2015 model lines.

The Alivio mountain bike version comes in an anthracite grey finish. For off-road performance, the groupset comes with 9-speed cogs, a low-profile shadow technology rear derailleur and a 2-piece compact crankset.

The front derailleur has been modified to save space between the seat tube and the rear tire, so it's ready for big-wheeled mountain bikes featuring modern geometries with decidedly short rear triangles. Shimano also offers versions of its Rapid Fire Plus shifters for hydraulic disc brakes and mechanical brakes.

For trekking bikes, the Alivio trekking version comes with a slicker, rounded design and either a black or a silver

finish. Because low operating forces are a priority, Shimano has opted for a conventional rear derailleur. The two-piece cranks come with typically larger chainrings, and the Tap Fire Plus shifters offer two thumb buttons for easy operation.

To cater to this less daring audience, the brakes are made to be operated by longer brake levers. Finally, for even lower price points, Shimano has added a complete Tourney TX groupset to its lineup with 8-speed cogs.

For commuters and city riders, Shimano has tweaked some of its internal hub offerings.

Shimano's 1.5-watt hub dynamo for Alfine was a big success last year, so it has added XT hub dynamos, also rated at 1.5 watts. These low-profile dynamo hubs are available for both disc and rim brakes, saving weight and creating less friction when in use.

Like the 11-speed variety, Shimano has changed the Alfine's 8-speed hub to a top-normal-layout, improving shifting in the lowest gears.

The Nexus 8 gear hubs get a new and more rounded design and customers get to choose between Premium and Normal versions and between disc or roller brake varieties. Finally, the pawls inside Nexus' Inter7 hub have been rearranged to speed up shifting. ■ LVR

4TH FLOOR
M0814



An exploded view of Shimano's CM-1000 action camera.

... while seeking a footprint in e-bikes

With an anticipated market of 250 million electric bikes worldwide by 2050, it's no wonder that Shimano, the world's biggest bicycle component maker, is jumping into the business of supplying e-bike systems.



The Shimano Steps motor is light and inconspicuous.

The component giant is showing its new Steps mid-motor drive system in Taipei and will do a limited rollout in Germany, in cooperation with ZEG and Bike&Co, the largest European retailer organizations.

"Our service to the OEMs, dealers and consumers is key at the introduction of

our Steps system. That is why we chose a phased approach," said Frank Peiffer, managing director of Shimano Europe. "The pilot project is a limited quantity in a limited sales channel with a direct service access. If there we gain experience and are convinced the product works, we [will] expand it further to other players in Germany and the rest of Europe."

The Steps system is designed for pedelecs, or pedal-assist bikes, that are most common in Europe. At its heart is a 250-watt motor that weighs 3.1kg (6 pounds, 13 ounces).

In high power mode, the 418-Wh battery should power the system for a range of 80km (50 miles) on flat roads at

a speed of 23 kph (14 mph). The theoretical maximum range is 120km (75 miles) in eco-mode.

The battery recharges in four hours and mounts either on the rear carrier or the down tube.

Shimano says the battery life exceeds 1,000 cycles — about twice as long as many competing systems — so the battery should last for the life of the e-bike.

It's designed to be ridden year-round. The Steps system operates in temperatures from -10 degrees Celsius (14 degrees Fahrenheit) to 50 degrees C (122 degrees F).

In addition to the motor and battery, the Steps system includes electronics and a cycle computer as well as a reinforced chain specifically designed for the system that is treated with a low-friction SIL-TEC coating. Shimano

also plans to supply cranks and chainwheels in 44T and 38T, although these components should be available from other OEMs as well.

One nice feature is that Steps integrates with Shimano's existing electronic Di2 internal hub gears. The system automatically reduces motor power while shifting for a smooth performance.

The system also connects to a computer for set-up, firmware updates and diagnostics using Shimano's "E-tube" software, which it uses for all Shimano electronic bicycle components.

During the "field test" in Germany, the German dealer organization will sell Steps e-bikes through selected retailers, and will organize consumer test days with support from Shimano.

Shimano says initial delivery to OEMs is scheduled for August. ■ GE

INNOVA-PRO
www.innova-pro-tires.com

DH MONSTER

"Downhill Monster" provides a super concept which is beyond traditional ideas to use the engineered plastic studs to change the grip and handling performance.

"Downhill Monster" can be all-round competition tire to be applicable for a variety of downhill surface and weather.



PATENT No. MK459134



Cyclours
www.cyclours.com



2014 Taipei Cycle d & i awards.

2013 National Taiwan Brand Award

2012 Life Aesthetic Exhibition & Design Competition

TUBE & TIRE BAGS



DAHON®
freedom unfolds

ULTIMATE EXPRESSION OF MOTION.
COMPACT. RELIABLE. PERFORMANCE.

LAUNCHING 2014

LL002



Official Licensee

Visit our 4th floor booth
at the Taipei Cycle Show
to see the new line of
FORD inspired bikes.



Built on our ever-popular Mu frame, the **Mu Rohloff** is a high-performance bicycle, perfect for long distance treks or athletic jaunts, whilst still retaining the compact folding ability of a DAHON. Built with exceptional quality components, the **Mu Rohloff** offers a first rate riding experience with exceptional durability. Find yours among the world's largest range of folding bicycles and visit www.dahon.com. It's not just a bike - it's a DAHON.

Eclectic pursuits ensure Beto continues to 'Be the Original'

TAICHUNG, Taiwan — Beto's president Lopin Wang is a perfect example of the kind of inventive engineers who often end up leading Taiwan's world-beating companies.



Beto President Lopin Wang with the firm's Red Dot award-winning floor pump.

100 patents in pump design."

He added, "The bicycle pump is a fairly simple device that's been around for a very long time, but we take it very seriously. We've developed many unique features and ideas. For example, about 10 years ago we invented a pump head that automatically changes between Presta and Schrader valves. Unfortunately the competition soon copied our design. We're not so great at protecting our patents, but we try to keep ahead."

The name "Beto" comes from the phrase,

"be the original." As an ODM supplier to the biggest bicycle brands, Beto works closely with customers and adds its own design and engineering.

"We're not just taking the drawings and making the molds and turning out products. We are working closely with brands on concepts," Wang said.

Wang refers to his design offices as "Area 51," and it does have a bit of the air of a mad

scientist's lair.

Stacked high with dozens of projects-in-progress, Beto's offices buzz with creativity. Wang will take on anything that piques his interest, from military searchlight parts, to car seats that transform into baby strollers, to an oversize inversion table commissioned for a 2.3-meter-tall (7-foot, 6-inch) NBA player.

Beto has also manufactured Crankbrothers' iconic Eggbeater pedals for 10 years.

"Not too many people know we make such products," Wang said, "but we don't do business based on product category. We take on projects based on our manufacturing capabilities in injection molding and CNC machining."

He remains as proud of his new products as a father is of a new child.

"We think our new smart mini-pump is the best we've ever made," he said. "The main thing is that the gauge rotates so it's easy to read. You can hold it like a machine gun for easy pumping. You can also use it as a mini floor pump, and it has a telescopic barrel that can be locked for higher pressure. You can't pinch your fingers, either." ■ TK

1ST FLOOR
J1017A

Founded in 1988, Beto makes about 8 million bicycle pumps a year for its own brand and for such names as Blackburn and Cannondale. Annual sales top \$70 million. While Beto also makes products for the automotive and leisure markets, the humble bicycle pump remains at the core of its business.

"Everything began with a tiny mini-pump we made many years ago for Rhode Gear," Wang said, "and now we have over

Magura locks in on lockouts

Magura says its new Elect suspension system "thinks for you." Wireless sensors in the fork and rear shock automatically activate or deactivate the suspension lockout by reacting to trail angles and impacts.

Elect has already garnered a Eurobike Award last year, and selected visitors at last year's Taipei Cycle show got to view a prototype of the fork behind closed doors.

Product manager Stefan Pahl said the system is intended for XC and enduro riders. "It's great for suspension forks with travel from 80 to 120 mm. Above that, a lock-out makes no sense," he said.

The system can be retrofitted on all Magura forks dating from model year 2010. "The wireless module can be fitted directly to MT brakes. For all other types it can

easily be added with an extra clamp," said Götz Braun, Magura's marketing director.

The wireless remote weighs just 93 grams (3 ounces) and communicates with modules in the fork and the rear shock. Riders can calibrate the system to fit their preferences. In auto mode, the lockout opens within 0.2 seconds in extreme drop

situations.

In manual mode, riders can activate or deactivate the lockout from the remote. ■ JB

4TH FLOOR
N1207



CONTROLTECH
bicycle components USA

TIMANIA

CONTROLTECH'S LINE OF TITANIUM PRODUCTS



TIMANIA ROAD
HANDLEBAR
ti + carbon
synergy

2014

2014



TIMANIA ROAD SEATPOST
minimalist



TIMANIA STEM
monocoque



TIMANIA SEAT CLAMP
uncompromized

Wellgo charges into power meters with Xpedo Thrust E

Wellgo is juicing up the power meter market. The Taiwan pedal manufacturer is debuting a pedal-based power meter here in Taipei under its aftermarket brand, Xpedo. The company plans to begin production this fall, around Eurobike.

"It's a big project for us," said Jennifer Chen, Wellgo's sales and marketing manager. "It makes sense because Taiwan is very strong with bicycle parts. We are also very strong with computer chips. So, why not?"

The power meter will be sold as the Xpedo Thrust E. It enters an increasingly crowded market for cyclists who want instant real-time feedback on every aspect of their ride.

As a pedal-based sensor, the Thrust E is playing in the same segment as the Look Kéo Power and Garmin Vector Powermeter.

Before Look, "most power meters

were on the crank or the wheels," Chen said. "Basically, this is the same concept, but instead of using the wheels and the cranks we use the parts that are actually getting the force."

The Thrust E uses a strain gauge that is located between the cleat and the pedal surface — or almost exactly where the force is applied. That means the system doesn't have to extrapolate readings from locations elsewhere on the pedal or the bike.

Because the sensors are in the pedal, a rider can easily move them to another bike to transfer the system.

Wellgo says the Thrust E sensors

measure individual power output separately from the left and right pedals with an accuracy of plus or minus 2 percent.

The pedals communicate using the ANT+ communications protocol, so they are compatible with a wide range of smart phones and cycling computers.

"That's why we went with ANT+. It's a global standard that everyone uses," Chen said. "It's easier for people to use their computer or their phone than to buy a particular computer just for this."

Each pedal has its own rechargeable battery, with a life of between 150 and 190 hours.

Data transmitters are integrated with the pedal body so no additional hardware is required.

The Thrust E pedals, made of forged aluminum, weigh 373g (13 ounces) per pair, including batteries.

Chen said Wellgo had been developing the Thrust E for two years. The first version is for road bikes, but she said Wellgo may offer later generations of the system for different types of pedals. Pricing hasn't been decided, but Chen said it would be less expensive than competitors. ■ DM

1ST FLOOR
J0517



HT cements a place in high-end pedal market

Many Taiwan bike companies started as something else, but HT Bike Components is unusual: Although it began 60 years ago making spokes, the company soon branched into cement.

The cement firm, now publicly traded, is still going strong with factories in Taiwan and mainland China. But HT is focusing at least part of its energy back on bike parts, particularly high-end pedals.

"In the 1980s, we focused on cement. Now we are focusing on bicycles," said Ta-Ching Yang, president of HT Bike Components.

HT — short for Hsing Ta Industrial Co. — makes pedals and spokes for OEMs as well as its own brand. Its pedal factory is in Taipei, while HT produces spokes in Taichung and in Shenzhen, China.

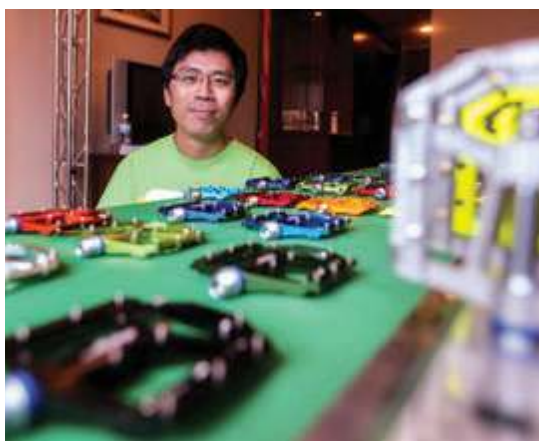
"My grandfather started the company," Yang said. "I am the third generation."

Beginning in 2012, HT moved aggressively into sponsorships to help market its pedals. The company signed such riders as Brian Lopes, Aaron Gwin, Kyle Strait and the Commencal Riding Addiction team.

Kevin Aiello, another top downhill rider signed last year by HT, designed the company's new "bigfoot" pedal with an oversized foot area.

HT makes a line of very thin and light pedals from extruded magnesium, with titanium spindles. ■ DM

1ST FLOOR
J1307A



Ta-Ching Yang

HUBSMASTER INTERNATIONAL CO., LTD.

TAIPEI CYCLE 2014 - HALL 1
2F - Booth #H0507, H0510

ACCUSTOMED TO HIGH SPEED

With brand new Cento1AIR aero frame, you will not be afraid by the wind.
New incredible performance. Once again.



PUNTO ROSSO

ARES STUDIO
NO.435, SONG JIANG ROAD
10482 TAIPEI
+886 2 25099901
DENNIS@ARESTAIWAN.COM
WWW.ARESTAIWAN.COM

Wilier TRIESTINA
UNRELENTING INNOVATION



Recognized with the
TAIPEI CYCLE d&i awards 2014

stand N0424

New Products 2014

Schwalbe One

4TH FLOOR
M0116



Schwalbe's new racing tire is so significant it's called the One. Schwalbe set up a high-end factory exclusively to make this tire. The Schwalbe One will debut at this year's Tour de France. It's made of the new OneStar triple compound, developed for extremely low rolling resistance. The compound uses polymers that only recently became available. The One is available in folding, tubular and tubeless versions.

Bergamont Fastlane MGN

4TH FLOOR
N1124

The top-of-the-line Fastlane MGN is built around a high-grade, light and stiff full carbon frame. The name says it all: MGN, for "Mehr geht nicht," which means "simply unbeatable" in English. The suspension offers comfort and control despite a shorter spring mechanism. At 10.5 kg (just over 23 pounds) the Fastlane MGN is light and dynamic.



CatEye Strada Smart

4TH FLOOR
N1001A

The Strada Smart connects with a smartphone through the CatEye Cycling App. Easy to view and operate, the Strada Smart mounts on the handlebar or stem, while the smartphone is stashed in a pocket or saddlebag. The phone stays in sleep mode to preserve the battery. The Strada Smart has mirror and sensor direct modes and works with Bluetooth smart speed, cadence, heart rate and power sensors.



Sunrace C50 hub

1ST FLOOR
J1217

The five-speed Sunrace Sturmey-Archer C50 is made for heavy-duty use. The C50 has a total gear ratio of 242 percent, with even, 25-percent steps between each gear. The rotary gear selector does not protrude outside of the frame. The C50 is available with integrated 90mm and 70mm drum brakes, disc brakes, freewheel and EN-approved coaster brakes.



Dahon Clinch

6TH FLOOR
S0614

The Clinch is a light, robust full-sized folding bike. The latest Lock-Jaw technology provides rigidity, and Dahon's new patent-pending inverted handle post design saves weight and stiffens the steering system. The Clinch is equipped with a 10-speed SRAM Red drivetrain, FSA SLK cranks with BB 30 and DAHON's exclusive quick release pedals.



Airace Econo line

4TH FLOOR
L0921A



The Airace Econo line of bicycle tools includes 9-in-one and 14-in-one models, both with an innovative nut-free design. The 9-in-one includes six hex keys along with Phillips, slotted and T25 screwdrivers. The 14-in-one adds three Mavic-type spoke wrenches and a chain tool. High-strength arms hold up in use, and the durable chrome vanadium has an attractive dark nickel finish.

Wilier Triestina Cento1AIR

4TH FLOOR
N0424

The Cento1AIR is the fifth generation of Wilier Triestina's Cento1, following the original Cento1, Cento1SL, Cento1SLR and Cento1SR. The Cento1AIR brings the Cento1 closer to the aerodynamic efficiency of the TwinBlade, while maintaining the Cento1's versatility and performance. With the new Cento1AIR, riders get performance, efficiency and comfort — while now working with the wind.



KMC eBike EPT Anti-Rust Chain

1ST FLOOR
J0118



KMC has upgraded its X series of e-bike chain to "Triple X Durability" for better strength and durability. E-bike motors increase chain stress, especially the new Bosch Active Line and Performance Line systems, which use a smaller chainwheel that places an enormous load on the chain. The e-bike chains are also treated with Eco ProTeQ (EPT) for increased anti-corrosion properties.

Sate-Lite eBike Front Light C1

4TH FLOOR
M1407

Sate-Lite, a U.S. manufacturer of automotive lenses and bike reflectors, is introducing new affordable, quality bike lights in Taipei. The C1 front light is designed for e-bikes with either dynamo or lithium ion battery systems. Available in 15 Lux and 40 Lux versions, the K-approved light includes a unique built-in reflector lens.



