

SHOW DAILY

The Official Show Newspaper

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March 18, 2015

ENGLISH

日本語

中文

TAISPO



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will.i.am,
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with the Tern Ekocycle
Verge X20



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BOOTH J512

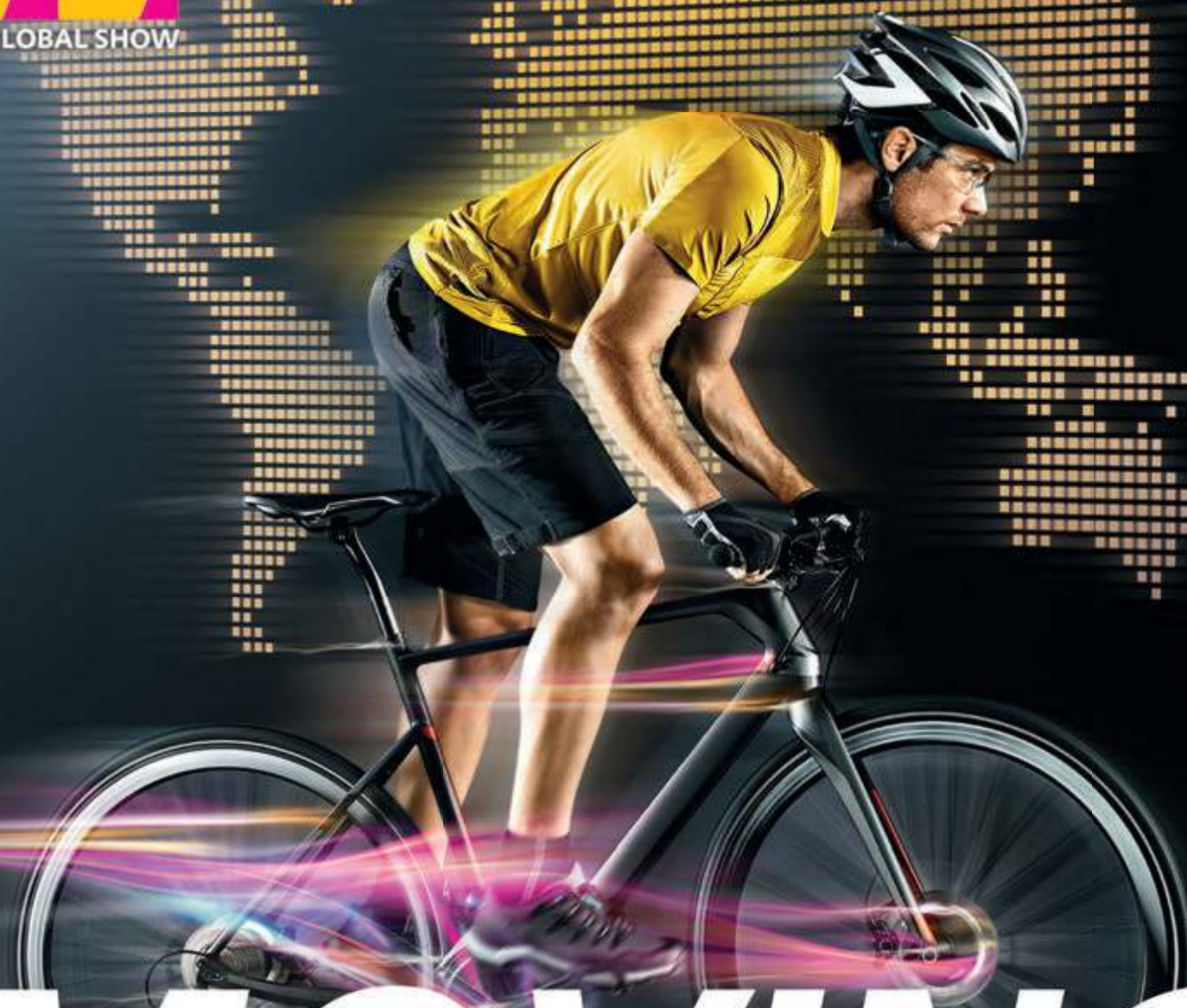
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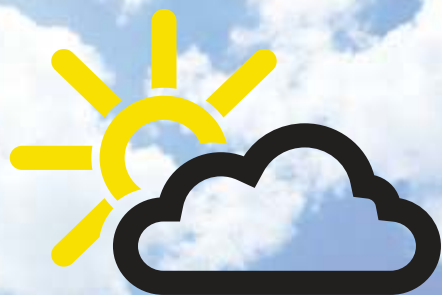
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TODAY

March 18
TAIPEI

28°C (82°F)

Mostly sunny



TONIGHT

19°C (66°F)

Generally clear



TOMORROW

27°C (80°F)

Mostly sunny



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Cover photo by Rick Guest

ENGLISH

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Expansion in sight as sold-out Taipei Cycle opens

If it seems a little tighter around the halls of Taipei Cycle, it's because show organizers have squeezed 3,307 booths into the four floors of the Nangang Exhibition Center, and Exhibition Hall 1 in downtown Taipei, for this year's sold-out trade show.



TAITRA chairman and CEO Peter W.J. Huang (right) with Tony Lo, chairman of the Taiwan Bicycle Association, at yesterday's press conference.

the international stage," Peter Huang, president and CEO of TAITRA, said yesterday.

Huang heads the Taiwan External Trade Development Council, which organizes the show. He and other officials spoke to a horde of international media yesterday at the show's traditional opening press conference.

Despite its space constraints, organizers have managed to fit in some new exhibitors.

For the first

time, Taipei Cycle is hosting a Japanese Pavilion, at N1306 in the back of the fourth floor. Among the 11 exhibitors are Bridgestone Cycle, Nitto components, Bike Guy accessories and Atelier De Kijafa race bikes.

CONEBI — the Confederation of the European Bicycle Industry, created by the merger of Colibi and Coliped — is hosting 31 companies in the front of the "L" row on the fourth floor. UBI France has a

14-booth French Pavilion, and the China Pavilion will again occupy the fifth floor.

Meanwhile, relief for companies that want to expand their booths — and for those that want to get off the waiting list — is on the way, said Andrea Wu, press coordinator for the TAITRA.

Wu said yesterday that construction of a second Nangang hall, visible across the street from the existing hall, should be completed in late 2016 and available for the 2017 Taipei Cycle show.

The new hall will be almost as big as Nangang but won't have as much exhibition space because, unlike Nangang, it has structural columns on the show floors.

Still, Wu expects Taipei Cycle will bring its capacity to 4,500 to 5,000 booths. Even so, she said, Taipei Cycle will be full.

"I think for the first year it will fulfill our demands, but we'll see. We'll fill the whole hall. We still have a long waiting list because some companies aren't willing to use Hall 1," Wu said, referring to the overflow hall at the downtown Taipei World Trade Center near Taipei 101, some 30 minutes away from Nangang.

Most demand is coming from Asia, particularly mainland China, followed by Malaysia, Thailand and the Philippines. Many longtime exhibitors also want to expand their booths.

Taipei Cycle's future show dates are also an item for discussion with TAITRA officials. Surveys show that while about 60 percent of exhibitors continue to favor

March dates, Wu said others are pushing for summer or fall.

"We are open for discussion and suggestion. It definitely does not have to stay in March," she said.

TAITRA would give the industry at least two years' notice of any change in timing, which means 2018 is the earliest it would happen.

The good news is that the struggle for space underscores Taiwan's continued dominance of high-end bicycle production.

Tony Lo, chairman of the Taiwan Bicycle Association, said yesterday that Taiwan is the epicenter of innovation.

Last year, exports of bicycles and parts and accessories totaled \$2.8 billion, and the average FOB value of Taiwan-made bikes was \$457.

"It continues going up," said Lo, also the CEO of Giant Bicycles. "That shows and confirms that Taiwan is the place for R & D, setting trends in all products."

Still, Taiwan hasn't been sheltered from the world's economic woes. Export volumes fell in four of Taiwan's top 10 markets: the U.S., Germany, mainland China and Australia.

Less-mature markets such as New Zealand, Thailand, Spain and Sweden picked up some of that loss, so overall export volumes fell by only 2 percent last year to 3.75 million units. The EU remains Taiwan's top market, accounting for 55 percent of all bicycles made on the island.

Taipei Cycle runs through Saturday, which is a public day. ■ NF

What's on today Wednesday, March 18

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
9 a.m. – 5 p.m.
LEV Test & Drive
ExtraEnergy
4F - Cargo Ramp

Events
10 – 11 a.m.
2015 Taipei Cycle and TaiSPO Opening Ceremony,

featuring remarks by Taiwan President Ma Ying-Jeou
4F – Conference Room 401

11 a.m. – 12:30 p.m.
Award Ceremony of the 19th International Bicycle Design Competition
4F – Conference Room 402

2 – 4:30 p.m.
2015 International Bicycle Trend Forum
4F – Conference Room 402

4 p.m.
CONEBI (the Confederation of the European Bicycle Industry) press conference
With René Takens, president and Erhard Büchel, vice president
4F – L0122

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

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Show Briefs

Taiwan president set to open Taipei Cycle

Taiwan President Ma Ying-jeou is expected to open the Taipei International Cycle Show during this morning's Opening Ceremony.

The event is scheduled from 10 – 11 a.m. today in Conference Room 401, on the 4th floor of the Nangang Exhibition Hall.

Ma will make brief remarks at 10:30 a.m.

Also speaking at the opening ceremony are Francis Kuo-Hsin Liang, chairman of the Taiwan External Trade Development Council (TAITRA), which organizes the show; Catherine Wang, president of the Taiwan Sporting Goods Manufacturers Association; Tom Chen, president of the Taipei Sporting Goods Association; Tony Lo, chairman of the Taiwan Bicycle Association; and Shih-Chao Cho, deputy minister of the Ministry of Economic Affairs.

Today's ceremony also celebrates the opening of TaiSPO, the Taipei International Sporting Goods Show. TaiSPO, a sister show to Taipei Cycle, runs concurrently at the Taipei World Trade Center near the Taipei 101.

New B2B Pavilion boosts e-commerce

Taipei Cycle has a new B2B Pavilion this year to promote e-commerce in the industry.

The B2B Pavilion is on the Buyer's Lounge, Room R455, on the 4th floor of the Nangang Exhibition Center. It will feature demonstrations from B2B platform operators from Taiwan who are involved in the bicycle industry.

A Meet 'n Pitch event takes place Thursday with companies that will showcase industry trends. Meet 'n Pitch sessions will include short videos and complementary refreshments.

See the Event Guide in tomorrow's *Taipei Show Daily* for more information on Meet 'n Pitch.



Tern's Social Ride returns on Thursday

Tern hosts its annual Social Ride on Thursday. It's the only ride of its kind during Taipei Cycle and happens rain or shine.

This year's ride departs from the Tern Outdoor Demo Area, Tent #T0022, at 5:30 p.m. Thursday. Riders will take a 15-kilometer (9-mile) spin down the riverside bikeway to the Three Lions Inn, an English-style pub and restaurant in Taipei's Maji2 Square.

The first 150 riders who register will receive a coupon for a free beer. Riders should bring their own bikes and helmets to the event.

Visit Tern's Facebook page to register.

Asia Bike organizers mourn loss of founder

Knut Jaeger, 72, the founder of Asia Bike in Nanjing, China, died suddenly of a heart attack on Jan. 31. Show organizers said they would continue to expand the show, which celebrates its 10th anniversary this year.

"The personal loss of Knut Jaeger is weighing very heavily on us all," said Stefan Reisinger, divisional manager of Messe Friedrichshafen.

Messe Friedrichshafen, the organizer of Eurobike, is part of a joint venture that stages Asia Bike.

"Knut Jaeger was a remarkable person, always thinking positively and always on the go. He knew how to motivate others and to bring his team along with him," said Klaus Wellmann, CEO of Messe Friedrichshafen.

Jaeger also was a founder of the OutDoor show in Friedrichshafen and Asia Outdoor in Nanjing.

LEVA to present e-bike awards on Thursday

The Light Electric Vehicle Association has named Bosch e-Bike Systems as "Company of the Year," and Claudia Wasko, who heads Bosch's e-bike office in the United States, as "Cross Cultural Leader" for 2015. LEVA, a U.S.-based trade association for e-bikes and other small electric vehicles, is scheduled to present the awards to winners at its Networking Dinner on Thursday.

This is the first time the organization has issued awards. Chairman Ed Benjamin said LEVA wanted to recognize different aspects of the e-bike industry than those commonly cited in awards.

"There are awards and recognition for biggest sales, outstanding design, technical innovation, but there was little formal recognition of things that we regarded as equally, or more, important," Benjamin said. Those include "being a good corporate citizen, providing leadership that changes the transportation options of hundreds of millions of people, or redefining e-bike propulsion."

LEVA named Zehus as innovator of the year. The Italian company developed an all-in-one e-bike system that replaces a rear hub. Hero and its A2B e-bike brand, and Ohm Cycle of Vancouver, Canada, were named "Bright Lights." Fairly, a Taiwan manufacturer, and Currie Technologies, the U.S. market leader in e-bikes and a division of the Accell Group, were named Corporate Citizens of the Year. LEVA also will present "Leaders Medals" to many people active in the industry, and "Founders Medals" to e-bike pioneers whose contributions occurred before 2000.

2015 d&i award winners honor do-it-yourselfers

If the Taipei Cycle d&i awards are anything to go by, it seems that the latest industry trend is the "bike in a box."



Airace iGauge iVeloce Road

Taipei Cycle officials honored the 2015 award winners yesterday on the eve of the show's opening.

Two of 2015's five Gold Award winners, and a sixth winner of a new "Young Enterprise" Gold Award, won for bikes that ship to consumers or retailers disassembled in small flat boxes, saving on transportation costs and giving users the satisfaction of building their new rides.

"It's becoming a trend," Brian Hoehl, director of Protanium, said yesterday after his company won a Gold Award for its e-bike made with a plywood frame. "It reduces the packaging, and increases the amount of bicycles you can have in your shop."

Hoehl said the company has made enough of the plywood "sandwich bikes" to receive feedback from distributors and plans to launch them on the market soon. They will retail for about €1,500 (\$1,580).



Mindbike Assembly Bicycle

Protanium's award-winning entry lives up to its name: Ökovänlig, which means "environmentally friendly." The plywood is certified by the PEFC (Programme for the Endorsement of Forest Certification), and is harvested in an environmentally friendly way.



Bamboo Bee Bike Kit

Another wooden bike — made of bamboo instead of plywood — won the Gold "Young Enterprise" award for its creator, Sunny Chuah.

Chuah's Bamboo Bee Bike Kit offers one-of-a-kind bamboo frames and ships the bikes in a simple cardboard box.

Chuah said he came up with the idea after riding a self-made bamboo bike for nine months from Central Asia to Singapore.

"The magic was that the bicycle I rode with actually connected with people faster and easier," he said.

Bamboo Bee raised nearly \$74,000 on Kickstarter. The first shipment of some 450 kits will go out within days.

Another do-it-yourself Gold Award winner, the Mindbike, is made of



Protanium Ecofriendly

recyclable aluminum. Made by the Otomo Corp. of Japan, Mindbike is a small-wheeled bike that uses only bolts for assembly. Its adjustable frame length fits children or adults.

The other Gold Awards went to more traditional products that were



Stromer ST2

reengineered in imaginative ways.

Airace won for its iGauge iVeloce Road minipump, the first pump on the market with Bluetooth 4.0 technology.

Topeak's Transformer Series of pumps have a dual personality: Each is both a pump and a bike stand.

Stromer's ST2 e-bike has a built-in SIM card for global Internet access and



Transformer Series

communicates with any smartphone through the myStromer app. Bluetooth, GPS and GSM connectivity let users track the bike's location for powerful anti-theft protection.

The d&i awards are organized by TAITRA and the Taiwan Bicycle Association and executed by the iF Design Forum of Germany.

Judges issued a total of 57 awards, including five Gold Awards, one gold "Young Enterprise" award, and 51 silver awards. ■ DM

'Steel is real' for Eddy Merckx Cycles

As he nears the age of 70, Eddy Merckx — and the bicycle brand that bears his name — are alive and kicking. Eddy Merckx Cycles is making its Taipei Cycle Show debut as it prepares to honor its founder's 70th birthday with a new line of steel bikes.



Eddy Merckx (left) with Rob Beset, CEO of Eddy Merckx Cycles

Several models from the "Heritage Collection" are on display here in Taipei. The first model in the collection is the Eddy70, a limited edition of 70 units. Bike No. 1 was given to "The Cannibal" himself, the man many consider to be the greatest professional cyclist of all time. In January, the company began taking orders for the other 69 on a first-come, first-served basis. Buyers may have to steel themselves for the price tag: An Eddy70 costs €14,000 (\$15,650).

"A nice detail is that these bikes will be delivered in June 17 — Eddy's birthday," said Rob Beset, CEO of Eddy Merckx Cycles. The steel frames of the Eddy70 bikes are TIG-welded in Belgium.

Other models in the Heritage Collection will use steel frames from China to meet more attractive price points.

Beset said Eddy Merckx Cycles decided to come to the Taipei Show because it has a growing number of Asian importers and is looking to expand internationally.

Beset acknowledged that, compared with North America and Europe, the Asian road bike market is still small. But, he added, "brands with a strong story are extremely important there."

Beset is one of several industry veterans who lead Eddy Merckx Cycles after the brand was purchased in 2013 by Jan Toye, a major figure in the Belgian beer industry. Beset is the former general manager of Batavus. The company's chief development officer is Rolf Singenberger, former product and brand manager at BMC.

While the Heritage Collection honors history with its frame design and colors, Beset said the bikes are not museum pieces.

"The new steel bikes cannot be compared with the race machines from Eddy's glory years," Beset said. "These are neither retro bikes, nor something for fixie-lovers; they are ultramodern, state-of-the-art racing bikes, improved with the best Columbus steel alloys and

The limited edition Eddy70 steel bike honors Eddy Merckx's upcoming 70th birthday.



designed for superior performance."

While the Heritage Collection uses steel, some 95 percent of the entire Eddy Merckx Cycles line uses carbon fiber frames, marketing manager Peter Speltens said.

The new line offers 19 racing models, with frame options ranging from high-end and stainless steel, scandium-to-order frames made in Belgium, and carbon.

