

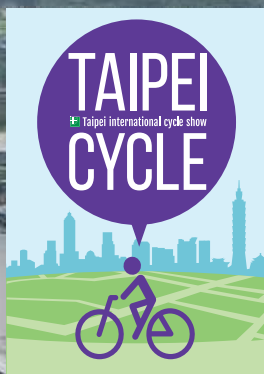
SHOW DAILY

The Official Show Newspaper

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Organized by: ✪ TAITRA

March 20, 2015



ENGLISH

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中文

TAISPO



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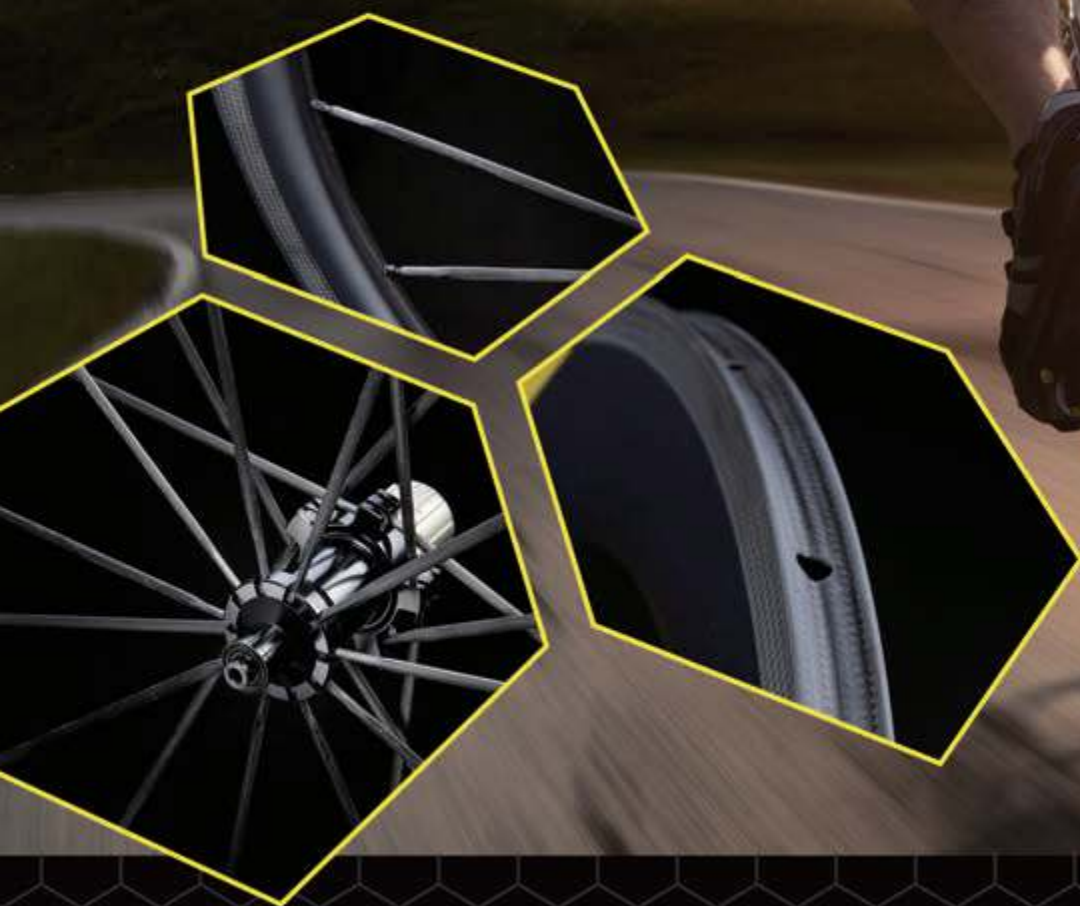
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TODAY**March 20
TAIPEI****29°C (84°F)**

Partly cloudy

**TONIGHT****21°C (69°F)**

Partly cloudy

**TOMORROW****23°C (73°F)**

Chance of rain



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series for **XX1™** and **XTR™**

1x11 MTB Premium ONZE drivetrain

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What's on today

Friday-Saturday, March 20-21

All events are at the Nangang Exhibition Hall unless otherwise noted

GENERAL SHOW INFORMATION

Friday hours: 9 a.m. - 6 p.m.
Saturday hours: 9 a.m. - 3 p.m. (Open to the public)

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.

Friday, March 20

8:30 a.m. - 6 p.m.
The Lithium Ion Power Batteries Symposium
4F
Conference Room 401

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

10 - 11:30 a.m.
WFSGI Bicycle Public Meeting
4F
Room 404

SATURDAY, March 21 PUBLIC DAY

9 a.m. - 1 p.m.
LEV Test & Drive
4F
Cargo Ramp

Vox Pop

Why did you come to Taipei Cycle?



Terence Teoh
Pro Cycle MTB
Kuala Lumpur, Malaysia

As Pro Cycle MTB is distributing various brands in Malaysia, I'm attending distributor meetings that we have here in Taipei every year. Of course I'm also looking for new opportunities and brands to bring into Malaysia. We also go to Shanghai and Friedrichshafen every year, but the Taipei Cycle Show is the most important event of the year for us.



Britta Fröhling
Internetstores GmbH
Esslingen, Germany

The main reason for attending Taipei Cycle is to look for new suppliers and partners for our extensive private label activity. Shows like the one in Shanghai are not interesting to us as Taiwan has a clear priority as a country of origin due to its better image.



Azizi Tucker
Sketch to Sku
Taipei, Taiwan

I'm developing a new e-bike and now I'm looking for suppliers that can produce the necessary parts. I've been to this show a year ago,

but back then I did not have such a precise idea of what I needed. After two years of prototyping, this has changed and now it's time to get my idea to production.



Tim Krueger
Red Bear Services
U.S.A.

With my new company, Red Bear Services, I'm consulting for small American companies. I've come to Taipei to look for partners and suppliers, and due to the fact that I'm looking for high-quality products, the Taipei Cycle Show is my first and, frankly speaking, only choice to do so.



Jo Seongjun
Exo Korea
Seongnam-si, South Korea

At Taipei Cycle Show we meet existing customers and also look for new brands for our big distribution portfolio. As the South Korean bicycle show is very small, this event in Taipei is of high importance to see international brands and trends. We also attend the Eurobike show, but the one in Taipei is more important for us.



Stefan Mang
MIFA
Sangerhausen, Germany

My agenda for this year's Taipei Cycle Show is really crammed as we still have to make some last-minute adjustments with our suppliers for the 2016 model year. In addition, I'm on the lookout for major 2017 trends in order to compare our plans with those of our competitors.



Yin Haiyang
Schaeffler Greater China
Jiangsu, China

We are a supplier of sensors for various e-bike manufacturers, and I have about 10 appointments today. While we have our own booth in both Shanghai and Friedrichshafen, we stopped doing so in Taipei and rely on individual meetings instead. Due to its international character this is still a very important event for us.



Manoj Joshi
Hero Cycles
Dadri, India

Hero Cycles plans to start to manufacture e-bikes for both the Indian and the Asian markets. Now we're looking for the necessary suppliers and manufacturers that sell complete e-bike kits at competitive prices. Hero Cycles is aiming at a product that fits the non-premium bracket in emerging markets.

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For SRAM, 3 millimeters gives a Boost to plus sizes

Stiffer wheels and more real estate for tires, chainstays and chainrings: SRAM promises all this and more with its new Boost standard.



27.5-inch tires up to 3.0 inches wide. That should accommodate the new 650b plus-size trend.

4TH FLOOR
M0614

Whether it's on a 29er, or a mountain bike with 27.5-inch plus-sized wheels, the space between the rear tire, right chainstay and chainring is precious.

Some frame builders want shorter stays for more agile handling, while others want more space for fatter tires.

This is where SRAM's Boost parts come in. The range consists of two cranks whose chainring has been moved out by 3mm; a Roam 40 wheelset; and two kinds of hubs. SRAM has also modified its RockShox SID, Reba and Pike forks with wider 15mm x 110mm axles, and with space for

"Boost is an optional and open standard that can be used by any manufacturer. But you need to combine Boost cranks with Boost rear hubs in order to achieve a correct chain line," said Chris Hilton, SRAM product manager for drivetrains.

"The main benefits are stiffer wheels and three millimeters more of real estate to work with in the critical area between rear tire, frame and chainring," he added. "This may not sound like a lot, but it will make the lives of frame builders and engineers a lot easier."

SRAM chose the "Boost" moniker because the wider axle standards and the accompanying modifications on cranks, wheels and forks were developed in close cooperation with Trek, which first gave the wider standard the "Boost" name. ■ LVR

Cue up the right saddle fit with Prologo's cube

"The big question on the market today is: Which saddle is the one for me?" said Prologo's Salvatore Truglio. "Then a lot of the marketing story is coming on how to choose a saddle."



Prologo's Salvatore Truglio (right) guides a customer through the fit process.

Prologo wants to be a technical leader, though, and not just sell saddles based on ad campaigns. So the Italian saddle brand has developed a fit system called My Own Perfect Saddle to accurately calculate the best saddle based on a rider's size, weight and riding frequency.

Prologo worked with Italian scientist Mauro Testa to develop the biometrics of the four-step fit system, which has been available to retailers since November. It uses a cube that's about the size of a footrest, with a gel top. A separate slope meter measures a rider's flexibility. A website guides

retailers through the whole process.

Riders first input some simple data: their age, riding frequency, type of riding and skill level. Then they have a seat on the gel on top of the cube.

When they get up, the indentations in the gel reveal the measurement of their ischial, or sit, bones.

To measure flexibility, the rider sits on the cube, bends at the waist and reaches as far forward as possible. The fitter places the slope meter between the last vertebrae and the tailbone and inputs the angle into the computer.

Finally, the fitter inputs the rider's body mass index to calculate the amount of pressure that will be put on the saddle.

A software program crunches the data and spits out recommendations: the top recommended saddle and three or four alternatives.

The fit system costs €500 (\$532), but retailers receive discounts based on their saddle preorders. Truglio said about 700 European retailers are now using the system.