Chosen A5647BG Road Hub

1ST FLOOR
J0633

Chosen's A5647BG hub for road bikes weighs only 199g (7 ounces) with a full AL6061 aluminum body. The lightweight body contains Chosen's exclusive Floating System and four sets of bearings that reduce rolling resistance and smooth out the ride.



New Products 2014

Jones Bicycles Spaceframe

4TH FLOOR
N0102



The Jones Spaceframe is a classic, but classic doesn't have to mean frozen in time. Jeff Jones has enhanced both the titanium and steel Spaceframes for 2014. The new Ti version includes a gusset between the chainstays and thicker chainstays for more rear-end stiffness. The new steel version is 180g (6.3 ounces) lighter than previous versions, and has smaller diameter seatstays/toptubes for a lighter, more comfortable ride.

Miranda Clickpost System

4TH FLOOR
L1216



The Clickpost patented seatpost system allows a bicycle seat to be mounted in less than 10 seconds. The saddle is inserted into the Clickpost, turned 90 degrees and tightened. Produced by a high-impact aluminum cold-forging process, the Clickpost is rigid and impact-resistant for security. Special compound coatings improve the durability and abrasion resistance of the surface offer more finishing possibilities.

Chaoyang Hornet 650B tire

1ST FLOOR
I0017



Reinforced directional center knobs work with a varied pattern of mid-sized and small lugs to help riders master challenges from sand to tarmac with high grip and minimal rolling resistance. Available in a tubeless-ready version.

Roxim Raptor X lights

TWTC HALL 1 - 2F
K0010

The innovative Raptor X serves cyclists whether they're on the pavement or off. Although compact, the light provides a 200-degree light spread for side and forward vision. The X4/X8 models output up to 400/800 lumens, while Roxim's anti-glare technology won't blind oncoming riders.



CROPS EZ-400mu

4TH FLOOR
N0828



The EZ-400mu uses a lithium battery and recharges by micro USB. The lamp has two modes and an auto function. It stays bright even on bumpy roads, but dims when the bicycle is stopped for more than three minutes. A silicon bracket allows the light to be placed vertically or horizontally.

XLC Duo Child Trailer

4TH FLOOR
M1218

This two-seat child trailer offers safety while walking or riding. It has a hitch arm and coupling, safety flag and buggy wheel for bicycle mode, and transforms into a stroller in a minute with the addition of an additional front wheel and handle. The cover protects passengers from bugs and weather. Includes a parking brake and a quick folding system. It holds two baby seats. Capacity is 40kg (88 lbs).



Devinci Troy Carbon

4TH FLOOR
N0623

The Troy Carbon is the latest in Devinci's trail lineup. Backed by Devinci's lifetime warranty, Troy's carbon frame features Monocoque Carbon-Gravity technology for lighter weight, better power transfer and handling. The Troy is the company's first 27.5 Trail ride with Dave Weagle's proven Split Pivot technology, with the addition of a short seatstay for optimal control over DH, XC, enduro and freeride terrain.



INTERNATIONAL BIKE DISTRIBUTORS WANTED!

VISIT US AT THE TAIPEI INTERNATIONAL CYCLE SHOW, 05.-08. MARCH 2014, TWTC NANGANG EXHIBITION HALL 4TH FLOOR, BOOTH N1124

BERGAMONT is a famous German bike brand offering a wide range of bicycles. The headquarter is located in Hamburg. We supply more than 400 dealers in Germany and many other countries. To expand our international activities, we are looking for strong international partners who would like to distribute our products – especially in the Asia Pacific region and in countries in which we are not represented yet. To make an appointment for the Taipei Cycle Show or if you have any questions, please contact us or visit our booth N1124.

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

Jana.Henne@bergamont.de
phone: +49 (0) 40 43 28 43 - 61


bergamont
BICYCLES

Bikes For Different Stories

www.bergamont.de



GET THE FIRST LOOK!
FIRST 20 VISITORS (DISTRIBUTORS ONLY)
WIN A FREE CRATONI PAIR OF SUNGLASSES AND A BERGAMONT T-SHIRT!

New Products 2014

InterLock

4TH FLOOR
L1006



With the InterLock, you'll never forget your lock because it's always with the bike. The patent-pending InterLock is a seat post with a lock built into it. The InterLock cables are 90cm (35 inches) long — long enough when pulled out to go through the frame, rear wheel, and around a post. It's available in any seat post size, and cables can be sized to any lengths for OEM customers.

BioLogic Argus Safety Lights

4TH FLOOR
M1019A

These cycle safety lights offer full angle adjustability for visibility and safety. They can be angled up, down and sideways, with 60 degrees of adjustability. The lights come in a matched pair of red and white LEDs and mount on handlebars, seatposts, helmets and bags with a flexible mounting strap. Weatherproof seals hold up in all types of weather. Click the lens to toggle between flashing, on, or off modes.



Velo WOW VL 1683

1ST FLOOR
J0717

Velo has been making bicycle saddles since 1979, so it means something when Velo says a new saddle is its lightest ever. The VL 1683 is built on Velo's "weightless open wing" concept and weighs just 100g (3.5 ounces). It's made for top road racers and is built of carbon composites with a daring cutaway. Velo calls its philosophy "performance through omission rather than addition."



Wellgo M250

1ST FLOOR
J0517

Wellgo's M250 pedals offer a stronger spring for better connection between the pedal and the shoes, increasing the efficiency of the pedaling movement. The tension adjustment won't work loose. It's compatible with Wellgo 98A or Shimano SPD cleats. The Cr-Mo pedals weigh 324g (11.4 ounces) per pair.



Super B TB-1966 bike holder

1ST FLOOR
I1124

With its center-of-gravity design, the TB-1966 folds in just one step to save space. The elastic surface accommodates many different items, and practical universal hangers are ideal for gloves, jerseys and other cycling accessories. Surfaces are cushioned so the bike holder won't scratch the wall or the bike.



Taya EVO-Light Derailleur Chain

1ST FLOOR
K0610



To celebrate its 45th anniversary, Taya is launching its "heritage collection," which includes the EVO-Light 10- and 9-speed chains. The EVO-Light offers 15 percent weight savings, and its rollerless chain provides direct contact with the gear teeth for no loss in pedaling power. The chain holds more grease for better performance.

ControlTech Aero Cockpit Plus

1ST FLOOR
J0830

This easy-to-assemble clip-on aero bar offers quick mounting for triathletes while complying with ITU regulations. It attaches with only four bolts, and its carbon construction is surprisingly light. A heart rate monitor or cycling computer fits on the central bridge. Bars can be adjusted by 34mm.



LOHAS Power Hub

1ST FLOOR
H0507

Hubmaster's power hub combines torque and speed sensors. It uses ANT+ and Bluetooth Smart to connect wirelessly to the rider's smart phone and send real-time updates of speed, power, distance, etc. Download the smart phone app and combine the hub readings with information from other products, such as a heart rate monitor. Compatible with ANT+ cycling computers including Garmin, CycleOps and Holux. Can be adapted for use in electric bikes.



TAIPEI SHOW BOOTH
NUMBER J0633

SILENCE HUB ITEM NO. DA83578Q

SURMOUNT

CHOSEN
CHOSEN CO., LTD.

No.151, Lane 325, Kung Ding Rd., Shar Lei Village,
Sheng Sei Shung, Chung Hwa Hsien, Taiwan R.O.C.
TEL +886-4-7588-777 +886-4-7588-889
chosen.tw@msn.hinet.net
www.chosen-hubs.com



台北でUCIと業界の 冷戦氷解の可能性も

今年の台北ショーは自転車業界とUCIの間に張りつめた緊張関係が修復に向かうひとつのマイルストーン（道標）になる可能性がある。UCIのプロレース規定はことあるごとに業界の最も革新的な製品開発の広まりを押さえてきている現状がある。

UCIのEquipment Commissionの新しいコンサルタントに就いたDimitris Katsanis氏が自転車関連メーカー55社を代表する世界スポーツ用品工業連合会（WFSGI）の招きで台北を訪れ、一般公開セッションを翌日に控えたWFSGIの火曜日の関係者会議に出席することが予定されている。

火曜日のミーティングは「UCIとともに新時代へと発展するためのスタートで、その発展において我々が果たす役割をぜひ業界に見てもらいたいと思っている」とWFSGIのRobbert de Kock事務局長は話す。

Katsanis氏は台北ショーを「自転車業界と直接対話し交流のためのチャネルづくりをスタートさせる場」と話していた。併せてショー会場を回って最新のトレンドをつかむことも予定に入れている。新コンサルタントはUCIが新たに設けたEquipment Commissionのメンバー選出に手を貸し、レースのコミッショナーやチーム代表および一般の人たちと技術専門家を招いてUCIが技術の発展に歩調を合わせられるよう図った。

UCIはEquipment CommissionのテーブルにWFSGIのための席も用意した。これは歓迎すべき前進だが、WFSGIのde Kock事務局長は、このコミッションのグループがどれほどの影響力を持つものであるかは確信が持てないと言う。「UCIが我々をメンバーに加えることを考えてくれたことには何よりまず感謝する。ただ、問題解決への道はそれほど簡単ではない」と事務局長。「我々は協力もするし参加するよう努めるが、WFSGIからの参加人員を1人選ぶのは大変難しい。例えば、コミッションの席で競合他社の

どこかが新しいものの何かを申請してそれが却下されるような場合にその席にはいたくない」事務局長はさらに続けて、「我々はこのコミッションにおける業界の中立性を保ちつつ、一方で装備品、技術およびスポーツ全般にわたる発展に積極的に貢献する道を探っている」と語っている。

WFSGIがUCIとの暖かくなった関係を歓迎する一方で、新たな良好関係の時代はまだ具体的な成果を上げるまでには至っていない。de Kock事務局長は言う。「技術に関わる特定の問題が双方譲らないまま懸案事項となっていて何ら進展を見ないものがある。ホイールテストとロードバイクにおけるディスクブレーキの将来といった件案など」

この進展の無さはEurobike以来起こっているUCIの変化を考えれば驚くに当たらないだろう。最大の変化はもちろん9月の新理事長選で、British Cycling元社長のBrian Cookson氏が長期にわたり理事長職にあったPat McQuaid氏を追いやり新理事長に就いたことだった。以来UCIは、Tour de France期間中の1日だけパリのシャンゼリゼで女子のレースを行うことや過去と現在のドーピング問題を巡るCycling Independent Reform Commission（自転車単独改革委員会）の設立など



Dimitris Katsanis

いくつかの新しい活動の着手を発表してきた。

Cookson新理事長により任命されたKatsanis新コンサルタントは誠心誠意自らの職務に務めている。氏はコンポジットとエアロダイナミクスの専門家でTeam GBのスーパーバイクのクランクチームの一員でもあった。そのカーボンファイバーに関するノウハウと技術に対する厳格なアプローチが北京、ロンドン両五輪での英国選手の輝かしい成績の原動力にもなっていた。

Katsanis氏がコンサルタントに任命されてすぐにUCIは「技術革新と新技術を支持する…新しいアプローチ」を示唆する発表を行った。インタビューの中でKatsanis新コンサルタントは、業界が推進する技術革新に対してより歓迎の態度で臨む方針を示した。「技術の発展は、新しいデザインと製造法が航空宇宙産業やモータースポーツ分野から次第に自転車に浸透してきた1990年代半ばから大きく加速した」とKatsanis氏は語る。「これは逆らえない流れで、これを抑えつけないでスポーツ振興のために活用し一般のサイクリストにも益する道を探るべきである」

WFSGIのde Kock事務局長は、「UCIとの間の技術に関わる問題の中でとりわけ重要な問

題の解決に向けたタイムライン（スケジュール表）を練り上げたいと思う。ロードレースでのディスクブレーキの使用認可を求める正式な要請書をUCIに提出した」と話す。

このほかホイール認証に絡む問題が懸案事項のひとつとなっている。UCIでは昨年レース用ホイールの認証をスタートさせる発表を行っているが、ホイールに施すテストの内容を決めるにあたって外部の助けを借りることに対しては認可を拒んだ。これには、両者の間にあってホイールの製造とテストに数世紀に及ぶ経験を持ちTour de Franceなどの大レースに装備に安全性を欠くライダーを送り込むことに何ら関心を持たないホイールメーカーも奇立ちを覚えた。

「現時点で新しい[技術と革新]に対するアプローチがどの方向に従うかを言うのはやや早い」とKatsanis氏と言う。「目下UCIは自転車に関わる利害関係者にコンタクトを取ってそれぞれの見解を募るためのコンサルティングプログラムを計画しているところで、コンサルティングによる結果が分析されてはじめて鮮明な形が現れるだろう」



WFSGIのRobbert de Kock事務局長

HIGH QUALITY SPOKES
AND BICYCLE COMPONENTS

DT SWISS

Li 氏創業のFirst Components ビジネス永続の基盤構築

数年前の台湾自転車業界では競合他社の多くが中国に工場を建設していたがJohnson Liは台湾に留まることを決めた。それはあたかも部品生産の自らの会社、First Componentsと心中でもするかのような決断だった。「会社が失ったオーダーは安いローエンドものだった。そこに採算はとれないのですっぱり切り捨てた」とLi総経理は語る。ビジネスチャンスを入念に見定め、収益性の高いアフターマーケット向けMagpieブランドに絞りながらFirst Componentsは持ちこたえた。そして今、中国に進出していった競合メーカーの多くが少なくとも生産の一部を台湾に戻し始めているのをLi総経理は目にしている。

「向こう3年の計画は立てていない。立てるのはこの先10年の計画」とFirst Componentsの創業者で総経理のLi氏は言う。台中市郊外のTachia Townに本社を構えるFirst Componentsはヘッドセット、ボトムブラケット（B.B.）、クランクセットで広く知られる。

First Componentsの販売のおよそ6割がアフターマーケット向けで、その大半が台湾の国鳥の名をとったMagpieブランドになっている。B.B.に長い歴史を持つ同社では電動自転車および電動車椅子のコントローラーとトランスミッション



Johnson Li

ホール1階
J0329

クランクセットをMagpieのブランドで発売している。クランクセットはトルクとスピードセンサーがB.B.に一体化、標準タイプの電動自転車モーターで作動する。「多くの電動自転車メーカー、欧州の有力ブランドさえ、こうした部品を中国から入れている。Magpieは使えばその品質の良さが必ずわかってもらえると売り込みをかけている」とLi総経理は話す。

「ブランドは企業の名にとって最も大切なもの」とHuang部長は説く。「ブランドは心に留まる。でも会社のことまでは知ってもらえない。だからブランドのプロモートに精いっぱい努めていかないと」

維格がXpedo Thrust E でパワーメーター市場に参入

台湾のペダルメーカー、維格工業（Wellgo Pedal's）が台北ショーでペダルをベースとしたパワーメーターを出展、アフター市場向けにXpedoブランドで販売展開に乗り出す。今秋のEurobike前後に生産を始める計画だ。

「これはWellgoにとってのビッグプロジェクト」とJennifer Chen（陳）販売・営業部長は話す。「台湾は自転車部品にたいへん強いし、Wellgoもコンピュータチップに大きな強みを持っているから当然と言えば当然の展開として出てきた」

パワーメーターはXpedo Thrust Eの製品名で販売。走行に関わるあらゆる情報のフィードバックを即リアルタイムで求めるサイクリストの高まる需要に応じて市場投入する。ペダルベースのセンサーとしてThrust EはLook Kéo PowerやGarmin Vector Powermeterと同じセグメントで販売展開される。

同社によると、Thrust Eのセンサーは左右のペダルからのパワー出力を±2%の正確さでそれぞれ個別に測定する。ペダルどうしがANT+のコミュニケーションプロトコルを使って交信するので様々なスマートフォ

ンやサイクルコンピュータとも互換性を持つ。「ANT+で行くことにしたのもそこに理由がある。誰もが使うグローバルスタンダードだから」と陳部長。「そのためだけの専用のコンピュータを買うより自分のコンピュータやスマホを使う方が簡単だもの」

左右両ペダルにそれぞれ寿命150~190時間の充電式バッテリーが付いている。データ送信システムがペダルのボディに一体化されているので余分なハードウェアが不要。鍛造アルミ製でバッテリーを含んだ重さがペアで373g。

陳部長によると、Thrust Eの開発に2年を要した。第1弾はロードバイク用だが、各種タイプの次世代モデルの開発も考えているという。価格設定は未定とのことだ。



ホール1階
J0517

846C
FULL CARBON CLINCHER



ACLASS
WWW.ACLASS-WHEELS.COM

- 46mm deep dish carbon fiber rim
- Proprietary hub design
- Compatible with Shimano 11s and Campy 11s systems
- Only 1470g

ACLASS
KEEPS YOU
ROLLING

Taipei Cycle Show booth : J1117



THE NEXT PRECIOUS METAL

Diamond Like Coating For Ultimate Performance



UNSURPASSED SURFACE HARDNESS | HIGH COATING DENSITY
UNPARALLELED CORROSION RESISTANCE | EXCEPTIONAL DURABILITY | MINIMAL FRICTION
COMPATIBLE WITH SHIMANO, CAMPAGNOLO, SRAM 11 SPEED DRIVETRAIN SYSTEMS

X11 SL DLC



SUPERLIGHT



DIAMOND LIKE COATING



TRIPLE X DURABILITY

only from

KMC

Chain

Booth No.: J118

LIVE LIFE IN
COLOR



KMC Chain Industrial Co., Ltd.
www.kmcchain.com | www.kmcchain.com.tw

f KMC Chain



Carbon Footprint Certified



2014, 2013, 2012, 2011, 2010, 2009
Taipei Cycle Show Awards

KMC Chain Europe B.V.
www.kmcchain.eu

f KMC Chain Europe B.V.



