

SHOW DAILY

The Official Show Newspaper

www.BikeShowDaily.com

Organized by: **TAITRA**

March 19, 2015

ENGLISH

日本語

中文

TAISPO



4 Cyclist-in-chief
Taiwan President Ma opens Taipei Cycle

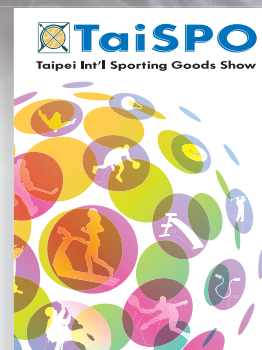
8 'Blood, sweat, fear'
Hong Kong director promotes cycling film

9 Less is more
3T simplifies its product line and its ownership

12 Power hungry
PowerTap extends its range

14 Pleasantly plump
The growth of plus-size wheels

36 Eye on TaiSPO
See the news from our sister show



TAIPEI CYCLE
VISIT US AT
BOOTH J512

messingschlager

THE BIKE EXPERIENCE

Manufacturing
Developing
Importing
Exporting

MIGHTY

M-WAVE

VENTURA
BIKE + OUTDOOR

le
TOUR
France



WWW.FROM-EUROPE.EU



ANGEL

Artech Design

Provided suspension function and superior support in any position, as well as additional shock absorption.



New Y Shape

The saddle has the centre cut out in a Y shape to provide more comfort on seat bone area.



Gives Comfort

To your ride. The special design enhances the lightness feeling for a better ride.



Elevate Technology

The saddle is finished with the special atoms shaping technology.



Limitless Rides

Angel is the concept of no limits saddle. Ideal for road riders with high standards of comfort and performance.

VISIT US
1F, J0717

ANGEL PURE PERFORMANCE.



Angel Glide
VL-1684
128 * 282 mm
122 gr



Angel Dive
VL-1739
127 * 285 mm
220 gr



Angel Ride
VL-1776
144 * 285 mm
245 gr



Angel Fly
VL-1747
127 * 285 mm
245 gr



VELO
feels right

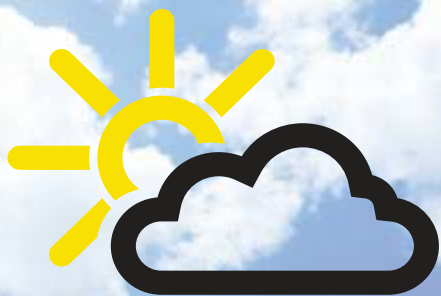
VELOSADDLES.COM

TODAY

March 19
TAIPEI

26°C (78°F)

Mostly sunny



TONIGHT

19°C (66°F)

Chance of showers



TOMORROW

26°C (78°F)

Mostly sunny



Contact Us

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

Advertising

Tom Kavanagh, Publisher
tom@bikeshowdaily.com

Taipei Cycle Show Daily

Doug McClellan, Editor-in-Chief
TaipeiShowDaily@gmail.com
+1.505.660.9957

TaiSPO Show Daily

Barbara Smit, Editor
barbarasmitnews@gmail.com



Table of Contents

Cyclist-in-chief

Taiwan President Ma opens Taipei Cycle 4

Vox Pop

How have recent currency fluctuations affected your business? 6

Off in a new direction

Design-centered Lezyne launches line of cycling computers 7

'Blood, sweat, fear' — and cycling

Hong Kong action director Dante Lam promotes cycling adventure movie 8

Quick change artist

Steve Metz says he's got a better quick release 8

Less is more

3T simplifies its product line — and its ownership structure 9

Seen at the show

The action from the first day of Taipei Cycle, and the Velo/Wellgo party 10

Tapping into more power

PowerTap launches new kinds of power meters 12

Pleasantly plump

Wheels and tires embrace "plus" sizes 14

All wound up

Velocite winds its carbon fiber wheels 15

The X Factor

TranzX eyes the U.S. and China for upcoming expansion 15

Making its move

After nearly 60 years, Sturmeys-Archer relocates in Europe 16

On the cover: Taiwan President Ma Jing-yeou (right) with luminaries (from left) Tony Lo, Robert Wu, Catherine Wang, and King Liu at yesterday's opening ceremony.

ARISUN®

TUR TUBELESS READY TECHNOLOGY

ARISUN TLR TIRES – Tubeless Ready Technology benefits the rider by reducing rotating weight and eliminating inner tube. No component friction between the tire and tube allows for lower tire pressure and a better handling ride.

Durability is increased by using high density woven fabric in sidewall and over lapping bead for added safety.

Arisun Performance Tires offers several TLR Tires to select from, so that you can conquer any mountain!

To seal the deal just add your favorite Sealant System Kit- (glycol based liquid, rimstrip, tape, and valve) and you are ready to ride like a Pro.



BALDY



GRAHAM

Pomp and circumstance as President Ma opens show

Taipei Cycle opened Wednesday with a commotion as Taiwan President Ma Ying-jeou addressed a standing-room-only crowd at Nangang.



Ralph Wiegmann (right) of the iF Design Forum walks Taiwan President Ma through winners of the d&i awards.

Through a translator, Ma spoke of Taipei Cycle’s stature as one of the most important buying platforms in the world, given the island’s current ranking as the No. 2 exporter of bikes and the No. 4 bike manufacturer.

“In 2012, we officially signed the ECFA (Economic Cooperation Framework Agreement). With bikes on the early harvest list, complete bike exports have grown 12-fold. It’s [had] really great and positive momentum under that,” Ma said.

The ECFA is a controversial trade pact that reduced tariffs on products bound for

Mainland China. The “early harvest” list refers to products that received priority for the tariff reductions.

“Some people might say the ECFA is serving only big enterprises, but that’s not true,” he added. “Values of over 50 percent are from small and medium enterprises.”

Ma, who described taking a 12-hour ride on a “very old bike” around northern Taipei when he was in high school, lauded the growth of cycling routes in Taiwan. The island nation is expected to have 4,700km (2,920 miles) of cycling

routes this year.

This isn’t the first time Ma, a former Taipei mayor, has appeared at Taipei Cycle. He also opened the 2012 show during a re-election campaign.

Although Ma currently has low approval ratings in Taiwan, the cycling industry has embraced him and his pro-trade stance.

Tony Lo, president of the Taiwan Bicycle Association and CEO of Giant Bicycles, also spoke briefly at the opening ceremony.

He emphasized Taiwan’s progression from a cycling “desert” a decade ago to its current status as a bicycle “kingdom.”

Taiwan’s cycling credentials will receive a further boost next year when Taipei hosts Velo-city Global 2016. The conference will bring leading transportation planners, economists, health experts, cycling advocates, cycle tourism promoters and politicians together from all over the world. (See

related stories on page 18.)

Lo said Taipei Cycle will move its dates earlier next year, to March 2-5, to align with the Velo-city dates.

“Taipei Cycle will be really linked with Velo-city. It’s a great opportunity for the world to see Taiwan’s bike influence,” Lo said.

After Ma’s speech, he and other industry dignitaries — all dressed in matching black and white athletic warm-up jackets — posed on a stage with bikes, and then set off fog machines and confetti by inserting flags in the bikes’ seat posts.

Photographers swarmed Ma as he left the room to visit three booths, clicking their cameras while running to keep up with the entourage. Ma briefly stopped at displays for the Cycling & Health Technology Industry, the Taiwan Excellence and the d&i awards for requisite photo-ops before leaving the show. ■ NF



Taiwan President Ma (left) inspects a Strida folding bike.

What's on today Thursday, March 19

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

8:30 a.m. – 6 p.m.
Taipei Power Forum / Electric Two-Wheeler Symposium
4F

Conference Room 401
Agenda: www.tpf.itri.org.tw/agenda-e.html

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

9 a.m. – 5 p.m.
Asian Cycling Forum Chang Yung-Fa Foundation
10th Floor
No. 11 Zongshan S. Road
MRT Stop: NTU Hospital Station (Line 2)
www.asiancyclingforum2015.com.tw/en

EVENTS

9:30 a.m. – 12 noon
The Bicycle Innovative Services and Creative Business Planning Competition Award Ceremony and Presentation

4F
Conference Room 402

10 a.m. – 11 a.m.
Taipei Cycle Meet and Pitch Day Technology Session
Presentations by First Components, O-Ta Precision, Kind Shock and Tribull
4F
R455 Buyer's Lounge

11 a.m. – 12 noon
Taipei Cycle Meet and Pitch Day Innovation Session
Presentations by Soosi Flinger, Taya Chain, Joy Industrial, Avola and Sun Chang
4F
R455 Buyer's Lounge

1:10-4:30 p.m.
Electric Bicycles Seminars & ExtraEnergy Test Reward Ceremony
4F
Conference Room 402

5:30 p.m.
Tern Social Ride
Take an easy 15km (9 mile) ride down the riverside bikeway to the Three Lions Inn, an English-style pub and restaurant. Bring your own bike and helmet.
Outdoor Demo Area
Tent T0022

6:30 – 9:30 p.m.
LEVA Networking Dinner
Royal Host
No. 66-1
Jingmao 2nd Rd.
(Across from Nangang Exhibition Center)
Visit www.levassociation.com/calendar to register

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.

Titanium Alloy Chainring

ChainFlow Technology,
with unique and precise
designed teeth

Titanium
Alloy Spindle

Award-winning crank arm
with superb fracture
resistance

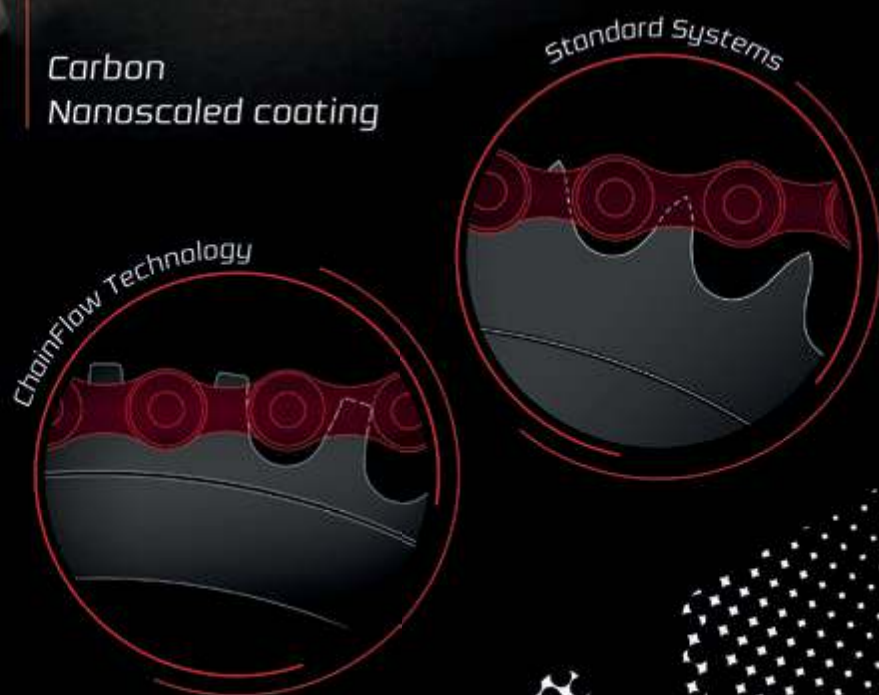
Carbon
Nanoscoled coating

MIRANDA developed INFINIUM with the perfect combination of premium materials and cutting edge technology. INFINIUM crankset is for sure the most advanced, durable and a true leader in performance and riding control.

It is also the first model to incorporate the exclusive ChainFlow technology that provides many advantages over narrow-wide profiles, with improved wear resistance, chain load distribution, chain guidance and an earlier and more controlled linking, for the best chain retention that will last for a long time.

Ride Unlimited!

CHAINFLOW™ Technology
is protected under international
patents issued and pending
28T to 44T chainring sizes available



INFINIUM

with CHAINFLOW Technology

developed by

Miranda
The European Bike Fundamentals.

Booth L1216
www.miranda.net



www.kssuspension.com

GET DOWN AND DIRTY



CRUXi ETERNi



**BOOTH
10429A**

Vox Pop

How have recent currency fluctuations affected your business?



Wouter van Doornik
Holland Mechanics
Purmerend, the Netherlands

For us as an export-oriented company, the low euro is a blessing. We have seen a lot of interest, especially from American companies at this show. Since wheelbuilding machines are a capital investment only done every five to 10 years, we are kind of a special case. Given the current low interest rates, it's a good time for large investments.



Mario Armando Peraza Viveros
A la Montaña Ciclismo
Mexico City, Mexico

The Mexican peso has lost 20 percent of its value compared to the dollar in the last three months, largely due to government politics. So of course all the products are getting more expensive for us as purchasers. I have no choice but to raise prices, but I cannot do so on a short term. And of course doing so will make it harder to compete on the market.



**Hugues Espeset (left)
and Joyce Huang**
Buzz Rack
Taichung City, Taiwan

As a manufacturer of bicycle racks, Buzz Rack is in a special situation. We produce in Taiwan while most of our competitors produce in Europe. This poses quite a challenge to us. Our competitors' products are getting cheaper without them having to do anything for it, and customers ask us to reduce our prices — or else they might switch to products from a European manufacturer.



Todd Seplavy
GT Bikes
Wilton CT, U.S.A.

On a short term these currency fluctuations are a big concern, but on a longer term I think it all comes back. Nobody expected this situation to come up six months ago, and it might well be gone in another six months from now. Companies who played it smart are not in that much trouble. But admittedly the effects are very regional and brand specific.



Martin Vogt
Marwi Europe
Rotterdam, the Netherlands

The politics of both the American Federal Reserve and the European Central Bank have weakened the euro substantially. As a manufacturer, this is beyond our power and we have no choice but to deal with the resulting, higher costs of our products in Europe and pass that on to the customers. At the moment, we can only hope that this higher price will not have an impact on the market volume.



Bernd Kästle
Magura
Bad Urach, Germany

For Magura it's a double-edged sword. Our production in Germany gets cheaper, but all purchases in U.S. dollars are getting more expensive, as is producing in Asia. Another obvious consequence is that purchasers try to push down the prices of we manufacturers. As we're a global business everyone is affected in some way or another, and it's a mixed bag in purchasing, really.

Lezyne plugs in to GPS with three new computers

Two years ago, Lezyne engineers started to think about cycling computers and how closely related they were to the LED lights that had become the design company's top category.

The light systems were basically mini computers that required electrical capabilities and computer engineering to function. So, they asked themselves, what if they added a screen and GPS capability?

Of course, it was more complicated than that, but engineers ultimately came up with three cycling computers, which mark Lezyne's entry into a new product category. The computers dominate Lezyne's display here at the show: the mini, the power and the super.

"There's only one brand dominating the category, so why not?" Dillon Clapp, Lezyne's communications manager, said yesterday. "I don't think we're going against Garmin. We just wanted to make a kick-ass computer with an easy interface."

All three models use GPS to track speed, elevation, distance traveled,

temperature and moving time, all of which can be uploaded to Lezyne's web-based analysis site, or to popular social network sites Strava and TrainingPeaks. Lezyne claims that the mini, which costs \$140, is the smallest GPS unit on the market at a scant 30 grams (1 ounce).

The \$170 Power model is an upgrade of the mini that adds Bluetooth Smart technology that pairs with Apple and Android phones to deliver text, email and phone call information to the unit's screen. Riders can also pair heart rate, cadence and power from a heart rate monitor or power system via Bluetooth.

For \$30 more, the Super model adds Ant+ to read heart rate monitors and power sensors that use that technology. Clapp said it is the only GPS unit in which Bluetooth and Ant+ technology work simultaneously.

Both the Power and Super models weigh 76

grams (2.7 ounces) and have a large 46.5 mm by 73.2 mm (1.8 inch by 2.9 inch) display. The lithium polymer batteries on all three units are rechargeable via USB.

Along with a website where riders can upload data, Lezyne developed a smartphone app that syncs ride data using Bluetooth (on the Power and Super models).

The units are all assembled in Lezyne's Taichung factory and some of the internals are manufactured in-house as well. ■ NF

4TH FLOOR
L0416



Lezyne Super GPS

German designer, with his Buddy, wins IDBC award

German designer Philipp Schaake won the 2015 International Bicycle Design Competition yesterday, walking away with the top prize of NT\$350,000 (\$11,090).

Schaake's winning design was the Buddy, which combines an e-bike with a self-rechargeable trailer. The trailer houses two rechargeable modules that not only provide power for the bike, but allow the bike to transport refrigerated products.

Winning a silver award was Hung Jo Lee of Taiwan for his WCF — "Wing Corkscrew Folding" bike. The electric, foldable bike is based on the concept of a corkscrew for fast folding. It's designed for short-distance urban transportation.

The annual design competition, which began in 1996, is sponsored by Taiwan's Department of Industrial Technology and managed by the Cycling & Health Tech Industry R&D Center.

This year's competition awarded 19 products from among 331 entries.



Philipp Schaake



The Buddy concept e-bike and trailer

INTERNATIONAL BIKE DISTRIBUTORS WANTED!

VISIT US AT THE TAIPEI INTERNATIONAL CYCLE SHOW, 18.-21. MARCH 2015, TWTC NANGANG EXHIBITION HALL, 4TH FLOOR, BOOTH M1003a

BERGAMONT (博格曼) is a famous German bike brand offering a wide range of bicycles. The headquarter is located in Hamburg. We supply more than 400 dealers in Germany and many other countries. To expand our international activities, we are looking for strong international partners who would like to distribute our products.

To make an appointment for the Taipei Cycle Show or if you have any questions, please contact us or visit our booth M1003a.

Jana.Henne@bergamont.de
Phone: +49 (0)40 43 28 43 61
Mobile: +49 (0)170 33 13 205

Morgane.Lefebvre@bergamont.de
Phone: +49 (0)40 43 28 43 66

bergamont BICYCLES

www.bergamont.de



VISIT US
TWTC NANGANG EXHIBITION HALL
4TH FLOOR,
BOOTH M1003A
18.-21. MARCH 2015,
TAIPEI INTERNATIONAL CYCLE SHOW

Noted director Dante Lam comes To The Fore at show

President Ma Ying-jeou wasn't the only celebrity to visit Taipei Cycle yesterday.

The Taiwan media swarmed around the Merida booth, as noted Hong Kong action film director Dante Lam visited the show to promote his upcoming movie, *To The Fore*.

Merida is sponsoring the film, which is being portrayed as a "globe-trotting cycling drama."

The Taiwan bike brand provided 400 bikes to the production at a cost of some NT\$20 million (\$630,000).

The movie, produced by Emperor Motion Pictures, is expected to open in Hong Kong in August.

Lam is a protégé of John Woo, and *To The Fore* is said to feature locations from Hong Kong, Shanghai, Korea, Taiwan and Italy to Mongolia's Tengger Desert.



Dante Lam (center right) helped unveil a special edition Merida bike used in the movie *To The Fore*.