"Feedback has been unbelievably positive," he said. ■ NF

1ST FLOOR
J0618

Hayes's new CEO makes plans for a new heyday

It took Philip Malliet 12 years, but he's finally reached the top at Hayes Performance Systems. Malliet, who was named president and CEO of the Mequon, Wisconsin, company in October, is making his industry debut here at Taipei Cycle. He took over from Rand McNally, who retired as CEO last summer. Hayes is active in the bicycle and power sports industry.



Philip Malliet (right) and Darren Campbell

Malliet had been a contender for the job more than a decade ago when Hayes was under different ownership. He ultimately lost out to McNally, who had a background in the sports industry.

"How can you not love these markets?

They're just fun to be in," Malliet said yesterday at the Hayes booth. He is one of seven senior managers who have an ownership stake in Hayes.

Malliet has simple goals for the bicycle division, which includes storied brands

Hayes, Manitou, Answer, Sunringle, and Wheelsmith spokes: build the company's global position, manage Manitou's recent success and re-energize other brands that have lost their way.

"We have these iconic brands, and we need to make them recognizable again," he said.

Manitou is the first order of business for Malliet, although officials say the turnaround of the suspension brand, which took nearly a decade, is almost complete.

Hayes rescued the wayward brand from bankruptcy in 2006. But tradeshow were a dismal affair. Manitou managers endured brow-beatings from distributors who needed help with service and warranty because of quality issues. OEMs wouldn't risk spec'ing their bikes with the unreliable products.

Hayes started fixing the problems. By the end of 2007, it had closed Manitou's Valencia, California, offices, and started a factory overseas. It reduced the number of Manitou product lines from 14 to two and started resolving service issues. The first milestone was in 2010, when Manitou finally launched a new product, the Dorado gravity fork.

Two years later, sales spiked, and Manitou once again proved to be a solid investment. Last year, Manitou released the Mattoc premium all-mountain fork and McLeod rear shock, which have been well received by OEMs.

"We are experiencing phenomenal growth with Manitou," Darren Campbell,

Hayes' vice president and general manager, said yesterday. "The object is to manage that correctly so it continues to grow." That means ensuring that quality and deliveries stay on-point, and that the factories aren't overextended.

"With Manitou it was definitely big risk, big reward. It was exponentially more difficult than we had planned," Campbell said. "Looking back, even knowing the pain we went through, I would do the same thing."

Hayes now turns to reenergizing the rest of the brands in its portfolio. Campbell and Malliet say the other brands shouldn't be as challenging as Manitou.

"We have good technology, good passion," Malliet said. "I think we have the ability to develop new product in a rapid way. We just need to keep the focus."

Hayes also underwent a recent rebranding, changing its name from HB Performance Systems to Hayes Performance Systems.

Sean McNally, Rand's son, was promoted to director of sales and marketing. McNally spent seven years in Taiwan establishing sourcing and manufacturing contacts. For the last three years, he has been in Munich, setting up distribution and aftermarket sales and service for Europe. ■ **NF**

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Japan finally comes to Taipei Cycle

For years, the Japan pavilion has been a fixture at Eurobike and Interbike. But there's never been one at Taipei Cycle — until this year.

Now, 11 Japanese companies have assembled in one area on the fourth floor to show their newest offerings. Some of them have never exhibited before in Taipei. Here's a quick guide to what you'll see there.

The Japan pavilion is organized by the Japan Bicycle Promotion Institute, a subsidiary of the government's Japan External Trade Organization.

5Links is introducing a revamped version of its mini-folding bicycle. The 5Links2 has a slim body that folds easily. General Manager Morihiko Iozumi said the 5Links2 comes in a 9-speed and internal 5-speed version.



Makoto Tsujimoto, founder of Atelier de Kijafa
(All photos: JB)

Atelier de Kijafa doesn't sound Japanese at all. It's a boutique company with all kinds of high-end, custom road bikes sporting carbon frames, including its futuristic tri bike, the iF 9000X Nouveau Carbone.

Here's a blast from the past: **Bridgestone**



Mitsuhiro Suzuki of Bridgestone



Mindbike designer Takeo Sunami (left) with Otomo's Blux Shen

Cycle once was a big name in mountain bikes, but pulled out of the international market to focus on Japan. Now — after nearly 30 years without attending any international trade shows — Bridgestone has returned with some fine bikes for the global market. Mitsuhiro Suzuki, who heads Bridgestone's bicycle division, said it plans to offer high-end sports bikes outside of Japan. "In the future we might also exhibit at Eurobike and Interbike, but not this year," he said.



Toshiyuki Ogino of MKS

Hachisuka is introducing the "e-tube," made of a new puncture-free material. President Masahiro Hachisuka said the company invented the material, which meets the Japanese BAA safety standard.

Mikashima Industrial, also known as MKS, is introducing a new cleat pedal for beginners, the US-B Nuevo Ezy Superior. The Time-compatible solid cleat



Hiroki Nasu of Nois

connection requires less release force for easy step-in and step-out. The pedal body is made of a light, durable plastic, MKS president Toshiyuki Ogino said.



Masahiro Hachisuka

The M 106 aluminum dropbar is No. 1 in Japan. Now, the traditional components brand **Nitto** is showing it here at Taipei.

Nois is presenting an interesting cargo transporter compact bike. It relies on 20-inch wheels and is equipped with a rigid frame as well as a rigid rear and (smaller) front carrier. According to GM Hiroki Nasu, Nois will offer the frame in three colors.

Otomo has already established a presence at the show by winning a 2015 d&i Gold Award for its mini MindBike. The MindBike's patented extruded aluminum frame is assembled and disassembled only through the use of simple bolts.

With roots in the sheet metal business, **Tech One** introduced the Caracle-S, which manager Takeshi Hisayuki calls "the most compact 20-inch wheel folding bike in the world." It folds in 10 seconds to a size of 65x48x33cm (26x19x13 inches).



Takeshi Hisayuki of Tech One

Top makes accessories including helmets, helmet and seat covers, bells, messenger bags and water bottles. Top supervisor Joe S. Shimamura said the company, founded in 2013, is seeking international distributors.



Joe S. Shimura of Top

Bicycle accessory maker **Unico** owns the Bikeguy brand for the high-end market and Bfree for the masses. The Bikeguy Zipper Light is Unico's latest product. Director Hiroyuki Tatebe said the light, which uses white LEDs, clips to a jersey zipper or a zipper on pockets or bags. ■ JB

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03



BRAKING SYSTEMS

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Today's WFSGI agenda includes piracy, disc brakes and saddles

Instead of complaining about copycats and the overabundance of regulations in road cycling, the World Federation of the Sporting Goods Industry is bringing the industry together to seek solutions.

The WFSGI's Bicycle Committee is inviting the industry to attend a meeting today from 10-11:30 a.m. in Room 404 on the fourth floor of Nangang. The agenda includes discussions of product piracy and counterfeiting. The federation will also discuss the industry's relationship with the world cycling federation, the UCI, including the pressing issues of disc brakes in the peloton and wheel testing.

"The federation is making progress on several pre-competitive issues, namely the cooperation with UCI, the project to fight counterfeits and brand abuse, and corporate social responsibility issues," Jeroen Snijders Blok, chairman of the bicycle committee, said yesterday. Snijders Blok is also COO of the Accell Group.

Michele Provera of Convey, an Italian company that takes legal action against counterfeits, will speak about the group's efforts to crack down on piracy and attempt to provide some perspective on the scope of the problem. Convey has tracked down potentially dangerous

counterfeits on online platforms including eBay and Alibaba.

Piracy not only hurts sales and the reputations of established brands, but can be dangerous for consumers. A number of spectacular frame and fork failures have highlighted the problem, prompting many in the industry to take action.

Relations with the UCI are another perennial topic for the federation.

"This cooperation really has been improving substantially during the last year, not the least thanks to the work of UCI's very open-minded technology and innovation consultant Dimitris Katsanis," Yves Möri, bicycle and communication manager for the WFSGI, said yesterday.

One of the most pressing issues regarding the regulation of road bicycles used in competition is whether, or when, the UCI will allow disc brakes in professional road racing.

The federation will update the industry on the status of disc brakes, and said tangible results should be coming soon.

Manufacturers of wheels and rims



Jeroen Snijders Blok

have another interest in the federation's advocacy work with the UCI. Currently, all safety and impact testing is required to be done in a single UCI-approved laboratory in Belgium. The industry is pushing to allow manufacturers to test in multiple locations around the world, and ideally in the manufacturers' own testing labs.

The federation is also working with the UCI to loosen the current restrictions on saddle dimensions. The UCI currently imposes strict limits on the length, tilt and setback of saddles.

The federation formed an expert group at last year's Eurobike to work with the UCI on saddle regulations. ■ LVR

Get the drop on the new KS road dropper

People weren't quite as surprised as Rick Taylor thought they would be when they passed by the Kind Shock booth, where the company is showing an early version of its dropper seatpost for road, cyclocross and gravel bikes.



"A lot of people walking by don't even realize it's a dropper, and that's what we wanted," Taylor said yesterday.

Called the Zeta, the dropper offers a super-short 25mm (1 inch) drop — compared with the 65mm and 100mm drops of the company's LEV mountain bike posts. It comes in diameters of 27.2, 30.9 or 31.6. The internally routed Zeta, which is still in development, will weigh as much as 60 percent less than the off-road LEV posts.

"We're definitely focusing on weight, because for roadies that's going to be a huge issue," Taylor said.

KS has made its name in the dropper market for mountain bikes. But Taylor thinks skinny tire riders will also take to the concept, although he expects it will find faster acceptance among the 'cross and gravel-riding crowd who are already used to rolling on dirt.

Hardcore roadies who may pay hundreds of dollars to dial in a fit may be less interested. Still, Taylor said, pavement pounders shouldn't overlook the benefits of an adjustable seatpost. For example, when cornering, a lower saddle can help the body find a more optimal position.

Kind Shock is aiming to have the Zeta ready for the 2018 OE season, and as early as next year for the aftermarket.

Designers are still deciding where to place the actuation lever, and finding a location that makes sense for all three riding positions: hoods, drops or bars.

They're also watching road and 'cross bike trends, such as the adoption of electronic shifting and one-by drivetrains, to see how a dropper post lever can integrate with that technology.