The company plans to show its 2016 line by invitation only on Friday in a private conference room. Invitees are primarily members of the company's global distribution network. Currently, some 20 distributors sell Eddy Merckx bicycles in 25 countries.

Beset expects to expand distribution

after the company's appearance in Taipei.

"With Eddy Merckx, we have a living legend on board. People are aware of the heritage of our brand," Beset said. "Actually, we have several offers from distributors in China and Indonesia on the table. We will see who fits best. We are very selective and not in a hurry."

When Toye bought a majority ownership in the company in 2013, Eddy Merckx retained a 6 percent ownership share of the brand that he created in 1980, according to news reports.

He remains active as a brand ambassador. Beset said Merckx is still involved in the company and is proud to take part in a "steel is real" revival. ■ JB

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Europe's CONEBI makes its first official appearance

Two of Europe's most venerable bicycle organizations — COLIPED and COLIBI — merged this year into a new group, CONEBI, the Confederation of the European Bicycle Industry.

The Taipei Cycle Show marks the organization's first official appearance. CONEBI takes over management of the European pavilion in Taipei, which for 22 years was overseen by COLIPED. The pavilion remains Taipei Cycle's largest exhibitor.

Among this year's 31 exhibitors are three newcomers: Axa Bike Security, Eddy Merckx Cycles, and Fun Sport Express.

CONEBI officials are hosting a press conference today at 4 p.m. at the booth. Its president, René Takens, and vice president, Erhard Büchel, will discuss the organization's plans.

A representative of the European Cyclists' Federation also will discuss the upcoming Velo-city conference, which is scheduled for next year in Taipei.

Takens is CEO of the Accell Group while Büchel heads Büchel & Co. Other members of the CONEBI board are vice president Massimo Panzeri of Atala and treasurer Sacha Boedijn of the RAI Association.

COLIPED, an acronym for the Association of the European Two-Wheeler Parts' and Accessories' Industry, was founded in 1960. COLIBI — the Association of the European Bicycle Industry — came along in 1973.

"The new association will keep on maintaining regular contacts with European policy makers and authorities, as well as with other associations that pursue common objectives, the European standardization body CEN, industry and mobility experts, and the international press," Takens said.

CONEBI will assume responsibility for publishing the annual *European Bicycle Industry & Market Profile*, which had been a joint project of the two predecessor organizations.

Greet Engelen, the longtime general secretary of COLIPED, remains in charge of CONEBI. Staffing the pavilion in Taipei is Peter Hildering. A new website soon will be online at www.conebi.eu.

■ AH/JB



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Darfon's Votani brand is a fast starter in Benelux

Last year, Darfon Electronics launched Besv e-bikes in Europe, Japan and the United States, and Votani e-bikes in the Benelux countries (Belgium, the Netherlands and Luxembourg). Now the company is looking to build on its debut in Europe.



Besv Lion LX1

Chris Wang, Darfon's senior vice president, said the Taiwan company's new e-bike brands are off to a good international start.

"Besv is a totally new brand and a new e-bike concept. It needs a different approach than regular e-bike brands. We received a lot of awards and we've gotten positive feedback from end users. We've put a lot of effort into developing Besv, and at the end of 2014 started producing both the Lion and Panther for mass production," Wang said, referring to two Besv models.

The full-sized Lion is Besv's top-line model, and the Panther is a small-wheeled urban bike. The Besv name refers to four words that describe the brand's principles: "beautiful," "eco-friendly," "smarter" and "vision."

While Besv bikes have a contemporary design, Darfon's Votani line is intended to look more like traditional Dutch city bikes.

"With Votani, we are going fast in the Netherlands. We started from zero in March 2014 and by the end of last year we had recruited almost 100 dealers. That is a very good record," Wang said.

Wang believes the international e-bike market will continue to grow.

"In Asia and in the U.S., more people want to buy an e-bike. In the European countries the economics still have a lot of impact, but in the end I expect that a lot of people will change from a regular bike to an e-bike — especially when local governments encourage their citizens with tax incentives," he said.

Wang said the Benelux countries are important European markets for Darfon. Votani sales are growing quickly, and Darfon expects to begin selling its Besv bikes there soon.

"After Benelux, countries like Germany, Switzerland and Russia

are important for us, especially for Besv," Wang said. "Recently, new distributors were recruited for both Switzerland [Ontek] and Russia [Intense]. For Germany we are still deciding whether to recruit an agent or set up our own sales office."

This year, Darfon also intends to recruit more agents to handle Besv, and retailers for Votani in the Netherlands and Belgium.

"We have set aggressive targets and hope to find at least five new countries for Besv. In addition to Germany, we are also considering Italy, France and the United Kingdom," Wang said.

He added, "In Benelux we want to start with Besv as well, but we are also focused on Votani. The dealer network should grow to 200 dealers in the Benelux."

Although it is a newcomer to the bicycle industry, Darfon is a big Taiwanese electronics company that makes such products as computer keyboards and laptop cables. It posted sales of about \$680 million last year.

Here at the show, Darfon is showcasing the complete Besv line, including the gold award-winners Lion LX1 and Panther PS1. Two new models, the Jaguar JS1 and Cat CF1, also are on display.

The Jaguar JS1 has a step-through frame and is equipped with Darfon's "Algorhythm" power drive system. The Cat CF1 e-bike has a neat and stylish design and is a good fit for daily commuting. Darfon is positioning the Cat CF1 as "affordable green fashion."

The Lion LX1 works with Darfon's phone app, which allows a rider to replace the Besv interface and control the bike with a smartphone.

Available apps include My Journey, a trip planner; an anti-theft system; and History, which lets users review their trip by route, time and altitude.

■ AH

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2015 overview: folding bikes

These folders are fast, fashionable and city-friendly

As cities get more and more congested, residents are increasingly seeking out alternatives to cars. That's making folding bikes, with their ability to conveniently interface with public transit systems, an increasingly popular option.



Ford MoDe:Me concept e-bike, made by Dahon

A look around Taipei Cycle shows that these bite-sized bikes are more versatile than ever before. And, as Tern's collaboration with music producer will.i.am proves, they can even be fashionably hip (just see our cover photo).

Because Asia is home to many of the world's major metropolises, it's traditionally been a stronghold for manufacturers and consumers of folding bikes. After all, these kinds of bikes can be carried in the trunk of a car or slipped onto a metro car or public bus. At home, they take up hardly any storage space when not in use, making them attractive for snug urban apartments.

As large cities in the United States and, especially, Europe, impose more fees and usage restrictions on cars, the market for folding bikes is on the rise in these regions as well — spurring innovation and new products.

Finally, several folding bike brands won 2015 d&i awards, showing how much innovation is going into the category.

One folding bike concept started making waves in the mainstream media a few weeks before Taipei Cycle.

It's called the MoDe:Me, and it comes from Ford — the automobile brand — in

cooperation with **Dahon**, one of the world's leading folding bike makers.

Ford debuted the MoDe:Me not at a bicycle show but at the Mobile World Conference in Barcelona, Spain — a show dedicated to smartphones and other mobile devices.

While that may seem to be an odd venue to launch a folding bike backed by a carmaker, the MoDe:Me is equipped with iPhone connectivity. Grips offer haptic feedback to riders through vibrating handlebar grips, notifying them when to turn or alerting them of vehicles overtaking them from behind.

Apart from these and other digital delights, the MoDe:Me comes with a 200W motor and a 9 amp-hour battery, yet still folds into a package small enough to fit into most car trunks. A Ford team also built a "Pro" cargo bike concept for urban commercial use.

There's no word from Dahon or Ford if, or when, the concept will go into production.

Dahon, which announced a wide-ranging partnership with Ford at last year's Taipei Cycle show, is also showing plenty of production-ready products at its booth. Two Dahon products won 2015 d&i awards.

DAHON 4F
L2113



Tern eLink

One of those award winners, the Dahon Clinch, is a sporty folding bike with a neatly constructed frame of polished aluminum. Its folding mechanism is well hidden: Apart from the foldaway steerer column, two bolts each at the top and the down tube are the only telltale details. The Clinch rolls on aero wheels from ControlTech. An FSA carbon crankset also adds to its high-end looks.

Dahon won a second d&i award this year with its 4D Quickpark stem. This neat piece of engineering offers a range of tool-free adjustability for the handlebar. When it's time to stow the bike, the handlebars turn "flat" so the bike can be stowed in as small a space as possible.

Tern Bicycles, meanwhile, is proving that a folding bike can be stylin'.

TERN 4F
M1019A

Tern teamed with Black Eyed Peas founder will.i.am for his new Ekocycle range of products made from recyclable materials. He introduced the range this month at a dedicated shop-in-shop inside London's fashionable Harrods department store. Tern is making



KHS F-16

Ekocycle versions of its aluminum-frame Verge X20 and Verge P9, which will be on sale at Harrods through February 2016.

Meanwhile, the Verge X18, aka the "Blue Streak," won a 2015 d&i award. It's



Brompton at London's Oxford Circus

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The Eclipse S18 bike challenges the idea that a folding bike is just for short jaunts. The S18 rolls on 24-inch wheels and is fully equipped with lights, disc brakes, a hub dynamo, fenders and front and rear carriers.

Tern also emphasizes accessories. Its Cargo Rack, for example, is compatible with many panniers and bags and even accepts a child seat — a first for folding bikes.

Tern is launching the eLink, a folding e-bike featuring a compact, 250W Bafang central motor and battery. Even with its e-bike components, the eLink folds compactly.

KHS has been making folding bikes for years, and is debuting a new folder for longer trips. Dubbed the F-16, this little

**KHS 4F
M0632**



Pacific Cycles Reach

beastie rolls on 16-inch wheels and is available in either grey or yellow. Apart from an elastomeric rear suspension, the F-16 offers a rack up front and still can be folded to a compact package.

Another folding bike specialist, **Brompton**, is a constant value with a loyal customer base. While its designs remain unchanged, the British manufacturer is presenting new color schemes in Taipei. The main frames are done in distinct new colors while the rear triangle, parts and accessories mostly

**BROMPTON 4F
M1227**



Bickerton Junction 1909

are kept black, for eye-catching combinations that should appeal to style-conscious customers.

A couple of classic folding bikes are getting facelifts. The

**MING CYCLE 4F
M0319A**

Ming Cycle Strida is debuting a version with a carbon frame and a new seat dome that accepts saddles with conventional rails. The new version doesn't tamper with the Strida's iconic design, which puts the rider in an upright position. When folded, the Strida can be wheeled instead of carried.

Another revamped classic is the **Pacific Cycles Reach**. With 20-inch wheels that put the rider in a similar position as on a conventional bicycle, the Reach is ready for long rides.

**PACIFIC CYCLES 4F
N0313**

Pacific added an elastomeric suspension in the rear and in the new fork, which can be adjusted by the rider. Yet even with a 20-speed drivetrain, the Reach weighs just a tad over 10kg (22 lbs.). The new Reach won a d&i award.

Also worth mentioning is

Bickerton Portables. Founded in 1971 and relaunched in 2011, this British brand is making its debut in Taipei with new, ultra-compact bikes with 14- and 16-inch wheels to complement its existing 20- and 26-inch bikes.

**BICKERTON 4F
M1019A**

The steel Bickerton Comet looks much like its aluminum sibling, the Junction 1909, but has a svelte cro-moly frame for suppleness. The Junction, Bickerton's flagship, is a 9-speed folder equipped with components from Shimano, Avid, FSA, Schwalbe and SKS, and a Brooks Champion saddle. ■ **LvR**

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J-830

Fighting 'arm pump' with green foam

There's nothing comfortably numb about "arm pump," the pain and numbness in the hands and arms that often afflicts mountain bikers. It can shorten a day on the trail or even a professional racing career.



Oozy 760
Vibrocore handlebars

Spank, a Taiwan mountain bike components company, is tackling arm pump with an unusual handlebar treatment that it is now introducing to the market.

Its solution is a foam injected into the hollow interior of its handlebars. Spank calls it Vibrocore, and says the foam — a startling shade of green — greatly reduces the amplitude and frequency of vibrations that lead to arm pump.

The syndrome "is actually a numbness that's created in the hand through sustained high-frequency vibration," said Mike Dutton, Spank's brand manager.

Spank spent months researching the problem of arm pump. It isn't just mountain bikers who suffer from the

problem, Dutton said. So do motocross racers, and workers who use power tools or heavy machinery.

Motocross has developed effective defenses against arm pump, but their solutions are too heavy for mountain bikers.

"Those systems all weigh 300 grams [10.5 ounces] or more, and you can't put that into a 250-gram bar," Dutton said.

Spank sought a solution that would add no more than 25 grams to the weight of a handlebar. It also sought a "closed-cell" foam that was impermeable to water and wouldn't degrade over time.

"We had to find the right hardness, the right permeability, the right weight, the right effectiveness. We tested

everything," Dutton said.

Essentially, the foam refracts and reflects vibrations that would otherwise travel through the handlebar and into the hands and arms of the rider.

"Instead of those energy waves traveling unimpeded down the bar and building in frequency, they tend to bounce around inside the handlebar until they're dissipated inside the foam," Dutton explained.

A side benefit is that the foam "exponentially enhances" the strength and rigidity of the handlebar itself. Spank typically subjects its bars to a flex test of 400,000 cycles, which is twice as many as required by European standards.

"With the Vibrocore, we went to two million cycles, and the machine had to be turned off," Dutton said. "We haven't been able to break one in fatigue testing yet."

Spank is offering Vibrocore versions of two handlebars: The Team Edition Spike 800Race Vibrocore, for downhill and freeride; and the Oozy 760 Vibrocore, for all-mountain and cross-country.

The Vibrocore versions are pricier, but the bars remain affordable. The 800Race Vibrocore and Oozy 760 Vibrocore carry a suggested retail price of \$99, about \$20 more than non-Vibrocore versions.

Some manufacturers say carbon bars also reduce arm pump, but Spank has a deep-seated ambivalence toward carbon products.

"We only work with recyclable materials. Carbon cannot be broken down cost effectively or energy effectively and reused," Dutton said. "We don't say carbon isn't right for the bike industry. We say it's not right for products that have to be replaced regularly. People shouldn't be buying and throwing away carbon. Carbon should be for the upper echelon of bike products where the price keeps its volume limited."

A high-end bulletproof Santa Cruz carbon mountain bike is one thing, he said. "But for a handlebar you'll probably replace next season and throw in the garbage, no. That's a million years in the landfill." ■ DM



This cutaway shows the green Vibrocore foam in a Spank handlebar.

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Waiting on a groupset

It's full speed ahead as TH Industries charges into new product categories

Choose any city, road or mountain bike, and odds are good it will be equipped with at least one part bearing the brand name FSA, Gravity, Metropolis or Vision.



Douglas Chiang at the 2009 grand opening celebration for TH Industries' headquarters.

These aftermarket brands all are produced by TH Industries of Taiwan, a company with far-reaching ambitions. Founded by Chiao-Hsue Chiang in 1971 to make hunting rifles, TH Industries has become a leading maker of bicycle parts and components under Chiao-Hsue's son, Douglas Chiang, who took charge of the company in 1991.

TH Industries has come a long way in a short time. Just six years ago, its former factory and headquarters near Taichung resembled a very busy beehive. Machines fabricating a variety of products — chainrings, cranks, stems, cartridge bottom brackets, you name it — were crammed cheek by jowl on one factory floor.

The company's rapid growth had created logistical headaches. During a 2008 press tour, Chiang invited a group of journalists to visit a new headquarters that TH Industries was building nearby, on the outskirts of Taichung's Wufeng district. Chiang, who owns TH with his wife, Yudi Wang, was just a few months away from moving into the spacious new

complex, one starkly different from the old center of operations.

Around the clock. Fast-forward to today, and the magnitude of TH Industries' rapid growth is apparent everywhere. The new factory, which the company occupied in December 2009, spreads over some 16,000 square meters (172,000 square feet) and employs approximately 450 workers.

The floors are spacious and well-lit, and offer plenty of space to move around raw or finished goods. Medium-sized forklifts scurrying around the floor underscore the fact that TH Industries is now one of the larger players in Taiwan's bicycle components business.

Long rows of CNC machines constantly and precisely hone slugs of aluminum into precisely machined individual parts.

In all, the headquarters hosts an impressive 32 CNC machines and another 18 turning machines — all of them operating more or less around the clock.

Only in Taiwan. The contrast with the old headquarters is startling, and is most notable on the first floor, where parts such as cranksets and wheels are assembled and packaged.

While some production steps have been automated, manual labor is still the backbone of assembly operations at TH Industries. Female workers dominate in areas that require precision work, such as applying decals to finished goods or assembling small parts. In the area where Vision wheels are hand-assembled, most of the employees are men.

Many of TH Industries' workers are recruited from Thailand, the Philippines

and Vietnam, and housed in on-site dormitories. They symbolize the challenges facing TH Industries and other Taiwan manufacturers: Skilled Taiwanese craftsmen and other blue-collar workers are scarce. The scarcity complicates hiring and has pushed up salaries.

Unlike most Taiwan bicycle and component manufacturers, however, TH Industries never established factories in China or Vietnam, which benefit from lower salaries but extend lead times and add transportation costs.

TH Industries launched its best-known brand, FSA — which stands for "Full Speed Ahead" — in 1993. It opened FSA USA in Seattle, Washington, in 1997, and FSA Europe in Milan, Italy, in 2001.

Chain store. TH Industries continues pushing into new component lines. In 2006, it teamed up with TYC (Tien Yuen Machinery) on a bicycle chain to compete with better-known players such as SRAM, Shimano and Campagnolo.

TYC has made motorcycle and industrial chains for more than 40 years. But a bicycle chain, which has to be

flexible enough to work with a derailleur, was a new challenge.

TH Industries launched the chain line last year under the FSA brand, and is expanding the line this year. The chains are made of high-quality steel and sourced exclusively in Taiwan.

Alfredo Sala, FSA's R&D project manager, said the machinery used to assemble the chains was designed and built from scratch.

FSA's patented connector links are not reusable, but Sala said they are more reliable and tougher than those used in other brand's chains.

The company launched the chain with two versions and this year will expand to five, including 9- and 10-speed chains. The chains include the top-end K-Force Light model and a slightly heavier, less expensive Teamissue version.

Full speed ahead. This year, FSA cranksets will be mounted on the road bikes of such prestigious pro teams as Etixx-QuickStep and Tinkoff-Saxo Bank.