Dante Lam is surrounded by the media after yesterday's show appearance.

According to publicity for the movie, *To The Fore* promises "117,900km of blood, sweat and fear."

To the Fore stars Taiwan actor Eddie Peng, who last collaborated with Lam on the movie *Unbeatable*.

Peng is cast opposite Choi Si-won, Shawn Dou, Wang Luodan, Ouyang Nana, Carlos Chan and Andrew Lin.

According to publicity for the movie, actors underwent intensive training to portray professional cyclists.

The movie took six months to film, and the actors cycled more than 100,000km (62,000 miles).

Another challenge for them was the director's demand that the actors shave their legs. ■ AZ

Speed Release reimagines the quick release

Teaming up with an engineer and a well-connected trading agent, Steve Metz aims to change the way disc brake wheels are mounted.

His product, called Speed Release, promises more safety and faster, easier handling when removing or mounting a wheel.

"Disc-braked road bikes are the prime and obvious type of bicycles to profit from

the speed of the wheel removal and the safety of the additional retention," Metz said Wednesday from his room on the fifth floor of the Nangang Exhibition Center. Metz is well known in the industry for his 26 years with Cannondale.

"But commuter bikes are an equally interesting market, as conventional quick releases need some explanation in order to operate safely," Metz added. "Last but not least, endurance-oriented mountain bikers might profit from the ease of operation that Speed Release has to offer."

The surge of disc brake-equipped road bikes has led to quite a few discussions

Because the brake side dropout is closed and threaded, there is no chance that the wheel can be forced out of the dropout when braking, while the traditional, open dropout on the right side allows for a fast handling.

The goal of Speed Release is to establish an open standard for any producer that wants to adopt it.

"But when a large manufacturer wants to adapt the system to its own standards, we are open for that as well," Metz said.

Speed Release is displaying different hub configurations for road and mountain bikes and some sample forks.

A particularly neat detail is the fact that the dropouts of existing forks can be fitted with a threaded nut to make them work with the new axle system.

Depending on the size and demands of potential customers, Speed Release is planning to offer entire wheelsets, hubs with different axle diameters, cartridge axles or just a license for companies that want to build their own hubs around the system.

Metz said several leading wheel and hub manufacturers have already visited his room to talk business, even though it's a little hard to find. Chances are good that we'll see a lot of Speed Release axles in days to come. ■ LvR



11

SINGLE MINDED PURSUIT
The SRAM X-SYNC™ tall square teeth edges engage the chain earlier than traditional triangle shaped teeth. The sharp and narrow tooth profile, rounded chamfer edges, and mud-clearing recesses provide the highest level of performance and durability. Engineered in Germany, X-SYNC™ rings are an integral part of the SRAM 1x™ drivetrain. Accept no imitation.

AM

TR

XC

DH

XX1 X01 X01DH X1

SRAM 1x™ is the only one you need: less weight, better chain control and the ability to sync up with any riding style. Our 1x drivetrain philosophy focuses on optimizing how components work together — crank to ring, tooth to chain, shifter to derailleur, derailleur to cassette, and cassette to wheel. No matter where you ride, no matter what you're up against, SRAM 1x™ takes you further.

SRAM.COM/1X

SRAM



Speed Release hubs for mountain bikes (top) and road front and rear (bottom).

about the best way to mount wheels to the frame: Are thru-axles necessary or do quick-release axles offer plenty of stiffness and safety? And do manufacturers have to resize the axle diameters and dropouts?

Metz has teamed up with engineer Rafe Schlanger and trading agent Mike Wang to offer a solution that he says is as fast as a quick release axle and as safe as a thru-axle, while making the life of bicycle mechanics easier.

As a bonus, the new axle system promises to facilitate neutral wheel support — one of the big hurdles preventing disc brakes from breaking through in professional road cycling.

Since the axle remains in the hub, the whole process is fast and easy, and as long as frame and fork manufacturers work with tight tolerances, the alignment of the rotor is a given as well, unlike with traditional quick release axles.



Steve Metz

Less is more as 3T looks to the future

René Wiertz is all about simplification. Fewer SKUs and fewer manufacturers add up to greater success in the eyes of the co-owner of premium Italian component brand 3T.



René Wiertz

Now, Wiertz can add “fewer owners” to the list of things he has simplified about 3T. He announced recently that he had bought out his existing partners, and brought on Cervélo co-founder Gerard Vroomen as co-owner. Vroomen no

longer has a stake in Cervélo.

“You don’t always agree on direction,” Wiertz said Wednesday during an interview at the 3T booth. “I wanted to simplify and I asked him if he wanted to be part of it. A co-owner is challenging

you. If you own it alone, it’s not so easy. It’s not good for you. He’s very complementary to me.”

Wiertz, a former Philips Electronics executive, bought 3T in 2007 with three partners. Vroomen, who also co-owns Open Cycles, will work solely on the product development side while Wiertz focuses on the business.

Wiertz plans to grow 3T’s product line but shrink the number of SKUs to eliminate overlap.

For example, the line used to include seven aero bars, each with small differences. Vroomen and Wiertz have pared the line down to three bars, each with distinct variances and prices.

Wiertz said Vroomen will change 3T’s entire range over the next two years following that philosophy. He also sees potential in expanding into new categories like gravel road bikes.

3T also just released its first carbon disc-brake compatible road wheel. Moving forward, other products will focus on such industry trends as integration and electronics. He likened the bike’s cockpit to a car’s dashboard, with all systems being controlled by one centralized unit.

“I don’t think in 10 years bikes will have all these different brands doing their own thing where nothing works together,” he said. “It’s going to take a long time, but we have that vision.”

Product has already started moving in that direction. A new 3T stem, for

example, integrates with a Garmin GPS device. Another stem fits 3T’s new 3TEye data tracking app and display.

The 3TEye draws on support from three partners. It’s a free smartphone app that tracks ride data using GPS and then uses Bluetooth to project it on to the display screen of a \$29, bar-mounted unit. With the app, a rider can upload the data to any of the popular exercise social programs like Strava, TrainingPeaks and Map My Ride.

Since Wiertz purchased the history-steeped brand eight years ago from Gruppo SRL, he has grown it to the No. 1 road component brand, according to a Peloton magazine survey; the No. 2 aero component brand, according to the Kona bike count; and the No. 7 mountain bike component brand. Annual sales are about \$15 million.

3T employs 26 people between its Italian and Taichung offices, and plans to soon open a third office in North America. In Taichung, Wiertz has hired Zoe Wang to head Asia Pacific sales, one of the regions where 3T has the most potential for growth. It has also opened a test lab so it can self-certify its products according to ISO standards in the next year.

Wiertz also plans to scale back the number of 3T’s Asian manufacturing partners from 10 to a more manageable five or six. ■ **NF**

4TH FLOOR
M1321A

27.5+

// BY VEE TIRE CO. //

If size matters, then the 27.5+ is the beginning of a new era. These ultra fat 27.5" tires fit on your 29" fork giving you more air volume and tread for increased traction, stability, and float. New riders can ride boldly with more control, while advanced riders benefit from a fast center line and flexible tire pressures.

Segment: 27.5+

Tire: Trax Fatty

Sizes: 27.5 x 2.8

27.5 x 3.0

27.5 x 3.25

#TAKEYOURSELF FURTHER

VEE
TIRE CO.

VEETIRECO.COM

Seen on Day 1 of Taipei Cycle



Martin Hsu as cover model



Cadel Evans



Seen at the Velo/Wellgo party



Below: Salvatore Truglio of Prologo toasts Velo founder Stella Yu (centre photo).



Velo's John Chen (left above) and daughter Jennifer raise a glass at Tuesday night's party.



Downhill & Others
Bicycle MOUSSE
ANTI-PUNCTURE & NO FLAT
www.innovatires.com

PowerTap taps into pedals, chainrings

It's been a long time coming — 17 years — but PowerTap has finally moved beyond the hub.



PowerTap P1 Pedals

PowerTap debuted two power meters at the show yesterday that expand cyclists' options to the pedals and the chainring.

The P1 Pedal will become the premium power meter in the Saris line, while the C1 Chainring will be competitively priced for entry-level power users.

"We still feel like the hub is the best place to measure power, but we understand that people have different places on the bike where they want to measure power," PowerTap president Jeff Frehner said yesterday. "We want to be that one-stop shop for those people."

The C1 Chainring is made in association with FSA, which makes the widely popular Gossamer line of 5-bolt chainrings. The P1 Pedal is based on a Wellgo Xpedo pedal skeleton, but the electronics are manufactured separately.

PowerTap is a brand of Saris, a U.S. company that also makes CycleOps indoor trainers and Saris racks. Like all Saris products, the PowerTap power meters are assembled in Saris' headquarters in Madison, Wisconsin.

Engineers from the Massachusetts Institute of Technology created the original PowerTap hub meter in 1998. Frehner said Saris has been developing a pedal-based power meter for more than four years. As the power meter market has become more crowded, the company decided to develop a chainring version as well.

The C1 Chainring and P1 Pedal should be on the market in May or early June. Frehner said the company would roll them out slowly.

The pedals will carry an expected retail price of \$1,199. The chainring will retail for between \$699 and \$749, and

the G3 hub is now on the market for \$789 (\$989 for a disc brake version which includes a proprietary rotor).

The C1 Chainring will be available in 53/39, 52/36 and 50/36 gearing. The software and firmware on the PowerTap meters update wirelessly through a user's smartphone. The new products are compatible with both ANT+ and Bluetooth Smart.

Frehner, an industry veteran, said the P1 Pedals were "the most complex product that I've even been associated with." Yet for end users they are intended to be dead simple to use. The Garmin Vector, by contrast, requires users to first set the crank length and enter the installation angles of the sensors.

"This is dummy proof," Frehner said. "You literally put it on your bike,

you don't have to get any special angle, and within 10 pedal strokes it's calibrated and you're riding."

He added, "We've been around the longest and people have waited patiently for something coming from us. We've been developing for four years plus, and it's been hard to sit and watch the competition bring out products."

Frehner noted that PowerTap has strong competitors, such as Garmin, SRAM's Quarq brand and Stages.

"Given our portfolio of products and the trusted PowerTap name, now that we have different places to measure power, people might look here first." ■ DM

4TH FLOOR
L1405



Jeff Frehner with the PowerTap C1 Chainring and P1 Pedals



FOR THE WAY YOU RIDE.



BOOTH: J1117

SINCE
1992
WWW.ALEXRIMS.COM



FOUNTAIN OF YOUTH

EcoProTeQ

Speed of sprocket: 11~1

Discover a new generation of chains, created to remain smooth and fresh over time with the highest level of performance. The old age leave it to others.

Comply with RoHS, CPSIA by SGS and REACH by Intertek regulation which are hexavalent chromium and other toxic materials free.



See KMC at the Taipei International Cycle Show: Booth J118

KMC
Chain

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

KMC Chain American Corporation | www.kmcchain.us

[KMC Bicycle Chain](https://www.facebook.com/KMCBicycleChain) | twitter.com/kmcchain

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

[KMC Chain Europe B.V.](https://www.facebook.com/KMCChainEurope) | twitter.com/kmcchaineurope



2015 overview: wheels and tires

Pleasingly plump, but not too fat

Wheel and tire manufacturers thought they could breathe a few sighs of relief. The battle over the “right” size for mountain bike wheels had been largely settled, while fat bikes have almost become mainstream.



Arisun Big Daddy

But just as all the excitement seemed to be dying down, along came a sudden demand for something new: the so-called “plus” wheel sizes, with widths between those of traditional tires and fat bike tires. It seems that the companies making wheels and tires just can’t catch a break.

The push for plus sizes creates a strange plot twist, because fat bikes have become the last stand of the classic but embattled 26-inch wheel size. With tire widths of up to five inches and low pressures, fat bikes offer plenty of float and traction on loose surfaces such as sand or snow, or on very rough and rocky sections. And, yes, they can keep going in conditions that would bring lesser mountain bikes to a halt.

But sometimes a fat bike is just too much. Enter the plus-sized tire and wheels. The first brands to go down this path put large-volume tires on 29-inch rims. But this created problems with the chain line, the length of the chain stays and axle widths. The latter has a direct influence on the Q factor, and thus determines the efficiency of a rider’s pedaling motion. And, of course, the bigger diameters made these wide tires too heavy.

To compensate for these issues, bikes such as the Krampus from Surly roll on 3-inch-wide tires.

Reducing the tire width also allowed for lighter, narrower rims and reduced axle widths. Yet these wheels can still be ridden with significantly lower air pressure, offering a lot more traction without the risk of pinch flats.

While the choice of wide rims and tires for 29-inch wheels remains

limited, the situation is decidedly different for 27.5-inch wheels.

For this smaller wheel size, manufacturers are offering tires with widths of 3 to 3.5 inches — close to the outer diameters of a 29er wheel. That means a 27.5-inch wheel can surmount obstacles with the same ease, while offering more traction and protection from pinch flats of an extra-wide tire.

Because they use shorter spokes, the wheels themselves are sturdier. And compared with full-fledged fat bikes, 27.5-inch bikes are easier to accelerate or circle through tight sections. Another interesting option involves putting 27.5-inch wheels with sturdy, plus-size tires on a 29er to give it extra bite on nasty terrain or some extra float in snow.

Most of the large wheel and tire makers, including DT Swiss, Shimano, SRAM and Schwalbe, are keeping an eye



WTB Trailblazer



Vee Trax Fatty

on plus sizes but haven’t yet launched products.

But **Maxxis** is one brand that has been surprisingly quick to market. Taiwan’s most famous bicycle tire manufacturer showed up a bit late to the fat bike party, so it’s making up for that in the plus-size segment. Here in Taipei, Maxxis is launching the 3-inch-wide Chronicle for both 27.5- and 29-inch wheels. The Chronicle is intended for intermediate trail conditions.

MAXXIS 1F
J0818

Arisun — the aftermarket brand of China’s largest tire manufacturer, Hangzhou Zhongce Rubber Co. — is premiering its Big Daddy tire in plus sizes here as well. This Big Daddy is available in 2.8- and 3-inch widths for 27.5-inch wheels, and in a 3-inch width for 29-inch wheels.

ARISUN 1F
I0017

Vee Tire is looking to get a jump on the plus-size market with its new Trax Fatty and Speedster models. In fact, Vee Tire is rolling out no fewer than 10 tires, in widths from 3 to 3.5 inches, for 27.5- and 29-inch wheels here at the show.

VEE TIRE 4F
L1327A

Vee already offers a large selection of fat bike tires and is also showing surprisingly colorful versions of its Mission Command fattie at its booth.

WTB is another early adopter of the plus-size trend. Its 2.8-inch-wide Trailblazer tire was one of the first 650b-plus tires on the market — and it’s won a 2015 d&I award to boot. With the new Bridger,

WTB 1F
L0826

WTB expands the line with a faster-rolling sibling of the Trailblazer.

The plus-size trend involves more than just tires. The tires need wider rims, and, it appears, wider axles as well.

Product managers and engineers seem to have settled on a 15x110mm front axle and on a Trek Boost-sized 12x148mm rear axle for plus-size bikes. Those sizes should add plenty of stiffness for frames and forks.

For rims, **Stan’s** was early with its 52mm wide Hugo model. WTB already premiered its equally wide Scraper rim at last year’s trade shows and is showing the asymmetric i35 TCS rim in Taipei.

STAN’S 4F
M0602

Fatlab, a Taichung company that specializes in fat bike components, is showing a 55mm wide aluminum rim for plus-sized 27.5-inch wheels, and even wider varieties for 26-inch wheels. They will be on display at the Chummy booth.

FATLAB 1F
J1203A

You’ll also find Fat Lab rims paired with **American Classic** standard or fat bike hubs, as the wheel maker is relying on Fat Lab’s rims to offer complete wheels. Dedicated hubs with a 110mm axle width up front and a 148mm axle in the rear will only be ready for Eurobike, however. ■ **LvR**

AMERICAN CLASSIC 4F
M1131



Fatlab’s 55mm rim

Knowing when to fold 'em

Fatties and plus sizes are getting all of the attention when it comes to tires and wheels, but there's plenty of action at the petite end of the spectrum for small-wheeled folding bikes.

American Classic offers high-quality hubs made specifically for folding bikes. Its Mini 74 is 74mm wide and weighs a dainty 51g (1.8 ounces). The RD 205 rear hub, at 205g, fits 130mm dropouts and is compatible with Shimano 10- and 11-speed cassettes.

Two brands are pushing the limits for high-quality, 20-inch wheels for folding bikes. **ControlTech** has built a visually striking, special

AMERICAN CLASSIC 4F
M1131

edition wheelset, featuring aerodynamic carbon rims, for **Dahon's** d&i-award-winning Clinch.

For aluminum rims, **Tern Bicycles** launches its Kinetix Pro X wheels. For strength and aerodynamics these come with 27mm rims and are built with only 16 spokes per wheel. The wheels weigh 1,100g (2.4 lbs.) per set and also won a 2015 d&i award.

Wheels need tires to finish the job, and **Vee Tire** is debuting its small-



Tern Kinetix Pro

TERN 4F
M1019A

wheel Baldy in widths from 1.5 to 1.95 inches. The tire has water-release grooves on the side. ■ **LvR**

VEE TIRE 4F
L1327A

CONTROLTECH 1F
J0830

DAHON 4F
L2113



Dahon Clinch with ControlTech wheels



Vee Baldy

All wound up at Velocite

The Kaohsiung, Taiwan, maker of bikes, frames and components is debuting carbon rims made with an automated continuous filament winding process instead of the usual manual layup of carbon patches.



The company says the process, which won a 2015 d&i award, creates rims that are much more uniform and cost less to make.

Velocite founder Victor Major said the company is offering the filament wound rims on an OEM and ODM basis. He said that because the process reduces the amount of skilled labor involved in laying up a rim, it is more readily scalable.

Velocite is initially offering three 700c rims, made under the Venn name: tubeless rims for disc or caliper brakes, and a tubular rim for caliper brakes.

Several other sizes and types are in development. Velocite said the process could enable brands to reduce costs significantly compared with sourcing composite rims from other manufacturers. ■

4TH FLOOR
L0401A

infinite®

Ride To Future and Beyond

GET TO KNOW US

TAIPEI 
INTERNATIONAL
CYCLE SHOW 2015

Booth no. L1217 & L1221

DAY MARCH 18-21, 2015



FREE
TASTING 
18-19 MARCH 16.00-17.45 pm.

The X Factor

TranzX looks to the U.S. and China

With more than 3,500 employees and with factories and service centers around the world, the JD Group is an important player in the Taiwan bicycle industry.



TranzX showroom in Bad Nauheim, Germany

Founded in 1986, the JD Group is known for its very diversified product portfolio, ranging from the iconic, folding JD Bug kick scooter — introduced in 1998 and sold in mind-boggling numbers worldwide — to stems, handlebars, seat posts and headsets. About 80 percent of JD's sales are for OE products made for several partners, and the rest are for its TranzX aftermarket brand.

