



# SHOW DAILY

The Official Show Newspaper

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

Organized by: TAITRA

March 7, 2014



ENGLISH

日本語

中文

TAISPO



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TODAY

March 7

TAIPEI

18°C (64°F)

60% chance of rain

TONIGHT

16°C (60°F)

Chance of rain

TOMORROW

21°C (70°F)

Chance of rain

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An intrepid crew of cyclists braved last night's rain for the Tern social ride.

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CORRECTION

In yesterday's issue, we misidentified the chairman of TAITRA in a photo caption. He is Dr. Chih-Kang Wang. We apologize for the error and for any confusion it may have caused.

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What's on Friday & Saturday

All events are at the Nangang Exhibition Hall unless otherwise noted

GENERAL SHOW INFORMATION

**Taipei Cycle Show**  
Hours: 9 a.m. - 6 p.m.  
Venues: Nangang Exhibition Hall and Taipei World Trade Center (TWTC) Hall 1, 2nd Floor. Held in association with the Taipei International Sporting Goods Show (TaiSPO), Taipei International Sports Textile & Accessory Expo (SPOMODE) and Taiwan International Diving and Water Sports Show (DIWaS) at the TWTC.

**ALL-DAY**  
LEV test drive  
4F Cargo Ramp

**Create Your Own Hero**  
Use props to create your own hero and get your picture taken  
Token  
1F-J0433

EVENTS

**8:30 a.m. - 5 p.m.**  
2014 Taipei Power Forum / Taiwan Electric Two-Wheeler local symposium  
4F - Conference Room 401

**9 a.m. - 5 p.m.**  
EnergyBus Technical Training, for technical-oriented system engineers or decision makers who want to implement EnergyBus.  
Room 443, NanKang Software Incubator, 4F, No. 19-11-3, Sanchong Rd., Nangang District

**9:30 a.m. - 5 p.m.**  
Velo-City Global Workshop:  
Cycling Cities Becoming  
4F - Conference Room 402

**10-11:30 a.m.**  
WFSGI public meeting  
5F - Room 501

**11 a.m.**  
Dahon/Ford folding bike competition.  
Fastest to fold could win a new Ford folding bike.  
4F - LL002

**11-11:30 p.m.**  
Cycling Extreme Performance with Camila Harambour and Mike Steidley  
1F - North Side

**11 a.m. - 12:50 p.m.**  
Taipei Cycle new products launch  
6F - Outdoor Balcony

**2-2:30 p.m.**  
Cycling Extreme Performance with Camila Harambour and Mike Steidley  
1F - North Side

**2 - 2:50 p.m.**  
Taipei Cycle new products launch  
6F - Outdoor Balcony

**3 p.m.**  
Dahon/Ford folding bike competition  
4F - LL002

**SATURDAY, March 8**  
Public Day at Taipei Cycle Show and TaiSPO  
Hours: 9 a.m. - 3 p.m.

**ALL-DAY**  
LEV test drive  
4F - Cargo Ramp

**11-11:30 a.m.**  
Cycling Extreme Performance with Camila Harambour and Mike Steidley  
1F - North Side

**11 a.m. - 12 p.m.**  
Drapac Professional Cycling Team riders sign autographs at SwiftCarbon  
4F - L1103a

**2-3 p.m.**  
Taipei Cycle post-show press conference  
4F - VIP Briefing Room 405

Cambodian bikemaking boom pressures Taiwan

Cambodia and other Southeast Asia countries are putting pressure on Taiwan bike manufacturers, which are responding by increasing their competitive advantage.



That was yesterday's message from Michael Tseng, chairman of Taiwan's A-Team, who addressed the group's annual meeting at Nangang. The A-Team — an alliance of Taiwan's leading bicycle and components manufacturers — noted that unit exports of complete bicycles reached the lowest level since the A-Team formed 12 years ago.

Fortunately for Taiwan, the value per unit of those exports keeps rising. Last year's unit value of \$450 was a record high. Giant and Merida, the island's two largest frame manufacturers, realized even higher average prices, at \$655 and \$524, respectively.

"It proves the A-Team is marching forward in the right direction. However, rising prices and a drop in export numbers show that Taiwan is losing orders," Tseng said through a translator. Tseng is also president and CEO of Merida.

SRAM CEO Stan Day said many of those lost orders likely went to Cambodia, which exported 1.5 million bikes last year.

Because the European Union considers Cambodia to be a Least Developed Country, it imports Cambodian-made bicycles duty-free, compared with the 14 percent duty it imposes on Taiwan-made bicycles.

It's a significant advantage that has helped Cambodia become the No. 2 exporter of bicycles to the EU behind Taiwan.

Although bike manufacturers began setting up factories in Cambodia several years ago, the industry initially thought the region would compete only on the low end.

However, Day said a brand can save twice as much on a bike that has an FOB of \$500 compared with one with an FOB of \$250, so there is pressure on Cambodian suppliers to move upmarket.

Day said Cambodian factories have approached SRAM and other Taiwanese components makers to set up production there so they can get parts quicker and easier.

SRAM has resisted, and Day said no A-Team manufacturers have located there.

"The cost of moving to Cambodia is

huge. Moving the supply chain is very, very expensive. It's disruptive. It creates risk," Day said. "Our focus is to build on our Taiwan investment, not dilute it."

However, smaller Taiwanese and Chinese factories have set up operations in Cambodia. Taichung's A & J Worldwide was one of the first to move to Cambodia with its Atlantic Cycle Co. factory. A & J also operates a factory in Vietnam.

Day also said he believes Cambodia will not have a tariff advantage for long. He expects the European bicycle industry to lobby for anti-dumping duties on Cambodian products.

Day urged the A-Team to focus on offering a better value proposition in Taiwan. One suggestion is to form a central consulting effort to help tier two and three suppliers improve their quality control and process control disciplines so companies like SRAM can be more innovative.

Tseng said the A-Team should continue its focus on shortening lead times, upgrading factories and strengthening the supply chain.

Another option is to explore public-private partnerships and government tax breaks for research and development, as well as funding to promote cycling in Taiwan, said Ali Liang, the general manager of Taiwan's Cycling & Health Tech Industry R & D Center.

The A-Team represents 28 key Taiwanese manufacturers, including Giant, Merida, SRAM, DT Swiss and the Accell Group. ■ NF



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## Vox Pop

### How's the bike industry looking to you this year?



**José Adolfo Aguilar**  
Martac Enterprises  
Taoyuan, Taiwan

I live in Taiwan, but I'm Honduran and my export market is South America. I'm starting to work in electric bikes, low-cost bikes and environmentally friendly bikes like bamboo bikes, and I think the market is getting much better than before. Always the issue in Latin America is price, but cycling is becoming more of a hobby and people are more interested in high-tech toys. Our distributors are starting to ask for them.

We're focusing on electric bikes, utility and cargo bikes. Those are the areas where there's demand in my market. People want to be more environmentally friendly. I think this year will be better than last. The inquiries I'm receiving this year are already rising and I think that will continue.

90s, and there's a growing middle-class economy. There's a new interest in cycling as recreation and leisure. Whereas it used to be a necessity, it's becoming a passion.



**John Shaw**  
Reiker  
Timaru, New Zealand

We deal in top-end road and mountain bikes, but it's more the utility vehicles we're after. Reiker supplies the New Zealand posties' bikes. I'm here looking into e-bikes and pedelec systems. I think in New Zealand there's money to spend and people are out there doing it.

We're a bit behind what's happening overseas in terms of progress and trends, but I think it's looking all good for the future. Our sector is expanding every year.



**Warapirom (left) and Jantamas Danusawad**  
Nesco Product  
Bangkok, Thailand

We import bicycles, mostly folding bikes, to Thailand. Actually the bicycle business in Thailand was very good last year, and this year it will still be growing. But our job next year will be more difficult, as there are more competitors in the market. There's also been the political situation we're facing — protestors on the streets — that has been making things difficult. But business is still expanding, and more and more people are out in the streets riding bicycles.



**C. D. Shah**  
Nandi Marketing  
Chennai, India

We are importers to India, buying from Taiwan and mainland China. Last year was tough, economically — so bad that nothing can go worse than that this year! The rupee was very weak so our buying power in dollars went down, but we couldn't increase our prices. It was tough.

We expect this year to be better. We're focusing on improving our products and offering new technology to our customers. That is where we see the growth.



**Daniel Haziza (left) and Huan Le**  
Jett Cycles  
Ho Chi Minh City, Vietnam

We're a distributor of complete bikes and components, and are also a brand, Jett Cycles, with a complete line of bikes. We see growth in the coming year. Vietnam as a developing country has its struggles, but across Southeast Asia we see growth.

Vietnam is going through a mountain bike boom similar to Western Europe and the U.S. in the



**Kenneth Dalsgaard**  
Biomega  
Copenhagen, Denmark

We're in urban bicycles, and we didn't experience a tough year last year. I don't think our customers have been influenced by the crisis because they're willing to pay for the quality and the design. I've heard that mid- to high-segment road and mountain bikes, \$2,000 and up, were hit.

Across Europe they're thinking about how to get cars out of cities, making public transportation and cycling easier. There's a huge opportunity, and the demand for e-bikes is growing. Our focus is also on e-bikes. ■



# Taipei Cycle is more French than ever

With its long heritage, old companies and famous race, France is a cycling brand in its own right. At Taipei Cycle, the French host the show's only national pavilion, which occupies a whole block on the fourth floor.



Élodie Bernard

"With 14 companies, this year is the biggest pavilion we've had. We have a whole French island. And if we could have taken more space, we would have. We had to refuse some companies space," said François Cotier, trade commissioner at Ubifrance Taiwan, the organizer of the pavilion. Ubifrance is the French agency for international business development.

For participating companies, Ubifrance takes charge of everything, from renting booth space to set-up. It transports their goods to Taipei and promotes the companies in China, Korea and Japan. Ubifrance even provides lunch and coffee. "We try to promote the smaller companies who have new technology or products," Cotier said.

Thierry Fournier, now general manager of road bike brand Look and a former chairman of the CNPC, the French cycling manufacturer's association, concurred.

Fournier helped create the French pavilion, although Look is large enough to have its own booth in Taipei.

"It allows a small company to pop in and be in the center of the show," he said. "A very strategic position is a great advantage."

Making its first appearance in Taipei is Ixow, a company that makes nifty, innovative bike add-ons such as the Stempark, a device that allows handlebars to be easily rotated for storage in narrow hallways — useful in crowded Asian or European cities.

Ixow also makes ergonomic brakes with hassle-free adjustment, and gravity-activated anti-theft devices for the seatpost and wheel axles that secure the bike when it is standing upright.

"We're looking for distributors, but also talking to builders, looking to integrate our products in bikes,"

UBIFRANCE  
4TH FLOOR  
L0622x

IXOW  
4TH FLOOR  
L0728

CYFAC  
4TH FLOOR  
L0720

SOLEX  
4TH FLOOR  
L0626



Aurélie Gonzalo

said Élodie Bernard, communications manager. Ixow's products were two years in development. "It's great to have the support of Ubifrance," she added. "We're proud to be here and producing in France."

So is Calvin Chan, Asia Pacific director of Cyfac. The historic French frame builder exports premium carbon frames, made in France, to the center of world carbon production.

"We wear our 'Made in France' philosophy on our sleeves. It's as much a part of our DNA as cycling is," Chan said. "I think Asian customers really aspire toward the French and Italian brands. They equate them to Swiss watches, Italian suits and sports cars."

Solex, another old French name, pioneered the motor-assisted bicycle

after World War II. In 2004, the brand name was applied to an electric bicycle line — a category now is coming into its own.

It also holds the global license to make e-bikes bearing the Tour de France name. "Solex is part of French cycling heritage," said Aurélie Gonzalo, export manager, "and that's very popular in Asia. It's great what Ubifrance is doing for each brand individually, but you feel much stronger together under the French flag than out on your own."

It goes to show that, even this far from home, the French still practice the values of liberté, égalité and — especially at Taipei Cycle — fraternité. ■ ML



François Cotier

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# The TWTC hosts an eclectic mix of exhibitors

It's easy to get lost in the halls of the Nangang Exhibition Center, but several Taipei Cycle Show exhibitors have set up shop at the Taipei World Trade Center, next to the Taipei 101.

The TWTC section, on the second floor of Hall 1, features an eclectic mix of suppliers that are well worth visiting. It's a short trip from Nangang to the TWTC (Taipei Cycle's former home) on the Taipei Metro or on one of the regular shuttle buses that link the two convention centers.

Here are some of the exhibitors that visitors will find at the TWTC:

## Sense 30.

There are plenty of engineering feats on display at the TWTC, but the hall is not devoid of style. There's plenty of flair at Sense 30, a company that distributes components along with custom frames and retro apparel. Overseeing the booth is Shawn Lee, quite possibly Taipei's most stylish bicycle engineer.

Sense 30 makes the frames at a Taipei workshop that is part of its retail store in Taiwan's capital city. The store carries full ranges of cycling garments that would fit on a nostalgic movie set, with thick tweed knickerbockers and elegant women's half-capes — all designed with functional features for cycling. The range, sold under the Inheritance Map brand, is designed in Japan and made in Taiwan.

TWTC HALL 1 - 2F  
H1319



Shawn Lee of Sense 30

## Roxim

Technologies. It hasn't taken Roxim long to build a reputation for bicycle lights. Its lights feature an ultra-wide beam, instead of a more focused light that can blind oncoming traffic. This year, Roxim has added "human touch lighting," with two sensors that adjust the light intensity.

For example, a motion sensor detects the lack of movement when the cyclist is stopped at a red light. After 30 seconds it automatically goes into power-saving mode.

An optical sensor measures the level of ambient light and adjusts the bicycle light's output accordingly.

TWTC HALL 1 - 2F  
H0407

"If you're in the city and the street lights are on, your bicycle light will also go into eco-mode," said Mike Tseng, vice president at Roxim.

Roxim is also promoting "crossover lighting," which spreads an extra-wide beam just in front of the bike so the cyclist can easily spot anyone who may cross in his or her path.

HubsMaster was founded only last year, yet the Taiwanese firm already has a full range of traditional and dynamo hubs. The company's owners and managers have made hubs for years



Roxim's Mike Tseng

as part of Soaring Technology, the company that launched HubsMaster.

Soaring's more targeted investments in the bicycle market since last year

TWTC HALL 1 - 2F  
H0507



Jenny Chang of HubsMaster

have encouraged HubsMaster to develop its Power Hub with integrated torque and speed sensors. It is displaying a prototype here at the show.

"This is still in the design stage," said Jenny Chan, sales manager at HubsMaster. "It's most interesting to personalize your health training, as if you were in the gym."

Intended for e-bikes, the hub works with a free application that can be downloaded on a user's mobile phone. The system supports ANT+ and Bluetooth Low Energy wireless communication. It allows the users to enter their personal data and to compile a riding record. ■ BS

## Taiwan's popular YouBike bike share looks overseas

Taipei's YouBike bike share program, owned by Giant, is expanding throughout Taiwan — and, eventually, may go to other countries.

"This year we're still focusing on the Taipei project as our first priority. Maybe in the next year or two we will start to export our equipment to other countries and other cities. That's our intention," said Kang Pao, YouBike division operation planning manager.

"Our chairman of the Giant group thinks the first thing is to make sure the system is flawless, that the Taipei system is in very good shape," Pao added, referring to Giant founder King Liu. "Then the next step is to go to other areas."

Earlier this week, Giant CEO Tony Lo said YouBike soon would launch in Changhua, and said the city council for

greater Taichung City is also considering the bike share scheme. A pilot is underway in New Taipei City.

A Giant-owned affiliate makes the software and handles the logistical services.

"We have a sister company that had developed the IT, equipment and the software," Pao said.