Meanwhile, there is speculation that FSA soon will launch an electronic groupset.

Although TH Industries confirms that FSA has been working on a groupset for some time, Chiang told Taiwan journalists last month that a launch is not imminent.

However, professional racing sources expect prototypes to appear before this year's Tour de France.

Whatever the time frame, TH Industries is about to make the next step toward becoming an even more significant OE and aftermarket manufacturer.

Just like its leading brand, TH Industries is always charging full speed ahead. ■ LVR



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The path from electric scooters to e-bike systems

If you don't live in Taiwan, you may not know the name GreenTrans. But here in the island nation, GreenTrans is the market leader in electric scooters and is backed by a huge conglomerate.



A GreenTrans central motor system

Now, GreenTrans is taking aim at the global e-bike market, challenging such big players as Bosch, Panasonic, Yamaha and Shimano. While that may seem daunting, GreenTrans officials aren't fazed.

Its financial resources are obvious during a visit to the GreenTrans headquarters in Taoyuan County. It's part of a huge complex owned by the China Motor Corp., where Mitsubishi assembles cars and delivery trucks for Taiwan.

CMC is Taiwan's second-largest car manufacturer, but its parent company is even bigger: The Yulon Group, comprising 64 subsidiaries, has annual sales of some \$11.5 billion.

GreenTrans was founded in 2009 as a CMC subsidiary focusing on eco-friendly transport, where it gained success with electric scooters.

Now it's building on its scooter technology to make e-bike systems.

"GreenTrans does not just offer one system that an OE customer has to design his bicycle around. We aim for

flexibility, offering the choice of central motors or rear motors and of various batteries to find the right solution in close cooperation with OE customers," GreenTrans president Michael Wang said.

In December, GreenTrans started production on a central motor that's available with a splined axle, which means it is compatible with double or triple cranksets and can even accommodate a belt drive.

The motor cranks out an impressive maximum torque of 70 Nm, more than most competing products, with surprisingly little noise.

GreenTrans offers versions that go up to 25, 35 or even 45 kilometers an hour (15.5, 22 or 28 miles an hour) with as much as 500 watts of power.

A "Slim Direct Drive" rear motor offers less torque at 40 Nm and is an option for mountain bikes because it works with 10-speed cassettes and quick release axles.

GreenTrans also offers battery options for a rear rack or the downtube. Its torque sensor is built into the bottom bracket, and the handlebar display is large enough that a cyclist can actually read it while riding. It's a surprisingly mature system for a first-generation product.

Because good service is essential in the fight for OE market share, GreenTrans has chosen Awama GmbH as its European service partner. Awama is based near the Frankfurt airport in Rüsselsheim, Germany.

While there are no givens in this competitive market, GreenTrans seems poised for a green light. ■ LVR

4TH FLOOR
M2001

KHS is nimble enough to get ahead of trends

The United Engineering Corporation, the parent of KHS, might not be the biggest player in Taiwan's bicycle industry, but it's one of the most nimble. The company was an early adopter of such trends as the 650b size and fat bikes — and can boast of winning two Olympic gold medals.



Jack Hsieh

United Engineering's roots reach back to the early '50s. Founded by the Hsieh family, the company's first businesses were assembling motorbikes — and making musical instruments — under license for Yamaha.

In 1974, Wen Hsieh created the bicycle division, KHS, an acronym for "knowledge, health and strength." The company now sells under three brands: KHS, for road, mountain and folding bikes; Manhattan, for beach cruisers; and Free Agent, for BMX. Because the company also produces bikes for others, it changed its name to United Engineering Corporation in 1988.

Jack Hsieh, a son of the company's founder, oversees United Engineering today. The company is a bit of an outlier in the Taiwan industry because it isn't based near Taichung, but remains in Taoyuan, near Taiwan's international airport.

Because United Engineering builds relatively small numbers of several varieties of bike, there are no welding robots to be found in its factory.

Instead, it relies on traditional craftsmanship from skilled workers, who miter frames, braze cable stops to frame tubes and weld the pieces into complete

frames. Near the rear of the main factory floor, a series of large furnaces are ready to heat-treat freshly welded frames and forks.

With some 120 employees turning out 130,000 bicycles a year, United Engineering is a small player. But thanks to its close cooperation with sponsored athletes through KHS USA — the United States is its most important market — the company is early to sense trends.

"The 650b wheels were something that our downhill racers Logan Binggeli and Kevin Aiello asked for. They already liked the first prototypes, but they also provided us with feedback that was instrumental in producing even better geometries for this wheel size," said Henry Hsieh, assistant to his father, Jack. "As for fat bikes, our American offices were early to detect the oncoming trend, so we can offer four different models now."

KHS is also known for offering particularly large sizes, including 64cm and 66cm aluminum road bike frames and mountain bike models that go up XXL and XXXL, for seriously large riders.

Because Jack Hsieh is an avid cyclist who travels frequently, KHS also makes folding bikes, including interesting niche models such as foldable tandems. Debuting here is a folding bike with detachable cargo racks and 16-inch wheels. Called the F16, the bike folds into a surprisingly compact package.

In marketing, KHS punches above its weight with a long tradition of supporting teams and events, from "Insane Wayne" Croasdale in the 1990s to a number of U.S. road and off-road teams today.

KHS continues to prove that being small is no barrier to success. ■ LVR

4TH FLOOR
M0632

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New Products 2015

Dahon Clinch

4TH FLOOR
L2113



The Clinch not only folds fast, it is fast. Dahon's carbon 451mm wheelset are larger diameter wheels that are smoother than standard folding bike wheels, but lighter than full-size wheels. A patent-pending inverted handle post saves weight and makes for stiffer steering. Winner of a 2015 d&i award.

Chosen Smart Hub

1ST FLOOR
I0629



Chosen's Close Drive System is a new type of hub that offers two improvements over traditional hubs: zero internal friction and silent operation. The Close Drive System physically closes the pawls when hub is idle, thereby easing friction between pawl and ratchet teeth and eliminating sound. Racers can now attack from behind without being heard. By reducing internal friction, Close Drive System hubs also last longer than traditional hubs.

Magura MT7

4TH FLOOR
N1207

The MT7 offers maximum braking performance and stability in extreme conditions. In the unforgiving worlds of enduro and downhill racing, the MT7's four brake pistons provide extra power and safety. The aluminum, two-finger brake lever — with toolless adjustment — and an adjustable bite point provide the necessary ergonomics for perfect brake control.



Miranda Timelapse Track Crankset

4TH FLOOR
L1216



The Miranda Timelapse sets a standard of stiffness and durability for track cranksets. Available for 1/8-inch chains, the strong titanium alloy chainring uses protective nano-layers that boost longevity and resilience.

Sate-Lite C2

4TH FLOOR
M1407

Sate-Lite, a leader in reflective lights, continues to develop quality products for OEMs. Its C2 front light is one of the smallest designed for the European market that meets all safety standards and is K-Mark qualified. Dynamo and e-bike versions will be available soon.



Airace iGauge iVeloce Road

1ST FLOOR
J0233A

The iGauge iVeloce uses Bluetooth 4.0 to transmit pump pressure to a smartphone, where it can be read with the iGauge app. Made for road bikes, the iVeloce has a maximum pressure of 120 psi (8.27 bars). Its secure Presta valve won't disengage under pressure. The iVeloce is CNC'd from aluminum and uses Airace's Clever Twin Valve.



Winora Haibike Sduro AllMtn Pro

4TH FLOOR
M1219



The Sduro AllMtn Pro is the first e-bike that incorporates an "intelligent" automatic suspension system, the e:i shock. The system draws power and sensor data from the Yamaha motor, while the suspension adjusts instantly to terrain conditions. The all-mountain bike is built around a hydroformed aluminum frame and is equipped with a 250W Yamaha center motor.

Xpedo GFX

1ST FLOOR
J0517



The modular pedal body design offers a unique function. Combining the main clipless body to the outer cage is an innovative mechanism that fixes the cage at an angle, making it easier for the rider to clip into the claw. The mechanism also provides greater stability while riding.

Beto CLD-036G

4TH FLOOR
K0615

Beto's new patent-pending tri-valve pump head fits Schrader, Presta and Dunlop valves. The big analog gauge is easy to read. A patented "pinch-free" T-handle smoothly pumps through the high-volume alloy barrel.



Lintaman Adjust Cycling Shoes

4TH FLOOR
N0808



Lintaman's new cycling shoe lets users adjust width and length. The shoe uses a patented wing system that flexes outward to increase size or inward to decrease it. The system is locked in place with dials. A wing on the side manages width, while a front wing adjusts for toe length. The wings are made of soft plastic and lined with foam for comfort and support.

New Products 2015

Sunstar Virtus

4TH FLOOR
N0426



Is it a bicycle or an electric bicycle? With the Virtus, it can be both. The Virtus is a universal detachable bottom bracket motor that works with a variety of batteries. It fits nearly every standard frame and can be detached and transferred to another bicycle in minutes. The only requirement is that a bike be equipped with a multi-sensor controller, available separately, which feeds sensor information to an LCD display even when the motor is not attached.

SRAM PG 1170

4TH FLOOR
M0614



The PowerGlide 1170 11-36 cassette expands riding possibilities of SRAM 1X Force CX1 drivetrains. The new cassette provides riders using the SRAM Force CX1 1x11 groupset the gearing options they need for challenging climbs, fast descents, sprints or anything in between. The PG 1170 11-36 Cassette with its 36-tooth cog offers 13 percent lower gearing than the 32-tooth cog on the WiFLi 11-32 cassette option.

LOHAS Cyber Dynamics

HALL 1 - 1ST FLOOR
H0616

Cyber Dynamics' slim all-in-one e-bike wheel, made by HubsMaster International, is available in several wheel diameters. The motor, battery and controller are integrated in the hub unit under a patented design. The hub is controlled by a smartphone app and can communicate with Bluetooth devices such as heart rate monitors. The unit also tracks a rider's GPS location and detects temperature, humidity and air quality.



KS Southpaw

1ST FLOOR
I0429A

The Southpaw underbar remote is made for bikes with 1x drivetrains. Sold only as an accessory only, Southpaw uses an innovative split clamp, so it can be adjusted along four axes for perfect ergonomics and feel.



KMC Diamond Lean Chain



KMC has upgraded the durability of its Diamond Lean Chain. Through a unique thermal treatment, KMC has boosted the chain roller hardness by 150 percent and the pin hardness by 67 percent. The result of the DLC hardness treatment, and the chain's low-friction coating, is a smoother, longer-lasting ride.

1ST FLOOR
J0118



New Products 2015

BioLogic WeatherCase

4TH FLOOR
M1019A



Offering protection from rain, sweat and grime, the WeatherCase for iPhone 6 Plus is light and fits in a pocket. Made from sonically welded TPU with rain-proof zippers, the case provides access to the touchscreen, front and rear cameras and side volume/power buttons. CushionFit padding protects phones from vibration. The WeatherCase attaches with the included AnchorPoint mounting system.

Vee Trax Fatty 27.5+

4TH FLOOR
L1327A

Because size matters, Vee Tire's ultra-fat 27.5-inch tire fits a 29-inch fork and provides more air volume and tread for increased traction, stability, and float. New riders can ride more boldly with more control, while advanced riders can benefit from a fast centerline and flexible tire pressures. The Trax Fatty is the first of Vee's plus-size tire line.



DT Swiss Big Ride Components

4TH FLOOR
M0701

DT Swiss brings performance components to the hot fat bike scene with its Big Ride component range. Next to the extra-wide BR 2250 Classic wheelset is the ultralight BR 710 rim, which weighs only 675g (1.5 lbs) with a rim dimension of 559x76mm. The Classic 350 BR hub comes with the patented DT Swiss Ratchet System. A thru-bolt RWS completes the Big Ride component range.



Ixow Synchrobox

4TH FLOOR
L0719A

With the Synchrobox, cyclists can operate their front and rear derailleur with a single control. It functions like the throttle on a scooter: Turn the ring backward or forward to shift gears up or down. Cyclists can change gears without interrupting their pedaling rhythm. And thanks to an integrated front derailleur, the chain always remains aligned.



Shimano 105

4TH FLOOR
M0814

Shimano has launched a new version of the 105, the world's most popular road groupset. The new 105 adopts key features of its bigger brothers, Dura-Ace and Ultegra, and brings them to everyday cyclists. An 11-speed drivetrain shifts more precisely and is lighter than ever, while improved brakes offer better bike control.



Bergamont Deer Hunter

4TH FLOOR
M1003A



The Deer Hunter Fat Bike platform brings Bergamont's design and performance standards to this trendy segment. The high-end aluminum frame has a geometry developed for extra-wide tires. The Bergamont Fat Bike custom wheelset combines precise steering with very low rolling resistance, a small Q-factor crank and a SRAM 2x10 drivetrain. Rigid and suspension fork versions are available.

Trueeast Top Tube Bag

1ST FLOOR
I0303A

Trueeast uses the same fabric technology in its newest product line as Nike Flyknit shoes. Trueeast can combine more than eight colors into one piece of fabric to create a range of color combinations and patterns. Through computerization, Trueeast minimizes production losses and speeds the time between design and production.



Tern Cargo Rack

4TH FLOOR
M1019A

The Cargo Rack is Tern's first rack to be approved for use with a child seat. The rack has been tested with the Yepp Maxi Easyfit Child Seat for geometry, strength and heel clearance. Made of thick-gauge aluminum tubing, it's rated to 25 kg (55 lbs) of load capacity. Upper and lower rails accommodate panniers. The top deck is Klickfix-compatible. The Cargo Rack fits 20- and 24-inch Tern bikes.



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天心 (TH) まさしく主力ブランドFSA (フルスピード Ahead) の躍進

シティ、ロード、MTBのどれを選んでも部品の一つにFSA、Gravity、MetropolisあるいはVisionのブランドのものがあれば大丈夫。

これらのアフターマーケット向けブランドの生産はいずれも野心的展開が目目される台湾の天心工業 (TH Industries) が行っている。1971年にChiao-Hsue Chiang氏が創業した天心工業は同氏の子息Douglas Chiangが1991年に経営を引き継ぎ部品メーカーの大手へと成長した。

天心は時を経ずして大きな飛躍を遂げた。今から6年前、台中市近郊の同社旧本社工場は忙しく動きまわる蜜蜂の巣さながらの様相を呈した。チェーンリングからクランク、ステム、カートリッジB.B.といった各種製品を作り出す機械が工場の床には所狭しと配置されスペースというスペースが無駄なく使われていた。

同社の急速な成長は物流面で大きな問題を生んだ。2008年のメディアツアーでChiang 総経理は報道関係者の一行を台中・霧峰区の郊外に本社工場に隣接して建設中の新本社に招待した。Chiang 総経理が妻のユディ・ワンと共同保有する天心はそれまでの本社工場とは見違えるほどの巨大な本社ビルへの移転をわずか数カ月先に控えていた。

24時間態勢：まるでコマ

マを早送りするような速さで今日に至った天心工業の急成長の証しはいったるところ目に見ることができる。2009年12月に手に入れた新本社工場は敷地16,000平方メートル (17万2000平方フィート) で従業員約450人を擁する。各階とも広々としたフロアスペースに明るい照明が行きわたり、原材料や完成品を運ぶスペースにもたっぷりゆとりを持たせてある。1階のフロアは原材料や供給元からの未完成品、さらに完成品やきれいにパック詰めされた製品のためのデリバリーベがかなりのスペースを埋めている。

中型のフォークリフトが忙しく動き回る様子を見ていると天心工業がいまや台湾の自転車部品メーカーの中で大手の一角を占めていることが実感として頷ける。何列にも並ぶCNC機械が絶え間なくアルミスラッグを機械の精密度で各部品へと仕上げて

いく。

ヘッドセットやボトムブラケット用のベアリングカップなど許容誤差の最も厳しい部品に対しては許容を超える原因となる熱や湿気を避けるため別個にエアコンの効いた室内にCNC機械を設置している。新本社工場に導入された機械類は実にCNC 32基のほか切削加工機18基でそのすべてがほぼ24時間稼働している。天心は、生産の効率化と品質向上、技術革新を推進する台湾の大手自転車関連メーカーで結成されるA-Teamの立ち上げからのメンバーでもある。



天心工業の広大な工場内に設置された機械の一部はほぼ24時間稼働している。

台湾で唯一：旧本社工場との違いは目を見張るばかりで、とりわけ1階フロアの変りようがすごい。そこではクランクセ

ットやホイールといった部品の組み立てとパック詰めが行われている。天心でも生産ステップの一部が自動化される一方で手による作業が依然として部品組み立ての主力となっている。完成品へのデカル貼り付けから小さな部品の組み立てに至るまで精密な作業が求められるこの現場は圧倒的に女性の作業員が多い。Vision ブランドのホイールの組み立てが手作業で行われているセクションは従業員の大半が男性となっている。

天心工業の従業員は多くがタイ、フィリピン、ベトナムからの出稼ぎ労働者で工場に隣接して従業員宿舎が用意されている。これは天心ははじめ台湾メーカーが抱える問題を象徴的に示すもので、台湾人の熟練工が足りない状況が浮き彫りにされている。人手不足は雇用環境を悪化させ賃金

を押し上げている。ただ天心の場合は、台湾の多くの自転車関連メーカーのように中国やベトナムに工場を設けたりはしていない。中国やベトナムでの生産は低賃金の利点はあるもののリードタイムが伸び輸送コストが高まるマイナスもある。

天心工業は世界に知られるFSA (Full Speed Aheadの略) ブランドを1993年に立ち上げた。1997年にワシントン州シアトルにFSA USAを、2001年にはFSA Europeをイタリア・ミラノに開設しスポンサーに付く選手や主要市場へと近づく拠点づくりを行った。

チェーンストア：天心工業は新しいコンポを製品ラインに加えていく展開を絶えず続ける。2006年には同じ台湾のチェーンメーカーTYC (Tien Yuen Machinery)との共同でSRAMやShimano、Campagnoloに対抗する自転車用チェーンの生産に乗り出した。TYCはオートバイや工業用チェーンの生産を40年以上にわたり行ってきたがディレーラーとのかみ合わせに十分な柔軟性が必要とされる自転車用チェーンの生産は同社にとって初めての挑戦だった。

