



# SHOW DAILY

The Official Show Newspaper

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

Organized by: TAITRA

March 6, 2014



ENGLISH

日本語

中文

TAISPO



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# Innovated concave line defines new era for E-Bike saddles



While stability and comfort being the most important criteria for E-Bike saddles, this concave line provides riders stability while pedaling without eliminating the required comfort on the bike.

Model No.:

**VL-6362**



In the new product line extension, Velo embellished their well-established ebike / city / trekking saddles collection with patented invisible "U Carry". It is the main means by which riders can easily carry their bikes.

**UC: PATENTED**



Variety of sizes



VL-6363



VL-6280



VL-6272



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# TODAY

March 6  
TAIPEI

18°C (64°F)

30% chance of rain



## TONIGHT

16°C (60°F)

Chance of rain



## TOMORROW

21°C (70°F)

Chance of rain



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**On the cover:** two young cyclists celebrate winning products at yesterday's International Bicycle Design Competition.

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# Vox Pop

## Are you excited about e-bikes?



**Emmanuel Merody**  
Riva Sport  
London, England

I'm interested in innovation, in technology that's moving on. It interests me that you can get up a hill and not have to pedal. If the sector will grow — and that's debatable — it depends on what the distributors do, and on the price as well. £1,500 [\$2,500] for an e-bike — the average person won't spend that.



**Charles Baey**  
Inner City Rhythm  
Singapore

Singapore is a hot and humid country. Walking causes us to sweat! But traffic is an issue now, and the urban development plan is to build 700 km (435 miles) of bike paths. So they're encouraging people to cycle and I think e-bikes are the way to go. That's why I'm here.

I've been representing the UK's Gocycle for a year, but I've found there's a negative image of e-bikes from China. People are resisting buying e-bikes because their image is the ugly stuff coming out of China. I'm trying to champion the concept of doing this thing in the proper way.



**Jon Cherry**  
Camissa Bicycles  
Cape Town, South Africa

The cool thing is that South Africa is very dependent on cars for transportation. More alternatives to convince people to get out of their cars and use something else are positive. Hopefully, e-bikes, among other types of bicycles, will get a lot more traction and ease up congestion in cities. I think it's a great alternative.

It's a very niche segment in South Africa. What's lacking is product. There needs to be a bit more choice, and it's still very expensive.



**Hubertus Tjokrohartono**  
Bagus Bike  
Tangerang, Indonesia

It's not yet time for e-bikes in Indonesia. They're still too expensive — \$3,000, when you could buy a good motorcycle for that money — and e-bikes are mostly for commuting. E-MTBs might work, for high-class, serious cyclists!



**Augustus Chen**  
Said G. Maalouf  
Lebanon

Until now we've only been buying regular bikes. The Middle East is a special market. People are quite conservative and the social system is quite different from other areas, I don't see e-bikes becoming popular. It'll be limited to a small group of buyers. You need a logistical system, engineers, repair equipment, that's a problem. Servicing is hard in the Middle East!



**Zach Stehley**  
Co-Motion Cycles  
Eugene, Oregon, U.S.A.

A lot of our customers buying premium tandems tend to be a bit older but they still want to get out and get active, so having that electric assist is great. Where we're from in Oregon on the West Coast there are a lot of steep hills, so getting people out on bikes without that barrier is good. We're displaying two e-bikes at the North American Handmade Bike Show built with Gates Carbon Belt Drives. One of them, as far as we know, is the first Bosch-drive tandem. We also did one with the SRAM system.

## What's on today Thursday, March 6

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

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J0433

### EVENTS

8:30 a.m. - 5:40 p.m.

#### 2014 Taipei Power Forum Electric Two-Wheeler Symposium

4F  
Conference Room 401

9:30 a.m. - 12 p.m.

**2014 International Bicycle Trend Forum (II): Trends in bicycle design, colors and fashion**  
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

11-11:30 a.m.

**Cycling Extreme Performance with Camila Harnbour and Mike Steidley**  
1F  
North Side

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

**Taipei Cycle new products launch**  
6F  
Outdoor Balcony

12 - 1:30 p.m.

**Dahon press conference**  
6F  
S0614

12:45 - 2 p.m.

**ExtraEnergy forum: Cycling environment in Europe and the trends of S-pedelec**

2 - 3:50 p.m.

**Taipei Cycle new products launch**  
6F  
Outdoor Balcony

2 - 5 p.m.

**EnergyBus workshop and ExtraEnergy Pedelec Award Ceremony**  
4F  
Conference Room 402

2 - 2:30 p.m.

**Cycling Extreme Performance with Camila Harnbour and Mike Steidley**  
1F  
North Side

2 p.m.

**Product launch party, Brompton**  
4F  
L0425

2:30 p.m.

**Iceland Challenge Asia Premiere**  
Fairly booth  
4F  
M0519

3 p.m.

**Dahon/Ford folding bike competition** — fastest to fold could win a new Ford folding bike.  
4F  
LL002

5:30 p.m.

**Tern Social Ride**  
Gather at Tern's outdoor demo booth for 15km (9.5-mile) ride to Three Lions Inn, Maji Maji (Flora Expo Park). Bring your own bike, helmet and lights.  
I2032

6:30-9:30 p.m.

**Light Electric Vehicle Association (LEVA) Networking Dinner**  
Fullon Hotel Taipei  
No. 266, Sec. 1, Jianguo S. Rd., Taipei City 106  
\$65 for LEVA members/\$75 for non-members

*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.*



*Tern's second annual social ride starts at 5:30 p.m. today and ends at the Three Lions Inn. The first 50 to register receive a free beer coupon and a free light. See above for details.*





reddot design award  
honourable mention 2013

## Fix a bicycle saddle in under 10 seconds

1. Put saddle down as in the image
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3.

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6 Taipei Show Daily

Thursday, March 6, 2014

## Taipei Cycle opens on hopes for brighter 2014

Three dancers, twirling white glowing circles in a darkened room, opened the Taipei Cycle show yesterday. Each dancer's "zeros" came together to create the number "8" — a number signifying prosperity in Chinese.



TAITRA CEO Peter Huang

The short dance spoke of Taiwan's hopes that the bicycle industry will emerge from a darker 2013, which was challenged by poor weather and the troubled global economy, to a brighter 2014.

Now in its 27th year, Taipei Cycle is the largest it's ever been with 1,111 exhibitors, 27 percent of which are from overseas. The French Pavilion has a record 14 exhibitors, while COLIPED's EU Pavilion also returns this year.

This is the first year that Taipei Cycle has run concurrently with the Taipei International Sporting Goods Show (TaisPO), creating a huge presence between the Nangang Exhibition Hall and the Taipei World Trade Center downtown. Together, the shows cover 80,000 square meters (8.6 million square feet) of space — and it's still not enough.

"We need to build another exhibition hall to accommodate everyone," said Peter Huang, president and CEO of the Taiwan External Trade Council.

TAITRA officials say a second Nangang hall now under construction is scheduled to be finished for the 2017 Taipei Cycle show.

The Taiwan Bicycle Exporters Association yesterday released more detailed statistics for 2013, showing just how significantly the European Union — Taiwan's largest export market — affected business last year.

Complete bicycle exports to the EU fell 21.5 percent in volume with a

15 percent decrease in value between 2012 and 2013.

North America and Japan, two of Taiwan's other top export markets, also imported fewer bicycles last year. Exports to Japan fell to 227,000 units, a decrease of 25 percent, with a drop in value of 19 percent to \$95.8 million.

The impact in North America was less pronounced, perhaps signaling a healthier industry. Total export volume fell 6.6 percent, while the value stayed nearly flat with 2012. North America markets imported 736,000 units last year, or 19.25 percent of all Taiwanese bicycle exports.

Several emerging markets, meanwhile, were more promising. In mainland China, the Economic Cooperation Framework Agreement — a bilateral trade agreement — bore encouraging fruit. That agreement gradually reduced tariffs on bicycles from 13 percent to zero in 2012, resulting in strong business across the Strait.

Exports to China reached 250,000 units last year, a whopping 87.8 percent increase from 94,000 units in 2012. Export value to the mainland rose 165 percent to \$85 million.

"This was very helpful to benefit the industry of the bicycle in Taiwan," said Tony Lo, TBEA chairman.

Southeast Asia also showed signs of strength, as rapid economic growth, coupled with an emerging middle class with more spending power, generated interest in cycling as a leisure activity.

Exports to Thailand rose 67.7 percent to 39,000 units while their value jumped 83 percent to \$14.7 million.

Another bright spot is New Zealand, where total exports grew 51 percent to 32,000 units, and 45 percent in value to \$23.7 million.

Business should improve following passage of a trade agreement between Taiwan and New Zealand.

## At 80, King Liu is still riding strong

To celebrate his 80th birthday, Giant founder King Liu plans to make the 973-kilometer (605-mile) circle of the island of Taiwan in May, officials announced yesterday at the grand opening of Taipei Cycle. He's already made the loop once before — at the age of 73. Liu, who created the Taiwan bicycle industry, is also the driving force behind Taiwan's YouBike bike share program (he's riding a YouBike in the photo). ■





# When it comes to MTB, Deda's name is Mud

Road riding rules throughout most of Deda's booth. But step around the corner and you enter a cool, minimal environment bathed in the green shade of a tall forest canopy.



Andrea Invernizzi

It's the backdrop for the Italian company's new brand — a serious foray

into mountain bike components. Deda launched the line yesterday in Taipei

under the name "Mud."

The change in style is a deliberate effort to forge a distinctive identity for the brand, said Andrea Invernizzi, who oversees the new range and is involved with product development and R&D at Deda.

"We believe that Deda Elementi is close to a classic design and it's perfect for road racing," Invernizzi said yesterday.

"But we want to be a little bit more aggressive with Mud. That's the way we're trying to promote this new brand, because it's younger, because it's fresher, and because it's for MTB."

That doesn't mean Deda is ignoring the wealth of knowledge it has gained in making road gear. Instead, it plans to apply its experience to components that will perform well in all conditions, and offer most mountain bike riders better performance.

"What we've taken from our experience in Deda Elementi is performance," Invernizzi said. "So we've tried to make something high end. We want to focus on nice products and nice

performances, but they will be affordable — it's another point we need to consider about MTB — and also rideable."

The Mud brand eventually will have four product families: Cross and Border, for premium and mid-range XC riders, respectively; and Over and Peak, offering the same for all-mountain and downhill riders.

At Taipei, Deda is showing only Cross and Over products. Both of them feature mostly carbon construction with understated orange graphics.

At the booth are handlebars (riser and flat in XC, risers only in all mountain/DH), stems and seatposts (again, both with and without layback for XC)

The company is also introducing Mud wheels. The alloy wheels will come in several sizes, rear spacing and axle configurations. All feature straight-pull spokes, for safety, and will be designed for tubeless tires.

The 2015 range will be on the market this fall. ■ ML

4TH FLOOR  
M0503

ENGLISH

## India's Nikhil Kapoor wins Bicycle Design Competition

An Indian designer walked away yesterday with the top prize at the International Bicycle Design Competition.

Nikhil Kapoor won the 18th annual competition with his Illume bike concept, which builds brake and headlights into the frame of the bike. An actuator transforms kinetic energy into electricity that can be stored on a lithium-ion battery.

Kapoor received a check for NT\$350,000 (\$11,550) as the winner.

This year's competition received 497 entries from 42 countries.

The competition is sponsored by the Cycling & Health Industry R&D Center in Taichung.



A prototype of Kapoor's winning Illume bike



Nikhil Kapoor

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**CSRZ1**  
1/1 SPEED 11-28T

**S40**  
4 SPEED



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Single Speed  
Coaster Brake



**C50**  
5 SPEED



**TSM21**  
7 SPEED



WWW.SUNRACE.COM



## Dropper posts to drop the cables for wireless

Dropper technology has advanced quickly in five years, with the plunging seat posts sporting internally routed cables, hydraulic internals and infinitely adjustable travel.



TranzX wireless dropper

Now, manufacturers are preparing to eliminate cables altogether. The next generation of dropper seat posts will likely be wireless.

Both KS and JD Components are displaying prototypes of their respective wireless dropper posts on the show floor. Neither company has set a launch date.

JD Components' YSPo6 was front and center at its booth, equipped with a large battery pack mounted at the top of the post and a separate handlebar lever.

Sharon Liang, a sales rep for JD, said the post needs a lot of refinement before it's ready for production.

"We don't have a schedule yet," Liang said yesterday. "We're trying to make it smaller."

The YSPo6, which would be sold under the TranzX brand, uses a micro motor controlled by a 2.3 GHz wireless transmitter.

A few aisles over at KS, Rick Taylor talked about the company's own plans to go wireless as he demonstrated an early cable-free version of KS's popular LEV post.

KS has integrated the battery and lever into one handlebar-mounted box, but Taylor still wants to see its size reduced before it's ready for market.

Also, Taylor said, with the clean look of current internally routed

systems, there's no reason to go wireless just for aesthetic reasons.

"We want to make sure the technology makes sense in reducing weight and simplifying the system," he said.

Much of the fate of the wireless posts "depends on the boys in blue," Taylor said. He was referring to Shimano, and whether it will be open to integrating the post's electronics with its anticipated Di2 electronic mountain bike group, either by using one battery for both systems or by somehow combining triggers.

KS is also showing its carbon fiber XC dropper post, which comes with 65 millimeters of travel in 30.9 and 31.6 diameters, and the updated version of its LEV Integra.

The Integra has been reengineered so the cable housing is static in the frame instead of active, preventing the cable from getting caught up inside the post.

KS is offering free upgrades for anyone who wants the new version.

■ NF

JD-1ST FLOOR  
J0412

KS-1ST FLOOR  
I0629



KS LEV wireless dropper transmitter

## Box breaks out of its BMX box with new MTB lineup

Under founder Toby Henderson, Box Components has gained a reputation in the BMX world in just two years for its high-performance bars, wheels, cockpit parts and drivetrain.



Box rear derailleur

"We've come a long way very quickly. Box is huge in BMX right now. It's the 'it' brand," Michael Gamstetter, chief product designer and senior brand manager for Box, said yesterday.

But Box isn't satisfied with just being a BMX leader. In Taipei, Box is showing a few select pieces from its forthcoming line of mountain bike cockpit components and drivetrains.

Box intends to be much more than a bit player in mountain bikes, Gamstetter said.

"There's no number three in mountain bike, and that's what we want to be," he said.

He said one impetus to development of the MTB line was Shimano's change in its distribution strategy last year. Shimano cut out many of its small U.S. distributors, creating a need for high-quality, high-performance shifters and other components.

The first MTB products to hit the market will be the carbon fiber X-trail and XC handlebars, which comes in widths from 700 to 780 millimeters and rises from 0 to 30 millimeters.

The bars are all 35 millimeters in diameter. An 800-millimeter DH bar is planned for the future. Comple-

menting the \$140 bars are Cusp aluminum direct-mount stems, which come in lengths of 45 to 65 millimeters.

A carbon fiber XC stem will come next.

Those components will go into production in about a month. Later this year, Box will release its Shimano-compatible 10-speed rear derailleur. John Calendrille, best known for his Vivo rear derailleur and Grunge Guard rubber derailleur covers, designed the derailleur.

Box plans to follow the initial derailleur up with a 1x11-speed system that uses proprietary cogs. The drivetrain will be priced competitively with Shimano's XT group, Gamstetter said. Box also plans to release its shifters and 4-piston brakes.

In about a year, Box intends to launch wheels and a line of hollow-forged aluminum cranks built on the Praxis spindle.

Box Components is part of Cycle Sports Group of Anaheim, Calif. All of its components are manufactured in Taichung by the Lee Chi factory. Lee Chi owns the Promax brand and has a consulting and sales partnership with Cycle Group. ■ NF

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# Shots from the show





# Velo/Wellgo celebrate Carnival

ENGLISH



Stella Yu



John Chen (center)



## Putting on their boogie shoes

It was a hip-shaking, booty-bumping evening at the annual Velo/Wellgo/Prologo party on Tuesday night. Velo's Stella Yu and Wellgo's John Chen channeled the spirit of Rio's Carnival by bringing in a troupe of South American samba dancers. Then the more intrepid members of the bike show crowd got their funk on with Taipei's Boogie Band.



## Friday workshop kicks off planning for 2016 Velo-city

The city of Taipei will host Asia's first Velo-city conference in 2016. To celebrate and start planning for the event, which is organized by the European Cyclists' Federation, the city and the ECF are conducting a workshop on Friday.



Manfred Neun

Under the topic "Cycling Cities Becoming," the workshop will take place from 9:30 – 5 p.m. on the fourth floor of the Nangang Exhibition Hall in Conference Room 402.

Joining ECF leaders Manfred Neun, Kevin Mayne and Bernhard Ensink will be Taipei Deputy Mayor Chang Ching-oh and transportation commissioners from Taiwan cities.

"The commitments of Taipei City and also from the federal political level of Taiwan are strong, and with a powerful support of the bicycle industry," said Neun, the ECF president.