TranzX has focused most recently on supplying electric bike systems to bike brands. Starting from zero in 2007, TranzX has quickly reached cruising speed.

To get a sense of the company's rapid growth in e-bikes, consider its European Service Center in Bad Nauheim, Germany, close to the Frankfurt airport.

In 2008, TranzX opened the service center with two employees. The German

office now employs about 30 and recently moved to a much more spacious 3,000 square-meter (33,000 square feet) office. JD opened a Benelux service center in 2014 and this year will open a service center in California for the North American market.

Along the way, TranzX has built up a number of OE partnerships with such European brands as Hartje, Winora, Matra, Sparta, Batavus, Raleigh and Diamondback.

Now it is casting an eye on other parts of the world.

"Next up we want to get into the American market. Then China is on our map, as we've already opened an office in Shanghai. Japan will come later," said Tanguy Scorpati, a multilingual Belgian who is the TranzX product manager.

For Northern Europe, TranzX focuses on entry-level price points and systems

that work on bikes equipped with coaster brakes. Another selling point is its TranzX AGT system, an automatic gear shifting transmission that works particularly well on e-bikes with internal hub gears.

"Since TranzX offers a lot of freedom regarding the configuration and exact placement of its assistance drive units, a close cooperation with OE partners is crucial to get to a product with a unique look," Scorpati said.

TranzX recently expanded its portfolio of brushless hub motors to offer compact center motors such as the value-oriented M15 and the compact M25.

The M25 delivers an average of 250 watts of power and peaks at 330 watts, with a torque of 20 to 50 Nm. For the U.S. market, TranzX offers version with a higher average output of 350 watts.

While these specifications might not be standouts, the M25 also offers a lot of mounting options. That flexibility is one of the selling points for TranzX: The motor fits the frame, instead of a brand having to design a frame around the motor and battery.

For 2015, the TranzX display gets a facelift, and battery capacity gets a boost to 576 watt-hours with charge of 16 amp-hours. Apart from mounting the battery to the downtube there's also an option to put it in a newly designed carrier with an integrated rear light.

For performance bikes, such as e-mountain bikes, TranzX is developing a high-torque version of the M25 for the 2016 model year. The new version will deliver 66 Nm and accept splined crankarms. The battery on this high-torque version can be integrated into the bicycle frame.

Meanwhile, TranzX continues to offer a expansive parts catalog, from stems and handlebars to dropper

posts, seat clamps and even home trainers.

Many of its new products are intended for comfort-oriented road and fitness bikes. For example, TranzX offers stems and seatposts that isolate riders from some of the vibrations and impacts caused by harsh surfaces.

Called Antishock, the components incorporate small hinges and elastomeric sleeves. Intended to enhance shock absorption rather than act as full-on suspension systems, Antishock components retain a conventional, integrated design — important to many who ride road bikes.

A short test ride around various blocks on the streets of Taichung proved that the Antishock system indeed keeps some of the chatter away from the rider.

The JD Group and its TranzX brand face a lot of competition, both in e-bike systems and components. But by listening to its customers' needs, TranzX looks set to transcend its challenges. ■

LvR



A TranzX bike in Taichung

SUNSTAR

Seamless Integration in almost all bicycles and frames.



The first and original universal bottom bracket motor from SUNSTAR

- Extra-light weight and powerful
- Ideal for Manufacturers and E-Bike specialists

Meet us at Nangang
Exhibition Hall 4th Floor N-0426

Proven Quality
Japanese technology

THE E-BIKE REVOLUTION
BICYCLE OR E-BIKE? BOTH!

With „VIRTUS“ SUNSTAR presents a revolutionary modular drive system:
with UNIVERSAL DETACHABLE bottom bracket motor

- Take off the motor in minutes and switch it to another bicycle.
- Additional benefit even without drive unit: performance measurement.
- Completely new applications for manufacturers, E-Bike specialists and end customers.



New Product

www.sunstaribike.com

Sturmey-Archer makes its move in Europe

After nearly 60 years in Amsterdam, component maker Sturmey-Archer has relocated its European headquarters to Mijdrecht, the Netherlands, as it battles Shimano and SRAM for market share.



Alan Su is CEO of Sun Race Sturmey-Archer. Photo: JB

"We needed new premises because our product range and sales have increased," said Alan Clarke, the longtime general manager of Sturmey-Archer Europe. Along with lower rent, the company has acquired a warehouse that is nearly four times the size of its previous one, allowing the company to stop using outside warehouses. Sturmey-Archer Europe had been headquartered in Amsterdam since 1956.

Without giving specifics, Clarke said Sturmey-Archer's sales have grown significantly, as Shimano faces delivery problems with its internal gear hubs, and SRAM ends production of its 8- and 9-speed internal hubs.

But Sturmey-Archer has been on the offense as well.

"In recent years, we have introduced 40 types of Sturmey-Archer single cranksets, re-introduced 20 types of single freewheels and also started supplying about 30 types of quality bottom bracket axles," Clarke said.

He added, "These new products have a good quality/price relationship, and all been more successful than we could have hoped. Sales of cassettes and freewheels have increased following the addition of 10- and 11-speed to our aftermarket range."

Since 2000, the traditional British brand has been owned by Sun Race Sturmey-Archer of Taiwan, which has positioned itself as an alternative to Shimano.

The company practices what it calls a "two brands, two identities" strategy. Sun Race concentrates on derailleur products, while Sturmey-Archer focuses on internal gear hubs.

From the new Dutch headquarters, Clarke also oversees Sun Race sales in Europe.

Among other products, Sturmey-Archer now offers a complete range of 1-, 2-, 3-, 5- and 8-speed internal gear hubs.

The 5- and 8-speed hubs could become especially popular in light of Shimano's reported long lead times — stretching into July or August — for some of its internal hub deliveries. The Japanese components giant has attributed the delay in part to unexpectedly high demand for its Nexus 7-speed hub in Europe.

SRAM, meanwhile, has confirmed that it will end its production of 8- and 9-speed hubs, which it attributed to a "changing market." The company will continue to focus on the urban market with other internal hubs, and hybrids that combine an internal hub with a derailleur.

As European bike brands seek alternative suppliers for internal hubs with more than three speeds, Sturmey-Archer appears to be well positioned to handle the demand. ■ JB

1ST FLOOR
J1217



Sturmey-Archer's new European headquarters

Airace iGauge

The world's first Bluetooth Pump

BOOTH: J0233a

iGauge
MINI VELOCE ROAD
AP-148T

iGauge
MINI VELOCE REGULAR
AP-158T

iGauge
MINI VELOCE MOUNTAIN
AP-168T

iGauge VELOCE A
AP-148T

Download on the **App store** | **Google play** | **Bluetooth**

Apple & Google device compatible via Bluetooth

Asian Cycling Forum opens Thursday

Taiwan is well known as one of the leading manufacturing bases for the bicycle industry and the host of the globally important Taipei International Cycle Show.



This week, Taiwan also becomes a hub for global cycling policy. On Thursday and Friday (March 19-20), the city of Taipei is hosting the Asian Cycling Forum, which will pave the way for the world's biggest cycling advocacy conference, Velo-city Global 2016, also planned for Taipei.

Following the example of bicycle-friendly cities in the Americas, Europe and Asia, the city of Taipei wants cycling to become a mode of daily transportation for its residents. Hosting the Asian Cycling Forum is a big step forward.

The Asian Cycling Forum will give experts from around the world a platform to exchange ideas on the latest developments in cycling policy, including bike share programs, cycling

tourism and infrastructure, electric bikes, and integrating bikes into urban transport.

"Growing cycling in cities means growing the market for the cycling industry. The potential there is huge. The increase of bike sharing schemes and electric bikes gives a new push to the conversation," said Kevin Mayne, development director for the European Cyclists' Federation. The ECF organizes the Velo-city conferences, including next year's event in Taipei.

It's no coincidence that the Asian Cycling Forum is taking place in parallel with Taipei Cycle. The cycling industry has a key role to play in increasing daily cycling.

The ECF created the Cycling Industry Club to be an important advocate for cycling. The CIC is comprised of European industry members who work with other advocates to boost cycling around the world.

For the industry, the rationale is simple: More cycling means more sales for bikes and equipment. The relationship between industry, policy and advocacy is backed by numbers. More than 30 per cent of companies' earnings are influenced by government legislation, according to the ECF.

Tony Grimaldi, president of

Cycleurope and chairman of the Cycling Industry Club advisory board, will be one of the Asian Cycling Forum speakers in a session about electric bikes.

"We know that we have to win the support of cities and governments if we want to increase cycling and continue to strengthen the cycling industry for the benefit of all companies," Grimaldi said.

The Velo-city conference series has been a hub for the world's leading

transport planners, economists, health experts, cycling advocates, cycle tourism promoters, politicians and other cycling experts for over 30 years.

Since 2009, the ECF has organized three bi-annual series with Velo-city Global conferences complementing the successful Velo-city series in Europe.

To find out more about CIC, contact Kevin Mayne, k.mayne@ecf.com. ■

Courtesy of the ECF

Asian Cycling Forum guide

Dates: March 19-20

Venue: Chang Yung-Fa Foundation
10th Floor
No. 11, Zongshan S. Road

MRT Stop: NTU Hospital Station (Line 2)

Host: Taipei City Government

Registration for the Asian Cycling Forum opens at 9 a.m. Thursday, March 19. The opening session begins at 10 a.m.

Tetsuo Yai of the Eastern Asia Society for Transportation Studies and Shiao-Shyan Luo of the Chinese Institute of Transportation will deliver keynote addresses.

Thursday afternoon sessions will focus on the development of bike sharing programs and the promotion of cycling.

Friday's program (March 20) begins at 9 a.m. with a session on planning and design guidelines for urban bike facilities.

Other Friday sessions will consider electric bike development and cycling tourism.

The forum ends with a roundtable featuring representatives from Tokyo; Ehime, Japan; Kuala Lumpur, Malaysia; Singapore; Seoul, South Korea; Hyderabad, India. Officials from six Taiwan cities also will participate.

For more information, visit <http://www.asiancyclingforum2015.com.tw/en>.

Cyber Dynamics
Enrich Smart Riding

Integrate motor, batteries, torque & speed sensors, BLE 4.0.

Other options: GPS, humidity, temperature, air quality.

Smart App & boost modes support

Slim profile ALL-IN-ONE design

Smart & Comfort. Health management & social community.

Hubs MASTER
www.HubsMaster.com

Booth No. H0616

To Infinium and beyond

Miranda, the Portuguese manufacturer of high-end components, announced its titanium Infinium 1x crankset in November, but has already upgraded some of the parts.

The company has added titanium nuts and bolts and has also improved the aftermarket packaging.

João Filipe Miranda, Miranda's marketing manager, said the company has invested in advanced machinery, including a "very, very advanced lathe for the spindles," just to process the titanium alloy used in the crankset.

"The machine will arrive in March, together with more CNC machines also optimized to work with titanium, because we are trying to bring this 'out-of-the-world' product to the market but at affordable prices compared to aluminum alternatives," Miranda said.

The Infinium is made for 11-speed drivetrains. Its chainring is made from the titanium alloy instead of aluminum for durability.

For the Infinium, Miranda introduces its ChainFlow technology — a proprietary, non-standard tooth profile that is designed to reduce wear and noise, prevent chain drop and improve efficiency.

The Infinium is available in ring sizes from 28T to 44T — including, unusually, odd sizes such as 33T, 35T, 37T, etc.

The odd sizes are "really a great advantage for people that usually ride with 34T and 32T and may like a 33T to stay in the middle of both worlds with performance advantages," Miranda said.

Miranda is also developing a version of the Infinium for fat bikes. ■

**4TH FLOOR
N1235**



New Products 2015

Velocite Syn aero road bike



The patent-pending design of the Velocite Syn is a result of extensive CFD simulation and 3D surfacing work. The Syn is available in disc and rim brake versions. Both are compatible with Di2 and mechanical shifting with fully internal cable and hose routing. Advanced carbon fiber layup ensures class-leading stiffness. A standard round 27.2mm seatpost enhances comfort.

Zephyr Evo Fjellklattrer

The Evo Fjellklattrer is a versatile, budget all-mountain 27.5-inch e-bike. Because of its light frame, the Zephyr weighs only 16 kg (35.27 pounds) without the battery. When assistance is needed, the 350W rear motor (restricted to 250W) provides strong climbing ability and a range of up to 80km (50 miles).



RockShox RS-1

The newest RockShox XC fork integrates the fork's steerer tube, crown and legs into a single carbon frame. The new Accelerator Damper combines small bump performance with an efficient lockout. Predictive Steering is a new interface between hub and dropouts. The fork is light enough for XC racing and stiff enough for trail riding.



Sun Race STM Shifters

The new Sun Race dual-release trigger shifters from Sun Race Sturmey-Archer accommodate 8-, 9-, 10-, and 11-speed drivetrains. The shifters respond to even forces in either direction. An integrated brake lever is optional.



Wellgo M279

A one-piece design connects the front claw and the plate for better clip in and out function. A special design prevents the tension screw from loosening accidentally. The cartridge sleeve uses Wellgo's patented New 2 DU system for easy replacement.



BioLogic AnchorPlate

This universal mounting plate attaches phones, cameras and other devices to a bicycle stem or handlebar, motorcycles and tripod-style mounts — anything that uses a standard camera tripod head. Constructed of reinforced plastic, the plate attaches instantly with adhesive and supports devices weighing up to 12 kg (26 lbs).



Sate-Lite M1B



The innovative Sate-Lite M1 series is now available with a battery-powered version. The M1 and M1B are the smallest K-approved lights for rear racks and have universal attachments.

Haibike Xduro FatSix

Mud, sand, gravel or snow — nothing stops the Haibike Xduro FatSix. The e-fattie hardtail, with four-inch-wide Schwalbe Jumbo Jim tires, is powered by a 250W Bosch Performance motor and a 400Wh lithium-ion battery. The central motor integrates seamlessly into the solid frame. A RockShox Bluto front fork with 100mm of travel provides comfort in any terrain.



Tern Kori Basket

With its rigid aluminum frame, the Kori Basket hauls hefty loads. The basket holds up to 16 liters and incorporates a comfortable padded handle. Rounded corners make it easy to carry. The Kori is compatible with Klickfix Rackpack racks and can be configured to mount long or crossways. It's available in black or silver.



Infinite R-Flow Team


Infinite presents its ultimate carbon aero bike for TT, triathlon or road racing performance. A new carbon aero frame incorporates a one-piece carbon fork, and a carbon aero seatpost with no offset. The complete bike weighs 8.4kg (18.5 lbs). It's equipped with a Shimano Ultegra Di2 11-speed groupset and Vision TriMax T30 Pro clincher wheelset.



New Products 2015

Taya 11-Speed Onze Chain

1ST FLOOR
K0610



Elite riders can depend on Taya's 11-speed chain, which uses Diamond Hard Tech (DHT) heat treatment to boost average chain life to 5,000 km (3,100 miles). Its self-lubricating surface keeps the chain rolling with less friction. The chain supports accurate shifting on long-distance rides.

Miranda eBike Carbon Cranks

4TH FLOOR
L1216

Made for e-bikes, Miranda's carbon fiber cranks weigh only 360g (13 ounces) per pair despite their high strength and resilience. Double hollowcore technology creates optimized impact absorption and less internal damage on collisions. They are available in a number of soft metallic colors with a scratch-resistant coating.



Dahon 4D Quickpark Stem

4TH FLOOR
L2113



Paired with one of Dahon's patented folding pedal designs, the 4D Quickpark stem allows a bike to store almost completely flat by flattening protruding handlebars. It adds minimal weight and has no effect on ride quality. Rise and angle can be adjusted on the stem.

Velo handlebar tape and grips

1ST FLOOR
J0717

Velo's new handlebar tapes and grips incorporate three new technologies. The gel-backed tape naturally dampens vibrations to reduce fatigue and does away with the traditional adhesive backing so it leaves no residue when removed. A reflective anti-slip tape provides grip when wet along with reflective safety. The tape and grips use a new, environmentally friendly silicon foam material.



Alex Global CXD4-12

1ST FLOOR
J1117



The CXD4-12 is a new disc brake wheelset for high-performance adventure and cyclocross bikes. The front hub accepts QR15 and the rear 142mm thru-axes. Equalizer technology offsets the spoke bed by 1.7mm for more even spoke tension.

Airace Veloce 2.0 Regular

1ST FLOOR
J0233A



Made of CNC'd aluminum, the Veloce 2.0 minipump fits the bill for both road and mountain bikes. Its secure Presta valve won't disengage under pressure, and it provides a maximum tire pressure of 100 psi (7 bars). It uses Airace's thumb-lock Clever Twin Valve that also fits Schrader and E/V.

Innova Downhill Mousse

1ST FLOOR
I0706

Downhill bombers never have to worry about pinch flats or snake bite with Innova's mousse for downhill tires. It's the same material as Innova's motocross mousse and is soft and easy to work with. Innova also offers mousses for road, city and mountain bikes and e-bikes. It's showing several bikes with tire mousse at its test track stand.



ControlTech Aero Cockpit Plus


1ST FLOOR
J0830



Winner of a 2015 Taipei Cycle d&i award, the Aero Cockpit Plus is a full carbon, hollow bar that combines great aerodynamics with low weight. It's adjustable in compliance with ITU regulations, while multi-position pads provide increased lower arm comfort.

Crops Lion Alarm

4TH FLOOR
N0828



The antitheft Lion Alarm keeps bikes safe. It works with Crops' Linkstation lock system, which is fixed to the downtube and protects the Lion Alarm from theft using the Crops "double locking system." The alarm is powered by a rechargeable lithium ion battery.

Arisun TLR

1ST FLOOR
I0017

Arisun's "Tubeless Ready Technology" reduces rotational weight and eliminates the inner tube for lower tire pressure and better handling. For better durability, Arison uses high-density woven fabrics in the sidewall and an overlapping bead for safety. Arison offers several TLR tires including the Mount Baldy.



New Products 2015

Bergamont Roxtar

The Roxtar adapts Bergamont's successful Revox frame concept for 27.5-inch wheels. Frame sizes start at XS, so smaller riders can enjoy the advantages of bigger wheels on the trail, while experiencing more agility than on a 29er. Roxtar frames are available in alloy and carbon. All carbon frames feature a 142mm thru-axle, internal cable routing with a custom BGM cable duct cap, and an improved rear PM disc mount.



4TH FLOOR
M1003A

KS LEV Ci dropper seat post

The LEV Ci offers a big 65 millimeters of drop with a small weight penalty. A unidirectional carbon mast routes the KS Recourse Ultralight cable system through the frame to a light KG SL remote, saving more than 50g compared with the KG Alloy remote and standard shift cable. The Ci's new cable interface system is easier to set up and service.