天心は昨年FSAブランドでチェーンの製品ラインを発売、今年はその拡販に乗り出している。高品質スチール製で素材もすべて台湾国産のものを使っている。FSAのアルフレド・サラR&Dプロジェクトマネージャーによると、チェーンの製造に使われる機械は同社の高い精度基準に合うようゼロから設計、製造を行った。FSAが特許を取得しているコネクターリンクは再生できないが他のメーカーのものに比べて信頼性と強度に勝るといふ。それを証明するため広範なラポテストと複数の準トップクラスのレーシングチームによる走行テストが行われた。

発売されたチェーンは2バージョンだが今年は9速と10速用を含む5タイプが加



各生産ラインに設けられたデジタル表示がその日の生産目標に対してどれだけの進行状況にあるかを知らせる。

わる。その中にはトップエンドのK-Force Lightモデルと重さはやや増すが価格を下げたTeamissueバージョンが含まれている。

フルスピード Ahead：FSAは数年前からクランクセットとチェーンリングの生産を行っているが今年はそのクランクセットがEtixx-QuickStepやTinkoff-Saxo Bankといったトッププロチームのロードバイクに装着される。またShimano、Campagnolo としてほどなくSRAMに対抗してFSA独自の電動クランクセットの発売が間近かとの観測も聞かれる。

天心工業では、グループセットへの取り組みはしばらく前から行っているのは確かとしながら、発売の時期に関しては表明を控えた。だが、プロレース筋は今年のTour de Franceを前にプロトタイプが現れるとの予想を立てている。その時期はともかく、天心工業がOE並びにアフターマーケット向け有力メーカーとしてさらに飛躍するための次の一歩に踏み出そうとしているところだけは確かである。

まさしくその主力ブランド (FSA) の名のごとく、天心工業は常にフルスピードで前進する態勢にある。 ■ LvR



天心工業は2009年に新本社に移転した。

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TranzX 米国と中国を視野に

ホール 1階
J0407

従業員3500人強を擁し世界各国に生産拠点とサービスセンターを構えるJDグループは台湾自転車業界でも重要なメーカーの1社である。1986年に設立されたJDグループはその製品ラインの多様さで知られ、生産品目は一大ブームを巻き起こしたJD Bug折りたたみ式キックスクーター（1998年の上市以来世界中驚くほど多くの国々で販売）からステム、ハンドルバー、シートポスト、ヘッドセットと多岐にわたる。同社の販売のおよそ80%がパートナー数社に向けたOE製品で残り約20%がTranzXブランドによるアフターマーケット向け製品となっている。

近年TranzXは自転車メーカーへの電動自転車用システムの供給に力を入れている。2007年にゼロからスタートした電動自転車用システムの販売は瞬間に巡航速度に達している。同社の電動自転車における急成長のほどはドイツのフランクフルト空港近くのパートナーハイムにある欧州サービスセンターを見れば想像がつく。

欧州サービスセンターは2008年に従業員2名で開設。現在では従業員およそ30名となって手狭になったことから先ごろぐんと広々とした3000平方メートル（33,000平方フィート）のオフィスに移転した。2014年にはベネルクス・サービスセンターを開設、今年は北米市場向けサービスセンターをカリフォルニアにオープンする。

これまでTranzXはHartjeやWinora、Matra、Sparta、BatavusさらにはRaleigh、Diamondbackといった欧州ブランドへのOEサプライヤーとして数多くのパートナーシップを築き上げてきたが、いまその視線が世界の他の地域へと注がれている。

「次はアメリカ市場に参入していきたい。そのあと中国というのが当社の描く青写真で、すでに上海にはオフィスを開設している。その先が日本となる」とベルギー人でマルチリンガルの（多国語を話す）Tanguy Scorpatiプロダクトマネージャーは話す。

北欧に向けてはコースターブレーキを装着している自転車用にエントリーレベルの価格帯によるシステムの販売に注力する。内装ギアハブを付けた電動自転車に最適の自動ギアシフティングトランスミッション（AGT）であるTranzX AGTシステムもセールスポイントのひとつである。

TranzXのバイク
（台中にて）



ドイツ・パートナーハイムのTranzXのショールームには主要電動自転車モデルと現在の技術革新の数々がずらりと展示されている。

「TranzXはアシストドライブユニットの形状と正確な取り付け位置に関して自由に選択できる幅を持たせているので個性ある外観の製品に辿りつくまでOEカスタマーと綿密に連携し合っていくのが大切になる」とScorpatiマネージャーは言う。

TranzXではこのほどブラッシュレスハブモーターの製品ラインを拡充し付加価値を高めたM15やコンパクトなM25などコンパクト設計のセンターモーターをラインに加えている。M25は20~50Nmのトルクで平均出力250ワット、最大330ワットを供給する。米国市場向けには出力を高め平均350ワットのモデルも用意している。

これらのスペックは際立った特徴ではないかもしれないが、M25はこれに加えて装着に多くのオプションを設けている。こうした柔軟性がTranzXにとってのセールスポイントのひとつになっていて、例えばフレームをモーターとバッテリーから離す代わりにモーターをフレームに付けるといった選択も可能としている。

2015年に向けて性能、デザインが刷新され、バッテリー容量が16アンペア時間の充電で576ワット時間に上げられるほか、バッテリーをダウンチューブに装着する以外に新設計の一体型リアライト付キャリアに収めるオプションも加えられた。

電動MTBといった性能重視の自転車に関しては、2016年に向けてM25のトルクを高

めたモデルを開発中である。新モデルはトルク数66Nmでスライクランクアームに対応するほかバッテリーをフレームに一体化することもできる。

TranzXではまた、ステムからハンドルバー、ドロップポスト、シートクランプに至る部品、さらにホームトレーナーまで製品ラインの拡充も引き続き進める。部品の新製品の多くはコンフォートタイプのロードおよびフィットネスバイク用で、例えば、ステムとシートポストは荒れた路面からの振動や衝撃の影響を受けない設計がポイントになっている。Antishock（アンチショック）と呼ぶシステムを備えるこれらの部品は小さなヒンジとエラストマースリーブを組み込んでいる。サスペンションシステムをフルに機能させるよりむしろショック吸収性を高めることを狙いとするアンチショックコンポはロードバイクのライダーの多くにとって重要な従来からの一体型デザインを保持している。台中の街路を数ブロック回る短い走行テストでアンチショックシステムがカタカタといった音や衝撃を静かに吸収することが実証された。

JDグループとそのTranzXブランドは電動自転車システムと部品で多くの競合相手を抱えている。しかしTranzXは顧客のニーズに的確に応えることで他社との差別化を図っていく構えである。 ■ LvR

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控えめにしてビッグ 台湾自転車業界にVPあり

VP Components (鋭光實業) は、見た目と実際が時にはまるで異なるものであることを示すひとつの実例である。大甲縣台中市にある同社本社の横手玄関口は質素な自転車店に似せて作ってある。しかしこの控えめな造りの入り口の背後にはヘッドセットやボトムブラケット、ペダルをはじめとする精密なアルミ製部品を生産する大きな近代的工場が隠れている。もっぱらOEサプライヤーとして知られてきたVPがいま自社ブランドModusのハブとホイールでアフターマーケットに参入している。

台湾人スタッフとともに欧米のエンジニアとデザイナーを抱え、3つの国に最新の機械と工場を持つVP Componentsが業界に与えるインパクトは控えめからは程遠い大きさがある。

VPの製品は価格帯に大きな幅を持たせている、とはHugo Yu営業部長の話だが、その生産量も驚くばかりである。ヘッドセット、ペダルはともに年産2500万セットの規模である。

その生産のほんのわずかに、主にハイエンドのものが従業員およそ200人の台湾工場で作られている。他に中国の4工場とベトナムの1工場を合わせて2000人の従業員を抱える。生産の大半がOEカスタマー向けでVPの自社ブランドによる販売はしていない。



製造の最終工程に近づくペダル。

大甲縣の巨大な工場は二つの建屋にまたがりその中に数トレイルのダートコースに寄せた美しいBMX用レーストラックの「アイアンヒル・バイクパーク」がある。

公共の「アイアンヒル・バイクパーク」は台湾におけるサイクリングの普及発展を推進するために作られたものだが、それと同時にレースや展示会会場としても使われている。

ここのトラックを利用するライダーは気付かないかもしれないが、彼らの自転車に装着されている部品の中にはほとんどゼロから作り上げられたまさにここの工場で作られたものがあるかもしれない。

アイアンヒルの裏手の最初の大きな建物の中では巨大な機械が一線となってアルミロッドを圧延しヘッドセットやボトムブラケットカップ、ハブシェルへと仕上げていく。鍛造からCNC製造、さらにプラスチックの射出成型やアルミのダイカストまですべての作業がこの場で行われている。

高品質の基準に合う生産ができるよう、基本の製造段階からレーザーエッチングやアノダイズ、バレルフィニッシュ、さらに保護コーティングの施しなどの高度な表面処理に至るまで、台湾の工場の生産の90%

Victor Lin (林文華)
董事長

までが内製化されている。あとの10%の工程は彰化にあるVPの第2工場で行われている。上昇する人件費への対応から台湾も中国も各工場では大幅な自動化が進み、機械の多くにロボットが原材料を送り込んでいく。

VPはあらゆるタイプと価格帯のペダルを幅広く生産し業界大手自転車メーカーにも納入している。スポーツ系ライダーに向けてはBMXとMTB用にプラットフォームペダルを、ロードとMTB用にクリップレスモデルを多く生産している。ロードバイク用のトップモデルは射出カーボンボディを使用、VX MTBバイクシリーズはクロスカンントリー用コンパクトモデルとしても使えるようプラットフォームを広げたデザインとなっている。

このほか注目されるニッチなペダルにBladeがある。通勤自転車用の高性能ペダルでスマートなチタン製ケージとチタン製アクスルを付けて重さわずか223g (7.8オンス) という軽さである。

VPではハブでもOEカスタマー数社に向けた生産を20年にわたって行っているが、いまModusのブランドでハブとホイールセットをアフターマーケット向けに販売する狙いである。ハブはクラシックなフランジのものとストレートブルスポーク用の両タイプを用意しておりファットバイクにも対応する各種サイズを揃えている。

アルミ製リムで見られるようにハブも自社での生産を行っている。(Modusは最上級のカーボン製ロードバイク用ホイールに関して外部のメーカーを使っている) アフターマーケットでの拡販に向けてブラック、ホワイト、レッドの目立つカラーを使ったデザインでパッケージを一新している。

ブランドの浸透に向けてはスポンサー活動も活用しており、Hutchinson-URマウンテンバイク・レーシングチームやブームのエンデューロで活躍する選手数名をサポートしている。

VPを創業したVictor Lin (林文華) 董事長は会社の経営をいま娘のEvaと息子のIsaacにバトンタッチする過程にあり、仕事の負担は半分に減ってしまっているが、それでもオフィスにはいまでも毎日顔を出している。英国とオランダに留学経験のあるEvaが販売のチーフを務め、カリフォルニアで学んだIsaacが生産業務を担当している。

VPは米国を中心とするデザイナーとエンジニアのチームを支えとして絶えずトレンドの先端に行くメーカーの地位を確保している。「こうしたエキスパートと我々の生産ノウハウ、アジアの工業用機械を組み合わせたVP Componentsはまさしくグローバルブランドである」とYu営業部長は言葉を弾ませる。 ■LvR

New Products 2015

Devinci Spartan Carbon

ホール4階
NO619



Spartan Carbonは昨年、エンデューロ・ワールドシリーズでDamien Otonが2位に食い込む活躍で華々しい参入を果たした。Spartanはフルサス27.5吋スプリットピボットデザインでアルミとカーボン(写真)の2タイプを用意。トラベル幅はリアが165mm、フォークが160mm。DMC-GカーボンフレームはDevinciの先進EPS製造技術を採用して傷のつかない形状と軽量化を実現するとともに、強度と硬度も高めている。

Kuo & Yang KY-S1851

第1ホール2階
H1114



新製品KY-S1851は高品質で軽量、衝撃吸収性にも優れた快適スポーツサングラスで、UV 400プロテクション機能も備える。ポリカーボネートフレームとレンズ一体デザイン。

Infini Super Lava

1ST FLOOR
I-0423

コンパクトで環境に優しい充電式Super Lavaは最大輝度が300ルーメン。InfiniのベストセラーモデルLavaの外観を引き継ぎ熱を効率的に放射するアロイ製軽量キャップ付。光学レンズで視認性をアップするほか下部のバッテリー表示を見て光モードを切り替えれば節電もできる設計。防水加工でハンドルバーやヘルメットに装着できる。



Ixow Stemlock

Stemlockは多機能ステムと一体化させた初のロックで、キーをひとつ回すとハンドルバーがフォークから離されるので自転車の運転が不能となる仕組み。重くて恰好の悪いUロックやチェーンロックからも解放される。

ホール4階
L0719A



BionX remote controller and display

ホール4階
N1328

2016年に向けたBionXの新製品、電動自転車用多機能リモートコントローラーはディスプレイ無しのリモート単体での使用も可能だ。アシストレベルやパワー、ライトなどすべての基本機能をリモートからコントロールできるほかオプションセットのiPhoneおよびAndroid用BionXスマホアプリと合わせて使うこともできる。



Sturmey-Archerが 欧州本社をマイドレ ヒトに移転

ホール 1階
J1217

Shimano、SRAMとの市場シェア争奪戦が強まるなか60年近くにわたりオランダのアムステルダムを拠点とした部品メーカーSturmey-Archerが欧州本社を同国マイドレヒトに移転した。

「製品レンジと販売が増加してきたので新しい社屋が必要となった」と長年にわたりSturmey-Archer Europeを率いるアラン・クラーク社長は話す。賃貸料が安くなったほか倉庫もこれまでのほぼ4倍の大きさのものが手に入り外部の保管倉庫を使う必要がなくなった。Sturmey-Archer Europeは1956年からオランダ・アムステルダムに本社を構えてきた。

Shimanoが内装ギアハブの出荷で問題を抱え、SRAMが8段と9段の内装ハブの生産を中止したこともあって、具体的な数字は明かさないもののSturmey-Archerの販売は大きく伸びているという。だがそこにはSturmey-Archerの販売攻勢があったことも見逃せない。

「近年、シングルクラウンセット40タイプを上市し、シングルフリーホイール20タイプを再投入したほか高品質のB.B.アックスルもおよそ30タイプを供給し始めた」とクラーク社長は言う。「これらの新製品はいずれも品質と価格が揃った製品群で期待を上回る販売が続いている。アフターマーケット向けの10段と11段を追加したことでカセットとフリーホイールの販売も伸びている」

2000年以来、英国伝統のブランドは自らをShimanoの対抗馬と位置付ける台湾のSun Race Sturmey-Archerが所有するものとなった。Sun Race Sturmey-Archerは「2ブランド、2アイデンティティ」と名付ける戦略を実践しておりSun Raceがディレーラー製品を専門としSturmey-Archerが内装ギアハブに特化する。



Sun Race Sturmey-Archerのアラン・スーCEO

新しいオランダの本社からクラーク社長はSun Raceの欧州での販売も見る。Sturmey-Archerの数ある製品ラインの中には今では1、2、3、5、8段の内装ギアハブの完璧なレンジが含まれている。5段と8段のハブはShimanoが内装ギアハブの一部でリードタイムの長さ（7月から8月まで遅延）が報じられる中でとりわけ需要が高まる可能性がある。Shimanoではこの遅延の原因の一部をNexus 7段ハブが欧州で予想以上に需要が高まっているためとしている。

一方SRAMでは8段と9段のハブの生産中止が確定したが、その理由を「市場が変化しているため」とし、他の内装ハブ、さらに内装ハブとディレーラーを組み合わせたハイブリッドでアーバン市場に注力する意向を固めている。

欧州の自転車メーカーが3段以上の内装ギアハブに対してShimano、SRAMに代わるサプライヤーを求めている中でSturmey-Archerの存在感が高まりつつあることは間違いない。■ JB

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New Products 2015

Super B Home Mechanic Wheel Truing Stand



ホール 1階
I1124

Super B のホイール調整スタンドはシンプルで軽量、持ち運びにも便利な設計で家での修理や移動ワークショップにうってつけの1台。フレームを開いてゲージを伸ばしホールを取り付ければOK。フリップ型ホルダーと調整可能精密キャリパーが前後ホイールを受け止めて正確な調整を行う。2015年度Taipei Cycle d&I award 受賞。

GPS Tuner eBike Tuner

ホール 6階
S0015

eBike TunerはGPS Tunerからのナビゲーションおよび電動自転車バッテリー管理ソフトで、“Gear Recommendation”（適正ギア表示）が電動自転車がモーターパワーとバッテリー性能を最大限活用する手助けをするとともに無駄なパワーロスを防ぐ。急坂の上りや下りでモーター性能を最大限生かすギア値を示してくれる。



Quarq ELSA RS power meter

ホール 4階
M0710

QuarqのELSA RSはShimanoコンポ装着自転車用高性能パワーメーターでShimanoのHollowglide 4本チェーンリングを装着。スパイダーはエレクトロニクス、CR2032バッテリー、LEDインジケーター、可視ANT+ IDを一体装備。新開発の多地点温度補強システムがこれまでで最高の精度を誇るパワーメーターを作り上げている。



Brose e-Bike System

ホール 4階
EXTRAENERGY
試乗コーナー



Brose e-Bike Systemの心臓は同社ドライブレユニットで最大トルク90 Nmを誇りながら重さはわずか3.4 kg (7.5 ポンド)。モーターに軽量で高張力の素材を使用しているので理想のジオメトリとバランスのとれた重さの高性能電動自転車を創り出すことができる。モーターはコンパクト設計なので様々な形状のフレームに柔軟に装着できるほか音が静かで振動もない。モーターを切れば内装フリーホイールがスムーズな走行へと導く。

Wahoo Tickr X Workout Tracker

ホール 4階
N0028



メモリー内蔵のTickr Xがあればスマートフォンがなくてもトレーニングできる。心拍数、カロリー燃焼、トレーニング開始からの通算データを読み取り、それを後でiOSまたはAndroidのスマートフォンに送る。インドアサイクリングケイデンス用Wahoo Fitness Appをはじめほとんどのフィットネスアプリと互換性を持つ。



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New Products 2015

Eddy Merckx EEKLO70

ホール4階
NO619



Eddy Merckxの快速チクロクロスバイクEEKLO70は頑丈な車体にしてバランスが良く、踏みならされた道筋から飛び出して冒険したいライダーにうってつけの新モデル。