He added that the biggest challenge for YouBike is to rebalance bicycles among the stations. Maintenance is another issue. The bikes are built extra tough to stand up under heavy use and cost about NT\$10,000 (\$330) apiece.

The number of bike-share schemes

is booming around the world, but they have not proved to be very profitable for their operators because of the pressure to keep usage costs down.

Major cities such as London and New York finance their systems fully or in part through corporate sponsorships, although most cities also depend on public funds.

Montréal's Bixi filed for bankruptcy in January, and London's may struggle when its corporate sponsor, Barclays, withdraws in 2015. However Tony Lo said at Taipei Cycle that he expects YouBike to break even in 2015.

Giant launched the YouBike program in 2009, but it was not a popular success until 2012 when the Xinyi-area pilot expanded citywide.

In Taipei, YouBike operates 160 stations with 5,300 bikes. The system



Kang Pao

averages 12 trips per bike per day, which Pao said is 50 to 100 percent higher than comparable bike share programs in New York and London.

YouBike plans to double the number of bikes and rental stations by the middle of next year. ■ ML

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# Shots from the show









# 2014 Overview: Saddles

## Seats of power: Saddle producers make sure riders are sitting pretty

Saddles are becoming as diverse as the cyclists who use them. Anyone walking the halls of Nangang will see many new saddles that have been built for very specific needs, from road bike enthusiasts and daring enduro pilots to triathletes looking for that decisive edge.

Founded in 1979, **Velo** has become the world's largest manufacturer of quality bicycle saddles.

Its newest innovation is proof that its ambitions continue to expand. The new saddle line, Wow, follows Velo's strategy of maximizing performance through omission instead of addition. The results show on the scales, where Velo's new top-of-the-line offerings shine with weights around 100 grams. They also show in the anatomical support architecture of the Wow series that combines generous cutaways in the center section with a supportive wing construction, shifting the weight from the pressure-sensitive perineum to the pelvis bones.

Because the rails and shell of these flat, racy and super-thin saddles are made from UD carbon, their damping properties are surprisingly good despite the lack of padding. While the VL 1683 model does without any padding and weighs a scant 100 grams, the VL 1684 has minimal padding in strategic places, at the cost of just 10 extra grams.

**Ergon** has had much success with its SR3 saddles, and in Taipei is showing two new saddles that derive from the SR3 design. The SRX3 is made for cyclocross racing. Its flat rear section facilitates getting back into the saddle while still offering plenty of support to push big gears. A rugged microfiber cover

1ST FLOOR  
**J0717**



Velo Wow VL-1683



Ergon SME3

withstands mud baths and pressure washes, and low-friction material around the entire saddle edge keeps things smooth when the going gets muddy.

The saddle's shell offers defined flex to isolate the rider from the constant vibrations dished out by the terrain. While the entry-level model comes with a fiber-reinforced composite shell and steel rails, Ergon has two more expensive models in its lineup: The SRX3 Pro, with a carbon shell and TiNox rails, and the SRX3 Pro Carbon, with carbon rails and shell.

The second new saddle in Ergon's Taipei lineup is directed at all-mountain and enduro enthusiasts. The SME3 is built for riders who constantly change position on the bike when conquering demanding trails. The flat rear end of the saddle distributes pressure loads. A slight tilt helps riders shift behind the saddle and back on, while the flex of the saddle shell and the EVA foam used for padding isolate riders from vibrations. Reinforcements at the corners are not only a design element but help protect against damage in a crash.

The SME3 is available in narrow and medium widths. The line covers several price points, starting with a basic version with a fiber-reinforced composite shell and steel rails, and going up through the SME3 Comp, SME3 Pro and SME3 Pro Carbon models. The latter model weighs less than 200 grams thanks to a carbon fiber shell and rails.

You can sum up the grand ambitions of Shimano's parts subsidiary, **Pro**, by the fact that it is supplying saddles to a top pro road racing team starting this season. Pro is also significantly expanding the line.

4TH FLOOR  
**L0523**

4TH FLOOR  
**M0814**

With the Falcon, Griffon and Turnix saddles covering the upper end of the road market, Pro now has a mid-range offering, the more padded Condor Pro, for leisure-oriented riders. It's also launching its first dedicated mountain bike saddle, the Vulture, with a shorter and more heavily padded nose. Both the Falcon and the Griffon have been reworked for female cyclists.

Meanwhile, the Aero Fuel TT is a specialized saddle for triathletes and time trialists, developed in cooperation with the Giant-Shimano team. The stubby nose and deep cutaways in the saddle's center section are designed for the extreme, forward-shifted positions typical of time trial and triathlon riders.



Pro Vulture

**Selle Italia** is also presenting a dedicated time trial/triathlon saddle. Its Iron models come with a characteristic, aerodynamically optimized shape that is inspired by automotive design. The Italian saddle maker combines a short, well-padded nose with a supportive rising rear end and a large channel running through the center section. The latter serves not only to ease pressure, but is part of the saddle's cooling concept. The opening lets air circulate freely, eliminating hot spots on those long efforts typical of Ironman triathlons. The saddle is also covered with a perforated material. Like most Selle Italia saddles, the Iron comes in two widths and in various combinations of materials for the shell and rails.

As ergonomics and proper fitting become more important — helping IBDs set themselves apart from price-aggressive online retailers — Selle Italia is pushing its IDmatch system. The system takes such basic data as a rider's age, sex, height, weight and type of riding, and combines it

with more specialized measurements of pelvis width, thigh circumference and flexibility to find the best fit from six sizing options. For precision, Selle Italia has developed special tools and matching software that is also available as an app.

To promote its Monolink clamping system, meanwhile, Selle Italia is launching a number of sets at different price points for the aftermarket, each consisting of a saddle and seat post.

After 10 years of continued success, **Selle San Marco** is launching the next generation of its best-selling Aspidi. Because this is the brand's best-known saddle, it comes in several versions.

The flagship is the Aspidi Superleggera, which carries Selle San Marco's bold claim that it is the lightest comfortable saddle on the market. Using new materials such as superlight Pebax foam and 40T high-modulus carbon fiber, this saddle weighs only 109 grams while offering a considerable amount of comfort. A perineum channel stretches over the full length of the saddle, getting wider towards the tail. With the more value-oriented Aspidi Racing, customers can choose between a true cutaway along the centerline and just a recessed area.

For those looking for a more comfort-oriented saddle for shorter rides, Selle Italia offers the Era Dynamic. Customers can choose between a cutaway and a recess along the centerline. The Era Dynamic comes in narrow and wide widths.

With the Mantra, Selle San Marco has redesigned a second comfort-oriented model. A particularly large cutaway adds comfort without adding much weight or

4TH FLOOR  
**M1308**

4TH FLOOR  
**M0110**



Selle San Marco Mantra

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Safety at the Speed of Light

◀ -M1-

4TH FLOOR  
**M1407**

www.sate-lite.com.cn



looking chunky. The Xsilit Stealth finish for the cover is an interesting addition to the brand's lineup. The material is long-lasting, offers good grip and gives the saddle an aggressive look.

#### Selle Royal's

sports-oriented Performa line offers three different concepts and shapes. The Flat shape on the Seta S1 offers maximized freedom of movement and only minimal padding, appealing to performance-oriented riders looking for an advantage on long rides through varied terrain.

The Wave concept of the Saba, with a rising tail section, offers more support for riders who change position in the saddle more often – think enthusiast road riders and mountain bikers. The Anatomic concept, used on the Supra and others, features the most padding combined with a recess to reduce pressure on the perineal area. For less performance-oriented, ecologically conscious cyclists, Selle Royal is expanding its Becoz line. Becoz uses as many eco-friendly and biodegradable materials as possible, and the line's distinctive look is a welcome extra.



Selle Royal Seta S1

The only saddle to win Taipei Cycle Show's d&i award this year follows its own path. **Morgaw**, from Slovakia, makes saddles that combine low weight, distinctive looks and a truly innovative comfort concept. Rather than mounting the shell of the saddle directly to the rails, Morgaw opts for two elastomers between the shell and rails to keep impacts away from the rider's spine. The construction is remarkably slick and low profile, and customers even get to choose from different anodizing finishes for its mounting hardware.

Morgaw went through a crowdfunding platform, indiegogo.com, to raise money for production. The company succeeded with ease, so keep your eyes open for this fresh saddle design.

English saddle manufacturer



Morgaw saddle

**Brooks** has a history that reaches back to 1866. For almost 150 years, the brand, now owned by Selle Royal, made saddles of high-quality, sturdy leather. Although they were long-lasting, the saddles were sensitive to rain and sunlight and needed to be broken in before they were fully comfortable. Brooks now has a new model that does away with animal products, catering to a growing number of vegetarian and vegan cyclists. Available in two lengths, the Cambium C17 is built around steel rails and a die cast aluminum frame. The shell is vulcanized natural rubber covered with organic cotton canvas and held in place by Brooks' signature rivets. The slick-looking, waterproof and maintenance-free saddle offers plenty of comfort without a break-in period.



Brooks Cambium C17

From the start, **Prologo** has developed saddles in close cooperation with professional riders and teams. Its CPC ("Connect Power Control") technology has won several awards and garnered a lot of attention. Built from many flexible cylinders, this design keeps the rider in his intended position in the saddle for optimized aerodynamics. The design absorbs vibration and improves air and blood circulation for more comfort on long rides. This year, Prologo is working with world road champion Rui Costa and Spain's Alberto Contador to develop the next generation of Nago Evo saddles using the CPC technology. (Costa's saddle has a personalized world champion design.) ■ LVR



Rui Costa (left) and Gunn-Rita Dahle Flesjaa with Prologo's Nago Evo saddle

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# No factory? That's no problem for James Chang, the founder of Token

James Chang has shown that you don't need a factory to build a brand. But it helps to have a talented designer whose products have won high-profile international awards, including iF and Red Dot.

"I've been in the bicycle industry a long time," said Chang, who founded Token in 2002 and has worked in the Taiwan bike industry for nearly four decades. "I know the assembly factories."

Chang focused on the aftermarket from the beginning, figuring that would be the only way a new brand could be competitive given the relentless price pressures on OE suppliers.

Even the name is marketing-friendly. Chang said he chose "Token" because it's easy to say. "And when you hear it, it's easy to remember," he added.

Token's key products are wheels, headsets and bottom brackets. Here in Nangang the company is showing new products that mark a push into the

triathlon market.

Dwain Bester, a South African designer who lives in Taichung, is the creative force behind Token's product line.

His award-winning product designs, coupled with the company's slick print and on-line materials, set Token apart from many Taiwan companies whose marketing falls short of their manufacturing prowess.

"Product-wise, I need to dream, and dream up new ideas, and dream up new ways that something can function," Bester said.

Although he's a freelance designer who has worked on products from soap



Token founder James Chang

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dispensers to sandals to fashion bags, Bester has given up most of his other clients in favor of Token because, he said, the company is willing to take his ideas and run with them.

"You can design amazing stuff but if you don't have people who can take the risk to manufacture and test it, it's sort of useless," he said.

Bester's "Shark Tail" skewer won an iF award as well as an honorable mention by Red Dot, two well-known international prizes for product design.

His Heggset, a dual-function headset for integrated and threadless head tubes that is packaged in a transparent, egg-shaped container, also won an iF award.

Token hopes to make its biggest mark with its wheel line.

"Token has been known for wheels for quite some time," said Shaun Bettinson, another Taichung-based expatriate who handles Token's digital presence. "People think of Zipp and companies like that. But Token is making products just as good — it's getting people to know about it."

Token's newest line, Hero, is led by

its C45A carbon clincher. The wheel incorporates a small lip at the inner edge of the rim, said to reduce wobble in crosswinds. The first version has an aluminum braking surface, but Token plans to introduce a full carbon version as well.

Meanwhile, Chang said he is moving toward incorporating a small factory for at least part of Token's line.

"I hope that within three years we can set up an assembly line for the hubs and the wheels here," he said.

To go with its Hero line, Token uses a hero theme in its marketing. Here at the show, visitors can turn themselves into their own superheroes — complete with names and special powers — at Token's booth.

Token has plenty of props on hand to choose from, and has set up a photo booth to take pictures of the newly minted superheroes — who will get to keep a copy of the photo in a convenient business-card-size format.

You could say it's a small token of the company's appreciation for its customers. ■ **DM**

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# Vos gives gravity market a Spanking

Gavin Vos can tell stories. After more than 15 years in Taiwan, the native South African has worked for any number of Taiwan bike companies, starting with mountain bike pioneer Wheeler. He's been close to the Taiwan bike industry for longer than most Westerners.

Now, Vos is focused on his own Taiwan-based companies: Spank Industries, which he and a partner, German distributor Sven Mack, founded 11 years ago; and Fratelli Industries, which makes high-end wheels, rims and spokes in Taichung for Spank and other brands.

Spank specializes in affordable, high-end products for the gravity market, including rims, wheels and handlebars. From its base in freeride and downhill, Spank now makes components for trail and all-mountain riders as well.

Vos, who is adamant in his dislike for carbon fiber, acknowledges that Spank is a bit of a throwback.

"I've been trying to stay away from carbon. I don't believe carbon is a 6061 workhorse material. It's highly toxic. It's expensive. It's non-recyclable. It's not bio-degradable," Vos said. "I think that there's a very, very small niche for carbon, which is the top 2 percent of frames and components."

His career in the bicycle industry started in a surf shop in Port Elizabeth, South Africa. The shop rode the windsurfing wave but suffered when the sport's high costs led to a crash. When windsurfers moved on to triathlon, Vos' shop moved with them. After a visit to ISPO, Vos brought an early mountain bike back to South Africa. It was such a novelty the store decided to get into bikes.

The early years were a challenge. Vos and others helped create a mountain biking community in South Africa, but also had to deal with other issues.

"In South Africa at the time, in the late 80s and early 90s, there was still Apartheid," he recalled. "It was difficult to get anything. I went to Interbike for the first time, and brands wouldn't speak to me because I was a white South African."

Vos began importing Wheeler bikes from Taiwan and soon moved to Taiwan with the intention of eventually setting up a bike factory in his home country.

"I came to Taiwan in 1997 and served a year in the factory as product manager and international sales guy," Vos said. "Our purpose was to take a frame factory back to South Africa because there was anti-dumping from Taiwan to Europe."

The factory never came to fruition — and Vos never left Taiwan.

"I enjoyed the culture, I enjoyed the people, and I enjoyed being at the base of the bicycle industry," Vos said.

He ended up doing marketing work for a number of brands and launching a few of his own, including Funn. With Spank, Vos continues working with many of the people he met at Wheeler, including Swiss distributor Peter Hostettler.

"We're manufacturing as much as we can of our own products and we're manufacturing for like-minded brands and trying to convince people that they don't need to go the carbon route," Vos said. ■ DM

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Gavin Vos

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# Dear Taiwan: Ogden, Utah, wants you!

**OGDEN, Utah —** Situated at the foothills of the Wasatch Mountains, the laid-back city of Ogden seems worlds away from the bright lights and buzzing scooters of Taipei. But the gap between the two cities narrows more every day.



*The city of Ogden, Utah, hosted leaders of the Taiwan bicycle industry on a ride from Ogden to Las Vegas, Nevada, in September.*

A delegation from Ogden, led by Mayor Mike Caldwell, is visiting Taipei Cycle for the second year to let the Taiwan bicycle industry know its doors are open to them. Ogden is wooing companies to bring their new or existing U.S. subsidiaries to northern Utah.

"For companies that need a presence in the U.S. or want to change their presence, Ogden wants to make sure that people don't rely on a television perception of the U.S. We want them to think of Ogden instead of L.A.," said Kevict Yen, owner of ID Art Agency, whose ties to the Taiwan industry have made him a key go-between for Ogden officials and Taiwan companies.