1ST FLOOR
I0429A



KMC X11 Eco ProTeQ (EPT) Chain

The X11 Eco ProTeQ (EPT) mountain bike chain is made for wet, muddy and snowy cross-country, cyclocross and fat tire rides with enhanced anti-corrosion and anti-rust properties. KMC's EPT treatment completely coats all components to create a durable, corrosion-resistant surface. It provides 30 percent more rust protection than competitors' products.

1ST FLOOR
J0118



LOHAS Cyber Motions

Cyber Motions is an integrated torque and speed sensor that captures real-time speed, power, distance and calorie data. It connects via BLE 4.0 or ANT to cycling computers and can be integrated with heart rate monitors. The cassette is compatible with road and mountain bike systems. A free app displays the data and provides GPS and route tracking.

HALL 1, 2F
H0616



Magura HS33 R

With its high braking power, reduced weight and comfortable ergonomics, Magura's HS33 R is made for both road and off-road riding, and is well suited for traditional and city bikes as well as e-bikes. Made in Germany, the brake boasts a radial design, 15 percent less weight and 5 percent more braking power. The brake and clamp are available in silver or black.

4TH FLOOR
N1207



Saris SuperBones

The classic Saris Bones is the world's best-selling trunk rack with sales of over one million. Now, Saris introduces the SuperBones, which is more secure, elegant and interactive. From the interwoven steel straps that store neatly within the rack to the floating foot that pivots to conform to most trunk shapes, the SuperBones is a functional, forward-thinking bike rack.

4TH FLOOR
L1405



Shimano XTR

4TH FLOOR
M0814



The XTR M9000 is Shimano's most advanced mountain bike component group. The new XTR line is available in both race and trail "rider tuned" product families. The XTR M9050 Di2 electronic shifting version integrates with XTR M9000 mechanical components in a variety of 1x, 2x, and 3x configurations. The 11-speed drivetrain introduces Rhythm Step gearing for all riders and terrain.

Guee Aero-X

4TH FLOOR
L1109A

Cyclists expect a taillight to be bright, visible from a wide angle, easy to mount and quick to charge. The Aero-X taillight is all that and more. With its "smart" braking sensor, the Aero-X gets brighter and flashes more quickly when the cyclist is stopping. The Aero-X mounts on round and aero seatposts.



BionX Semi-integrated battery

4TH FLOOR
N1328

BionX now offers a semi-integrated downtube battery with an open mold tube design. OEM customers can integrate the battery into mountain or road frames for seamless system integration. A quick and easy lateral insertion uses a "slam lock" on the frame, offering more space for full suspension frames.



Wahoo Kickr Power Trainer

4TH FLOOR
N0028

The award-winning Wahoo Kickr Power Trainer provides accurate power measurement, controlled resistance, open third-party software options, and the smoothest indoor riding on the market. The Kickr links with iOS and Android devices via Bluetooth 4.0 technology. Available third-party software includes interval-based training from TrainerRoad, virtual racing from Zwift, real courses from FulGaz, and many more.



2015年概観: フォールディングバイク 速くてお洒落、都市に便利な折りたたみ自転車

都市の交通混雑が進むにつれて車に代わる交通手段を求める人達が増えている。そこに選択肢のひとつとして公共交通機関との接続も便利な折りたたみ自転車に人気が集まる要因がある。台北ショーをぐるっと見て回るとこうしたコンパクトサイズの自転車がこれまでにない多様化している様子が見て取れる。

世界の大都市の多くがアジアに集まっていることから折りたたみ自転車の生産と消費も伝統的にアジアに強い基盤が構築されている。とにかく、折りたたみ自転車なら車のトランクに入れて運べるし地下鉄やバスにも持ち込める。使わない時に家で収納するのにほとんどスペースを取らないから居心地の良い都市のアパートにとっては魅力的である。

米国や、とりわけ欧州の大きな都市では車に対する料金や利用制限がより多く課せられているので折りたたみ自転車の市場は同様に拡大しており、革新や新製品も生み出されている。折りたたみ自転車メーカー数社が2015年度d&i（デザイン&イノベーション）アワードに入賞している事実にかに多くの革新がこのカテゴリーに注ぎ込まれているかが示されている。

台北ショー開幕の2〜3週間前にひとつの折りたたみ自転車のコンセプトが主要メディアの話題をさらった。MoDe:Meと名付けられたそのコンセプトバイクは自動車メーカーFordが折りたたみ自転車の世界をリードする**Dahon**との共同開発で生み出したものだった。

FordはMoDe:Meを自転車のショーでなくスペインのバルセロナで開かれたスマートフォンをはじめとする携帯電話デバイス

の専門展示商談会Mobile World Conferenceでデビューさせた。自動車メーカーをバックに持つ折りたたみ自転車を発表するには場違いの印象があるかもしれないが、MoDe:MeにはiPhone接続システムが装着されている。ハンドルバーグリップを振動させて感触をライダーにフィードバックし曲がる時期や背後から追い越していく車輛があることを知らせる。

MoDe:Meはこうしたデジタル装置に加えて200Wのモーターと9Ahのバッテリーを搭載、それでいてほとんどの車のトランクに収まるほど小さなパッケージに折り畳まれるコンパクトさを備えている。このコンパクトバイクが果たして生産に入るかどうかについてはDahonからもFordからも発表が出ていない。

一方、昨年の台北ショーでFordとの広範な業務提携を発表したDahonは生産に向けて数多くの製品をブースに出展している。そのうちの2製品が2015年度d&iアワードを受賞した。授賞作のひとつDahon Clinchはポリッシュ仕上げのアルミ製でスマートなフレームデザインのスポーティーな折りたたみ自転車だが、折りたたみの仕組みが目立たないように綺麗に隠されている。折りたたみ式ステアラーコラムのほかに仕組みの詳細を物語るものはトップチューブとダウンチューブをそれぞれ1本のボルトが締めていることだけである。

Dahonの二つ目のd&iアワード受賞作が4D Quickparkシステムで、このスマート設計のシステムはハンドルバーに対してツールを使わずに幅広く調整できる特性を備えている。自転車を畳むとハンドルバーが平たくなるのでできるだけ小さなスペースで収納しておくことができる。

一方**Tern Bicycles**は折りたたみ自転車がスタイリッシュであり得ることを証明している。同社はBlack Eyed Peasのミュージシャンwill.i.am（ウィリアム）と組んでリサイクル素材を使った彼の新しいEkocycleの製品レンジを作り出した。製品ラインは今月初めにロンドンのお洒落なデパートHarrodsの店内特設ショップで紹介されている。TernではアルミフレームのVerge X20とVerge P9のEkocycleバージョンを制作しており同製品はHarrodsで2016年2月

まで販売される。

Ternもまた自転車業界からの授賞を重ねている。今年はVerge X18、別名「Blue Streak」が2015年度d&iアワードを受賞している。細身の20吋バイクはスペックがしっかりしていてしかもデスクの下にも収められるコンパクトな設計である。Eclipse S18でTernはほんのちょっと出かけるための折りたたみ自転車というコンセプトに挑戦している。S18は24吋のホイールサイズでライト、ディスクブレーキ、ハブダイナモ、フェンダー、前後キャリアをフル装備している。

Ternは折りたたみ自転車用のアクセサリにも注力している。そのひとつCargo Rackはパニエ（荷カゴ）やバッグ、さらにチャイルドシートにも対応できる。これは折りたたみ自転車では初で、小さな子供たちのいる家庭には朗報である。その他のユーザーに向けてはBafang（八方電機）のコンパクトなセンターモーター、バッテリー搭載の折りたたみ電動自転車eLinkを発売している。電動自転車用コンポを追加装備していながらeLinkは折り畳むとコンパクトに収納バックに収まる。

KHSも数年にわたり折りたたみ自転車を生産してきており今年のショーでは比較的長距離を走るのに適した新モデルを初出展している。F-16と名付けたこの小径車は16吋のホイールサイズでグレーかイエローの2色を揃えている。エラストマーのリアサスペンションのほかF-16はラックアップのフロント、折り畳んでコンパクトにバックに収められる便利さもポイントとしている。

折りたたみ自転車事業メーカーのもう1社**Brompton**は根強いユーザーの人氣に支えられ価値ある自転車を作り続けている。今年の台北ショーではデザインはそのままにカラーを新しくした製品ラインを揃えて臨んでいる。メインフレームを目立つ新カラーにする一方で後三角と部品・アクセサリーの多くをブラックのままとするカラーコンビネーションがスタイル感覚の高いユーザーを引きつけるはずである。



Pacific CyclesのReach

クラシックタイプの折りたたみ自転車もデザインに新しい模様替えを施したものが2〜3出てきている。**Ming Cycle**のStridaはカーボンフレームに従来のサドルレールにも対応する新しいシートドームを付けたニューバージョンが登場した。新モデルは直立姿勢の走行というStridaの象徴的デザインには手を加えていないが折り畳むと手で運ぶ代わりにホイールが運んでくれる新設計となっている。

クラシックタイプの刷新モデルにはもうひとつ**Pacific Cycles**のReachがある。20吋のホイールサイズで通常の自転車と同じような姿勢で走行できるReachは長距離にも適した造りになっている。リアと新しいフォークにエラストマーによるサスペンションを加えており、サスペンションの調整がライダーの手でできる。しかも20速の駆動システムを装着してわずか10kg（22ポンド）ちょっとの重さ。このReachの新モデルもd&iアワードを受賞している。

さらにもう1社注目すべきブランドに**Bickerton Portables**がある。ももとの創業が1971年で2011年に再スタートを切ったBickertonは今年台北ショー初出展で、既存の20吋と26吋の製品レンジを補う14吋と16吋の超コンパクトサイズの新モデルを柱に据えた。Bickerton Cometはスチール製フレームで、一見アルミの姉妹モデルJunction 1909にそっくりだがすらりとしたクロモリフレームに柔軟性がある。一方のJunction 1909はBickertonの旗艦モデルで、9段変速の折りたたみ自転車にはShimano、Avid、FSA、Schwalbe、SKSのコンポのほかBrooks Championのサドルとバッグが装着されている。■LvR



BickertonのJunction 1909

ホール 4階
L2113

ホール 4階
M1019A

ホール 4階
M0632

ホール 4階
M1227

ホール 4階
M1019A

SATE-LITE
Safety at the Speed of Light

M1407



M1

M1B

visit www.sate-lite.com.cn

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)

TRUST IN THE TESTCHAMPION

WWW.MAGURA.COM



MAGURA

KHS鋭敏な感覚で トrendを先取り

ホール4階
M0632

KHSの親会社、United Engineering Corporation（聯程工業）は台湾最大の自転車メーカーではないかもしれないが、時代をとらえる感覚の鋭さにかけては業界でもトップクラスの1社である。650bのホイールサイズやファットバイクのトレンドをいち早く取り入れ、オリンピックでは二つの金メダルを獲得している。

同社のルーツは1950年代初めに遡る。謝（Hsieh）ファミリーが創業した同社の最

初の事業がオートバイの生産（アッセンブル）とヤマハの楽器のライセンス生産だった。

1974年、Wen Hsieh氏が自転車部門KHS（knowledge、health、strengthの略）を創設した。同社は現在3つのブランドで販売展開している：ロード、MTB、折りたたみ自転車用のKHS、ビーチクルーザー用のManhattan、BMX用のFree Agent。自社ブランドのほか他のメーカーの自転車も生産

していたことから1988年に社名をUnited Engineering Corporationに変更した。

創業者の子息、Jack Hsieh（謝正寛）が現在United Engineeringの経営に携わっている。同社は台中近辺でなく台湾の国際空港に近い桃園に本社を構えているため台湾業界ではややアウトサイダー的存在でもある。

1万平方メートル超（10万7000平方フィート）

の工場は自転車生産に必要なものをほぼすべて備えているが2〜3欠けているものの一つにハイドロフォームフレームの生産に使われる油圧システムがある。

United Engineeringは数種の自転車を比較的少量の規模で生産しているので工場内には溶接ロボットが見当たらない。その代わりに溶接は昔ながらの熟練工の腕に頼っている。溶接工の手でフレームに繋ぎが施されケーブルストップをフレームチューブに螺付けされ、溶接されてフレームの完製品が仕上がる。アッセンブル、塗装、ホイール組みも内製である。

従業員およそ120人で年産13万台のUnited Engineeringはメーカーとしては小さい。だが、KHS USAを通じて



Jack Hsieh (謝正寛) 董事長

スポンサーしているレーサーとの密接な協力によって米国が同社の第1の市場になっているとともに数々のトレンドの先頭を切る存在ともなっている。

「650bホイールはKHSのダウンヒルレーサー、Logan BinggeliとKevin Aielloが我々に求めてきたもので、最初のプロトタイプはすでに気に入ってもらっているが同時にフィードバックしてくれているのでそれがさらにジオメトリに優れた製品づくりに役立っている」と謝董事長の子息で董事長の補佐を務めるヘンリーは話す。「ファットバイクに

関しては、米国支社がトレンドの到来をいち早く察知していたため今では4モデルを揃えるまでになっている」

KHSはまた特大サイズのフレームを生産していることでも知られる。大きいサイズのもを真剣に求めるライダーのために64cmと66cmのアルミ製ロードバイクフレーム、さらにXXL、XXXLの超特大サイズのMTBモデルまで手掛けている。

謝董事長自身がよくサイクリングで回ることあつてKHSでは折りたたみ自転車の生産も行っている。折りたたみ式タンデムといったニッチなおもしろ自転車も製品ラインに含まれている。

台北ショーでは取り外しが可能なカゴラックを付けた折りたたみ自転車をデビューさせる。F16と名付けられた16時バイクは折り畳むと驚くほどコンパクトなパッケージに収まる。

マーケティングにおいては、1990年代の「Insane Wayne」Croasdaleに始まり今日の数多くのロード、オフロードチームのサポートに至る長い伝統のチーム・イベントサポートに重心を置いた展開を続けている。

小さいことは、KHSが証明し続けているとおり、成功の障害にはならない。■LvR

United Engineeringでは溶接のすべてが手作業で行われており溶接ロボットの姿はない。



Your iPhone.
Safe at hand.
Anywhere.

BioLogic SportCase™

Robust protection plus secure mounting for your phone where you want it. For iPhone 6 and iPhone 6 Plus.

Make a donation to World Bicycle Relief at our booth (M1019a) and take home a WeatherCase phone case. (Offer limited to stock on hand).

BIOLOGIC
www.therebiologic.com

SILENCE HUB
ITEM NO A5357BO

LOHAS-LIFE
STYLES

CHOSSEN
CHOSSEN CO., LTD.

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

台湾は、周知のとおり、自転車業界の主要生産基地のひとつであり世界的に重要な台北国際自転車展の主催国である。

その台湾が今週はさらに世界の自転車振興活動のハブ（中心地）となる。木曜日と金曜日（3月19日～20日）の2日間、台北市が「アジア・サイクリング・フォーラム（Asian Cycling Forum）」を主催し2016年に世界最大の自転車普及振興会議であるヴェロシティ（Velo-city）を台北で開くための下地をつくる。

アメリカやヨーロッパさらにアジアの自転車に優しい都市の例に倣って台北市は自転車が市民の日常の交通手段になることを強く望んでいる。「アジア・サイクリング・フォーラム」を主催することが前進への大きな一歩となる。

「アジア・サイクリング・フォーラム」では世界各国からの専門家が、バイクシェア（自転車共有）プログラムやサイクリングツアー、自転車乗用環境整備、電動自転車さらに都市交通への自転車の組み入れをはじめとする自転車普及振興政策における最新動向について意見交換を行う場が提供される。

「都市におけるサイクリングの増加は自転車業界にとって市場の拡大を意味する。その潜在需要はとても大きい。バイクシェアシステムと電動自転車の増加はフォーラムでの話し合いを一段盛り上げることになるだろう」と欧州サイクリスト連盟（ECF）のKevin Mayne開発ディレクターは話す。ECFは来年の台北での開催を含め

てヴェロシティ会議を主催する。

「アジア・サイクリング・フォーラム」が台北ショーと併催になるのは偶然ではない。自転車業界は自転車の日常利用を増やす上で重要な役割を担っている。

ECFは重要な自転車振興活動機関となるCycling Industry Club (CIC)を創設した。CICは欧州の業界メンバーで構成され、他の振興活動家とともに世界の自転車の普及・振興を図っている。業界にとって活動の原理は簡単である。自転車の利用が増えれば自転車と部品・用品の販売が増える。業界、政府、活動家の関係はメンバーによ

て支えられている。ECFによると、業界各社の売上げの30%以上は政府の政策決定による影響を受けている。

Cycleuropeの社長でCycling Industry Clubの会長を務めるTony Grimaldi氏が今回のフォーラムの講演者のひとりとして電動自転車について講演を行う。「我々の活動は、自転車の利用を増やし自転車に関わるすべての会社の利益のために引き続き業界を強化することを強く望むなら市当局や政府からの支援を勝ち取らなければいけないという理解の上に立っている」とGrimaldi会長は話す。

ヴェロシティ会議は過去30年にわたり世界の主だった交通プランナー、エコノミスト、健康関連エキスパート、自転車振興活動家、自転車ツアープロモーター、政治家、その他の自転車関連専門家にとってハブとしての役割を担ってきた。2009年からは、成功している欧州でのヴェロシティを補完するヴェロシティ・グローバル会議がECFの主催で隔年毎に開かれている。

CICの詳細に関してはk.mayne@ecf.comでECFのKevin Mayne開発ディレクターまで問合わせを。■ ECFの好意により

日本語



Asian Cycling Forum 2015



Eddy Merckx Cyclesにとっては「スチールこそが本物」

ホール 4階
M0302



Eddy Merckx (左) と Eddy Merckx Cycles の Rob Beset CEO

Eddy Merckx は70歳に近づいているが自らの名を授けるブランドとともに依然として健在である。Eddy Merckx Cyclesは創業者が70回目の誕生日を迎えるのを祝ってスチール製バイクの新モデルを携え台北ショーでのデビューを飾っている。

ショーでは「Heritage Collection」からの数モデルが展示されている。コレクションの目玉がMerckx 生誕70年記念モデルのEddy70で70台の限定販売となる。その第1号は自転車史上最高のプロレーサーと謳われ「The Cannibal」(人食い)の異名をとるMerckx自身に与えられた。残り69台の受注を1月から先着順で始めているがバイヤーはそのプライスタグ(値札)を見てかなりの覚悟を必要とするかもしれない。Eddy70の販売価格は1台€14,000 (\$15,650)である。「なお」と同社Rob Beset CEOは言う。「購入されたEddy70のデリバリーは6月17日、すなわちEddyの誕生日になる」Eddy70のスチール製フレームはベルギーでTIG溶接される。Heritage Collectionの他のモデルは価格により魅力を持たせるため中国からのスチール製フレームが使われる。

業界のベテランのひとりで、元Batavusの社長を務めたBeset CEOはベルギーのビール業界で名の知られるJan Toye氏が2013年にEddy Merckx Cyclesのブランドを買取った後に同社の経営に携わっている。開発主任に元BMC製品・ブランドマネージャーのRolf Singenbergerが就いている。