Red Dot design award
winner 2012, 2011

Continental Chain Company
www.kmcchain.us

f KMC Bicycle Chain

twitter.com/kmcchain



Taiwan
Excellence
2010



Airace Turbo Micro 2

ホール4階
N0011

空気注入力は最高レベル。カートリッジ・ツイストバックデザインでエアリリースのコントロールが容易。同社CleverバルブがPrestaおよびSchraderのバルブに対応。16gスレッドCO2カートリッジを収めコンパクトなので狭い場所でも持ち運びに便利。



Dahon Ciao Electric

ホール6階
S0614

Dahonの特許取得折り畳み技術に低床式フレームとTranz-X 250Wモーターを組み合わせた新モデルでバッテリーパックがフレームにすっぽり収まって取り付け取り外しが簡単にできるのでパワーアシストを使うか使わないかをユーザーが決められる。Sturmey Archer 5速内装ハブ装着なので坂道の通勤から買物、レジャーサイクリングまで幅広く使える。



D2R D2R Trainer スマホアプリ付

台北ショールーム
L0928

アウトドア
I2044

D2Rトレーナーに「アプリ」を付けてもっと楽しく！
室内用バイクトレーナーはもううんざり？D2Rなら「Run On Earth」（地球を走る）感覚が味わえる。

D2Rの新世代トレーナーはブルートゥースの技術を活用してトレーニング結果をスマホやパッドで簡単に管理、モニターできる。世界中のどこでもルートを選択してD2Rシステム（特許取得）につなげて操作するだけでケータウンの美しい海岸線やサンフランシスコの街並み、あるいはこれまで訪れたことのあるお気に入りの場所を実際に走っているような感覚が味わえる。選択されたルート
の坂のアップダウンに合わせて磁石抵抗
が変わるのでスプリント（全力走行）や腰浮かせ走行といった実地
演習も楽しさが増す。



LOHAS Power Hub

H0507, H0510

Hubsmaster
がトルクとスピードセン
ー技術
を連動
させて
新開発
したパ
ワーハブはスマートフォンでANT+/BLEワイヤレストランスファーを繋げて速度、パワー、走行距離などをリアルタイムでつかめる新システムで、HubsmasterのAPPソフトを携帯電話にダウンロードしてハートレートトランスミッターやウェアラブル（身に付けられる）デバイスなどのANT+付属品と連結すればカロリーやルートトラッキング（追跡）などの情報が得られるので自分だけのとっておきのサイクリングのシナリオが描ける。Garmin、CycleOps、HoluxなどのANT+サイクルコンピュータとの互換性もある。またトルクとスピードセンサーをパワーハブと一体化させると電動自転車用に最適なシステムにもなる。



CatEye Strada Smart

専用アプリ
Cateye Cycling
でスマートフォ
ンと連携する新型サイクロコンピュー
ター「ストラダスマート」スマ
ートフォンはスリープモードにしてポ
ケットやサドルバッグなど安全な場所
に入れたまま計測可能、バッテリー
消耗を抑えられる。走行データは見
やすく操作性の良いストラダスマ
ート本体で確認。ミラーモードとダ
イレクトモードが特徴。Bluetooth®
Smart対応スピード、ケイデンス、
心拍、パワーセンサーと併用可能。
走行後、スマートフォンから簡単に
データをトレーニング・SNSサイトに
アップ
ロード
でき
る。



THE EXCLUSIVE TRADE SHOW FOR SPORTS AND
LUXURY BICYCLES, URBAN BIKES, CLOTHING
AND ACCESSORIES

JOIN THE 4TH ASIA BIKE TRADE SHOW!

OCTOBER 9-12, 2014

NANJING, CHINA, INTERNATIONAL EXPO CENTER

SATURDAY/SUNDAY OPEN FOR PUBLIC - DEMODAY OCTOBER 8TH

KMC2製品で d&i賞掴む 3年連続の受賞

ホール1階
J0118



City Hunter チェーン

KMCは台北ショーの「d&iアワード」に3年連続で入賞を果たした。しかも今年はセラミック風コートを施したCeramic-like Coated チェーンと独創的デザインのCity Hunterチェーンの2製品での受賞となった。

セラミックに似せたチェーンは耐久性のあるコーティングで、摩擦を減らしてチェーンとドライブトレイン間のシフティングとかみ合いをより効率的にするとともに各部の強度を高めている。

City Hunterは世界各国のバイクシェアシステムへのサプライヤーとしてKMCが得た経験から生まれたもので、そこでシティバイク用チェーンが天候に強く錆びにくいとともに強度の高さが重要であることをつかんだ。City Hunterは独創的な楕円形アウタープレートとカラフルなインナープレートで構成されたチェーンで、インナープレートは錆から護って必要なメンテナンスの回数を減らすとともに可視性を高めて走行の安全性を確保しているのもポイントだ。



セラミック風コートチェーン

その目の輝きこそ ステンレススチール

ホール1階
K1225

【カリフォルニア州エスコンディード】ステーク用ナイフとハンド溶接の輝くステンレススチール製自転車用フレームとの距離は思うほど離れていない。南カリフォルニアの小さな工場のカスタムメイドのステンレススチール製チュービングを製造するKVA Stainlessは台湾の自転車メーカーへの輸出に一つの市場を見出している。

「ビジネスはナイフの刃のように強くできるステンレススチールの特許開発のための研究開発会社としてスタートした」とKVAのJoe McCrink副社長は話す。「自転車の市場に参入したのは我々のハイテク素材の用途として自転車が理にかなうと思えたから」

KVAはまず北米ハンドメイド自転車展（NAHBS）に出展するカスタムメイドのフレームメーカーの間に成功の道を見出した。今では台湾をはじめ世界各国のフレームメーカーがスチールのレトロなトレンディ感覚とステンレスの耐腐食性を兼ね備えたKVAのチュービングを自転車に使っている。

多くの特許取得もしくは申請中の製法技術がはるかに安いコストでチタンの性能を生み出す、とKVAでは言う。「ここ（台湾）にはステンレススチールの供給を必要とするフレームメーカーが数社ある」とKVAのアジアでの代理店を務める台湾オフィスのAngela Sulは話す。

耐腐食性に優れる特性はステンレスをファットバイクやスノーバイク、その他悪天候向けに作られている自転車に最適な素材にさせている。ステンレススチールを使うことでフレームメーカーはまたより薄いチューブを使うことができる。「普通のスチールで薄くしていくと腐食を早める心配が出てくる」とMcCrink副社長は言う。

KVAは今年、溶接ステンレススチールチュービングのMS2をステップアップしたMS3の新ラインを発売した。同社によると、MS3に使われているアロイははじめ航空宇宙関連の着陸装置用に開発されたもので、この新素材により耐食性と耐久性がアップされたという。

KVAはいま931ステンレススチールチュービングを有するReynoldsをはじめ業界大手と四つに組んだ接戦を演じている。NAHBSに出展するような小規模のフレームビルダーとの取引も続けるが、「大手のメーカーに販売する方が効率性が高い」とMcCrink副社長。「大手どころと取引をすることで多様化も生まれるので中小のフレームビルダーのためにもなると考えたい。中小各社を相手にしている時は工作設備への投資にも限りがあった」先細のヘッドチューブを例にとれば、開発に5000ドルのコストが掛るとして、ひと月の販売が15個や20個では採算に乗らない。「アメリカの取引先各社のビジネスに打撃を与えようとするつもりは毛頭ない」ことをMcCrink副社長は強調する。「向こうでもこちらでも、どこで組み立てても自転車は同じ方法で作られている」



KVA MS3 チュービングを使った
Alex Meade フレーム



DISCOVER YOUR POWER



INTRODUCING THE THRUST E POWER PEDAL METER BY XPEDO

- ANT-WIRELESS PROTOCOL
- INTEGRATED TRANSMITTER
- INDIVIDUAL LEFT/RIGHT MEASUREMENT
- INTEGRATED CADENCE
- RECHARGEABLE BATTERIES
- 385G PER SET

Speed, distance, heart rate. They all play a role in defining our performance but only one metric can truly unlock your performance and truly help you discover your potential - POWER. See a demonstration at BOOTH#: J0517



XPEDO
PEDAL PRECISION

New Products 2014

Schwalbe One

ホール 4階
M0116



Schwalbeのレーシング用タイヤの新モデル。その特徴の著しさから名付けてOne。このタイヤのために設けられた専用工場生産。今年のツール・ド・フランスでデビューする。OneStarトリプルコンパウンドを素材にローリング抵抗を極力抑えるよう設計。コンパウンドにはつい最近入手可能となったポリマーが含まれている。折り畳み、チューブラー、チューブレスの3バージョンを用意。

Bergamont Fastlane MGN

ホール 4階
N1124

軽量にして高強度の高級フルカーボンフレームを使った最上級モデル。MGNは「絶対必勝」を意味するドイツ語の頭文字を取ったもの。スプリングを短めにしたがサスペンションの快適性とコントロール性を保持。重さ10.5kg(23ポンド強)の軽量にしてダイナミック。小売価格\$6,649。



KMC eBike EPT Anti-Rust Chain

ホール 1階
J0118



KMCが電動自転車用Xシリーズチェーンをグレードアップさせた“Triple X Durability”は強度と耐久性がアップ。電動自転車のモーターはチェーンへの圧力が増す。とりわけ小型のチェーンホイールを使うBoschのActiveおよびPerformanceの新ラインはその圧力が強い。電動自転車用新チェーンは耐腐食性を高めるEco ProTeQ (EPT) 処理も施されている。

Chosen A5647BG road hub

ホール 1階
J0633

Chosenのロードバイク用ハブA5647BGはAL6061フルアルミボディで重さわずか199g。軽量ボディに独自のフローティングシステムとベアリング4セットが組み込まれローリング抵抗を押さえスムーズな走行を可能にしている。



Worldwide Mid-High Bicycle Tyre Provider

www.zc-rubber.com
Zhongce Rubber Group Co., Ltd



Since 1958



No.1 in China
Top 10 in the world



Output

300,000 pcs Bicycle Tyres per day
400,000 pcs Inner Tubes per day



Cooperate partner
With many famous brands in global bicycle industrial

CHAO YANG

China's No.1 and growing fastly to be world's famous brand



We are looking for

- ▶ Cooperate partner to promote CHAO YANG brand for premium bicycle tyre
- ▶ Stratgetic cooperate partner
- ▶ Passionate rider to sponsor and help testing latest products

BOOTH: I0017

E-MAIL:
sales2wheels@zc-rubber.com

New Products 2014

Sunrace C50 hub

Sunrace Sturmey-ArcherのC50 5速ハブは本格ライド用で、総計ギアレシオ242%、各ギア間のステップも25%、回転ギアセクターがフレームから突き出ないスマート設計。90mm および70mmドラムブレーキ、ディスクブレーキ、EN認証コースターブレーキとの一体化もできる。



Dahon Clinch

市販最軽量にして最強フルサイズの折り畳み自転車。最新のLock-Jaw技術が剛性を高め特許申請中の新ハンドルポストデザインが軽量化とステアリングシステムの確実性アップを実現している。SRAM Red10速駆動システム、BB30付FSA SLK クランク、Dahon特製クイックリリースペダルおよびシールドカートリッジ付きCarbon 451ホイール、Schwalbeタイヤを装着。



Airace Econo line



一つに9種と14種の自転車用ツールをセットで収めた新モデルとともにナット不要の革新デザイン。9種セットは6個のPhillips付ヘクスキー、スロットおよびT25スクリュードライバーで、14種セットはこれにMavicタイプスポークレンチとチェーンツールが加わる。使用に便利な強力アーム付。丈夫なクロムバナジウムは魅力的なダークニッケル仕上げになっている。

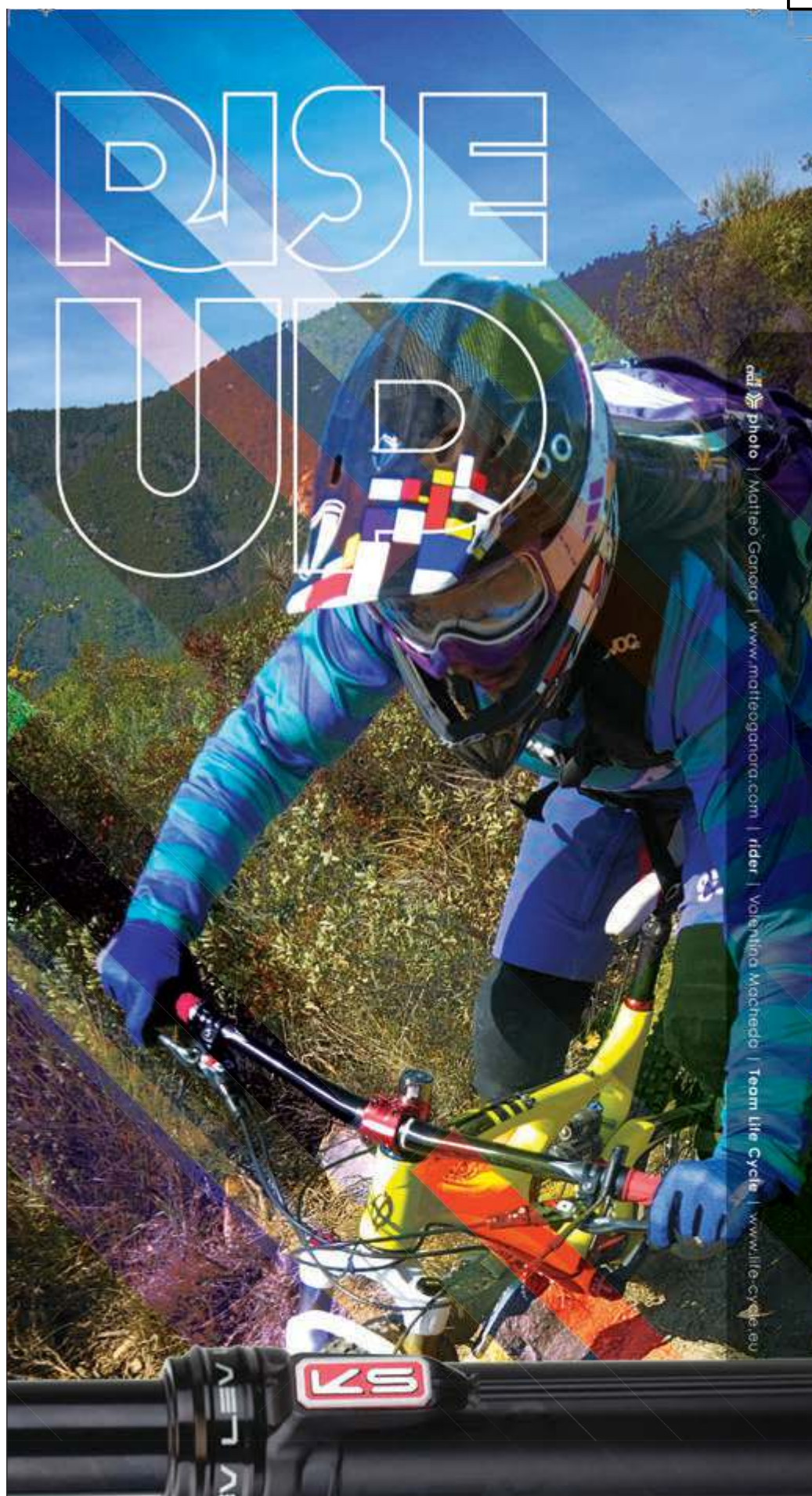
Sate-Lite eBike Front Light C1

自動車用レンズと自転車用リフレクターを生産する米国のSate-Liteが台北ショーで値頃感ある自転車用高品質ライトの新モデルを出展している。新製品C1フロントライトはダイナモまたはリチウムイオンバッテリー装着の電動自転車用で、リフレクターレンズ内蔵のユニークなライト。K認証取得。15ルクスと40ルクスの2バージョンを用意している。



Wilier Triestina Cento1AIR

Cento1、Cento1SL、Cento1SLR、Cento1SRに続くWilier Triestinaの第5世代モデル。Cento1の汎用性と性能を保持しつつTwinBladeのエアロダイナミック効率に近い性能を発揮するので性能、効率性、快適性の3拍子が揃った新モデルに仕上がっている。



- AVAILABLE IN 100, 125 & 150MM TRAVEL
- NEW CARBON FIBER CLAMP HARDWARE
- RECOURSE CABLE AND HOUSING SYSTEM
- ZERO MOVEMENT CABLE
- SUPERLIGHT KGSL CARBON/ALLOY REMOTE LEVER
- AVAILABLE IN 27.2", 30.9, 31.6 & 34.9MM DIAMETERS
*100MM TRAVEL ONLY