Caldwell is an avid cyclist who has vowed to pedal to work every day this year. Joining him in Taipei is Steve

Fishburn, the city's business development manager; Brad Peterson, director of the Utah Office of Outdoor Recreation; Brett Heimbürger, from the state's international relations team; and Todd Brightwell, chief operating officer of the nonprofit Economic Development Corporation of Utah.

The delegation's visit is primarily a networking exercise. Members have several meetings set up with representatives of Taiwan bicycle companies that are interested in establishing offices in Utah.

Taiwan companies typically establish a U.S. presence wherever their managing director happens to live. Many gravitate to Southern California because of ease of travel and preconceptions of the area's importance to the U.S. bicycle industry.

But Ogden, with a population of 84,000, has successfully landed several ski, outdoor and bicycle companies by highlighting its proximity to the mountains, its central location that allows for two-day ground delivery anywhere in the country, and its low cost of living and doing business.

Ogden's successes in the bicycle industry include the mammoth distributor QBP, which set up a regional distribution warehouse there three years ago; Enve Composites, which employs 150 at its Ogden headquarters; and TRP, which moved its small U.S. office from Mountain View, Calif. — home to Google and an astronomical cost of living — to Ogden two years ago.

Volagi recently moved next door to TRP from Santa Rosa, Calif. Caldwell said Cannondale has also decided to move its summer dealer product launch from Deer Valley, Utah, to Ogden this year.

Ogden's commitment to cycling goes beyond commerce. It recently won a \$100,000 grant to build bike lanes and other cycling infrastructure, and was named a bronze-level bicycle friendly city by the League of American Bicyclists this year.

Lance Larrabee, TRP's marketing director, chose Ogden over Ft. Collins or Boulder, Colo., because the former mayor made him feel part of the Ogden community instead of just another anonymous face.

"They just welcomed me with open arms. I said, 'I'm only four people.' They said, 'We don't care. We want you,'" Larrabee said. He now pays just under 50 cents a square foot for commercial space, a drastic reduction from Northern California prices. Housing costs are 80 percent lower than in California.

He said one of the biggest benefits for TRP is the ability to recruit new employees because of the favorable cost of living. Larrabee recently hired a director of product development from Northern California.

City officials believe attracting active lifestyle companies help draw other, larger corporations because the presence of ski, outdoor and bike brands creates a healthy live-play-and-work atmosphere.

"They are a huge credibility builder for all other industries," Caldwell said. For example, Home Depot.com, the online arm of the \$75 billion U.S. home improvement chain, recently built a warehouse in Ogden.

During his 10-day visit to Taiwan, Caldwell said he plans to meet with Taichung Mayor Jason Hu to commemorate a "sister city" relationship between Ogden and Taichung.

"We'd love to build that relationship a lot more," he said. "The ultimate goal would be develop a robust trade and exchange program with Taichung."

Ogden is also creating a business incubator program that would provide a turnkey operation for companies that want to set up a U.S. office but hesitate to make a big investment right away.

The incubator could offer shared office, reception, warehouse and meeting spaces to keep costs low. Ogden is able to offer such a deal because it owns a former U.S. Army depot with hundreds of thousands of square feet of available office, warehouse and manufacturing space.

Businesses that have moved to the former depot, including TRP, Volagi and Home Depot.com, employ 4,500, and the city aims to bring in more.

Ogden's pursuit of the Taiwan bike industry has gone far beyond business meetings. Last fall, Ogden hosted two dozen principals from top Taiwan manufacturers, including Velo, KHS and Alex Rims, on a grand cycling tour from Utah to Las Vegas, Nevada, arriving in time for the Interbike trade show.

After the Taipei show closes on Saturday, Caldwell and Fishburn will reciprocate by joining Kind Shock's annual six-day ride around Taiwan.

■ NF

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# New Products 2014

## Polisport Guppy Junior

4TH FLOOR  
L0218



The light, practical Guppy Junior is made for short daily rides when agility and stability is more important than ultimate comfort. A soft cushion over the seat and back support can be moved back and forth to adjust to the child's height. Retractable footrests on the frame also are adjustable.

## CamelBak Podium

4TH FLOOR  
L1127A

CamelBak has redesigned its Podium line of squeezable bottles. By moving its proprietary, self-sealing Jet Valve into the nozzle, the new Podiums are easier to clean. The valve and a larger diameter nozzle provide a higher flow rate. A larger, ergonomic lockout toggle lets users completely close the Jet Valve nozzle, making it leakproof for storage or transport.



## MET Parachute HES

4TH FLOOR  
M0311

MET launches the lightest MTB full-face helmet, the Parachute HES. "In-mold intelligent fusion" technology uses different densities of materials, while a "homothetic embedded skeleton" dissipates the force of an impact over the entire shell. The chin guard is fully integrated into the helmet structure to save weight. The Parachute HES weighs 620g in medium and 650g in large.



## Geax Goma

4TH FLOOR  
M0203

Created by U.S. designer and former racer Ken Avery, the Goma was designed to marry the needs of both XC and DH technologies together for the growing enduro race market. The ramped center tread lets the Goma accelerate quickly and maintain speed, while the generous use of multi-angle siping allows the large surface areas to grip on hardpack, roots and bedrock.



## Bluegrass MTB gloves

4TH FLOOR  
M0311

Bluegrass launches a new range of MTB gloves: the Raccoon (shown), Red Wolf, Lynx and Cougar. The line includes HST protective panels to protect against branches and rocks without limiting flexibility; Resistant Abrasion And Wear (RAAW) fabric for grip and protection in extreme weather; and built-in air circulation with the use of strategically placed perforated mesh.



## Wilier Triestina Cento1AIR

4TH FLOOR  
N0424

The Cento1AIR is the fifth generation of Wilier Triestina's Cento1, following the original Cento1, Cento1SL, Cento1SLR and Cento1SR. The Cento1AIR brings the Cento1 closer to the aerodynamic efficiency of the TwinBlade, while maintaining the Cento1's versatility and performance.



## Schwalbe Magic Mary

4TH FLOOR  
M0116



The Magic Mary is the successor to the Muddy Mary, and is made to be versatile for uses from enduro touring to bike parks or even downhill races. Strong shoulder studs and an aggressive, open tread ensure braking traction and grip, even on slushy and muddy curves. The Magic Mary uses Schwalbe's Super Gravity carcass design, derived from motorcycle tires.

## CatEye Padrone

4TH FLOOR  
N1001A

Developed from CatEye customer feedback, the Padrone features simple operation and the largest display available on the market, so it's easy to see in all conditions. The Padrone is ideal for anyone who wants to enjoy a squint-free ride and a fast, simple set-up.



## TranzX Antishock Technology

1ST FLOOR  
J0412



TranzX Antishock technology for road bikes provides shock and vibration damping. Based on a newly patented, ergonomic version of a traditional handlebar stem, the TranzX Antishock technology uses an additional interior joint to achieve noticeably heightened riding comfort. A vertical absorption rate of +1° to -2° and optimum pressure distribution diverts most vibration and shocks before they reach the rider, minimizing the numbness and fatigue that can tire cyclists, particularly on long rides.

## DNM HQS-R / HQS

1ST FLOOR  
K0028

DNM's dropper seat post uses a separate air and oil system with adjustable air pressure. Riders don't need to stop to raise or lower the easy-adjust post. The dropper can be adjusted manually or by remote control. The dropper post is precision-machined from high-strength 7050 aluminum. Available in diameters of 30.9mm, 31.6mm and 39.4mm.





# New Products 2014

## Alex CXD4

1ST FLOOR  
J1117



CXD4 is the new A-class wheelset series for road disc and cyclocross bikes. The superlight wheelset offers an offset rim and other important features, including TCS and a 15mm thru-axle.

## LOHAS Dynamo Hub and Friction Module

HALL 1, 2ND FLOOR  
L1216



From Hubsmaster comes a friendly, battery-free dynamo hub and friction module that supplies power for bright front and rear lights. It even transmits speed to ANT+ compatible mobile devices. The friction module caches power in a "bank" that can be used to recharge devices. Shut off the friction module and the dynamo hub stops supplying energy.

## Velo WOW - VL 1684

1ST FLOOR  
J0717



Velo's weightless open wing (WOW) saddle system gives a new dimension to competitive road racing. Made of all carbon composite technology, the VL 1684 is light but supportive. The patent-pending VL 1684 weighs 110g. Its daring cutaway enhances comfort and improves performance through Velo's strategy of performance through omission rather than addition.

## Polaris Eva Pod Plus

4TH FLOOR  
N0022

The new Eva Pod Plus is the bigger brother of the current EVA Pod. It will take all wheel sizes (26-, 27.5- and 29-inch and 700c). Many handles offer ease of use. Riders can lock and secure the bag and frame if it needs to be left unattended.



## Innova Recycle Tube & Tire Bags

1ST FLOOR  
I0706



By collecting defective tires and tubes from its production line, Innova has created Cyclours, a new line of fashionable bags from recycled materials. Recycling has never looked so stylish!

## Xtracycle EdgeRunner

4TH FLOOR  
M0535

Who needs cars anymore? The EdgeRunner carries loads of up to 400 pounds (180 kg), with power assist from an electric motor. It is built around a 20-inch rear wheel, which is lighter, stronger and lowers the center of gravity, making it ideal for large loads and lively passengers. Every EdgeRunner is spec'd with disc brakes, wide tires and an oversized headset for comfort and safety.



## WTB Nano 40C

4TH FLOOR  
L0826

The Nano 40C is one of several new tread patterns WTB is showing at Nangang. The Nano 40C, a gravel tire, uses a high volume 40mm casing, rounded profile and centerline tread pattern for speed, consistency and cushioning to serve the growing gravel market. The Nano 40C will be available in Race and Comp versions beginning in April.



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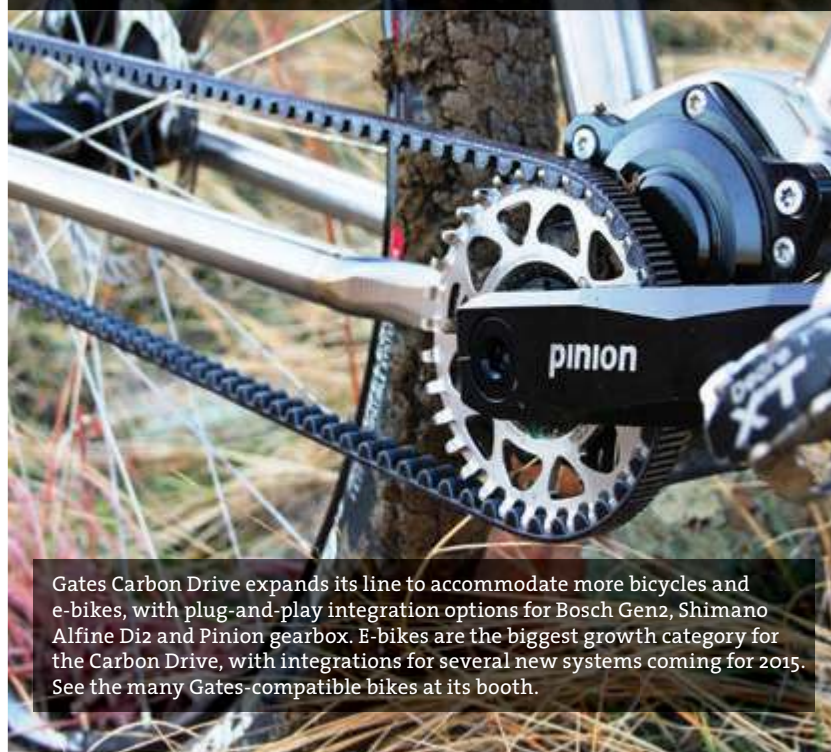


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# New Products 2014

## Gates Carbon Drive

4TH FLOOR  
N1120

Gates Carbon Drive expands its line to accommodate more bicycles and e-bikes, with plug-and-play integration options for Bosch Gen2, Shimano Alfine Di2 and Pinion gearbox. E-bikes are the biggest growth category for the Carbon Drive, with integrations for several new systems coming for 2015. See the many Gates-compatible bikes at its booth.

## Haibike Heet RX

4TH FLOOR  
M1218

Angular, dynamic and with clean lines, the Heet has a new design and optimized kinematics. Weighing around 2.15kg (4 lbs., 11 oz.) without shock, it's extremely light. Its four-bar linkage has travel of 160mm on the 27.5-inch model and 150mm on the 29er. Variable CNC dropouts are available for different axles, and are compatible with 12 mm thru-axle or quick release, direct mount or standard rear derailleurs.



## Morgaw Saddle

1ST FLOOR  
00036

This award-winning, patented saddle uses shock absorbers of varying densities that can be "tuned" to the rider's weight. They improve comfort and protect the spine and the rails of the saddle from damage. Riders can exchange the Evo Oval rails for new ones if needed, and each seat can be customized in one of 10 colors. Saddles are available for road, MTB and enduro styles. The saddle is a winner of a Taipei Cycle d&i award.



## Roxim Raptor X4E/X8E

HALL 1 - 1ST FLOOR  
H0407

The Roxim Raptor XE series is a compact system for e-bikes. The streamlined housing weighs only 80 grams, but the light provides 200 degrees of visibility for clear side and forward vision. Output is 400 or 800 lumens, depending on the model, and the glare-free design won't blind oncoming riders. Auto-scene lighting, day-time running lights and remote button are optional features for e-bike manufacturers.



## Alex SPRK 2.1

1ST FLOOR  
J1117

Alex Global advances technology and performance once again with its SPRK range of welded rims. The rims come in multiple widths for today's tires and today's enduro and XC riders. SPRK 2.1 rims are available for 26-, 27.5- and 29-inch wheels.



## Wahoo RFLKT

4TH FLOOR  
N0028

The Wahoo RFLKT, winner of a Taipei Cycle d&i award, is the first iPhone-powered bike computer. It wirelessly receives and reflects critical cycling data, music data, and more, all determined by your favorite cycling app. It is all the power of your iPhone, streamlined for your handlebars.



## Spanninga Goma Display

4TH FLOOR  
L0628

After Spanninga's success with its Goma Torch — a compact headlamp with four bright LEDs and a two-color design — Spanninga is launching a limited edition of four "extra punchy" colors. An eye-catching Pop Art display holds 10 lamps and one test sample and stands out near the cash register.

## Innova DH Monster

1ST FLOOR  
I0706

The Downhill Monster goes beyond traditional tire technologies. It uses engineered plastic studs to change the grip and handling performance. Use the Downhill Monster as an all-round competition tire, or adapt it to a variety of surfaces and weather conditions.



## Taya Octo-DH e-bike chain

1ST FLOOR  
K0610

The Octo-DH is a perfect match for e-bikes with center motor systems. Center motor systems often use large chainwheels (32T-36T) that generate high torque and increase the risk of a broken chain. The Octo-DH is built to be strong to prevent breaks. Cyclists can clean it with water and it won't rust. No tools are needed for emergency repairs, and 15 available colors mean it will look stylish.

## Lezyne Control Drive CO2

4TH FLOOR  
L1202

Small but full of features, the Control Drive CO2 uses a dial to control the CO2 release. The head is CNC'd from 100 percent aluminum and fits Schrader and Presta valves.