Heritage Collectionはそのフレームのデザインとカラーで歴史を称えているがコレクションに収められている自転車は博物館ものではない、とBeset CEOは言う。

「新しいスチール製バイクはEddyの輝かしい時代のレースマシンと比べることはできない。レトロバイクでもないフィクシラパー向けのものでもない。超モダンな最先端のレーシングバイクと言っていい。Columbusの最高級スチールアロイで強度が高められた超高性能マシンに仕上がっている」

Heritage Collectionはスチールを使っているがEddy Merckx Cyclesの全製品ラインのほぼ95%がカーボンファイバーのフレームを使用している、Peter Speltens営業部長によれば、新製品ラインは19のレーシングモ

Beset CEOによると、今回台北ショーへの出展を決めたのはアジアでインポートの数が増えているのと海外展開の拡大を睨んでいるためとしている。北米やヨーロッパに比べればアジアのロードバイク市場はまだまだ小さいことは承知している。だが、とBeset CEOは言う。「そこでは強力なストーリーを持つブランドが極めて重要な存在となる」



限定版Eddy70スチールフレームバイクはEddy Merckx の70回目の誕生日を祝す記念モデル



プレゼンテーションでのEddy Merckx (左)とEddy Merckx CyclesのRob Beset CEO (右端)

「Eddy Merckxがいるお陰で生きた伝説と同じ船に乗り合わせることができる」とBeset CEOは言う。「実際のところ中国とインドネシアから数件のオファーを頂いている。どこが最適のディストリビューターか急がずじっくり選んでいきたい」

ニュースレポートによると、1980年創業のEddy Merckx CyclesはToye氏が2013年に株式の過半数を買取った時、Eddy Merckxの持ち株は6%になった。だがMerckxはその後もブランド大使

として積極的な活動を続けている。Beset CEOによれば、Merckxは依然として会社の運営に関わっているし、「スチールこそ本物」の復活に参加できることを誇りに思っている。■JB

デルを揃えているがフレームのオプションにもベルギー製ハイエンドからステンレススチール、スカンジウム(受注生産)、さらにカーボンと幅を持たせている。

2016年新製品ラインは個別の商談ルームで金曜日、招待客だけに見てもらう計画で、招待するのは主に同社の世界各国からのディストリビューターとのことである。現在ディストリビューター20社が25カ国でEddy Merckxの自転車を販売している。台北ショーへの出展を機に販売ネットが拡大することを期待している。

Eddy Merckxに贈られたEddy70第1号バイクに添えられた楯



SUNRACE

Just in time
Drivetrain components

STURMEY
ARCHER
EST. 1902

Future Technology Carbon

*A leading carbon composite company
in bicycle industry*

WE PURSUIT



Evolutionary Innovation
Exceptional Quality



Full Tech Co., Ltd

Taiwan TEL: 886-4-2565 2598 **China** TEL: 86-760 8663 3806

www.full-tech.com.tw

New Products 2015

BioLogic WeatherCase

ホール4階
M1019A

雨や汗、汚れから護るiPhone 6 Plus用WeatherCaseは軽くてポケットにもすんなり入る。雨に強いジッパー付特別溶接TPU（熱可塑性ポリウレタン）を素材としており、タッチスクリーンや前後カメラ、ボリューム/パワーのサイドボタンへのアクセスも容易にできる。CushionFitパッドがスマホを振動から護る。WeatherCaseはセットで入っているAnchorPointマウントシステムで取り付け。

Winora Haibike Sduro AllMtn Pro

ホール4階
M1219

Sduro AllMtn Proは「インテリジェント」自動サスペンションシステムe:ishockを採用した初の電動自転車。Yamahaのモーターからパワーとセンサーデータを取り込むとともに地形条件に合わせてサスペンションが即座に調整される。ハイドロフォームド・アルミフレームに250W Yamahaセンターモーター搭載。

KS Southpaw

ホール1階
I0429A

Southpawアンダーバーリモートは1x ドライブトレイン装備の自転車用でアンダーバーリモート単体のみの販売。新構造のスプリットクランプを使用することで4つのアクス(axe)との調整で最高のエルゴノミクスと感触が得られる設計となっている。



Shimano 105

ホール4階
M0814

Shimanoが世界で最も人気の高いロード用グループセットの最新モデルを発売した。105の新モデルはレース用グループセットとして性能が実証されているDura-AceとUltegraの基幹特性を継承し一般サイクリスト向けに仕上げたもので、11段ドライブトレインのシフティングをより正確にするとともに従来にない軽量化を実現、改良を加えたブレーキが自転車へのコントロール性を高めている。



SRAM 1X Wonder

ホール4階
M0614

PowerGlide 1170 11-36カセットがSRAMの1X Force CX1駆動システムの走行能力を引き伸ばす。新開発のカセットはForce CX1 1x11のグループセットと併用すれば、厳しい上りや猛スピードの下り、スプリントあるいはその中間的な状況に必要なギアオプションが得られる。36歯コグ付新カセットは32歯コグ付のWiFLi 11-32カセットに比べギアを13%下げられる。



LOHAS Cyber Dynamics

第1ホール2階
H0616

HubsMaster製造のCyber Dynamicsのスリムな一体型電動自転車用ホイールは数種のホイール径が用意されている。ハブユニットにモーター、バッテリー、コントローラーを一体化した特許デザインで、ハブはスマホのアプリでコントロール、心拍計などBluetoothの各種デバイスとも交信できる。GPS所在地追跡や気温、湿度、大気環境も測定する。



TAYA



Taipei Cycle
K610

TA YA Chain Co. Ltd

facebook tayachain

Check out our latest bikes
and accessories at
Booth M1019a.



LIGHT THE WAY.

BIKES *with* **BENEFITS**

ternbicycles.com

SOCIAL RIDE

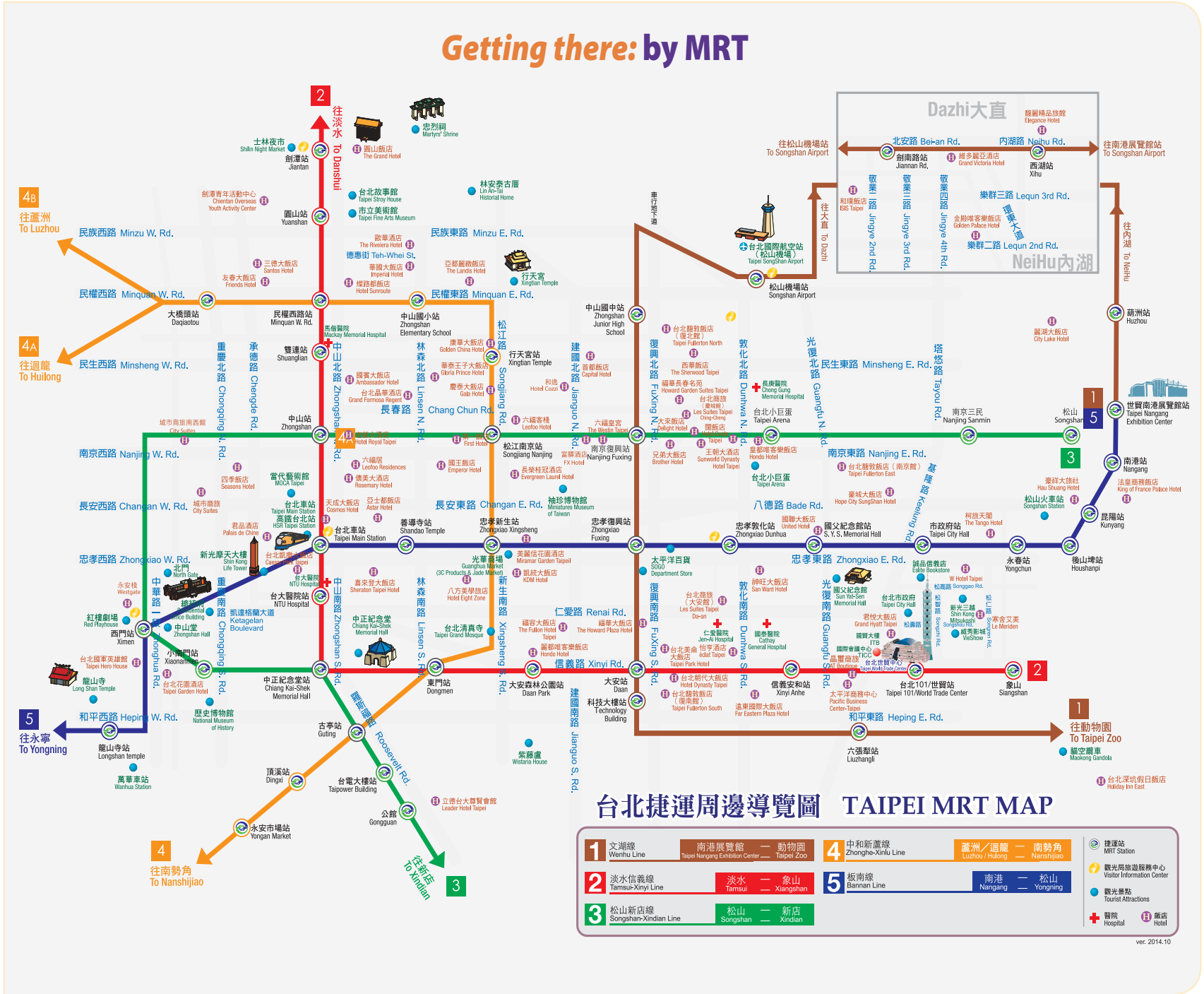
Join us for a bit of fun at our 3rd
Annual Taipei Show Social Ride.
BYOB (and helmet).

LOCATION: Tern Test Ride Booth (Outdoor Demo, #T0022)

DATE: Day 2 (March 19)

TIME: 5:30 pm

© 2015, Mobility Holdings, Ltd.



TWTC Nangang Exhibition Centre Parking & Transport



1a) PARKING LOTS

- P1

..... TWTC Nangang Underground Parking (620 spc.)
- P2

..... Taiwan Fertilizer C2 Parking (352 spc.)
- P3

..... Taiwan Fertilizer C3 Parking (768 spc.)
- P4

..... Taiwan Fertilizer C4 Parking (82 spc.)
- P5

..... R53 Temp Parking (147 spc., 24/7, NT\$20/h)
- P6

..... Xingzhong Park Tower (647 spc., 24/7, NT\$30/h)
- P7

.. MRT Neihu Depot Parking (584 spc., during exhibits)

1B. TRANSPORT INFO

- 1

..... Shuttle Bus Stop (drop-off /pick-up)
- 2

..... Regular Bus Stop
- 3

..... Taxi Drop-Off
- 4

..... Small Vehicle Drop-Off
- 5

..... B1 Taxi Pick-Up
- 6

..... Underground Parking Entrance
- 7

..... MRT Neihu Depot Parking Lot

PLEASE NOTE: PARKING FEES ARE SOLELY FOR REFERENCE PURPOSE.

花鼓、踏板、齒盤功率計 PowerTap一應俱全

「無論你是選擇以花鼓、踏板，或是齒盤作為功率計界面，我們都能滿足你；甚至，我們能以電腦演算法以心率來換算功率值。」PowerTap總裁Jeff Frener 說道。

任何一種功率計界面，都有它自身的結構阻礙，也因此沒有所謂最好的功率計，關鍵在於你是否願意接受其缺點。為了滿足騎士的各種功率計需求，PowerTap在1999年推出首組以花鼓為界面的功率計後，於2015年再推出以踏板及齒盤為界面的功率計，為市面上首間擁有花鼓、踏板、齒盤的功率計品牌。

以踏板為界面的功率計名為

P1，可單獨測量左右腿功率，採用4號(AAA)電池，續航力為60小時，整組重量398克，採用LOOK Keo卡踏界面，預計售價為1199美元。



PowerTap總裁Jeff Frener手持3款功率計。



以踏板為界面的功率計—P1。



以齒盤為界面的功率計—C1。

以齒盤為界面則名為C1，採用五爪齒爪，其專屬一體成型的齒片由FSA代工，至於Shimano四爪規格則在開發中，採用CR2032鈕扣型電池，續航力為200小時，預計售價為699美元。

上述這兩項功率計都內建了加速度計，因此使用者在安裝後不必再安裝其他配件，產品在美國。

麥迪遜組裝並校正後，即裝即用。「PowerTap是市場上值得信賴的功率計品牌，為了精確的得到功率值，我們同時裝上3種型態的功率計進行測試，結果是這3種功率計的誤差值都在1%以內。」Frener說道，目前新品正邁入量產，希望能在2015年中問世。■ AZ

台灣是全球自行車的生產重鎮 更承辦了世界前三大的台北國際自行車展

也在這週，台灣成為制定全球自行車政策的核心。在3月19至20日舉辦「2015年亞洲自行車城市論壇」(Asian Cycling Forum)，邀請國內外產官學各界與會，交流國際自行車發展及推動經驗，共同建立環保永續及健康的綠色城市。

台北市希望能改變市民的交通習慣，以自行車來代步，效法如美國、歐洲、亞洲等單車友善城市。舉辦亞洲自行車城市論壇可說是向前跨了一大步。

亞洲自行車城市論壇可提供一個交流平台，讓各界專家可交換自行車政策發展及趨勢的意見，這包括了公共自行車系統、單車旅遊、基礎建設、電動車，以及如何將單車納入城市運輸的重要載具。

「城市間的單車通勤增加，也意味著自行車產業連帶看好。這個可能性相當高。現今在公共自行車及電動車的效應下，這話題越來越熱了，」擔

任ECF(European Cyclists' Federation，歐洲自行車聯盟)的發展主任Kevin Mayne說道。ECF籌辦了Velo City Global(全球自行車城市大會)，明年將在台北舉辦。

亞洲自行車城市論壇會跟台北車展同時舉行，這絕非巧合。自行車業界對於帶動單車騎乘上，同樣扮演著重要角色。

歐洲自行車聯盟創立了自行車產業俱樂部(Cycling Industry Club，CIC)，對於帶動自行車騎乘也是大有幫助。自行車產業俱樂部是由歐洲的自行車產業成員及其他有意帶動單車騎乘的人士所組成。

對產業來說，這道理相當簡單。更多人騎車代表著單車器材的銷量會更好。在業界、政策、倡導這三者中，是由數字來背書的：根據歐洲自行車聯盟指出，有高達30%的廠商，其獲利深受政府政策的制定所影響。



身肩Cycleurope及CIC諮詢委員會的董事長Tony Grimaldi，也會在亞洲自行車城市論壇發表關於電動車的簡報。

「我們深知要帶動單車騎乘及強化自行車產業，必須獲得來自於城市及政府的協助，」Grimaldi說道。

全球自行車城市大會在過去的30多年來，提供世界頂尖的運輸規畫者、經濟學家、健康專家、自行車提倡者、

自行車旅遊推廣者、政治家及其他自行車專家的重要溝通平台，2009年開始，歐洲自行車聯盟與全球自行車城市大會結盟，攜手舉辦了3個系列每半年一場的Velo-City系列講座，這在歐洲舉辦的活動相當成功。

更多關於CIC的訊息，請聯絡Kevin Mayne，k.mayne@ecf.com。

■ 資料來源ECF



CUSTOMIZE
YOUR BIKE!



BOOTH No. N0828



CROPS Co., Ltd.

www.crops-sports.com

2015折疊車大觀園

這些小折，不僅騎得快，夠潮，更適合城市之間的移動

城市之間的交通越來越擁塞，市民寧可降低開車的欲望，尋求其他的交通方案。折疊車是個好解答，可提供住家到公共運輸之間的移動界面，是越來越普遍的選擇。

在台北車展上，這些體型迷你的車系，廠商提供更多元的款式了。另外，Tern與音樂人will.i.am攜手合作，預料將掀起潮流界的一股小折風。

亞洲，聚集了許多一線國際大都會，也使得在傳統上，亞洲成了小折車的大本營。總的來說，小折可輕易的放進後車廂或是直上捷運、公共運輸系統等。回到家裡，小折所占的空間也相對較小，這對於住在都市叢林裡的公寓人特別有吸引力。

在許多大都會如美國，特別是在歐洲，政府對汽車使用人開徵更高額的稅，也牽連帶動了小折在這些區域的銷售—更激起許多的產品創新思维。

最後，有幾個小折車品牌榮獲2015年台北國際自行車展創新設計獎，展現了這個範疇的創新能力。

在台北車展的開展前幾週，有一輛概念小折在媒體界引起熱烈討論。

這輛車叫MoDe:Me，由汽車品牌Ford所推出一跟世界小折車的領導品牌之一Dahon攜手合作。

Ford選擇在西班牙巴塞隆納的Mobile World Congress(世界行動通訊大會)上公開亮相MoDe:Me—這個展



Bickerton Junction 1909

4樓
M1019A



Pacific Cycles Reach

4樓
N0313



Tern eLink

4樓
M1019A

會聚焦於智能手機及其他行動載具，反而不在台北車展上首發亮相。

作為一個汽車製造商，這似乎非比尋常的在通訊展會上亮相，MoDe:Me具有與iPhone的連線能力。自行車上也有著一個超音波後感應系統，它能夠讓自行車偵測後方來車，當後方有車輛打算超車時，手把會釋放震波提醒騎士。

除了上述電子科技，MoDe:Me電動車配備了9安培/H的電池、驅動200瓦的馬達，並且在巧妙的設計下，還能放進大多數車款的後車廂。另一方面，Ford團隊也開發了「Pro」城市商業用

途電動車，至於這輛車是否會導入量產呢？Dahon及Ford目前都未能給予明確的回答。

另外，Dahon在去年的台北車展中與Ford攜手合作，將於攤位上展出即將量產的產品。有兩項Dahon產品獲得台北國際自行車展創新設計獎。

獲獎的其中一輛車—Dahon Clinch，是一輛採用拋光鋁合金車架的運動型小折。折疊機制很巧妙地隱藏住：除了可折疊的車把頭管，在上管及下管處僅各有一顆螺絲露出。Clinch採用ControlTech空力輪組。FSA碳纖維齒盤提升了外觀質感。

Dahon第二項贏得創新設計獎的產品為4D QuickPark龍頭。運用了Dahon專利折疊踏板設計，使得4D QuickPark龍頭能讓單車在停放時更加扁平化，手把不突出，有效減少停車所需的空間。

Tern Bicycles，推出一輛潮流系的小折。Tern與音樂人黑眼豆豆的will.i.am攜手合作，推出Ekocycle的產品線，運用可回收再利用的材質。他在這個月初於倫敦Harrods百貨公司的店中店進行發表。Tern將推出的Ekocycle版本將包括鋁合金車架版的Verge X20及Verge P9，將於2016年2月份起在Harrods百貨公司開賣。