BOOTH
I0629



KSS
www.kssuspension.com

2014 年概況: サスペンション サスペンション各社新しいホイールサイズに対応

メーカーが製品のデビューをどこでさせるかを決める時、コンシューマショーがトレードショーに与える対費用効果もひとつの決め手となる。サスペンション市場で最も重要な役割を担っているRockShoxとFoxの2社は来月の新製品発表をカリフォルニア州モンテレーのコンシューマ向けビッグバイクイベントSea Otter Classicで行うことにした。そしてManitouはMattoeプラットフォームの新モデル発表を昨年のEurobikeで行い復活へのシグナルを発した。

しかし台北ショーに訪れる人達は今年もまた南港展覧会場で数多くの興味深いサスペンションの新モデルを目にするようになるだろう。二つのトレンドが新しいサスペンションの開発を後押ししている。26吋離れと機能強化に向けた電動化である。26吋用にデザインされたサスペンションフォークを27.5吋や29吋用に調整するのは簡単な作業ではない。単にインチ数やスタンションチューブを伸ばすだけではだめで、ホイールを大きくする分レバレッジを上げなくてはならず、フォークもそれに依って強化しなくてはならないなどそこには様々な調整の必要が生じる。

台湾のサスペンション専門ブランドX-Fusionは27.5吋と29吋専用のハイエンドエデュロモデルRevelを昨秋のラスベガスInterbikeに出展し、そのゴールドアナダイズド仕上げと逆さフォークで大きな注目を集めた。27.5吋用に調整されたStreatは32mmスタンションチューブ、エアスプリングでトラベル幅8吋。トレイルライド用として幅広く使える。またHilo SL Stratelは内装ケーブルルーティング用の伸縮式シートポストでドロップ幅12mmまたは15mm。ポストとリモートレバーで重さがわずかに520gという軽量モデルだ。

台湾のサスペンション専門ブランドX-Fusionは27.5吋と29吋専用のハイエンドエデュロモデルRevelを昨秋のラスベガスInterbikeに出展し、そのゴールドアナダイズド仕上げと逆さフォークで大きな注目を集めた。27.5吋用に調整されたStreatは32mmスタンションチューブ、エアスプリングでトラベル幅8吋。トレイルライド用として幅広く使える。またHilo SL Stratelは内装ケーブルルーティング用の伸縮式シートポストでドロップ幅12mmまたは15mm。ポストとリモートレバーで重さがわずかに520gという軽量モデルだ。

台湾のサスペンション専門ブランドX-Fusionは27.5吋と29吋専用のハイエンドエデュロモデルRevelを昨秋のラスベガスInterbikeに出展し、そのゴールドアナダイズド仕上げと逆さフォークで大きな注目を集めた。27.5吋用に調整されたStreatは32mmスタンションチューブ、エアスプリングでトラベル幅8吋。トレイルライド用として幅広く使える。またHilo SL Stratelは内装ケーブルルーティング用の伸縮式シートポストでドロップ幅12mmまたは15mm。ポストとリモートレバーで重さがわずかに520gという軽量モデルだ。

Axon プラットホームが耐久レースで大きな成功を収めている

ホール 1階
I1210

ホール 1階
J0417

SR Suntourのダウンヒル用フォークRUXはすでにRed Bull Rampageでその真価を発揮している。頑丈なフォークのスタンションチューブは直径38mmで文字盤のすべてが機械・アナダイズド仕上げのアルミ製。27.5吋エデュロ用フォークはAuronで市場をカバーしている。エアスプリングでバテッドアルミ、マグネシウム製ローワーと空洞アルミクラウン、便利な15mm Q-Locスルーアクスルで構成するAuronのスタンションチューブは34mm径。台北ショーではAuronの29吋モデルもデビューさせる。

トップニュースの常連DVOはEurobikeとInterbikeでダウンヒル用Emeraldの第1弾モデルを出展し話題を呼んだが台北ショーでも多くの関心を集めることは間違いない。まずEmeraldの進化デザインを見てみると一見小さなフェンダーに見えるものが実はカーボン製トーションアーチで、同社によるとステアリングの精度を23%高めている。これに超オーバーサイズのグリーンアナダイズド・アルミアッパーチューブとマグネシウムドロップアウトが加わり独特のシャーシを形造っている。インナーはすべて調整可能。台北

ショーではこれにマッチするリアショックJadeも併せて出展する。



DVO Emerald



X-Fusion Streat

SR Suntour RUX

SR Suntour Auron

U.S. Bicycle Import & Export Reports

Imported bicycle units hold a **99.7%** share of U.S. market consumption!

The Gluskin Townley Group U.S. Bicycle Import Report is the only window into the market that gives you a 15-year history and trend line by quarter!

Annual Subscription of US\$2,499 includes four quarterly reports for 2014. Samples and quotes for monthly subscription upon request.

Sales representatives:

Tom Kavanagh: tom@bikeshowdaily.com
Brad Hughes: bradsan@aol.com



The Gluskin Townley Group
www.gluskintownleygroup.com

Marzocchi では
27.5吋専用の350ブラ
ットホームを開発。
アルミスタンション

チューブは直径35mmで剛性アップ。アルミ、マグネ素材を効果的に使い重さ1900g（4ポンド3オンス）。トラベル幅140～160mmでエンデュロレースに耐える強度を備えるフォークの重さとしては悪くない。エントリーレベルの350 R、ミッドレンジの350 CR、最上級ラインの350 NCRの3種を揃えている。

27.5吋用サスペン
ションフォークをレー
ス用にいち早く手が
けたDT Swissは台北シ

ョーに間に合わせプロトタイプだったものをOPMの名称で完成品に仕上げた。マグネシウムローワーは3つのホイールサイズ用が用意され、サイズに合わせてトラベルも100mm～150mmと幅をもたせた。SAB（スムーズ・オート・バランス）技術によりリアショックの内部を改良し軽量化とストローク中のショックの働きを高めている。



DT Swiss OPM

台北ショーの「d&i
アワード」で入賞を果
たしたMaguraのサス
ペンションシステム

eLECTは重さ20gのハンドルバーユニットでフォークとショックを手動でコントロールするとともに自動モードにも入れられる。自動モードではフォークとヘッドチューブの加速計を使ってリアショックが与えられた状況下で最善の働きをするようセットアップする。コンパクト化と軽量化に加え、初の自動かつワイヤレスのサスペンションシステムなのでMTBの外観も一新する。

ホール4階
N1207

Elka Shocksの
自転車部門を買い取り
昨秋からブランド名を
MRPに改称したWhite

Brosは現在フロントとリア用のサスペンションパッケージを供給するが、大手との直接競合よりむしろファットバイクやキッズバイク用高品質フォークといったニッチ市場を中心に展開する。そのMRPが27.5吋と29吋用フォークとして出してきたのがLoop TR（27.5吋用）とStage（29吋用）で、両モデルともトラベル幅150mmで必要な調整がすべて手頃な価格でできるという新設設計も魅力だ。

ホール4階
M0602



MRP Loop TR

MRP Stage

AP-16

MINI VELOCE MOUNTAIN

- CNC alum mini pump
- Thumb-Lock Clever-Twin-Valve
- Fit for Schrader/Presta/Dunlop & E/V
- Easy engaged
- After operating, Presta valve won't be separated when the pump head leaves the bike
- Max. pressure 80psi (5.5 bar)
- For mountain bike

AP-15

MINI VELOCE MOUNTAIN

- CNC alum mini pump
- Thumb-Lock Clever-Twin-Valve
- Fit for Schrader/Presta/Dunlop & E/V
- Easy engaged
- After operating, Presta valve won't be separated when the pump head leaves the bike
- Max. pressure 100psi (7 bar)
- For road bike & mountain bike

AP-14

MINI VELOCE MOUNTAIN

- CNC alum mini pump
- Thumb-Lock Clever-Twin-Valve
- Fit for Schrader/Presta/Dunlop & E/V
- Presta is secure-sealed and won't pop out till 120 psi
- Easy engaged
- After operating, Presta valve won't be separated when the pump head leaves the bike
- Max. pressure 120psi (8 bar)
- For road bike

01 02 03

DISTRIBUTOR:

臺灣區代理:

兆程國際有限公司 Rapid horizon Co., Ltd.

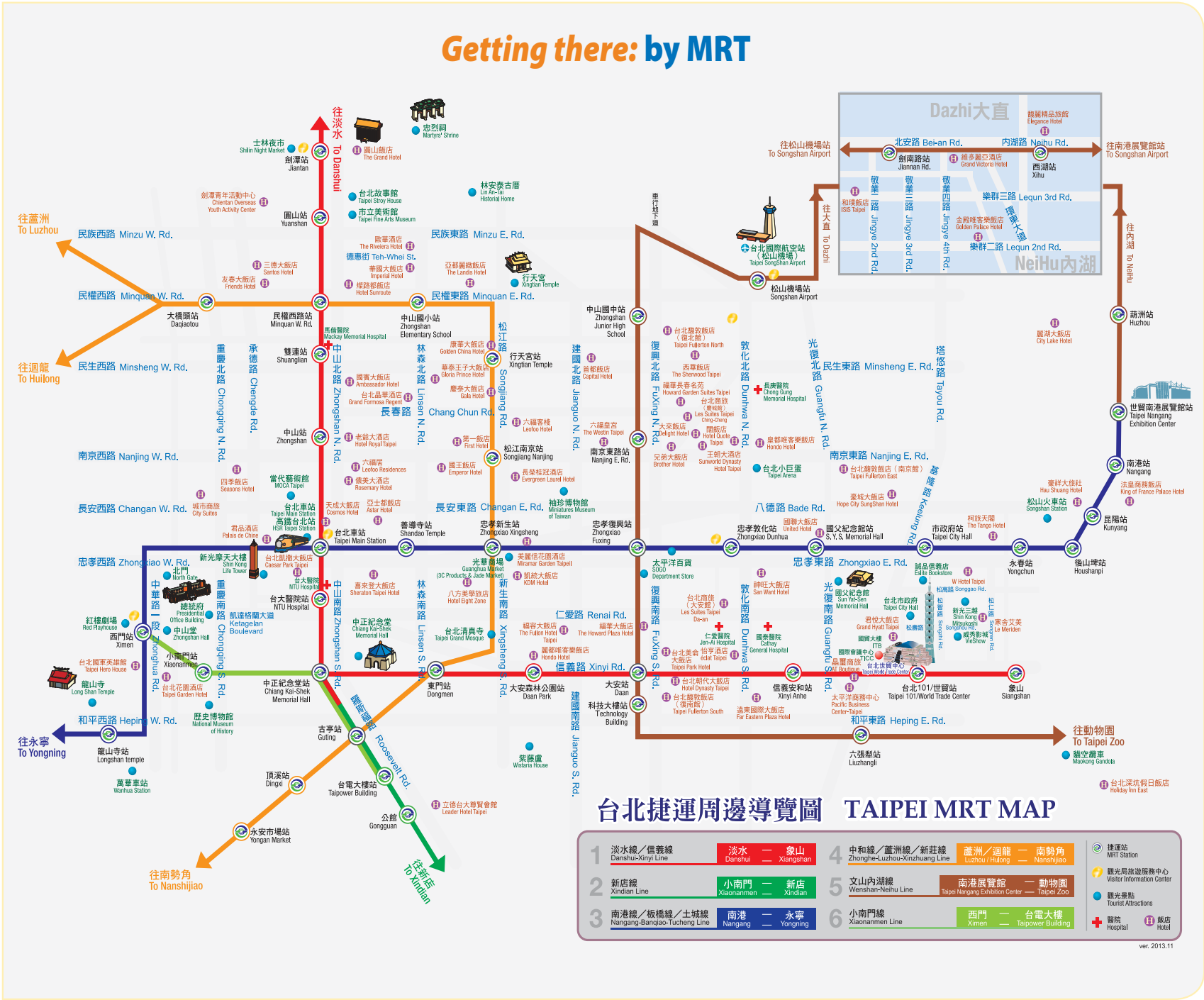
地址: 40641 台中市北屯區軍功路一段97巷38-2號

Tel: 886-4-2437-3600 / +886 935 965930

Fax: +886-4-2437-3732

Email: hjohnny400@msn.com

BOOTH: L0921a



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.

TOPEAK將進軍穿戴式科技

4樓
L0524

以手機為中樞的穿戴式科技持續發燒，自行車業也躍躍欲試。「台灣擁有舉世聞名的自行車產業以及一流的電子科技業，打造專屬單車族的穿戴科技會有相當優勢。」極點公司台灣區行銷經理謝長達談到TOPEAK將進軍穿戴式科技的目標，你可以在TOPEAK展位上見到單車穿戴科技的原型品。

TOPEAK自從推出整合Smart Phone優勢的PanoBike系列後，打造出一應俱全的軟、硬體，可供免費下載的APP對應於iOS及Android系統，而針對電池續航力及手機耐候性等問題，TOPEAK也因應推出Weatherproof+Powerpack抗水充電電池殼，厚度僅增加一些。

小配件，大幫手。TOPEAK推出運用藍芽技術的心率帶、速度、迴轉數感應器等配件，透過PanoBike app並以Smart Phone內建的GPS，將手機變身成強大的GPS自行車錶，這正是TOPEAK進軍運動行動裝置的定位，我們注重的是廣大的

運動健身單車族群，這也是為何我們選擇藍芽而非ANT+通訊協定，TOPEAK更進一步指出PanoBike app也積極與功率大廠Stages合作，曲柄式功率器藉由精密物理計算和藍芽訊號傳輸獲得騎乘的功率，未來可滿足大部分車友運動訓練時更科學的運動強度監控。



TOPEAK Weatherproof+Powerpack
抗水充電電池殼共有5種繽紛色系。

PanoBike已具有速度、轉速、
心率等功能，未來還會推算出踩
踏功率和其他秘密功能。

地狹人稠的貼心設計

TOPEAK於2013年推出整合打氣筒及車燈的iGlow系列，讓所有消費者的眼睛為之一亮。2014台北展再次推出Transform XX二合一的貼心設計，將打氣筒與駐車架結合，專為玩家設計的加長氣管、置頂式胎壓表和貼心的氣嘴設計，為寸土寸金的都會地區省下寶貴的空間。



Transformer XX
整合了打氣筒及駐車架的二合一設計。

HAIBIKE

FIVE TIMES* IF PRODUCT DESIGN AWARD WINNER 2014



Discover one of the most upcoming
German bicycle brands: Haibike

Get to know our 130 attractive models ranging from low budget to high end products. Profit by our interesting conditions and short delivery times and - most of all - by our outstanding product & marketing highlights, such as:

Haibike XDURO, the worldwide most successful and multi awarded ePerformance eBike.
eMTB, eCross, eTrekking, eRace & eUrban

Haibike ProTeam led by Olympic Gold Medal winner Sabine Spitz, one of the most victorious MTB racers of all times ...