# 2014年概況：ポンプ&ツール デザインの良さに機能性を兼備

自転車が進化しても本格サイクリストも販売店もサイクリングをベストコンディションで続けさせるためには必ず品質の良いポンプやツールに頼ることになるだろう。ここ数年ツールとポンプは「形態は機能に従う」製品の一例となっていてメーカーは自社製品を際立たせるため目立つカラーを選んできた。Park Toolの特色あるブルーのハンドルやPedroのイエローがその代表例だろう。今年の台北ショーでは各ツールのデザインとスタイルに新しいトレンドが加わっている。その先端を行くのが台湾との繋がりが深いBirzmanとLezyneの2ブランドだ。パンクの後の走行を続けるのに欠かせないツールとして重要性を増すポンプもはっきりコンパクト化が目立っている。さらにそのコンパクト化の中に詰め込む機能の数も増え続けている。

Lezyne が南港会場で展示しているフロアポンプの新モデル、CNC Digital Drive は滑らかなデザインと光沢ある仕上げで、店頭ツールというよりむしろ現代彫刻の趣きさえある。しかもその機能は見かけを裏切らない。CNC製アルミ素材で軽さでも訴求力がある。スタイリッシュで各機能の精度が高く使って楽しい逸品だ。

4楼  
L1202



Lezyne Shock Digital Drive



Birzman Zacoo Maha V

4楼  
N1201

BirzmanのZacoo Maha VはCNC製アルミボディと進化パレル構造のハイエンド・ポリッシュド仕上げのフロアポンプで、やはり最高度の品質、精度、機能を備えている。Zacoo Salut ショックポンプはBirzmanのAir-Lockバルブと大

型ゲージ付で正確なセットアップを果たす機能を持つ。修理用コンパクトキットとしてはTravel Tool BoxとStudio Tool Boxを揃えている。

SKSのAirmeniusはエルゴコックハンドルから100mm径拡大圧力計さらに特許取得のMultiValveコネクターに至るまで使う喜びが得られるフロアポンプだ。またAirmeniusの特性の多くを共有するクラシックタイプのAirkompressor 12.0は新たにホワイトバージョンが展覧される。



SKS Airmenius

ミニポンプ専門のAiraceはバックパックサイズの小さなポンプがいかにもエルゴノミックで利便性を備えるものになり得るかをMini Veloce Regularで見せてくれる。コンパクトサイズながら空気圧は最大100psi（7バール）に達し、ボディとコネクターの間の短いゴム製チューブがバルブを保護。コネクターは便利な親指操作スイッチを使っている。

Airace Mini Veloce Regular

4楼  
L0921A



WinrideのCO2 Inflatorもサイズを必要最小限に押さえた高機能ポンプで、スレッド式16gカートリッジ用の基本バージョンはカートリッジ用適合スレッド付バルブコネクターとほとんど変わらない。すべて鍛造アルミ素材のCNC製で強度と精度にも優れる。折り畳みツールとパッケージにしてジャージのポケットにもすっぽり収まるコンパクトさ。

6楼  
S0017

小さなパッケージにどれだけの数の機能を収められるか？その記録を恐らく更新しているのがBioLogicのFix Kitマルチツールだろう。台北ショーのd&iアワードに入選したFix Kitは20の機能を備えるが、中でも出色は15mmオープンレンジでツールのボディに繋げてレバレッジ（テコの力）を高められるので交通移動時のペダルの取り外しにはもってこいの働きをする。



折り畳み式の汎用ツールで知られるTopeakのUrban8は文字どおりアーバンサイクリスト向けに新たに開発したコンパクトツールでレンチ類、タイヤレバー、ボトルオープナーなど8ツールを備え重さわずか80g（3オンス）という軽さだ。ポンプでは売れ筋フロアポンプの小型バージョンJoe Blow Raceとシンプルな自転車スタンドを組み合わせ安定感を増したフロアポンプの新モデルTransformer Xを出展している。

4TH FLOOR  
L0524



Topeak Transformer X

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# 台湾の皆さん:ぜひユタ州のオグデンへ

【ユタ州オグデン】ワサッチ山脈の麓にあるオグデン市のゆったりした風情は明るい光とスクーターの騒音が鳴り響く台北からはかけ離れた世界のように見えるが、二つの市の間にあるギャップは日に日に狭まりつつある。

Mike Caldwell市長を団長とするオグデンからの代表団が昨年に続き台湾企業招致のため台北ショーを訪れている。「米国での足場固めや地盤強化を目指す企業はぜひ米国のテレビでの認知度に頼らないでほしい。ロサンゼルスに代わってオグデンを考えてほしい」と台湾業界と繋がりを持ちオグデンと台湾企業との橋渡し役を担うID Art AgencyのKevin Yenオーナーは話す。

代表団の第1の目的はネットワークづくりでユタ州でのオフィス新設に興味のある台湾自転車企業の代表との会合が数件セットアップされている。

台湾企業は概ね現地の責任者が住む場所に米国オフィスを構えるところが多い。多くの企業が旅行のしやすさや米国自転車業界にとって重要なところという先入観によって南カリフォルニアに引きつけられている。しかし人口8万4000人のオグデンはすぐそばに山々があり、米国中央部に位置していて全米のどこへでも2日で陸上輸送が可能。そして生活するにしてもビジネスするにしても物価が安いことが魅力となってスキーやアウトドア、自転車関連企業数社の誘致に成功している。

自転車業界ではディストリビューター最大手のQBPが3年前に地域流通倉庫を設置、Enve Compositesがオグデン本社に150人を雇用。TRPが2年前にGoogleの本拠地で物価がべらぼうに高いカリフォルニア州マウンテンビューからオグデンに米国オフィスに移している。最近ではVolagiがカリフォルニア州サンタローザからTRPの隣に移ってきたし、

Cannondaleもディーラー向け夏季製品発表会を同じユタ州のディアバレーから今年オグデンに移すことに決めている。

オグデンの自転車への取り組みは商業ベースの枠を超えている。同市は最近自転車専用レーンやその他の乗用環境の整備拡充に10万ドルの助成金を取得。LAB（全米バイシクリスト連盟）からは今年、自転車に優しい都市として銅メダル相当の賞を授かっている。

オグデンの魅力のひとつであるコストの安さは、例えばTRPの例で言えば、商業スペース用コストが1平方フィートあたり50セント以下でカリフォルニア北部とは比べものにならない安さ。住宅コストはカリフォルニアより8割も安い。TRPのLance Larrabeeマーケティングディレクターによると、オグデンの最大の利点のひとつが物価が安いこと新規雇用できることで、最近でもカリフォルニア北部から製品開発のディレクターを1人雇い入れた。

オグデン市では、ライフスタイル提案型の活発な企業を引きつけることが他の大手企業誘致の呼び水になると確信している。スキーやアウトドア、自転車ブランドが存在することでオグデンに「生活・遊び・仕事」という健全な雰囲気を作り出しているからである。「こうしたライフスタイル提案型の先発企業が他のすべての業界のオグデンへの進出の成功を保証する大きな支えとなっている」とCaldwell市長は語る。「その一例として年商7500万ドルの住宅リフォームチェーンのオンライン部門であるHomedepot.comがこのほ

どオグデンに倉庫を新設したことが挙げられる」

Caldwell市長は今回の10日間の訪台のスケジュールの中にオグデンと台中の「姉妹都市」締結を記念すべくJason Hu台中市長との対談を組み込んでいる。「この関係をもっと大きく築いていきたい。最終的に台中との間に通商と交流のためのしっかりとしたプログラムを作り上げるところまで」とCaldwell市長。

オグデン市ではまた米国オフィスの設置はしたいものの今すぐ大きな投資を行うことにためらいを持つ企業を後押しするためにターンキーオペレーションを提供するインキュベータープログラムの開発も進めている。このプログラムの下にコスト低減のため共有できるオフィス、受付、倉庫、商談スペースが提供される。オグデンがこうした処置を施せるのもオフィス、倉庫、生産スペースに利

用できる旧米国陸軍基地の広大な土地・建物を保有しているからである。TRPやVolagi、homedepot.comなどこうした旧陸軍施設に拠点を構えた企業はすでに合わせて4500人を雇い入れているが、市ではさらなる雇用拡大を目指している。

オグデン市の台湾自転車業界への取り組みは商談推進といった枠組みを超えている。昨秋同市はVelo、KHS、Alex Rimsをはじめとする大手台湾メーカー代表団数十名を招いてInterbike開幕に合わせて到着するようユタ州からネバダ州ラスベガスへの一大サイクリングツアーを主催した。今回の訪台では、台北ショーが日曜日に閉幕した後、Caldwell市長はSteve Fishburn市事業開発部長を伴いKind Shock恒例の台湾6日間サイクリングのツアーに参加する。



昨年9月にオグデンからネバダ州ラスベガスへのサイクリングツアーに参加した台湾自転車業界のリーダー



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# シマノがアクションカメラ市場参入へ

ホール 4階  
M0814

2015年に向けたシマノのレース関連の最大のニュースはまだ2〜3週間は待たなければならないが、他の分野ではニュースが発生している。グループセットの高額帯から普及価格帯への技術の援用が台北ショーのシマノブースで見られるはずだが、これとは別にひとつのビッグサプライズが用意されている。それはシマノにとっての新しい製品カテゴリーであるアクションカメラ市場への参入である。CM-1000はコンパクトカメラでヘルメットやハンドルバーあるいはシートポストに装着できる。バッテリーとSDメモリーカードを含めた重さがわずか86g（3オンス）で、水深10m（33ft）までの防水機能があり、防塵のIPX5認証付。競争が激化する市場で他メーカーが競って備えるGPS機能を取り付けず、代わりにANTとANT+プロトコルを一体化させている。16メガピクセルのCMOSセンサーとF2.0の極小口径レンズが明りに乏しい場所でも良好な映像を可能にしている。

CM-1000の販売は国を絞って5月から開始する。このコンパクトカメラはサイクリングレースの放送に新たな可能性を生み出すもので、例えばスピード、心拍、ワット数に関するリアルタイムデータなどペロトン内部からの生きた映像も可能になる。ただそれにはレース規定の改正が必要とされるので実現となるとまだ先の話だが、Strava同様に次世代の機能として魅力十分である。

主力の自転車用コンポではエントリーレベルのAlivio MTBグループセットのデザインを刷新。完成車メーカーでは2015年モデルから姉妹グループのXTおよびSLX同様にAlivioの感触を備えたMTBとトレッキングバイクの生産が選択可能になる。AlivioのMTBバージョンはアンソラサイトグレー（無煙炭色）仕上げでオフロード用に9速コグ、ロープロファイル・シャドーのリアディレーラー、ツーピースコンパクトクランクセットを組み込んでいる。コンパクト化のためフロントディレーラーをシートチューブと後タイヤの間に収まるようデザインされているので目下人気の短い後三角のジオメトリを特徴とする大径のMTBにも最適。シマノではまた油圧およびメカニカルディスクブレーキ用のRapid

Fire Plusシフターの各種バージョンも発売する。

トレッキングバイク用にはAlivioのトレッキングバージョンが丸みを帯びた滑らかなデザインとブラックまたはシルバー仕上げで上市。低い作動力が優先されるのでシマノでは従来のリアディレーラーを選択している。ツーピースクランクは典型的な大型チェーンリングでTap Fire Plusシフターは親指2本でボタンを押すだけの簡単操作。ブレーキは長めのレバーで操作するデザイン。低額帯モデルながら8速コグのラインアップにTourney TXのフルグループセットを加えている。また通勤や街乗り用には内装ハブの一部に調整を施している。

シマノのAlfine用1.5 $\frac{2}{3}$ ハブダイナモは昨年大きな成功を収めたので、新たにXTハブダイナモが加えられた。ワット数は同じく1.5 $\frac{2}{3}$ 。ローブルフィルのダイナモハブ両モデルともディスクブレーキとリムブレーキ用を用意、軽量化と低摩擦性も図られている。11段変速の多彩さと同様、シマノではAlfineの8速ハブをトップノーマルレイアウトに変えて最下段ギアでのシフティング性能を高めている。

Nexus 8段ハブもより丸みを帯びた新デザインでプレミアムとノーマルの2バージョンを用意、しかもディスクとローラーブレーキの多様なラインアップから選択できる幅の広さ。またNexusのInter7ハブ内のパウル（爪）も素早いシフティングができるようデザイン調整している。



# シマノ、電動自転車市場の地盤構築へ

ホール 4階  
M0814



Shimano Steps.

世界の電動自転車市場が2050年には2億5000万台規模になると予測される中で世界最大の自転車コンポーネーター、シマノが電動自転車の駆動システムへの参入を図っているのもうなずける。シマノは台北ショーで中央装着タイプの新Stepsモデルを出展するとともに欧州最大の小売組合ZEG およびBike&Coとの協力の下ドイツでの限定販売に乗り出す。

「Stepsシステムの上市に際してはOEMカスタマー、ディーラー、コンシューマーへのサービスがカギとなる。我々が段階を踏んだアプローチを選んだ理由もそこにある」とシマノ・ヨーロッパのFrank Peifferマネージングディレクターは言う。「パイロット販売は直接サービスが及ぶ販売チャネルに絞って数量も限定して行う。そこで経験をj得て製品に対する手応えを確認したらドイツおよび他の欧州諸国への展開を拡大していく」

Stepsは欧州で最も一般的なペデレック（ペダルアシスト自転車）用に開発されており心臓部に重さ3.1kg（6ポンド13オンス）の250Wモーターが装着されている。ハイパワーモードでは418-Whバッテリーが平坦路なら時速24km（14マイル）で80km（50マイ

ル）の走行を可能にする。エコモードでの最大航続距離は120km（75マイル）。バッテリーは充電時間が4時間でリアキャリアかダウンチューブのいずれかに装着できる。シマノによると、バッテリーの寿命は1000サイクルで多くの競合システムの約2倍というから電動自転車の寿命ほとんどはつまずである。

Stepsは年間を通じて乗れる設計で、摂氏マイナス10度（華氏14度）から50度（華氏122度）までの温度で作動する。モーターとバッテリーに加えてエレクトロニクス、サイクルコンピュータ、さらにローリクションのSIL-TECコーティングを施したStepsシステム用強化チェーンを装備。シマノではまた44歯および38歯のクランク、チェーンホイールの供給も計画している。これらのコンポは他のOEMサプライヤーからも手当てできるものではあるが。

素晴らしい特性のひとつがStepsがシマノの既存電動Di2内装ハブギアと互換性があることで、スムーズ走行へと切り替えるとモーターのパワーが自動的に下がる。Stepsはまたシマノのすべての電動コンポ用に使われる「E-tube」ソフトウェアを使ってセットアップやファームウェア更新、診断プログラムのためのコンピュータと接続できる。

ドイツでの「実地試験」の間、ドイツの小売組合（ZEG とBike&Co）が選ばれた小売店を通じてSteps装着の電動自転車を販売し、シマノのサポートによりコンシューマテストデー（試乗会）を実施する。シマノによるとOEM先への第1次出荷は8月になる予定だ。



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# Dahon がFordとの 提携第1弾成果を披露

ホール 4階  
LL002

**DAHON**  
freedom unfolds



最近Fordに乗ったことがあるだろうか？Dahon が世界的自動車メーカーFordとの新たな提携の第1弾成果を台北ショーの特製ブースで披露している。両社の提携は交通渋滞の現状と持続可能性の両面を理解しアーバンモビリティとしての自転車の可能性を見据えたことから生まれたパートナーシップで、共同開発による新製品ラインは拡充されていくが、その多くが車の特典モデルを基にデザインが施されていく。

「まさにビッグレンジ。1台あるいは1モデルでヨーロッパ全土に通用する自転車はない。ヨーロッパには様々なタイプの自転車が必要。極東ももちろん。アメリカはなおさらのこと」とDahonのEddie Eccleston副社長は言う。Fordの製品ラインの販売は今年中国でスタートさせ、次いで来年ヨーロッパ、そのあとアメリカの順で発売していく計画にある。