He noted that Taiwan is the center of the global bicycle industry. Taipei, of course, is home to Asia's largest bicycle trade show, Taipei Cycle.

Neun will deliver the keynote speech at Friday's workshop on active mobility, and "how cities can satisfy human needs by cycling."

Wang Shang-Wei, Taipei transportation commissioner, will moderate a discussion of the city's cycling policy, and Luo Shiaw-Shian, chairman of the Chinese Institute of Transportation, will serve as moderator for a session on safety and friendly cycling infrastructure.

The workshop will conclude with a roundtable discussion featuring Ching-oh, Neun, and the five transportation commissioners.

The Velo-city conferences, which started in 1980 in Bremen, Germany, are dedicated to encouraging cycling for daily transportation and recreation. The conferences bring together leading transport planners, economists, health experts, cycling advocates, cycle tourism promoters, politicians and other cycling experts.

This year's Velo-city is May 27-30 in Adelaide, Australia. ■

## Samsung's ambition: Be the e-bike battery leader

"We lead the IT battery market; now we want to lead in lithium-ion batteries for e-bikes." That's the ambition of Samsung SDI, the division of the Korean conglomerate that handles lithium-ion battery production.



Samsung battery packs

Samsung is exhibiting at the Taipei Show for the second year, having recognized the market potential for e-bike batteries several years ago.

As the No. 1 maker of Li-ion batteries worldwide, Samsung is already one of the top three suppliers to the e-bike industry. With a 70 percent share of the Li-ion battery market in IT, Samsung is now looking to become the leading supplier for the e-bike market, selling both battery cells and battery packs.

At its booth on the fourth floor, Samsung's product range has obviously expanded, and rapidly, from when it entered the market two years ago.

"We offer both standard packs and custom designs. For example, some

customers are looking for very lightweight packs while others want heavier packs with long travel ranges," said Kiho Hahn, vice president of the company's Global New applications team.

Samsung SDI owns its factories and sells to e-bike assemblers such as Protanium and Prophete. It also supplies cells to other battery pack makers.

While growth in the saturated IT market has slowed to just 1 or 2 percent a year, Samsung sees much broader potential in electric vehicles.

Sparking the company's interest in EV batteries is the success of Tesla, the U.S. electric car maker, which predicts a need for three billion battery cells a year by 2020.

"Current worldwide production is only 1.5 billion cells," Hahn said. In the e-bike market, Li-ion is slowly gaining ground against cheaper lead acid batteries.

"Lithium-ion cells are still two to three times more expensive, but if you look at the total cost of ownership, they work out to be cheaper. But consumers still don't understand that," Hahn said.

■ TK

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## 2014 Overview: Suspension

# Suspension brands reach a fork in the road with new wheel sizes

When brands decide where to debut products, consumer festivals are giving trade shows a run for their money. RockShox and Fox, two of the most important players in the suspension market, are opting to launch their new products next month at the Sea Otter Classic, a big consumer bikefest in Monterey, California. And Manitou signaled its revival by unveiling its new Mattoc platform at last year's Eurobike.

But Taipei Cycle visitors will still find plenty of interesting new suspension products in the Nangang Exhibition Hall. Many brands have a close relationship with Taiwan, because this is where their products are made.

Two trends are pushing development of new suspension products. The move away from 26-inch wheels is one obvious challenge for suspension brands. Less obvious is a push for electronic solutions to enhance what have been purely mechanical suspension technologies.

Modifying a suspension fork designed for a 26-inch wheel to work on a 27.5-inch or 29-inch wheel is not a simple process. Merely extending the lowers and the stanchion tubes won't do.

Because bigger wheels exert more leverage, forks need to be beefed up accordingly. Steerers that widen from 1-1/8 inches at the top to a full 1.5 inches at the crown have become the norm, as have thru-axles with 15mm diameter and 100mm width. The trail and the offset also need to be modified for proper handling by changing both the crown and dropouts.

The Taiwanese suspension specialist **X-Fusion** is a prime example of new products resulting from the move to larger wheels. X-Fusion

showed its high-end enduro model, Revel, at last fall's Interbike in Las Vegas. Made for 27.5-inch and 29-inch wheels only, this gold anodized, inverted fork drew a lot of attention.

The company's RV1 downhill forks have also been adapted for 27.5-inch wheels, offering a full eight inches of travel. With the Streat, X-Fusion presents an entirely new 27.5-inch fork for 2015. Built around 32mm stanchion tubes, this air-sprung fork covers a wide range of trail riding uses. It can be ordered with 9mm quick release dropouts or with the company's own LockX 15mm thru-axle, offering 80mm to 140mm of travel depending on the configuration.

Also notable is the Hilo SL Strate, a telescopic seat post built for internal cable routing. Offering 125mm or 150mm of drop, the post and remote lever weigh

a competitive 520 grams.

DVO was turning heads before it had a finished product, and continues to make headlines. DVO showed the Emerald downhill fork, its first product to hit the market, at Eurobike and Interbike, but it promises to draw plenty of attention at Nangang as well.

Start with the Emerald's inverted design. What looks like a small fender at first is in fact a carbon torsion arch that, according to DVO, improves steering precision by 23 percent. Add massively oversized, green anodized aluminum upper tubes and magnesium dropouts, and you get a unique chassis.

The inners offer all the adjustability that ambitious racers are looking for, while DVO has ensured that the Emerald can be easily serviced at races.

DVO is also showing the matching Jade rear shock in Taipei, and is planning to soon expand its young product range.

Marzocchi designed its 350 platform specifically for 27.5-inch wheels. The aluminum stanchion tubes of these forks measure

35mm in diameter for additional stiffness. For the entry-level 350 R and mid-range 350 CR models, these stanchion tubes come with a gold race treatment, while the top-of-the-line 350 NCR gets a silvery nickel treatment.

The claimed weight for this fork is 1,900 grams (4 pounds, 3 ounces) — not bad for a fork that offers 140 to 160mm of travel and is built to withstand the rigors of enduro riding. This low weight is achieved with optimized magnesium lowers, a new 15mm thru axle, a hollow aluminum crown and a new damping cartridge that offers all the necessary adjustment options, including a remote lock-out lever.

Like the top model, the 350 CR is air-sprung, but its cartridge comes with fewer adjustment options. The entry-level 350 R uses a coil spring to swallow bumps and relies on an open oil bath with an adjustable rebound damping, resulting in a higher weight of about 2,200 grams. Marzocchi will offer all 350 series forks in black, with white as an option.

Magura has been awarded one of Taipei Cycle's coveted d&i awards for its electronic eLECT suspension system. A handlebar unit that weighs less than 20 grams controls both the fork and shock manually or puts the system in automatic mode. Acceleration meters in the fork and head tube are used to electronically set up the rear shock in the best way for a given situation.

For 2015, Magura has trimmed the system's size and weight. Because this is the first suspension system that works

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DVO Emerald



X-Fusion Streat

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DT SWISS

### DT SWISS OPM FORKS

**LIGHT, STIFF, RELIABLE, VALUABLE** - these are the most important key facts of the new OPM forks. This all new MTB suspension lineup fits a wide range of different bikes and frames with specific 26", 27.5" and 29" versions available as well as different riding styles with travel options from 100 mm up to 150 mm.

The new single shot II damping system (open-lock technology) allows adjustable rebound and lockout. The lockout can be activated at the fork or with an additional remote kit at the handlebar. The forks come standard with tapered steerer and 15mm dropouts. The 29" versions are one of the lightest 29" forks at the market starting at 1,600 g with 100 mm travel.

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

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M0702





automatically and completely wirelessly, it cleans up the looks of a mountain bike. The eLECT suspension system charges by means of a micro USB cable. A single charge lasts for 40 hours of operation in automatic mode and 60 hours in manual mode.

**DT Swiss** was one of the first companies to win races with a suspension fork made for 27.5-inch wheels, but the forks, ridden by Nino Schurter, were still prototypes. Just in time for Taipei, DT Swiss has the finished product ready. Dubbed OPM, the range of suspension forks with redesigned magnesium lowers is available for all three wheel sizes and with 100mm to 150mm of travel depending on the configuration.

The single shot II damping systems offers a lockout that is activated either at the fork or from a remote kit on the handlebar. The 29-inch version of the OPM is one of the lightest forks on the market, weighing 1,600 grams and offering 100mm of travel.

DT Swiss has tweaked the internals



DT Swiss OPM

of its rear shocks to save weight and smooth the shock's action throughout its stroke. Dubbed "Smooth Auto Balancing," or SAB, this technology will be offered for the X313 and M212 shocks.

Don't be confused by suspension forks and shocks carrying the **MRP** name. The suspension fork brand White Bros was renamed MRP last fall. Since the company bought the bicycle division of Elka Shocks, it now offers a suspension package for front and rear. Rather than competing head-on with the big names of the industry, MRP concentrates on niche markets by building quality forks for fat bikes and kids bikes.

But with forks such as the Loop TR for 27.5-inch wheels and the Stage for 29ers, MRP is stepping into the broader market. Both forks offer 150mm of travel and all the necessary adjustments at reasonable price points.



MRP Loop TR

4TH FLOOR  
M0602



MRP Stage



SR Suntour RUX

130mm to 150mm of travel. Also new is the Aion, which shares design elements of the Auron. The Aion forgoes a hollow crown or butted stanchion tubes, however, resulting in a slightly higher weight at a significantly lower price.

■ LVR

After some remarkable successes with the Axon platform in endurance racing, **SR**

**Suntour** is now taking aim at two other prestigious segments. The company's RUX downhill fork has already proved its worth at the Red Bull Rampage. The fork's sturdy stanchion tubes measure a full 38mm in diameter. All dials are made of machined and anodized aluminum.

With the Auron fork, SR Suntour has the market covered for 27.5-inch enduro forks. This air-sprung fork comes with 34mm diameter stanchion tubes made of butted aluminum, magnesium lowers and a hollow aluminum crown, along with SR Suntour's convenient 15mm Q-Loc thru-axle. The Auron also offers the choice of either a remote lockout or a travel adjust system that allows riders to lower the fork by 40mm for steep climbs.

In Taipei, SR Suntour is debuting a 29-inch version of the Auron with



SR Suntour Auron

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MAGURA

STAND  
N1207

## MAGURA Introduces: eLECT

"The First Suspension System That Thinks For You!"

MAGURA's eLECT suspension technology system utilizes 3D "Auto Ride Sensors" in the fork and rear shock. The sensors react to the trails angle and impacts, automatically activating or deactivating suspension lockout. The Auto Mode can easily be calibrated to rider preference and the lock out opens automatically, in 0.2 seconds, during extreme drop situations. In Manual Mode, using the first wireless remote lockout, the rider can lock the suspension on/off manually as needed with the bar mounted Ant+ remote.

All MAGURA forks from model year 2010 can be retro fitted with the new eLECT system. The wireless remote weighs a feather-light 93 grams and mounts directly

to all MAGURA MT brakes for a seamless look or with an extra clamp for all other brakes.

The eLECT suspension system is targeted towards XC, Trail, Marathon and Enduro bikes.

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SR Suntour RUX

## Emerald Inverted

The DVO Emerald is the result of decade's worth of experience in suspension building & tuning. There's a lot to be said about starting with a clean sheet of paper & a wish list of features when executed correctly, produce the ultimate suspension fork. Our goal wasn't to reinvent the wheel, just take a different approach to making it & applying existing knowledge to the unique requirements of high performance mountain bike suspension. For example, our damping requirements are inspired by motocross & dynamic valving but applied to mountain bikes where chassis are lighter & humans are the motor. Another example is our collet clamping design, high RPM machine tools use collets with high accuracy & safety that when applied to mountain bikes produce amazing results. The Carbon Torsion Arch....Pure Stroke of Genius never been done before kinda stuff.

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

## Specs:

- 203mm Air Sprung Inverted DH Fork
- CTA (carbon torsion arch) improves steering precision by 23%
- OTT (off the top) Negative Spring Preload
- High and Low speed compression via Bottom Loader
- Forged Magnesium Dropouts
- 43-41mm Tapered Hard Anodized 7000 Series Aluminum Upper Tubes

STAND  
J0417





# Taipei may bring a thaw in cold war between the UCI and bike industry

**This Taipei Cycle show could be a milestone towards repairing the strained relationship between the bicycle industry and the UCI, whose rules governing professional cycling often restrict the spread of the industry's most innovative ideas.**



Dimitris Katsanis.

Dimitris Katsanis, the UCI's new consultant to its Equipment Commission, is visiting the Taipei show at the invitation of the World Federation of the Sporting Goods Industry, which represents some 55 bicycle industry manufacturers before the UCI.

He appeared at the WFSGI's closed-door meeting Tuesday. "This is the first time I've been as part of the UCI to speak to the industry and it looks like the industry have a good reaction to that," he said. "All these years I was on the other side banging on the UCI's door; now I

have the chance to actually try and do things better."

Tuesday's meeting was "the kick-off of a new era of making progress with the UCI, and we're really looking forward as an industry to seeing how we can be part of that progress," said Robbert de Kock, secretary general of the WFSGI.

The WFSGI has an open public session tomorrow (see related story, this page).

Katsanis said he would use the show "to initiate direct discussions with the cycling industry and start building a communications channel." He also planned to walk the show.

Katsanis helped the UCI select the members of its newly appointed Equipment Commission, and has invited race commissaires, team representatives and the public to join, as well as a technology expert to keep the UCI abreast of technological developments.

The UCI has given the WFSGI a seat at the commission's table. It's a welcome move, but De Kock said he's unsure how much influence the group will have.

"We thank the UCI first of all that they even considered us to be part of it, but the solution is not that simple," he

said. "We said we will help and we will try to participate, but it's very hard to nominate one person from the WFSGI."

He cited the potential for conflicts. "I don't want me or any of our people to sit on a committee where one of their competitors apply for something new and it is refused," he said.

De Kock added, "We're looking for a creative solution to maintain the neutrality of the industry on this commission, but on the other hand to contribute actively and positively to the development of equipment, technologies and the sport in general."

While the WFSGI welcomes warmer relations with the UCI, this new era of good feelings has yet to result in concrete accomplishments. De Kock said there has been no progress on specific technical issues the two organizations have been grappling with: proposed wheel tests and the future of disc brakes on road bikes.

That lack of progress is perhaps not surprising, given all of the changes that the UCI has undergone since Eurobike.

The biggest change was September's election. Brian Cookson, the former head of British Cycling, ousted longtime incumbent Pat McQuaid.

The UCI has since announced a number of other initiatives, including the establishment of the Cycling Independent Reform Commission — an open inquiry into the past and present of doping in the sport that has grabbed most of the headlines.

Katsanis, who was appointed by Cookson, brings strong bona fides to his position. He's a specialist in composites and aerodynamics and was a member of the crack team behind Team GB's superbikes. His carbon fiber know-how and rigorous technological approach helped propel British riders to Olympic

glory in Beijing and London.

Shortly after Katsanis' appointment, the UCI issued a statement announcing a "new approach ... in favor of innovation and technology."

In an interview, Katsanis signaled a more welcoming attitude towards industry-driven innovation.

"The advancement of technology has accelerated a lot since the mid-'90s, as modern design and manufacturing methods gradually filtered out of the aerospace and motorsport sectors," Katsanis said. "This is an irreversible process. Instead of trying to suppress it, we should find a way of harnessing it for the good of the sport, as well as promoting the well-being of everyday riders."

De Kock said the WFSGI hopes to work out a timeline for resolving its technical issues with the UCI. It has submitted a formal request asking the UCI to approve the use of disc brakes in road racing.

The wheel certification program is another sore point. Last year, the UCI announced it would begin certifying wheels for racing — but refused to accept outside help in defining the tests that the wheels would undergo.

That's been exasperating for wheel manufacturers, who between them have centuries of experience in making wheels and have no interest in sending riders in high-profile races like the Tour de France out on unsafe equipment.

"It is a bit early to say at this moment which direction the new [technology and innovation] approach will follow," Katsanis said. "Currently, the UCI has a consultation program, designed to reach out to the stakeholders in cycling and gather their views," he added. "Only when the results are analyzed, a clearer picture will emerge." ■ ML

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BICYCLE

## WFSGI meeting Friday is open to all show visitors

**The World Federation of the Sporting Goods Industry is hosting a public meeting at Taipei Cycle tomorrow from 10-11:30 a.m. in Room 501, on the fifth floor. The meeting is free and open to all show visitors.**

Leading the WFSGI's agenda is a presentation of its Online Brand Abuse project, designed to help members combat online counterfeiting and other IP violations. Brands across the globe are increasingly concerned that their trademarks — and profits — are under threat, while their customers' safety is threatened by sub-standard counterfeits.

The WFSGI also will provide an update on its corporate social responsibility work, which aims to improve working conditions in bike industry factories.

Almost 60 bicycle brands and manufacturers have joined the WFSGI in the four years it has worked in the

industry. Most members are involved in professional cycling, and the WFSGI represents them before the UCI, IOC and United Nations agencies. But the organization is keen to work on behalf of all industry companies.