Discover German Engineering, design and reliability at its best. **Discover Haibike.**

Learn more on
haibike.de

Contact us
export@winora-group.de

XDURO XDURO PRO, XDURO URBAN
XDURO RACE, AFFAIR RX, HEBBI RX 27.5

BECOME A PARTNER!
Visit us on the Taipei Show!
Exhibition Hall M1219

2014年座墊大觀 坐對了，讓你愈坐愈有力

對自行車友們而言，擁有五花八門可供選擇的座墊，已經搞得人霧煞煞，但今年你來南港展館逛逛，會發現可供選擇的座墊更多了，無論是公路車愛好者、Enduro騎乘者及鐵人三項等車友，都能根據其特殊需求來找到屬於自己的座墊。

成立於1979年的Velo，是全球最大的優質自行車座墊製造商，最新的創作證明其野心不斷擴大，新的座墊Wow沿襲著Velo提升騎乘性能的策略，讓Velo最新頂級產品Wow重量僅100g，在支撐結構的中心部份擁有較大的開口，以減少會陰處壓迫，座墊使用UD碳纖維打造而成，讓騎乘者可輕鬆固定騎乘位置，VL 1683模型沒有任何填充，重量僅100克，VL 1684有小部份填充，不過僅增加10多克。

Ergon在SR3座墊獲得市場的良好反映，在台北展推出兩個以SR3為原型設計的新品。SRX3可使用在越野公路車賽，水平的墊面讓騎乘時不受任何阻礙，面對時常要上、下車



Ergon SME3

1樓
J0717



Velo Wow VL-1683

的需求更容易，並在座墊後端提供強大支撐，讓騎乘者在高速騎乘不受限制，堅固的超纖維不僅耐用，並且泥濘也不會卡在座墊上。Ergon同時也提供兩個更高級的型號，SRX3 Pro擁有優化的碳纖維底殼及TiNox空心座弓，另外SRX3 Pro的座墊底殼及座弓為碳纖維。

Ergon的第二個新座墊是專為AM及Enduro車友們設計的SME3，由於登山車在嚴苛的騎乘過程中，屁股會不斷改位置，透過V型設計讓座墊平均分攤壓力，使用EVA填充及優化的底殼提高了舒適性，並在座墊側邊加強保護設計，不僅是設計元素，更有助於保護不小心摔車時發生的損傷，SME3的寬度區分為S與M兩個尺寸，分為SME3 Comp、SME3 Pro、SME3 Pro Carbon三種模組，其中基本款採用碳纖維強化複合材料的底殼，座弓材質為鋼材，而SME3 Pro Carbon擁有碳纖維底殼及座弓，總重量不超過200克。

Shimano的子品牌Pro在今年展現其豪情壯志，2014年賽季成為Giant-Shimano車隊的指定座墊，這是Pro座墊首度成為UCI Pro Team車隊的指定用品，同時在今年Pro也擴大它的產品線。

隨著高階產品Falcon、Griffon及Turnix的腳步，Pro在中階市場推出Condor Pro擁有更多的緩衝泡綿，以因應休閒導向的車手使用，同時它也推出第一款登山車用的座墊Vulture，在座墊鼻處長度較短且填充量更大。針對女性車友，Falcon與Griffon已經推出女

性專用款，與Giant-Shimano車隊共同開發的Aero Fuel TT座墊，適合三鐵及個人計時車友們使用，Aero Fuel TT擁有較粗短的座墊鼻加上中間鏤空設計可謂極緻，並可向前調整位置，是典型三鐵車及個人計時車座墊的代表。



Pro Vulture

Selle Italia也推出新的鐵人三項/計時專用座墊Iron，其設計靈感從汽車的空氣動力學優化造型而來，座墊鼻短且富填充，並且中間鏤空設計，可減緩騎乘者們的壓力，同時也讓空氣得以自由流通，消除熱點對鐵人三項車手們的影響，在座墊表面有多孔材料，像大多數的Selle Italia座墊，Iron擁有兩種寬度，在座弓及底殼有多種材料混搭。

由於人體工學及正確安裝變得更加重要，Selle Italia協助IBD專賣店較線上網拍商店擁有更高的價值，強力推動IDMATCH量身系統，根據身體結構配對的IDMATCH，以車手的年齡、性別、身高、體重及騎乘形式作為基本數據，並與骨盆寬度、大腿圍及靈活性及專業數據尋找適合座墊，Selle Italia將旗下座墊分為六個類別，讓騎乘者可從中選擇適合座墊，並也同時開發特殊工具及測量軟體及APP。

為了行銷它的Monolink座管固定系統，與此同時Selle Italia也針對補修市場，推出多種由座墊及座管組成的不同售價產品。

經過十年持續成功，Selle San Marco推出最暢銷的Aspide座墊，這是該品牌最具知名度的座墊，它同時有數個版本。

Aspide Superleggera是旗艦產品，Selle San Marco宣稱其為全球市場最舒適的座墊，採用新材料如超輕的Pebax泡棉及40T高模組的碳纖維，重量僅109克，中間鏤空幾乎橫跨整個座墊全長，在座墊尾部寬度更大，提供騎乘者絕佳的舒適性，擁有更多附加價值的Aspide Racing，其客製化可選擇中心線的形狀及實際剖面。

對於尋找更舒適座墊為導向的瘦小車友，Selle San Marco開發出Era Dynamic，擁有兩種長及較窄兩種寬度的Era Dynamic讓使用者可以選擇座墊剖面及中心凹槽，Selle San Marco已經重新設計第二個以舒適為導向的座墊Mantra，一個特別大的剖面讓舒適感提升，但重量不會增加太多。Xsilite Stealth也是個有趣的產品，該材料提供良好的固定性，外觀也相當前衛。



Selle San Marco Mantra

Selle Royal的Performa是運動座墊產品線其中一個系列，提供三種不同概念和形狀，在Seta S1的扁平形狀提供騎乘者運動自由的

4樓
M0310

4樓
M0110

4樓
M0814

SUNRACE
DRIVEN

STURMEY

ARCHER
EST. 1902

CSRZ1
11 SPEED 11-28T

S40
4 SPEED

S1C
Single Speed
Coaster Brake

C50
5 SPEED

TSM21
7 SPEED



WWW.SUNRACE.COM

最大化，填充量小可提供以競賽性能為導向的車手，能在不同地形的長途騎乘使用優勢。Seba來自Wave概念其中一個產品，在尾部略有上升提供公路車及登山車愛好者使用，特別是常需要改變座墊位置的車友們，根據人體工概念的Supra，其填充量較大減少會陰部的壓力。近來生態環保意識提升，Selle Royal擴大其BecoZ產品線，BecoZ盡可能使用環保材質及可分散材料，其獨特外觀獲得不少青睞。



Selle Royal Seta S1



Morgaw saddle

唯一拿下今年台北自行車展d&i座墊設計獎的Morgaw，沿著自己的道路繼續往前邁進，來自斯洛伐克的Selle Royal的Morgaw讓座墊結合輕量化、獨特外觀及真正創新舒適概念，Morgaw在設計上以避震器為基礎，開發出具有獨特可自行支撐的平台式座墊，結構外觀低調光滑，客戶可以選擇不同的陽極氧化表面處理。Morgaw透過crowdfunding平台及indiegogo.com籌集足夠的金錢開始生產，睜大眼睛注意這個來自斯洛伐克的新鮮座墊設計。■ LvR

台北展前記者會 受全球不景氣影響 出口量及產值略為下滑

台灣自行車產業在2013年整車總出口數量為383萬台，當中部分主要出口國家出口數量表現特別亮眼。2013年對中國大陸出口25萬台，較去年同期成長165.67%，出口金額為8,500萬美元，成長87.86%，ECFA早收清單將自行車列入，關稅降為零的效益已經彰顯。近年東協市場，中產階級隨經濟發展崛起，消費力及對單車旅遊的興趣逐漸提升，台灣對泰國出口3.9萬台，成長率為67.73%，出口金額為1,469萬美元，成長82.95%；對紐西蘭出口3.2萬台，

較去年成長近51.27%，出口金額則成長44.99%，達2,376萬美元。

整車整體出口雖略受到全球景氣低迷消費力下降影響，出口數量較2012年同期下滑約11.49%，出口值微幅下滑4.6%，約17.23億美元，但平均單價則持續上升，從417.96美元大幅度成長至450.5美元，較前年418美元提昇約7.79%。此外，去年主要零件出口值為9.15億美元，較前年9.25億美元微幅下滑1.04%，總計台灣去年整車與零配件出口值為26.39億美元，較前年下滑3.4%。

2012年與2013年整年台灣整車及零配件出口統計

年 份	2012年	2013年	成長率
整車出口數量（百萬台）	4.32	3.83	-11.49%
整車出口金額（億美元）	18.07	17.23	-4.6%
整車平均單價（美元）	417.96	450.5	7.79%
主要零件出口金額（億美元）	9.25	9.15	-1.04%
整車與零件整體出口金額（億美元）	27.3	26.39	-3.39%

2013年全年台灣自行車整車前10大出口市場

市場	佔總出口值百分比	市場	佔總出口值百分比
1 美國	23.24%	6 日本	5.56%
2 荷蘭	12.08%	7 中國大陸	4.93%
3 英國	9.07%	8 比利時	4.28%
4 澳洲	6.45%	9 加拿大	3.51%
5 德國	5.84%	10 韓國	2.38%

資料來源：台灣區自行車輸出業同業公會整理

Dahon與福特 合作關係修成正果

4樓
LL002

DAHON
freedom unfolds



你最近騎過福特嗎？

Dahon在台北自行車展的特殊攤位裡，展示與全球汽車製造商福特的第一批成果。

Dahon副總裁Eddie Eccleston表示，福特了解汽車擁塞的問題與生態可持續性，人們不會因為塞車而有方便的移動性，交通堵塞會使人們停止購買汽車，他並進一步表示，Dahon在台北自行車展的自家攤位展示與福特合作的成果，雖然僅有幾個預告原型，不過該生產線將會成長，Dahon與福特會設計新模組，其中有許多靈感是來自特定的車型。

Eddie Eccleston指出這是一個大計畫，你沒有看過一個自行車型號通用整個歐洲，在歐洲市場、遠東、美國市場等地都需要不同類型的自行車，Dahon計畫在今年於中國推出與福特合作的成果，歐洲市場則會在明年開始，再來是美國。

Dahon現正與福特的設計師為定

制模組緊密配合中，讓自行車與汽車成功結合，Eccleston說雙方之間將針對電動自行車部份進行進一步討論，畢竟要打造出一輛又輕且體積又小的電動自行車著實不易，並且還要讓單車與汽車成功結合，的確是一項挑戰，不單只是電動自行車，Dahon也在製造一般自行車能與汽車融合為一體。

我們將以Mustang跑車作為預告，靈感來自福特著名的Pony Car，Dahon現在也從1908年福特首次生產第一輛汽車Model T找尋靈感，Eccleston表示福特自行車將在自行車店販售，並非是在汽車零售商裡，福特不賣自行車，他們更不會踏進自行車產業裡，他同時表示Dahon以謹慎的態度與福特合作，雙方以合作夥伴是較好的方式，畢竟試圖合作的影響總比在外面抱怨來得好，Eccleston也轉述福特的立場，福特認為很高興能夠參與城市交通的暢通性及可持續性，以及許可協議等問題。■ DM

BioLogic specializes in innovative cycling gear for the urban commuter.
Come see our award-winning dynamo hubs, accessories, and phone mounts at Booth M1019a.

Hard Case™ for iPhone 5/5s
+ AnchorPoint Bar Mount

Rugged, waterproof aluminum case for your iPhone.
Rock-solid handlebar mount.

Armored
iPhone
protection.
Rock-solid
on your bike.

BIOLOGIC
www.thinkbiologic.com

2014新品大觀園

Polisport Guppy Junior

4樓
L0218



Guppy Junior專為日常短程騎乘而設計，以輕巧及高度穩定性來達到極緻舒適。椅子下方設計有柔軟的緩衝系統，背部支撐可隨著幼童的身高調整，伸縮的足部固定帶同樣是可調整的。

CamelBak Podium

4樓
L1127A

美國戶外用品水壺第一品牌CAMELBAK，最近將產品線的Podium，重新設計瓶身擠壓平台。透過其獨家專利Jet Valve噴射咬嘴閥，讓新一代的Podium更加容易清潔，同時咬嘴閥擁有較大直徑的噴嘴，提供更高的流速。更大的旋轉式鎖水閥設計符合人體工學，讓使用者可以完全關閉咬嘴閥，在騎乘過程及裝水時能防止漏水，新的Podium擁有更多顏色可供選擇，並且能適用於更多自行車水壺架及車架上，特別是女性車友們使用較小的車架。



MET Parachute HES

4樓
M0311

MET推出超輕量MTB全罩式安全帽—Parachute HES。利用「模內科技融合(In-mold intelligent fusion)」技術來整合各種密度不一的材質，在面對外來的衝擊，利用「同位內植骨架(homothetic embedded skeleton)」技術來減緩撞擊力道。安全帽整合了下巴防護機制以達到輕量化。M尺寸620克；L尺寸650克。



Geax Goma

4樓
M0203

由美國設計師Ken Avery所研發，曾是競賽車手他針對XC及DH等騎乘需求，而專為耐力賽(Enduro Race)所開發的新品。車胎中間以平滑設計，讓加速及維持速度都容易，於車胎上大量使用多角度的防滑塊，即便是應付溼滑、樹枝等刁鑽路況，都讓你牢牢的抓住路面。



Bluegrass MTB 手套

4樓
M0311

Bluegrass推出全新系列MTB手套：Raccoon (如圖)、Red Wolf、Lynx及Cougar。此系列以HST保護墊來對抗樹枝及石塊的逆襲，並且不犧牲手指的靈活度。抗摩擦及耐磨(Resistant Abrasion And Wear, RAAW)的布料保護你在極地氣候可掌握一切；內部也相當透氣讓你不至過熱。



Wilier Triestina Cento1AIR

4樓
N0424

Wilier Triestina最新推出Cento1AIR是Cento1的第五代，延續Cento1、Cento1SL、Cento1SLR及Cento1SR的成功，Cento1AIR帶來更棒的空氣動力學效率，並且保有Cento1的絕佳的騎乘效率、舒適性及多功能性，別再遲疑了，快點騎乘Wilier Triestina的Cento1AIR一同上路破風吧！



Schwalbe Magic Mary

4樓
M0116



Schwalbe的Magic Mary繼承Muddy Mary的特點，設計概念從Schwalbe的摩托車胎而得。遍布於胎體上的止滑顆粒，讓輪胎面保有絕佳的抓地力及牽引力，即使是在泥濘的路面或是溼滑泥濘的彎道上，騎乘者能夠在自行車公園從事enduro耐力騎，或是應用在下坡賽事，能擁有安全、非凡的騎乘感受。

CatEye Padrone

4樓
N1001A

Padrone加大顯示面板無線碼錶。螢幕較傳統自行車碼錶加大超過85%，適合於各種騎行者使用，數據確認一目了然，可以在騎乘時快速讀取騎乘訊息；碼錶的厚度削薄22%，不僅減輕重量也更好安裝。



TranzX Antishock Technology

1樓
J0412



TranzX Antishock科技提供公路車手擁有絕佳騎乘舒適感受，針對公路車遇到路面的不平整，容易造成騎乘者的不適甚至肌肉痠痛，TranzX的Antishock technology從傳統手把豎管開始著手，透過新型獨家專利推出符合人體工學產品，可吸收+1°至-2°的垂直震動並有效分散壓力，大大減少車手在長途騎乘時所承受的麻木及疲勞，以達到舒適性提高的功用。

Vittoria Zaffiro Pro

4樓
M0203

全新Zaffiro Pro胎紋在安全性上有更大提升，胎面正中央與兩側所割劃深槽的壓紋，可有效排水(經電腦模擬測試)，在速度與安全性取得平衡，提供更繽紛的車胎色系。Zaffiro Pro為Vittoria車胎品牌的超值之選，可全天候使用並高度防爆。Zaffiro系列提供有乾地使用的Zaffiro Pro slick，以及溼地專用的Zaffiro Pro tech。



親愛的台灣，猶他州·奧格登需要你！

座落在Wasatch山脈的山腳下，Ogden擁有的悠閒環境與台北的喧囂繁華截然不同，以市長Mike Caldwell為首的代表團，第二年來到台北自行車展，位在北猶他州的Ogden倘開大門歡迎台灣自行車朋友到來。

扮演Ogden及台灣產業之間橋樑的ID Art Agency，Kevict Yen指出，對於想要在美國發展的公司，或是想改變的公司們而言，Ogden希望大家可以考慮到那裡。市長Caldwell是位瘋狂的自行車愛好者，曾發誓要每天騎乘自行車上下班，跟他同行的成員還有城市開發部經理Steve Fishburn、猶他州戶外運動辦公室主任Brad Peterson，以及國際關係部Brett Heimburger和猶他州經濟發展公司（非營利機構）首席營運官Todd Brightwell等人。

代表團此次訪問是讓雙方關係更加深厚，代表團成員們也多次與有興趣在Ogden設廠的台灣自行車產業有多次會面，過往台灣公司因為方便性的關係，在美國設立公司主要選擇南加州為主，不過擁有84,000人口的Ogden，已經有不少滑雪、戶外及自行車企業陸續進入，它的位置便利性佳，交貨到全美任

何地方只要兩天，而且生活成本低。

目前在Ogden的自行車廠商有經銷商QBP，三年前它在Ogden設立區域配送倉庫；Enve複合材料在此設立150位員工的總部，TRP則是從加州搬至此，Volagi則是最近從加州的Santa Rosa搬遷至此，市長Caldwell說Cannondale也決定將他今年夏季經銷商產品發表會，從加州移到Ogden。

Ogden的騎乘自行車風氣興盛，它最近獲得10萬美元贈款，用來建設自行車道及騎乘自行車的基礎建設，Ogden也被美國自行車騎士聯盟評比為自行車友好城市銅牌獎。

TRP的營銷總監Lance Larrabee會選在Ogden的原因滿是因為前市長讓他覺得是社區的一部份，而不只是一張匿名的臉，他並補充指出，當初只有四個人規模，不過Ogden仍是非常熱情歡迎TRP前來，加上商業空間一平方英尺不到50美分，讓成本可以大幅降低，房屋成本也較加州低80%，同時對於招募新員工也帶來好處，因為Ogden的天然環境適合滑雪、騎乘自行車及戶外活動，對於公司的設立及員工的招募都有正面作用。



台灣自行車業界領袖在2013年9月從猶他州騎到拉斯維加斯，此活動由猶他州的奧格登市所舉辦。

Caldwell指出，對其他產業而言，自行車產生就像是塊活招牌，成功吸引其他產業進入，像是Homedepot.com最近也在Ogden興建倉庫，在Caldwell十天的訪台行程中，他計劃與姊妹市台中市的大家長胡志強會面，以紀念與台中市之間的姐妹城市關係，Caldwell很願意在城市交流著墨，他並表示最終的目標是與台中建立一個強大貿易及交流關係。