Fordとの共同開発では、車にも収められる軽量・小型の電動自転車や特製パーツで車内にしっかり収納できる通常タイプの自転車も視野に入れている。

初期投入モデルのひとつがFordの

有名な「ポニーカー」をヒントにしたMustangレーシングバイク。このほかFordが1908年に初めて生産し初の全国普及モデルとされたModel Tを基本としたモデルの開発にも取り組んでいる。Eccleston副社長によると、Fordの自転車はカーディーラーでなく、あくまで自転車販売店を通じて行う。「Fordは自転車を販売しない。作っていないし販売もしない。自転車ビジネスには携わっていないから」

「Dahonは自動車メーカーと手を組むことに慎重だった」と副社長は話す。「一部の人には車は持続可能性に大きく敵対するものだしDahonは持続可能性を基本に創業しているから」だがDahonでは最終的にパートナーシップを結ぶ道がベターだと決断した。「外から不満を漏らすより内側から影響を及ぼす立場にある方がいいでしょう？」Fordとしても、と副社長は言葉を添えた。「ライセンス契約とともにアーバンモビリティや持続可能性に関わる問題に関われることを大いに喜んでいた」

## Dahon Curl

ホール 6階  
S0614

Dahonが送る新デザインの折り畳み自転車。折って後輪をぽんと下に反転させればハンドルポストかサドルをつかんでバイクを引いて歩ける。完全に折り畳めば市販最小のフリップタイプ折り畳みバイクになる。Dalloyフレームチュービンにより剛性、信頼性、軽快さを高めている。Shimano 7速内装ハブとダブルウォール18吋ホイール装着なのでほぼどんな通勤もこなせる。



## TranzX Dropper Posts

ホール 1階  
J0407

Dropper Post 3モデルで快適性と柔軟性と走りの楽しさが味わえる。最上級のJD-YSP06はケーブル不要で一度の注入で長時間もつのでライダーは妨げなく走りの勢いを持続できる。3モデルとも各快適レベルでの機能調整が限りなくできるのも魅力。外装ケーブル付のJD-YSP02 Basicと内装ケーブルルーティング付のJD-YSP03 ICRの油圧2モデルが製品ラインに含まれている。またワイアレスバージョンのJD-YSP06 2.4 GHzにはマイクロモーターが組み込まれている。



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# 金曜日のワークショップで 2016年ヴェロシティ計画発進



Dr. David Hon with Cathy Chen

台北市は2016年にヴェロシティ（Velo-city）会議のアジアで初の開催地になる。この決定を祝うとともに2016年の開催計画をスタートさせるため台北市とヴェロシティを主催する欧州サイクリスト連盟（ECF）が本日ワークショップ（研究会）を開いている。

「Cycling Cities Becoming（サイクリングシティの時代を迎えて）」をテーマとするワークショップは南港展覽会場4階402会議室で午前9時30分から午後5時まで開かれる。ワークショップにはECFを代表するManfred Neun、Kevin Mayne、Bernhard Ensinkの3氏とともに台北市の張金鵬副市長と台湾5都市からの運輸行政担当官が加わる。

「台北市さらにまた台湾政府の全国レベルでの政治的取り組みの強さ、そして自転車業界の強力なサポートを得て」とECFのNeun会長は語った。話の中でNeun会長は、台湾が世界の自転車業界の中心として知られ、言うまでもなく台北がアジア最大の自転車トレードショー「台北サイクル」の開催地であることを示した。

Neun会長は本日のワークショップでアクティブモビリティと「都市は自転車によっていかに人間のニーズを満たすことができるか」をテーマに基調講演を行う。

王聲威台北市運輸行政担当官が都市の自転車政策に関する討論会の司会を行い、中国運輸協会の羅孝賢会長が安全性

と自転車に優しい乗用環境に関する会議の司会進行役を務める。ワークショップの最後は張副市長、Neun会長および5人の運輸行政担当官による円卓討論会が締めくくられる。

ドイツのブレメンで1980年に始まったヴェロシティ会議は、自転車を日々の交通手段やレクリエーションとして普及振興させることを目指している。会議には交通プランナー、エコノミスト、健康関連専門家、自転車振興活動家、自転車ツアープロモーター、政治家その他自転車のエキスパートが招集される。

これまでのヴェロシティの開催地にはデンマークのコペンハーゲン、オーストリアのウィーン、カナダのブリティッシュコロンビア州バンクーバーが含まれている。2014年はオーストラリアのアデレードで5月27日～30日、2015年はフランスのナントでの開催が決まっている。

ECFの話では、開催都市は「概ね数年で大幅な自転車利用の増加を見ている」という。

## Dahon 台湾に回帰 2016年には株式公開へ

台湾でスタートした折り畳み自転車ブランドDahonは、創業の地に戻って台湾で株式を公開する計画を発表した。台北ショー開幕を翌日に控えた発表で、2016年までの上場に備えて台湾での人員強化を進めている。またこれに併せて新会社Dahon TW (Taiwan) LLPを設立した。

創業者のDavid Hon（韓）氏は同社幹部とともに台湾第2位の証券会社KGI Securitiesとの調印式に臨み株式公開の手続きを委ねた。

「重要な点はこの法人会社を上場会社にあることにある。上場企業になると資金力と人材をより多く注入しなくてはならない」とKy Lui国際営業部長補佐は語る。Dahonの発表によると、台湾の会社は今後R&D（研究・開発）、購買、流通を担当する子会社になる。

「創業者韓氏はまもなく75歳になり、すでに会社の日常業務から身を引いているが株式が公開された時には会社での役割をさらに減らしていくことが見込まれる」と部長補佐は話す。

韓氏は会長として会社に留まる。「彼は依然として経営チームのリーダーである」（部長補佐）とのことだが、上場後は「シニアコンサルタント（上級顧問）」としての役目を強めて経営に関わっていくものと思われる。

Dahonは4カ月ほど前に美利達（Merida）に長年勤めたDavid Wang（王）氏を新しい総経理に迎え入れている。王新総経理は台湾最大手の1社である美利達に16年勤めたベテラン。王氏に加えて台湾オフィスの副総経理にDaimlerとHarley-Davidsonで国際マーケティングを担当してきたCathy Chen氏も雇い入れている。

Dahonでは先頃、自動車メーカーFordとFord自転車の製品ライン開発に向けて新しい契約を結んでいる。（8頁参照）

Lui国際営業部長補佐の話では、Dahonは中国4工場の生産拠点を継続し韓氏は深圳の第1工場に住まいを置く。本日の台北ショーでの記者会見で詳細を発表する計画である。



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# New Products 2014

## TranzX M25 Motor with LogiX

ホール 1階  
J0407

フレームと一体化しほとんど目に入らないほどコンパクトな設計のM25モーターは電動自転車用モーターTranzX LogiXの新ライン第1弾モデルでチェーンリングより小さく重さわずか3.9kg（8ポンド9オンス）。ノイズとバイブレーションは低レベルに押さえられている。効率性アップとトラブル処理のためのCAN-Bus技術に基づくLogiXデジタル・コミュニケーション・インターフェイスとペアになっており、ケーブル数を減らすことで電動自転車コンポ間のデータ送信がより迅速かつ安定的になっている。



## Sate-Lite Dynamo/eBike Rack Light M1

ホール 4階  
M1407

自転車用リフレクターで世界をリードするSate-Liteの新製品M1は世界最小のK認証自転車ラックライト。

ダブルLEDで世界標準の50mmと80mmの自転車ラック用アタッチメントが付いた高品質普及価格モデル。



## Airace Mini Veloce Regular

ホール 4階  
L0921A

アルミ素材、CNC製ミニポンプで精度が高くSchrader、Presta、Dunlopのバルブに合う同社サムロックタイプのClever Twinバルブ付。ロード、MTB用に最適で最大空気圧100 psi（7バール）まで空気注入できる。



## LOHAS Dynamo Hub / Friction Module

ホール 4階  
M1320



Hubmasterはフロントランプ（2.4）とリアランプ（0.6）に高照度のライトを供給する便利なダイナモハブを開発した。ANT+モバイルデバイスを選択してスピードデータをすぐに見られるというもので、パワーバンクの使用や携帯電話の充電がユーザー個々のやり方でできるという新機能設計。加えてフリクションモジュールが高効率のエネルギーを出力する。電動自転車のライトを供給するだけでなくパワーバンクや携帯電話の充電その他3Cでバランスパワーも取り込める。摩擦表面を隔てるだけでダイナモハブのエネルギー供給をストップさせることができるのもすばらしい。

Hubmasterでは、創意工夫によりエネルギー消費を節約し不要なカーボン減らすシンプルな方法を生み出したもので、これがバッテリーを使わずに環境保全を果たす大変便利なダイナモフリクションモジュールの開発へとつながったとしている。

## Wilier Triestina Cento1SR

ホール 4階  
N0424



CentoプラットフォームのエアロダイナミクスとKamm Tailのチューブ形状に一体化。シートポストとフォークの完全一体で快適性とフロントエンドの剛性が増している。ケーブルルーティングシステムは3D一体型ケーブルルーティングプレートにマッチする一体型ダウンチューブ調整プレートと初のシームレス・ケーブルルーティング用3D一体型ディレーラーハンガーを使用している。

## Sunrace S40 hub

ホール 1階  
J1217

Sunrace Sturmey-Archer S40ハブはギア間のステップが28%あってもギアレシオ210%の4速が特徴で、特許取得のモジュラー技術を使用し回転式ギアセレクターがフレームから突き出ない設計になっている。第1ギアに直接ドライブするので小型サイズのチェーンホイールも使える。900mmおよび700mmのドラムブレーキ、ディスクブレーキ、フリーホイールの一体セットを用意。



## Chosen A7045BTXHP-FG hub

ホール 1階  
J0633



Chosenの本格BMXレース用ハブはカセットボディに同社のMulti Gearsデザインを使用して加速必要時のパワー伝導性を高めている。カセットボディはまた一体型ブッシングシステムを採用して軽量化するとともに耐久性も高めている。

## Bergamont E-Line Metric C-9.4

ホール 4階  
N1124

Bergamontの27.5吋電動自転車3モデルのひとつで荒地の走行に耐える設計。BoschのPerformanceモーターと27.5吋ホイールで山岳地帯での登りも楽にこなせる。Boschの新世代モーターは様々な荒地の変化に対応できる。モーター無しの通常自転車とほぼ同一のジオメトリ。



## Dahon EEZZ 3 Speed

ホール 6階  
S0614

先発モデルを2015年用に更新。Dahon独自のJiffold縦式折り畳み技術により折り畳みと収納が文字どおり「イージー（容易）」に。先行モデル同様ヒンジ内蔵の流線型Dallooyハイドロフォームドフレームに特製ナローホイールと駆動システム装着しているが新しくShimanoコンパクトリアディレーラーとマイクロシフターを加えた。



## KMC X11SL DLC Chain

ホール 1階  
J0118

最高度の硬度と耐久性、耐摩耗性を備えたKMCのDiamond-Like Coating (DLC)チェーンは同社プロレース用チェーンの最高峰。超軽量設計とオプティマルチャムファー（最適カド取り）、ダブルXブリッジデザインによりどんな11段電動およびメカニカル駆動システム（Shimano、Campagnolo、SRAM）でも正確なシフティングと優れた伝導効率、耐久性を発揮する。





# WOW

*A dream saddle for  
all the road racing riders!*

Model No.:  
**VL-1683**



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

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.



VL-1683

VL-1684

**PATENT PENDING**



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

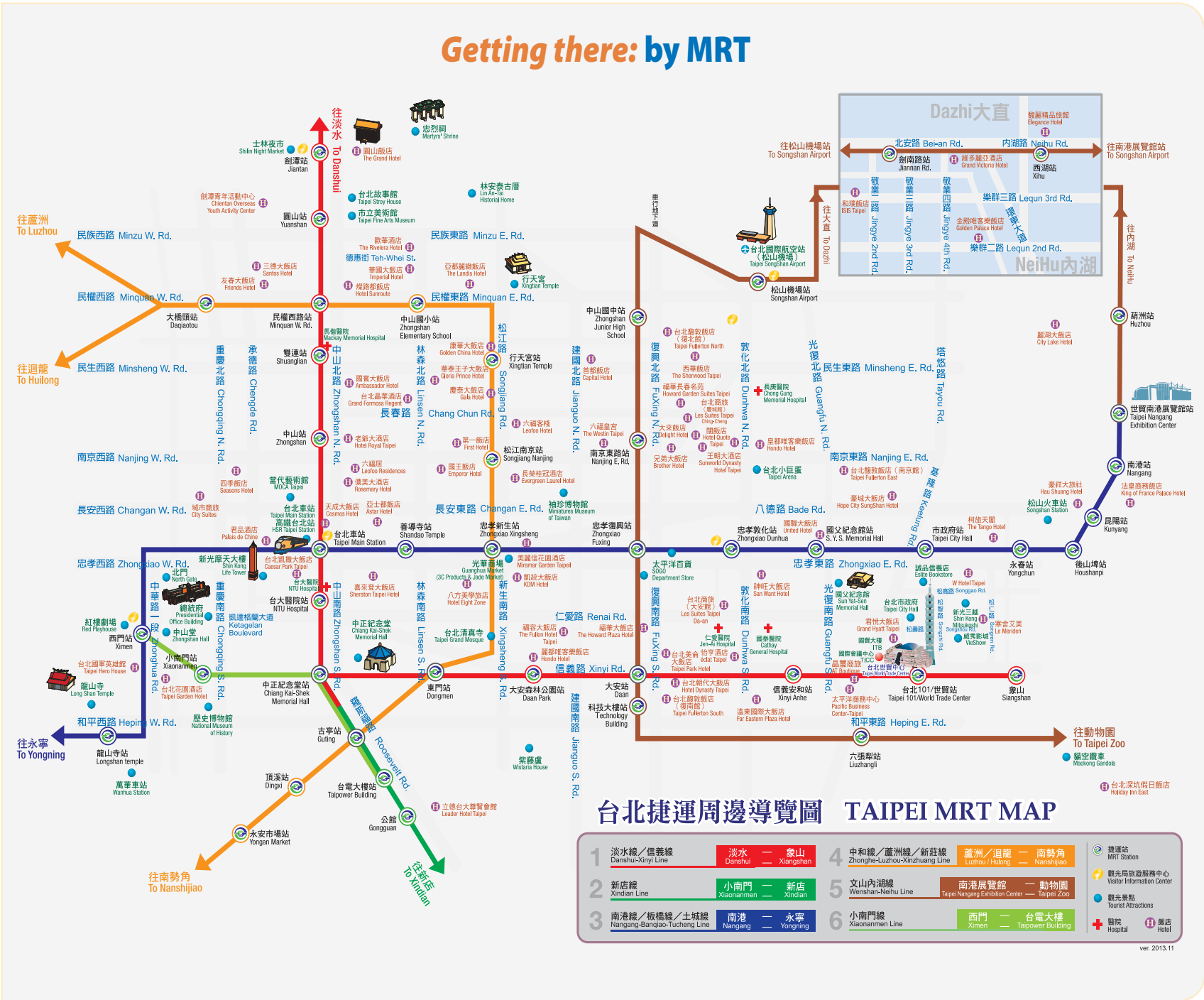
VL-6280

VL-6272

VL-6279

**VELO**  
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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.



# 2014新品大觀園

## Schwalbe One

4樓  
M0116



Schwalbe最新公路車胎擁有卓越的性能，因此稱它為One，是由Schwalbe的高端工廠專門精心製造。Schwalbe One將於2014年的環法賽登場，由新的OneStar複合材質打造而成，擁有極低的滾動阻力，並且有Open可折胎、管胎及無內胎版本。

## Bergamont Fastlane MGN

4樓  
N1124

德國漢堡的Bergamont，其產品線高端的Fastlane MGN擁有絕佳品質、超輕重量及剛性十足的全碳纖維車架，從Fastlane MGN的產品名就說明一切，MGN是德文Mehr geht nicht的縮寫，翻成英文的字面是Simply unbeatable，中文則代表「完全無法匹敵」的意思，避震系統提供短行程給予騎乘者良好舒適性，成車擁有超輕盈的10.5kg（剛好超過23磅）亮眼數字，零售價為6649美元。