■ NF

1ST FLOOR
I0429A

Blue is no longer singing the blues

Blue is back — and it's no longer in the red. Blue Competition Cycles, now called simply Blue Cycles, is making its Taipei Cycle debut with a huge and stylish booth.



Steve Harad (Photo: JB)

That may be a surprise to many who have followed its rocky history and many ownership changes.

Blue now has the backing of a Taiwan bicycle assembler, Asahi Enterprises. Asahi is an investor in Minds Group LLC, which bought Blue in January 2014. Asahi, based in Yongkang City in Tainan County, describes itself as "a boutique

manufacturer of wheeled products."

Here at the show, Blue is launching 12 premium models for the world market.

"With our exhibition debut at Taipei Cycle Show we want to show that Blue is back," Asian account manager Emma Lee said.

Blue CEO Steve Harad said the company has its sights on a global market.

"We do already some good sales in Asia as well as in several European countries. The reason we are here at Taipei Cycle is that we want to build up a worldwide distribution network," he said.

The product line at the Blue booth is limited. There's a fat bike, for example, but no conventional mountain bikes.

Blue is also showing road, triathlon and track models, harkening back to its 12-year history as a road and aero brand.

Harad said Blue is working on fleshing out its range.

"There are no mountain bikes and other bicycles yet. But we are working on that" Harad said. "We will definitely have more models in the future." ■ JB

4TH FLOOR
N0108

Seen on Day 2 of Taipei Cycle



Organizers of Veronafiere visited Taipei Cycle to seek cooperation for their new bike show, Cosmo Bike, set to launch in September. TAITRA Executive Vice President Walter M. S. Yeh (third from left) welcomed Giovanni Colombo of Veronafiere, center left, and Paolo Coin, project manager of Cosmo Bike.



With roots that go back 100 years, Marwi has an international reach

With roots that reach back more than a century, the Marwi Group is a case study of how a global company can successfully operate from Taiwan. Based just south of Dajia's city center, Marwi is truly in the heart of Taiwan's bicycle industry. But the headquarters is just a small part of the Marwi Group's global operations.



Marwi owner Patrick Pai calls these yellow robots 'our most productive workers and dear friends from Japan.'

It runs a factory, with 500 employees, in Tangerang, Indonesia, just west of Jakarta; two European distribution centers, one in the Czech Republic and one in the Netherlands; a service center in the United States; and an R&D office in Germany.

In other words, we're talking about a Taiwan-based company that sells half of its products in Europe, another 30 percent in Asia and 15 percent in the United States.

Patrick Pai, the owner of Marwi, founded a predecessor company in 1983. Called Xerama, the company produced pedals for OE customers. To stay competitive in the face of rising labor costs, Pai went outside of Taiwan for a new factory.

But while the rest of the bicycle industry built factories on mainland China, Pai chose Indonesia and set up a

factory there in the early 1990s.

Today, about 500 of Marwi's 700 employees work in Indonesia. In 1992, the company launched TiDye titanium spokes, and in 1994 began making Nightpro lights.

Pai changed the company's name to Marwi in 1998 after merging with Marwi International of Denmark. One of the Marwi brands was Union, a company that made lights, dynamos and hubs and traced its history back to 1899 in Germany.

Pai became 100 percent owner of the Marwi Group in 2005, and added the Selle San Remo saddle brand that year. Here at the show, Marwi is launching a line of premium saddles under the new Union Sport name.

Rather than moving production out of Taiwan, Pai followed his corporate motto to be "ready for the future" and built a

new factory and headquarters near Dajia.

To cope with rising labor costs and the scarcity of skilled Taiwanese workers, Marwi focused on automation.

A set of yellow industrial robots is hard at work on the factory floor. Dubbed by Pai as "our most productive workers and dear friends from Japan," the robots perform an intricate choreography and produce 12,000 pairs of value-oriented pedals a day.

In another part of the complex, long shelves are filled with rolls of real and synthetic leathers and assorted fabrics to feed Marwi's production of saddles. Apart from its own brands, Selle San Remo, SSR Pro and Union Sport, Marwi also produces saddles for OE customers.

It makes good use of advanced technologies to develop new saddle shapes and models, including Finite Element Analysis to study structural strength of its designs.

Marwi engineers also use a wired-up pad with hundreds of sensors that measure the distribution of loads and identify potential pressure points.

Marwi shares R&D responsibility between its Taiwan headquarters and its German R&D center. In Taiwan, it's built a TÜV-certified quality control and test lab that can test for European EN

standards or those that apply to the Japanese market.

Marwi offers a two-year warranty on most products, and its packaging is in four languages. Including bar codes make handling easy for distributors, wholesalers and retailers.

These efforts have been resulted in a number of awards. Pai is particularly



Assembling pedals at Marwi

proud that his company won a prestigious award from Taiwan's Ministry of Economic Affairs for foreign business success. The Marwi Group was only the third bicycle company ever to receive the award. The other two? Giant and Merida — putting the Marwi Group in pretty good company. ■ Lvr



A Marwi employee prepares saddle covers

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Hsin Lung

The bike industry's 'hidden champion'

Quick: Name the world's biggest manufacturer of stems, handlebars, seatposts and suspension forks.



Steven Liao

Congratulations if you are one of the few who knew the answer: Hsin Lung, better known as the HL Corp. It is a quiet giant that produces for many well-known brands, including its own house brands.

Those house brands include Zoom and Satori for stems, seatposts and handlebars. But like an iceberg, Zoom and Satori are just the visible tip of a much bigger operation.

"We prefer to be a hidden champion, and we'd rather not go into detail regarding the brands and companies that we produce products for," general manager Steven Liao said. Cameras were forbidden in the plant.

HL's Taiwan factory, near Hsinchu, is only one piece of its operations — and a rather small one at that with only 70 employees.

In total, HL operates no less than seven factories — most of them in China — as well as a sales office and warehouse in Los Angeles.

Founded more than 40 years ago, HL now employs more than 8,000 workers.

Jim Liao and his brothers started HL in Taipei in 1971, later moving the company to Hsinchu. Because of growing demand throughout the 1990s, HL expanded into China. In 2007, it became the first Taiwan bicycle company to go public in China. It's listed on the Shenzhen Stock Exchange and reported sales of 1.6 billion RMB (\$260 million) for 2014.

According to Steven Liao, Jim Liao's brother, HL has a staggering 35 percent market share for stems, handlebars and seatposts and more than 40 percent for forks. The company also produces wheelchairs, kickboards and other products.

Taiwan is where the company manufactures parts for its most demanding ODM customers and for its own Satori aftermarket brand. Satori products are made exclusively in Taiwan, while its more affordable Zoom line is made in China.

Apart from forging and anodizing, all production is done in-house to help HL keep a tight rein on quality.

"Other advantages of producing most things in-house and keeping

the production line short are full flexibility and fast reaction times.

These are decisive factors when it comes to satisfying our customers," Steven Liao said.

No fewer than eight CNC machines and six turning machines are installed in the Hsinchu plant. They run around the clock during peak production periods.

HL relies on a mix of automated processes and manual work for its products. Liao said the combination boosts reliability and output.

Steven Liao is also focused on reducing lead times. HL warehouses enough raw materials for as many as 3,000 handlebars, allowing it to ship orders in as little as two weeks.

For 2016, HL is presenting several intriguing new products, some of which it will show in Taipei under its Satori brand.

Its X-Race Aero road bar comes with a seven degree backsweep on the top section and an eight degree flare in the drops to cater to comfort-oriented riders.

The Boondocks bar, with a 21-degree flare in the drops, is made for beach racing, while the Yukon has an even more extreme 26-degree flare in the drops for gravel racing and endurance riders.

The Furio Pro Jr drop bar, available in 32-, 34- and 36-centimeter widths, caters to the growing market for high-quality youth road bikes.

Satori has some innovative stems as well. Its Stealth stems are 3D forged from either 7075 or 6061 alloy and use an internal wedge for clamping for a clean, integrated appearance.

One of the company's best-selling items is the adjustable Up-2 stem, of which it sells more than 200,000 a year in Europe. The Up-2 is now EN-certified for use on speed pedelecs.

All of these new products go to show that, even after 44 years, Hsin Lung isn't getting winded. The company continues to be a crucial supplier to the bicycle industry — even if most of what it does is hidden behind the brand names of its better-known customers. ■ Lvr



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VP Components, the unassuming giant of Taiwan's bicycle industry

VP Components proves that appearance and reality are sometimes worlds apart. The side entrance of its headquarters, north of Taichung in Dajia County, resembles a simple brick-and-mortar bike shop.



Victor Lin

Hiding behind this modest entrance, however, is a large, modern factory that turns out precision aluminum parts, primarily headsets, bottom brackets and pedals. Known for most of its history as an OE supplier, VP is now moving into aftermarket products with hubs and wheels marketed under its Modus brand.

With Western engineers and designers on the staff along with their Taiwan counterparts, up-to-date machinery and factories in three

countries, VP Components' impact on the industry is far from modest.

Its products cover a huge range of price points, marketing manager Hugo Yu said, and its output is mind-boggling: VP produces 25 million headsets and 25 million pairs of pedals a year.

Only a small number of those — typically the highest end — come from its Taiwan factory, which employs about 200. VP has another 2,000 employees across four factories in China and one in Vietnam. Most of its production is for OE customers and isn't sold under VP's brand names.

The huge Dajia County factory is spread over a two buildings that are grouped around the Ironhill Bike Park, a beautiful BMX race track adjacent to several dirt trails.

VP built the public park to encourage the growth of cycling in Taiwan. It also serves as a venue for races and exhibitions.

Riders who use the track may not realize it, but some of the parts on their bikes may have come out of these very buildings, created almost from scratch.

In the first large hall behind Ironhill, a line of huge machines extrudes



Extruded aluminum bars ready to be made into headset and bottom bracket shells and other parts.

aluminum rods that will eventually become headset and bottom bracket cups or hub shells. All forging and CNC machining is done on-site, as are plastic injection molding and die-casting aluminum. VP even makes the tools for molding and die-casting.

Yu said 90 percent of the Taiwan factory's production is done in-house, from basic manufacturing steps to sophisticated surface treatments such as laser etching, anodizing, barrel finishing and the application of protective coatings.