Ogden也創造了企業孵化計劃，將為那些希望在美國建立辦事處，但是還在考慮的公司們，企業孵化計劃提供公共辦公、接待、倉庫及會議空間，讓

成本能降低，Ogden能夠提供如此優惠，是因為美軍之前在那裡有數十萬平方英尺的辦公室、倉庫等用地，目前TRP、Volagi及Homedepot.com及企業僱用的4500位員工已移動至該處，Ogden希望能帶來更多公司及員工前來。Ogden與台灣自行車產業的交流已遠超出商務之間的會議，去年在美國展之前，包括Velo、KHS及亞獵士等超過20家台灣自行車廠商進行一場盛大之旅，從猶他騎乘到內華達州的拉斯維加斯，然而今年台北展最後一天，Caldwell及Fishburn將加入凱薩克的六天騎乘之旅。■NF

中文



拓肯總經理張倉意：沒工廠不成問題

1樓 J0433

張倉意明確表示，打造品牌不需要一個工廠，但必須要擁有才華設計團隊！其品牌Token已贏得國際備受矚目的國際獎項，包括德國iF及red dot設計獎。

張倉意在台灣自行車業界已有超過40年歷史，2002年他成立Token，

對於業界生態及動態非常清楚，Token推出後就主打修補市場，避免與其他品牌發生衝突，也不用面對OE的價格壓力，為Token走出一條康莊大道，張倉意指出Token品牌的從字面上來看是友善的，同時好唸又好記，當你第一次聽到Token，就能很清楚記住它。

Token的主力產品在輪組、車頭碗組及BB等，今年台北自行車展，Token也針對三鐵市場推出新品，現居台中且來自南非的設計師Dwain Bester是Token產品創新的原動力，他的產品獲獎無數，加上拓肯公司的材料及優異技術，使得品牌Token的在市場取得領先的地位。

勇於作夢發想是Bester在設計上有源源不斷點子的關鍵，他表示在產品上他需要不停發想，發想出新的出路，並且認為發想的點子可以應用在產品上，即是Bester曾是個自由工作設計者，從肥皂盒到時尚潮袋都可以看到他的作品，但Bester願意加入拓肯，最大的主因在公司接納他的想法，並且運作成實體產品，Bester也直言，你可以設計出許多驚人的東西，但是沒有人願意陪你一同鋌而走險，將你發想的點子製造並創造，那麼一切都只是空談。

Bester的鯊魚尾鈦軸快拆（Shark Tail）成功拿下iF及Red Dot兩項著名國際設計大獎，他的Heggset頭碗組也

贏得iF設計獎，而Token希望也能將此成就延伸至最主力產品一輪組。Token另一位從事數位視覺呈現且居住台中的外籍設計師Shuan Bettinson指出，Token推出輪組已有段時間，不過許多消費者對輪組僅認識ZIPP等品牌，但他們錯過一些訊息，Token的產品品質跟國際知名大牌一樣好！

Token最新產品Hero，延續C45A carbon clincher的優異性，Hero更能在側風來臨時減少擺動，目前有鋁／碳纖維版本，不過Token計劃推出全碳纖維版，同時張倉意也想為Token部份產品籌備工廠，他希望可以在三年之內可以擁有自家的輪組生產線。■DM

Attachment for K4 RAYDEEN

Easy Fitting for K4 RAYDEEN

Assured New Function for K4 Come to see at N0828

CUSTOMIZE YOUR BIKE!



BOOTH No. N0828



CROPS Co., Ltd.

www.crops-sports.com

New Products 2014

TranzX M25 Motor with LogiX

1樓
J0407

幾乎隱藏在自行車架內的M25，是TranzX LogiX系列第一個電動自行車馬達，M25重量僅3.9kg（8磅9盎司），擁有低噪音及低震動水平的特性，有超小體積的M25成功融入自行車的車架內，若未仔細觀看，很難發現M25藏在車架裡。基於LogiX數位通信及CAN-Bus科技，提供更高效能的服務及故障排除，這意指電動自行車裡的套件，彼此之間擁有更快、更穩定的傳輸。



Sate-Lite 摩電花鼓／電動車貨架燈M1

4樓
M1407

自行車反光片領導者Sate-Lite，推出全球最小的K-approved自行車貨架車燈M1，擁有雙LED的M1，附有50mm/80mm的自行車貨架安裝座，是你負擔得起的高質量選擇。



Wilier Triestina Cento1SR

4樓
N0424



Wilier Triestina Cento1SR的車架擁有快背車（Kamm Tail）的管型設計，並集合Cento在空氣力學表現，在座管及前叉又提供更高的舒適性及剛性。走線在下管使用可調式面板以及3D整合式走線界面，更首創3D整合式後變速吊耳，讓走線更加容易。

Chosen A7045BTXHP-FG hub

1樓
J0633



喬紳針對BMX競賽族群所開發的花鼓。棘輪本體採用特殊的多檔位設計，可更直接且快速的傳遞騎士的力量。棘輪本體使用「整合式襯套設計（Integrated Bushing system）」，輕量化及耐用度都相當卓越。

Airace Mini Veloce Regular

4樓
L0921A

鋁合金CNC攜帶式打氣筒附「雙向氣嘴聰明頭」● 鋁合金CNC攜帶式打氣筒 ● 指壓式「雙向氣嘴聰明頭」● 適用美式嘴、法式嘴、德式嘴、英式嘴 ● 可輕鬆咬合氣嘴 ● 打氣完成將打氣筒風嘴頭從輪胎氣嘴拔出時，法式嘴不會因此分離 ● 最高壓力100psi（7 bar）● 公路車&登山車皆適用



3T Accelero 40 LTD

4樓
M1320



40 LTD為全碳纖中低框輪組，是3T Accelero系列的頂級Open輪組。採用3T專屬的反向式幅條系統，整組重1610克。為應付乾、溼等多變騎乘路況，SwissStop專屬打造的剎車塊讓你動靜自如。可相容於Shimano、SRAM、Campagnolo的10、11速系統。

Bergamont E-Line Metric C-9.4

4樓
N1124

E-Line Metric C-9.4是Bergamont三輛27.5吋的電動自行車其中之一，專為提供騎乘者在崎嶇地形上使用，硬尾的C-9.4結合時下當今自行車最受歡迎的科技及趨勢，馬達使用來自德國的Bosch Performance Line，輪組則是採用登山車最新流行的27.5吋，新一代的Bosch馬達提供騎乘者能征戰不同的多變地形及路面，車架的幾何與無加裝任何電機系統的一般自行車幾乎相同。



Dahon EEZZ 3 Speed

6樓
S0614

Dahon的EEZZ 3 Speed在2015年更進化，擁有Dahon的Jiffold垂直折疊科技，折疊及收藏時就像它的名字一樣，再也簡單不過了。車架採用液壓成型技術，將鋁合金塑型成一個強硬、複雜卻輕盈的形狀，隱藏式的折疊機制，專屬打造較窄的車輪及傳動系統，採用3速Shimano變速系統。



KMC X11SL DLC Chain

1樓
J0118

得名自Diamond-like Coating（DLC）類鑽碳鍍膜技術，KMC 11速超輕量黑鑽鏈在DLC鍍層的包覆下，擁有表面硬度更高、更低磨擦係數、高抗鏽蝕、高耐磨耗等優點。結合了堅硬耐磨的表面鍍層，以及精密的結構設計和製造技術：3XSP超強耐磨耗處理（20%強度提升）、最輕量結構設計、專利X雙橋型設計、智慧導角設計、最高鏈軸嵌合力等，在跨品牌的11速電子和機械變速傳動系統上皆能展現最佳變速性能、傳輸效率（剛性）和耐磨耗表現。



Sunrace S40 hub

1樓
J1217

Sunrace Sturmey-Archer S40為4速內變速花鼓，擁有高達210%的檔位比，每段檔位差達28%。花鼓採用專利的模組化科技，此棘輪檔位裝置並不會突出車架。可於第1檔位直接驅動小齒盤。可對應於90mm、70mm鼓剎，碟剎，以及飛輪（freewheel）。



THE FIRST FORK THAT THINKS FOR YOU.

visit booth
N1207

eLECT

Choose between

Auto Ride Sensor Mode - Senses fork inclination and trail impacts, automatically activating or deactivating fork lockout.

Wireless Remote Mode - Locks fork on/off manually as needed, with the bar mounted ANT wireless remote exclusively from MAGURA.



In Auto Mode, during extreme drop situations, lockout opens automatically in .02 seconds.

Auto Mode can be easily calibrated to rider preference.

eLECT is optional on all 2014 MAGURA TS8R and TS6 forks.



40-60 hours ride time battery life. Power via Micro-USB.

eLECT rear/front shock system coming soon.



For technical information, visit
magura.com/elect



MAGURA
magura.com

Free Shuttle Service

A free shuttle connects the Taipei World Trade Center (TWTC) where TaiSPO is held, with the Nangang Exhibition Hall, the airport and various hotels.

1. TWTC to Nangang Exhibition Hall Shuttle Buses (round-trip)

TWTC Exhibition Hall 3 ↔ TWTC Nangang Exhibition Hall
 March 5-7: 08.00 - 18.30
 March 8: 08.00 - 14.40
 (Buses leaves every 15 minutes)

2. Hotel Shuttle Buses (one-way)

March 5-7: 17.45/18.00/18.15/18.30
 March 8: 14.45/15.00/15.15/15.30

ROUTE A:

TWTC Exhibition Hall 1 → Hotel Éclat → Far Eastern Plaza →
 Les Suites Taipei - Da An → Howard Plaza → Sheraton Taipei →
 Caesar Park Taipei → Taipei Garden Hotel → Westgate Hotel

ROUTE B:

TWTC Exhibition Hall 1 → Hotel Sherwood → Capital Hotel →
 Golden China Hotel → The Landis Taipei Hotel → Gloria Prince
 Hotel → Hotel Cozzi-Minsheng → Imperial Hotel → Regent Hotel →
 Ambassador → City Suites-Nanxi

ROUTE C:

TWTC Exhibition Hall 1 → City Suite-Nandong → Taipei Fullerton
 East → United Hotel → Sunworld Dynasty Hotel → Quote Taipei
 → Brother Hotel → FX Hotel → Evergreen Laurel Hotel → Leofoo
 Hotel

3. Taoyuan Int'l Airport Shuttle Bus

TWTC Exhibition Hall 1 → Taoyuan Int'l Airport
 March 7: 17.00
 March 8: 10.30/14.00



Taipei Int'l Sporting Goods Show



Table of Contents

Tweeting up a sweat	37
Johnson's new treadmill line incorporates social media	
Helping gyms shape up	38
Tomorrow's inaugural fitness forum is Asia's first	
Anytime Fitness goes everywhere	39
Anytime's franchise formula works well emerging markets	
Clubs sweat the details	39
IHRSA report show gym owners have learned to boost sales	
Training is more fun in a group	42
Alexandave fitness stations encourage group exercise	
No getting around it	43
Continental says its volleyballs are rounder	
Titan tightens up	44
Sock maker branches into compression apparel	
Footland focuses on technology	44
High-tech sock maker values advanced machinery over volume	
Sable's prescription for goggles	45
Innovative in-store display boosts prescription goggle sales	
Decades in the making	46
Saeko says its new Ultra4 goggles sum up years of innovation	



www.s-team.org.tw

Concepts & Goals

- To strengthen the core activities of "Lean Management" among Taiwan S-Team Elite League members. And these activities of cooperation & competition will be highly valued by other industries.
- To upgrade Taiwan's fitness production, to stabilize quality control and to better divisional work distribution ; thus, the whole fitness clusters will be solid.
- To promote mutual observations, to increase learning activities and to share experiences.
- To establish a brand image of S-Team's fitness made in Taiwan
- To set the Central National Standard (CNS) of Fitness Equipment so that key model parts can be standardized and commonly used.
- To upgrade the production technology with the vision of the future.
- To encourage the participation of S-Team members, mutual evaluations among members will be carried out ; thus, members can make substantial improvements.
- To establish Taiwan as the global high-end fitness manufacturing and R&D hub.

Visions



Johnson posts a status update for Facebook and Twitter users

Gym users can now keep up with their social media friends while they break a sweat on a treadmill.



Treadmill users can tweet up a sweat on Johnson's new Matrix treadmills, which incorporate social media services in their displays.

Johnson Health Tech from Taichung has updated its Matrix treadmill line with a new console that keeps users connected — safely — to such social media services as Facebook and Twitter while they work out.

"The apps are customized for the treadmill, so that the screen will show only the important information," said Danny Chiang, senior product manager at Johnson.

The new 7xi console offers a

simplified, customized view of social media services and other information, including weather forecasts, on a touchscreen that resembles a tablet. It's designed so it won't distract treadmill users.

For safety, little or no typing is required to navigate the apps. The treadmill slows down if a user starts typing on the console.

Johnson says it is the first fitness equipment maker to bring social media applications to gym equipment.

Johnson debuted the Matrix line in some international markets late last year. It proved to be particularly popular in high-end U.S. gyms and hotels, officials said.

"This is high-end technology, and premium health clubs and top hotels need these kinds of products for their customers," Chiang said. Initial buyers included the Four Seasons and Marriott hotel chains.

Johnson is also promoting a system it calls mPower, which refers to three console-driven functions: "motivate,"

for on-demand entertainment; "mentor," for virtual coaching, and "maintain," for maintenance and upkeep.

For motivation, Johnson offers on-demand entertainment and a program it calls Virtual Active, which allows users to participate in virtual runs in several locations.

If users opt for the mentor program, a coach appears in the corner of the screen and offers advice on pace and other factors.

Meanwhile, each machine stores information about usage and immediately alerts the owner, and Johnson, if maintenance is required or if parts need to be replaced.

"It helps owners manage their equipment so they increase their return on investment," Chiang said. The Matrix Asset Management system works with an online service portal, wireless technology and customized monitoring tools. ■ BS

TWTC HALL 1 - 1F
B0609A

Spirit Fitness lets users bring their own tablets

Dyaco is taking the interaction between fitness gear and mobile devices into another dimension. Its latest offerings let fitness enthusiasts use their own tablets on its Spirit Fitness equipment.

"You can download our app on your tablet and then swap your console for your screen to manage your personal workout," said Brian Murray, Dyaco's product director. "But the machine still has its own buttons, so you can use it if you don't have your tablet at hand."

Dyaco developed an app for iOS and Android devices for its Spirit Fitness brand. People can use the app on their tablets to organize their training programs and record workout details, and then share the results on social media.

Spirit Fitness elliptical trainers and stationary bikes use adjustable holders that can accommodate many mobile devices. The devices connect

wirelessly to the machine through Bluetooth.

Spirit Fitness has also improved the quality and entertainment value of its built-in consoles. The brand is launching a range of light gym equipment that incorporates mobile touch technology on a full TFT screen. Dyaco calls this the Light Commercial Touch Series.

With this upgraded screen, people who exercise can watch their favorite TV programs on the console, check the status of their workouts and easily access social media services through on-screen navigation. ■

TWTC HALL 1 - 1F
B1010

Procure your seat at the table



One-on-one procurement meetings, which will take place this afternoon in Room 5, bring buyers from major international accounts together with suppliers. Some meetings have led to substantial orders.

TaiSPO 2014 Events

Wednesday 3/5

10.00-11.00

TaiSPO and Taipei Cycle Joint Opening Ceremony
Room 401, Nangang Exhibition Hall

14.00-15.00

New products launch
Main Stage, Area C, TWTC, Hall 1

13.00-17.00

Procurement meetings
Room 5, TWTC, Hall 1

18.00-20.30

TaiSPO and Taipei Cycle Welcome Reception
Adidas 101 (across the street from the Taipei World Trade Center)

Tomorrow's fitness industry forum will get gyms in shape

TaiSPO is bringing together some of the sharpest managers and coaches from the international fitness industry for tomorrow's inaugural Fitness Industry and Fitness Club Management Forum.



Jay Ablondi

Organizers say it is Asia's first fitness industry forum.

"Some events have been held in China before, but we are taking an Asia-wide approach," said Jilly Lai, a manager in TAITRA's exhibition department. She

said Taiwan is a natural location for the forum given the number of fitness equipment manufacturers here.

Jay Ablondi, executive vice president of the International Health, Racquet & Sportsclub Association (IHRSA), will analyze industry trends and explain how some fitness clubs are using customer surveys to boost business.

The association, which promotes the importance of customer service, uses a tool it calls the Net Promoter Score, or NPS, a measurement of customer loyalty. The score is derived from surveys that ask customers how likely they are to recommend a company or product to friends and colleagues.

A negative score is considered bad news, while the higher the positive score, the better — up to a theoretical maximum of 100. A score above 50 is considered excellent.

Among more than 500 fitness clubs in the United Kingdom, for example, the average NPS rose from 21 in 2011 to 27 last year.

The average score for U.S. gyms last year was 43, with the highest-ranking gym scoring a 79 — on par with scores achieved by such popular consumer products as Apple iPhones and iPads.

Ablondi said the act of surveying members — and letting them add comments or complaints — can boost a gym's score.

"Follow-up studies show that, just by responding, the operators see their scores rise," he said. "Their members will not only recommend the club to their friends, they will also stay longer themselves. They could stay four or five years, and that's when the money really kicks in for the owner."

He said U.S. gyms score relatively well because the fitness industry there is more mature, and most gym operators have learned to cultivate customer service and retention.

Ablondi's association is such a fan of the scores that it collaborates with The Retention People to provide them at no cost to fitness club operators. The Retention People specializes in gym club management.