Zipp Service Course SL stems

ホール4階
M0710

7075アルミを素材としたステムのリニューアルモデルService Course SLは硬度がクラス最上級のニュートンメートルあたり1.85gあり直線スプリントや加速時の使用に最適。ステムは角度±6度と17度で長さは70mmから130mmまで7タイプあり6度のステムは長さ140mmも用意されている。



Cardiosport Duplex

ホール4階
N0028

Healthcare TechnologyがCardiosportのブランドで新開発したBluetoothとANT+心拍計のダブルトランスミッターDuplexは重さ半オンス（13g）ながら最新の32ビットARM Cortexプロセッサを内蔵。心拍データをスマホのアプリやサイクルコンピュータその他のデバイスに送信する機能を持つ上、コインサイズのバッテリーの寿命は900時間を誇る。Duplexのポッドは丸みを帯びた柔らかいエッジの繊維材ベルトにすっぽり収まるので擦れて傷つく心配もない。



Winride Perfect Trio

ホール6階
S0017

Winrideの次世代ツールキットはサイクリストにとって最も大切な3つのツール --- マルチツール、チェーンブレイカー、CO2インフレーター --- を市場最小級のパッケージにひとつに収めてある。同社独自の成型技術とクロムコーティングにより軽くてコンパクトで錆にも強いツールが仕上がった。取り外しできるCO2インフレーターは16gカートリッジにフィットする。



NuVinci N330 CVT

ホール5階
F0441

NuVinciの継続可変トランスミッションの新モデルN330は先発N360の普及タイプでレシオが330%。最大モーター出力250W搭載の電動自転車およびベダレックに対応する。N330はコントローラーの新製品C3とのペアで、C3はディスプレイを使わずNuVinciの既存ツイストシフターと同じ技術をベースにしている。



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BOOTH
10429A

BionXが輝くアップヒルクライム

ホール4階
N1328

過去数年ディストリビューターを通じてかあるいはテストトラックの一部に出展してきたBionXが今回初めて自社ブースを持った。「これまで3年間のいい場所を頼んできたがいずれも満足のいく場所を提供してもらえなかった」とBionX EuropeのWerner Schillerゼネラルマネージャーは言う。電動自転車用システムとレトロフィットキットを生産するBionX（本社・カナダ）は今年はバイヤーとの商談が沢山持っているといる。BionX Bike Interface (BBI) ソフトウェア用診断サービスツールの新しい自動サービスシステムを販売店やOEPパートナーに向けて用意してきた。

BionX EuropeのWerner Schillerゼネラルマネージャー



BionXではまた市場のトレンドがセンターモーターに傾く中でリアハブモーターを供給するというひとつの賭けに出ている。Boschの欧州での圧倒的な成功を受けて競合各社は我も我もとセントラルモーターへと走っている。だがBionXは違った。

「2002年から市場に参入しているがBionXはモーターだけでなくモーターとバッテリー、コンソール、それにももちろんBBIソフトから成る電動自転車用のフルキットを販売している」とSchillerゼネラルマネージャーは話す。「これまでの展開で多くの点が正しかった半面ミスもいくつかあった。それらが学習曲線の一部になって今システムとして完全な性能のものが用意できている」

BionXはBoschのシステム同様に快調なペースを続けていたところにバッテリーで問題が発生して躓いたが、その問題はいま解消されている。「間違いなく教訓から学んだ」とSchillerゼネラルマネージャーは言う。

BionXは現在、最大航続距離135km（84マイル）の555ワットアワー・バッテリーをOEカスタマー向けに生産する。アフターマーケット向けには二つの新しいバッテリーキットを用意している。Dシリーズモーター搭載のD250 DVと標準タイプのPシリーズモーターを搭載したP250 DVで、ともに52セルの48Vの出力で同社Deep Sleep技術を使っている。

DシリーズのリアハブモーターはBionXの最上級モデルで他社との差別化が図れる特性をいくつか備えている。重さ4kg（8.8ポンド）でShimanoとSRAMの9段および10段カセットと互換性がある。モーターは直径が360mm（14吋）あるためトルク数は最小25Nm、最大50Nmとなっている。

「それは簡単な物理の原理に基づくもので、径を大きくすればトルク数を上げられ、バッテリーからの電流の量を減らすことができる」（同）とのことだ。同社によると、Dシリーズのモーターは他のリアハブモーターに比べてアップヒルクライム（坂の登り）でノイズと振動を最小限に抑えながらその性能の高さを発揮するという。表面積を大きくすることでリアハブモーターの最大の問題のひとつである熱の放散をより効率的にできるようになっている。「表面積を増やせばそれだけ熱の溜まりを取り除ける。径を大きくすることによって少ない電流でトルクを作り出せる。それが同時に熱を減らすことになる」と同社では説明する。

BionXではまた、センターモーターに代わってハブを使うことでメーカーはモーターを収めるためにフレームを設計し直す必要がなくなるとも説く。これは電動MTBにとってとりわけ重要であると。さらにリアハブなら既存のディレーラーが使えるというのも利点という。

最後にもう1点。BionXはサービスと診断ソフトを改良している。最新バージョンをBB12と呼ぶ。「当社の目標はパーツ返品をゼロにすること」とSchillerゼネラルマネージャーは言う。ソフトウェアはこれまでBionXのバッテリーの自動診断と修理を助ける内容だった。これにモーターとコンソールが加えられるとともに、修理と保証に関する情報が盛られ返品認可も自動的に出される。Schillerゼネラルマネージャーは強調する。「IBD（専門店）はこれまでのように頻繁にサービスセンターに電話する必要がなくなる。今後はバッテリーパックに限らずモーターもコンソールの故障も、多くのものを自分の手で直すことができる」

なおBionXのブースでは今回ダウンチューブ半一体型バッテリーシステムも出展されている。 ■ JB

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BOOTH: J0233a

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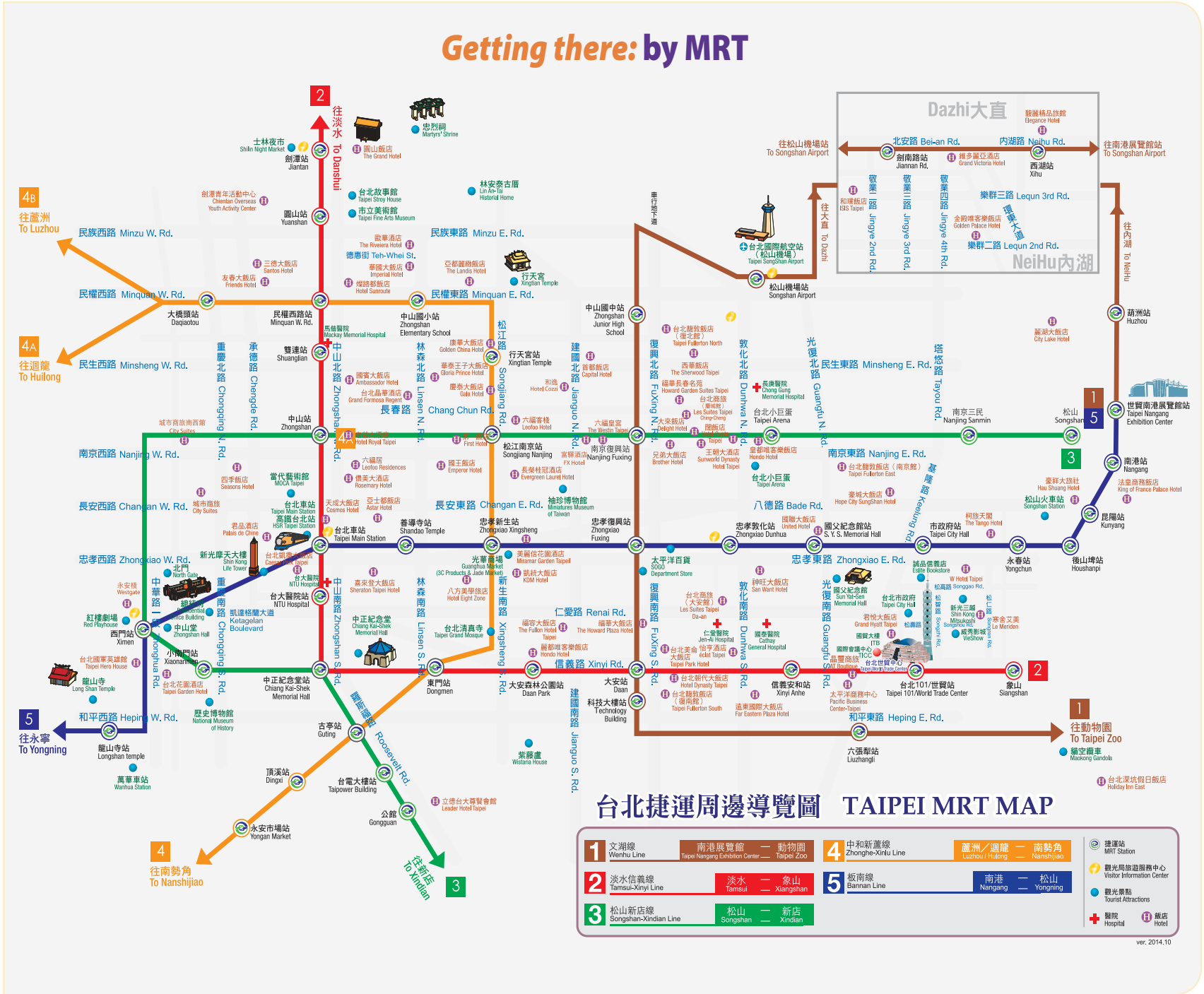
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從電動機車到 電動自行車

4樓
M2001

如果你不是台灣人，那你可能沒聽過GreenTrans。然而，在台灣這個島國中，在強大的母企業內援下，GreenTrans可是電動機車的領導品牌。

現在，GreenTrans放眼全球電動車市場，極欲挑戰一線大廠如Bosch、Panasonic、Yamaha及Shimano。這話可是語出驚人，但GreenTrans卻是表現得淡定。他們的策略是要提供OE廠商最大限度的彈性，同時要調度母企業的資源來擴展競爭優勢。

他們的資金來源，很顯然是來自位於桃園市的GreenTrans總部。而這只是中華汽車公司所擁有的一間子公司，中華汽車在台灣的主要業務為Mitsubishi汽車及貨車的組裝。

中華汽車是台灣第二大的汽車製造商，但是他的母公司就更巨大了：裕隆集團，共有64個子公司，年度營業額高達115億美元。

GreenTrans創立於2009年，是中華汽車聚焦於環保綠能載具的子公司，而他們在電動機車市場上打了勝仗。

現今，他們要基於電動機車的科技來生產電動自行車的系統。但他們目前並沒有生產整車的計畫。

「Green-Trans對於OE客戶，並不只是生產一套系統，而要客戶全盤接受。不同的是，我們提供更佳的彈性，讓OE客戶可選擇中置或後置馬達系統，更提供多種電池的對策。」GreenTrans總經理王軒國說道。



GreenTrans團隊正介紹最新的電動車中置馬達系統。

在去年12月，GreenTrans開始生產搭載spline axle中置馬

達，這表示了可以相容於有安裝前變速器的雙盤或三盤的車種，更可以調整為皮帶傳動。在現今的電動系統中，中置馬達的系統並沒有如此大的彈性。

這顆馬達可產生最高達70nm的扭力，超越多數的同級產品——並且運轉聲音出奇的小。

GreenTrans依版本可分為最高限速25、35、45公里三種。馬達的最大輸出為500瓦(48伏特)以及400瓦(36伏特)共兩種系統。針對北美市場，額定輸出分為250瓦或350瓦。

「迷你直驅系統」(Slim Direct Drive)是一顆提供40 Nm的後置馬達，是MTB的改裝系統，因為這可適用於搭載10速飛輪及快拆裝置。

GreenTrans也同樣提供兩種電池對策：裝置於後貨架上或是下管。扭力感測計內建於五通處，而安裝於車把上的顯示幕相當的大，即便是騎士在騎乘時也能一目瞭然。這對於第一代的產品來說，成熟度是出奇的高。

GreenTrans也大膽的測試系統：其中有一項測試為模擬10萬公里的騎乘——這可是等同於繞行地球兩圈半的距離。

對於OE市場來說，除了好產品之外，更要有好的服務。GreenTrans選擇與德國公司Awama合作成立歐洲服務中心。Awama總部位於Rüsselsheim，鄰近於法蘭克福機場。

現在，就讓單車製造商決定是否採用GreenTrans的系統，這最快也要到2016年產品才會見到。在電動車這個高度競爭的市場裡，GreenTrans毫不設限，未來的前途看來是一片光明。 ■ LvR

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Eddy Merckx再現鋼鐵本色

4樓
M0302



Eddy Merckx(左)參與簡報，Eddy Merckx自行車CEO Rob Beset(右)。

Eddy Merckx，今年正值70—他的名字代表了一個傳統自行車品牌—即將活靈活現的震撼市場。

Eddy Merckx自行車即將在台北車展展出一系列的創辦人70歲生日紀念鋼管車，這是全球首次公開亮相。

其中幾輛車名為“Heritage Collection”將來台展示。第一款名為Eddy 70的收藏車，全球限量70輛。天字第一號當然是屬於具有「食人魔」(Cannibal)綽號的Merckx，他被認為是歷史上最偉大的職業車手。在今年1月，這限量69輛收藏車開始接受客訂，先訂先贏，晚來沒貨。當然啦！這樣的一輛車可是要價不菲，Eddy 70售價為14000歐元（15650美元）。

「值得注意的是，這輛車將於Eddy的生日送到客人手中，也就是6月17日，」Eddy Merckx的CEO Rob Beset說道。Eddy 70鋼管車將於比利時以氫弧

焊(TIG welding)手工打造。

為了讓售價更為親民，有部分的Heritage Collection系列車款將使用中國製造的車架。

Beset解釋為何會將Eddy Merckx自行車以台北車展作為首發，這是因為亞洲的代理商持續增加，並且有助於將品牌走向國際化。

Beset也直白的說，比起北美及歐洲，亞洲的公路車市場還是相對的小。然而，他補充道，具有「故事性的品牌」在亞洲相當重要。

Beset曾經在幾個產業待過一段時間，由他來帶領於2013年由Jan Toye買下的Eddy Merckx Cycles，而Toye可是比利時啤酒產業的大老級人物。而Beset則曾任Batavus的總經理。Eddy Merckx的首席產品研發師為Rolf Singenberger，他曾是BMC的產品及品牌經理。

我們剛說道Heritage Collection是具有深厚歷史的經典車，設計及塗裝都是一時之選，但Beset卻說這些車不該被收藏於博物館內。

「新世代的鋼管車不能與Eddy榮耀年代的競賽車相提並論，這台車也可能不合乎單速車玩家的口味；這是超現代，具有頂級製造工藝的競速車，採用最好的Columbus鋼管，輔以優化設計而打造出的尖端性能。」

Heritage Collection系列採用鋼管材質製成，然而，其餘的Eddy Merckx產品線有95%為碳纖維車架，行銷經理Peter Speltens說道。

新的產品線共提供19款競賽車，車架材質包括了頂級不銹鋼材質，客訂的比利時製合金車架，以及碳纖維等。

目前公司有限度的開放2016產品預覽，邀請受邀者於星期五在會議室進行簡報，僅有全球銷售代理商受邀入席。現今大約有20位經銷商，負責Eddy Merckx的全球25國銷售。

Beset預期在台北展發表會後，會加速Eddy Merckx的全球化腳步。

「在Eddy Merckx的加持下，我們像是有一個活招牌。人們體認到品牌的歷史精神，」Beset說道。「事實上，已經有多位中國、印尼的代理商想跟我們合作。我們會仔細分析誰比較合適。我們不急就章的找合作夥伴，慢工才能出細活。」

根據新聞報導，Toye於2013年買下公司經營權，而於1980年的品牌創立者Eddy Merckx獲得6%股權。

Merckx樂當品牌的形象大使。Beset說Merckx很積極的參與「再現鋼鐵本色」(steel is real)的活動。 ■ JB



Eddy 70天字第一號，主人為Eddy Merckx。



Eddy 70，是一輛慶賀Eddy Merckx 70歲的限量紀念鋼管車。



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KHS機靈活現 走在趨勢尖端

4樓
M0632

聯程工業公司(United Engineering)，身為KHS單車的母公司，他們在台灣單車產業的規模中並不算大，但其靈活度卻是最佳之一。公司是業界中率先採用650b輪徑及推展雪地車的先驅—更是替選手贏得兩面奧運金牌的幕後功臣。

談到聯程工業的起源要追溯到50年代的早期。由謝氏家族所創立，公司的首項業務為摩托車組裝及生產音樂器材—以Yamaha作為品牌。

1974年，謝文正創立KHS自行車部門，「以Knowledge、Health、Strength的開頭來命名。」目前公司的產品再分為3個品牌：KHS針對公路車、MTB及折疊車；Manhattan專注於沙灘車；而Free Agent則以BMX為主。但由於公司也替其他品牌代工，因此在1988年再度回歸到聯程工業公司作為品牌。

謝正寬身為公司創辦人子，目前由他帶領著聯程工業。這公司，說實在有些像是台灣單車界的局外人，因為公司座落在桃園而非台中，離桃園國際機場相當近。

廠房面積超過1萬平方公尺，要生產自行車的設備幾乎是一應俱全。少數缺的幾項是用來生產液壓成型車架的大型液壓沖床機。

由於聯程工業所生產的單車為樣多量少，因此在廠房中並見不到自動焊接機器。

與眾不同的是，他們仰賴著經營老道的焊接師傅，以手工來焊接車架，裝上線止栓。在廠房的後半部陳列了好幾部熔鐵爐，用來替剛焊好的車架及前叉進行熱處理。

組裝、塗裝及編輪，也同樣在自家廠內進行。

公司共有120位同仁，每年產出13萬輛自行車，就此看，聯程工業的規模並不算大。但幸好在美國KHS的助力下與幾位贊助選手緊密合作—美國是他們最重要的市場—並且走在業界的潮流尖端。

「對我們所贊助的下坡車選手Logan Binggeli及



在聯合工業，全由焊接師傅手工燒鑄，不假機器之手。

Kevin Aiello而言，650b是他們理想中的輪徑。在樣品車測試時，他們就非常喜歡，但他們也提供一些關於能優化650b車架幾何的回饋，」謝家翰說道，他身為父親謝正寬的特助。