The latter processes are performed in a second VP factory in Changhua. To compensate for rising labor costs, VP factories in Taiwan and China are heavily automated, with robots feeding raw materials to many of the machines.

VP produces a wide range of pedals for all uses and price points, and supplies some of the biggest bike brands in the industry.

For sports-oriented riders, VP makes many platform pedals for BMX and mountain bikes, and clipless models for road and mountain bikes. Its top road bike pedal uses a body of injected carbon, while its VX mountain bike series comes with an extra platform or as a compact cross-country model.

Another interesting niche pedal is the Blade, a high-performance pedal for commuting bikes that has a svelte

titanium cage and a titanium axle and weighs just 223 grams (7.8 ounces) a pair.

VP has built hubs for 20 years for several OE customers. Now, the company aims to sell hubs and complete wheels under its Modus aftermarket brand.

The hubs are available either with a classic flange or in versions for straight-pull spokes, and come in sizes that even accommodate fat bikes.

Just like the aluminum rims, the hubs are made in-house. To push its aftermarket offerings, VP Components has redesigned its packaging with a distinctive black, white and red.

VP founder Victor Lin is in the process of handing responsibility for the company to his daughter Eva and son Isaac. Even though Lin has reduced his workload by half, he still visits his office daily.

Eva Lin, who was educated in the U.K. and the Netherlands, is VP's head of sales. Isaac Lin, educated in California, is in charge of operations.

VP stays on top of trends by relying on a team of Western designers and engineers, many from the United States.

"Combining these experts with our production know-how and industrial machinery in Asia, VP Components is a truly global brand," Yu said. ■ LVR

1ST FLOOR
K0810



VP Components' headquarters north of Taichung

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BionX shines on uphill climbs

After attending Taipei Cycle for several years through a distributor or as part of the test track, BionX has a booth of its own for the first time.

The Canadian manufacturer of e-bike systems and retrofit kits says it has plenty to talk about with show visitors.

It is launching a new auto-service feature for its BionX Bike Interface (BBI) software, the diagnostic and servicing tool that BionX offers to retailers and OE partners.

The company is also putting a stake in the ground in favor of rear hub motors even as the market rushes to offer mid-drive motor systems. With its overwhelming success in Europe, Bosch has been driving a stampede to mid-drive units, forcing competitors to follow suit.

But not BionX.

"We have been in the market since 2002. We offer not only the motor but the entire e-bike kit — motor, battery, console and, of course, the BBI software," said Werner Schiller, general manager of BionX Europe. "Over the years we did many things right and made a few mistakes. They are part of the learning curve. What we offer is the complete system competence."

BionX now offers a 555 watt-hour battery pack with a range of up to 135 km (84 miles) to OE customers.

Its D-Series rear hub motor, first introduced at Eurobike 2013, is the top of the BionX line and offers some unusual performance benefits.

Because of its 360mm (14-inch) diameter, the motor offers a nominal torque of 25 Nm and a maximum torque of 50 Nm.

"It's based on simple physics: A larger diameter allows for more torque, while draining less current from the battery," Schiller said.

BionX claims the D-Series motor is better than other rear hub motors for uphill climbs, while it keeps noise and vibration to a minimum. The large surface dissipates heat more efficiently, one of the biggest issues with rear hub motors.

"The increased surface is better for eliminating heat buildup. Due to the larger diameter, the motor needs less current to

produce torque, which also makes for less heat," the company says.

BionX has also improved its service and diagnosis software. The latest version is called BBI2.

"Our goal is 'zero part returns,'" Schiller said.

"IBDs don't have to call our service center as often as before. From now on they can fix many things by themselves, not only the battery pack, but motor and console problems as well," he said. ■ JB

4TH FLOOR
N1328

Werner Schiller



Take a test ride on Brose system

Brose, a major German automotive supplier, is making its debut at Taipei Cycle to introduce its first e-bike motor to Asian producers and brands.

"We want industry and trade show visitors to test our system," sales manager Marco Klimmt said. "We also want to establish direct contact with frame builders and bike producers here."

Klimmt said the mid-drive Brose motor is the only such motor made in Germany. Production started last July.

Two Brose-equipped pedelecs, both e-mountain bikes from Rotwild, are available for demos at the ExtraEnergy test track, on the fourth floor cargo ramp. ■ JB



Marco Klimmt

BOOTH: J0233a



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AP-148T





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New Products 2015

TranzX M15

1ST FLOOR
J0407

The entry level M15 Central Motor combines the quality ride of a bracket motor with the low price and easy integration of a hub motor — and it's compatible with coaster brakes. Light at 3.9kg (8.6 lbs.), it's part of a complete TranzX system with display, battery and RPM sensor. It's available in a 250W and, for the U.S., a 350W version.

Velo Angel Ride

1ST FLOOR
J0717

Designed for competitive road cyclists, Velo's new Angel saddles combine performance with comfort. A Y-shaped cutout in the shell distributes pressure and works with saddle rails and the Arctech rail mounting system for comfort without additional padding. The Ride is one of three Angel models, which include the top-end Angel Glide.



Eddy Merckx EMX-525

4TH FLOOR
M0302

Named for the number of victories Eddy Merckx racked up in his storied race career, the EMX-525 is very stiff and light. A unique design, combined with a special carbon fiber mix, makes for a frame that barely distorts or twists, converting virtually all of a rider's power into motion with almost no waste.

Chaoyang Fat Momma

1ST FLOOR
I0017

The Fat Momma fat tire may look big, but it's light and has very low rolling resistance. A ruled consecutive center crown helps with traction and comfort. Reinforcements on the tread ensure grip in the corners and strong braking, while pipelined diamonds enhance performance in mud. Available in size 26x4.0.



CatEye Padrone Smart/Strada Smart

7TH FLOOR
N1001A

The Padrone Smart and Strada Smart connect with a smartphone through the CatEye Cycling App. In Mirror mode, GPS ride data, text messages, call and email alerts from the phone are displayed on the Smart screen while the phone stays in sleep mode in a pocket or saddle bag.



ControlTech Affilado

1ST FLOOR
J0830

Affilado, winner of a 2015 d&i award and an iF design award, turns heads with a light, one-piece construction that melds seatpost and saddle. A tuned carbon saddle shell offers the right compliance.



Innova Geniss

1ST FLOOR
I0706

Innova, one of the first manufacturers to bring fat tires to the market, introduces the new Geniss. Dense central knobs in the central crown area offer easy rolling and a comfortable ride. The tread shoulder area has loose knobs for traction in cornering and steady handling. Available in four sizes.



Union Sport Saale

1ST FLOOR
I1014

Union Sport, a division of the Marwi Group, launches a line of premium saddles for road, cyclocross and cross-country. The Saale has a long, slightly scooped deck with a split shell from the median to the rear. Using Double Pivot Technology, the saddle positions the sit bones over a honeycomb lattice, layered with gel inserts, that conforms to the rider's shape and absorbs shocks.



Fizik Aliante

4TH FLOOR
M0310

The latest version of the Aliante, now in its 16th year, is Fizik's lightest ever. As defined by Fizik's Spine Concept, the Aliante is best suited to powerful, less flexible "Bull" riders and has a rounded tail and slimmer nose. The 2015 model of the flagship Aliante R1 is more than 30g (1 ounce) lighter than its predecessor.



Crops Lion Alarm

4TH FLOOR
N0828

Crops' upgraded security system is an anti-theft alarm system that provides an unprecedented sense of security. It is compatible with the Crops K4 series locks, available separately.



New Products 2015

Devinci Spartan Carbon

4TH FLOOR
N0619



The Spartan Carbon made quite an entry last year on the Enduro World Series, as Damien Oton rode it to a second-place finish. Spartan rolls in on a full-suspension 27.5-inch Split Pivot design and is available in aluminum or carbon (shown). The Spartan offers 165mm rear and 160mm fork travel. Spartan DMC-G carbon frames feature Devinci's advanced EPS Molding.

Ixow Stemlock

4TH FLOOR
L0719A



The Stemlock is the first lock to be integrated into a multifunctional stem. With one turn of a key, the handlebar is disengaged from the fork, so the bike cannot be ridden. The Stemlock liberates cyclists from heavy, clunky U-locks or chains.

BionX remote controller and display

4TH FLOOR
N1328



For 2016, BionX offers a multifunction remote e-bike controller that optionally works as a stand-alone remote without the display. The rider can control all basic functions from the remote, such as assistance level, power, and lights. The controller also works with an optional BionX smartphone app for iPhone and Android.

Kuo & Yang KY-S1851

HALL 1, 2F
H1114

These comfort sport sunglasses are high quality, light, and impact resistant and offer UV 400 protection. They incorporate a polycarbonate frame and lenses.



PowerTap P1 Pedal

4TH FLOOR
L1405



PowerTap is about to become the only cycling power meter brand to offer a portfolio of power meters for multiple locations on the bike. The new PowerTap P1 pedal offers accuracy to within 1.5 percent in a simple, versatile design that eliminates "plug in" accessories. It is compatible with ANT+ and BLE devices and doesn't need calibration.



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New Products 2015

Silic1 silicone bar tape

4TH FLOOR
L0108



Silic1 silicone grip and bar tape uses medical-grade silicone to eliminate residual plasticizing agents and other harmful substances. It applies without glue, works in all weather conditions and won't delaminate.

GPS Tuner eBike Tuner

6TH FLOOR
S0015



eBike Tuner is a navigation and e-bike battery management software from GPS Tuner. Its new "Gear Recommendation" feature helps the e-bike optimize engine power and battery performance while the cyclist can stay in the zone without unnecessary energy loss. On steep uphill or downhill, Gear Recommendation suggests the optimal gear.

Hebie Chainglider

4TH FLOOR
N0325A

The Chainglider, for e-bikes with the newest Bosch mid-drive motors, protects components and clothing. The front part is available in two lengths and provides an offset sprocket that replaces the Bosch 18-tooth sprocket. The Chainglider also fits three types of rear internal gear hubs: most Shimano Nexus and Alfine hubs, and the NuVinci N360.