"I think we also have a responsibility to the wider industry to say, 'Hey guys, here's what's going on,'" secretary general Robbert de Kock said. "The [social responsibility] project in the future will be very interesting for everybody, not just racing companies, and I think also the online IP question is very important for every company. Let's tell the people what's going on, and it's for them to decide how they want to be involved." ■ ML

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## KMC nabs two d&i awards; winner for 3 years in a row

KMC is celebrating its third consecutive year of winning d&i awards at Taipei Cycle. The chain maker won two awards this year.

The winning Ceramic-like chain uses a durable coating that strengthens individual parts while decreasing friction for more efficient shifting and engagement between the chain and the drivetrain.

Its other winner, the City Hunter, came out of KMC's experiences as a supplier to bike share programs around the world, which demonstrated the importance of city bike chains that are extremely strong as well as weather and rust resistant.

The City Hunter sports a distinctive oval-shaped outer plate and colorful inner plates. The inner plates protect against rust and reduce the frequency of required maintenance, while providing extra visibility to keep riders safe. ■

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J0118



KMC City Hunter chain

## Johnson Li built First Components to last

A few years ago, while most of his competitors in the Taiwan bike industry were building factories in China, Johnson Li opted to stay put in Taiwan.



Johnson Li

It was a decision that almost killed his components company, First Components. "The orders we lost were the cheap, low-end products. Since we could not make money in them, we just gave them up," Li said.

By carefully seeking out opportunities, and focusing on its more profitable aftermarket brand, Magpie, First Components hung on. Now Li is seeing many of those competitors begin to bring at least some of that production back to the island nation.

"I'm not planning for the next three years. I'm planning for the next decade," said Li, the founder and general manager of First Components.

First Components, based in Tachia Town in the outskirts of Taichung, is best known for its headsets, bottom brackets and cranksets.

It has become experienced at seeking out niches. When Cane Creek's patent expired on its Aheadset threadless headset, for example, First Components was one of the first companies to jump in with its own threadless offerings.

Chrissie Huang, who has led First Components' sales and marketing for more than 20 years, said the company is now developing bottom brackets specifically for fat bikes with widths of 100mm instead of the standard 68mm. It also plans a 120mm bottom bracket.

"Everyone is asking for this," Huang said. "This year there's a huge demand for the fat bike." She said she was astounded by the prevalence of fat bikes at last fall's Interbike show.

About 60 percent of First Components' sales are for aftermarket products, most of them for its Magpie brand — named for Taiwan's national bird.

With its long history in bottom brackets, the company is launching a controller and transmission crankset for e-bikes and electric wheelchairs under the Magpie name.

The set includes torque and speed sensors that have been incorporated in the bottom bracket, and will work with most standard e-bike motors.

Li said many e-bike brands — even well-known European brands — source these parts from China. Magpie is trying to convince them its quality is better.

The e-bike product line also includes integrated modules for front and rear with lights, turn signals and a rear brake light. The front display can also include a display that shows mileage, calories burned, and time and temperature.

"The brand is the most important thing to your company's name," Huang said. "People notice brands, but they don't know your companies. You must work very hard to promote your brands."

■ DM



Magpie's integrated e-bike light module (above) and e-bike controller system

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## HIGH QUALITY SPOKES AND BICYCLE COMPONENTS

DT SWISS



# It's up and down for fork makers

It isn't much of a cliché to say that the suspension market has been on a bumpy ride. While Fox and RockShox remain kings of the hill, there's plenty of jostling going on underneath.

New brands are trying to take advantage of the big two's perceived weaknesses, while others are simply trying to hang on.

A new brand that's trying to make some noise at the high end is Bryson Martin's DVO. "The timing is perfect for us. Lots of these big [bike brands] tell us, 'we need a third supplier that's reliable and has a service network out there.' They need options. They can't just be subject to two suppliers for high-end suspension," he said.

Martin, who spent more than two decades at Marzocchi, founded DVO with other Marzocchi veterans. Their first products — the Emerald downhill fork and Jade shock — have just come on the market, but Martin says there is more to come.

"We like to shoot for 10 to 15 products, between shocks and forks," Martin said. "Right now we have five or six products."

Meanwhile, Martin's former company is trying to pull through a rough patch.

Marzocchi this year is returning to the OE market after spending a season with no product for the all-important segment.

The problem stemmed from a quick divorce between Marzocchi and longtime manufacturer, SR Suntour, after the 2012 Taipei show. "In six months we switched production from one facility to another one. It was a miracle," said Maria Elena Landi of Marzocchi's MTB OE sales division. Marzocchi moved to Hodaka, but the transition cost it a season.

"Marzocchi is coming back to important international competitions, which we didn't do in the last years," she said.

DT Swiss is focused on simplification. From a confusing array of models and technological buzzwords, DT Swiss' new offering consists of just the OPM line.

"For 2014 and 2015, we are back to one fork — one easy-to-understand, light fork with good performance," said Daniel Berger, vice president for sales and marketing. "It's not the lightest, super-high-end, highly sophisticated, super technology whatever. It's easy to understand, lightweight and performs well."

DT Swiss is also focusing on the heart of the market. "We know that 60 to 70 percent of the market is 100 to 120 or maybe 130 [mm of travel]. That's where we are," Berger said. "We cannot afford to invest in platforms. We are not big enough in sales."

There's also movement among smaller brands. Kogee, a Taiwan company that makes trampolines, recently bought the Spinner brand.

Spinner's Webber Chi said the new owners have invested in the brand, which is expanding into a downhill fork, dropper seat post and a new rear shock line.

While the sexy high end gets the attention, the sales go to the broad market.

"All of the gravity segments are just a small piece of the pie," said Stephan Guddat of RST Europe.

"The majority of people in Europe are riding trekking bikes," he added. "Sometimes they don't care or even know what brand of bike they have. They just know they have a blue bike with a white fork." ■ DM



Webber Chi of Spinner



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# New Products 2014

## BioLogic Bluetooth Smart Speed/Cadence Sensor

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M1019A



Cyclists can turn their smartphones into cycling computers with BioLogic's Bluetooth Smart Speed/Cadence Sensor. The sensor uses the latest Bluetooth 4.0 protocol found in iPhone and Android smartphones, and is compatible with many popular cycling apps. One CR2032 battery provides up to 700 hours of riding data. Available bike mounts let riders attach iPhone or Android phones to the handlebars.

## D2R Trainer

4TH FLOOR  
L0928

The next-generation D2R trainer uses Bluetooth technology so users can monitor their workouts on a smartphone or tablet. They can select a cycling route from anywhere in the world to experience a training ride, from the beautiful coast of Cape Town to the streets of San Francisco. The trainer's magnetic resistance automatically changes to match the slope of the chosen route for a lifelike experience.



## Miranda Delta Crank

1ST FLOOR  
L1216

Miranda uses a unique aluminum cold-forging process to produce its award-winning Delta crank. The Delta is light but strong, and comes in many new finishes that accentuate its minimalist aesthetics and clean design. Its uniqueness will give a distinct touch of exclusivity to any bicycle.



## Arisun Vitesse tire

1ST FLOOR  
I0017

Light and race-ready, the Vitesse is made for road racing greatness. The hard center tread compound offers ultra-low rolling resistance while a softer side compound grips on corners.



## ControlTech MST line

1ST FLOOR  
J0830

The MST series stem and bars help enduro and DH riders keep control in rough conditions. The stem is 3D forged from a high tech alloy, and new 35mm clamp provides a solid hold on the handlebar. Bar options include ControlTech's innovative "flat top" flat bar and a rise bar.



## Biknd Jetpack

4TH FLOOR  
N0623



The customizable Jetpack shields performance bikes from the perils of air travel. Insert your bike into the fortress-like interior and use the adjustable, safe-locking mechanism to secure the rear axle in place. Inflatable walls shave weight and protect against shocks from all angles. High-performance roller wheels and strategically placed handles make getting to and from your destination simple.

## Xpedo Thrust E

1ST FLOOR  
J0517

Xpedo jumps into the power meter market with the Thrust E, a pedal-based sensor for road bikes. The pedals measure the power output from left and right individually with an accuracy of plus or minus 2 percent. The strain gauge is located where the cleat makes contact with the surface of the pedal. Data is transmitted using the ANT+ wireless protocol. Each battery offers 150 to 190 hours of use on a charge.



## Crops Mighty Guard

4TH FLOOR  
N0828



The Mighty Guard lock is mighty convenient. A silicon bracket allows easy mounting to the seat post or other optimal location. The "U" lock attaches through the chain or brake disc, and its cable is long enough to loop through the front tire, frame, saddle, back tire and chain all at once. It'll keep your hands clean and the frame unscratched.



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# New Products 2014

## TranzX M25 Motor with LogiX

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J0412

The nearly invisible M25 motor is the first in the new TranzX LogiX line of electric bike motors. The M25 weighs 3.9 kg (8 pounds, 9 ounces) with low noise and vibration levels. Its scaled-down design is smaller than a chain ring. Because it is successfully integrated into the frame design, the M25 is hardly noticeable to a casual observer. It's paired with the LogiX digital communication interface based on CAN-Bus technology for efficient service and troubleshooting.



## Sate-Lite Dynamo/eBike

4TH FLOOR  
M1407

### Rack Light M1

Sate-Lite, the world leader in bike reflectors, is launching the M1 — the world's smallest K-approved bike rack light. Featuring double LEDs, the M1 features a universal 50mm/80mm attachment for bike racks. It's an affordable quality choice.



## Wilier Triestina Cento1SR

4TH FLOOR  
N0424



The Cento1SR integrates the aerodynamics of the Cento platform with Kamm Tail tube shaping. A fully integrated seatpost and fork provide increased comfort and front-end stiffness. The cable routing system uses an integrated downtube adjuster plate matched with the 3D integrated cable routing plate.

## Chosen A7045BTXHP-FG hub

1ST FLOOR  
J0633



This is Chosen's competition hub for BMX racing. The cassette body uses Chosen's Multi Gears design to boost power transfer when the rider needs to quickly accelerate. The cassette body uses the Integrated Bushing system to reduce weight and increase durability.

## Airace Mini Veloce Regular

4TH FLOOR  
L0921A

Airace's mini pump is CNC'd out of aluminum for precision. It features Airace's thumb-lock Clever Twin Valve that fits Schrader, Presta and Dunlop valves. The Mini Veloce Regular is made for road and mountain bikes and inflates to a maximum pressure of 100 psi (7 bar).



## 3T Accelero 40 LTD

4TH FLOOR  
M1321A



The 40 LTD is a medium-low profile race wheel in 3T's flagship Accelero clincher range. The lightweight rim (1,610g) uses 3T's reverse-spoking technology. It's supplied with SwissStop for 3T custom brake pads for effective and predictable braking in wet, dry and mixed conditions. The 40 LTD is compatible with Shimano, SRAM and Campagnolo 10- and 11-speed systems.

## Bergamont E-Line Metric C-9.4

4TH FLOOR  
N1124

The E-Line Metric C-9.4 is one of three Bergamont e-bike models featuring 27.5-inch wheels. Designed for use on rough terrain, the hardtail C-9.4 climbs mountains playfully with its Bosch Performance Line motor and 27.5-inch wheels. This new generation Bosch motor offers better ground clearance for more varied terrain.



## Dahon EEZZ 3 Speed

6TH FLOOR  
S0614

The EEZZ 3 Speed updates its predecessor for 2015. With Dahon's Jiffold vertical folding technology, folding and storing is as easy as its name suggests. The EEZZ 3 Speed again features a streamlined Dalloy hydroformed frame with concealed hinge and custom narrow wheels and drivetrain. New is a 3-speed Shimano compact rear derailleur and micro shifter.



## KMC X11SL DLC Chain

1ST FLOOR  
J0118

With its hardness, durability and reduced friction, KMC's Diamond-Like Coating (DLC) Chain is the pinnacle of its professional racing chains. With Super Light Weight Construction, Optimal Chamfering and Double X Bridge Design, the X11SL DLC Chain allows agile and accurate shifting, superior transmission efficiency and durability on all 11-speed electronic and mechanical drivetrain systems (Shimano, Campagnolo, SRAM).



## Sunrace S40 hub

1ST FLOOR  
J1217

The Sunrace Sturmey-Archer S40 hub features four speeds with a gear ratio of 210 percent, and even, 28-percent steps between each gear. The hub uses a patented modular technology, and the rotary gear selector does not protrude outside of the frame. Direct drive in first gear allows the use of smaller chainwheels. Available with integrated 90mm and 70mm drum brakes, disc brake and freewheel.





# 「TAIPEI CYCLE d&i アワード」 5製品に金賞



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金賞を受賞したのは「自転車部門」  
でGhostのAMR Riot Lector 9マウンテ  
ンバイク、「コンポ&部品部門」で航翊

科技 (Gigantex) のEQUINOX MiRacle  
フルカーボンホイールセットと大忠工業  
(Oyama) の360° ロック折り畳みステ  
ムの2製品、「周辺付属品」でInterLock  
の一体型シートポストロック、「電動  
自転車&ベデレック部門」で達瑞創新  
(Darfon) のPanther PS1電動自転車の



GhostのAMR Riot Lector 9



大忠の360° ロック折り畳みステ



InterLockの一体型シートポストロック



達瑞のPanther PS1



航翊のEquinox Miracleホイール

5製品。南港展覽會場4階401会議室で  
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レモニーで授賞式が執り行われる。なお  
入選は49製品だった。

Ghostによると、AMR Riot Lector 9  
は最も過酷なトレイルでのハンドリング  
性能を保持しつつエネルギー効率を高め  
ている。ドイツブランドのGhostは現在  
Accell Groupが保有している。

航翊科技では、ホイールセット  
Equinox Miracleは一体型デザインを使う  
ことでエアロダイナミクスと美しさ高め  
たとしている。

大忠工業の折り畳みシステムは2方向  
の代わりに4方向からロックする設計に  
より走行態勢時のステムの安定性と強度  
を高めている。

InterLockの製品は特殊設計のシート  
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ト周りへと伸ばせる。

達瑞のPanther PS1はカーボンフレ  
ームで軽量化を図るとともに前後ショッ  
クに電動アシストを使って快適性を高め  
ている。

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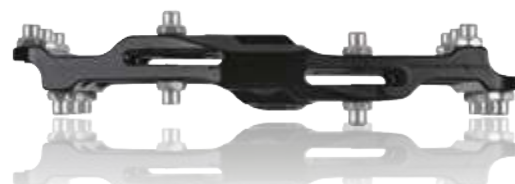
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# 「工場無くても問題なし」: Token 創業者James Chang

ホール1階  
J0433



James Chang（張）氏はブランドを築くのに必ずしも工場が必要ではないことを示してきた。しかしブランド構築には、iF やRed Dotといった高いレベルの国際賞を受賞できる製品を手掛けられる才能あるデザイナーを抱えることが助けになる。

「長いこと自転車業界でやってきた」と、2002年にTokenを立ち上げ台湾の自転車業界にほぼ40年にわたり携わってきた張氏は語る。「アッセンブル工場はみな知ってる」

Token は創業当初からアフターマー

ケットを主軸に置いた。OEサプライヤーが受ける厳しい価格プレッシャーを思い計り新規のブランドが競争できる道はそこしかないと考えた。

名前さえマーケティングを助けてくれる。張董事長は社名に「Token」を選んだ。何より口に出して言いたい。「それに聞いて覚えやすい」と張董事長。

Tokenの主力製品はホイール、ヘッドセット、ボトムブラケットで、台北ショーではトライアスロン市場での本格展開に向けた新製品を引っ提げて臨む。

Tokenの製品ラインを生み出す陰の

アイデアを考え出し、何か機能できる新しい方法を考え出す必要がある」とBesterデザイナーは言う。

Besterはフリーランスのデザイナーで、ソーブディスペンサーからサンダル、ファッションバッグと色々な製品を手掛けてきたがTokenのために他の仕事の多くを捨てている。「Tokenが自分のアイデアを喜んで受け入れ製品づくりを進めてくれているから」とBesterデザイナーは言う。「いくら素晴らしいものをデザインできてもリスクをかけてそれを作ってテストしてくれる人たちがいなか

かに台中在住の南アフリカ人デザイナーDwain Besterの存在がある。彼の受賞製品を生み出すデザイン力が同社の巧みなプリント作法やオンライン発信と相まってマーケティングが生産技術に追いつく差別化を生む原動力になっている。「製品を創り出すには、空想し、新しい

ったら意味がないのも同じこと」

Besterデザイナーの「Shark Tail」スキューワーがiFとRed Dotという製品デザインに関する二つの名のある国際賞を併せて受賞した。氏がデザインした透明の卵型容器にすっぽり収める一体型スレッドレスヘッドチューブ用二重機能ヘッドセットHeggsetもiFデザイン賞を射止めている。