他繼續說道，「關於雪地車，我們的美國辦公室很早就嗅到這股趨勢，因此現今我們共提供4款。

KHS也因為生產大尺寸車架而聞名，例如64、66公分的鋁合金公路車架，以及XXL、XXXL的MTB車架，專為高馬大的騎士設計。

由於謝正寬自己也熱衷於騎車，並且時常出國旅行，因此KHS也生產折疊車，專為利基市場生產例如折疊協力車。並且在台北展中也將展示可安裝分離式貨架的16吋折疊車，命名為F16，整車在折疊後，尺寸出奇的小。

關於行銷推廣，KHS自從1990年開始就贊助“Insane Wayne” Croasdale活動，另外，也贊助了幾支美國公路車及越野車隊。

小而靈活，是KHS的經營哲學，追求成功，毫不受限。 ■ LvR

謝正寬。



來測試場地 體驗Brose的美好

4樓
試乘場地

Brose，一間德國汽車製造大廠，將在台北車展上發表首輛電動自行車，目標市場為亞洲的製造商及品牌商。

「我們希望見到國際買主來測試這套系統。這也是為何我們在ExtraEnergy測試場設攤的原因。業務經理Marco Klimmt說道。「我們的產品訴求為個人體驗。我們更希望在這裡直接聯繫上車架製造商及成車製造商。」

Brose追隨著Bosch的腳步，Bosch是一間汽車零件供應大廠，也供應電動馬達。Klimmt說道Brose馬達是市場上惟一在德國生產的產品。2014年7月導入量產。

在4樓的測試場內，有兩輛安裝Brose系統的電動助力車，其中一輛是Rotwild的電動MTB，都在測試場地上恭迎大駕。Rotwild及Bulls，是德國ZEG的單車品牌，也是率先採用Brose電動系統的合作夥伴。

Klimmt表示Brose電動系統可客制化的空間相當大。「我們可將一顆3.4公斤的馬達整合至任何一種車架上。」 ■ JB



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New Products 2015

Velocite Syn

4樓
LO401A

運用了電腦流體力學及3D圖面設計，打造了嶄新專利設計的空力學公路車。Syn共有碟煞及C夾兩種版本。兩款車都採用隱藏式走線並且相容於Di2電子／機械變速。先進的碳纖維疊層技術確保了極佳的剛性。標準27.2mm圓型座管提升騎乘舒適性。

Wellgo M279

1樓
JO517

一體式設計，將踏板前方的爪扣與卡踏整合在一起，讓上下卡更快速。搭載特殊的踏板防鬆脫設計。軸承採用Wellgo專利的2 DU系統，易於替換。



BioLogic AnchorPlate

4樓
M1019A

此萬用固定盤可安裝手機、相機及其他裝置至龍頭或車把上，更可安裝在機車、攝影三角架等。簡單來說，只要是公規的相機三角架固定環都可對應。採用強化塑鋼的本體，以膠帶快速安裝，可承載最高至12公斤（26磅）。



Sate-Lite M1B

4樓
M1407

Sate-Lite M1系列現正提供電池版本。M1及M1B是經過K-approved認證，中體積最迷你的貨架用尾燈，並附有萬用固定座。

Zephyr Evo Fjellklatrer

4樓
N1235

Evo Fjellklatrer是一輛多功能、高CP值的27.5吋電動車。歸功於採用輕量化車架，Zephyr整車僅重16公斤（35.27磅，不含電池）。啟動輔助電力時，350W的後馬達可提供限額的250W，讓你爬坡時如虎添翼，電力可續航80公里（50英里）。



RockShox RS-1

4樓
M0614

最新 RockShox XC 避震前叉將前叉轉向管、肩蓋以及避震腳，全部整合在碳纖維本體中。全新的加速計氣閥搭載微彈跳（small bump）性能，可提供快速而有效的鎖死功能。可預測性的操控系統，是全新的花鼓及勾爪界面。前叉的重量輕，適用於XC競賽，並且本體的剛性夠強，林道越野亦可使用。

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Haibike Xduro FatSix

4樓
M1219

無論是淤泥、砂土還是雪地一再惡劣的環境也抵擋不了Haibike Xduro FatSix。這輛硬尾的電動雪地車，配上Schwalbe Jumbo Jim的4吋車胎，搭載Bosch高性能250瓦馬達以及400Wh的鋰電池。這類中置馬達可以完美的整合至車架上。再搭上RockShox Bluto 100mm避震前叉，提供無與倫比的騎乘舒適性。



Tern Kori Basket

4樓
M1019A

以鋁合金打造強壯本體，使得Kori置物籃可承載重物。擁有16公升的置物量，以手感舒適的泡綿來包覆手把。圓型把手易於攜行。Kori可相容於Klickfix Rackpack貨架，要長程使用或短程通勤都方便。提供銀、黑兩色選擇。



Tripeak Twist-Fit BB Set

Tripeak's旋緊式BB以6061T6材質打造，附有專利的複合塑膠材質固定環，解決了異音、公差等問題。可相容於BB86/92、BB30、PF30、BB RIGHT及BB386系統，對應於Shimano、SRAM、Campagnolo及Rotor的齒盤。



LOHAS Cyber Dynamics

1.2樓
H0616

HubsMaster新推出的Cyber Dynamics，是一顆整合式多功能的電動車輪組，對應於多種輪徑。具專利結構的設計，將馬達、電池、控制器整合在花鼓裝置內。藉由智能手機或是具備藍芽通訊的裝置如心率錶等，可控制花鼓系統。Cyber Dynamics更可紀錄騎士的GPS、偵測氣溫、溼度及空氣品質。



Sturmey-Archer 喬遷歐洲新廠

1樓
J1217

Sturmey-Archer在根基於阿姆斯特丹近60年後，將營運總部遷至荷蘭Mijdrecht，為的就是不讓Shimano及SRAM專美於前，他們野心勃勃的衝高市占率。

「我們需要更寬廣的廠房，因為我們的品項及銷量連年提升，」歐洲Sturmey-Archer總經理Alan Clarke說道。除了房租較低廉外，公司新的倉庫佔地面積超過既有的4倍之多，這也讓他們不必再到外面承租倉庫了。自1956年起，Sturmey-Archer的營運中心都設在阿姆斯特丹。

Clarke表示Sturmey-Archer的銷量大幅成長，但未提供明確的銷量數字，這主因是Shimano面臨了內變速花鼓交貨不及，而SRAM則停止生產8速及9速的內變速花鼓。

還有，Sturmey-Archer的急起直追也讓他們腹背受敵。

10、11速的補修市場後，銷量可是大幅成長。」

從2000年起，這個英國傳統自行車品牌就被收購，變成了台灣Sun Race Sturmey-Archer，在組車廠的零件需求下，這也使得他們成為Shimano零件的替代方案。

我們公司的經營理念為「兩個品牌，兩種DNA」。Sun Race聚焦於變速器，而Sturmey-Archer則專精於內變速花鼓。

進駐位於荷蘭的新營運總部，Clarke也可監管Sun Race的歐洲市場概況。

除了完整的零件品項，Sturmey-Archer現正提供品項完整的內變速花鼓，涵蓋了1、2、3、5，及8速。

5速及8速的內變花鼓在市場上極為熱銷，主因為歐洲市場對Shimano Nexus 7速內變花鼓的需求量劇增，

Shimano在供不應求的情況下，交貨期延到了7、8月份，也使得我們在內變花鼓的銷量上急起直追。

另一方面，SRAM也停止供應8、9速的內變花鼓，他們認為「市場改變」了，得跟著轉變銷售策略。對於城市車市場，他們將另開發其他的內變花鼓，或是以內變及傳統變速混搭。

在歐洲成車品牌尋求3速以上的內變花鼓之際，Sturmey-Archer以備便完整的對應產品，滿足客戶的需求。■ JB



Sun Race Sturmey-Archer營運長Alan Su。Photo: JB

「近年來，我們推出了40種Sturmey-Archer的單速齒盤，重新改款20顆單速飛輪，並且提供約30種高品質BB軸心，」Clarke說道。

他補充道，「這些新品的CP值很高，並且在市場上的熱烈反應超乎預期。尤其是飛輪及棘輪座，在我們導入

歐洲CONEBI 首度正式亮相

4樓
L0122



兩家歐洲最有聲望的自行車機構—COLIPED及COLIBI—將於今年合併為—CONEBI，全名為Confederation of the European Bicycle Industry。

CONEBI將首度於台北車展亮相，此機構將統籌台北車展內的歐洲館，這在過去的22年來都是由COLIPED所管理。歐洲館仍是台北車展內最大的參展廠商。在今年的31個參展廠商來說，其中有3個新面孔：Axa Bike Security、Eddy Merckx Cycles，及Fun Sport Express。

CONEBI將於今天下午4點在他們的攤位上舉辦正式記者會。主席René Takens及副主席Erhard Büchel會發表組織的使命及計畫。另外，歐洲自行車聯盟也會派代表參加，討論將於明年在台北舉辦的Velo City全球自行車城市大會。

Takens也身肩Accel集團的CEO，而Büchel則是Büchel & Co的董事總經理。CONEBI的其他董事會成員，包括了副主席Massimo Panzeri (Atala董事總經理)、財務主管Sacha Boedijn (RAI協會秘書長)。

COLIPED，為歐洲兩輪協會(Association of the European Two-Wheeler Parts' and Accessories' Industry)的簡寫—創立於1960年。COLIBI—則是歐洲自行車生產商(Association of the European Bicycle Industry)—創立於1973年。

「此新協會將會和歐盟政策制訂者、相關機構、其他追求共同目標的協會、歐盟標準化組織CEN、業界和交通專家與國際媒體等繼續保持定期接觸，」Takens說道。

CONEBI預定會出版每年一期的歐洲自行車產業及市場動態，這項計畫曾由未合併的兩個組織共同協作。

長期身為COLIPED秘書長的Greet Engelen，在CONEBI中依舊由他續任。而在台北展的歐洲館中，主要由Peter Hildering負責。CONEBI的新網站即將上線—www.conebi.eu。■ AH/JB



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New Products 2015

Shimano XTR

4樓
M0814

Shimano XTR M9000系列是最先進的MTB套件。Shimano XTR M9050 Di2電子變速整合XTR M9000機械式零組件於各式競賽或林道越野的「騎乘導向」單盤、二片式、三片式傳動系統配置。無論騎乘者在任何地形，全新11速XTR M9000傳動系統可兼顧綿密齒比(Rhythm Step)及寬廣齒域。藉更佳的傳動效率、Di2電子系統全新變速選擇及個人化設定，車手操控騎乘方式前所未有。

Bergamont Roxtar

4樓
M1003A

採用備受推崇Revox車架的設計概念，搭載27.5輪徑。車架最小從XS開始，體態迷人的騎士也可享受大輪徑馳騁林道的快感，比起29吋輪徑又多了一份敏捷快意。Roxtar車架提供鋁合金及碳纖維兩種選擇。全系列的碳纖車架採用142mm貫穿軸(thru-axle)，隱藏式走線及BGM專屬線組整合蓋，更搭配了PM直鎖式碟煞固定座。



KS LEV Ci 可調式座管

1樓
IO429A

LEV Ci僅比傳統座管重一些，卻能提供高達65mm的下潛量。單向碳纖維座桿配上KS的超輕量Recourse Ultralight線組，更搭配了碳纖控制按把與輕量化鋁合金線控，比起KG鋁合金線控及標準線材來得輕量50克。全新的Ci線控界面系統更容易設定及使用。

KMC X11 Eco ProTeQ (EPT) Chain

1樓
JO118

專為MTB而生，適用於潮溼、泥濘、雪地XC、公路車越野，在新一代環保防鏽技術EPT的助益下，能提升防鏽表層附著強度，形成更全面性包覆的防鏽保護，大大降低了騎乘時泥水滲進鏈條結構，而從內部生鏽並擴散至整條鏈條的機率，防鏽係數大幅提升。其防鏽效能優於其他防鏽鏈條30%。



Ixow StemLock

4樓
LO719A

Ixow率先業界推出多功能整合式的龍頭鎖。插入鑰匙並且轉動後，車手把即可與前叉分離，也使得單車失去了騎乘能力。龍頭鎖，讓騎士不再需要攜帶體積龐大又笨重的大鎖。



BionX 類整合式電池

4樓
N1328

BionX現正提供類整合式電池組，可安裝於公模車架的下管處。OEM車架廠可將電池天衣無縫的整合進MTB或公路車架。車架的側方處設計有「Slam lock快鎖」，即便是全避震車架也有充足的安裝空間。



LOHAS Cyber Motions

1.2樓
H0616

Cyber Motions是一顆整合扭力及速度感測器的花鼓，可即時監控速度、功率、距離及卡路里等資料。可支援於搭載藍芽4.0或ANT的單車碼錶或心率錶。棘輪座系統可對應公路車或MTB的飛輪。騎士可免費下載APP，即時監控如GPS路徑等資訊。



Magura HS33 R

4樓
N1207

強而有力的制動，輕量化的結構以及符合人體工學的設計，Magura HS33 R可因應於公路及越野的騎乘所需，並且可適用於傳統的城市車種及電動自行車。標榜德國製造，採用輻射狀的本體設計，提供15%的輕量化優勢，更增加了5%的制動力。夾器及把手提供銀色或黑色兩種選擇。



Saris SuperBones

4樓
L1405

Saris Bones經典款後背式攜車架熱銷全球超過百萬組。現在，Saris趁勝推出SuperBones，本體更堅固、外型更美並且容易使用。以交互穿插的鋼繩設計，並且攜車架採用浮動式固定腳，可適用於大多數車款，SuperBones是一個結合功能與創新思维的攜車架。



Wahoo Kickr Power 訓練台

4樓
N0028

Wahoo Kickr Power訓練台榮獲大獎肯定，提供精確的功率、阻力控制、可對應於第三方軟體，更是目前室內訓練台中騎感最順暢的產品。Kickr搭載藍芽4.0可與行動裝置配對(Android & iOS)。可對應的第三方軟體包括TrainerRoad, virtual racing (Zwift), real courses (FulGaz)等...



NO COMPROMISES.

visit our booth
N1207



MT7 and MT8 Testchampions

"MAGURA was highly impressive in both Race and Trail/Enduro categories with the highest braking power, very good modulation and impressive fade resistance." (BIKE 02/15)

"Of the current 2015 models, the new MAGURA MT7 in particular stands out with its TOP performance." (Mountain BIKE 03/15)

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MAGURA

TaiSPO 2015 Events

Taipei World Trade Center
Exhibition Hall 1 & 3

Wednesday, March 18

**10 – 11 a.m.: Opening Ceremony,
TaiSPO and Taipei Cycle 2015
Conference Room 401**

4th Floor
Nangang Exhibition Hall

**1 – 5 p.m. TaiSPO, DiWaS and
SPOMODE Procurement Meetings
Conference Room 5**

2nd Floor
TWTC Exhibition Hall 1

1:30 – 5 p.m.

**Business Opportunity of Tech-
nology-enabled Fitness Training
Market**

(Chinese only)

Industrial Technology Research
Institute

Service Systems Technology Center

2 – 2:20 p.m.

**New product launch: Droshan
studio Gpard**

Hall 1, 1F

A0337

2:30 – 2:50 p.m.

**New product launch: e2moro
International**

Hall 1, 1F

A0511

3 – 3:20 p.m.

New product launch: First Rank

Hall 1, 1F

D0110

3:30 – 3:50 p.m.

New product launch:

Double Hero

Hall 1, 1F

A0211

4 – 4:20 p.m.

New product launch:

Eradiate Enterprise

Hall 1, 1F

D0202

5 – 5:10 p.m.

**New Product Release and Lucky
Draw**

Free Shuttle Service

TWTC Exhibition Hall 1 to /
from TWTC Nangang Exhibition Hall
(round-trip)

March 18 – 20.....8 a.m. – 6:30 p.m.

March 21.....8 a.m. – 2:40
p.m.

(Buses leave each venue every 15
minutes)



Taipei Int'l Sporting Goods Show



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www.s-team.org.tw

Concepts & Goals

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

Visions



Johnson's Matrix brand taps into group training trend with Double Mega Rack

If, while you're walking the aisles at TaiSPO, you hear an instructor loudly exhorting a group to work out harder, you can probably follow the voice to the Johnson Health Tech booth.



Matrix Double Mega Rack

The company is inviting enthusiasts to watch demonstrations of its Matrix Double Mega Rack, a group fitness station for strength training.

Matrix is tapping into a trend toward group training, where participants change activities after short intervals. While group programs have typically focused on functional training — using ropes, balls, and light weights, along with cardio work and stretching — the Double Mega Rack instead emphasizes strength training.

Matrix created the Double Mega Rack by connecting two of its existing Power Racks to create a full-fledged group station.

"We didn't have this sort of product before, but group training is becoming more popular," said Calvin Chuang, regional sales manager at Johnson's offices in Taichung.

The Matrix racks are built with heavy-duty steel tubing and designed to withstand rigorous workouts, even in professional sports facilities. They are manufactured at a company-owned factory in Milwaukee, Wisconsin, in the United States.

The Taiwan group is developing a similar, lighter-duty line called the Connexus functional training series by Matrix. It's made in mainland China and isn't on display at TaiSPO.

"The concept is a little different. It would be more suitable for women who are not into heavy strength training and for older people," Chuang said.

As a company, Johnson has been doing some strength training of its own. Growth in Europe helped Johnson Health Tech boost company sales by 8 percent last year to more than NT\$16.6 billion (\$526 million). Europe accounted for

about 36 percent of sales, compared with 34 percent for North America and the rest for Asia and other countries.

The Matrix brand of commercial fitness equipment performed particularly well, with global sales jumping 19 percent and with double-digit increases in all geographic areas.

The company attributed the rise to such upgrades as the advanced 7xi touchscreen console used on several Matrix products, including the T7xi treadmill.

More important, Matrix developed its own app and website for tracking workouts. The programs let users set goals, participate in challenges and inspire other users.

Johnson partnered with Jawbone products and with other tracking apps, such as RunKeeper and Fitbit, to track someone's workouts whether or not they are performed on 7xi-equipped treadmills, ellipticals, steppers and other equipment.

The console uses Wi-Fi, so users can access their social media accounts and tap into online entertainment options while they work out. Matrix designed a simplified interface for Facebook, Twitter and other services that is safer and easier to use during a workout.