NuVinci N330 CVT

5TH FLOOR
F0441

NuVinci's new N330 continuously variable transmission is an affordable counterpart to the N360. It offers a 330 percent ratio and works with e-bikes and pedelecs with motors of up to 250 watts. NuVinci pairs the N330 with the new C3 controller, which does not use a display but is based on the same technology as NuVinci's existing twist shifter.



Eddy Merckx Eeklo70

4TH FLOOR
M0302

The Eeklo70 is Eddy Merckx's first cyclocross bike. It is sturdy but well balanced, and tuned to the needs of cyclists who seek adventure far from the beaten paths.



Cardiosport Duplex

4TH FLOOR
N0028

Cardiosport, a brand of Healthcare Technology Ltd., launches the Duplex, a dual Bluetooth and ANT+ heart rate transmitter. The Duplex weighs half an ounce (13 grams) but incorporates the newest 32-bit ARM Cortex processor. It transmits heart rate data to smartphone apps, bike computer watches and other devices, yet still manages 900 hours of life from one coin-sized battery.



Infini Super Lava

1ST FLOOR
I0423

The compact, eco-friendly and rechargeable Super Lava emits a beam of up to 300 lumens. It shares the same exterior design as Infini's best-selling Lava, with an alloy light cap that efficiently disperses heat. An optical lens enhances side visibility, and a low battery indicator lets riders change the lighting mode to save power. The Super Lava is water-resistant and mounts on a handlebar or a helmet.



Bobike One

4TH FLOOR
L0324

The One is Bobike's trendiest baby seat, with fashionable color options. It's available in Mini and Maxi versions. The Maxi version fits frame and carrier mounting systems and incorporates a rear reflector. The carrier model fits all e-bikes, and attaches in seconds.



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New Products 2015

Super B Home Mechanic Wheel Truing Stand



15 FLOOR
M1124

Super B's wheel truing stand is simple, lightweight and portable — perfect for home mechanics and mobile workshops. Open the frame, fold out the gauges and mount the wheel. Flip-able holders and an adjustable precision caliper accommodate front and rear wheels for accurate truing. Winner of a 2015 Taipei Cycle d&I award.

Brose e-Bike System



4F EXTRAENERGY
TEST TRACK

The heart of the Brose e-Bike System is the Brose drive unit, which offers maximum torque of 90 Nm but weighs only 3.4 kg (7.5 lbs). The motor uses light, high-tensile materials, so e-bike manufacturers can create bikes with ideal geometries, balanced weight and agile performance. The compact engine has a flexible mounting position that adapts to many frame designs. The engine is nearly noiseless and vibration-free.

Quarq ELSA RS power meter

4TH FLOOR
M0710



Quarq's ELSA RS is a performance power meter for Shimano-equipped bikes. It accommodates Shimano's 4-arm Hollowglide chainrings. The spider houses integrated electronics, a CR2032 battery, LED indicator and a visible ANT+ ID.

Venn Rev 35 carbon wheels

4TH FLOOR
L0401A

Velocite's Venn Rev 35 wheels use the industry's first automated filament-wound rims. Other carbon rims are laid up by hand, but the Venn Rev 35 rim layup is completed by a filament winding machine that uses continuous carbon fiber tow and advanced resins, reducing manufacturing errors.



Wahoo Tickr X Workout Tracker

4TH FLOOR
N0028



With a built-in memory, the Tickr X lets users train without a smartphone. It captures heart rate, calorie burn, and duration data from workouts and syncs them later to an iOS or Android smartphone. The Tickr X is compatible with most fitness apps, including the Wahoo Fitness App for indoor cycling cadence.

Winride Perfect Trio

6TH FLOOR
S0017

Winride's next generation toolkit integrates a cyclist's three most important tools — a multitool, chain breaker and CO2 inflator — into one of the smallest packages on the market. Made with Winride's exclusive forming technology and chrome coating, the result is a light, compact and durable tool that resists rust. The detachable CO2 inflator fits a 16g cartridge.



Zipp Service Course SL stems

4TH FLOOR
M0710

Crafted from 7075 aluminum, the redesigned Service Course SL stem has best-in-class stiffness of 1.85 grams per newton meter for no-flex sprints and accelerations. The stem comes in plus or minus 6-degree and 17-degree angles, and in seven lengths from 70 to 130mm. The 6-degree stem is also available in a 140mm length.



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New Products 2015

PowerTap C1 Chainring

4TH FLOOR
L1405

PowerTap's C1 chainrings seamlessly fit existing 110 BCD, 5-bolt cranksets. Users get dual-sided measurements for the price of a single-sided power meter. Dual ANT+ and Bluetooth SMART connectivity and over-the-air firmware updates always keep the C1 up to date. It has the same 1.5 percent accuracy of all PowerTap power meters.

DT Swiss SINC Ceramic Bearings

4TH FLOOR
M0701

For DT Swiss, everything revolves around hubs with SINC (silicon nitride) ceramic ball bearings. The new ceramic bearings are available in six versions as upgrade kits for high-end wheelsets and hubs. SINC ceramic bearings are planed, engineered and tested by DT Swiss and made with absolute precision.



Infinite Inverse Team LT

4TH FLOOR
L1217

With its carbon frame, Infinite's high-performance 650B cross-country mountain bike weighs just 8.8kg (19.4 lbs) complete. The Inverse Team LT uses Marzocchi's new 327 LCR carbon fork and is equipped with a SRAM X1 11-speed drivetrain. An American Classic MTB Race wheelset combined with Schwalbe Racine Ralph Evo tubeless-ready tires offer fast-rolling riding.

Full Tech Wide Clincher Rim

With a depth of 60mm and a width of 27.8mm. Full Tech's wide clincher rim has increased torsion for better cornering. A new profile design enhances the rim's aerodynamics. An extended profile shape benefits the rim's suspension performance.

TWTC HALL 1 - 2F
H0520

CatEye Rapid X2/Rapid mini

4TH FLOOR
N1001A

The Rapid X2 takes everything good about the Rapid X and doubles it. Surface-emitting LED strips wrapped in CatEye lenses pumps out 50 lumens for day and night safety. The Rapid mini, meanwhile, weighs only 21.5g (0.76 ounces). They both are USB rechargeable and offer six or four light modes.



Beto EZ-001A

1ST FLOOR
K0615

Beto's patented pump head easily attached and detaches from the valve without a lever. The hammerhead-style dual head fits Schrader and Presta valves, and its T-handle folds for snug storage.



Full Tech Carbon Wheel with Carbon Spokes

TWTC HALL 1 - 2F
H0520

Full Tech's carbon wheel is made with carbon spokes. The feathery light spokes weigh only 4g (0.14 ounces) each but have a tensile strength that is 50 percent stronger than metal spokes, so they can withstand more pull strength during assembly — and users can easily replace them as needed. An aerodynamic cross section design creates low drag during riding.



Sun Race Cassettes

1ST FLOOR
J1217

Sun Race offers new 10- and 11-speed cassettes with a wide range of 11-42T and 11-40T. The cassettes are available in black chrome, champagne, and ED black sprocket finishes. The 42T and 40T come in 7075 alloy or steel, while the spider, spacers and lockring are aluminum.



Beto SP-005AG

1ST FLOOR
K0615

Beto's dual-function minipump switches between high pressure for gas shocks and lower pressure for tires. It's capable of reaching 300 psi, with a bleeder valve for fine tuning. The metal head fits Schrader and has a Presta adapter. The precision gauge is an easy-to-read 1.5 inches wide.



Taya Extreme Weather Parts

1ST FLOOR
K0610

With 46 years of bicycle chain experience, Taya knows how to protect against extreme weather. With the boom in fat bikes and cruisers, Taya presents bicycle parts and hardware that use its automotive-certified GST anti-rust treatment that offer strength and durability while protecting against corrosion and rust.



GreenTrans: 電動スクーターから 電動自転車用システムまで

ホール 4階
M2001

台湾に住んでいなければGreenTransの名は知らないかもしれない。しかしここ台湾ではGreenTransは電動スクーターのマーケットリーダーで巨大コングロマリットを後ろ盾に持つ有カメーカーである。そのGreenTransがいまBosch、Panasonic、Yamaha、Shimanoを向こうに回して世界の電動自転車市場に打って出ようとしている。これは途轍もない挑戦のようにも見えるがGreenTransの担当者は怯んでいない。同社の戦略は親会社の強大な資金力を背景にOEカスタマーに最大限の柔軟性を提供することにある。

桃園縣にあるGreenTransの本社を訪れてその財源のほどが知れた。GreenTransは三菱が台湾市場向けに乗用車と輸送用トラックを生産しているChina Motor Corp. (CMC) が保有する巨大複合企業体の一部なのである。CMCは台湾第2位の自動車メーカーだがその親会社のYulon Groupはさらに大きく、子会社64社を擁し年間売上高115億米ドルを誇る。

GreenTransはCMCの子会社として2009に設立され、環境に優しい交通手段に焦点を当てた電動スクーターで成功を収めた。そしていまそのスクーターの技術を活かして電動自転車用システムの生産に乗り出している。電動自転車そのものを生産する計画は持っていない。

「GreenTransはOEカスタマーが求める電動自転車に対するひとつのシステムを提供するだけに止まらない。それ以上にむしろ柔軟性を目指しており、顧客との協力を密にしてセントラルモーターとリアモーターの選択肢や各種バッテリーの供給の幅を広げて要求に対する的確な対応を図っていくことに主眼を置いている」とマイケル・ワン董事長は話す。



GreenTrans のセントラルモーターシステム

12月にGreenTransはダブルおよびトリプルクラックセットと互換性があるペダルドライブにも対応できるスプラインアクスル付セントラルモーターの生産を開始した。これほどの柔軟性を備えたセントラルモーターは市場に多くは存在しない。モーターのトルク数は実に70 Nmで多くの競合製品を上回っているが、それでいてノイズがほとんどないのが驚きである。



電動自転車用セントラルモーターの新モデルを紹介するGreenTransの担当スタッフ

時速25km (15.5マイル)、35km (22マイル)、45km (28マイル) の3つのバージョンが用意されている。最大パワー出力は48ボルトで500ワット、35ボルトで400ワット。北米用は250ワットまたは350ワットとなる。リアモーターの「Slim Direct Drive」はトルクが40 Nmと低めで、10速カセットとクイックリリースアクスルに対応するのでMTB用のオプションにもなる。

GreenTrans ではまたリアラックまたはダウンチューブ用のバッテリーオプションも用意している。トルクセンサーがボトムブラケットに内蔵され、ハンドルバーのディスプレイを大きくしてあるので走行中でははっきり読み取ることができる。第一世代製品としては驚くほど成熟度の高いシステムである。その製品テストがまた驚異的

で、1回のテストで10万km (62,000マイル) 相当の距離を走る - - - 実に地球を二周半走る計算になる。

OE市場のシェア争いではサービスの善し悪しが決め手になることを念頭にGreenTransでは欧州のサービス担当にドイツのAwama社を選んだ。Awama社はリュッセルスハイムのフランクフルト空港近くに本社を構えている。

このあと早ければ2016年モデルで登場する電動自転車にGreenTransのシステムが搭載されるかどうかは自転車メーカー各社の決定にかかっている。競争の厳しい市場では何も確かなことは言えないが、GreenTransがグリーンライト（発車の信号待ち）の態勢にあることだけは間違いなさそうだ。■ LvR

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Arisun XLR8 Tire was designed in the USA with the input from top Racing Pro's to develop a fast track tire to compete at the highest level. These tires hook up on dirt and have excellent cornering ability, they can even handle asphalt. The perfect combination that any BMX'er is looking for!
These tires are available in standard 20" and 24" sizes.