Tokenではホイールの製品ラインで大きく業容を伸ばしたいと考えている。「Tokenはかなり前からホイールで名が通っている」とTokenのデジタルプレゼンスを扱う台中在住のもう一人の外国人スタッフShuan Bettinsonは言う。「みんなZippとか、そういった会社を考へるけどTokenは同じ位いいものを作っている。それがわかってもらえると思う」

Tokenの最新ラインHeroは同社C45Aカーボンクリンチャーから導き出されたホイール新モデルで、リムの内側エッジに小さなリップ（へり）を取り付けて横風による揺れを減らす設計になっている。第1弾はブレーキ表面がアルミ製だがフルカーボンのものも併せて投入することも計画している。

一方で張董事長は、Tokenの製品ラインの少なくとも一部を生産する小さな工場を設ける計画を進めていると話す。「3年のうちにここでハブとホイールのアッセンブル工場を開設できればと思っている」

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# 2014 概況: サドル パワーのシート: サドルメーカー 特定ニーズに合わせたモデル生産

サドルはサイクリストのニーズが多様であるようにその種類も多様化している。このことは極めて特定のニーズ、すなわちロードバイクの本格派やエンデューロの勇者あるいは必勝の切り札を求めるトライアスリートといった人たちのために作られる多くの新製品が出品される台北ショーでも見てとれる。

1979年創業のVelo Enterpriseは高品質の自転車サドルメーカーの最大手に成長しているが、近年業容拡大への意欲は一段と増している。「WOW」と名付けられた新製品ラインは「追加」よりむしろ「省略」によって性能を最大限高める方式を取るもので、それは最上級ラインが100g前後という軽量で示されるだけでなくアナトミカルサポート構造でも示されている。センター部分に思い切った切り込みを入れウイングを支えに体重を圧力に敏感な会陰から骨盤の骨へとシフトさせるデザインに特色があり「VL 1683」（パディング無しで100g）と「VL 1684」（極小パディング付でわずか10g増し）の2種類を用意している。



Velo Wow VL-1683

「SR3」のサドルで成功を収めるErgonはその流れをくむ新製品2モデルを台北ショーに出展している。チクロクロスレース用の「SRX3」とエンデューロ用の「SME3」で、「SRX3」は強化ファイバーコンポジット素材のシェルとスチー



Ergon SME3

ル製レールのエントリーレベルに加えて2つの高額モデル、「SRX Pro」（カーボンシェル+TiNoxレール）と「SRX Pro Carbon」（シェル、レールともカーボン製）を用意している。MTB、エンデューロ用の「SME3」はサドルのシェルの柔軟性とパディングのEVAフォームが振動を絶えず遮断し快適性を高めている。幅がスモールとミディアムの2サイズを用意。さらに強化ファイバーコンポジット素材のシェルとスチール製レールの基本バージョンに価格帯に幅を持たせて「SME3 Comp」、「SME3 Pro」、「SME3 Pro Carbon」の3種を揃える。カーボンモデルは重さ200g弱という軽さだ。

シマノ系パーツブランドProは今シーズン最上位リーグのプロロードレースチームへのサドルの供給をスタートさせておりラインアップの大幅な拡充も進めている。FalconとGriffonはともに女性用モデルも開発。Giant-Shimanoチームとの密接な協力により開発された「Aero Fuel TT」はトライアスロン、タイムトライアル専用サドルとなっている。



Pro Vulture

タイムトライアル、トライアスロン用サドルではSelle Italiaの「Iron」が車のデザインにヒントを得たエアロダイナミック形状に特色を持たせている。パッドを利かせた短めのノーズに後部の盛り上がり、センター部を貫くラージチャンネルのデザインで圧力を和らげるとともに空気の流れを自由にさせて冷却効果ももたせている。Selle Italiaの多くのサドル同様Ironも2タイプの幅とシェルとレールの素材に多様なコンビネーションもたせている。

10年の成功を続けた後、Selle San MarcoはベストセラーAspideの次世代モデルを出してきた。Aspideは同社の中でも最も知られるサドルなので数バージョンが用意されている。旗艦モデルがAspide Superleggeraで市場最軽量のコンフォートサドルを謳っている。超軽量Pebaxフォームや40Tハイモジュラスカーボンファイバーといった新素材を使用し重さわずか109gでありながら快適性を格段に高めた新モデルだ。



Selle San Marco Mantra

Selle Royalのスポーツ系サドルのPerformaは3つの異なるコンセプトと形状が用意されている。Seta S1のフラットシェイプは動きの自由を最大限に高めパディングを最小限に押さえているので様々

な走路を長時間走るのに最適。後部に隆起をもたせているSabaのウェーブコンセプトはロードやMTBでサドルポジションを頻繁に変えて走る場合に大きな助けとなる。Supraその他に使われているアナトミックコンセプトはパディングの大部分を奥につなげて会陰部への圧迫を軽減させるデザインに特色がある。



Selle Royal Seta S1

今年の台北ショー「d&i アワード」でサドルで唯一入賞を果たしたスロバキアのMorgawは軽量、個性的外観、革新的コンフォートコンセプトを組み合わせたサドルの生産で独自路線を歩む。サドルのシェルをレールに直接取り付け替わりにMorgawではシェルとレールの間に二つのエラストマーを入れて脊柱への衝撃を和らげる方法を取っており、構造もとびきり滑らかでロープロファイル。さらに各種アナライズド仕上げの中から取り付け金具を選べる便利設計も魅力。フレッシュなデザインで今後が注目される1社だ。■LvR



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# 製品電動化でも「先行」続けるBeto

ホール1階  
J1017A

【台湾・台中】 BetoのLopin Wang（王） 董事長は発明型エンジニアが台湾を代表する世界的企業に登りつめる典型的な例の一人と言えるだろう。1988年創業のBetoは自社ブランドとBlackburnやCannondaleなどのOEカスタマー向けを合わせて現在年間約800万本のポンプを生産し年商7000万ドル超を売り上げる。自

動車、レジャー市場向け製品も作っているが、安価な自転車用ポンプが依然として同社ビジネスの中核を成している。

「すべては何年も前にRhode Gear向けに小さなミニポンプを生産したことに始まるが、今ではポンプのデザインに関する特許を100件以上持っている」と王董事長は語る。「自転車のポンプはかなりシンプルな装置のまま長い間使われて来ているが当社はこれに真剣に取り組む多くの独創的デザインとアイデアを生み出してきた。例えば10年ほど前にPresta と Schraderのバルブを自動的に交換するポンプヘッドを発明した。だが残念なことにこのデザインはすぐに競合他社に盗用されてしまった。特許を護ることでは大きな力を出せないが常に他社の先を行くことに努めている」

もうひとつBetoが技術的挑戦で他社に先がけて手掛けたものに一体型射出成型フロアポンプがあるが、多くの利点を授かったこの製品もすぐさま他社にコピーされた。

Betoの名は「be the original」（オリジナルを行く）のフレーズに由来する。大手自転車ブランドのODMサプライヤーとして同社は顧客と密接に協力しながらそこに独自のデザインと技術を加えている。

「ただ単に設計して、金型を造っ

て、製品を作り出しているだけではなく、ODMの取引先各社とコンセプトに関して密接な共同作業を行っている」と王董事長。

王董事長は本社のデザインオフィスを「Area 51」と呼んでいるが、そのデザインルームはまるで研究に血眼になっている科学者のような雰囲気漂わせている。何十という進行中のプロジェクトを抱えるBetoの開発室は創造性の活気が漲っている。王董事長は興味をそそられるものなら何でも取りかかり、軍用サーチライトから、ベビーカーへと変身するカーシート、あるいは2人30分のNBAプロバスケット選手用オーバーサイズの特製インパーションテーブルまで、社内の製造専門チームを編成する。

Betoが過去手掛けた製品にはCamel-Bak用ブラッダーが含まれる。またCrank Brotherの代表的ペダルEggbeaterの生産は10年前から行っている。「当社がこうした製品を作っていることはあまり知られていないがBetoは製品カテゴリーを基にビジネスはしていない。射出成型とCNC製造による生産能力に基づいたプロジェクトを進めている」と王董事長は話す。

Betoのショールームにはリッチなサ



Red Dotと2014年台北ショーアワードを受賞したBetoのEZ-001Aはノーレバーの片手操作とプッシュユオンの簡単装着、画期的な「ダブルロック」によるバルブロックシステムが特徴。



Red Dotアワード受賞の冷間鍛造、CNC製フロアポンプを手に入れたBetoはこれだけの努力を注ぎ込む人間もいないだろうと語る王董事長。

イクリスト向けのシルバープレートフロアポンプから小さなミニポンプまであらゆるサイズの自転車用ポンプの目くらむばかりの製品レンジが並んでいる。新しい子供の誕生を喜ぶ父親のように王董事長は自分の会社が生んだ新しい製品群に誇りを抱いている。董事長は言う。「新しいスマート設計のミニポンプはこれまで作ってきた中で一番のものだと思う。最大の特徴はゲージが回転するので読みやすいこと。マシガンをつかむ要領で簡単に空気注入できる。さらにミニフロアポンプとしても使えて空気圧を高めるためにロックできる伸縮式バルブが付いている。だから指も挟まなくて済む」

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# 吸引力ある市場へ投じるSpankの逸品

Gavin Vos氏は語る。台湾に来て15年超、南アフリカ出身のVos氏はMTB生産のパイオニアWheelerを皮切りに台湾でありとあらゆる自転車メーカーのもとで働いてきた。西欧人として彼ほど長く台湾の自転車業界と接してきた人間もそうはいない。

いまVos氏は台湾を拠点とする自身の会社Spank Industries（ドイツのディストリビュータSven Mackと共同で11年前に設立）とFratelli Industries（Spankおよび他社ブランド用にハイエンドのホイール、リム、スポークを台中で生産）に精力を注いでいる。

Spankはリム、ホイール、ハンドルバーをはじめとする基幹部品市場向けに価値感あるハイエンド製品を専門に手掛けている。フリーライド、ダウンヒル用をベースとした生産からSpankは最近トレイルやオールマウンテン用コンポへと製品ラインを広げている。

カーボンファイバーをあくまでも嫌うVos社長は、Spankが業界の動きににいささか逆行していることを承知している。「カーボンとは努めて距離を置こうと思ってきた。カーボンが6061の働きをする素材とは思えない。有毒性が強く、コストが高いうえリサイクルできないし生物分解性もない」とVos社長は言う。「カーボンの需要はフレームやコンポの

トップの2%といった言わばごく小さなニッチ市場だと思う」Vos社長はさらに続けて「Spankが試みるのはワールドカップ並みの性能をもつ製品を手頃な価格、安いのではなく価値感ある価格で提供することにある」と話す。

Vos氏の自転車業界でのキャリアは南アフリカのポートエリザベスに構えたサーフショップに始まった。店はウインドサーフィンの波に乗ったが、このスポーツならではのハイコストがたたって商売が破綻した。多くのウインドサーファーがトライアスロンへと移り、氏の店も彼らの需要に応える形で自転車店へと衣替えした。ISPOを訪れた後、Vos氏は初期のマウンテンバイクを1台南アフリカに持ち帰った。マウンテンバイクは当時としては珍しく、店は自転車で行くことを決めた。

初めの数年は挑戦だった、と氏は振り返る。仲間とともに南アにMTBコミュニティを創る手助けをしたが他にも取り組まなければならない問題があった。「当時の南アフリカ、80年代末から90年代初めはまだアパルトヘイトがあってどんなものでも手に入れるのが難しい時代だった。初めてInterbikeに行っていくつかのブランドと出会った。南アフリカでも白人なので話しかけられないだろうと思ったけど」

それからVos氏は台湾からWheelerの自転車の輸入を始めたがほどなく、いずれ母国に自転車の工場を設ける目標を抱いて台湾に渡った。「台湾に来たのは1997年で、メーカーのプロダクトマネージャーと海外販売担当を1年務めた」とVos氏は振り返る。「台湾からヨーロッパへはアンチダンピングがあったのでフレーム工場を南アに持っていこうという狙いがあった」結局南ア工場は実現することなく、Vos氏も台湾を去ることがなかった。

「文化をエンジョイし、人々との交わりをエンジョイし、自転車業界をベースとした生活をエンジョイした」とVos氏。「台湾は世界で最も自由で安全なところのひとつだし、人間はすこぶるフレンドリー」

氏は数々のブランドのマーケティングとFunniほか2～3持っていた自らのブランドの販売の仕事に区切りをつけた。Spankを立ち上げるとともに、スイスのディストリビュータPeter Hostettler氏をはじめとしてWheelerでの仕事で出会った人々の多くといまでも仕事

を共にしている。「自社製品をできるだけ多く生産するとともに同じ志を持つメーカーの製品も生産しつつカーボンのルートに頼る必要のないことを分かってもらえるよう頑張っていく」とVos社長は語る。

ホール 4階  
L1002

日本語



## Maguraワイヤーレスロックアウト市場窺う

ホール 4階  
N1207



Maguraのワイヤーレスロックアウトを手にするStefan PahlとGötz Braunの両氏

クトマネージャーは言う。Maguraの2010年モデルイヤーからの全フォークに取り付けることができる。「ワイヤーレスモジュールはMTブレーキに直接装着できる。その他のすべてのタイプに対してもクランプで簡単に付けられる」（Götz Braun 営業部長）

ワイヤーレスリモート

Maguraでは、新製品のElectサスペンションシステムが「あなたに代わって考える」と言う。フォークとリアショックのワイヤーレスセンサーがトレイルの角度や衝撃に反応してサスペンションロックアウトを自動的に動かしたり停止したりする。

Electはすでに昨年Eurobike Awardを受賞。昨年の台北ショーでは選ばれた来訪者だけにプロトタイプが公開された。同システムはクロスカントリー、エンデューロ用で、「トラベル幅80～120mmのサスペンションフォークに最適で、その上ロックアウトの意味がなくなる」とStefan Pahlプロダ



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# New Products 2014

## Polisport Guppy Junior

ホール 4階  
L0218



軽くて実用的なGuppy Juniorは敏捷性と安定性が快適性以上に重要となる日々のショートライド用設計で、シートのソフトクッションとバックサポートが子供の背丈に合わせて前後に動かせる。フレームのフットレスト（足台）も伸縮式なので調整が可能だ。

## TranzX Antishock Technology

ホール 1階  
J0412

ロードバイク用のTranzX Antishockは衝撃と振動を吸収する技術で、従来のハンドルバーステムに改良を加えた特許取得の新バージョンをベースに走行の快適性を高めるためにインテリジョイントを使っている。縦吸収率+1° ~ -2°で、振動と衝撃の大半がライダーに届く前に圧力分散されるのでとりわけ超距離走行には助けとなる。



## MET Parachute HES

ホール 4階  
M0311

MET新発売のMTB用最軽量フルフェイスヘルメットParachute HESは素材の密度に変化を持たせる「インモールド・インテリジェント・フュージョン」技術を使用するとともに、「HES（ホモセチック・エンベディッド・スケルトン）」がシェル全体にかかる衝撃の力を散らす構造となっている。Mサイズが重さ620g、Lサイズが650g。



## Bluegrass MTB Gloves

ホール 4階  
M0311

BluegrassがMTB用グローブの新製品レンジ、Raccoon（写真）、Red Wolf、Lynx、Cougarを発売。製品ラインには柔軟性を損ねることなく木の枝や岩から護るHST保護パネルが付いている。極度の天候にも耐える耐摩耗繊維RAAWを使用し、特殊設計の穿孔メッシュを嵌めこんで空気の循環も良くしている。



## Wilier Triestina Cento1AIR

ホール 4階  
N0424

Cento1、Cento1SL、Cento1SLR、Cento1SRI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。



## Schwalbe Magic Mary

ホール 4階  
M0116



Schwalbe Muddy Maryの後継モデルでエンデューロからツーリング、あるいはダウンヒルレースと幅広く使える設計となっている。強力なショルダースタッドとアグレッシブなオープンレッドによりひどい泥道カーブでもブレーキの牽引力とグリップ力を高めている。二輪用タイヤ由来の独自Super Gravityカーカスデザインを使用している。

## CamelBak Podium

ホール 4階  
L1127A

差し込み型ボトルPodiumをモデルチェンジ。CamelBak独自のJet Valveを動かすノズルに入れればボトルを簡単にきれいにできる。バルブと太めのノズルがドリンクの流れをよくしている。大きく締めやすいトグルでJet Valveのノズルをしっかりと締められるので収納や交通移動時でもドリンク漏れの心配がない。カラーを増やしてより多くのケージやフレーム、とりわけサイズの小さい女性用フレームに対応できるようにした。