Fitness club owners, meanwhile, appreciate the Matrix Asset Management system, which monitors each machine. The software notifies club managers when maintenance is needed or a part should be replaced. Alerts can be sent directly to a Matrix service center, so a club owner doesn't even have to pick up the phone to order parts.

The data can help club owners decide how best to arrange the equipment.

"It helps them to work out the most efficient utilization of the machines," said Jeter Chen, a senior product specialist. Club owners can adjust their layout

for the most profitable use of their space and equipment, based on data that shows how members actually use the equipment.

The expansion of the Matrix brand fits in with Johnson's decision to shift more of its business to commercial equipment from home products. Five years ago, about 45 percent of sales came from commercial gym equipment and 55 percent from home equipment. Last year, commercial sales accounted for 67 percent and home products 33 percent.

Established 40 years ago by Peter Lo, Johnson continues to expand its global reach. Johnson says it is the world's No. 3 fitness equipment maker and is the largest in Asia. In addition to Matrix, its brands include Vision Fitness and Horizon.

Johnson has subsidiaries in nine European countries, ten Asian countries, and Brazil. It intends to focus on the Asian retail market, while continuing to sell commercial gym equipment internationally.

Johnson Health Tech also sells products through 242 branded specialty stores, including 104 in mainland China. By year's end, Johnson expects to have 280 stores globally.

The company's factory, at its head office in Taichung, manufactures commercial cardio equipment, while its mainland China plant makes strength equipment and all home fitness gear.

Since it acquired Magnum Fitness in 2012, Johnson Health Tech also has a U.S. factory. The company also produces some of its own components, including motors and injection-molded parts, making it more integrated than some rivals. ■ BS

The desk and the oil lamp

Johnson Health Tech founder Peter Lo is the subject of a short company documentary that depicts his upbringing and traces the company's four-decade history.



Peter Lo

Lo grew up on a farm with several siblings. After spending many hours studying at a small desk with only an oil lamp — provided by his parents — for light, he graduated and became an elementary school teacher.

His parents sent the brothers off

to Taipei, where they sold fluorescent lights on the streets. Lo soon decided to start his own business with his wife, Cindy.

The couple wrote hundreds of letters pitching their manufacturing services. In 1975, they received an order for \$400 worth of Ivanko barbells.

That order launched Johnson as an OEM manufacturer for such industry leaders as Trek, Tunturi and Schwinn. In 1996, Lo acquired Vision Fitness and established a U.S. headquarters in Wisconsin.

The founder remains chairman of Johnson Health Tech, but his son, Jason Lo, is now CEO. The elder Lo still has the desk and the oil lamp. ■ BS

Matrix stationary bike gets a green light ... and a red, white, yellow and blue light

Cheating in spin class will no longer go unnoticed with the Matrix IC7 stationary bike.



The green light means Jeter Chen is cruising on the Matrix IC7 stationary bike.

It's equipped with a front light that changes color depending on how hard the cyclist is pedaling. Instructors will be able to immediately call out slackers.

More seriously, the "Coach by Color" console lets instructors ensure that cyclists are exerting the right amount of intensity. The light glows

in five colors representing different training zones, from white at the lowest end and red representing the most intense workout.

A flywheel supplies the juice for the Coach By Color console, so it doesn't need external power.

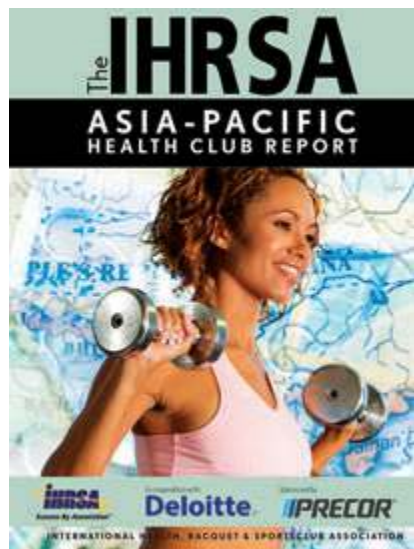
Developed with the Indoor Cycling Group, the IC7 also includes an accurate power meter that measures a rider's watt output within 1 percent. Riders can dial in their desired resistance level through a magnetic adjustment.

"Riders experience the same and precise resistance level in all IC7 bikes," said Jeter Chen, senior product specialist.

Although the IC7 is making its debut at TaiSPO, it went on the market last year and recently won a Red Dot design award. ■ BS

Fitness Industry Forum focuses on attracting Asians to the gym

The percentage of Asians who belong to a gym is only a fraction of that in the exercise-obsessed United States and in many European countries.



The IHRSA studied the Asia-Pacific fitness club market.

So while no one doubts the potential of the Asian fitness market, turning that potential into reality is another matter.

That is the theme of tomorrow's Fitness Industry and Fitness Club Management Forum at TaiSPO. This is the forum's second year.

Some 17 million people in the Asia-Pacific region belong to 28,000 clubs, generating average fitness club revenues of \$14.3 billion a year, according to a report recently published by the International Health, Racquet & Sportsclub Association.

But the IHRSA report also found that the average penetration rate for fitness club membership in Asia-Pacific was just 3.8 percent — and would be lower if Australia and New Zealand were not included. The report studied 13 markets in the Asia-Pacific region.

"There are huge opportunities, but in most Asian countries the gym operators will have to develop new models," said Alan MacCharles, the principal author of the report. His colleague, Amy Cao, who was project manager for the report, will discuss it at the forum.

By comparison, the U.S. penetration rate is more than 18 percent. The rate averages 6 percent across Europe, with the U.K. and the Netherlands surpassing

12 percent.

"The Asian consumer is uneducated in terms of fitness and not identifying with the sort of models that are prevalent in the United States," MacCharles added.

Flawed model. In mainland China, the IHRSA Asia-Pacific Health Club Report found that, in 2014, there were 2,670 fitness clubs with about 3.88 million members.

That equals a penetration rate of a paltry 0.4 percent for people aged 15 to 64. In the 10 largest mainland cities, the penetration rate reached 1.84 percent, or about two million members.

The IHRSA report estimated that the Chinese fitness market generates revenues of more than \$2 billion a year. The market is fragmented, with the five top companies owning less than 16 percent of the country's fitness clubs.

MacCharles believes that the business model for Chinese gyms is flawed and is hampering the industry's development.

One hurdle is the cost of real estate in China's megacities, such as Beijing and Shanghai. MacCharles said developers underestimate the impact that gyms have on traffic, and therefore don't offer preferential rates.

Another obstacle is that Chinese fitness clubs typically sell pre-paid memberships. That gives them an incentive to emphasize member recruitment, instead of focusing on better service for member retention.

China stands in sharp contrast with Australia, which has the most developed fitness industry in the Asia-Pacific region. The country has seen a fast growth of gyms that are open around the clock.

"This is an equipment rental model, where the gyms do not provide any instructors, classes or anything like that. Australian consumers are used to that. They know what to do with the equipment," MacCharles said.

The consultant said the Chinese gym industry may need to face disruption before it becomes more accepting of commercial risks and adopts more consumer-friendly business models.

He said there are signs a shift is happening. Unappealing gyms are



John Caraccio

shutting down as more astute operators come into the market. Some new gyms are taking advantage of technology to reduce their real estate footprint.

"China can't be ignored. It has incredible potential, but it's not going to be done in the traditional way. Someone is going to come up with a different concept that does not require 1,500 square meters and a lot of equipment, [and] takes the real estate component out," MacCharles said. "You could have small-sized gyms with less equipment that incorporate a lot of technology — for example, taking more advantage of apps, or instructors on the phone."

The prepaid problem. Forum speaker John Caraccio, chief executive of World Gym Taiwan, agrees with MacCharles on several points. His company is a master World Gym franchisee with rights to Taiwan, mainland China, Hong Kong and Macau.

"The industry there is based on the prepaid membership model, and no operator has been able to offer monthly dues services," he said. "This will put a damper on the long-term prospects of China operators, though there may be some short-term successes."

He said one factor that holds growth back is a banking system that does not readily offer a way of processing automatic monthly payments of dues.

World Gym is focused instead on growing its market leadership in Taiwan. Last year, it opened six clubs, averaging

more than 4,000 square meters (43,000 square feet), and relocated two smaller gyms to newer, larger spaces.

World Gym plans to open another 10 gyms this year for a total of 45 and is targeting 70 gyms in three years.

The IHRSA said Taiwan has 185 clubs with about 580,000 members — a penetration rate of 2.5 percent — generating annual revenues of \$369 million.

Taiwan authorities allow fitness club members to pay through monthly dues. The government modified its position after a fitness chain, Alexander Fitness, went bankrupt in 2007 — in part because of a business model that relied on pre-paid memberships.

Meanwhile, World Gym also invests heavily in personal training and in acquiring the latest gym equipment.

"The trend is away from individual pieces of equipment that focus on specific muscles, and towards equipment and programs that provide a full body, core-focused workout," Caraccio said.

For example, World Gym this month is launching "Anti-Gravity Fitness," a program that uses suspended hammocks. World Gym has exclusive rights to the program in Taiwan.

Fitness demos. The afternoon session of the Fitness Industry Forum will offer demonstrations of training programs.

Chris Parck, a master instructor from the Indoor Cycling Group, will demonstrate the IC7 bike, marketed by Matrix and developed with the ICG.

Other demonstrations involve boxing and ViPR, a program that combines full-body movement with resistance training. ■ BS



Chris Parck

TaiSPO 2015 Fitness Industry and Fitness Club Management Forum

Thursday, March 19

9:30 a.m. to 5 p.m.

Conference Room 3, 2nd Floor
TWTC Exhibition Hall 1

Part 1 (Morning session)

9:30 – 10 a.m.

Registration

10 – 10:10 a.m.

Opening remarks and group photo

10:10 – 11 a.m.

Overview of Global Health and Fitness Industry

Amy Cao

Project manager, 2015 IHRSA Asia-Pacific Health Club Report

Director, Commercial Strategy and Research, Deloitte China

11 – 11:50 a.m.

Fitness Club Management Trends — Personal Trainer

John Caraccio

CEO, World Gym Taiwan

11:50 – 12 p.m.

Q&A

Part 2 (Afternoon session)

2 – 2:30 p.m.

Registration

2:30 – 3:10 p.m.

New Fitness Program Demonstration (i): Boxing

3:20 – 4 p.m.

New Fitness Program Demonstration (ii): ViPR

4:10 – 4:50 p.m.

New Fitness Program Demonstration (iii): Indoor Cycle Show

Chris Parck

Master instructor, Indoor Cycling Group

(Held at Johnson Health Tech, TWTC Hall 1, Booth D0028)

8 All Stars twinkle at TaiSPO

Eight products have received 2015 TaiSPO Excellence Awards. The winning products, which range from fitness equipment to socks and swimming goggles, are on display in Hall 3.



The TaiSPO All Stars – Innovation's Stage of Excellence

TWTC HALL 3
G0136

Competition is organized by the Department of Industrial Technology at the Ministry of Economic Affairs, the Taiwan Sporting Goods Manufacturers Association and the Taipei Sporting Goods Association.

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



Perseidas bumper plate

Fitness equipment winners included **Dyaco** and its rehabilitation treadmill, sold under its Spirit Medical Systems brand. (See our story in tomorrow's *TaiSPO Show Daily*.)

Johnson Health Tech won for its Matrix T7xi treadmill, featuring an interactive console with FitTouch technology (see related story, page 37).

Greenmaster Industrial impressed the jury with the Naples Elite, a seated elliptical trainer designed to avoid knee joint damage.

Gee Hoo Industrial Corp., the company behind the Body Charger brand, won for its GB 7005 Mini Recumbent Cross Trainer — a compact product that can be used as either an

elliptical cross trainer or a recumbent bike.

Perseidas Enterprise won for its 5 kg (11 lb.) barbell bumper plate. The jury said its combination of durable rubber and plastic made for quality ergonomics.

Bodyorbit, which won an award last year for its Wonder Core ab sculpting system, received another All Star honor for the Wonder Core Smart, a smaller sibling to the Wonder Core that is meant for sit-ups, push-ups, scissor kicks, ab tucks, and bicep and tricep exercises.

The jury also liked **First Rank's** Saeko Blade swimming goggles. Their wide panoramic lenses still fit tightly on the



Bodyorbit Wonder Core Smart

Greenmaster Naples Elite

wearer's face. (See related story in tomorrow's *TaiSPO Show Daily*.)

Titan Sport Tech, which won two awards last year for its technical sports socks, bagged another All Star honor for its lateral motion sports socks for racquet sports.

Three companies won TaiSPO Merit Awards: **G-Sol Technology** for its GPS Golf Expert Watch; **Ming Train** for its multi-functional fitness equipment; and **Fu-Teck** for its Rolling Buttocks Shaper.



Body Charger Mini Recumbent Cross Trainer

TAISPO

LUXWELL®

World 1st
Barefoot Treadmill

MASAI 530
Nature Walk



1. Boost attention

2. Enhance creativity

3. Improve sleep quality

4. Stress relieve

Booth No:
G0328

UFO
Massage Chair



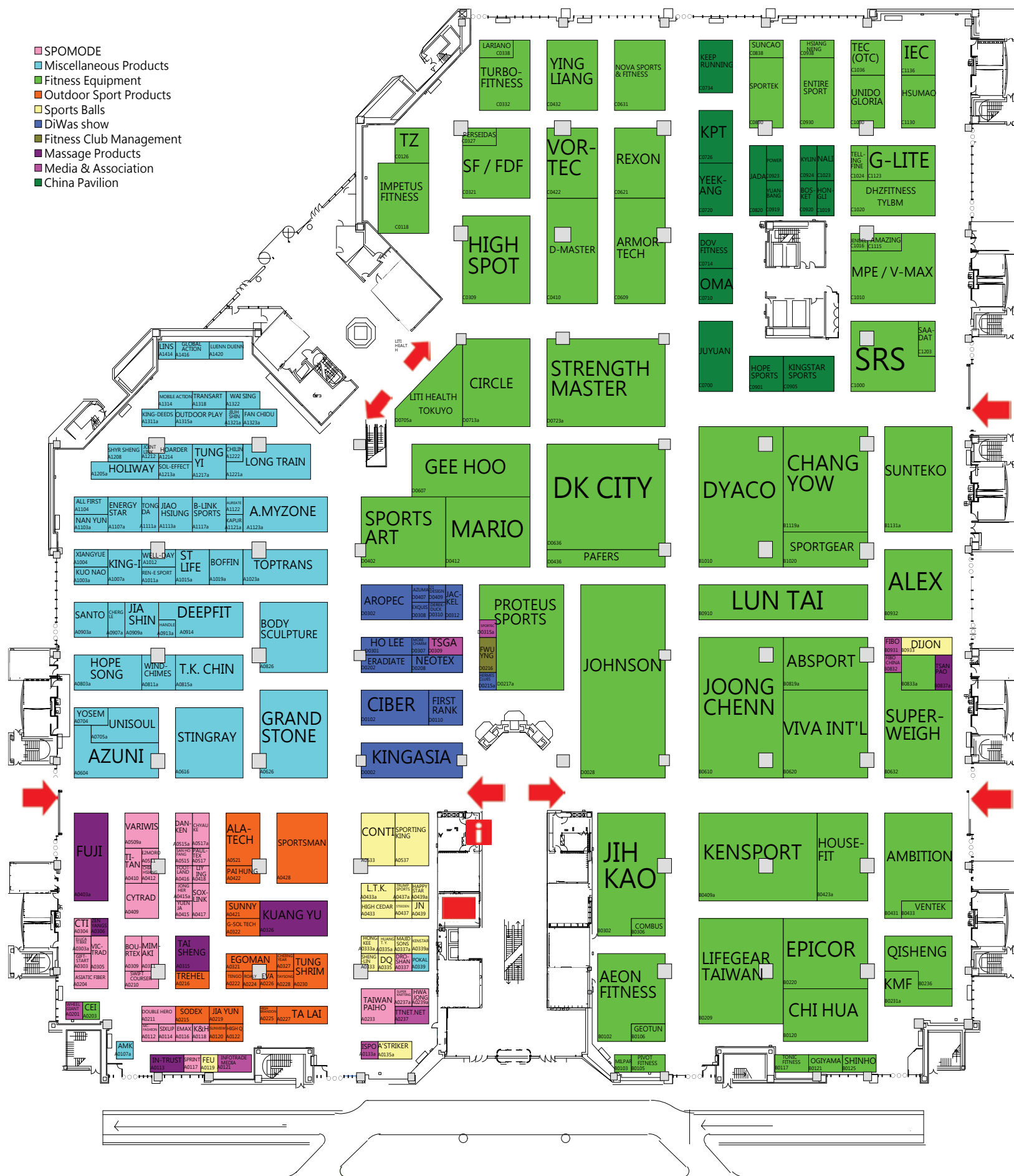
Patented 7mm Soft Mat
Stimulate blood circulation

3-Tier Cushion
Protect your joints and knees

Power Folding
No lifting, fold it with a button

World 1st
Mind Massage Chair

Floor Plans TWTC Exhibition Hall 1, 1st floor



- Miscellaneous Products
- Fitness Equipment
- Sports Balls
- Media & Association
- China Pavilion