欧州での地盤固め進むDarfon

ホール4階
M2013

昨年Darfon Electronicsは電動自転車BESVを欧州、日本、米国で、Votaniをベネルクス3国（ベルギー、オランダ、ルクセンブルグ）でそれぞれ発売したが今その販売拡大のための地盤固めが欧州で進められている。

Darfonのクリス・ワン副社長は、同社の新しい電動自転車ブランドは国際市場で良好なスタートを切ったと話す。「BESVは全く新しいブランドであり新しい電動自転車のコンセプトでこれまでの電動自転車とは異なったアプローチをしていく必要がある。数多くの賞を受けているしエンドユーザーからのポジティブなフィードバックも得られた。BESVの開発に多大な努力を払って2014年末にBESVの2モデル、LionとPantherの量産をスタートさせた」

フルサイズのLionはBESVの上級モデルでPantherが小径のアーバンバイクとなっている。BESVの名はブランドの理念である「beautiful」「eco-friendly」「smarter」「vision」の4語の頭文字から取った。

BESVが現代風デザインだとすればVotaniは伝統的なダッチスタイルのシティバイクの趣きがある。「Votaniはやはりオランダでの売れ行きがいい。2014年3月にゼロからスタートしてその年の末には取り扱いディーラーがほぼ100店に達した。これは大変素晴らしい数字である」とワン副社長は語る。



ワン副社長は電動自転車の国際市場が成長を続けることを確信する。「アジアと米国では電動自転車を購入する人が増えているし、欧州でも多くの国が依然として景気の影響を大きく受けてはいるものの最終的には人々の多くが一般の自転車から電動自転車に切り替えていくことが予想される、とりわけ政府が税制優遇措置を施している国では」

ベネルクスはDarfonにとって重要な市場である。Votaniの販売は急速に伸びてお

り近々BESVの販売もスタートさせる予定だ。「ベネルクスの後はドイツ、スイス、ロシアの3国がとりわけBESVにとっては重要となる。最近スイス（Ontek）とロシア（Intense）で新しいディストリビューターを組み入れた。ドイツに関しては代理店を採用するか自前の営業オフィスを開設するか依然検討中である」（ワン副社長）とのことだ。

今年DarfonはBESVの販売代理店とオランダ、ベルギーにおけるVotaniの取り扱い

ディーラーを増やす意向も持っている。「目標を大きく設定しておりBESVの市場として最低5カ国を新規開拓していきたい。ドイツに加えてイタリア、フランス、英国も考えている」（同）「ベネルクスではBESVも同様にスタートさせたいが、Votaniにも注力しているのでディーラーの販売ネットは200店になるだろう」

自転車業界では新規参入組のDarfonだが、電子機器では台湾の大手でコンピュータのキーボードやラップトップケーブルなどの生産で昨年およそ6億8000万ドルを売り上げている。

今年のユーロバイクでは金賞受賞のLion LX1とPanther PS1を含めたBESVのフルライン、さらにJaguar JS1とCat CF1の新製品2モデルも出展する。Jaguar JS1は低床式フレームにDarfonの「アルゴリズム」パワードライブシステムを装着。Cat CF1はニートでスタイリッシュなデザインが魅力で通勤用に最適なモデルに仕上がっている。同社ではCat CF1を「アフオーダブル（値頃感ある）グリーンファッション」と位置付けて拡販に力を入れる。

Lion LX1は同社のスマホアプリを使ってBESVのインターフェースの交換やスマホによる自転車のコントロールも可能で、アプリにはトリッププランナーのMy Journey、盗難防止システム、さらに走行ルート、時間、標高をチェックできるHistoryが用意されている。■AH

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New Products 2015

Zephyr Evo Fjellklatrer

ホール4階
N1235



Evo Fjellklatrerは27.5吋オールマウンテン電動自転車の汎用普及モデルで、フレームが軽いので重さはバッテリー無しでわずか16 kg (35.27ポンド)。アシストが必要な時は350Wのリアモーター (250Wに制限) を作動させれば坂道のりも楽々、平坦路では80km (50マイル) まで航続できる。

Tern Kori Basket

剛性に優れるアルミフレームを使った TernのKoriバスケットは重たい荷物も運ぶ。飲料なら16ℓまで載せられ、快適な中綿入りハンドルが付いている。角に丸みをもたせているので運ぶのにも便利。Clickfix Rackpackのラックとの互換性があり、縦横長さを変えて取り付けられる。カラーはブラックとシルバーの2色を用意。



Kuo & Yang BM-SA1398

第1ホール2階
H1114



BM-SA1398は高品質で柔軟性に富む軽量サングラスなので様々なスポーツに向いている。フレームはTR90ナイロン製でレンズはポリカーボネート。

Sate-Lite M1B

Sate-Lite M1の新シリーズにバッテリーパワーバージョンが用意された。M1とM1Bともリアラック用のK認証最小ライトでどのタイプの自転車にも装着できる。



ホール4階
M1407

Eddy Merckx EMX-525

ホール4階
M0302

Eddy Merckxがそのレースキヤリアで積み上げた勝利数から名を取ったEMX-525は堅牢にして軽量。特製のカーボンファイバー合材を組み合わせた独自デザインが歪みやねじれを起こさずにライダーの持てる力のすべてを無駄なく発揮できるフレームを作り上げている。



テストライドを Broseのシステムで

ホール4階
カーゴランプ

ドイツの大手自動車関連メーカー、Broseがアジアのメーカー、ブランドに向けた初の電動自転車用モーターを引っ提げて台北ショーに初出展している。

「業界とトレードショーのビジターに当社のシステムをテストしてもらいたい。だからブースはExtraEnergyのテストトラック（試乗コーナー）だけにした」とMarco Klimmt販売部長は話す。「当社の製品はユーザー個々に体験してもらわないとわからないものだから。フレームビルダーや自転車メーカーともここで直接コンタクトを取っていききたい」

Broseは同じくドイツの自動車関連メーカーで電動自転車用モーターを展開するBoschの後を追っての参入だが、同社のセンターモーターはドイツで作られるものとしては唯一のものとのことだ。生産は昨年7月にスタートしている。

展示ホール4階カーゴランプのテストトラックでそのセントラルモーターを搭載したRotwildの電動MTBが試乗用に2台用意されている。RotwildとBullsはドイツの共同購入機構であるZEGのプライベートブランドでBroseの電動自転車用モーターの販売を支えるパートナーになっている。



Broseの電動システムは特注にも対応できる製品で、「当社が生産する3.4kgのモーターはどのタイプの自転車にも、あるいはフレームにも取り付けることができる」（同）という。■JB

Marco Klimmt営業部長

欧州のCONEBIが 台北展で公式デビュー

ホール4階
L0122



日
本
語

欧州で最も由緒ある二つの自転車団体であるCOLIPEDとCOLIBIが今年合併して新団体CONEBI（Confederation of the European Bicycle Industry＝欧州自転車業界連合）として新たなスタートを切った。

台北サイクルショーはCONEBIとしての初の公式デビューとなる場で、これまでCOLIPEDが22年にわたって取り仕切ってきた欧州パビリオンの運営を引き継ぐ。同パビリオンは今年も台北ショーの最大出展者で共同ブース参加数は31社。その中にAxa Bike Security、Eddy Merckx Cycles、Fun Sport Expressの3社が新規に加わっている。

CONEBIの担当者が本日午後4時同協会ブースで記者会見を行いRené Takens会長とErhard Büchel副会長が協会の事業計画について話し合う。European Cyclists' Federation（欧州サイクリスト連盟）の代表も来年台北で開催が予定されているVelo-city会議について話し合うことになっている。

Takens会長はAccell GroupのCEOでBüchel副会長はBüchel & Co.の社長を務める。CONEBIの役員はこのほか副会長にAtalaのMassimo Panzeri社長とRAIのSacha Boedijn事務局長が名を連ねる。

COLIPED（the Association of the European Two-Wheeler Parts' and Accessories' Industryの略）は1960年の創設で、COLIBI（the Association of the European Bicycle Industry）は1973に創設された。

「新組織としてスタートしたCONEBIは引き続き政治家や政府機関、さらに共通の目的を持つ他の団体やCEN（欧州標準化委員会）、業界およびモビリティの専門家、国際メディアと定期的に連絡を取り合っていく」とTakens会長は話す。CONEBIはまた前身の2協会の共同プロジェクトだった欧州自転車業界および市場プロフィールの発刊も行っていく。

長年COLIPEDの事務局長を務めたGreet EngelenもCONEBIの事務局長として留まっている。台北ショーでのパビリオン担当はPeter Hilderingが務める。新しいウェブサイトが間もなくwww.conebi.eu.でオンラインされる。■AH/JB