## RAPTOR X Crossover Bike Lights



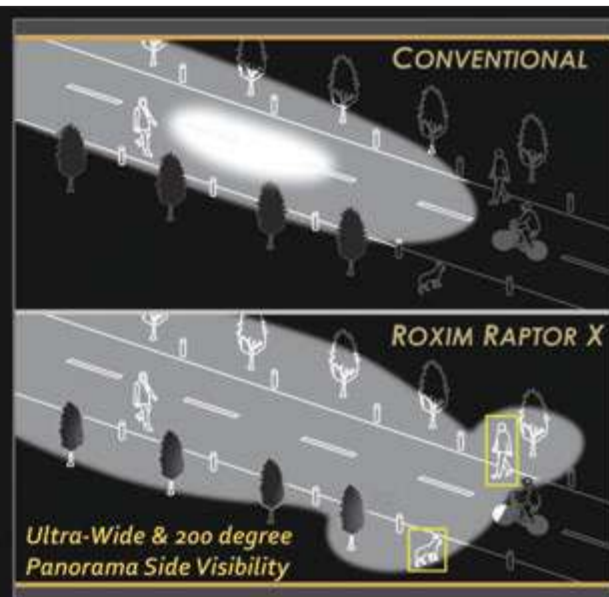
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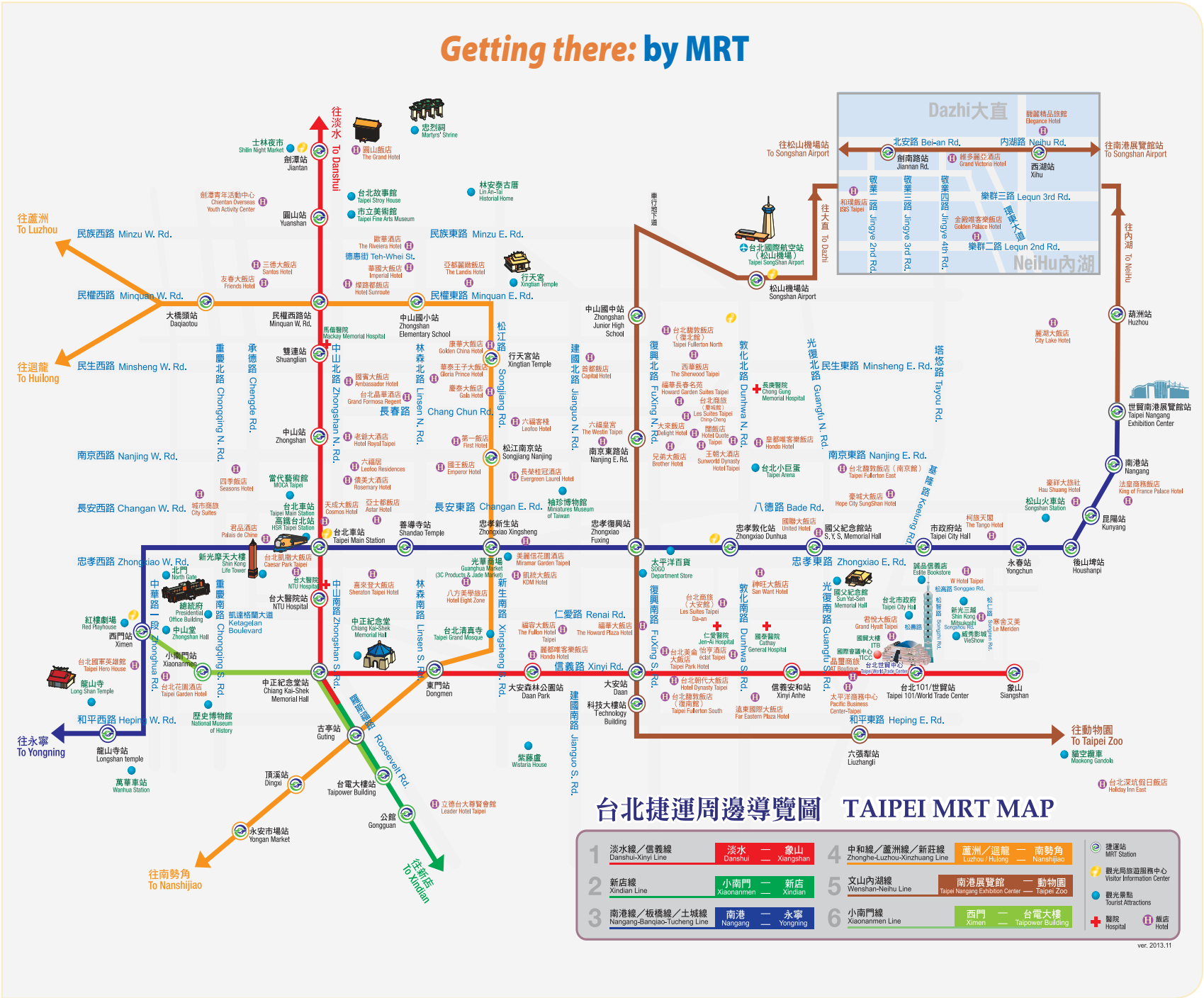


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# TWTC Nangang Exhibition Centre Parking & Transport



## 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.



# CERVELO成功背後的簡單法則 用Mission成就Vision

4樓  
N1105

少即是多，有時候做得愈少卻得到更多，例如獲得7屆CYCLING-NEWS讀者評選最佳隊車的Cervélo，這間成立於1995年的加拿大公路車專家，近20年來只生產4款車系：輕量爬坡R系列、空力悍將S列、鐵人三項P系列、場地車T系列，即使競爭者都推出長途挑戰的舒適型公路車，Cervélo仍沒打算跟進。

「做最好的自行車並且成為頂尖

的自行車公司。」Cervélo創辦人Phil White談道經營理念，透過精簡化的產品線，用Mission（任務導向）來達成理想的Vision（願景），因為簡化了產品，讓Cervélo的每輛車都能登峰造極。

即便是Cervélo被Pon Holdings（荷蘭自行車集團）收購後，依舊秉持著做好公路車的理念，並不因為在公路車市場發光發熱而跨足MTB或城

市車等。

談到ISP（整合式座管）、公路車碟剎等市場趨勢，Cervélo也不隨波逐流，面對各廠在近年都推出碟剎版公路車，Cervélo在今年台北展尚未有對應型號。「公路車碟剎很好，擁有一流的制動、不受惡劣天候、路況影響等優勢，預測未來會有更多的碟剎公路車登場。」但語帶保留的White也說，有時候公路車運動還是傳統的好，並且C夾的制動力也很棒啊！對於未來幾年Cervélo是否推碟剎公路車並沒多說。White認為未來的公路車發展，不再是輕量化或剛性了，而是仍有無限發展的空氣力學。

2014年台北展，Cervélo展出新款三鐵車P2及P3，P3繼承了多項三鐵旗艦P5的科技，車架組建議售價卻不到P5的一半，P3車架組建議售價為NT\$102000。



在3月4日台北展前，Cervélo與代理商建來工業舉辦經銷商說明會，會中除了傳達Cervélo的造車理念，更舉辦新車試乘會。



Cervélo亞太區銷售經理Robert de Jonge（左）與國際業務Brett Kane表示Cervélo在中國、日本的銷售大幅成長，後方為P3、P5三鐵車。

## 你打氣，TOPEAK 送你打氣筒

4樓  
L0524

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## 維格打造Xpedo ThrustE功率踏板 進軍百家爭鳴的功率計市場

1樓  
J0517

台灣踏板製造商維格，透過補修品牌Xpedo推出功率計踏板，並在台北自行車展展示，維格計劃在今年歐洲自行車展左右開始生產。維格業務及行銷經理陳君榮指出，推出功率計踏板對維格是個重大計劃，台灣的自行車產業相當強，電子科技也是舉世聞名，兩者合而為一應用在自行車上，看起來非常合理。

自行車騎乘者想了解自己騎乘的相關數據及即時成績，讓功率計市場逐漸受到各廠商青睞，維格的功率計踏板Xpedo ThrustE，與Look Kéo Power及Garmin Vector踏板功率計

屬同種類的功率計。陳君榮表示，在Look推出Kéo之前，市面上的功率計大多是大齒盤曲柄或是透過輪組計算數據，基本上這是相同的概念，只是維格透過踏板代替輪組或是大齒盤曲柄計算。

Thrust E的應變規設計在鞋底板與踏板面之間，幾乎是騎乘者確切的施力位置，這意味著僅需要透過踏板即可以產生數據，同時使用者也可以輕鬆將Thrust E更換於不同單車使用。

維格表示Thrust E的感應器分別測量左右兩個踩板，僅有2%左右的誤

差，透過ANT+通訊協定，讓使用者可以在智慧型手機上使用，陳君榮表示要手機現在廣泛使用於生活上，要消費者再另外購買顯示器著實較難，這也就是為什麼維格堅持使用ANT+通訊協定。每個踏板都擁有單獨可充電的電池，使用壽命在150-190小時之間，鋁合金鍛造的Thrust E一對的總重量為373克（包括電池）。

陳君榮指出維格發展及推動Thrust E已達兩年率先推出公路車版

本，日後也提供不同類別的踏板，目前維格尚未制定販售價格。■DM



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# 2014台北展大觀：打氣筒與手工工具 這些工具們使用時看起來都很棒

無論自行車怎麼進化，自行車愛好者與零售商始終需要高質量的打氣筒及手工工具，使他們能擁有最佳騎乘感受。

近年來，手工工具跟打氣筒發展大觀為「形式追隨功能」，一些廠商透過不同顏色，讓產品能夠脫穎而出，在多數的打氣筒與手工工具中脫穎而出，像是Park Tool的經典藍手工工具及Pedros的黃色打氣筒。

手工工具也吹起設計風，在台北展也清晰可見，像是Birzman及Lezyne兩個品牌，跟台灣的關係非常密切，兩個品牌的產品也一直走在設計趨勢的最前線。

打氣筒對於自行車使用者越來越重要，特別是在自行車友們輪胎氣量不足或沒氣時，打氣筒能協助自行車友，廠商們也針對打氣筒進化延伸，讓打氣筒體積更小且能夠裝入袋子裡，以方便騎乘者們攜帶收藏。



Lezyne Shock Digital Drive

4樓  
**L1202**

Lezyne在台北自行車展期間展示直立式打氣筒，擁有圓滑的設計加上高拋光澤外觀，讓產品

不只是單純的打氣筒，透過CNC加工看起來像是現代雕塑品，並且兼具功能性、外觀可看性及輕量化。LCD顯示器寬為1.6英吋，使用者可清楚觀看，同時氣嘴完全不漏氣，並提供精確的打氣功能，極具時尚感且使用簡單好上手。

Birzman同樣也在台北自行車展裡展示高端的直立式打氣筒，全鋁合金的筒身及結構透過CNC' d數控加工打造，Zacoo Maha V達到質量、精密程度及功能性的最高需求，精密汽缸和活塞的機制讓空氣流動更加容易，氣壓表與整體產品合而為一，讓使用者方便觀看，另外值得一提的是，法式嘴採用SNAP-IT安全閥門連接，無需擔憂在打氣過程會因高壓下脫落彈開。

Zacoo Salut避震器打氣筒，結合Birzman的Air-Lock valve科技，讓Zacoo Salut擁有較小的風量及更高的氣壓，大鏡面的氣壓表有利於使用者精

4樓  
**N1201**



Birzman Zacoo Maha V

確注入氣體，同時較長的軟管也除去難以打氣的不便。

Birzman的Travel Tool Box及Studio Tool Box擁有堅固的外殼，內部也透過隔層讓工具有組織性的整齊擺放，一系列的專業手工工具，買主還可擁有得獎的Birzman Damselfly Universal鏈條工具。

SKS的Airmenius直立式打氣筒讓操作更加方便，擁有人體工學的設計，100mm直徑壓力表專利氣嘴閥組，水滴型造型夠吸睛，並提供使用者足夠空間將雙腳固定於打氣筒。同時Airmenius 12.0擁有Airmenius的多數功能，包括容易觀看的大鏡面壓力表，在今年台北展將展出全新的白色版本。

4樓  
**M0509**



SKS Airmenius

專門製造迷你型打氣筒的Airace，將人體工學及方便攜帶性的優勢結合在全新的Mini Veloce Regular，打氣筒本體外觀採用CNC加工及拋光，雖然體積小但氣量充足，可以打至高達100psi(7bar)，短橡膠管保護主體與氣嘴閥，氣嘴聰明頭只需一根姆指就可以開啟。

對於喜歡使用CO2氣瓶的車手們，Turbo Micro 2體積小可放入車衣後面口袋裡，氣瓶頂端擁有螺絲紋且重量僅16克，適合法嘴及美嘴使用，同時也可控制流量。Airace也在台北展秀出全新折疊工具Econo-9，提供一字及十字螺絲起子、內六角扳手、Torx

4樓  
**L0921A**



Airace Mini Veloce Regular

T25，而另一個手工工具Encono-14則是較Encono-9多三個扳手及打鏈器。

另一個令人感到興趣的產品，是市場擁有強烈需求的Winride CO2打氣筒，在氣瓶頂部同樣擁有螺絲紋，氣瓶的重量為16克，透過CNC數位加工鍛造的鋁合金強度及精度足夠，體積小易收納，並適合與其他基本工具一同放在車衣後袋，並增加一個鋁合金按鈕，可精準的控制充氣值。

6樓  
**S0017**

合而為一再創造新紀錄，BioLogic的Fix Kit海納百川，匯集20種工具而成，獲得台北展d&i設計獎的BioLogic FixKit超輕小工具擁有大功能，成功與折疊車領導品牌Tern聯結，提供多樣功能可滿足折疊車使用者們，像是15mm的扳手可輕鬆拆裝踏板，讓通勤者們得以方便於城市運輸。

4樓  
**M1019A**



Topeak眾所皆知的Alien摺疊手工工具非常方便，不過對於城市騎行的車友而言，希望Alien能瘦身再進化，提供較少功用及小體積方便收藏。於是Topeak設計Urban8擁有扁平外觀設計且能集合手工工具於一體，Urban8可收藏於車架下方或是水壺架，雖然它的重量只有80克(3盎司)、長度為16cm，卻擁有4mm、5mm內六角扳手、14G和15G幅條調整工具、15mm套筒扳手及開瓶器等八項工具於一身。

4TH FLOOR  
**L0524**

在光譜的另一端，Topeak的PrepBox提供專業頂級的全套工具組，擁有堅固的外殼，裡頭透過泡棉將手工工具整齊地牢固擺放，並且在外部添加可置放其他工具的小袋子，讓使用者擁有更多的收納空間，與此同時，Topeak也在台北展展出兩個全新打氣筒，像是Topeak最暢銷的直立式打氣筒Joe Blow Race，擁有超長軟管及複

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The Gluskin Townley Group  
[www.gluskintownleygroup.com](http://www.gluskintownleygroup.com)



合材質的三角架，讓打氣更容易，同時Topeak也推出創新的打氣筒Transformer X，不僅可以成為駐車架也是打氣筒。■LvR

Topeak Urban8

Topeak Transformer X

## 就是那道光！不銹鋼

或許你不知道，手工焊接的不銹鋼自行車車架與牛排刀之間距離其實並不遠！

位在南加州的KVA不銹鋼工廠，其客製化的不銹鋼管材應用在自行車上，逐步拓展市場，將產品出口到台灣給自行車製造業使用。

KVA不銹鋼副總裁Joe McCrink指出，公司從研發起家，開發出可讓不銹鋼變硬的專利，進入自行車市場是因為符合KVA高科技材料的應用。KVA在北美手工自行車展被客製車架製造商發現，現在KVA的不銹鋼管材應使用在台灣的車架廠及全球的零件廠，並且將復古風潮及不銹鋼的耐腐蝕性成功結合。KVA表示它的科技以及技術，現在申請專利中，可提供鈦的性能但成本卻是鈦的一小部份。

KVA台灣辦事處的代表Angela Su表示，KVA擁有數個客戶渴望使用不銹鋼作為車架材料，由於不銹鋼擁有耐腐蝕性的特性，可應用在胖胎單車、雪地車及在惡劣天氣下使用的自行

車，McCrink補充表示，不銹鋼也有輕量化的特點，對

車架製造商而言，使用不銹鋼也不需要擔心鐵、鋼等其他管材有生鏽的問題。

KVA推出它的MS3焊接不銹鋼管材，較先前的MS2有更高的耐腐蝕性及韌性，KVA宣稱MS3一開始是使用在航太領域。

KVA進入自行車產業後，也將開始與許多知名管材進行肉搏戰，包括在業界廣為熟知的Reynold及它的931不銹鋼管材系列。

McCrink表示，KVA持續在北美手工鋼管車展提供管材給小型製造商，提供給大型製造商也會有相同的效率，他也進一步指出與較大型製造商合作，他可以持續開發並提供更多品種，像是錐形頭管可能得投資5000美金，但是KVA可能只販售15-20個月，因此經濟效益並不佳，McCrink認為KVA並不想跟風，雖然自行車種類眾多，但是打造自行車的方式是相同的。■DM

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**Dahon**

**Ciao Electric**

6樓  
S0614

Ciao Electric結合Dahon獨家專利的低跨點摺疊科技，以及Tranz-X的250W助動馬達。可拆卸式電池組可置入於車架內，讓騎乘者決定是否需要使用動力輔助，搭載Sturmey Archer的5速內變速花鼓，讓車友們無論是通勤或是購物，都能盡享騎乘快樂。