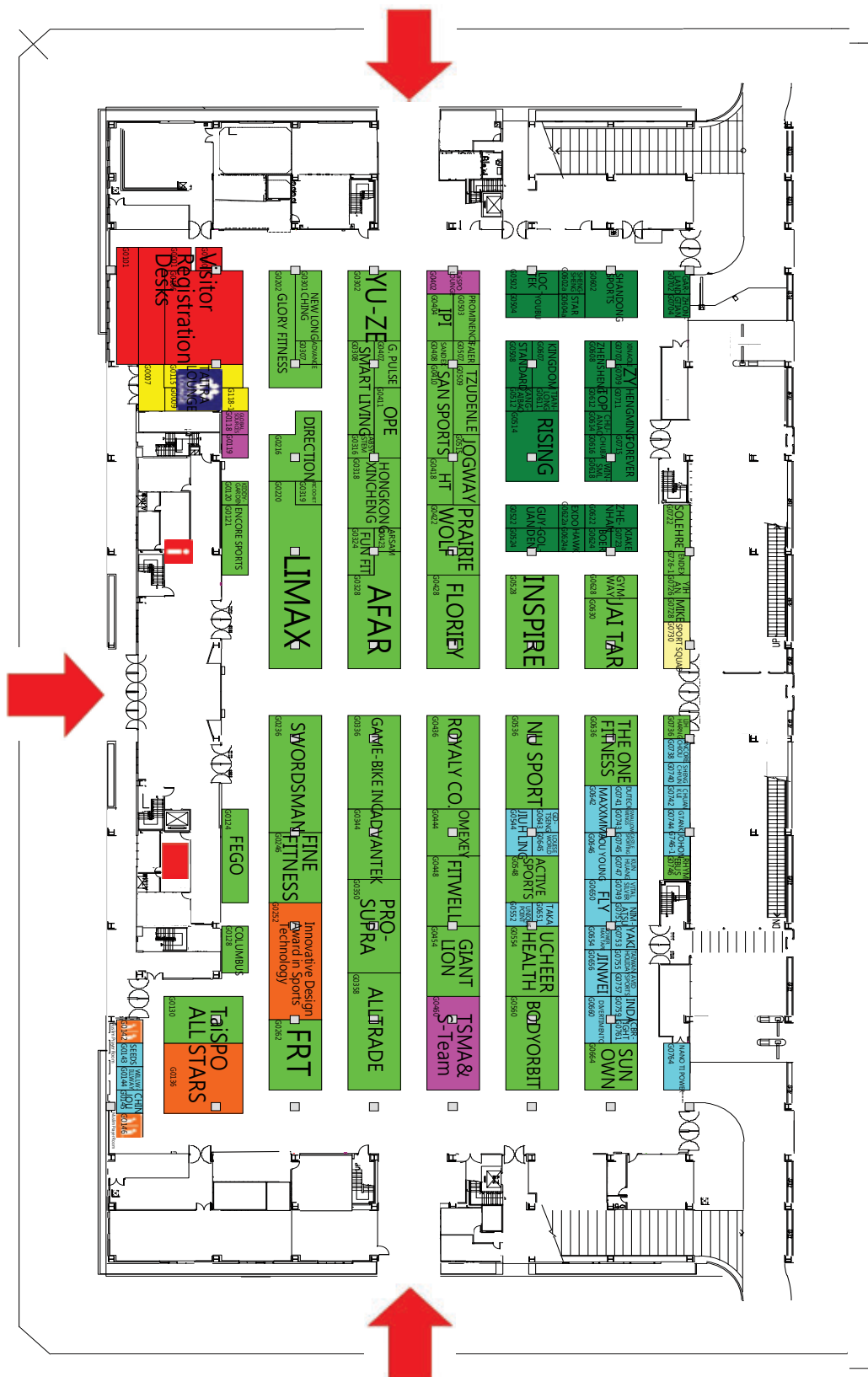


Use this QR code to download the TaiSPO app and have the information you need at your fingertips. Access the floor plan, exhibitor list, show schedule, transport, product highlights, and more!



松智路 Song-Chih Road

市府路 Shih-Fu Road



As running gets off to a fast start, Taiwan brands sprint to keep pace



Rich Joy finds the positives in negatively charged ions

Rich Joy is entering the market for compression and sports garments with products that contain bamboo charcoal fiber and germanium. The company says that germanium, a semi-metallic element, releases negative ions, which give the wearer more energy.



Vital Silver sport socks

Rich Joy, a first-time exhibitor at TaiSPO, markets its products under the Vital Silver brand name.

Founder Kevin Lin says he got the idea from his interest in climbing. When a trekking mate said he would have to stop because of knee pain, Lin began developing a knee sleeve to alleviate the pain.

He came across a mineral compound that releases negative ions and applied it to textiles.

Based in Taipei, Rich Joy has made medical braces and compression products for several years. It has

recently moved into sports apparel, and offers compression shirts and sleeves and a range of socks for runners and other endurance athletes.

Rich Joy claims that the combination of bamboo charcoal and germanium helps to increase blood circulation and oxygen levels.

Bamboo charcoal is a popular component in many types of sports apparel because it reportedly reduces bad odors. **■ BS**



As the sun started to rise above the mist-shrouded water, some 7,500 runners were already warming up for the start of the Titan Sun Moon Lake Marathon.

The size of the crowd, on the shores of one of Taiwan's best-known tourist attractions, shows just how the running craze has gripped the island nation in the last three years.

"Such events have been booming," said Simon Huang of Body Marketing, which owns the Sun Moon Lake race.

Huang added, "When I started fifteen years ago there were only about 100 events per year, but now I think there are more than 500. On any weekend in the spring and autumn you would find five or six running events in Taiwan."

At this year's race, held Jan. 25, about 4,500 runners completed the full 29-kilometer (18-mile) course around the lake, while others ran about 12 kilometers. Huang said the race grew from 4,000 participants in 2013 to 5,500 last year.

Later in the morning, the atmosphere was festive at the Xiangshan visitor center, on the western side of the lake, as racers began crossing the finish line.

The winner finished in 1:48. But more than an hour later, scores of runners were still crossing the finish line — and jubilantly accepting their medals.

Taiwan brands had reason to be jubilant as well. Most of the Sun Moon Lake runners were remarkably well-equipped, wearing technical running footwear along with tights, compression socks, technical watches and an assortment of other gizmos.

Three of the fastest runners stood out for their bright yellow and pink

compression socks. They were sponsored by Titan Sport Tech, a young Taichung company that makes the socks. Titan sponsored the Sun Moon Lake marathon for the second time this year.

"I still have to practice some more," said one of the Titan runners, Zhiyuan Cai, who finished fifth. "The compression socks are very helpful. They give me more energy and help me to recover faster."

Titan is best known for its award-winning technical socks, which it markets for specific sports. But it displayed many other products at its stand, near where runners started and finished the race, such as its Helium line of compression garments and a new detergent (see related story, next page).

Taiwan isn't the only Asian country in the midst of a running craze. Soaring participation is particularly striking in mainland China, where the number of races is multiplying and runners are a common sight in city parks.

Experts estimate that China supports about 500,000 regular runners — those who take their training seriously and are eager to buy the latest products — along with a much larger number of occasional runners.

They run despite China's infamous pollution, which led some runners at the most recent Beijing marathon to wear masks. Popular races like the Xiamen and Shanghai marathons sell out in days, if not hours.

Huang acknowledged that some of Taiwan's new runners are attracted to the

Scenes from the 2015 Sun Moon Lake Marathon



Titan takes a stand against the stink

Titan, which specializes in technical sports socks, knows a thing or two about getting rid of funky smells.



Eugenia Chen with Titan's new detergent.

This year it is launching a new weapon to fight odors on socks and running jerseys: a special detergent that uses enzymes.

TWTC HALL 1 - 1F
A0410

"The idea is to use the enzymes to break down the lipids and the sweat that come out when you are running," said Eugenia Chen, research and development manager at Titan Sport Tech.

"When these lipids are broken down they get washed away more easily," she added. ■



sport because it's fashionable, but may not be serious for the long run.

So Body Marketing markets the event as more than just a race: Admission to the Sun Moon Lake Marathon included tickets for a boat tour and cable car ride.

Huang cited the Shihmen Dam race in Taoyuan, which drew about 6,000 runners in November, as another example of the sport's growing popularity.

Another well-attended race is the TNF100, an 100-kilometer (62-mile) endurance race sponsored by The North Face, the American outdoor brand. The TNF100 in Taiwan is part of an Asia-Pacific series, with races in Thailand, Japan, China and other countries.

Huang is equally bullish about the

New Taipei City Wan Gin Shi marathon, which is scheduled for this Sunday, March 22, after TaiSPO closes.

The run, on the northern shore of Taiwan, received a bronze road race label from the International Association of Athletics Federations (IAAF), becoming Taiwan's first IAAF-certified race.

"It will become the most important race in Taiwan," Huang said. The IAAF certification should help draw international participants.

Huang said 12,000 runners quickly registered for the event.

But one doesn't need to be a runner to participate as a spectator this Sunday and take in the mountain views and the seascape — while marveling at the boom in Taiwan's latest fitness craze. ■ **BS**



Wetsuit maker Aropec floats a new compression line

Aropec is another Taiwan supplier that has jumped on the country's newfound enthusiasm for running.



Aropec sponsors athletes like this who compete in ultramarathons, and this year hopes to sponsor a race in Taichung.

The Taichung company, best known for its neoprene wetsuits and other water sports products, is now making headway with a line of apparel for triathlon and other endurance sports.

After launching compression tights at last year's TaiSPO, Aropec is expanding its compression line this year to with a range of shorts, vests and calf sleeves, and knee pads for endurance runners joining the original tights.

The company intends to expand into more areas this year with arm compression products for golfers and tennis players.

Aropec's compression garments are made with the company's distinctive fabric.

"Compression Fit achieves stretch

and resistance as well as breathable and quick drying functions," said Marvin Wei,

Aropec's general manager. "That makes it light and cool, which is what you want for endurance sports."

To promote its new line, Aropec endorses athletes who take part in such grueling events as a March ultramarathon that goes from Taichung to Hualien.

This year, Aropec intends to sponsor its own race in Taichung, in September. The date has not yet been finalized. Wei said he has been inundated with requests to sponsor a race after Aropec organized one several years ago. ■ **BS**

TWTC HALL 1 - 1F
D0302

Run through Rome, London or Paris without leaving your home treadmill

If you've never been to Rome, going on a run through the city may be a nice way to discover it. But what if at the touch of a button you could also run through the streets of London, Paris or other cities without leaving home?



Eling Wu shows a Strength Master treadmill equipped with the latest Fit+ app.

It's possible with the Fit+ app from Strength Master, the Taiwan fitness company.

"You're actually running through these streets because the program is based on Google Maps," sales manager Pauline Lin said. The Fit+ app loads all of the treadmill functions on a smartphone or tablet, providing plenty of

entertainment and workout options.

The screen uses images from Google Street View, part of Google Maps, to "move" through a scene in time with the user's treadmill speed.

The app also can upload workout details to Interactive Health Partner (IHP), an online health management program from Lifespan, the American

subsidiary of Strength Master. IHP provides exercise tips and encouragement to users based on data it receives from the fitness equipment. Authorized medical providers and others can access the data to monitor a patient's exercise.

In 2011, the American College of Sports Medicine awarded medical recognition to IHP. In previous versions, workout data had to be downloaded manually, but the newest version of the Fit+ app creates a direct connection between the exercise machine and IHP.

IHP can also collect information from other devices such as pedometers when someone exercises outdoors. It's available in several European languages and in Chinese.

The app is an additional asset for the latest version of Strength Master's much-lauded TM30 home treadmill series. The TM30 Series eFold won the Taiwan Excellence Silver Award last year and received favorable reviews for some of its intelligent features.

For example, the treadmill belt halts when it senses a person is no longer using it.

The treadmill also counts steps, an increasingly popular method of tracking one's daily activity (the recommended minimum is 10,000 steps a day).

A new feature this year is an emergency stop for the treadmill's electronic folding system. If the machine senses that a cat, for

example, has strayed into its path, it will stop unfolding.

The newest version incorporates multi-directional spinning wheels. "They're like the wheels on a suitcase. They make it easier to move the treadmill around when you want to stow it away or when you're cleaning," Lin said.

The Lifespan treadmill series has been a key product line for Strength Master for three years. The company's Workplace Series is another popular range that allows users to add a treadmill or stationary bike to a standing desk or other work platform. It's been adopted by Disney, Google and other employers, and by several academic institutions including the University of California, Los Angeles, and Stanford University.

■ BS



The Fit Plus app screen taps into Google Street View

Strength Master gets pumped up for growth

As Strength Master expands into more European and Asian markets, it has moved into a gleaming new headquarters and factory in Changhua County that is more than twice the size of its former headquarters in Taichung.



From left: Pauline Lin, Eling Wu and Cherry Hsu with Strength Master's new corporate logo.

"This plant is an important investment that will enable us to grow and become more efficient," marketing manager Pauline Lin said.

With additional production lines, Strength Master expects its annual capacity to reach about 10,000 units.

New machinery allows the company to bring more of the manufacturing processes for its commercial fitness equipment in-house. The company now outsources only tooling and plastic injection.

A new production management

system will help Strength Master boost efficiency. The Changhua County campus also features a larger lab and an employees' fitness center.

Adorning the impressive new plant is the company's new corporate logo, which features the Strength Master name in capital yellow letters on a blue background, compared with the lower-case typeface used for the brand name. "We want to clearly distinguish the brand name from the company name," said Eling Wu, assistant marketing manager.

The Taiwan factory employs about 200, and Strength Master has another factory on the mainland. The Chinese plant, which makes entry-level equipment, occupies 200,000 square meters (2.15 million square feet) in Chun Pu, near Xiamen in Fujian province.

Strength Master has focused on treadmills for 15 years, but in the last two years has begun expanding its range to include such products as fitness bikes and elliptical trainers. At TaiSPO, Strength Master is unveiling a rower

prototype.

About 40 percent of Strength Master's sales are in the United States, primarily from its Lifespan brand. Europe accounts for 30 percent of sales — mostly from private label products, although Strength Master began marketing the Lifespan brand there last year.

Strength Master serves European distributors and retailers, and consumers who buy on-line, from a warehouse near Warrington, England.

The company plans to more vigorously market the Lifespan brand in the Middle East and in several Asian countries, including India, Thailand, and Korea. It expects further growth this year in China, where it has appointed an exclusive agent.

Strength Master is publicly traded as an emerging stock on Taiwan's Gre Tai securities market for bonds and small to medium-sized companies, but Lin said Strength Master plans to apply to the Taiwan Stock Exchange this year. She said the flotation could raise more funds for expansion. ■ BS

Conti mounts a full-court press to score image points on the mainland

They may not realize it, but players in the China Basketball Association (CBA) — China's top professional league — have been using balls supplied by a Taiwanese company since last year.



Conti makes balls for a number of sports, including volleyball.
Photo credit: Chinese Taipei Volleyball Association

The prestigious product placement stems from a sourcing agreement between the ball manufacturer, Conti (formally known as Continental Chemical Industries) and Li Ning, the CBA's equipment sponsor.

The CBA deal is small in volume, but potentially huge for Conti's brand image in China.

"It's still not very big for us yet, but in two to three years' time we could start to

see that market growing," said Paul Yang, Conti's owner and general manager.

China is now the world's No. 2 sporting goods market, behind the United States and ahead of Japan. Investors are increasingly interested in the mainland since the Chinese government suggested last year that it would invest in the country's sports industry.

A government proposal calls for China's sports business to reach a value

of 5 trillion yuan (\$800 billion) by 2025, or about 1 percent of China's GDP. The sector accounted for an estimated 0.6 percent share of GDP in 2012.

China says it wants to boost investment in infrastructure and stimulate sports participation through other measures. More encouragingly, China indicated it could liberalize some of its regulations governing sports events, a step that could unleash major inflows of investment into the Chinese sports market and lift consumption. In Beijing, the government's plan is known as "Document 46."

The potential is huge, since Chinese per capita spending on sporting goods is less than 10 percent of what Americans spend.

For companies like Conti, these developments give it even more incentive to establish brand recognition in China — despite China's pervasive issues with counterfeits.

Conti is in talks with Victor, the Taiwanese racquet sports specialist, to distribute Conti balls in China. Victor maintains an office in Nanjing, China.

Conti is also participating in an effort sponsored by the Taiwan Sporting Goods Manufacturers Association to explore markets in Singapore and Indonesia later this year (See Friday's *TaiSPO Show Daily* for more details.)

It is a leading international supplier of team sports balls, producing basketballs for top U.S. brands including Wilson and Baden.

It also supplies other basketball brands approved by FIBA, the international basketball federation — Gala, Goly and Conti itself. And Conti makes balls for

several other sports, from volleyball and soccer to more unusual pastimes.

Ever hear of canoe polo? Conti makes a ball for it.

The Conti brand is best known in Taiwan, where the company endorses several teams. This year Conti wants to capitalize on its brand recognition by broadening its product range.

"We want to expand to protection equipment, such as ankle and knee pads," Yang said. "We are trying to build up a full professional range, which will be available in Taiwan for a start."

Prototypes of its new products are on display here at TaiSPO. Conti expects the protection equipment, which will be made at its factory in Dongguan, China, to be on the market in June.

Meanwhile, Conti is continuously upgrading its ball technologies.

The latest improvements mostly apply to one of Conti's strengths: the construction of soccer balls, which use a blend of polyester and cotton.

"We develop the materials ourselves, with fibers that are normally meant for the clothing industry," Yang said. The trick is to find the right balance between the different components, to obtain rebound as well as softness and durability.

Conti's sales, purchasing and finance departments are based in Taipei, while research and development and manufacturing are handled in mainland China. ■ BS

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A0533

TAISPO

Sporting King to refocus on Taiwan factory

Sporting King is giving Taiwan manufacturing a sporting chance.



Benjamin Chen with Sporting King's "smart" ball caddy

The manufacturer of ball and racquet sports equipment is building up its Taiwan production and will gradually lessen its dependence on its China factory.

"We didn't want to invest more in China because the labor costs are rising, as well as the social insurance costs," said Benjamin Chen, the company's general manager. "We will increase the

size of our building in Taichung, and all new developments will take place in Taiwan."

Sporting King continues to make most of its equipment at a factory in Shenzhen. While it doesn't plan to shift production of products from China to Taiwan, many of its new products will come out of the Taichung plant.

Chen said one incentive for refocusing on Taiwan is the network of suppliers that exist in the Taichung area.

"These Taiwanese suppliers are very efficient. They have improved technology and they are aggressive," Chen said. He added that it made sense for Sporting King to have at least some production next to its research and development offices.

Sporting King intends to divide production between Taiwan and China based on the technological requirements and the amount of labor involved to make a particular product.

For instance, Chen said the more labor-intensive stitching work required

for nets will continue to be done in China.

Sporting King's newest products include a "smart" ball caddy for baseball or tennis instructors.

The holder is easy to set up, and the patented straps that fasten the net to the holder resist being pulled open inadvertently (or mischievously, in a class of children).

Although the caddy was designed for baseballs, it also can be used for tennis balls. Sporting King is working on a larger version that can accommodate team sports balls, using the same straps.

The company says its efficient caddies cut down on time spent gathering balls, leaving more time for an instructor and students to play.

Established more than 40 years ago by Chetong Chen, Sporting King specializes in ODM production. It makes more than 300 products. ■ BS

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