## Pioneer 第二代功率計

6樓  
S0634

Pioneer Cyclesports功率踏板第二代產品全球首度公開發表，以SGY-PM 910H踏板效率監控感應器、SGX-CA500自行車表和Pioneer Cyclo-Sphere雲端分析平台精準分析即時效能資訊。使用6個獨立的感應器（每邊曲柄各3個）準確測量分析左右腳的每一次踩踏，在每30度一測量點、一圈12個不同點上捕捉旋轉中的力矩資料，並使用ANT提供不間斷的數據傳輸。感應器可搭配安裝於Shimano Dura-Ace 9000和Ultegra 6800，並以僅66克的極度輕量化設計創造產品優勢。美、日上市時間預計在3月底，建議售價：\$129,000日圓；台灣上市時間未定。



## Chosen A5647BG 公路車花鼓

1ST FLOOR  
J0633

喬紳的A5647BG公路車花鼓以AL6061鋁合金打造，僅重199克。此輕量化的本體搭載喬紳專屬的浮動機制（Floating System）並以4組軸承來降低滾動阻力，讓你一路順暢。



## Airace Econo line

4樓  
L0921A

**ECONO-9** ● 9合1無螺帽設計9字型六角扳手折疊工具組 ● 鉻鈦鋼材質，表面黑色鍍鎳處理 ● 創新無螺帽設計 ● 高強度側柄 ● 2, 3, 4, 5, 6, 8 mm內六角扳手 ● 十字型2號起子、一字型起子、T25起子  
**ECONO-14** ● 14合1無螺帽設計9字型六角扳手折疊工具組 ● 鉻鈦鋼材質，表面黑色鍍鎳處理 ● 創新無螺帽設計 ● 高強度側柄 ● 2, 3, 4, 5, 6, 8 mm內六角扳手 ● 十字型2號起子、一字型起子、T25起子、14, 15, 16克Mavic款鋼絲扳手、剪鏈器



## Dahon Clinch

6樓  
S0614

Dahon Clinch是市場上最輕量化、最強大的全尺寸折疊自行車。最新的Lock-Jaw技術提供剛性，同時Dahon最新申請的折疊手把設計，成功讓重量及轉向空間再下探。搭載SRAM RED 10速的傳動系統、五通採用BB30及FSA SLK大盤組，Dahon獨有的可折式踏板，輪組採用Carbon 451及密封式花鼓，輪胎則是使用Schwalbe的產品。



## Sunrace C50 hub

1樓  
J1217

Sunrace Sturmey-Archer C50為5速內變速花鼓，針對重度極端騎乘所開發。C50的總檔位比高達242%，每段檔位的落差為25%。此棘輪檔位裝置並不會突出車架。C50可對應於90mm、70mm的鼓剎，碟剎，飛輪（freewheel）以及符合EN標準的腳剎車。



## Wilier Triestina Cento1AIR

4樓  
N0424

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



## KMC eBike EPT Anti-Rust Chain

1樓  
J0118



運動型電動登山車環保防鏽鏈條。由於電動自行車系統的推陳出新，例如Bosch在新的電動自行車系統Active Line和Performance Line選用了較小的前齒盤，使得鏈條在行進中和變速時需承受的拉力和側向扭力更大，KMC利用3XSP耐磨處理技術和最高鏈軸嵌合力，讓X系列X10e和X9e電動自行車鏈條擁有更好的抗拉力和抗側向扭力表現，以及更長的使用壽命。此外，X系列電動自行車鏈條另有Eco ProTeQ (EPT)環保高效防鏽款選擇，並通過650小時鹽霧防鏽測試，擁有更長效的防鏽保護。

## Sate-Lite eBike 前燈 C1

4樓  
M1407

來自美國的Sate-Lite，是北美汽車用及自行車專用反光片製造商，在台北自行車展期間，提供一個高質量的電動自行車專用車燈。C1前車燈專為電動自行車而設，無論是鋰電池發電，或是摩電花鼓等發電裝置的電動自行車均能使用，亮度可選15或40流明，K-approved車燈包含一個獨特的內置反光片。





# 2014避震器大觀



品牌決定在哪個展覽亮相，車友們的嘉年華會讓台北展在避震器的展出稍微失色，畢竟是車友才是消費者。RockShox及Fox兩個最重要的避震器廠商，都選擇在四月的Sea Otter推出新品，Manitou則是將去年在歐洲展亮相的Mattoc在台北展出，不過展會現場仍有許多有趣的避震產品，許多品牌都跟台灣有密切關係，因為台灣是它們的產地。

兩個趨勢推動著避震器的產品開發方向，大輪徑讓26吋產品漸漸失色，同時電子避震前叉在近年也有廠商開始投入。修改26吋避震器來用於27.5吋或29吋的設計並非是件容易的事，因為更大尺寸的輪徑帶來的影響更大，避震前叉需要進行相對應的增強，避震器頭管從1-1/8英寸加寬至1.5英寸，肩蓋與15mm心軸已是常態，offset也需要跟著改變。

台灣避震器品牌X-Fusion就是將主力產品往更大輪徑發展的例子，在2013年Interbike裡，X-Fusion展示最高階專為Enduro騎乘設計的Revel，而且僅供應27.5吋及29吋，外觀採用陽極處理的Revel，吸睛度百分百。

該公司的RV1下坡車使用的避震前叉，也因應需求朝27.5吋前

進，提供八英寸的行程，X-Fusion計畫於2015年生產全新的27.5吋前叉Streat，內管直徑32mm，氣壓式彈簧讓產品能使用在大部份的林道，軸心可使用9mm快拆或是自家公司的LockX 15mm心軸，行程提供在80-140mm，另外值得注意的是可調式座管Hilo SL Strate，內走線的設計提供125或150mm行程，座管及開關總重量是具有競爭力的520克。

在Endurance比賽取得非凡成就的Axon，SR Suntour現

在目標標準另外兩個著名的產品，下坡避震前叉RUX已經在Red Bull Rampage證明其價值，堅固的避震內管直徑達38mm，所有調控鈕採用經過CNC車削、陽極處理的鋁合金材質。

SR Suntour透過Auron避震前叉讓產品線涵蓋27.5吋的Enduro市場，擁有34mm的內管直徑並採用鋁合金打造，鎂合金外管及中空鋁質架橋，提供足夠的強度與剛性，使用15mm的Q-Loc快拆系統，拆裝快速簡單，Auron同時提供線控鎖死或行程調節達40mm讓消費者選擇。

SR Suntour在台北展將29吋行程達130-150mm的Auron亮相，同時新的Aion承襲Auron的設計元素，但Aion的重量較重但價格較低。

1樓  
J0417

1樓  
I1210



X-Fusion Streat



SR Suntour RUX



SR Suntour Auron

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# 避震前叉與27.5吋攜手共創康莊大道

DVO在台北展將展出下坡車專用的Emerald避震前叉，它在Eurobike及Interbike都是DVO主打的產品，在今年的台北展也是如此。Emerald的反轉設計，看起來像是小擋泥板的元件，其實是一個碳纖維抗扭曲架構，根據DVO提供數據，此舉可增加23%的轉向精確性，外觀擁有綠色陽極鋁合金管材及硬陽極處理的內管。

可依個人喜好調整回彈，讓野心勃勃的車手能應付各種路況，Emerald能夠容易的使用在賽場上，同時DVO也在台北展展出Jade後避震，並計畫儘快擴大這個剛起步的產品。



DVO Emerald

因應市場需求，Marzocchi的350專門為27.5吋成車設計，鋁合金製的內管直徑35mm擁有足夠的剛性，包含入門級的350R及中階的350 CR及外觀透過銀色鍍鋅處理的頂級350NCR，都能搭配在27.5吋成車上。

350的重量為1900克（4磅3盎司），提供行程140-160mm，能承受Enduro的苛刻要求，同時以15mm的心軸、空心鋁架橋及新的阻尼，並且提供車友們必要的調整選項，包括鎖死拉柄等。

頂級的350 CR是氣壓式彈簧，使用卡匣式阻尼，但可調節選項相對較少，入門款的350R使用一個可調節的回彈阻尼，重量在2200克，Marzocchi所有350系列避震前叉，均有黑色與白色可供選擇。

DT Swiss是第一家使用27.5吋輪組及27.5專用避震前叉贏得比賽的廠商，目前由Nino Schurter使用的前叉仍處在原型模組中，剛好趕得上台北展，DT Swiss有相關成品呈現，並命名為OPM，其範圍依據三個不同尺寸的登山車有差異，行程落在100-150mm。

SINGLE SHOT阻尼系統提供鎖死功能，使用者可以從前叉或是車手把上的控制鈕來操控，29吋版本的OPM是目前市場上最輕的避震前叉，重量約1600克且提供100mm行程，DT Swiss已經調整它的後避震器內部，以節省重量及行程作動時保持滑順，這個稱為Smooth Auto Balancing或SAM，這個科技將會應用在X313及M212的避震器上。

4樓  
M0702



DT Swiss OPM

Magura的eLect避震系統已經獲得台北自行車展d&i獎項，置於車手把的元件重量不到20克，能控制避震前叉及避震器為手動或自動模式，在前叉和頭管以電子計算方式得出加速度，給後避震最佳方式處理面對情況。

2015年Magura在系統的體積及重量上有更好的表現，這是第一次避震系統採用自動及無線的方式作動，讓登山車不再一直受「線」，eLect避震系統使用Micro USB的方式充電，電池在自動模式下可運行40小時，手動模式則是可運行60小時。

4樓  
N1207

別被避震前叉及後避震的MRP的名字混淆了，自從公司被Elka Shocks自行車部收購後，去年秋天，White兄弟將避震前叉品牌更名為MRP，現在提供前、後避震各一個套件。並未與市場上的大牌們正面競爭，MRP的利基市場鎖定在Fat Bike跟童車，但是前叉Loop TR提供27.5吋使用，而Stage則可使用在29吋上，MRP正一步一步進入更廣闊的市場裡，上述兩支前叉皆提供150mm行程及合理的價格。

4樓  
M0602

MRP Loop TR



MRP Stage

中文

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# Beto返璞歸真再現設計品味

Beto負責人王羅平是位具有理性工程師，帶領台灣公司成為全球一流企業的絕佳例子，成立於1988年的Beto，年產量約800萬支打氣筒，其中包括Beto自有品牌及為Blackburn、Cannondale代工的數量，一年銷售額達7000萬美金，同時Beto的產品也延伸至汽車及休閒旅遊市場，自行車打氣筒仍是其業務核心。

王羅平表示現在Beto已經擁有超過100項在打氣筒的專利，這一切的開始是始於多年前的迷你打氣筒，王羅平同時指出自行車打氣筒是一項存在很長時間的簡單配件，但是Beto對自行車打氣筒非常重視，Beto在此開發出許多獨特功能及理念，大約在十年前Beto發明了美法嘴之間的共

用嘴，不幸的是Beto沒有完全保護專利，競爭對手很快就複製Beto的設計，但是Beto盡量保持領先地位。

Beto取名自於Be The Original，作為最大自行車品牌的ODM供應商，Beto與客戶緊密合作，同時進行自身設計。王羅平指出，Beto並非只是將圖紙作品跟模具製作轉出販售，Beto與客戶的品牌概念緊密結合，他並表示，公司總部的設計辦公室就像是美國的51區，就像是瘋狂科學家裡漫著天馬行空的氛圍。

現在Beto有數個創意正在運行中，只要符合公司的專業製造設計項目，王雲平都對它感到興趣，從軍事探照燈、汽車座椅變成嬰兒推車等，過往Beto也包括CamelBak的水袋、Crank Brothers標誌性的Eggbeater踏板，王雲平補充表示，過往沒有太多人知道這些是出自於Beto之手，他也指出，這些產品都不是Beto所生產、販售的項目，僅有在製造成型及CNC加工而已。

在Beto的樣品室裡陳列各種規模的打氣筒，從直立式的925鍍銀外觀的打氣筒到迷你型打氣筒，王羅平把這些產品當成自己的兒子一樣，他認為Beto新的智慧型迷你打氣筒是有史以來最佳的產品，方便易上手的特點，就像是拿著一把機關槍一樣輕鬆注入氣體，也可以將它使用得像是高壓的迷你式打氣筒，更重要的是，消費者不會在打氣時夾到手指！■TK



「沒有人會如此投注大力心力在打氣筒上。」BETO負責人王羅平  
拿著冷鍍CNC打氣筒獲得Red Dot設計獎。



Beto EZ-001A以可單手操作，  
「Double Lock」革命性氣嘴固定裝  
制獲得2014台北車展創新設計獎及  
Red Dot設計獎。

## MAGURA避震前叉無線鎖定

MAGURA表示，新的eLect避震系統從車友的騎乘需求出發，在避震前叉及後避震搭載無線感應器，會因角度及反應自動開啟或關閉避震作動。

eLect在2013年Eurobike獲得Eurobike Award獎項，同時也在決定最後產品時，於台北展展出原型，產品經理Stefan Pahl表示，eLect系統的行程在80mm至120mm之間，並可提供XC至Enduro的車友們使用，而MAGURA營銷總監Götz Braun則表示，eLect可以對應於2010年後出產的MAGURA避震器，無線模組可以直接安裝在MT煞車上，對其他類型而言，它可以很容易使用額外的煞把。同時無線遙控器只有93克(3盎司)，並可讓避震前叉及後避震相通，車友可因自身喜好需求而校準系統。在自動模式下，開關之間只需要0.2秒，手動模式下車友可以決定是否打開或關上。■JB



Stefan Pahl及Götz Braun拿著Magura無線鎖定系統的原型品。



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# 台北展可望為UCI及自行車業界冷戰關係解凍

今年的台北展，有可能成為自行車產業與UCI之間冷戰解凍的里程碑，雙方因自行車運動規則往往限制業界最具創新理念產品，讓彼此進入緊張的關係。

UCI的新設備委員會顧問Dimitris Katsanis，在星期二出席世界體育用品工業聯盟（World Federation of the Sporting Goods Industry, WFSGI）的閉門會議，會議的主題為與UCI開啟進步新時代，WFSGI秘書長Robbert de Kock期待產業能看到WFSGI成為進步的一部份。Katsanis指出透過自行車直接與自行車產業討論，並且開始建立一個溝通管道，他還同時計畫參觀展場，以跟上潮流脈動。

Katsanis協助UCI選擇新成立的設備委員會的成員，並邀請競賽裁判、車隊代表、公眾及一位技術專家參與，讓UCI保持對自行車產業科技的發展脈動，UCI還提供一席給予WFSGI參與，這被視為是友善的舉動，但是Robbert de Kock也坦承不知道這一席能發揮多少影響力，他並同時表示，感謝UCI讓WFSGI成為其中一員，WFSGI會盡最大的力量，不過事情並非這樣就解決，因為它很難從WFSGI提名其中一人，最明顯的就是衝突的可能性，如果剛好派出的代表要討論其競爭對手最新技術，委員會的中立性將被大受質疑，Robbert de Kock也在找尋一個替代方案，以保持這個委員會的中立性，另一方面也有積極促進設備、技術在自行車運動中發展。

WFSGI與UCI之間的溫暖關係與良好感情，尚未對新時代產生任何具體結果，De Kock說雙方就具體的技術關係一直努力溝通中，但是卻

未有相關進展，像是碟煞公路車是否能進入賽場，以及輪組測試的部份都未有共識，而最大的改變是2013年9月UCI主席改選，Brian Cookson打敗Pat McQuaid坐上主席寶座。

Brian Cookson當主席後接連宣布許多新政，包括在今年環法賽期間舉辦為期一天的女子環法賽，並成立獨立委員會，針對過去及現在的禁藥事件透過公開的調查，這都成為許多新聞的頭條。由Cookson任命的Katsanis是複合材料及空氣動力學的專家，他的碳纖維知識及嚴謹的技術，推動英國在



WFSGI秘書長Robbert de Kock。



北京奧運及倫敦奧運自行車項目金牌獎不停。

Katsanis在上任之後就宣佈新方法有利於創新與技術，在接受採訪時，Katsanis也對自行車產業的創新及技術表達更加歡迎的態度，Katsanis認為自從90年代中期，科技的進步速度已經很快，現代許多設計及製造方法，能有效在空氣動力進化，同時這是一個不可逆的過程，試圖去

壓制它會造成反效果，應該利用它們為自行車運動帶來的利益，促進車手們的表現。

De Kock說WFSGI希望製定一個時程表，解決與UCI之間的技術問題，並對UCI提出正式請求，要求UCI可以批准公路車能夠在賽場中使用碟煞。除此之外，輪組測試是另一個痛點，去年UCI宣布所有要使用於賽場上的輪組均將通過認證，不過UCI拒絕外界協助。Katsanis直言現在要在技術與創新達到共識還言之過早，目前UCI已計畫廣納各界的意見，因為只有當結果進行分析後，就會有更清晰的畫面出現。■ ML

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Taipei Int’l Sporting Goods Show



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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





# They elevate rowing to the first degree

Australia's First Degree Fitness focuses entirely on rowers and upper body ergometers that incorporate adjustable water resistance. Here at TaiSPO, the company is showing a prototype rower that makes its concept more practical and includes a motorized lever and smart handle.