**D2R 智慧型自行車訓練台**

L0928

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架上D2R的自行車訓練台，打開手機上的專屬APP，將打造更多樂趣，為喜愛於室內進行自行車訓練運動的車友們解悶，D2R帶你與自行車一同環遊全球。



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**LOHAS 功率花鼓**

H0507, H0510



樂活工業研發新一代功率花鼓，結合力矩傳感與速度感測技術，利用智慧型手機透過ANT+/BLE無線傳輸取得騎乘速度、功率、里程等即時訊息；搭配自行研發手機App並結合ANT週邊商品（如心跳帶、智慧手錶等）獲得熱量消耗、騎乘軌跡等豐富數據，打造個人化騎乘情境。此款花鼓亦可搭載ANT+主流車機相容（如Garmin、CycleOps、Holux等）。力矩傳感及速度感測亦可搭配e-Bike整合優化。

**CatEye**

**Strada Smart**

4樓  
N1001A

藍芽智慧型碼錶，可連接至CatEye Cycling App應用程式。除了自行車所需要的基本功能外，更擁有創新的智慧型手機連結功能，即時通知來電／郵件和顯示騎行數據在Strada Smart螢幕上，單鍵上傳騎行數據到訓練網站，可設定個人化螢幕顯示及時刻自動調整，也可通過選購Bluetooth SMART感應器擴充計測功能（迴轉速、心率、功率）。



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# Shimano 對運動攝影機投射關注

Shimano對於2015年相關新品的訊息非常保密，除了常見的技術層面下放的訊息外，在台北自行車展期間，自行車業的零組件巨頭Shimano將帶給大家一個別開生面的驚喜。

這個驚喜就是Shimano決定進入運動攝影機這個全新領域，產品名CM-1000是Shimano推出可以安裝在車手把、安全帽及座管上的小型運動攝影機。

CM-1000總重量僅有86克（3盎司），其中包括電池及SD記憶卡，同時相機防水深度達水下10公尺（33英尺），並且有IPX5的防塵。

Shimano選擇不內建GPS功能，CM-1000採用ANT及ANT+的通訊協議，並且擁有1600萬像素、光圈最大可達F2.0的CMOS傳感器，即使在光線不佳的情況下，仍能擁有良好的成像品質。

CM-1000將於五月份在特定國家上市，它提供了自行車賽事新的可能性，像是在大集團裡的即時情況，同時使用者也能擁有速度、心率及車手功率瓦數等即時性的數據可能性，不過礙於目前自行車規則並未修改，所以還無法實現，但運動攝影機將會是下個世代的最佳服務，就像Strava等。

在Shimano核心業務的自行車零件部份，將登山車入門等級的Alivio套件徹底改造，正如它的兄弟姐妹XT及SLX一樣，製造商們可以在2015年型號開始在登山車及Trekking bike選擇Alivio套件。

Alivio登山車版本套件將採用灰黑色塗裝，針對越野性能部份，提供騎乘者們2片式大盤及擁有low-profile shadow科技的9速飛輪。

近年因登山車從26吋轉向27.5吋及29吋發展，在車架的幾何形狀也有略為調整，Alivio在前變速器作出修改，以節省座管及後輪之間的空間，讓Alivio能夠適用於較大輪徑尺吋的登山

車的車架上，Shimano同時還提供Rapid Fire煞把給予油壓碟及機械碟使用。

在trekking bike部份則是配備一個圓角設計，外觀則有黑色及銀色可供選擇，Shimano為讓騎乘者容易操作選擇變速，提供Tap Fire撥把，讓騎乘者使用兩指即可操作，同時也搭配兩片式大盤。此外，為讓剛入門級的車友們擁有更大安全感及操控自信，在煞把部份特別加長，為了讓入門零件更加經濟實惠，Shimano已經將TX套件增加至8速。

針對喜愛在城市間穿梭的騎乘者遊俠，Shimano也調整一些內變速產品，去年Shimano的Alfine 1.5W摩電花鼓推出後大獲成功，今年更增加XT 1.5W摩電花鼓，上述兩者均可使用輪圈煞及碟煞，並且不會增加太多的重量及阻力。

如同11速一樣，Shimano也優化Alfine 8速內變速系統，特別提升在小齒數換檔的順暢度。

Nexus八速內變速也有新的改變，在外觀上有更圓滑的設計，車友們也可以選擇優質版本，或是普通版本的Nexus八速內變速，同時提供碟煞及腳煞車的選擇，最後Nexus的七速內變速，在變速上也重新排列。 ■ LvR



Shimano's CM-1000運動攝影機的爆炸圖。

# Shimano尋求加入 電動自行車的足跡

4樓  
M0814



Shimano Steps的馬達，輕量並且整合度極高。

全球電動自行車市場預計2050年將會有高達2.5億輛，讓全球自行車最大的零件製造商Shimano也想跳入電動自行車市場戰局，提供相關的零組件。

Shimano在台北自行車展期間，將會有展出它在電動自行車的最新版Steps中置馬達，並且將先行與德國零售商ZEG及Bike&Co少量合作，這是歐洲規模最大的零售商。

Shimano歐洲常務董事Frank Peiffer指出，Shimano對OEM、經銷商及客戶端的在電動自行車的服務關鍵，就是在於Steps系統，這也是為什麼Shimano選擇分階段的方式。Peiffer補充表示與ZEG的合作在產品及通路數量有所限制，希望從中獲得經驗，未來將進一步擴大到德國及其他歐洲國家。

Shimano Steps系統設計可給於助動式電動車或智能電動車使用，兩者目前在歐洲相當常見，其重量為3.1kg（6磅，13盎司）、驅動瓦數有250W。在高功率的模式下，擁有418Wh的電

池容量可在平坦的道路上以23km/h（14mph）騎乘80公里（50英里），在省電模式下最大可騎乘120公里（75英里），無論是下管式或是後貨架式的電池，充電時間只需要四小時。

Shimano表示電池的壽命將可以完全充放電超過一千次，是目前市面其他系統的兩倍，同時運行的溫度可在零下10度至攝氏50度（華氏14-122度）之間。

除了馬達及電池外，Steps系統還包括電子設備及顯示器，同時Shimano專為Steps系統設計了特別在鏈條加上SIL-TEC塗層，對應單盤傳動的電動自行車使用，並且計畫提供44T及38T的大盤。

除此之外Steps整合Shimano Di2內變速花鼓，這個整合讓Steps更展現優勢，使得系統在平穩作動時，可以自動降低馬達的功率。

該系統同時也能連接電腦裡的軟體Shimano E-tube，並且進行設定、更新及診斷，E-tube可適用全部Shimano的電動自行車零件進行上述功能。

Shimano Steps系統先前已在德國進行實際騎乘測試，德國經銷商也將選擇特定的零售商販售Steps系統。

Shimano指出Steps系統給予OEM的最快交貨日期在今年八月。

■ GE



Steps的控制器。



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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

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 Les Suites Taipei - Da An → Howard Plaza → Sheraton Taipei →  
 Caesar Park Taipei → Taipei Garden Hotel → Westgate Hotel

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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:

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 → Brother Hotel → FX Hotel → Evergreen Laurel Hotel → Leofoo  
 Hotel

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TWTC Exhibition Hall 1 → Taoyuan Int'l Airport  
 March 7: ..... 17.00  
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Taipei Int'l Sporting Goods Show



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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

Google Fitness, Taiwan's Best



Taiwan is the leader of the future global fitness



Taiwan is the global supplying base and service centre for both commercial and high-end home-use fitness equipment



S-Team Logo is the symbol of high-quality fitness





# TaiSPO Vox Pop

What is the major fitness trend in your country?



**Juan Terrero**  
Tutto Gine Inversora  
Caracas, Venezuela

It's mainly still about ellipticals and treadmills, but the market is definitely growing very fast. From 2008 until 2012 the market has been growing a lot. We're having some economic problems in Venezuela right now, so the market has been slow in the last six months, but it's a trend that people like to build and take care of their bodies.



**Mohamed Salim**  
Visa Sport  
Casablanca, Morocco

I'm an importer of sports and fitness equipment, mainly for sports halls. Sports have been developing very well in Morocco; everybody now practices sports. There are sports halls in every area with the latest generation of equipment — except in the most popular areas, they tend to take second-hand equipment from Europe. The evolution of sports in Morocco is very positive.



**Christopher Salt**  
Gaiaim  
Boulder, Colorado, United States

I work for a yoga and wellness company. Yoga could become mainstream in the States, and restorative products are really on trend. Not necessarily for rehab, but more to take care of your body prior to injury. Foam rollers and foot massage are huge just now. I am here to look for more of these products, like handgrips, that sort of things.



**Per Gunnar Kristoffersen**  
Mylina Sport  
Mjøndalen, Norway

CrossFit. It's popping up, there are many new specialty concepts, and also for home use. That's our goal for this fair, to find cages that are small enough for home use. It's booming in Norway, like ellipticals were ten years ago.



**Rüdiger Gilles** (right)  
Managing director,  
Christopeit Sport  
Velbert, Germany

It's always the same. Ellipticals, treadmills and bikes, but now A-class products are becoming more interesting. They're not really top end, but not the lower end. We're a manufacturer, with our factory in China. Nothing really new, we just have to be here!



**Edouard Massé**  
Emcar Sports  
Bel Village, Mauritius

I have five sports shops in Mauritius. The big market for us is bicycles. Fitness is a smaller market but it's growing, with ellipticals and treadmills. We're just looking for small equipment for home. There are lots of personal coaches and there are more and more gyms in Mauritius. They are opening all the time. And then the hotel market is big business — many four- and five-star hotels.

## It's panda-monium in Taipei!

If you pass by Taipei City Hall on your way to TaiSPO, you'll be greeted by a startling sight: 1,600 pandas made from recycled paper. They're part of the "Pandas on Tour" exhibition by French artist Paulo Grangenon. The number is a reminder that only 1,600 giant pandas remain in the wild.



*Yuan Zai, the giant panda cub at Taipei City Zoo (Photo by the Department of Information and Tourism, Taipei City.)*

Meanwhile, a real panda has also captivated the residents of Taipei. In July, the Taipei City Zoo celebrated the birth of the island's first giant panda cub, Yuan Zai. Her parents, Tuan Tuan and Yuan Yuan, were given to Taiwan by China in December 2008. Long lines formed at the zoo after the cub made its first public appearance earlier this year.

According to Taipei newspapers, Taipei Mayor Hau Lung-bin said the cub has helped residents become more aware of the issues facing pandas and other endangered species.

The papier maché pandas have been cavorting on the public square in front of city hall since the end of last week.

After the exhibition they will be put up for sale to raise funds for local organizations dedicated to wildlife protection.

Grangenon created the artwork in 2008 at the request of the French section of the World Wildlife Fund. The paper pandas have travelled the world to raise awareness of conservation issues.

For the Taipei stop on the tour, the artist made another 200 Formosan black bears.

Visitors who want to see Yuan Zai can draw a panda-visiting ticket at the Taipei Zoo. Tickets are free, but the zoo limits their numbers to control the number of visitors to the "panda house" at one time.

The Taipei MRT runs to the Taipei Zoo. Take the Wenshan-Neihu line to the Taipei Zoo stop. ■



*Paper maché pandas at Taipei City Hall (Photo by Emma Lee.)*

TAISPO

## Trump looks to boost shuttlecock production

Trump Sports is moving to a larger factory in two months to make its production of badminton shuttlecocks more efficient. Its new plant in Changhua county will be able to produce about 50,000 dozen shuttlecocks, an increase of about 25 percent compared with its current factory.



*Hugo Hu plans to make more of these shuttlecocks in a new Taiwanese factory.*

The move should allow Trump to reduce its manufacturing costs by 10 percent. "The main issue is to control the costs, to improve the technology and to become more efficient as we are trying to extend our market," said Hugo Hu, the company's manager.

Trump Sports manufactures its shuttlecocks, and partners with others to make Trump-branded racquets and other products. About 60 percent of shuttlecock production is for the Trump brand and the rest for other companies.

Global brands such as Yonex and Victor lead the badminton market. Trump Sports positions its products at lower price points, so producing efficiently in volume is important.

The Taiwanese company has

optimized its supply chain for feathers. It works closely with Taiwanese suppliers of geese and duck feathers that are resistant enough for shuttlecocks.

Cork is the second most important raw material for shuttlecocks, but Trump switched to a synthetic cork substitute years ago. There's a shortage of top quality cork from southern Europe, which is used mostly for wine bottles.

According to estimates, more than 200 million people play badminton, making it one of the world's most popular sports along with running and football, or soccer. It's been enjoying heady growth in some European countries in recent years, while increasing affluence in Asia has stimulated sales.

Trump Sports distributes across Europe, from Germany to France, Denmark, the Netherlands, the Czech Republic and other countries. The brand is also represented in several Asian countries, which boast some of the largest participation numbers for badminton. ■

**TWTC HALL 1 - 1F  
A0323**



## JK's foldable VibTread is more than a treadmill

Foldable fitness equipment appeals to urban consumers who struggle to cram all of their belongings into their flat. It's undeniably convenient to be able to fold a bulky treadmill and push it into a closet for an uncluttered living space.



*The VibTread combines a foldable treadmill and vibrating plate.*

Jih Kao Enterprise (JK), a fitness equipment maker from Taipei, has launched the VibTread, a space-saving product that combines two pieces of gear. The foldable machine is both a treadmill and a vibrating plate. The plate is welded onto a movable arm that folds upright against the treadmill.

"If you want to exercise on the treadmill, you can just fold away the

vibrating plate," said Loopy Lin, the company's executive director. "When you want to use the plate you pull it back down. When the vibrator works, the treadmill is blocked, and there is PU foam on the deck to protect the running track."

The VibTread is intended for home use and is targeted at European customers, who often have no room for permanent home gyms in their homes or apartments.

The VibTread uses two patented technologies. One is for its ASA auto-folding system, where the treadmill folds upright with one touch; and an adjustable suspension, which increases or reduces the hardness of the deck to protect knees and ankles.

JK is offering the dual-function foldable machine for OEM production, which still forms a sizeable part of JK's activities. JK also has its own brand, JKexer, which makes fitness equipment for home and commercial use.

JK added a second brand, Fit Lux, last year. The Fit Lux line consists of higher-end cardio equipment for home or light commercial use, such as small gyms or apartment complexes. ■

TWTC HALL 1-1F  
B0302

## Hyperice ice products get heated reception

Hyperice was a hot commodity before its first line of ice compression products hit the global market in February. The company, which makes products that combine cryotherapy and compression, has secured a raft of international distribution agreements. It is finding buyers in the sporting goods and medical industries.

Hyperice products are designed to help athletes recover from injuries and intense workouts. They are compression wraps with an ultra-thin ice cell shaped for the elbows, knees, shoulders and back. The key to the technology is a valve that releases air that builds up inside the ice cell as the ice melts. By removing air pockets, the wraps can apply more precise and uniform icing.

"I set out to create a brand whose products would improve athletic performance by enhancing athletic recovery and preventing injury," said Anthony Katz, a young American entrepreneur who founded the company. "In order to develop products of this caliber, I collaborated with some of the world's best athletes and trainers so that the product would meet their standards. Together our goal was to create a series of products that would be a set of tools athletes could use to recover faster from training and competition, and prevent injury by keeping the body in proper balance."

Hyperice says its wraps speed recovery in two ways, through the cooling effect of ice and the anti-inflammatory properties of compression. The combination helps reduce swelling and heal tissues.

Hyperice won an ISPO Brand New Award in fitness this year. Katz worked with aerospace engineers, athletes and trainers for two years to develop the line.

The company, from Irvine, California, has a European division in Bidart, France. Its Taiwanese distributor, Ursa Sports, is representing the brand at TaiSPO.

It also has Asian distribution in Japan and Hong Kong, with South

Korea and Malaysia soon to come on-line. Hyperice is also seeking a distribution partner for China.

Before its market launch, Hyperice signed up several athletes to use and promote its products. Some have become shareholders, including NBA players Blake Griffin of the Los Angeles Clippers and Rudy Gay of the Sacramento Kings; the NFL's Troy Polamalu of the Pittsburgh Steelers; and Hope Solo, goalkeeper for the U.S. women's soccer team.

Bixente Lizarazu, a former soccer player for the French national team and for Bayern Munich, and Guy Forget, a former French tennis player, have both taken an interest in Hyperice's European operations. Heading the company is Steve Veytia, a sports industry veteran who has worked with such brands as Ocean Pacific, Northwave, Drake and Billabong.

Tracy Sheffer, vice president of sales, said Asian markets are promising for Hyperice. Apart from its distribution deals, Hyperice is counting on Asian athletes to help spread the word about ice compression.

"We also have a powerful network of professional Asian athletes, across multiple sports, who reside and compete in the United States," Sheffer said.