"It's all based on the idea that it's easier to keep a member than to acquire one," he said. "The clubs doing well in this economy are those that concentrate on customer service. Or if they're low cost, they concentrate on what their value is."

Also speaking is John Kersh, vice president of international development for Anytime Fitness, which franchises some 2,400 gyms in 16 countries (see related story, next page).

Joining Ablondi and Kersh is John

Caraccio, the president of World Gym's operations in Taiwan. World Gym International, which has more than 180 franchised locations in 14 countries, has recognized the Taiwan operation as its Franchise of the Year.

The forum begins at 1:30 p.m. tomorrow in Hall 1, Room 3 at the TWTC.

It will conclude with fitness demonstrations conducted by two experts from the Aerobics and Fitness Association of America.

See tomorrow's Taipei Show Daily for more details about the forum. ■ BS

NEW!

Fitness Industry and Fitness Club Management Forum

1:30 – 5 p.m.
Thursday, March 6
Hall 1,
Room 3
TWTC



Tomorrow's forum will include a demonstration of Cross Core, a new fitness program.

Any time is the right time for the Anytime Fitness chain to expand

John Kersh, vice president of international development at Anytime Fitness, has found a recipe that seems to work as well in emerging fitness markets as it does in developed ones.



A typical Anytime Fitness gym

The U.S.-based Anytime Fitness franchise has grown to include 2,400 gyms in 16 countries and was recently ranked No. 1 on Entrepreneur Magazine's annual "Franchise 500" list.

"We've worked very hard to create a business concept that has smart systems

in place for our franchisees to follow," said Kersh, who is a keynote speaker at tomorrow's Fitness Industry and Fitness Club Management Forum.

"It's kind of like a recipe. If they follow our recipe, they have a good chance for success," he added. "So although our

concept is about fitness, we are really a franchise company. We try to always improve how we educate and support our franchisees everywhere in the world."

Anytime Fitness builds its business on convenience. Most gyms are open 24 hours a day, every day — appealing to people with hectic lives who struggle to find time to exercise.

The company's key advantage is that it has created an efficient franchising platform that should work in any country.

Outside of the United States, Australia has the largest number of Anytime Fitness gyms. Nearly 350 locations have opened in five years.

Interestingly, the average Anytime Fitness gym outside the United States has more members and charges higher prices than its U.S. counterparts. Kersh said the disparity is partly because U.S. gyms face more competition.

In Asia, Anytime Fitness gyms are often smaller than in the U.S. because of higher real estate costs. The average size of an Anytime Fitness franchise in the U.S. is between 400 and 500 square meters (4,300 to 5,400 square feet), while its Asian gyms are between 300 and 400 square meters.

In most respects, however, Anytime Fitness gyms are uniform around the world.

Anytime Fitness uses similar criteria to choose franchisees in the countries it

serves. A location needs to have enough potential customers in its "catchment area."

Since the concept is convenience-driven, locations should be visible and accessible to customers. The most important ingredient, Kersh said, is the quality of the franchisee.

"This is in terms of their passion for our brand, their desire to help change people's lives, and their motivation to put energy and attention into the business. Also, their financial strength, and if they have enough money to get the business started and operate it until it starts making money," Kersh said. "When we find great franchisees, the gyms usually work very well."

Rising real estate prices have put a damper on growth because they make it more difficult for projects to be financially feasible. Kersh said franchisees have to be careful not to set unreasonably high fees for consumers to cover high real estate costs.

Kersh said competition is growing around the world, albeit slowly. He said Anytime Fitness has big opportunities outside of North America.

"We believe that Asia represents one of the regions where our concept can be rolled out over time in large numbers," he said. "But we also expect to grow in the United States, in Europe, and in Latin America in the coming years, so we have a lot of work to do." ■ BS

Fitness clubs that sweat the details generate more profits

Competition may be heating up in many fitness club markets, but club owners are getting smarter about making money, according to the International Health, Racquet & Sportsclub Association.

A recent IHRSA Global Report shows sales grew faster than the number of gym members, indicating that owners have learned to increase revenues per member.

Last year's Global Report estimated that, in 2012, the number of gym members worldwide inched up by about 1.8 percent, while revenues rose by nearly 4 percent.

Operators are capitalizing on add-ons that are not included in basic membership fees, such as special classes.

"There's even a club in Germany making money on a cooking school," said Jay Ablondi, the association's executive vice president.

The fitness club industry has proven to be relatively resilient in the face of economic upheavals. Yet IHRSA's latest findings also show the fitness industry was least buoyant in countries facing the most economic pressures.

The association estimated that the number of U.S. clubs increased by about 2 percent last year. Membership was

flat, but Ablondi said it has grown by 11 percent since 2009.

The U.S. market appears to be consolidating, as some operators buy competitors while others expand rapidly. One striking example of the latter is the Anytime Fitness chain.

From 2,400 franchise locations currently, the group says it plans to have 4,000 clubs in the U.S. and another 4,000 in other countries by 2020.

Latin America continues to stand out as a fast-growing market for gyms. In September 2012, the IHRSA estimated that 15 Latin American markets accounted for some 46,000 clubs, generating revenues of \$5.5 billion.

The market is even more impressive given the red tape that some fitness centers have to cope with.

Edgard Corona, the chief executive of Brazil's Grupo Bioritmo, told the IHRSA that Brazilian clubs are required to hire professionals with university degrees, while potential members are required to receive medical clearances — all regulations that boost a club's costs.

"In order for one of our gyms to begin operations, we must have authorization from several different entities and pay 62 kinds of taxes," Corona said.

The European fitness industry had a much tougher time. However, it improved in important markets including Germany, Sweden, Norway, Poland and Russia.

The IHRSA European Health Club Report published in October estimates that Europe supports some 48,000 clubs with roughly 44 million members, generating revenues of about €25 billion (\$34 billion).

"Although the economy has clearly challenged Western Europe, most markets are stable, some even witnessing moderate growth," said Hans Muench, IHRSA European director. "Looking ahead, we anticipate consumer penetration rates to rise, particularly in Eastern Europe, where less than 5 percent of the population currently patronizes clubs."

Fitness club penetration rates were just over 2 percent in Poland, 1.7 percent in Russia and less than 1.5 percent in the Czech Republic. That compares with an average of nearly 6 percent in the 28 European Union member countries.

The European report points to



IHRSA's next state of the industry report will be published shortly after TaiSPO.

industry trends such as the huge popularity of indoor cycling, particularly in Scandinavia. Muench said group exercise was still popular, while virtual classes are also making inroads.

European clubs were also increasingly addressing the "total-member experience," by providing pre- and post-workout facilities such as wellness and relaxation areas.

IHRSA expects China and India to post some of the world's fastest growth rates. Those countries have attracted interest from international franchises including Anytime Fitness and Snap Fitness. ■

Floor Plans TWTC Exhibition Hall 1, 1st floor



TWTC Exhibition Hall 3, 1st floor

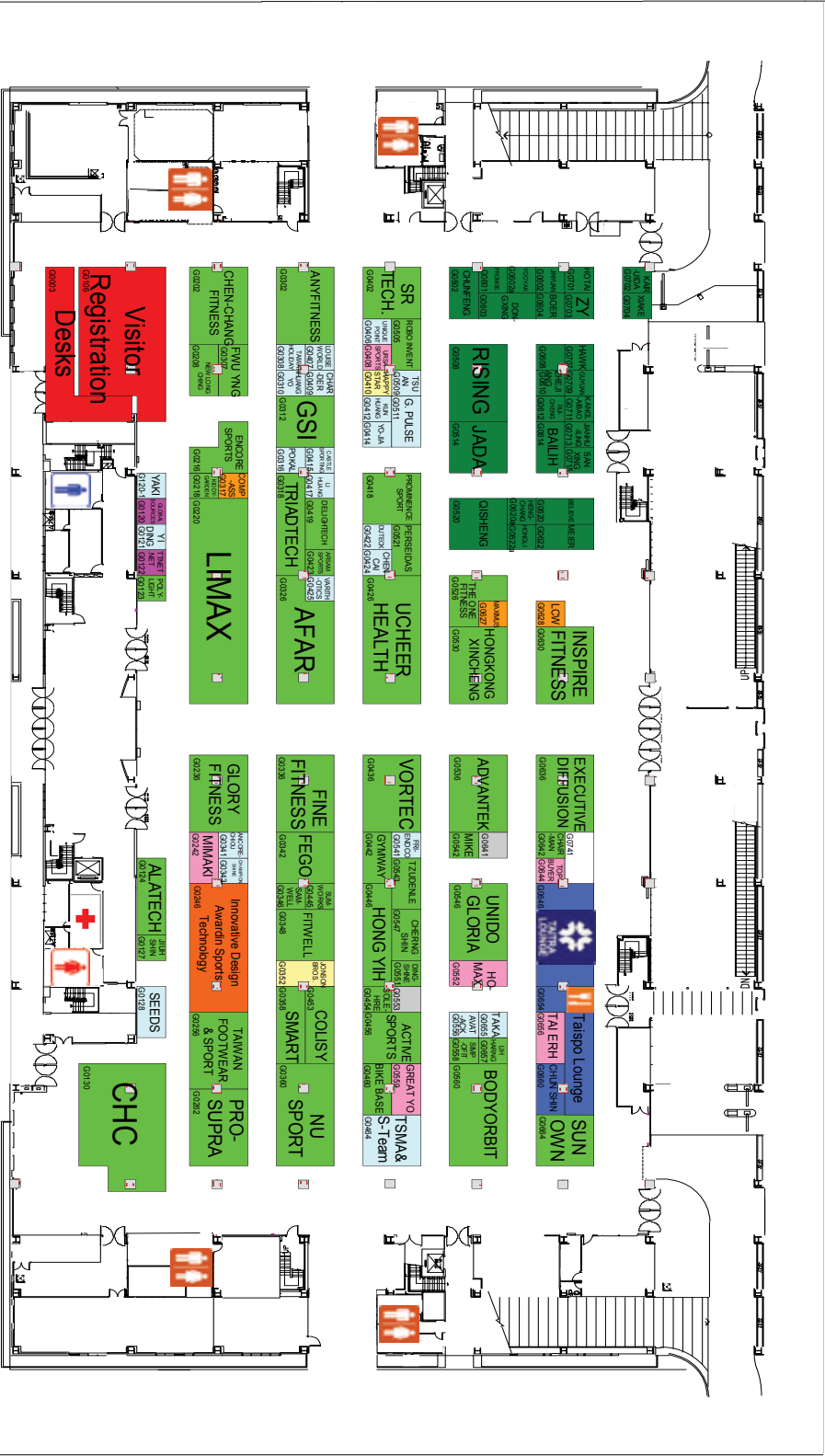
- Fitness Equipment
- Miscellaneous Products
- Sports Balls
- Outdoor Sport Products
- SPOMODE
- DiWas show
- Media & Association
- China Pavilion



松經路 Song-Chih Road

松廉路 Song-Lian Road

世經路 Shih-Fu Road



松壽路 Song-Shou Road

Go Training

Work up a group sweat during a workout with Alex gym stations

Some people like to head to the gym alone, earphones firmly plugged in as they sweat it out on the treadmill. But others appreciate interacting with people exercising around them. Hence the growing popularity of gym "stations."



Henry Chang performs one of the 10 exercises on the Alex Go Fit station.

Alexandave, a gym equipment maker from Taipei, is capitalizing on this trend with Go Training, a fitness station that allows up to eight people to exercise at once. The idea is that the group rotates among up to 10 exercises on each station, taking short breaks of two or three

minutes in between.

"These stations make exercise more varied, and people like the fact that it enables them to train as a group," said Henry Chang, sales and marketing manager at Alexandave. "It makes exercise a more enjoyable experience

and helps people motivate one another."

Sold under the Alex brand, the Go Training station is meant for users who want a robust workout. The company also has a Go Health station, sold under its Alexia brand, for healthcare products. Go Health is intended for senior citizens who engage in less intense exercises such as stretching, resistance and cardio training.

Alexandave launched a rudimentary version of Go Training last year, while the Go Health station is new.

Both are on display at Alexandave's booth, and the company is organizing group exercise every day to show the practical and convivial aspects of the stations. Within two years, Alexandave plans to develop two additional exercise stations: Go Fit for women and Go Fun for children.

While other fitness companies are working on a similar concept, Chang said the Alexandave Go Fit station has three distinctive features: Its heavy-duty frame can support 500 kg (1,100 pounds) per side on all four sides, for a total of 2,000 kg for the station. The Go Fit station is multi-functional, so the frame can be adjusted for different combinations of exercises. It also uses graded racks, which makes it easy to adjust the height of the bars.

Another Alex product that should draw customers to the booth is its water power bag. "It is half-filled with water, so that the weight moves around in the bag and forces you to work on your strength as well as your balance," Chang said. "That makes the bag more interesting than weights. We think it could become a trend."

The company showed samples of the

water bag last year and is unveiling the finished product at TaiSPO. The same applies to another innovative product, an adjustable kettle bell. Users adjust the weight by simply turning a cap on top.

Michael Cheng, who founded Alexandave, named the company after his two sons. The company is known mostly for strength equipment and accessories.

The company is also an OEM supplier to prominent fitness brands in North America, Russia, Japan, the U.K. and France.

Alexandave's sales were flat at about \$15 million last year, with about 30 percent in Asia, 26 percent in Europe, 24 percent in North America and 15 percent in Russia. Its largest Russian customer is Sportmaster, a heavyweight sports retailer with more than 350 stores around the country and a gaggle of private labels, including Torneo for fitness.

Alexandave has its sales offices in Taiwan, along with a research and development lab and showroom. The company opened a new warehouse two years ago, from which it can ship even small orders. Its products are manufactured by two partner factories in Tianjin and Nanjing, China, on machinery owned by Alexandave. The company also operates a smaller factory in Taoyuan, Taiwan.

Alexandave officials say that by owning the machines in its Chinese factories, and by using its own auditing teams, it can strictly control production quality. ■ BS



Bodycraft helps women craft their bodies

Women who want to boost strength without tedious weightlifting exercises are in part behind the recent growth in fitness station sales. Bodycraft is adapting to the trend by enhancing its traditional strength equipment with female-friendly features.

Bodycraft is a U.S. fitness equipment company from Ohio. Nova Sports & Fitness in Taichung manufactures Bodycraft equipment, and distributes it outside of the United States. The companies jointly design all products.

The centerpiece of Bodycraft's offerings is the Jones 3D Smith, which has garnered accolades from the Taiwanese industry as well as European partners.

The patented barbell allows increased movement for users and a variety of exercises.

"The barbell can be unlocked so that it moves up and down as well as sideways," Bodycraft manager James

Chan said.

"That way you can work on your balance instead of just focusing on the strength of your arms or legs, which makes it particularly interesting for women."

The company has received a second patent for an arm cable that may be unlocked and adjusted at any angle.

About 70 percent of Nova's sales come from strength equipment, and the remainder from cardio equipment. All of its production is exported, although China is conspicuously absent from its list of global markets. Nova has targeted Turkey and Eastern Europe for

expansion.

One forthcoming product is a treadmill with special cushioning for medical purposes, designed in cooperation with a British firm that specializes in cushioning for helmets. It's been launched in the U.S.

Cutting and welding of Bodycraft products occur at a partner factory in Taiwan, while finishing, painting and packing are handled at Nova's facility in Taichung. ■



The Jones 3D Smith



There's no getting around Conti's 'rounder' volleyballs

Just when you thought that balls couldn't get any rounder, Continental from Taiwan is rolling out volleyballs it says really are more spherical.



Paul Yang juggles some of Conti's newest team sports balls.

The balls use a new, patented cloth wrap construction that also increases durability. "The bladder is usually covered with two layers of cloth, but we have inserted a layer of rubber in between these two layers, which also gives the ball a softer touch," said Paul Yang, vice president of Continental.

The Taiwanese manufacturer, which specializes in team sports balls, sees steady demand as an OEM supplier to leading sports ball brands thanks to its high quality and continual innovation. International federations have approved the new volleyball for competitions. The company recently invented a softer beginners' volleyball that incorporates foam rubber.

Established some 40 years ago by Sanfu Yang, Paul's father, Continental is one of the world's largest suppliers of quality team sports balls. Its factory in Guangzhou, China, employs about 600 and turns out some 2.5 million balls a year. Balls comprise about 70 percent of Continental's business, with the rest of its sales from equipment, games and accessories.

Continental produces basketballs for three of the five leading U.S. brands, including Wilson, Rawlings and Baden. It also supplies products for five of the 12 basketball brands approved by Fiba, the international basketball federation (Wilson, Baden, Gala, Schelde and Conti's own brand).

Li Ning, the Chinese sports company, is the latest major brand to team up with Continental. Li Ning is the official sponsor of the Chinese Basketball Association, and China's five major basketball leagues will use Conti balls beginning this year. Li Ning is counting on this partnership to help bolster

sagging sales.

Yang said the demand for Conti products stems from the company's track record of quality.

"One of the advantages of having our own factory is that we can implement our own strategy with regard to quality, and impose checks at all levels," he said. "Our production was entirely standardized a few years ago to make sure that the quality remains stable."