The Fluid Rower works with a tank of water — actually, two tanks in one. With the lever, a user can change the water level in the outer tank and thus change the resistance of the rower.

When the inner tank is full and the outer tank is almost empty, the resistance is small. But when the outer tank is full, rowing requires much more effort.

"You can adjust the resistance from almost nothing to massive," said Nick Driscoll, CEO and majority owner of First Degree. "But there are three other things that are just as important. It gives you sight, sound and feeling. It's almost meditative, and that's what makes our product so successful."

The visual impact comes from the striking transparent blue water tank,

while the sound comes from water tumbling in the tank. Users need to fill the tank only once.

A slow-release chlorine tablet keeps the water clean for years.

On First Degree's current range of rowers, users adjust the resistance manually with a lever on the side of the tank. On its new V3 rower, designed for gyms, First Degree has incorporated a motorized system. Users can adjust the water levels using buttons on the rower's handle.

First Degree is debuting a prototype of the rower here in Taipei, ahead of shows in the United States and Europe, and the company plans to go into production in two months.

Solid Focus of Yangmei manufactures

TWTC HALL 1-1F  
CO422



First Degree's products and distributes them in Taiwan.

The Australian company distributes its rowers in about 75 countries, mostly in Europe and North America. While the company originally made products for gyms, it has recently expanded into home equipment. Its range of rowers,

made with elegant wood frames, are especially popular in Europe.

Driscoll and Michael Gearon, described as the creative force behind the rower, established First Degree Fitness in 2000. Driscoll also distributes Life Fitness in Western Australia. ■ BS

## And the TaiSPO Golden Oar goes to...

Twelve men pulled furiously at the handles of their Concept2 rowing machines for exactly one minute yesterday. They were competing in the indoor rowing competition that ended the Fitness Industry and Fitness Club Management Forum.

The winner was Jimmy Zhan, a volunteer soldier from Taipei, who came in just one meter ahead of the runner-up, rowing 323 meters. Zhan, who has never used a rowing machine before, trains regularly with Andy Chen, one of the certified trainers who conducted demonstrations of fitness programs.

The winner of the smaller women's competition was Liz Lee, a fitness enthusiast who dropped into TaiSPO while vacationing in Taiwan. Lee, from Austria, was also a rowing novice but managed to cover 226 meters in one minute.



Jimmy Zhan rows his way to victory.

## CrossFit boosts demand for good rowing machines

The recent enthusiasm for CrossFit and gym stations has created a little-publicized side effect: a growing demand for rowing machines, which are one of the few pieces of fitness equipment used during these trendy workouts.

Proteus, a fitness equipment maker, has seen orders soar for its newest rowing machine. The Taipei company began production in September of a revamped model that features a particularly accurate console and a dual resistance system.

"People who do CrossFit use ropes, springs and sandbags. They don't use any exercise equipment other than rowing machines. So the CrossFit trend also means big growth for rowing," said Michael Lu, executive vice managing director at Proteus.

Proteus began its revamp by redesigning the console. It used Concept2, the global market leader, as a benchmark for improving the console's accuracy in tracking such factors as

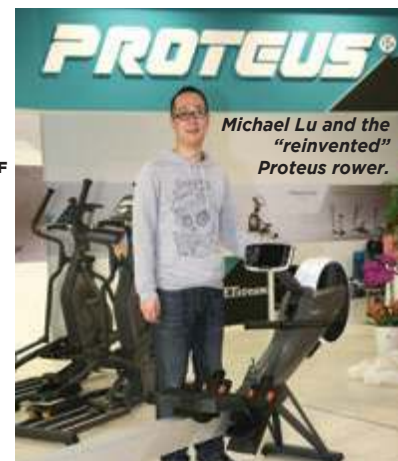
distance covered and calories burned. Lu said Proteus received an "SA" grade, the highest grade for accuracy, from TÜV SÜD, a well-known testing and certification company.

Proteus also optimized the machine's rowing motion and sensation by using a dual air and magnetic resistance system.

"The feeling is quite different. It more closely simulates the feeling of rowing on water," Lu said.

Designers then improved the structure of the machine by adjusting the seat height to make it easier for users to sit, and upgrading the seat pad with better materials for a more

TWTC HALL 1-1F  
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Michael Lu and the "reinvented" Proteus rower.

comfortable and ergonomic design.

"The first impression is that the look of the machine is much more attractive than before," Lu said. "And when you use it, you can also see and feel that it's very clever." ■

## Afar Sports bares all with Masai treadmill

Outdoor "barefoot" running in thin-soled shoes has been all the rage in recent years. So it's no surprise that a fitness company has come up with a home treadmill that is intended for real barefoot runs.

With its new Masai treadmill, Afar Sports has answered the challenge of simulating barefoot running on a treadmill. The Masai boasts a conspicuously thick green belt.

"When you go back home you usually take off your shoes to relax your feet," said Edward Tseng, vice president of sales for the Taichung manufacturer. "With this treadmill you don't have to put them on again when you want to exercise."

Tseng said other equipment makers have tried to create a belt that was resistant enough to use on a treadmill but soft enough for bare feet. Afar Sports' solution was to combine two materials — a rigid inner surface for the belt, covered by a cushioned layer

on the outside for feet.

Afar covered the rails and other treadmill parts with softer materials to make the entire unit safe for bare feet. The Masai also folds automatically, which Tseng said is particularly suitable for older users.

Afar Sports makes fitness equipment for the OEM market as well as for its own brands: Luxwell, for top-end home equipment, including the Masai; Citifit for more affordable home fitness gear; and Central Power for gyms.

The company also owns two Taichung gyms that are also called Central Power. ■

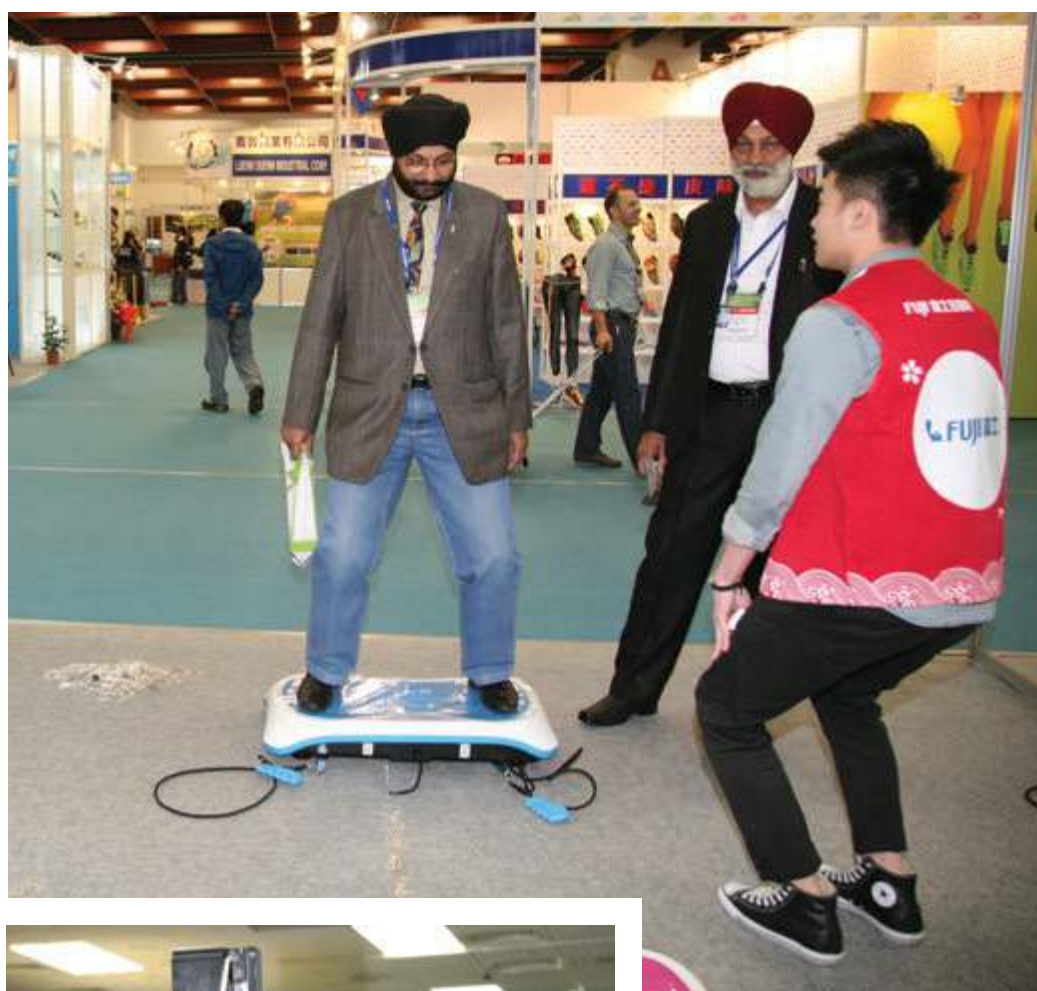
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Edward Tseng kicks off his shoes for a run on the Masai treadmill.



# Shots from the TaiSPO show





# Prominence steps up its game with new home exercise bikes

**Prominence Sports, known for practical and affordable home fitness equipment, is widening its range with two smart steppers. The Taichung manufacturer focuses on foldable upright bikes with magnetic resistance systems that replace sometimes messy oil cylinders.**

The X-bike, named for its patented structure, leads the Prominence line. It has attracted customers in countries from South Korea to the United States.

The two new steppers have a similar foldable frame, as well as an eight-level magnetic resistance system. They add a triple axis drive system, compared with two transmission belts for the X-bike. One stepper works both arms and legs, while the other uses a static handlebar and is only for legs.

"We have upgraded the mechanism to make it smoother. The stepper is propelled by your own movement and the resistance is easy to control," said Sam Chang, chairman of Prominence. Chang, who was awarded the patent for the X-Bike structure, continues to be involved in the company's research and development.

The company is also launching several upgraded versions of the X-Bike, one for Asia and one for the U.S.

and Europe.

Prominence strengthened the structure to make the X-bike sturdier.

A third new model with a plainer design is intended for sale through TV shopping channels and websites.

All X-bikes are designed so the user's back forms a 45-degree angle with her legs, which Prominence says is an optimal angle for relaxed exercise. The magnetic resistance system makes the ride smoother and quieter.

Another Taiwanese company, Chen Chan, uses the X-bike frame for its Game-Bike line, which has won awards for its combination of fitness and entertainment.

Chen Chan is Prominence's distribution partner in Taiwan for its Performance Sports brand.

Exports account for about 60 percent of Prominence's sales, with the rest of its

sales in Taiwan. However, Prominence is seeking distributors for the United States and for several European countries.

The company also makes spinning and recumbent bikes and treadmills as well as pedal exercisers — made for use under a desk, for legs, or on a table, for arms.

Prominence makes most products under its Performance Sports brand, but also does OEM production.

Its Taichung factory employs 20 Taiwanese workers, who assemble between 80,000 and 100,000 pieces per year.

All components are made in Taiwan. ■

*Johnny Chang, the son of Prominence chairman Sam Chang, trains on a stepper in between appointments.*



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TAISPO

# Bee Boards get buyers buzzing



*Herman Shu busts some moves*

**Herman Shu is so enthusiastic about surfing that he found a way to enjoy it on concrete.**

The young Taichung businessman designed a range of wave and skateboards that move like surfboards on concrete and asphalt. He's launching his most distinctive product this year: a smaller, three-wheel product he calls the Bee Board.

"It only takes about half an hour to get used to this small board," said Shu, showing off his skills outside the company's offices in Taichung. "That way more youngsters will take up outdoor sports, and those who are

already comfortable on a surfboard will enjoy training in the winter."

Holiway is the brand name for Shu's products. He moved into action sports seven years ago, starting with two-wheeled boards and later adding large, three-wheeled skateboards. Riders use their shoulders and hips for propulsion, akin to surfing in the ocean.

Unlike most skateboards, the Bee Board and other Holiway products are made of injected plastic. That makes them flexible, but Shu adds a grid

pattern on the underside of the boards for stabilization and reinforcement. He also designed a curved structure beneath the boards to make them easier to maneuver and accelerate.

Shu has patented the board's structure and the design of the modules that attach the wheels to the board, which allows them to swing and amplify the urban surfer's movements. He hopes "Bee Board" will become a generic term for these kinds of boards.

Making urban surfboards was not on Shu's original career path. He had intended to take over his parents' household appliance company, but the pressures of big box electronics retailers decimated their firm.

Instead, Shu formed a company that made hand tools from plastic injection. But once he discovered surfing and waveboarding in Australia, Shu modified the plastic injection machines to make boards.

"Plastic injection is most suitable for these boards. The design of the structure makes it as resistant as wood, but much lighter and more flexible," he said. "And the production is eco-friendly, because the plastic used for the board is entirely recyclable."

Shu began producing the Bee Board in October. His Taichung factory, which uses 13 injection molding machines, turned out more than 100,000 boards

last year. He expects to increase that to 145,000 this year with the Bee Board.

The Bee Board's MSRP begins at \$80, compared with \$145 for the longer three-wheel boards. Holiway's market is young people who use Bee Boards as a fun introduction to action sports as well as adults who are into serious skateboarding, surfing or extreme sports.

About 80 percent of Holiway's sales are in Taiwan, mostly through surf and skate shops. Shu plans to expand internationally.