New Products 2015

Shimano XTR



XTR M9000はShimano最先進のMTB用グループコンポだが、今回レース、トレイルの両カテゴリーにXTRの新ラインが用意された。XTR M9050 Di2電動シフティングモデルはXTR M9000メカニカルコンポを1x、2x、3xの多様な形状に取り入れた。11段ドライブトレインはすべてのライダーと地形に対応するRhythm Stepギアシフトシステムを導入している。

ホール4階
M0814

BioLogic AnchorPlate

この万能マウントプレートは電話やカメラその他のデバイスを手軽に自転車に装着できる。強化プラスチック製で接着剤ですぐに取り付けられ12kg（26ポンド）までの重さを支える。

ホール4階
M1019A



Wahoo Kickr Power Trainer

アワード授賞のWahoo Kickr Power Trainerは正確なパワー測定、制御抵抗、開放的ソフトウェアオプション、さらに市販最高度のスムーズな室内での走りを提供する。Bluetooth 4.0技術を使ってiOSおよびAndroidデバイスとリンクできる。他社ソフトウェアオプションにはTrainerRoadのインターバルベース・トレーニングやZwiftのバーチャルレース、FulGazの実戦コース等々、多彩なプログラムが用意されている。

ホール4階
N0028



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New Products 2015

Miranda Timelapse Track Crankset

ホール 4階
L1216



Miranda Timelapseによりトラックレース用クランクセットの剛性と耐久性に新たな基準が設けられた。1/8吋チェーン用は強力チタン合金チェーンリングに保護ナノレイヤーを使用して耐用寿命と弾性を高めた。低摩擦係数自動潤滑システムが100分の1秒差で勝敗が決するレースで最大限のパワー効率を発揮させる。

Tripeak Twist-Fit BB Set

ホール 4階
L0108

TripeakのTwist-Fit BBセットは6061T6一体成型BBスリーブと特許取得の複合プラスチックリングを素材にノイズ（音）とトレランス（耐性）の問題を解消している。BB86/92、BB30、PF30、BB RIGHT、BB386の各システムをはじめShimano、SRAM、Campagnolo、さらにRotorクランクセットとも互換性を持つ。



KMC Diamond Lean Chain

ホール 1階
J0118

KMCはDiamond Lean Chainの耐久性をグレードアップした。独自の熱処理を施すことでチェーンローラーの硬度を150%、ピンの硬度を67%高めた。この硬度処理とチェーンの低摩擦コーティングによってスムーズで耐用寿命の長い走行が可能になった。



Xpedo GFX

ホール 1階
J0517



ペダルボディのモジュラーデザインが独自の機能を発揮させる新モデル。クリップレス本体とアウターケージの組み合わせが斬新で、ケージをひとつの角度で取り付けることでシューズをクローにはめ込むのが容易になったほか走行中の安定性も高めている。

Chosen Smart Hub

ホール 1階
I0629

ChosenのClose Drive Systemは新タイプのハブで従来製品に二つの改良を加えている。すなわち内部の摩擦を無くしたことで作動を静かにしたこと。ハブが作動していない時は爪（歯止め）を閉じるので爪とラチェット歯との摩擦が和らぎ音が消される仕組みだ。レースで使えば背後から音を立てずに不意打ちを食らわすことができる。内部の摩擦が減る分製品の寿命も延びる。



Sate-Lite C2

ホール 4階
M1407

OEM向け高品質製品の開発で定評のあるリフレクティブライトの大手メーカーSate-Liteが新開発したC2は安全基準に厳しい欧州市場向けとK-Markの品質基準にも適合するデザインとしては最小クラスのフロントライトで、ダイナモと電動自転車バージョンもほとんど揃える。



Super B Stem alignment tool

ホール 1階
I1124

Super Bのステム調整ツールはレーザー光線を使ってハンドルバーとフロントホイール間の精密な調整を行うもので、これがあればもう目で確かめる必要もなくなる。調整不良があればすぐにわかる。ツールは調整が完了するまでステムとハンドルバーの双方にしっかり装着する。シンプルで軽量なので携帯できて使いやすい。



Airace iGauge iVeloce Road

ホール 1階
J0233A

iGauge iVeloceはBluetooth 4.0を使ってポンプの圧力をスマートフォンに送る。それをiGaugeアプリを使って読み取ることができる。ロードバイク用のiVeloceは最大圧力120 psi (8.27バール)で精巧なPrestaバルブは圧力を受けても外れない。iVeloceはアルミ素材のCNC製でバルブにはAiraceのClever Twin Valveが使われている。



Magura MT7

ホール 4階
N1207

MT7は極限状況で最高のブレーキ性能と安定性を発揮する。エンデューロやダウンヒルレースの過酷な世界でMT7の4つのブレーキピストンが抜群のパワーと安全性を供給する。調整ツール不要のアルミ製ツーフィンガー・ブレーキレバーと調整可能バイトポイントが完璧なブレーキコントロールに必要な機能を送り出す。欧州の自転車各誌が最高位のランク付け。



LOHAS Cyber Motions

第1ホール 2階
H0616



Cyber Motionsはトルク、スピードセンサー一体型でリアルタイムで速度、パワー、走行距離、カロリーデータを読み込む。BLE 4.0またはANTをサイクルコンピュータに繋げば心拍計とも一体化できる。カセットはロードとMTBの両システムに対応。無料アプリがデータを表示しGPSおよびルートトラッキング機能を提供する。



A

Artech Design

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

N

New Y Shape

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

G

Gives Comfort

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

E

Elevate Technology

The saddle is finished with the special atoms shaping technology.

L

Limitless Rides

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

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1F, J0717

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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

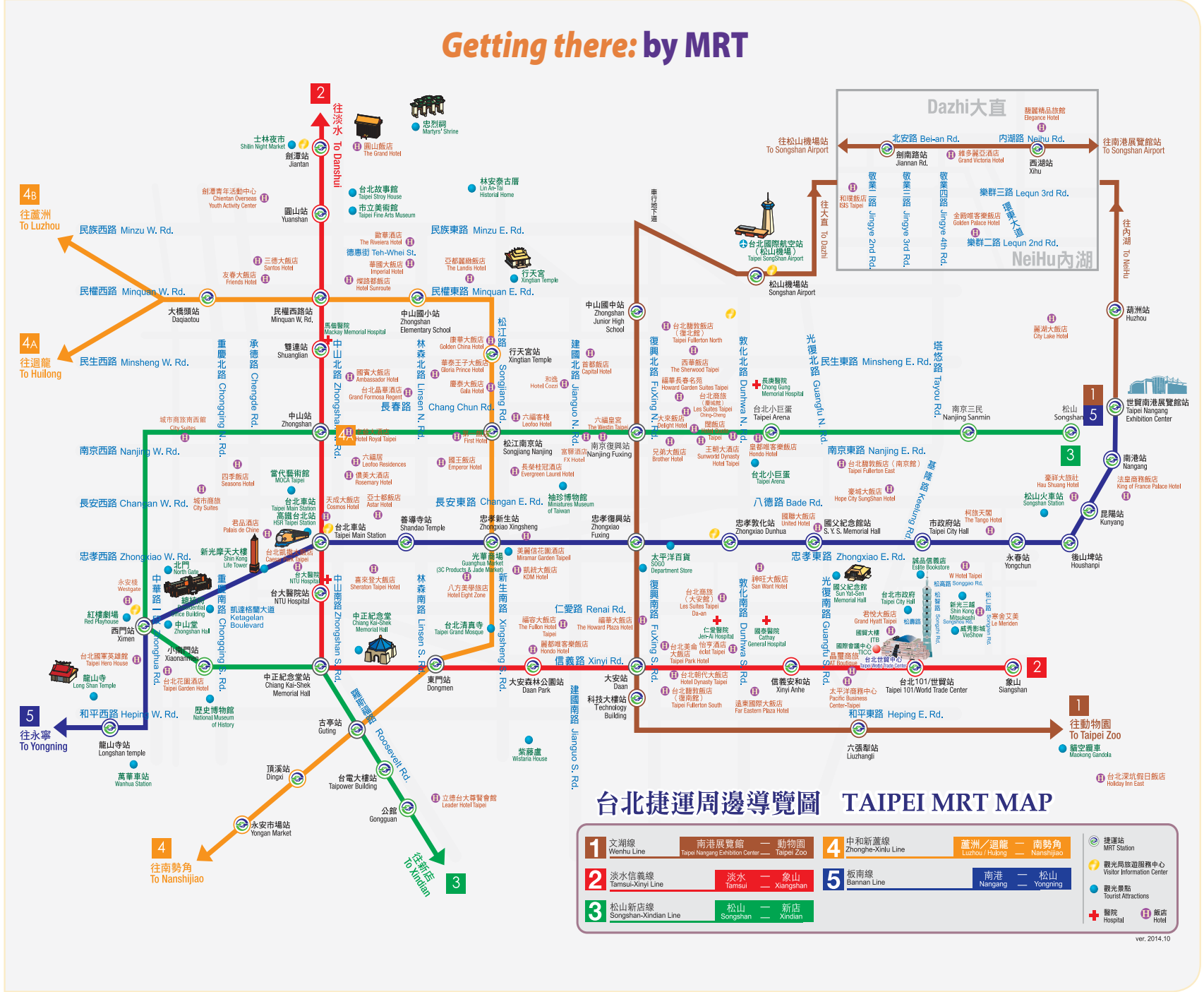


Angel Fly
VL-1747
127 * 285 mm
245 gr



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TWTC Nangang Exhibition Centre Parking & Transport



1a) PARKING LOTS

- P1 TWTC Nangang Underground Parking (620 spc.)
- P2 Taiwan Fertilizer C2 Parking (352 spc.)
- P3 Taiwan Fertilizer C3 Parking (768 spc.)
- P4 Taiwan Fertilizer C4 Parking (82 spc.)
- P5 R53 Temp Parking (147 spc., 24/7, NT\$20/h)
- P6 Xingzhong Park Tower (647 spc., 24/7, NT\$30/h)
- P7 .. MRT Neihu Depot Parking (584 spc., during exhibits)

1B. TRANSPORT INFO

- 1 Shuttle Bus Stop (drop-off /pick-up)
- 2 Regular Bus Stop
- 3 Taxi Drop-Off
- 4 Small Vehicle Drop-Off
- 5 B1 Taxi Pick-Up
- 6 Underground Parking Entrance
- 7 MRT Neihu Depot Parking Lot

PLEASE NOTE: PARKING FEES ARE SOLELY FOR REFERENCE PURPOSE.