同時間，Tern也在自行車界中獲獎無數。Verge X18，又名為「藍條紋」也贏得了創新設計獎。這輛俐落身形的20吋小折，麻雀雖小，五臟俱全，

可以收進桌子底下。

再談到Eclipse S18折疊車，Tern挑戰既有思维，認為小折不該受限於短程通勤。S18採用24吋輪徑，完整的搭配如車燈、碟煞、摩電花鼓、泥除及前後貨架。

Tern在折疊車的零配件產品上也是下足苦心。例如說Cargo Rack，除了可以安裝馬鞍袋外，更可以搭配兒童安全座椅使用—這是首項可用於折疊車的配件，對有小孩的家庭來說可是一大福音。

對於另一層級的消費者而言，Tern推出了eLink電動小折，搭載250W Bafang中置馬達及電池。即便是在電動車的設定下，eLink在折疊後的尺寸依舊相當小。

KHS在生產小折上也有一段時間了，即將發表的小折可適用於長途旅行。綽號為F-16，這輛小野獸使用16吋的輪徑，提供灰及黃兩色。除了優力膠的後避震外，F-16配備了前貨架，並且依舊可折疊至相當迷你的體積。

另一個小折專家—Brompton，是一個根基於忠誠客戶的品牌。雖然說其結構及設計依舊不變，但在台北車展推出了新車色。車架採用新穎的色系，而後三角、零件等部分則維持黑色，這對於視覺系的買家是一大亮點。

有幾輛經典小折也進行微整型。例如永祺車業的Strida首次發表使用碳纖維車架及新款可安裝傳統雙軌式座墊的座管。然而，這些新設計並不會變更了



KHS F-16

4樓
M0632



4樓
M1227

Strida的經典外觀，騎士依舊可保持直挺的騎姿。折疊後，Strida可以輕易推行，不需要辛苦的提扛。

另一項再創經典的設計，當屬於太平洋自行車的Reach。採用20吋輪徑，騎士的騎姿近似於傳統大車，Reach可說是長途騎乘的好伙伴。

太平洋自行車也在後叉及新型前叉上加入了優力膠避震，騎士可自行調整軟硬度。在搭載20速的傳動系統下，Reach僅重10公斤。新Reach榮獲2015年台北國際自行車展創新設計獎。

還有一輛值得一提的Bickerton Portables。這個品牌創立於1971年並且於2011年重新發表，這間英國車廠選擇在台北車展上首度公開亮相新車：推出了14及16吋輪徑，補足了現行的20、26吋小折產品線。

Bickerton Comet則是採用鋼管車架，雖然外觀上看起來像鋁合金材質—Junction 1909，但底子可是採用鉻鉬合金車架以提升舒適性。

Junction 1909，身為Bickerton的旗艦車款。這輛9速車可是搭載了Shimano、Avid、FSA、Schwalbe及SKS等零件，還有Brooks Champion座墊以及攜行袋。 ■ LvR



Dahon生產的Ford MoDe:Me。

亞洲自行車城市論壇

會議時間：2015年3月19、20日

會議地點：財團法人張榮發基金會
(台北市中正區中山南路11號10樓)

捷運：台大醫院站

主辦單位：台北市政府

亞洲自行車城市論壇於星期四上午9點開放報到。首場講座由10點開始。

由Tetsuo Yai(東亞運輸學會)及羅孝賢(中華民國運輸學會)進行專題演講。

星期四下午的講座將聚焦於公共自行車的發展以及鼓勵自行車使用。

星期五的講座由9點開始，內容包括了自行車友善環境、自行車與公共運輸結合、電動自行車發展以及自行車及觀光產業等。

本論壇將以亞洲城市圓桌會議作為結束，有多位來自亞洲城市的代表：日本東京、日本愛媛、馬來西亞吉隆坡、新加坡、南韓首爾、印度海德拉巴。以及六個台灣各城市的交通局代表。

更多論壇資訊，

請參訪www.asiancyclingforum2015.com.tw

HAIBIKE

CONTROL YOUR RIDE!



HAIBIKE SDURO ALLMTN PRO



Discover one of the most upcoming German bicycle brands: Haibike

Get to know our 140 attractive models ranging from low budget to high end products. Profit by our interesting conditions and short delivery times and - most of all - by our outstanding product & marketing highlights, such as:

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

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

Learn more on
haibike.de

Contact us
export@winora-group.de

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

CONTROLTECH

bicycle components USA

INTO
THIN
AIR



INTRODUCING

AERO COCKPIT PLUS

FULLY ADJUSTABLE
COMPACT CLIP-ON TT AND TRI HANDLEBAR
SUPERIOR TIME TRIAL PERFORMANCE
3K MATTE CARBON FIBER and TITANIUM
HARDWARE IS SVELTE AT ONLY 259 GRAMS
31.8MM BAR CLAMP DIAMETER MOUNTS TO
VIRTUALLY ANY HANDLEBAR

IMPROVED:
AERODYNAMICS | COMFORT | STAMINA



SEE US AT BOOTH

J-830

WWW.CONTROLTECHBIKES.COM

New Products 2015

Quarq ELSA RS 功率計

Quarq ELSA RS是一款針對Shimano齒盤所設計的功率計。可對應於Shimano四爪齒盤。Spider整合了電子原件、CR2032電池、LED指示燈及ANT+通訊。Quarq更採用了全新多點主動式溫度補償機制，讓Quarq的準確度更勝以往。



4樓
M0710

Venn Rev 35 碳纖維輪組

獲得2015台北國際自行車展創新設計獎，Velocite Venn Rev 35為業界率先採用自動纖維纏繞法。相較於業界慣用以手工一片片的堆疊碳纖維布，Venn Rev 35車框率先運用自動纖維纏繞機器，可連續的編織碳纖維及樹脂，此製程可降低人工失誤所造成的產品瑕疵，確保輪組品質的一致性。

4樓
L0401A



Wahoo Tickr X 運動紀錄器



4樓
N0028

Tickr X讓運動員在不需使用智能手機的情況下，也能紀錄心率、卡路里，及運動中的各項數據，並將資料儲存在內建記憶體中，運動後，可將資料同步至智能手機（Android or iOS）。Tickr X可對應於大多的運動APP，這包括Wahoo Fitness APP，能紀錄室內健身車的踏頻。

Zipp Service Course SL stems

本體以7075鋁合金打造而成，全新設計的Service Course SL龍頭在同級中擁有最高的剛性，每1.85克達到1牛頓，在衝刺或加速時幾乎不變形。提供6度及17度的選擇，70至130mm共7種長度。6度龍頭更有140mm長的選擇。



4樓
M0710

Super B Home 家用調輪架



4樓
I1124

Super B調輪架的構造精簡，輕量且可攜—特別適用於居家及行動工作室。展開支架及壓力計，再架上輪子。可折疊收納的支架及明確的卡尺可精準調輪，適用於前輪及後輪。獲得2015年台北國際自行車展創新設計獎。

Brose e-Bike 系統

4樓
EXTRAENERGY
測試場地



Brose e-Bike驅動元件是Brose e-Bike系統的核心，僅3.4公斤(7.5磅)卻可提供高達90Nm的扭力。馬達採用輕量、高張力材質，因此電動車的製造廠可打造出一輛理想的車架幾何、重量平衡、操控敏捷的高性能車款。這顆精實身型的馬達可變化多種安置位置，對應於各種不同的車架設計。此外，運轉時近乎安靜順暢，還有內飛輪的設計，騎士在不需要動力輔助時，可毫無阻力的騎行。

VP 鴨子划水·划向龍頭

1樓
K0810

VP證明了一件事：人不可貌相，外表與內在可是會天差地別。座落於台中大甲的VP企業總部，建築物的外觀出奇的低調，就是一間簡單的磚造房屋。

但在你通過低調的大門後，內頭卻是虛懷若谷別有一片天，一間現代廠房專門在精準切削鋁合金零件，主要項目為頭碗組、BB及踏板。在過去，VP的產品主要供給OE客戶，但現在VP也自創了Modus品牌，專注於補修市場的花鼓及輪組。

在廠房內，台灣工程師與歐美設計師並肩合作，並且VP在3個國家擁有現代化的製造器材，VP這間低調內斂的廠商，可是對自行車產業有著重大影響。

VP產品涵蓋了各種產品的等級及價位，行銷經理游宗翰說道，並且產量更是驚人：VP每年生產2千5百萬個頭碗組以及2千5百萬組的踏板。

VP台灣廠聘用了大約200位員工，年產量所佔的比率不高，專精於高階品項。而另外的中國廠及越南廠，共聘用了約2千位員工。產量大多都提供給OE客戶，而非打上VP品牌。

在大甲的廠房佔地相當大，除了兩座廠房外，還有一處鐵山腳單車運動村，裡面有專用的越野賽道以及一處BMX場地。

VP建造鐵山腳單車運動村的用意是為了推廣單車運動。另外，也可作為

賽事及展覽的舉辦地。

來到這裡的騎士可能不會了解，他們車上的許多零件就來自於望眼所及的廠房，從無到有都在這裡製造。

在鐵山腳單車運動村後的第一座廠房，排著一系列的巨型機器用以鋁管加工，最終這些鋁管會蛻變成頭碗組、BB或是花鼓。所有的鍛鑄及CNC加工處理，連同塑膠成型及金屬壓鑄加工都在自家製成。VP

更生產了模具及壓鑄用的工具。

為了打造優秀的品質，游宗翰表示VP產品有超過90%都在自家製成，涵蓋了基礎的生產到精細的表面處理，例如雷雕、陽極處理、滾筒磨光及其他漆面保護處理。

較精細的加工處理是在VP彰化廠進行。為了讓產能及人力成本保有競爭力，VP台灣及大陸廠大量採用自動化生產設備，讓自動機器來灌入生產原料至各機台。

VP的踏板涵蓋了各種等級及價位，也為世界一流的踏板品牌進行代工。

對於專業運動騎士，VP生產了各種BMX及MTB踏板，以及公路車及MTB的卡踏。高階踏板採用模內成型碳纖維技術，而VX登山車系列則採用加大的踩踏平台，或是可當作林道越野用的卡踏。

對於專業運動騎士，VP生產了各種BMX及MTB



林文華



VP總部位於台中大甲。

另一個亮點踏板是Blade，為一款高性能全鈦通勤車踏板，採用鈦合金的本體及軸心，打造出一對223克的輕量化。

為了吸引消費者的目光，VP採用鮮明度極高的塗裝，以黑、白、紅三色構成。

為提升品牌的能見度，VP贊助了

Hutchinson-UR登山車隊以及多位林道越野的優秀運動員。

VP創辦人林文華目前在將經營權交棒給女兒林妤慧及兒子林彥佑。即便是林文華已經降低工作量，他還是每天巡視



即將加工完成的踏板。

在過去的20多年來，VP持續生產花鼓給OE客戶。現在，公司也推出Modus品牌來搶攻補修市場，專注於花鼓及輪組。

花鼓的幅條穿孔提供傳統編法及直拉式編法，並且提供各種尺寸，連雪地車都有專屬對應。

如同鋁合金車框，花鼓也在自家製成(Modus僅有頂級的碳纖維輪委外製

廠房。

在英國及荷蘭求學的林妤慧，目前身為Modus總經理。而於美國加州求學的林彥佑則擔任VP副總經理。

VP運用歐美設計團隊，走在趨勢尖端。「運用歐美的設計思維結合亞洲的工業生產技術，VP是名符其實的國際品牌，」游宗翰說道。■LvR



這些鋁管最終會被加工變成頭碗組、BB或是花鼓等零件。

wellgo
www.wellgopedal.com



FEATURES:

- ① Unique one piece design connected the front claw and the plate for better clip in and out function.
- ② With anti-loose Tension indicator construction could prevent the tension screw loose accidentally.
- ③ Cartridge sleeve design with Wellgo New 2 DU patent system offer easy replaceable ability.



M279



BODY : Aluminum
SPINDLE : Cr-Mo
BEARING : Polymer bearing
SIZE : 80 * 82 * 38 mm
ORIGIN : Taiwan

2015 Taipei Cycle Show Booth: J0517

TaiSPO 2015 Events

Taipei World Trade Center
Exhibition Hall 1 & 3

Thursday, March 19

10 a.m. - 5 p.m.
**Fitness Industry and Fitness Club
Management Forum**
Hall 1, 2F
Conference Room 3

10:30 - 10:50 a.m.
New product launch: G. Pulse Int'l
Hall 3
G0407

11:30 - 11:50 a.m.
**New product launch: Johnson
Health Tech**
Hall 1, 1F
D0028

2 - 2:20 p.m.
**New product launch: Titan Sport
Tech**
Hall 1, 1F
A0410

2:30 - 2:50 p.m.
**New product launch: Dyaco
International**
Hall 1, 1F
B1010

3 - 3:20 p.m.
New product launch: Game-Bike

International
Hall 3
G0336

3:30 - 3:50 p.m.
**New product launch: Asiatic Fiber
Corporation**
Hall 1, 1F
A0204

4 - 4:20 p.m.
**New product launch: Continental
Chemical Industries**
Hall 1, 1F
A0533

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



Table of Contents

No shoes, no problem Afar launches smaller versions of its barefoot treadmill.....	37
Going for strength Proteus updates its home and semi-commercial strength training lines	38
Scraping by Ucheer's tools help with the daily scraping routine.....	39
Circular thinking Florier's Circling Range makes exercise simple and fun for seniors	39
That's the Spirit Dyaco expands its medical rehabilitation line	42
Surfing while sweating The new Spirit Fitness console combines fitness with entertainment	43
Shots from TaiSPO Scenes from the first day of the sporting goods show	44
Around the world in 50 years Lane Yang, who rescued Body Sculpture, celebrates brand's 50th	44
Eye on Asia Saeko brand wants to become leading goggle brand in Asia	45
What's up at Azuma? SUP boards, that's what	46



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



Afar launches 4 smaller Masai treadmill versions

Afar Sports' "barefoot" treadmill, which it launched last year, was so popular that the Taichung manufacturer is debuting four smaller versions at TaiSPO.



Afar's new barefoot treadmills will fit in more homes.

Afar's original Masai treadmill uses a belt covered with a layer of foam, so it is comfortable enough for brisk walking without shoes. The new versions are sized to fit into more homes.

Mike Tseng, chairman of Afar Sports, said the original Masai was "the first time that people were encouraged to take their shoes off on a treadmill."

Although the Masai range costs substantially more than similar treadmills, many customers in North America and Asia have bought into Tseng's argument that brisk barefoot walking is especially healthy.

Tseng learned about the benefits of brisk walking through medical research. In an interview, he produced graphs suggesting that brisk walking for a half hour, three times a week, will reduce fat by 13 percent after 20 weeks, while the same amount of jogging will melt only 6 percent.

The research also indicates that jogging inflicts more than twice as much pressure on knees as brisk walking.

Afar Sports argues that walking barefoot makes treadmill exercise more productive.

"The key point is that it allows the five toes to spread," Afar vice president Edward Tseng said. "It's much better to walk with strong toes, because it gives you suspension."

The Masai treadmill is marketed at users over 45 who have vulnerable joints. The benefits of brisk walking versus jogging are particularly important for people who are overweight or obese.

Much of the technology resides in the belt, particularly in the technique used to affix a PVC mat to a belt so the two won't separate. Afar Sports produces the belt but sources other components from other manufacturers.

"There has been such demand that the production capacity is not sufficient," Mike Tseng said.

North America has been the most receptive market for the Masai, which Afar sells through a subsidiary it set up last year in Fullerton, Calif.

While the original Masai treadmill has a power folding function, the new versions fold manually. The smallest treadmill is also suitable for exercising dogs.

Mike Tseng, who studied mechanical engineering, founded the Afar Group nearly two decades ago. It began as a sourcing company and later developed treadmills and massage chairs. The treadmills come out of an "innovation unit" that has spawned several unrelated products, such as an award-winning repair kit for car tires, and a corkscrew that injects air in the bottle with a needle through the cork.

Product development and customer service is handled from Afar's headquarters in Taichung. Much of its manufacturing is outsourced to companies in Taiwan and in Ningbo and Shanghai, China. Afar also manufactures treadmills at a factory and quality control center in Xiamen, China. ■ BS



Vox Pop

What is the hottest sports trend in your country?



Patricio Rojas
Buyer, Oxford
Santiago, Chile

The outdoor category is the biggest right now in Chile – trail running, more specialized mountain biking. I used to be a retail buyer, and I feel for the last five or six years that there's more active interest in this category. It's not just people buying a jacket when it gets cold. People want to go out more - we have a beautiful country and they want to enjoy it.



Ramesh L. Raja
Managing Director
Acme Fitness, Chennai, India

All sports are picking up in India but football is really coming up. There's a lot of promotion from the celebrities. Fitness is doing very well, every year we have increases of 30 to 35 percent. It's a trend that people want to look good, they want to be fitter and trimmer.



Greg Harten
Managing director
Hart Sport, Aspley, Australia

The fitness industry in Australia just keeps going from strength to strength, and it's getting more sophisticated all the time. We're seeing mums and dads buying more commercial fitness stuff now. And more and more people understand that you're getting benefits from low-impact stuff like stretching and yoga.



Jamshid Tavakoli
President
Orchid Mehr Sporting Goods, Tehran, Iran

Cardio equipment and strength machines are big in Iran. We also have a big tradition in bodybuilding, for men only. It's not allowed for women. They do some training but it's at separate times or locations. They don't show off their muscles.



Fazal Wadood & Abdul Jaleel
Nasser Sports Centre
Hawalli, Kuwait

People like to exercise in gyms and at home, because of the hot weather for most of the year in Kuwait. It's very hot, more than 35 degrees from May to October. So many people also like to go swimming. They have their own swimming pools or they go to the beach. That is the main sports activity for a lot of people.



Marcos Gregorio Aredes
Manager and trainer
Best Fitness Indonesia
Jakarta, Indonesia

I am from Brazil and I have been living in Indonesia for one year, so I am still discovering the country. Badminton is very popular in Indonesia. Indonesians also like mixed martial arts very much. And they like dancing – not really sports dancing, they just like to move their body.

Afar raises the roof on gyms

Afar Sports not only makes fitness equipment, but it runs three gyms in Taichung. The company's managers say they are some of the least expensive in Taiwan.

It's no surprise that all of the equipment at the Central Power Gym locations comes from Afar Sports. What may be surprising, though, is that none of the gyms is air-conditioned. One uses plenty of windows for ventilation, and the other two use retractable roofs.

"It's healthier for people to exercise in the open air, and we save the money from air conditioning to offer gym memberships at very low prices," said Edward Tseng, the vice president of Afar.

The original Central Power Gym location has about 1,200 members. Afar opened a

second location last year and a third two months ago. The company plans to open about one branch a year in Taiwan. ■



Proteus goes for strength with line updates

Proteus is updating its line for home and light commercial strength training. The upgraded TG 520, on display at TaiSPO, boasts a strong robot-welded frame and has such features as adjustable cable flies, a rotating pulley, a leg press and a vertical knee raise.