Before its official international launch in February, the company sold its products through professional trainers. They helped Hyperice gain momentum among athletes and teams.

Hyperice is now targeting sporting goods stores as well as sports teams and the medical and institutional markets.

■ BS

TWTC HALL 3  
G0408

## Johnson redesigns its Andes folding ellipticals

For its second generation of Andes machines, Horizon Fitness has entirely rejigged its folding ellipticals to make them more comfortable, easier to fold and suitable for users of all heights.



*Danny Chiang folds the Andes elliptical.*

"There's a handlebar on the side. You just need to release it, then fold it up and you can put it away," said Danny Chiang, senior product manager at Johnson Health Tech. The Taiwanese heavyweight owns the Horizon brand for home fitness equipment along with Matrix and other brands.

Chiang said that Johnson has a patent for the folding function it introduced in its ellipticals about a

decade ago. In the early days, the machines had to be folded one rail after the other. When Johnson revisited the concept a few years ago, it designed a mechanism to make the whole folding-and-stowing process easier.

So far, Horizon's sales people and distribution partners in Germany and Japan have been most enthusiastic about the new Andes line. Both countries face the same housing issues as does Johnson's home market.

"Taiwan is crowded. People do not have big apartments, so space is important if they want to purchase fitness equipment," Chiang said.

Johnson increased the stride length for the Andes ellipticals to accommodate taller users. For shorter users, meanwhile, it lowered the step-in height. Although the adjustment was intended for Asia, Johnson has adopted it for its entire global range.

Johnson also modified the distance between the two pedals, for comfort. ■

TWTC HALL 1-1F  
B0609A



*Hope Solo, the goalkeeper of the U.S. women's soccer team, is a shareholder in Hyperice.*



# TaiSPO launches fitness forum

**The inaugural TaiSPO Fitness Industry and Fitness Club Management Forum gets underway this afternoon at the Taipei World Trade Center.**

The forum will offer insights into the industry's development and tips on successful fitness club management. Its wide-ranging program is intended for an international audience, but speakers also will focus on Asia, including John Caraccio, chief executive of World Gym

Taiwan, who is a keynote speaker (see related story, this page).

Jay Ablondi, executive vice president of the International Health, Racquet & Sportsclub Association, will discuss global trends (see yesterday's Taipei Show Daily for a story on Ablondi).

Two specialists from the Aerobics and Fitness Association of America will demonstrate some of the latest trends in fitness classes. Andy Chen and Jimmy Ying will demonstrate Cross Core and Battle Rope and the Concept 2 rowing machine.

Today's forum could pave the way for the launch of an Asian industry event, similar to existing conferences in Europe and the United States.

TaiSPO used to take place at the same time as the manufacturers' forum of the World Federation of the Sporting Goods Industry (WFSGI). Last year the WFSGI decided to stage a larger and more wide-ranging event on the future of manufacturing, which took place in Taipei in December.

TaiSPO organizers say the new fitness forum should be especially relevant to exhibitors as well as visitors. ■ BS

## Fitness Industry and Fitness Club Management Forum

### TODAY'S PROGRAM

**Conference Room 3  
Exhibition Hall 1, TWTC**

**13.00 - 13.30**  
Registration

**13.30 - 13.40**  
Opening remarks

**13.40 - 14.20**  
Overview of Global Health and Fitness Industry  
Jay Ablondi, Executive vice president of global products, IHRA

**14.20 to 15.00**  
Fitness Club Management (1)  
John Kersh  
Vice president of international development, Anytime Fitness

**15.00 - 15.10**  
Break

**15.10 - 15.50**  
Fitness Club Management (2)  
John Caraccio  
Chief executive officer, World Gym Taiwan

**15.50 - 16.00**  
Break

**16.00 - 17.00**  
New fitness program demonstrations  
Andy Chen, PFT Master Certification Specialist  
Jimmy Ying, CE Provider  
Aerobics and Fitness Association of America

## Row your way to glory

**If you don't want to stay in your seat during today's forum — it is a fitness forum, after all — why not compete in the indoor rowing competition?**



The competition, which kicks off at 4 p.m. in the forum conference room, is free and open to all forum participants.

The rules are simple: Contestants row for one minute, and whoever rows the farthest wins. The prize? A mention in tomorrow's Taipei Show Daily!

Registration is free and open until today, but there is limited space.

The sport of indoor rowing started shortly after Concept 2 launched the first rowing machine in 1981. Today, hundreds of races take place around the globe, including the world championship in indoor rowing, the Crash-B Sprints. Rowing remains popular because it exercises all major muscle groups: legs, arms, back, abs and glutes.

## How World Gym became the Taiwan leader

**World Gym is the leading player in the Taiwan gym industry, with 29 clubs serving some 200,000 members.**

Its gyms are spacious, ranging from 2,300 to 4,600 square meters (24,750 to 49,500 square feet), and include spectacular spaces for training and classes. World Gym International, which has 180 franchisees in 14 countries, has just selected the Taiwan operation as its Franchisee of the Year.

at this afternoon's Fitness Industry and Fitness Club Management Forum.

"If you see a World Gym while here at the show, you will immediately feel a difference. The atmosphere is sizzling, the staff is energized, and underneath all of that, the classes and programs are the best out there," he added.

Caraccio said the company asserts its leadership by almost always being the first to bring new fitness systems and classes to Taiwan, including VIPR, TRX, Fitness Zone, kettle bells, boxing and more. But he said the biggest factor in its success is the energy of the staff.

The Taiwanese operation adjusts to local demand by investing heavily in personal training. Caraccio said Taiwanese members appreciate education and like to learn proper fitness techniques.

Typical World Gym clubs in Taiwan therefore have from 20 to 30 personal trainers. It's a virtuous circle, Caraccio said, because members who use personal trainers tend to be a gym's "most vociferous advocates."

When it launched the World Gym concept in Taiwan, the company brought in experienced fitness center managers from the United States. But



John Caraccio

"In Taiwan we place the emphasis on making the fitness experience fun and exciting. We spend a lot of time and investment on making our clubs look and feel energized, from our LED lighting to the music. Even the locker areas are very slick and clean," said John Caraccio, chief executive of World Gym Taiwan. Caraccio is a keynote speaker



for five years, World Gym Taiwan has developed management entirely from within.

"Every one of us started at World Gym at the bottom, from the VPs to the club managers to every supervisor. So now you can say accurately that we are truly a home-grown Taiwanese company, with a mixed Taiwan- and Western-style corporate culture," Caraccio said. "This has instilled the team with a sense of ownership and pride that is both exciting and powerful."

Managers conduct team-building exercises and offer incentives to motivate staff members. At its recent annual staff party, World Gym Taiwan gave away three cars and millions of Taiwan dollars in cash and prizes.

Unlike other fitness centers, World Gym opts for monthly membership dues

instead of prepaid memberships. That's unusual in Taiwan, where consumers are used to paying upfront for services, from gym memberships to their children's art classes.

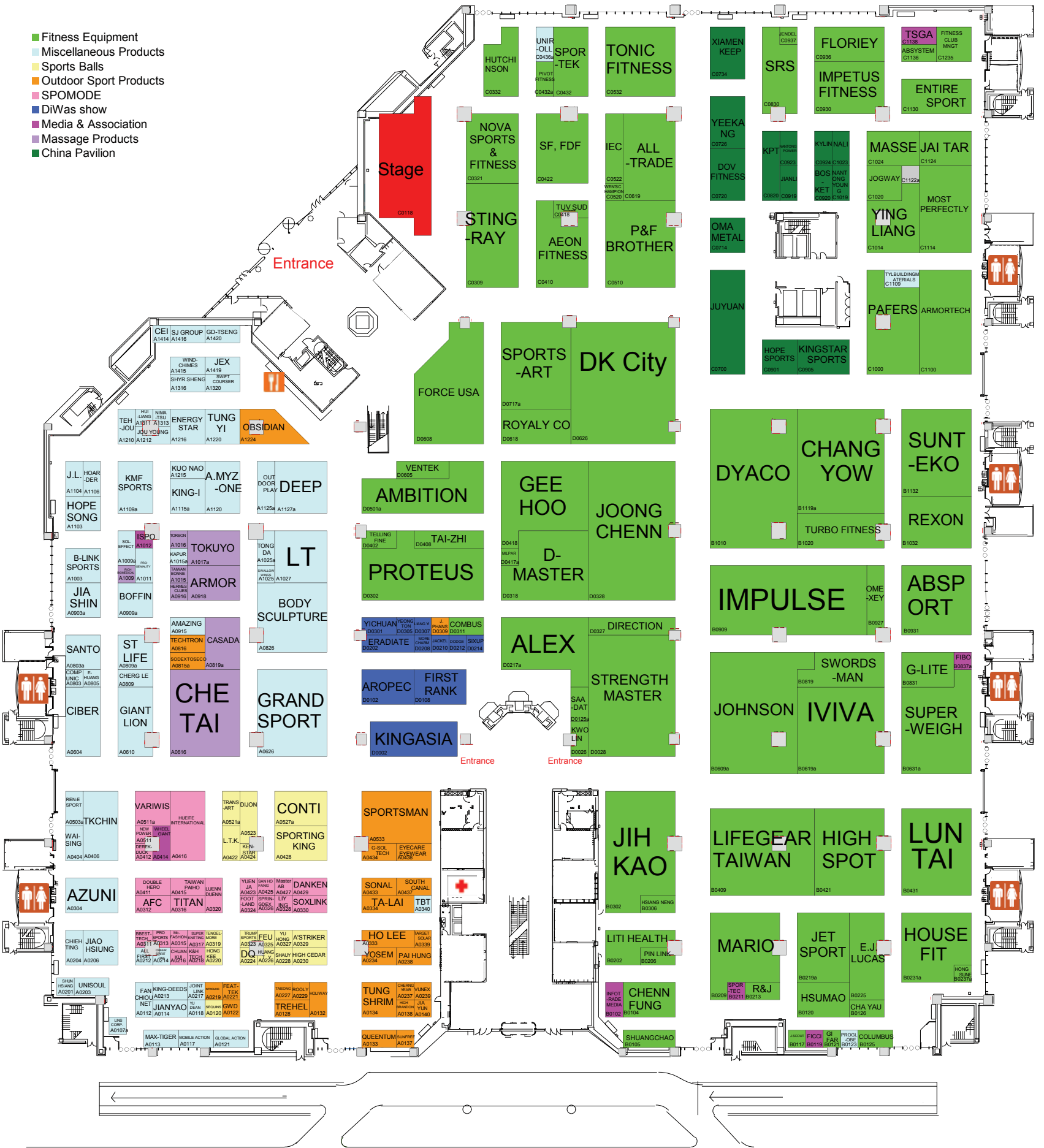
But Caraccio believes the prepaid model is inefficient and has contributed to other gyms' failures.

"As a monthly dues business, we have had to both educate our customer that it is better to pay monthly as you go, and also prove to them that, hey, we are not like the other guys that went out of business. We aren't taking your money up front, so there is no risk here," he said.

He added, "To our credit, I think we have turned the industry around in Taiwan. But in neighboring countries like Hong Kong and China, all the operators are prepaid to the hilt, so it will be interesting to see how that unfolds." ■



# 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

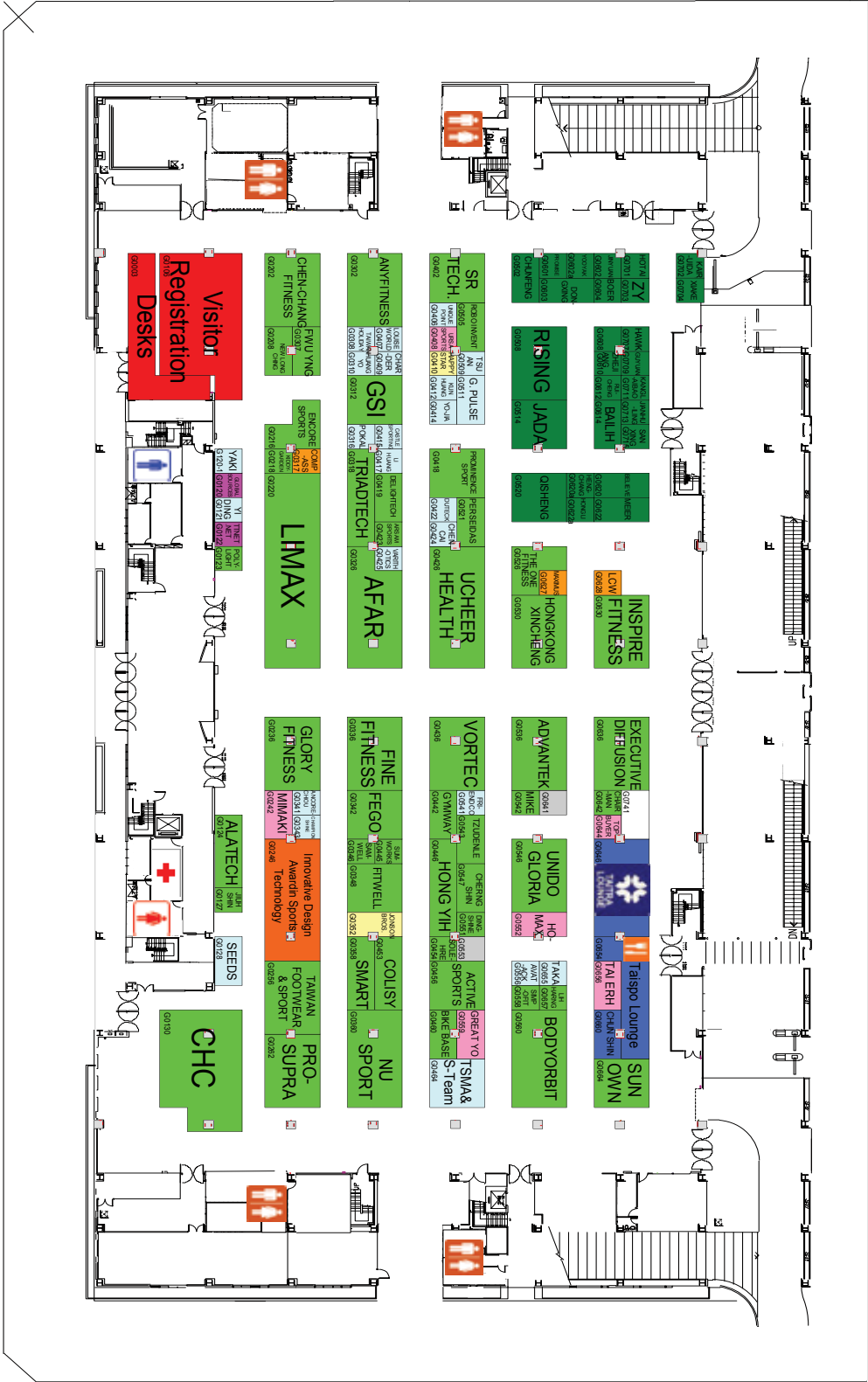


松智路 Song-Chih Road

松廉路 Song-Lian Road

世安路 Shih-Fu Road

松壽路 Song-Shou Road





# The S-Team promotes 'smart, sustainable' manufacturing



The winner of the lucky draw at Taiwan Night in Munich gets a handshake from TSMA chairwoman Catherine Wang.

**The “S” in “S-Team” increasingly stands for “success.” The S-Team is a group of leading Taiwanese fitness equipment companies that have banded together to make their production processes leaner and smarter. Members are already seeing a payoff from their collaboration.**

“Smart and sustainable production is the way forward for us,” said Catherine Wang, chairwoman of the Taiwan Sporting Goods Manufacturers Association (TSMA), which helps manage the S-Team. “We have to think differently, to make sure that we create more value and take on board concerns about the environment.”

The S-Team — modeled after the bicycle industry’s successful A-Team — was launched three years ago by Johnson Health Tech president Peter Lo. Members share some of their components and knowledge of fitness equipment manufacturing processes to benefit all.

While many Taiwanese manufacturers lack the scale to fully embrace automation and other efficient production processes, they can adopt less labor-intensive and more sustainable production methods.

Wang cited HealthStream Taiwan, a fitness equipment manufacturer that recently opened a new factory in

the southern Taiwan city of Tainan. The factory generates about half of its electricity with solar panels.

In the past two years, the S-Team has adopted quality standards for fitness equipment. But leaders have faced resistance as they have tried to train S-Team members in lean manufacturing techniques. Some members are uneasy about opening their factories to inspections and training by outsiders — even third-party organizations like the Corporate Synergy Development Center, which works with the S-Team to implement its initiatives.

S-Team leaders are not giving up, but insist that members meet training and certification requirements if they want to remain part of the group.

The organization is considering requiring that training be a requirement for companies that want to become suppliers to S-Team manufacturers. To lower the costs of training — one of the concerns cited by companies

— the S-Team is considering making the certification process less time-consuming.

“We knew from the start that this would not be an easy job, but we are continuing to support the team because it fits with our objectives for the industry,” Wang said. “We want our customers to associate Taiwan with high-quality fitness equipment, manufactured in a smart way.”