The company began marketing its Conti brand in 2007, which now accounts for about 4 percent of production. The Conti brand has grown rapidly in Taiwan, but the company is wary of pushing it in other countries because of the heavy investment needed to break through against established brands.

In Taiwan, however, Continental continues to invest in expansion. Conti balls are priced 10 to 15 percent below products from leading international brands.

Conti is popular with students because it sponsors many university teams as well as Taiwan's volleyball and football federations. Orders mostly come from schools and are handled by a network of 300 Taiwanese retailers. Continental also sells its balls online.

In Europe, meanwhile, Continental is expanding through manufacturing partnerships. For example, Hungary's Winner is a customer of Continental. Continental supplies the Winner balls for the Hungarian water polo team, which is the country's most prominent national team. Continental is also targeting countries such as Germany, Italy and the Netherlands, where volleyball is popular. ■ BS

TWTC HALL 1 - 1F
A0527A

Duma Bear's market is upscale young golfers

Wealthy Asian parents who want their children to have the best golf gear will appreciate Duma Bear. The Taiwanese golf brand is focusing on the junior market this year with two sets of upmarket clubs.

"The age to start playing golf is getting lower and parents want to spend more money on their children, particularly for activities like sports and music," said Vincent Tsai, Duma Bear's general manager. Duma Bear also offers custom fitting, an unusual service for junior sets.

Behind the Duma Bear brand, which was launched two years ago, is Yu Hong, a big supplier to leading golf brands including Wilson, Adams Golf and particularly U.S. Kids Golf. U.S. Kids, designed for demanding young players, has become a significant brand in junior golf.

With its long history of manufacturing golf clubs, it wasn't a stretch for Yu Hong to develop quality junior sets. The company received help from a consultant who works with Yani Tseng, the 25-year-old Taiwanese golfer who topped the women's world golf rankings for two years.

Tsai is seeking to introduce the Duma Bear clubs at influential golf academies around Taiwan and China, starting with Tseng's training camp in Shanghai. He's also in partnership discussions with the Taiwan Golf Academy in Hsin-Dian.

Prospects are limited in Taiwan, where Tsai estimates that only 500 children under the age of 12 play golf. He's more upbeat about the potential in

China, which has drawn abundant investment from golf course operators as well as equipment brands.

"Many newly affluent parents are eager to take their offspring to the golf course and equip them with top clubs," Tsai said. He said golf should get a boost when the sport returns to the 2016 Summer Olympics for the first time in more than a century. He noted that the PGA is also preparing to launch the PGA Tour China this year with 12 tournaments, providing another boost to the sport's visibility.

Each of Duma Bear's two junior sets comes in two sizes, both intended for elementary-school-aged children. The top set comprises 10 pieces, with a swish white and gold design, and higher-grade materials. The irons are made of forged steel and the putter of 304 stainless steel. The manufacturer has compensated for the extra weight of the irons' heads by lightening other components.

The second set comes with five clubs, including an aluminum driver and steel irons and putter.

Yu Hong's factory in Shenzhen, China, employs about 700, but the junior sets are made at a partner plant in China. Custom-fitted clubs are assembled in Taiwan. ■

TWTC HALL 1 - 1F
A0327



Vincent Tsai has outgrown these top junior sets by Duma Bear.

Titan socks it to the compression market with shirts, calf sleeves

With a stash of awards for its functional sports socks, Titan Sport Tech has diversified its range into yet more sports, while entering the compression market with calf sleeves and shirts.



Eugenia Chen worked on Titan's compression shirt, which complements its wide range of socks.

The five-year-old company's Helium shirt is intended for urban runners and uses some of the techniques Titan applies to its compression socks. While runners typically want tighter garments for races, the Helium provides a mix of comfort and function for training runs.

"The Helium shirt was named after a substance that is lighter than air, because that is the way you are meant to feel when running in this garment," said Adam Lin, research and development manager for the Taichung, Taiwan company. Titan launched short- and long-sleeve versions last year in Taiwan.

Compression stimulates blood flow to reduce fatigue, but Titan has struck a balance between compression and comfort. Seamless construction reduces abrasion, while moisture-wicking fabric and mesh around the armpits make the shirt more comfortable.

Titan has garnered praise in the last two years for its padded cotton socks, which it offers in versions for several sports. Its running socks incorporate padding that is designed to distribute plantar pressure and absorb shocks. The basketball sock uses strap-like elastic that is woven around the ankles for stability.

Titan's baseball and softball socks provide extra shin protection for sliding,

and padding to decrease horizontal shear forces — the kind of forces felt by a baseball pitcher inside the shoe when he releases the ball and has all of his weight on one foot.

The company added products that address bilateral movements in such sports as tennis and football. It has also been testing barefoot shoes, better described as socks with split toes and rubber padding.

Taiwan is Titan's primary market. The company sold about 80,000 pairs last year, including some dress socks with padding and anti-bacterial treatment.

As it grows its range, Titan is looking to expand distribution to other countries.

"We have been receiving online orders from China, even without any marketing in the country, so the potential is very promising," said Lillian Pei, project manager. "European markets are also very interesting for us. Beginning in April we should be able to deliver socks for all sports that are most popular in these countries, so we could start supplying European distributors."

Supporting Titan's research department is a team of sports science and biomechanical specialists. ■ BS

TWTC HALL 1 - 1F
A0316

Footland prizes its sock technology over volume

A large truck recently delivered several highly advanced knitting machines to Changhua, Taiwan. The recipient was Footland, a company that specializes in outdoor and sports socks. It prides itself on the quality of its equipment as well as the construction of its socks.



Peter Hsu

Footland supplies thousands of pairs of functional socks for U.S. brands like Timberland, and sporting goods chains including Dick's Sporting Goods.

The new 200-needle-count machines will enable Footland to make even more technical and durable socks. "We'll be

able to start making socks with a higher density than we have been able to supply so far, once we have finished our research and development in this field," said Peter Hsu, the company's owner.

Footland prefers to focus on new technologies instead of large volumes.

"The emphasis is on technical abilities, using mostly Italian machines that make basically seamless socks," Hsu said. "We also use a lot of technical yarns, and some wool for areas that require padding for specific sports."

The company is in Changhua County, considered the socks capital of Taiwan.

Once, Hsu said, the county accounted for more than 80 percent of all socks made in Taiwan. That's changed as many suppliers have moved their production to China.

Footland opted to stay in Changhua, where it maintains a headquarters, factory, research center and design office.

Semi-automatic production and packing machines help streamline manufacturing. Footland also has a distribution center in New York for the North American market. ■

TWTC HALL 1 - 1F
A0324

Titan's compression socks come with advanced degrees

The compression technology used in Titan Sport Tech's socks resulted from a partnership between the company and sport science research institutes in Taiwan.

Titan works with researchers in the Incubator Center of the National Taiwan Normal University.

Tzzy-Yuang Shiang, a professor with the university's Department of Athletic Performance, is a key consultant. Shiang is well known for his work on shoes, bike mechanics, badminton and tennis rackets, functional sports apparel and fitness equipment.

He recently collaborated with Nike on smart athletic shoes. The shoes, unveiled in Taipei in September, were part of a reported \$300,000 research program to reduce injuries.

Shiang told Taiwanese reporters that the sole of each shoe contains an accelerometer to detect the strength of movement and change of speed, and a gyroscope to determine the angle of the feet. The data is transmitted to a portable device, which can warn of impending fatigue or injury. ■



Dr. Tzzy-Yuang Shiang

Sable's prescription for goggle sales: Instant, in-store customization center

While it often takes days to receive a new pair of prescription glasses, a Taiwan company has found a way of delivering custom prescription goggles in minutes.



Wendy Song assembles prescription glasses from the eye-catching and efficient Sable display.

Eradiate, the company behind the Sable goggle brand, created an in-store display and storage unit for these instant prescription goggles. This "prescription center" has led to eye-opening sales gains in the Taiwanese sporting goods stores where it was installed last year.

"With our previous display, consumers often did not realize that Sable makes prescription goggles, and

retailers often did not have enough time to take care of this service," said Wendy Song, Eradiate's sales and marketing manager. "The new display allows customers to pick their own frame and the right lens for each eye. Then it only takes a couple of minutes for the sales people to fit the required lenses into the frame."

The prescription center consists of a

display case with a mix of Sable goggles in six different frames. Customers who want plain goggles can just grab a frame and color of choice from the front row and go.

A second row of frames, in the same styles and colors, are intended for prescription lenses.

An eye-catching poster on the display informs customers that a sales employee is at their disposal to help them assemble their prescription goggles.

The display offers six types of frames for different activities, from indoor swimming to long-distance outdoor swimming. The trick is that the same modular lenses fit all frames, and the system is the same for both lenses.

The store employee picks test lenses from the top drawer of the display and clicks them into a test frame. The lenses come in three quality levels: standard, hard coating and mirror finish.

Once the customer approves the corrective lenses for each eye, the sales clerk assembles the frames and lenses from a second drawer where they are smartly arranged with easy-to-follow color codes. The goggles may be further customized with three different sizes of nose bridges.

Song said that the nearly 50 Taiwanese retailers who installed the prescription center have seen sales of Sable goggles soar, sometimes nearly doubling.

This year, Sable will offer the prescription center to retailers in China. Eradiate maintains an office near Shanghai.

Retailers are willing to try the Sable prescription center because of the company's reputation in the

Taiwan market.

It has become a leading supplier of goggles for leisure swimming and competition. Sable goggles are priced above most other Taiwanese and Chinese brands, but are more affordable than Speedo and Arena, its main competitors.

Sable sold about 100,000 goggles last year, half of them prescription goggles. Until 10 years ago Eradiate made goggles for other brands, but now focuses exclusively on Sable. The brand is also available in the United States.

Sable is aggressively moving into triathlon in Taiwan — where top races draw up to 2,000 participants — by sponsoring coaches, athletes and events.

The company also markets to more leisure-oriented consumers, including the thousands who attempt to swim Sun Moon Lake every year.

Sable and its owner, Charles Mu, are responsible for a number of goggle innovations.

Two decades ago, Sable was the first company to apply aspherical lens technology to prescription swimming goggles.

Eradiate has several production units in Taiwan, dealing with injection and lens treatments — including anti-fog treatments and hard coatings that makes goggles more scratch-resistant.

Winner of a TaiSPO Excellence Award, the standard Sable display is 2.2 meters tall by 1.1 meters wide by 0.55 meters deep (7 feet, 3 inches by 3 feet, 7 inches by 1 foot, 10 inches). Displays can be customized for smaller areas, including optical stores. ■ BS

TWTC HALL 1-1F
D0202

TAISPO

Saeko's Ultra4 line was decades in the making

While Eradiate is enhancing sales with its "prescription center," Saeko is relying on catchy marketing to support its newest goggle line. Saeko's Ultra4 concept summarizes the advances that the specialized goggle maker has achieved over the decades.

"It covers many technologies that we have been able to build up over the years. They have to do with the function as well as the design of the products," said Selina Liu, marketing manager at First Rank, the Taiwanese manufacturer behind Saeko.

With more than three decades of producing swimming goggles, First Rank stands out for its unwavering focus on the category.

The Ultra4 marketing concept is built around four claims: Ultra Fit, meaning that the goggles are designed to the most suitable and comfortable dimensions; Ultra Fast Buckle, for the company's several patents covering quick and easy strap adjustments; Ultra Anti-fog, because First Rank says its anti-fog liquid is particularly efficient; and Ultra Fuze, which involves manufacturing the casket and lens in

one piece.

"The standard system is that the casket and the lens are assembled, but we inject soft material in the casket, so that we can create many different designs," Liu said. She showed an example of goggles with a black lens and a grey casket that merge into a swish pattern, with streaks of grey extending into the black.

Until recently, First Rank focused on being an OEM for sports retailers. Although it still counts leading retailers as customers, First Rank has concentrated on building up its own Saeko brand.

Saeko goggles made up about 40 percent of the group's production last year. First Rank seeks to lift Saeko's sales to more than half of the company's

turnover by pushing global sales.

While First Rank is interested in the European and American markets, it will make its strongest push into Asia this

year. The company will exhibit at two upcoming Chinese trade shows. It also has agents in countries including the Czech Republic, Spain and Chile. ■



Goggle Chen, center, the owner of First Rank, is flanked by Selina Liu (right) and international brand manager Jason Huang.

TWTC HALL 1-1F
D0108

World's Top 2 Cycle Shows 1 Advertising Package

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

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



Advertising index

Airace	27	Eurobike	2	Sunrace	30
Alex Global	20	Hubsmaster	15	TaYa Chain	46
Asiabike	22	Innova Rubber	12	Tern	48
Bergamont	17	ISPO	47	Tsma	36
Biologic	31	KMC Chain	21	GTG Group	26
Chosen	18	KS / Kind Shock	25	Velo	9
Control Tech	14	Magura	35	Wellgo Pedals	23
Crops	33	Messingschlager	1	Wilier Triestina	17
Dahon	13	Miranda	5	Winora/Haibike	29
DeVinci	9	Roxim	8	Zhongce Rubber Group	24
DK City	3	Sate-Lite	6		
DT Swiss	19	Shimano	7		



SHOW DAILY

Credit & Contact Info

Publisher

Tom Kavanagh
K.B. Media Ltd.
28 Llewellyn Way
Dublin 16, Ireland
www.bikeshowdaily.com

Editor-in-chief

Doug McClellan
+1.505.660.9957

TaiSPO Editor

Barbara Smit
+33.6.12.800.850

Design & layout

Keith Wealleans
keith@cleardesigns.ie
Gary Liu

Onsite writing team

Jo Beckendorff
Tess Campbell
Nicole Formosa
Max Leonard
Alan Zhang

Contributors

Jo Beckendorff
Tess Campbell
German Eslava
Nicole Formosa
Max Leonard
Laurens van Rooijen
Alan Zhang

Advertising sales

Worldwide:
sales@bikeshowdaily.com
Taiwan: Peggy Lee
peggy666@ms32.hinet.net

Onsite photographers

Darryl Carey
Jacky Huang

Authorized By Organiser:


WWW.TAITRA.COM.TW

Taitra liaison

Andrea Wu

Printed by

Chuen Fung
群鋒企業
Taipei, Taiwan

Contact Us:

TaipeiShowDaily
@gmail.com

© 2014 K.B. Media Ltd. All rights reserved.

No part of this publication may be reproduced without specific written permission from the publisher. We check. Neither the publishers nor writers can be held responsible for damage of any kind that may arise as a result of the content herein. Views expressed herein have not been approved by TAITRA and should not be construed as representing the opinions or policies of TAITRA.

NEXT GENERATION E-BIKE CHAIN

DHT
DIAMOND HARD TECHNOLOGY

Center Motor E-bike chain series
5,000KM durable chain life.

e 10S-DECA101
e 9S-NOVE91
e 1S-OCTO-DH
Internal gear hub

Highly recommended for
Bosch and **Panasonic** system

Taipei Cycle K610

TA YA Chain Co. Ltd
facebook  [tayachain](https://www.facebook.com/tayachain)
www.tayachain.com

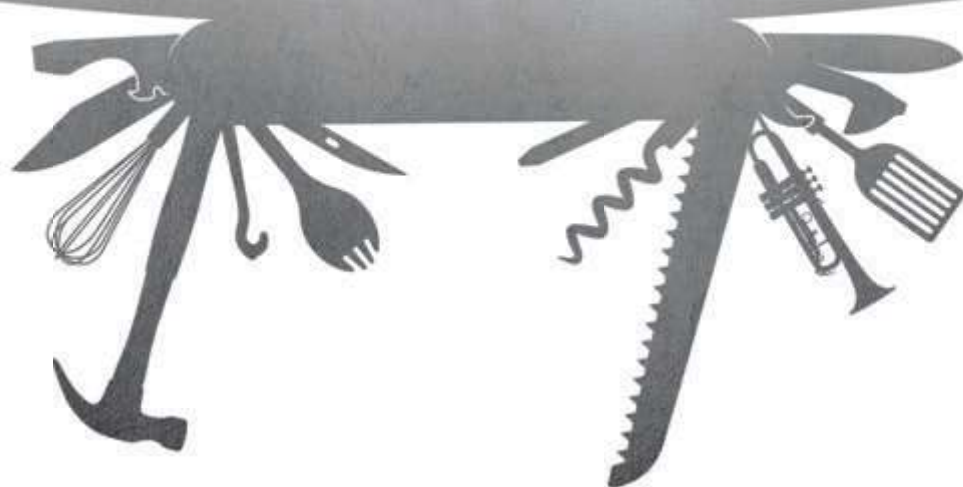
SPORTS.
BUSINESS.
CONNECTED.



MEET ASIA'S SPORTS BUSINESS ELITE.
JANUARY 28-31, 2015 AT ISPO BEIJING.

After the show is before the show! This is now the case twice when it comes to ISPO in China. ISPO BEIJING, will take place from January 28 to 31, 2015. But as well as this leading Asian Sports Business platform, there will also be a new summer trade show in China starting in 2015, due to market demand. The exact date and location of the new show is currently being decided on consultation with the sports industry and will be announced this summer. **SPORTS. BUSINESS. CONNECTED.**





EVERYTHING YOU NEED.

BIKES *with* **BENEFITS.**

ternbicycles.com