The TG 520 has become popular for semi-commercial and high-end home fitness use since Proteus introduced it last year. One popular feature is that the leg press can be installed on either side of the frame. Another convenient feature is that the main seat can be quickly removed for users in wheelchairs.

This year Proteus has introduced a smaller version of TG 520, the TG 415, for demanding home users.

While the company has focused on updating its cardio equipment range in recent years, its latest products are intended to capitalize on the increased popularity of strength training.

Another new product from Proteus is a modular station that is not on display at TaiSPO.

“You can buy and assemble the modules as you like,” Michael Lu, vice managing director at Proteus, said yesterday. “So the station could be entirely customized depending on your budget, and it could also be suitable for

hotels and condos.” Modules for the Proteus fitness station include a detachable leg press, cables flies for arms exercise and a vertical knee raise tower. The company says the latter two are especially popular.

Unlike several Taiwanese fitness equipment companies, Europe is the biggest market for Proteus, accounting for about 33 percent of its sales last year. The Americas are second, with Brazil and Argentina.

Lu says that the strongest potential for the coming years should be in Asia including Malaysia, Vietnam and Myanmar. Proteus has taken over distribution of its products in mainland China, starting last October in Jiangsu province.

“We are focusing on sales to three- to four-star hotels, condos and government facilities, because all governmental entities are required to have their own,” says Lu. “We are achieving a good cost performance with our semi-commercial



Eric Yin

products.” Proteus also continues to refine its cardio equipment line, including a new line of rowers based on models it showed last year at TaiSPO. They are foldable rowers in several sizes with adjustable foot pads, a sliding structure, and a dual air and magnetic resistance fan. Proteus recently launched the Vantage brand for semi-commercial cardio products. It’s continuing to expand the Vantage line and is showing a new treadmill at its booth.

Proteus is owned by Zeta, a holding company that got its start in 1984 in the auto parts industry. Its commercial products are made in Taichung, and home equipment is manufactured in Kunshan, China, near Shanghai. The company also sells under the Jet Stream brand for lower-end products. Some 40 percent of the company’s turnover is from OEM production. ■ BS

TWTC HALL 1 - 1F
D0217A

Ucheer’s tools help the daily scraping routine

While fitness clubs proliferate around Asia, millions more rely on more traditional methods to remain healthy, such as a daily scrape and a massage.



Ucheer president Larry Chen, with scraper

Ucheer Health Tech, an award-winning manufacturer from Taichung, is offering small products suitable for these routines. One of its newest products, on display at TaiSPO, is a simple handheld plastic tool to help scrape one’s toes, neck and shoulders. The scraper fits with the Asian custom of scraping specific spots to alleviate pain and even fever.

“It can help to release pain but some people scrape several times a week anyway, as a way to keep fit,” said Larson Kang, product and marketing specialist at Ucheer.

Unlike other items in Ucheer’s assortment of personal massaging tools, the scraper is made of softer plastic. One end is rounded for acupuncture, while the other end is shaped like a small spatula for scraping.

The line includes a book by Chien Shoyu, an expert in foot massage and Chinese medicine, that includes a map of the feet showing where to scrape

to address specific ailments. The product line also includes wooden tools for foot, leg, back and facial massage, some of which can be carried in a purse and used almost anywhere.

Ucheer scored a hit in the fitness industry with the Kinetic Energy Dumbbells, which allow rotational movements in core strength exercises.

The company won a TaiSPO All Star award last year for the U-Flectere for arm cycling exercises. Ucheer has devised several U-Flectere workouts for use at home or in aerobics classes.

“We were previously a manufacturer of treadmills, but we noticed that people have less and less time to exercise, so we decided to develop products that could be used for health and fitness almost anywhere and at any time,” Kang said.

Another new product at TaiSPO is the Fit Sit, to exercise the hips and waist. It’s intended for use from a fitness studio to a living room.

Ucheer has focused on Japan, but this year is eyeing other Asian markets, starting with Taiwan. It plans to upgrade its online store so it can sell and ship to customers in other countries.

Larry Chen established Ucheer about three decades ago. It still makes treadmill consoles and maintenance kits. Its expertise in electronic devices is also used in the production of set-top boxes. ■ BS

TWTC HALL 3
G0554

Variwis launches CrossFree in Taiwan

Varied Wise International — commonly known as Variwis — has already achieved recognition over the last two decades for its seamless running, biking and yoga apparel, as well as for its compression suits and merino thermal underwear.



This year the company is launching the CrossFree brand of technical sports garments for the Taiwan market.

Variwis supplies apparel for companies such as Reebok and 2XU, the Australian compression brand. Part of the thermal product range is developed for Sportmaster, the leading Russian sports retailer. Variwis director Samantha Wen said the Cross Free range will be sold only in Taiwan so the company can build its sales and marketing expertise

Variwis is showing some of the CrossFree range at TaiSPO, including a bra and compression pants made with Carvico fabric.

Wen said the fabric, imported from Italy, has outstanding recovery functions that improve its durability. “You won’t find them become loose quickly after wearing and washing,” Wen said. She added that Carvico is

used by leading swimwear suppliers and offers strong UV protection. The latest apparel range from Variwis includes a compression suit with body mapping to support for the back and thigh muscles. The company is also introducing a cycling jersey that is produced directly from yarn to garment by tube machine, making it ultralight and stretchy. Some of the apparel on display has built-in LEDs that protect wearers when they’re running at dawn or at night. ■ BS

TWTC HALL 1 - 1F
A0509A



Floriey's Circling Range

Making exercise simple and fun for seniors

"Older people may not be all that interested in bulging muscles and really impressive shoulders," says Jacky Chen, executive manager of Floriey Industries International.



Floriey's Jacky Chen is way too young for the Circling Range.

That's why Floriey is launching a range of compact fitness equipment for senior citizens.

The design is simple, without any of the technological gizmos that may put off older users. The equipment has been downsized so users can reach all of the parts and step on or off easily.

The machines are meant to be grouped in a circle for a convivial group exercise environment — hence the line's name, the Circling Range.

"It could be a bit like functional or group training, adjusted for older people,"

Chen said. "That makes exercise much more sociable for them, and they can encourage each other."

Floriey is best known as an OEM and sourcing company for a range of fitness products. It sources more than 400 items for Casall, the Swedish fitness brand, and ships container loads of dumbbells to the United States. But last year, Floriey decided to launch its own brand with a focus on seniors.

Although light exercise is recommended for seniors, typical fitness machines often are too big and

intimidating for them. "So we have made our equipment smaller, lighter and more compact, and then added some tweaks to make it easier for older people to access the machines," Chen said.

Floriey teamed up with David Wu, a personal trainer, to develop Circling Range workouts suitable for groups of seniors.

The exercises, conducted in intervals of two or three minutes, include moderate weight and cardio training, cycling on ergonomic bikes, and a lot of stretching.

Floriey is debuting the Circling Range here at TaiSPO. The range was developed in partnership with Zaoba, a company that operates retirement homes in Japan. Zaoba advised Floriey on designing equipment that offers proper exercise but is safe for older users.

For instance, leg presses are normally done while lying back, but the Floriey machine lets a user sit upright and use his body weight for assistance.

The Circling Range equipment also uses hydraulic weights, eliminating abrupt movements and reducing the possibility of injury.

The Circling Range is a big step for Floriey. Chen said the senior-friendly range could become the biggest part of Floriey's business within a few years.

For now Floriey is marketing the Circling Range in Japan, where the

government is investing abundantly in well-equipped homes for a fast-growing senior population. Floriey expects to begin selling in Europe next year, probably starting in Switzerland.

For its next generation of Circling Range projects next year, Floriey expects to add a software program called Power Change Training. The program tracks such information as a user's range of motion and the amount of force per centimeter he or she is able to generate, which could be particularly helpful for rehabilitation.

Floriey prides itself on being flexible, as evidenced by fresh welding marks on one of the Circling Range components in the company's showroom. "One of our advisers was here this morning and asked to shorten the leg rest on this machine," Chen explained. "It took us only a few minutes to get it done and tried out."

Jacky Chen's parents, Sherry Huang and Paul Chen, founded Floriey in 1987. Paul Chen formerly worked at Johnson Health Tech. While the company sources many products from sub-contractors, it manufactures balance boards and dog treadmills. Floriey assembles the Circling Range at its headquarters in Taichung.

■ BS

TAISPO

LUXWELL®

MASAI 530
Nature Walk
Barefoot Revolution, Escape to the Nature



3-Tier Cushion
Protect your joints and knees

Power Folding
No lifting, fold it with a button

Patented 7mm Soft Mat
Stimulate Blood Circulation



2014 TaiSPO Innovation Product Excellence Reward



SGS and Patented Certificates

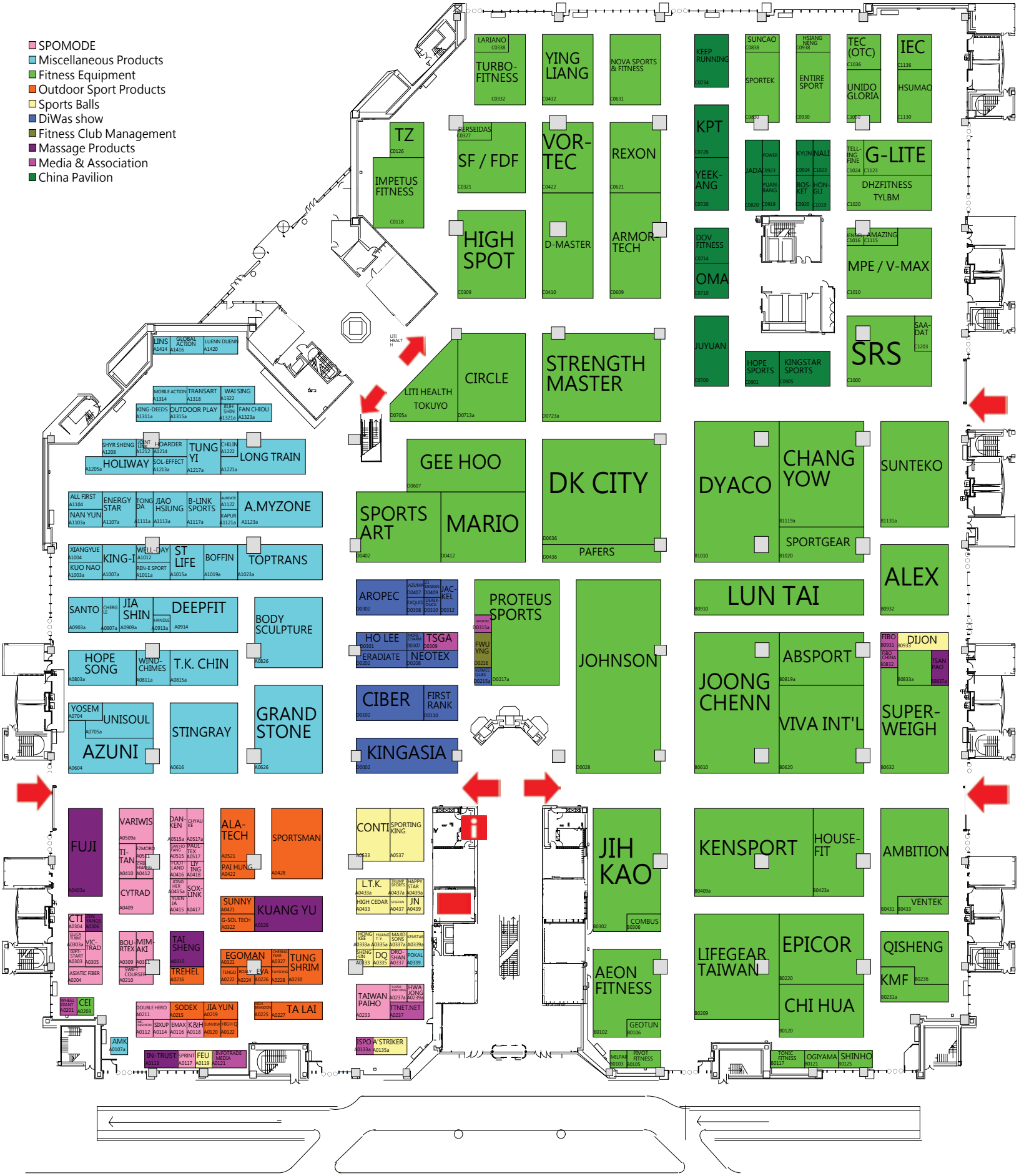
BOOTH NO - G0328

Website: www.afargroup.com

Email: edward@afargroup.net

Tel: +886-983-216-280

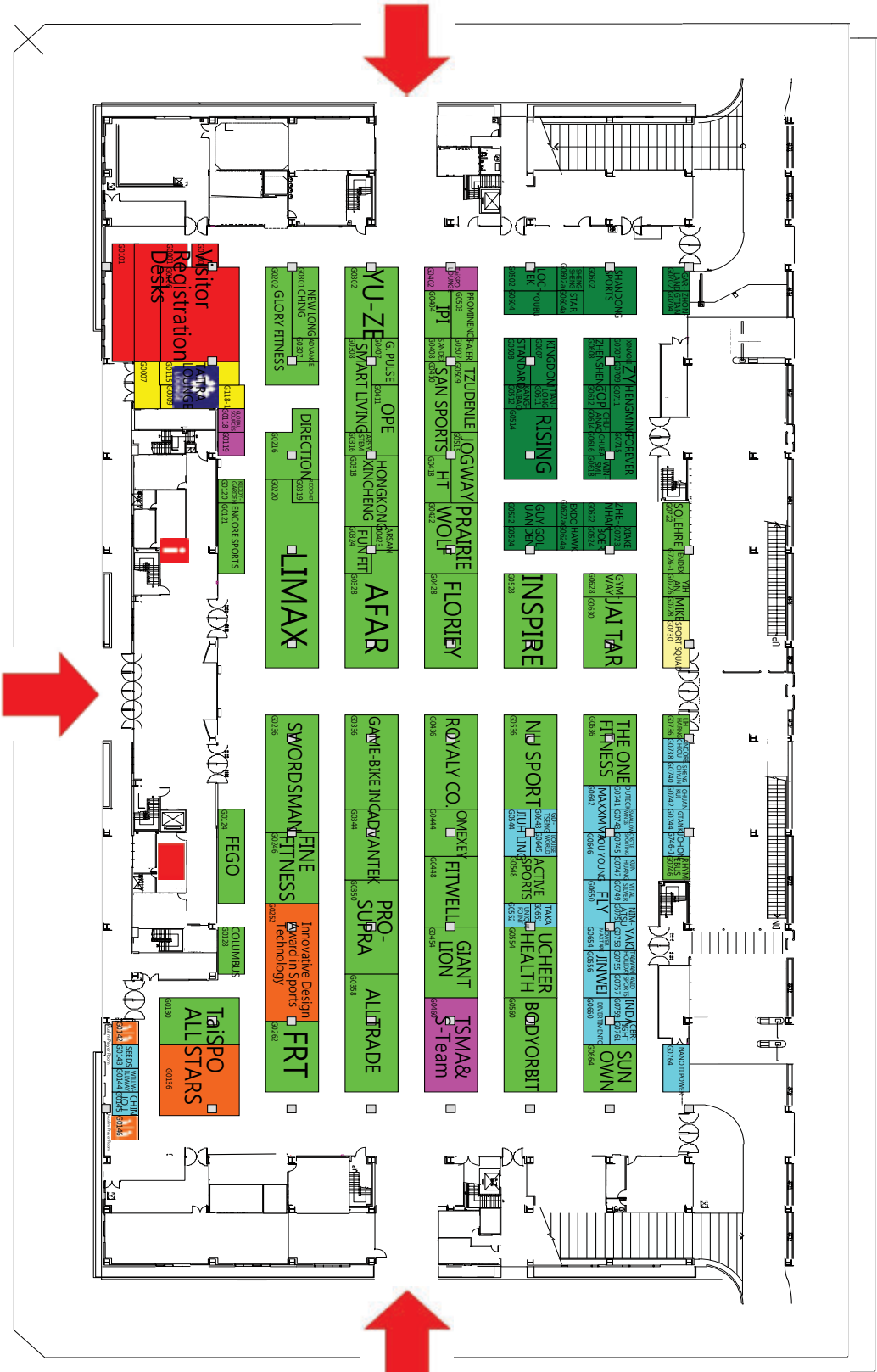
Floor Plans TWTC Exhibition Hall 1, 1st floor



TWTC Exhibition Hall 3, 1st floor



松智路 Song-Chih Road



松壽路 Song-Shou Road

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

TAISPO



Get the TaiSPO app

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!

That's the Spirit: Dyaco expands its medical rehabilitation product line

The Sprit medical line proved successful enough last year that Dyaco International, which owns the brand, is quickly expanding the range. This year's offerings consist of an upright and a recumbent bike, a seated stepper and a treadmill.



Brian Murray on a Spirit Medical stationary bike, which shows he is pedaling harder with one leg than the other.

Dyaco has another nine products on the drawing board, five of which should reach the market before year's end.

Dyaco, a leading Taiwan manufacturer of fitness equipment, bought Spirit in 2008. Through its Spirit Medical Systems subsidiary, Dyaco has made inroads into the medical equipment business. Spirit Medical Systems offers rehabilitation equipment for the price of standard fitness gear.

"We use the same tooling for the rehabilitation products as for the fitness equipment, but under the hood they are entirely different because we have to be able to measure performance," said Brian Murray, chief technology officer for Dyaco and Spirit.

"A key point is that specialized manufacturers of medical equipment are often small companies. We have economies of scale on treadmills, meaning that we can offer much more affordable prices."

Murray said a Spirit treadmill providing detailed gait analysis costs less than \$7,000, while comparable products from specialized suppliers may cost twice as much, putting them out of reach of smaller clinics. The Spirit medical range also is suitable for some sports trainers.

Spirit developed its medical range in partnership with the orthopedics unit of National Taiwan University, and with biomechanical engineers and specialist sales managers. Murray, who worked on a rehabilitation range at Cybex, oversaw development of the Spirit medical line. He was able to draw on his experience of rehabilitating from knee replacement surgery.

Spirit's rehabilitation bikes offer such features as swivel seats, so patients can easily transfer from the bike to a wheelchair, and adjustable-length pedals for patients with limited range of motion.

The Spirit Medical treadmill, which made its debut at last year's TaiSPO

with an electric brake.

Front and rear motors allow the treadmill to decline by up to a 12 percent grade, compared with 3 percent for most other treadmills. The deck-lift program lets patients mimic climbing stairs.

The treadmill measures cadence and step length independently for each leg. Its software can produce a "symmetry index," displayed as a simple graph on the console, that lets patients know if, for example, they are running evenly.

The Spirit recumbent bike has a similar feature, although the symmetry index and accompanying graph are based on leg strength instead of stride length.