"Our boards are helping to propagate action sports in our country, where there are only six skate parks," Shu said. "If it works in Taiwan, it will work anywhere." ■ BS



*Holiway's new Bee Boards*

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# Floor Plans TWTC Exhibition Hall 1, 1st floor





TWTC Exhibition Hall 3, 1st floor

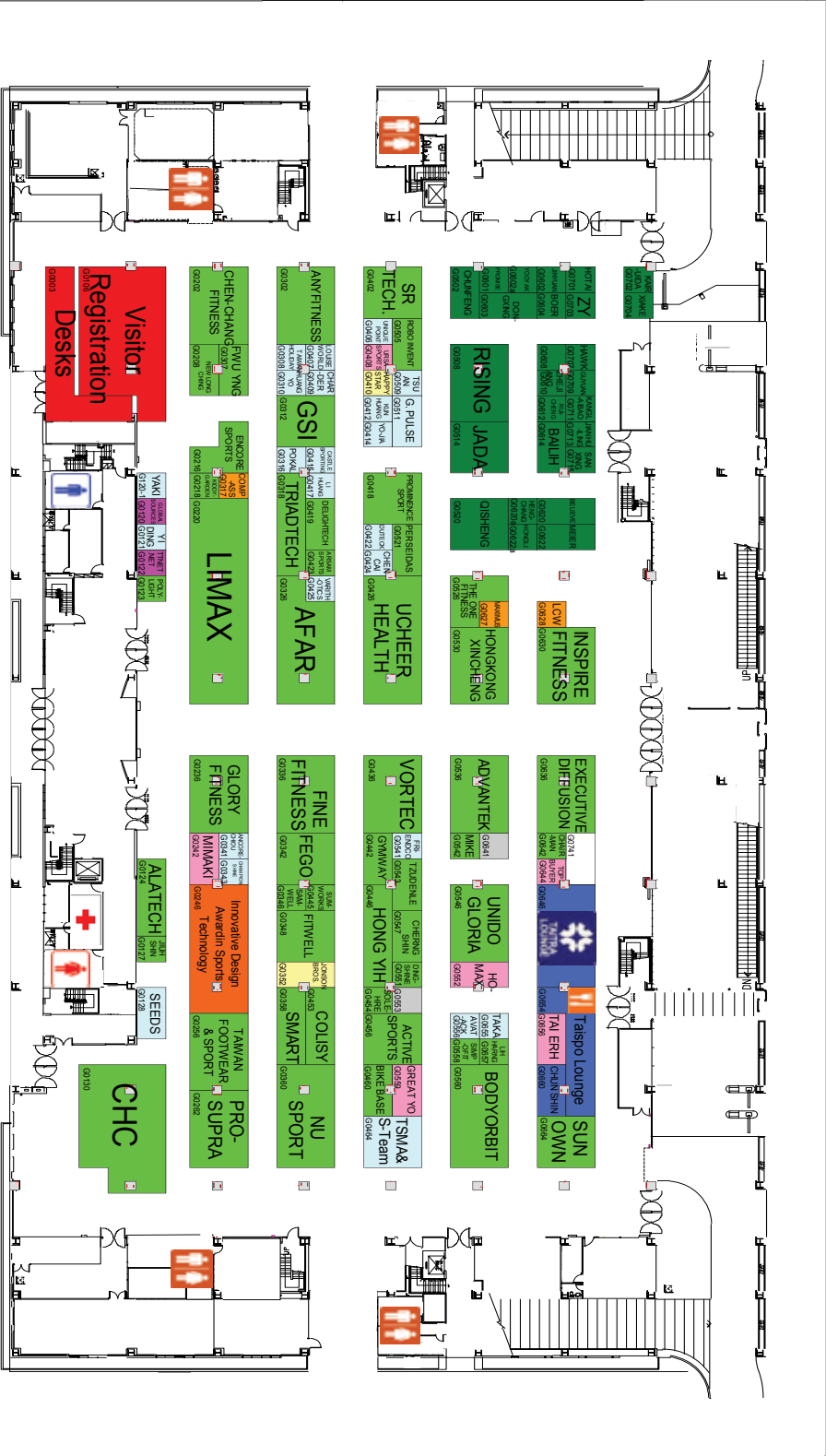
- Fitness Equipment
- Miscellaneous Products
- Sports Balls
- Outdoor Sport Products
- SPOMODE
- DiWas show
- Media & Association
- China Pavilion



松經路 Song-Chih Road

松廉路 Song-Lian Road

中坊路 Shih-Fu Road



松壽路 Song-Shou Road



# Hot or cold, Antibacteria fabrics keep users comfy and protected

Consumers tend to run hot or cold when it comes to apparel that uses Eric Wey's fabrics. That's exactly what Wey, the general manager of Antibacteria International, is hoping for. In fact, Wey said, his company's fabrics keep users hotter or colder than its competitors' products.



Eric Wey shows the temperature difference with and without his company's textiles.

The secret to Antibacteria's warming and cooling fabrics are nanoparticles that the company incorporates into its technical yarns and textiles. Wey said winter garments using his fabrics

have a warming effect of as much as 5.5 degrees Celsius (10 degrees Fahrenheit), compared with less than 4 degrees for competitors. Summer garments have a cooling effect of up to 3.3 degrees C,

compared with less than 1 degree for other fabrics.

"We have been continuously improving this technology in the last three years and we think it has become mature," Wey said. "The effect of our materials is beyond anything that has been done so far regarding infrared radiation."

Nanoparticles absorb and retain heat when it's cold, while particles used in warm-weather apparel reflect heat.

All yarns and fabrics developed by Antibacteria are multi-functional and protect against a variety of nuisances. Some are made with a "master batch process," where nanopowder is mixed with grains of polyester, nylon or other raw materials and integrated into the yarn. This technique protects against infrared and UV rays and some bacteria.

Other nanoparticles are applied to the fabric, as a form of dyeing, for moisture-wicking functions and for protection against bacteria, fungi, mites, mosquitoes and odors.

Antibacteria developed its fabrics with the Industrial Technology Research Institute (ITRI), a quasi-governmental organization that performs research for companies and transfers technologies to them. The institute has transferred 46 technologies to Antibacteria — some of them patented — during a 17-year partnership.

In addition to fabrics, Antibacteria also makes water purification systems. It's been selling home systems for four years and this year is launching a portable system for the outdoor market.

The system, about the size of a small water bottle, purifies water in about half an hour. While that is relatively slow compared with other purification systems, Wey said his system offers something others don't: the ability to remove endocrine-disrupting chemicals, which some scientists believe are

harmful.

"Most other water purifiers are able to block chlorine and heavy metals, for example, but ours is the only one that also removes these endocrine-disrupting chemicals," Wey said.

Another growth market is Antibacteria's line of air purifiers — popular in many Asian countries, particularly China, which grapple with extreme levels of pollution.

The purifier removes odors as well as volatile organic components (VOCs) that are particularly worrisome to health workers. Antibacteria said that the purifier works on areas of up to 100 square meters (1,075 square feet).

The company has even developed a corset that cinches on the side and provides antibacterial functions without the use of formaldehyde, which some suppliers use on corsets to prevent wrinkles and keep them fresh.

Antibacteria is also showing socks, towels and other products at its TaiSPO booth.

Wey formed Antibacteria after working in Saudi Arabia as a liaison officer for the Taiwan defense department. He was impressed by the technology used in uniforms worn by Gulf War soldiers.

The company posts annual sales of about \$2.5 million. Some 40 percent of sales are from raw materials and the other from finished products. Antibacteria supplies several well-known apparel brands.

Its head office in Taoyuan includes an exhibit space that serves as an educational facility for school and the public. Wey is even planning to build a museum dedicated to anti-microbial techniques, which could open by 2018.

■ BS

TWTC HALL 1 - 1F  
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## Yosem 'slicer' is snow fun

It doesn't snow in Taipei, but Taipei-based Yosem Sixty Nine makes sure kids have another way of enjoying the white stuff in colder climes.

Yosem Sixty Nine is adding a splash of color to the market for thin, padded snow gliders that have become all the rage in recent years.

The company calls its new winter product Snow Slicers, and is showing a sample at its TaiSPO booth.

"We have many items for the summer, but since we have our own factory we would like to develop products for the winter as well," said Anny Chang, sales manager at Yosem Sixty Nine. The company is based in Taipei and has a factory in Guangdong, China.

The Snow Slicers come in three sizes. Yosem Sixty Nine is showing samples in

eye-catching patterns that mix colors such as bright yellow, orange

and apple green. However, the company said customers may order the Snow Slicers with their own designs.

Yosem Sixty Nine, founded in 1970, makes a range of summer sports products and toys. The company specializes in fun toys for all seasons, made for an afternoon around the pool or a day at the beach — floating aids, kickboards, beach balls and racquets.

A less seasonal part of its range are yoga mats and pilates accessories. ■

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Just add snow.



# TaiSPO 2014 Excellence Awards honors the industry's All Stars

From a windsurfing boom to compression calf sleeves, the 2014 TaiSPO Excellence Awards honor out-of-the-ordinary products. See the winners in Hall 3, booth G0130.



*Body Orbit Wonder Core*

Swimming goggle manufacturer **Eradiate Enterprise** of Taipei won for its modular sales display (See Wednesday's Taipei Show Daily for a story on Eradiate). This striking sales station has already helped retailers boost sales of prescription goggles, by drawing customers' attention and making it a snap for sales staff to assemble a custom goggle on the spot.



*Houston Trainer*

**Dodge Industrial** won for its Eastern Eagle Windsurfing Carbon Boom. The boom is meant to support windsurfers so they can easily maneuver their rigs. The boom end is created with dual injection, for optimal performance under tension.

For fitness equipment, **Gee Hoo**



*Eastern Eagle Windsurfing Carbon Boom*

**Industrial** won for its elliptical recumbent bike, sold under the Bodycharger brand. It functions both as an elliptical cross trainer and a recumbent bike. Its durable, stable frame is comfortable during a lower-impact cardio workout.

**Afar Sports** won in the fitness category for its Masai treadmill for barefoot running (see story on page 35).

**Dyaco's** Biofeedback Rehabilitation Recumbent Stepper Ergometer also won. The Taichung-based manufacturer said the low-impact, functional motion of the stepper reduces stress on knees, ankles, hips and lower back. A distinctive



*Bodycharger elliptical recumbent bike*

symmetry program measures and displays bi-lateral power for each pedal and allows users to adjust the resistance of each pedal separately.

The Wonder Core by **Body Orbit** enables people to engage in a rigorous abdominal workout, as the back of the machine reclines to more than 180 degrees. "You're doing a reverse crunch against resistance as you lie back and a regular crunch as you come up," the company said. The Wonder Core has a built-in twisting seat that targets obliques.

**Johnson Health Tech** reaped two Excellence Awards, for its 8.0T Passport treadmill and its Matrix C7xe Climb Mill. The former is a treadmill with an ultra-quiet drive system, featuring full cast aluminum components to eliminate vibration.

The Matrix C7xe Climb Mill, intended for gyms, combines ergonomics with lower lifetime costs. A chain-drive system provides high stability, even for

long-time use. Johnson said the risk of mechanical failure is low, which should help increase utilization ratios for gyms.

The Houston Trainer, a slick elliptical from **Fitcrew**, combines a high-intensity cardiovascular workout with the ability to sculpt and tone all abdominal muscles.

For portability, the uFlectere by **Ucheer Health Tech** tucks easily into a sports bag and allows low-impact exercise. It's made of four grips with rotary joints that stretch different parts of the body and help rehabilitate upper limbs.

**Titan Sport Tech** also took home two Excellence Awards. One is for the company's calf compression sleeves,



*Titan calf compression sleeves*

which offer graduated compression with the strongest pressure at the ankles that gradually decreases to just below the knee.

Titan Tech also won for its jogging sock, which has received plaudits from many professional runners (see Wednesday's Taipei Show Daily for a story on Titan). The socks help distribute plantar pressure and provide solid arch support to reduce foot injuries.

The Bee Board by **Holiway Creation Leisure** won in the sportswear and

outdoor sports category. (See our story about Holiway on page 37).

**Feat-Tek Corporation** won for the Hotcup, which heats up drinks in the



*Hotcup*



*Johnson Matrix C7xe Climb Mill*

great outdoors without the use of fire or electricity. The ingenious product has already won many international awards. Users simply pour a little water into the outer cup and the drink that is to be heated into an inner cup. As Feat-Tek says, "it's cool but really hot."

Warmth is also a feature of an award-winning heated vest from **Asiatic Fiber Corporation**. An innovative metal fiber technology spreads warmth. The heating system uses recycled PET fabrics and rechargeable batteries.

The TaiSPO All Stars Innovation's Stage of Excellence Competition is organized by the Department of Industrial Technology at the Ministry of Economic Affairs, along with the Taiwan Sporting Goods Manufacturers Association and the Taipei Sporting Goods Association.

The competition is managed by the Taiwan External Trade Development Council and the Cycling & Health Tech Industry R&D Center. ■



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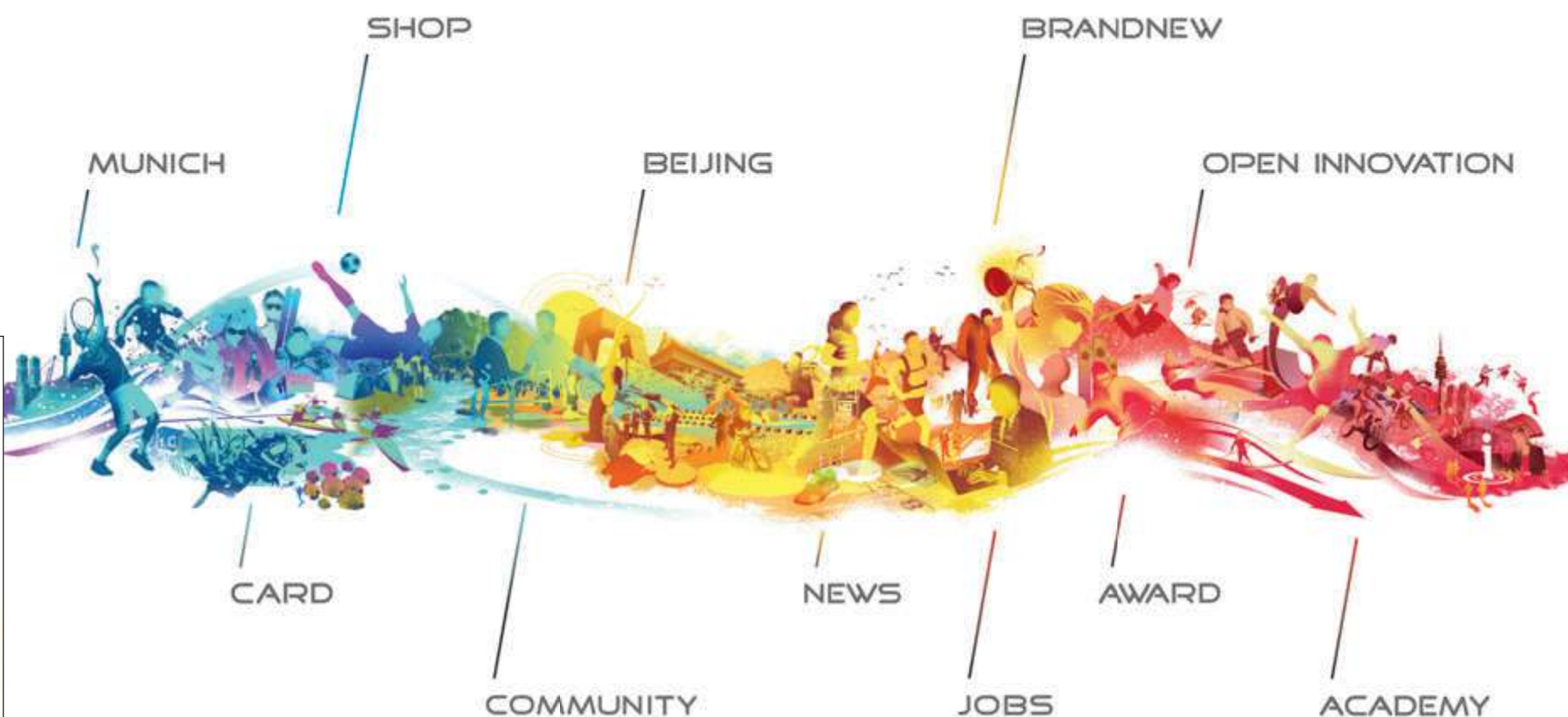


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