Other industries have proven that a “Made in Taiwan” label adds value to their products. Now, at least one TSMA member is seeking permission from the Industrial Development Bureau to use the label on its equipment.

The company, Teh-Jou Science & Technology, makes a table tennis robot. To qualify for a “Made in Taiwan” label, companies have to show that at least 50 percent of production is done in Taiwan, including component parts.

Such initiatives are helping lift Taiwan’s sporting goods industry. Exports grew by 3.7 percent last year to \$1.67 billion. Racquet sports companies were among the fastest growing category, with exports rising by 17.5 percent.

Exports of fitness and water sports equipment — two of the largest export

categories for the country’s sporting goods industry — both jumped by more than 9 percent.

A weak spot, however, was Taiwan’s exports to China, which rose by only 1.4 percent last year despite a recent free trade agreement between Taiwan and the mainland. The Economic Cooperation Framework Agreement is intended to reduce or eliminate duties on bilateral trade.

The rise in Taiwan’s sporting goods exports was less than the growth of the Chinese market. And it fell short of the nearly 2.6 percent increase in imports of sporting goods from China to Taiwan.

The TSMA supports members who manufacture in China by providing information on the mainland’s trade environment, regulations and other news that affects exports. The association also exhibits at the China Golf Show and China Sport Show, which is scheduled for May in Wuhan.

The Chinese shows are part of the TSMA’s efforts to promote the Taiwanese industry at international trade shows.

While it has long attended leading European and U.S. shows, TSMA will for the first time participate in Sportec, the Japanese sporting goods show in Tokyo, this December.

The TSMA also intervenes on behalf of its members when problems arise around the globe. Last year, for example, Colombia abruptly changed its regulations on fitness equipment without giving manufacturers enough time to modify products or halt shipments.

A consignment of Taiwanese products was stuck at customs, until the TSMA intervened and persuaded authorities to delay the new regulations until August.

Wang said she intends to run for another three-year term as head of the TSMA. Elections are scheduled shortly after TaiSPO.

She wants to continue the S-Team’s work improving the industry through collaboration. She’s also proposing that the TSMA’s four committees work more closely together.

“We should share more to make sure that we all move in the same direction and tackle changes in the environment together,” Wang said. “That would also help us to become more practical and service-oriented.” ■ BS

## They followed the sun

**As one of the southernmost cities in Taiwan, Tainan enjoys year-round sunshine.**

So when HealthStream decided to relocate its factory to Tainan from Zhongli, in northern Taiwan, it made sense to take advantage of the climate.

The new HealthStream factory, which opened in September, generates about half of its electricity from solar

panels. The company also recycles gray water and rainwater for irrigation.

HealthStream makes fitness equipment for its Intenza and HealthStream brands, and is an ODM supplier to such companies as Life Fitness and Kettler.



Tainan Mayor Qingde Lai (pointing) visits HealthStream’ new solar-powered factory in Tainan.



# Shots from the TaiSPO show





# The future of Taiwan sporting goods unfolds in a Taichung R&D institute

Amid the whirr of saws, the clank of tools and the acrid smell of plastic injection machines, dozens of engineers are developing technologies that could support years of Taiwanese sporting goods products.



To simulate an uphill climb on this stationary bicycle, the inclination of the handlebars changes as the resistance increases for a more realistic experience.

They work for the Footwear & Recreation Technology Research Institute, a nonprofit organization in Taichung that is financed by the Taiwan government (40 percent) and sporting goods companies (60 percent). Other customers contract with the institute for research and testing.

While much of the research is done under contract, institute engineers sometimes do their own work, improving or even inventing sports products.

"The center is meant to provide support in research for the Taiwanese industry," said Pao-pao Liu, its general

manager. "Most of the larger companies have their own departments for research and development, and they are not so eager to share with outside organizations. But the support is most relevant for smaller and medium-sized companies that can lean on our resources for research, training and inspection."

Bonny, a Taiwan company that specializes in badminton rackets, recently asked the center to build an automated badminton trainer. The machine fires rounds of shuttlecocks at regular intervals and varying angles — all adjusted by remote control. The center has patented its design. Bonny has

not yet brought the device to market because it's looking for cost-effective ways of manufacturing it.

Another invention is a stationary bicycle that simulates the sensation of climbing a hill, matched to a virtual route displayed on a screen.

Many stationary bikes offer virtual rides, but the center added a unique, more realistic twist to this one: The handlebar stem rises when the user is pedaling "uphill." This is another patented innovation which has yet to find a buyer.

"Our organization employs more than 160 people and most of them are engineers, so that represents a very valuable resource for companies that require support in technological research," Liu said. "Once we have found a solution for a particular function, we transfer the technology to them."

Past partners include Giant, with whom the institute developed a heart rate monitor and speed sensor that mounts on a bike's handlebars, and Strengthmaster, for whom the institute designed a control panel for fitness equipment. Engineers are now working with Aropec Sports, which makes neoprene suits and triathlon wear, to develop running pants with elastic material that will reduce the risk of injury.

Established two decades ago, the research institute originally worked with Taiwan's large-scale athletic shoe



Engineers at the research institute designed this badminton training machine.

manufacturers, which once turned out millions of pairs of shoes a year.

But as footwear makers moved production to other Asian countries, the institute branched out to other areas of the sporting goods industry. In addition to footwear and sporting goods equipment, the institute has researched bags and equipment for the elderly and disabled.

It works on fashion and industrial design, and provides solutions for kinematic design and electrical control panel designs, among others. The center is also authorized to test materials and performance for certifications including the "Made in Taiwan" label. ■ TC

## Pop-up camping tents prop up Trehel's sales

Any camper who has ever struggled with collapsing tents, missing poles and crooked hooks will appreciate the latest product by Trehel Enterprise.

It's a tent high enough to stand upright in, but it goes up automatically — simply unfold the fabric, tug at a small rope, and the tent practically pitches itself.

Trehel is an independent business unit of Daa Ching Enterprise, an OEM supplier of sports products from balls to fitness equipment. Two years ago the company launched two private labels: Healgenart, for small fitness equipment and swimming products, and Treewalker, for outdoor and camping gear.

Treewalker generates most of its sales with tents and sleeping bags, but its range also includes mats, camping furniture and accessories.

Its distinctive products include sleeping bags made with charcoal, and the fast-pitch tent. Treewalker launched a smaller version of the "autotent" last year for sale in supermarkets.

The new Fast Pitch Family Tent stands 1.95 meters (6 feet, 5 inches) high and has two sleeping compartments.

Most of Treewalker's sales are online or through Taiwanese retailers, but the company has mapped out a strategy for further expansion.

"We are using the exposure of our brand in the supermarkets as a form of advertising for the Treewalker brand," said Mikko Lin, the brand's sales manager. "Then we will move into other channels such as specialist stores and our own online store, as well as export markets."

The brand is growing in China, where Daa Ching has participated in the Taiwan Trade Fair and other events. Its products are made in China, and Trehel plans to open an office and warehouse on the mainland to reach Chinese consumers.

A presence in China would ease Trehel's expansion into Southeast Asia, which is the second leg of its foreign development plan.

"One of our strengths is that Taiwanese brands have a strong reputation among Chinese consumers,

and our infrastructure there will help us to provide service to the retailers," Lin said. "We are also prepared to deliver OEM products if customers request that."

While the Taiwanese outdoor market is still small, Trehel noted that hiking, climbing and camping all rank among the top 10 activities that Taiwanese people say they would like to try.

Among adults with spending power, the number of Taiwanese who either practice outdoor activities or have expressed an interest in doing so amounts to a market of 1.2 million people.

The Chinese market is many times larger, but outdoor brands sell mostly apparel. International outdoor brands have invested in China to build a foundation for the market by fostering camping, hiking and climbing.

The Chinese

Outdoor Alliance estimated that retail sales in the Chinese outdoor market reached about 13.2 billion yuan (\$2.2 billion) in 2012.

That marked an increase of more than 20 percent over the previous year. In fact, the market has more than quadrupled since 2008's 3.4 billion yuan. However, the rate of growth apparently slowed last year. ■



Mikko Lin with Trehel's stand-up "autotent"



# Watch this space: Taiwan brands get smarter about smart watch design

**Few runners head out the door with only a portable music player as their sole electronic companion these days. They are increasingly carrying a mobile phone, loaded with apps that track their performance and let them share it with others.**



*Compass Systems developed the Avidsport watch.*

Several Taiwanese companies have latched on to this appetite for wearable technologies. They have developed smart watches with multiple functions. Some let runners leave their mobile phones at home.

Alatech's newest smart watch for runners, the Runaid 10, is equipped with Bluetooth Low Energy to communicate with mobile phones



and other devices. The watch is compatible with the iOS operating system and should work with Android devices by year's end.

"The novelty is in the Bluetooth connection," Alatech sales director Irene Lee said. "In most cases, smart watches function as displays, but this new product can be connected to other wearable devices that provide more information in real time."

Runners who don't mind carrying a phone can enter their personal profile or training program on the phone, then tuck it away in a pocket or armband. The Runaid 10 will display information from the phone in real time, while it is out of sight.

The Runaid 10 also works without a phone, for performance runners who don't want to be encumbered with extra equipment. The watch still will display real-time information about the run.

With its Bluetooth connection, the Runaid 10 interacts with other devices as well, such as a heart rate monitor for tracking heart rate and calories burned, or a foot pod for tracking the number of steps, speed and distance.

Alatech has similarly upgraded its music recorder and player. It won

an All Star award for its Music Sporty Recorder last year and has equipped its latest version with Bluetooth Smart to be compatible with the same kinds of sensors as the Runaid 10.

While the music plays, the device measures the runner's heart rate, laps, steps, average speed and distance. The information isn't available in real time, but can be downloaded later via a USB connection.

Compass Systems is combining a smart watch with a Bluetooth GPS module in a product it calls the Smart Beacon.

The Beacon, about the size of a large marble, may appeal to a range of sports enthusiasts from cyclists to hikers.

"We specialize in GPS outdoor products but we are getting into wearable devices targeting sports people," said Steve Wu, sales manager at Compass Systems. "We developed several apps relevant to sports, which will talk to your mobile phone. It also works through the Bluetooth GPS module, which you can just put in your pocket or clip on your shoe."

The company says the Smart Beacon lets runners and cyclists log their workouts without carrying a phone.

Compass Systems is developing

the watch for Avidsport, which raised money for the project through Kickstarter.

The device has interesting applications for sports from running to cycling, hiking and golf. For example, it could provide precise information about the layout of a golf course and the distance of the next shot, while also tracking the player's score.

"Many smart watches are designed more for business people, but those who like to do sports or exercise will find this one a lot more interesting," said Jerry Lee in the sales department.

"It helps people have access to technology while they practice sports," he added. "We want to make it all more wearable, so you can carry it wherever you go." ■ TC



*Irene Lee shows off Alatech's smart watch.*

# Making the urban jungle fun

**With its sleek white and blue design, Colisy's newest line of outdoor fitness equipment leaves a distinctive mark on the urban landscape.**



*Colisy's sleek, simple outdoor fitness equipment*

Colisy has equipped hundreds of Taiwan parks and soon will begin delivering internationally.

"We want to encourage more people

to go outside and exercise in the fresh air, instead of going to the gym," said Angelica Hsiao, sales manager at Colisy. "It's more environmentally friendly,

since you don't need electricity for your workout and you help to reduce carbon emissions."

Colisy, in Taipei, has imported outdoor fitness equipment from China for nearly two decades. It has outfitted about 300 outdoor fitness areas in Taiwan with red and yellow equipment under the Timix brand.

Colisy added another dimension to its business two years ago when it began making its own branded equipment.

Colisy earned an All Star award last year for its simple, efficient bus stop set, which enabled commuters to exercise while waiting for their bus. It's since upgraded the products with an appealing curvy design, more weather resistant parts and a lighter structure. Colisy is showing this expanded range at TaiSPO as part of its Urban Series set of 12 units.

The Oblique is one of the most popular pieces in the series. Users can exercise their hips by standing on a rotating disc and spinning from one side to another, while holding on to a support.

The air walker is another favorite. Users step into two suspended foot holders and replicate a walking movement. The ski machine mimics the leg movements required for cross-country skiing.

Colisy makes its products at a small factory in Yunlin. Pieces are often customized to fit specific spaces. Government agencies are the biggest customers, along with schools and a few private customers.

The company believes Europe is a promising market.

"The aging of the population is an important factor," Hsiao said. "Local governments want to encourage people to exercise, so that they stay active and healthy."

Colisy has received orders from South Africa, the Philippines and Poland. It would consider partnering with companies in other countries — licensing the designs and letting the partners manufacture the products locally, to save significant shipping fees.

Colisy's factory has a capacity of about 100 pieces a year. A new factory in Beijing should be in operation this year.

The equipment, which sells for \$400 to \$600 a piece, is built to last for at least 10 years. Colisy provides maintenance services in Taiwan and spare parts for other markets.

Alvin Chen runs the company. His father, Chao Hui Chen, founded Colisy after seeing outdoor fitness equipment while traveling in China. ■ BS





# World's Top 2 Cycle Shows 1 Advertising Package

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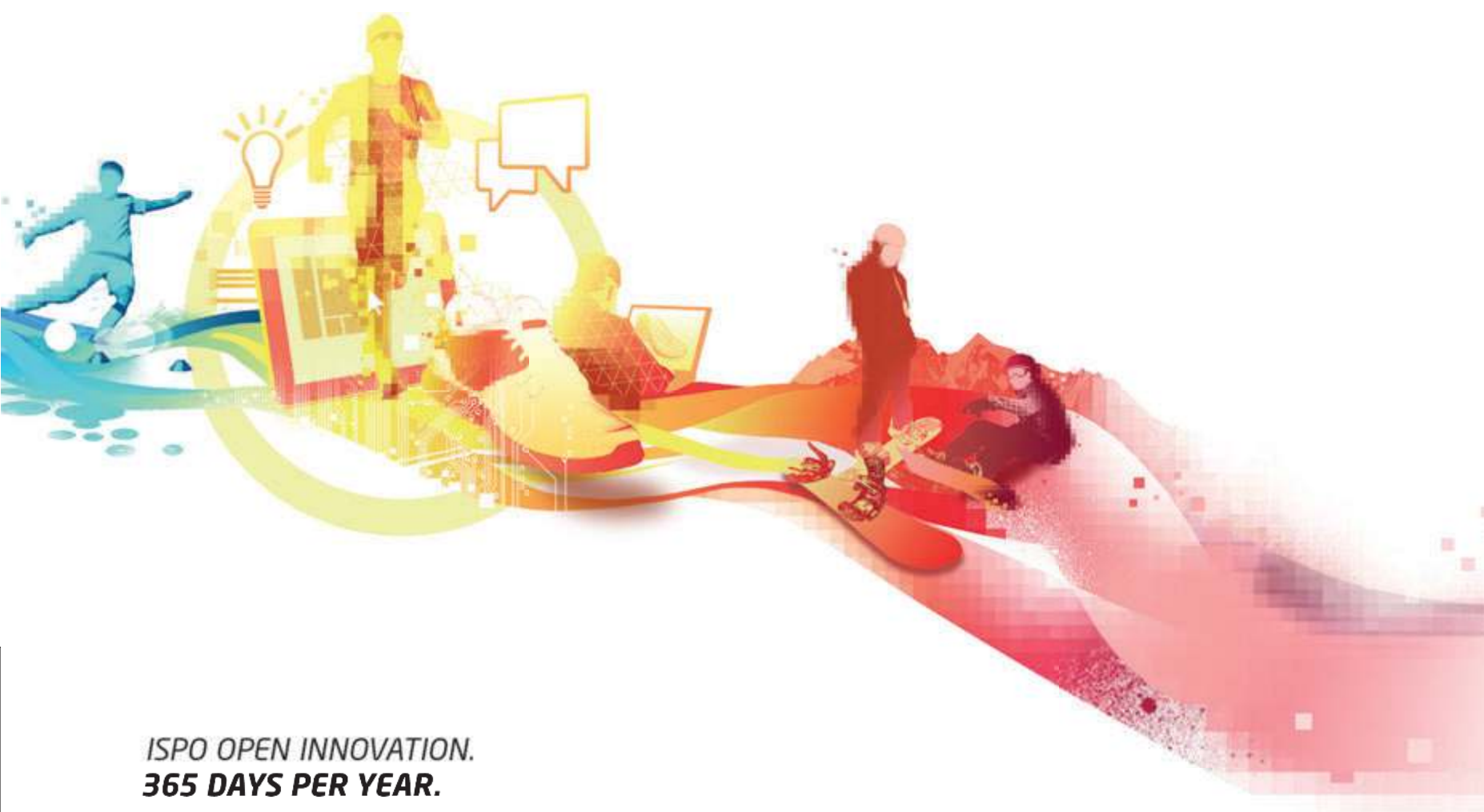




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