Both products also have a "constant work" function, which adjusts the resistance so the patient pedals or walks at a set speed.

"That makes it easier for the physiotherapists," Murray said. "They can set targets for their patients based on the displays, and then move on to attend to other patients."

Dyaco and National Taiwan University are in the early stages of developing a balance assessment system with cameras and a force plate.

The Spirit brand is based in the U.S. city of Jonesboro, Arkansas, where Dyaco operates its American subsidiary. Dyaco markets other fitness products under the Spirit Fitness, Sole, Fuel and Xterra brands. ■ BS



Dyaco preps a big new factory in Taichung

Only a few weeks ago, a whiff of fresh paint emanated from a large factory that is adjacent to Dyaco's head office in Taichung.



Brian Murray at Dyaco's new Taichung factory, set to open this year.

Footsteps echoed around the near-empty halls. But the halls won't be empty for long; The nearly 44,000-square-meter (473,600-square-foot) factory is scheduled to begin production this year.

Dyaco originally considered shifting more production to mainland China, but decided to invest in Taiwan instead. The new factory occupies the same location as a smaller plant that was destroyed by fire in 2011.

The Dyaco group makes most of its equipment at its Taiwan factories. Lower-end treadmills are made at a plant in Dongguan, in mainland China.

Surfing while sweating

Combining fitness with entertainment is a big appeal of a new console for the Spirit Fitness line of commercial equipment. Innovations like this have helped Spirit Fitness become a leading contributor to the global expansion of its parent company, Dyaco International.



Spirit Fitness console

Dyaco already has a large presence in home fitness, but its Taichung development teams are developing the Spirit Fitness line for the light commercial market, which includes hotels, corporate workout centers and apartment complexes.

"Our connected console is the next entry into that market," said Brian Murray, Dyaco's chief technology officer.

Dyaco recently finished designing the new Spirit Fitness console, which uses Android-based software that lets users browse selected websites, listen to music and watch TV. They may also connect their own devices and listen to their own music.

The console operates in eight languages and is designed to be simple and intuitive.

"Research has shown that people get discouraged very quickly. If they can't figure it out within ten seconds, they will leave. That means you have to make it very simple," Murray said.

The console's default options won't let users visit inappropriate websites or dodgy links, but the settings can be overridden. ■ BS

Shots from TaiSPO Day 1



Lane Yang

Around the world in 50 years with Body Sculpture

Lane Yang was a youngster attending school in a village near Taichung when Body Sculpture was established in Leeds, northern England.

Today, Yang is orchestrating the brand's 50th anniversary festivities. Under his ownership, Body Sculpture now reaches into 80 countries.

"I bought the brand for almost nothing and it has become a global company," Yang said at an anniversary dinner last month in Munich. "This was achieved with quality products as well as partners who have often stayed with us for many years."

In the '80s, Body Sculpture was known in Britain for its weightlifting benches, weights, exercise bikes and rowing machines. Leading U.K. retailers such as Argos and Littlewoods carried its products.

Bolstering Body Sculpture's reputation was its talented sourcing agent in Taiwan — Yang. He ran Solex Industries, a trading company, which sourced fitness gear, sports and leisure equipment for other brands.

Beaverco, a public company that made leisure products, bought Body Sculpture. But when the acquisition went awry, Yang sensed an opportunity. He flew to England and spent weeks negotiating with Beaverco until, in August 1990, he sealed a deal to acquire Body Sculpture.

Yang now owned a well-known brand with an established market in Europe — an ideal platform for launching a global fitness and leisure equipment group.

Catherine Wang, chairman of the Taiwan Sporting Goods Manufacturers Association, said Yang's move made an impression on his peers in Taiwan.

"Back then, most of us were in the OEM business and we just followed our customers' requests," she said. "But he already had his design office, and then he acquired a company. It takes a lot of courage to make this kind of decision."

Body Sculpture is now part of Yang's Hi Mark International group in Taipei. Hi Mark also includes Solex Sports, which makes a number of sporting goods products, and a sourcing and distribution company serving L.A. Sports, a German sporting goods brand. About 85 percent of Hi Mark's sales are from branded products.

Yang said he acquired Body Sculpture for just 1 British pound and its inventory for 400,000 pounds.

He began to expand the brand beyond the U.K., which then accounted for more than 90 percent of sales. Yang took Body Sculpture to trade shows from Munich to Atlanta to the TaiSPO show in Taipei.

"The acquisition was a big step for Lane and he really went for it. With his commitment and his financial clout, he took Body Sculpture to the global stage," said Nigel Hughes, who has been with Body Sculpture since before it was acquired by Yang. He is now director of Hi Mark International U.K. in Bradford, England.

Yang's assertive approach made an impression in the '90s at the Super Show

in Atlanta, then the major global sporting goods show.

"All of a sudden, Body Sculpture had a huge banner on a prime spot just outside the entrance of the show," Hughes recalled. "It was a big statement, to do that in the United States, with all our big competitors around."

Yang made another gutsy move a few years ago when he made a significant investment to build a factory near Xiamen, China.

With the new plant, Hi Mark boosted production. Today, the Xiamen plant makes inline skates, scooters, skateboards and fitness accessories.

Some of Yang's business partners have been with him for more than two decades. Many of them attended the Body Sculpture anniversary party.

Max Norden, the owner of L.A. Sports in Bergisch Gladbach, Germany, is one of Yang's most steadfast partners. Norden got to know Yang more than 30 years ago, when Norden, then general manager of Assa Sports, decided to test two Taiwan suppliers with manufacturing orders.

As Norden recalled, many Taiwanese trading companies got their hands on the immigration forms that visiting businessmen filled out at the Taipei airport.

The visitors could expect cold calls from trading companies as soon as they arrived at their hotels.

Norden chose Yang for his test and soon realized he was more than an efficient sourcing agent. He said Yang was



Lane Yang, at podium, with longtime business partner Max Norden.

always quick to answer questions and openly discuss problems.

Norden has no doubt that the Body Sculpture acquisition was Yang's breakthrough.

"It was the big step for Lane because it gave him a brand at the time when the international market was opening up," Norden said. "It was also smart, because he was one of Body Sculpture's suppliers, so if he didn't buy them he could have lost the turnover."

When Norden established L.A. Sports, he turned to Yang to source most of his products.

Today, Yang's Xiamen factory makes some L.A. Sports products, but Yang also works with other Chinese factories, arranging payments and overseeing quality control. Yang is L.A. Sports' global distributor outside of German-speaking markets.

With Body Sculpture, Hi Mark reinforced its reputation for offering quality products at affordable prices. In 2010, the company launched the Eco Wellness brand of fitness equipment,

marketed with softer colors to appeal to women.

Colleagues say Yang's drive and personality, beyond the quality of his company's products, contribute to Hi Mark's success.

"I was with Lane for several days in Taichung talking and having a few beers with suppliers. Another day he could be talking to the big boss at Littlewoods," Hughes said. "He's just as charming and persuasive with all these people, and comfortable in all places."

His friends say Yang is just as people-friendly after business hours, entertaining with gusto and grace.

"Many people play the role, but Lane is always himself," said Jack van Zuijlen, the owner of De Basis, which sells Body Sculpture in the Netherlands.

Distributors as well as customers appreciate Yang's approach. As Yang said in Munich, it is rewarding to find Body Sculpture products almost anywhere he travels.

But, Yang admitted, his "dream" is to expand into even more markets. ■ BS

Orchids are Lane Yang's most gorgeous products

While most exhibitors opt for potted plants and Gummi bears, Hi Mark's trade show booths are usually decorated with superb orchids.



Okidland cultivates rare orchids in a farm in southern France.

Hi Mark owner Lane Yang loves orchids so much that he now owns an eco-friendly orchid farm in the south of France.

The relationship runs through Okidland Biotechnology in Taiwan. In 2009, Okidland bought greenhouses in Hyères, France, near Toulon on the

Mediterranean Sea. Okidland, which specializes in Phalaenopsis orchids — better known as Moth orchids — is the largest orchid farm in France. But its approach is almost artisanal compared with the automated production processes used by some of the largest Dutch growers.

Sarah Corselis, commercial attaché at Okidland, says Phalaenopsis once were regarded as some of the most elegant orchids, but have become a commodity in Europe.

"We are going against this trend by offering superior quality products," she said. "We do everything by hand, for hundreds of plants. We cultivate our orchids for several years before they are offered for sale. They take their time and turn into magnificent orchids that have become rare in the market."

The horticultural farm in Hyères covers 40,000 square meters (430,500 square feet). Half is occupied by Okidland's high-tech orchid greenhouse, which is powered by solar energy. ■ BS

Saeko has its eye on Asian expansion

First Rank, owner of the Saeko goggle brand, has boosted its production capacity in Taiwan by about 25 percent to 1.5 million pairs of goggles a year. It has its eye on becoming a leading supplier of branded goggles in Asia.



Goggle Chen (right) and Selina Liu

First Rank will continue producing goggles for other international brands while it expands Saeko sales in Asia. It started distribution this year in Singapore, Thailand and Malaysia.

Saeko accounted for nearly 20 percent of First Rank's sales of \$3.5 million last year. First Rank has sold Saeko in Taiwan for some time, but only in the last two years has stepped up its efforts to sell internationally. While Europe accounted for 52 percent of First Rank's sales, Taiwan and Japan combined accounted for only 17 percent — leaving plenty of room for growth.

"We have been travelling a lot to visit retailers and distributors in Asia," marketing manager Selina Liu said. "Sometimes we had to find alternative ways to reach customers. In Singapore, for example, our distribution partner wanted to set up vending machines."

First Rank assembles most of its goggles in a 2,000-square-meter (21,500-square-

foot) plant above the company's offices in central Taipei. The offices also house research and development, quality control testing and packaging operations. Plastic injection is done in a second factory of about 800 square meters.

First Rank is one of Asia's established manufacturers of swimming goggles. "Goggle" Chen created First Rank in 1979 after inheriting from his father a company that made flashlights and hardware. He transformed it into a water sports equipment company.

First Rank offers some 50 designs for racing, fitness, leisure, junior and optical swimming goggles, and owns many patents. Its customers include the Intersport and El Corte Inglés retail chains, and brands including Diana, Mizuno and Beuchat.

The company has positioned Saeko as a medium to high-end brand, backed by consistent investment in research and development. First Rank uses advanced

production techniques to make multi-colored gaskets and intricate constructions.

"The key is that we own molds, which are quite capital-intensive," Liu said.

The company focuses on quality, because most Taiwan manufacturers are unable to compete on price in the global market.

Goggle Chen recalls the days when competition was scarce and manufacturers like First Rank commanded ample margins.

"People used to line up at our stand at international fairs. We could just choose the buyers. If you had product, you were winning," he said.

But First Rank has since had to face intense competition from cheaper rivals, mostly from mainland China.

"We have to develop more complicated structures and better designs in Taiwan," Chen said.

First Rank sometimes teams up with Chinese suppliers to offer a complete range. The higher-end goggles are made in Taiwan and the rest in China, but First Rank always oversees quality control.

"We adjust our production based on the customer demand, so we can offer the best solution for them based on their own range and price requirements," Liu said.

Chen got involved in the family business after studying industrial measuring at Tamkang University. Fortunately, his wife specialized in finance.

Their two children took an interest in the company. Howard is now general sales manager, and Koco manages the factory. ■ BS



Ergonomic Saeko goggle wins excellence award

Saeko has won a 2015 Taiwan Excellence Award for its Blade goggles, which can accommodate wide lenses yet maintain a watertight fit on the wearer's face.



Saeko S53 Blade goggles

"The key point is the funnel-shaped gasket," Saeko marketing manager Selina Liu said. "That means we can have a very wide shape for the lens but the gasket still fits most facial features, so you don't need to worry about leakage."

It may sound uncomplicated, but Liu said the design required a sophisticated mold that allowed the goggle to be removed without damage.

"The concept is inspired from a diving mask, where the gasket is wider than the face," Saeko founder Goggle Chen said.

Another important feature of the Blade goggle is Saeko's patented Quick Fit rear buckle system. Users can adjust the strap length with one button. ■ BS

SUP boards are what's up at Azuma

On sunny summer days from California to Michigan, you'll often spot them on lakes or on the ocean. Even on murky inner city rivers from Hamburg to Copenhagen they are increasingly common sights.

Stand-up paddle (SUP) boards have become a global phenomenon in the last five years. And Azuma, a Taipei company that makes board sports products, is riding the trend.

Azuma, which had specialized in surfboards, is finding a bigger market for

its SUP boards.

"We started making SUP boards about six years ago and the numbers have been growing all the time," general manager Azuma Yusaku said.

The Taiwan company has customers in Japan, Australia, France and Mexico,

but the largest SUP market is easily the United States.

The activity started in Hawaii and California as an alternative to surfing and has spread rapidly.

Usage statistics published by the Outdoor Foundation, an arm of the U.S. outdoor industry, underscores the quick rise in the sport of stand-up paddling.

In 2009, the foundation didn't even register stand-up paddling as an activity. But in 2013, the foundation said, 0.7 percent of the U.S. population over the age of six — about 2 million people — had gotten on a SUP board. While it trailed surfing, stand-up paddle boarding had already surpassed windsurfing in popularity. Few doubt that the sport's popularity has only continued to rise since the report.

SUP boards are common items at specialty retail as well as in big box stores and sporting goods chains. Most boards are made of foam wrapped in fiberglass, but suppliers also produce inflatable boards that are easier to transport.



One notable aspect of the sport is that it attracts diverse participants. According to some sources, nearly half of U.S. SUP riders are women.

Azuma makes the Sea Snake brand of SUP boards and produces products for other brands.

The Sea Snake line includes boards made with bamboo and fiberglass for a distinctive appearance.

"They are made at our own factory in Shenzhen. The production is intensive because the boards are mostly shaped by hand," Azuma said. The company, which will be 20 years old next year, makes about 10,000 SUP boards a year along with accessories.

Unlike surfing, waves aren't required to go stand-up paddling. It's a low-impact, relatively accessible sport but it provides a full workout — using muscles in the legs, glutes and core for balance, and engaging the back, shoulders and arms for paddling. Some American women even practice yoga on their SUP boards.

To try stand-up paddle boarding in Taiwan, Azuma suggests visiting Yilan County in northeast Taiwan. ■ BS



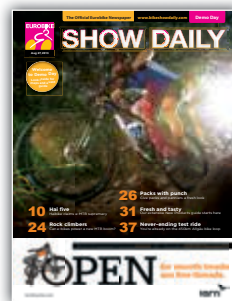
SUP boards are so simple even a child can use them.

Reach the world's top 2 cycle shows with 1 advertising buy

Eurobike and the Taipei International Cycle Show are the world's No. 1 and No. 2 Bicycle Trade Shows. Use the official Eurobike and Taipei Show Dailies to project your marketing message and make the most of your valuable show investment... **Book an advertising package for both EUROBIKE and TAIPEI CYCLE Show Daily together, and get a 20% DISCOUNT. For details, contact sales@bikeshowdaily.com.**

Advertising index

Afar Group	39	DT Swiss	25	Shimano	47
Airace	17	Full Tech	27	Sram	8
Alex Global	12	Hangzhou Rubber/Chaoyang3		Sunrace	26
Bangkok Cycle	15	Hubsmaster	18	Sunstar	16
Bergamont	7	Innova Rubber	11	TaYa Chain	28
Beto	46	KMC Chain	13	Tern	29
Biologic	24	KS / Kind Shock	6	Tsma	36
Chosen	24	Magura	23	Velo	2
Control Tech	34	Messingschlager front cover		Wellgo Pedals	35
Crops	31	Miranda	5	Winora/Haibike	33
Dahon	back cover	Sate-Lite	22		



SHOW DAILY

Credits & Contact Info

Publisher

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

Onsite writing team

Jo Beckendorff
Nicole Formosa
Laurens van Rooijen
Alan Zhang

Onsite photographers

Lester Chu
Jacky Huang
Kenji Sugata

Editor-in-chief

Doug McClellan
+1.505.660.9957

Contributors

Jo Beckendorff
Arnauld Hackmann
Laurens van Rooijen
Alan Zhang

Authorized By



WWW.TAITRA.COM.TW

TaiSPO Editor

Barbara Smit
+33.6.12.800.850

Advertising sales

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

Taitra liaison

Andrea Wu

Design & layout

Keith Wealleans
keith@cleardesigns.ie
Gary Liu

Printed by

Chuen Fung
群鋒企業
Taipei, Taiwan

Contact Us:

TaipeiShowDaily
@gmail.com

© 2015 K.B. Media Ltd. All rights reserved.

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



EZ HEAD, PROBABLY THE BIGGEST EVOLUTION IN PUMP INDUSTRY

- Easy and fast, one-hand push on & push off.
- Sure and firm valve engagement.
- Auto-switching dual-hole/dual-valve system.
- Various combinations of Presta, Schrader and Dunlop.
- Patented and patent-pending in various countries.

USA PAT. 5839809

Patent-pending or patented in multi countries.

THE OLD GOODIES



LD-6 Dual-Hole/3-valve LD head.



AH-4 Single-hole/Dual-Valve AH head

Both auto-switching dual-hole/3-valve LD head and single-hole/dual-valve AH head were invented by Beto more than 10 years ago. LD head is probably the most widely-copied product in bike industry.

PATENT: 135498 / 5,960,815 / ZL 97221241.8 / M 318073 / 7,866,335 / ZL 200720006855.0



Dual-Hole/Dual Valve EZ head. Various combinations:
• Schrader or Presta.
• Schrader or Dunlop.
• Presta or Dunlop.



Single-Hole/One-Valve EZ head. Various combinations:
• Schrader only.
• Presta only.
• Dunlop only.



Dual-Hole/3-Valve Roto head
• Super fast valve-change system.
• Works with Schrader, Presta and Dunlop.
• Patent pending in various countries

EZ Head engaged with presta valve



NEVER SECOND GUESS YOUR FIRST INSTINCT



01

SHIFTING SYSTEMS Di2 / MECHANICAL

Two options, one precise shifting system. Available in mechanical or Di2, out of the saddle shifts or finding the perfect gear at crucial moments is always at your control.

02

DRIVETRAIN SYSTEMS 1x11 / 2x11 / 3x11

XTR delivers drivetrain options for your individual riding style, whether it's 1x11, 2x11 or 3x11, a wide-range cassette give you the right gear to tackle long climbs or pass your friends on a technical descent.

03

BRAKING SYSTEMS RACE / TRAIL

With Shimano Ice Technologies, XTR Race & Trail brakes provide confident braking through high power and superior modulation to conquer your daily ride with control.



URBAN



RECREATION



ROAD

GET UP, GET OUT, RIDE YOUR BIKE, NOW, ALWAYS
FREEDOM UNFOLDS
ANYWHERE, ANYTIME
WE ARE DAHON

DAHON®
freedom unfolds

TAIPEI CYCLE SHOW 2015



VISIT US AT
BOOTH
L2113

WWW.DAHON.COM