New Products 2015

BioLogic WeatherCase

4樓
M1019A



WeatherCase是專為iPhone 6打造的完整防護盒，不怕雨水、汗水及灰塵，並且其恰好的體積還能收進口袋內。以超音波TPU材質製成，搭配防水拉鍊，裝上觸控盒後，觸控功能、前後鏡頭及電源音量開關等，都可正常操作。專屬的CushionFit防撞墊可降低來自外力的衝擊。WeatherCase的配件包含了AnchorPoint固定系統。

Ixow Synchrobox

4樓
L0719A

一手搞定前、後變速就靠Synchrobox同步盒，裝上它，騎士只要單手控制變速手把，就能同時操作前、後變速器。變速，就像機車的油門：向後或向前的轉動變速手把就可升檔或降檔。騎士在踩踏時也可換檔，不會打亂掉騎乘配速。由於前變已整合在同步盒中，因此可將鏈條保持在平行的位置。



Shimano 105

4樓
M0814

Shimano 105全面改款，這套全球最熱銷的公路車套件再度引爆話題。全新的105運用Shimano旗下Dura-Ace、Ultegra等精湛科技，親民化的下放到一般騎士也能體驗。11速的傳動系統提供更精確、輕盈的變速手感，連同制動性能也提升了。



Bergamont Deer Hunter

4樓
M1003A



Deer Hunter雪地車將Bergamont的設計及性能帶到全新境界。高級的鋁合金車架專為胖胎設計，更搭配專屬零件來對應各種地型。此外，Bergamont雪地車的客制化輪組，提供絕佳的操控性及相當低的滾動阻力，曲柄的Q-Factor值小，搭載SRAM 2x10傳動系統。提供硬叉或是避震前叉兩種選擇。

Vee Trax Fatty 27.5+

4樓
L1327A

車胎的大小很有關係。Vee提供27.5吋超肥車胎，適用於29吋的前叉並且提供更佳的騎乘循跡性、穩定性，以及支撐力。剛入門的騎士可獲得最佳的操控性，進階的騎士則可得到更快的中心騎乘線及更彈性的調整胎壓。Trax Fatty是Vee車胎中，首款的加大尺寸車胎。



Guee Aero-X

4樓
L1110

一顆後車燈該有怎樣的性能：它得亮，廣泛的警示效果，易安裝並且可快速充電。Aero-X後燈滿足了上述功能，並且更貼心的提供新功能—「智能」煞車感應器。騎士在煞車時，車燈會變得更亮，閃動的頻率也會加快。Aero-X可安裝於圓管或是低風阻座管。



Trueeast 上管袋

4樓
I0303A

Trueeast最新上管袋採用與Nike Flyknit運動鞋相同的布料科技。Trueeast可在一片布料中結合8種顏色，打造出絢麗繽紛的配色。藉由電腦分析，Trueeast在設計與製程之間取得最適平衡，降低產量耗損及加速完工。



GPS Tuner eBike Tuner

4樓
S0015

GPS Tuner新推出的eBike Tuner，是一個結合衛星導航及電動車電量管理的機台。新功能「檔位建議」可協助電動車騎士使用最高效能的馬達／電量的優化輸出，打造低能量損耗的騎乘。在急陡坡或是下坡時，「檔位建議」功能即會作動，調整至最佳齒比來強化馬達的傳動效率。



SRAM 1X Wonder

4樓
M0614



Power-Glide 1170 11-36飛輪專為SRAM 1X Force CX1傳動系統而生，拓展騎士的騎旅疆域。新齒比的飛輪讓使用SRAM Force CX1 1x11的騎士，有更廣域的齒比來應戰陡坡、高速的下坡，甚或是衝刺等其他騎況。PG 1170 11-36與WiFLi 11-32飛輪相比，36齒比起32齒可獲得更小於13%的齒輪比。

TAYA 11速ONZE系列鏈條

1樓
K0610

TAYA獨家開發DHT熱處理(Heat Treatment)硬化技術，不同於市面同級別鏈條易剝落的塗層(Coating)硬化技術。在高溫處理狀態下，硬化金屬呈現牙根狀，更有效率地滲入鏈條內部達3-5倍。紮實的基底，造就DHT系列平均達5,000公里壽命。同時，DHT材質具備自潤性，能大幅減少摩擦力，並增加換檔的準確性。



Tern Cargo Rack

4樓
M1019A

Tern首發可使用於嬰兒安全椅座的貨架。此貨架曾搭配Yepp Maxi Easyfit Child Seat進行測試，完成了包含幾何設計、強度測試及腳踝空間等測試。本體以高強度鋁合金管製成，最高可承載至25公斤。上、下的滑軌可搭配馬鞍袋及可容於Klickfix固定機制。貨架可對應於Tern 20及24吋單車。



前環法冠軍現身台北展

在2015年台北國際自行車展的展場上，2011年環法總冠軍Cadel Evans也現身展場。這位今年初剛退役的澳洲選手表示：台北展是我第一次認真參觀的自行車展覽，我感到非常的新奇而訝異，我從未想過以往腳下所踩踏的自行車，背後蘊藏著這麼複雜而精密的工藝，從噴漆、組裝到零件的搭配，對我來說都是全新的經驗。在退役之後，我已經五個星期遠離賽場跟訓練，生活上也有一些轉變。接下來的工作，我會協助BMC做產品的開發與測試，這是一個新的領域，雖然現在看起來是有點困難，但對我來說是並無壓力而且新奇有趣的。■ GC



落地式打氣筒，顯示幕就在你口袋內的智能手機。



AIRACE業務經理黃竹君。

AIRACE： 結合電子APP領航車界趨勢



結合藍芽及APP科技的攜帶式打氣筒。

自行車依功能，可分為競技、休閒，及通勤，而在崇尚樂活簡約的都會時尚，需要另一種預見未來的科技，而單車產業也不再傳統。「多年前，我們極力將零件打造成精品，而隨著電子及APP來臨，引領我們進入電子世代。」AIRACE業務經理黃竹君說道。

AIRACE專注於打氣筒，今年創新的結合藍芽通訊及APP，研發出可利用智能手機作為胎壓計的打氣筒iGauge iVeloce，獲得2015創

新設計金質獎及紅點設計獎。「我們是全球首發藍芽打氣筒，藉由整合電子科技，可讓打氣筒的身形俐落，輕量化，並且更可精準的測量胎壓。」黃竹君說道。

電子科技的確帶來功能上的優勢，卻也連帶的使單價上揚。擁有藍芽通訊的AIRACE立地打氣筒，預定售價約4200元，而攜帶式打氣筒約3000元，預定於5月份上市，成為市場上價格最高的打氣筒之一。電子科技融入傳統機械，是否有其必要性，但以精品級零件定位的製造商，確實該思考如何將消費者的想要，變成需要。■ AZ



電子元件整合在打氣筒的底部，具備生活防水。

消光黑，不退流行的塗裝趨勢

「自從消光黑導入單車，讓產品的外型更有殺氣，提升輕量化，還有一項優勢，這看似一成不變的塗裝，好保養又不退流行。」Storck總經理Markus Storck說道。

近年來，隨著環法級車隊如Lampre Merida、Tinkoff-Saxo等以霓紅、螢光綠作為戰駒、隊服的配色後，自行車製造商似乎也跟上這股潮流，以令人眼睛為之一亮的繽紛車色來吸引消費者，但這不是德國車廠Storck的作風。「在10年前，我們已將消光黑導入高階單車，起初市場對這樸素車色的接受度並不高，但隨著千萬超跑等掀起暗黑魔力，越來越多的車架廠也尾隨風潮。

但消光黑也不全適合各車系，比較適用於身形俐落的高階公路車。對於運動入門車款，車主在騎乘的同時也想展示個人品味及品牌價值，因此會選擇色系繽紛的塗裝的機率較高，而對於商務菁英等頂級單車買主，他們想透露的就不只是個人品味，更是內斂奢華的與眾不同。

例如Storck全球限量50輛的Aernario Signature要價台幣66萬6千元，全車施以消光黑塗裝，僅在上管前處有一小Logo，連同夾器、曲柄等都採用碳纖維材質，整車散發出綻



消光黑的Aernario Signature特仕限量版。

黑奢華，此車也榮獲世界公認評論權威TOUR magazine認證為世界上最好的公路車”The best bike of the year”展示自行車界王者的風範與地位。■ AZ



擁有30年設計經驗的Markus Storck

每一部限量版公路車由創辦人Markus Storck親筆簽名並編號。

BionX, 爬坡時讓你邊微笑

4樓
N1328

在過去幾年來，BionX都是跟著代理商分享有限的攤位，或是在測試場地上提供測試車，今年，他們首度正式參展擁有專屬空間。

「在過去三年來，我們一直想覓得好展位，但始終得不到，」擔任BionX歐洲總經理的Werner Schiller說道。

這間專精於電動車系統及支援套件的加拿大製造廠，今年有許多令人眼睛一亮的新品。

BionX推出「自診單車界面」(BionX Bike Interface, BBI)，一套可自動診斷單車的系統，這套系統提供給零售商及OE客戶使用。

當其他競爭者追求中置馬達，BionX反其道而行，極力開發後置馬達。特別是Bosch以中置馬達在歐洲市場上取得勝利，吸引著其他廠商一路效仿尾隨。

但這不BionX的作風。

「我們在2002年進入市場。我們提供的不只是馬達，而是整組電動車套件—馬達、電池、控制器，以及BBI軟體，」Schiller說道。「過去幾年，我們做了一些對的事，但也犯了一些錯。這都是成長曲線的一部分。我們現在有提供整組電動車套件的能力。」

Schiller也坦承BionX因為電池問

題而重創，而此時竄升上來的Bosch正好進攻市場。但他說這些問題已經獲得改善。「我們從經驗中學到寶貴的知識。」

BionX現提供一顆555瓦／小時的電池給OE客戶，續航力高達135公里。針對補修市場提供兩款新電池組，D 250 DV配置D系列馬達，而P 250 DV配置標準的P系列馬達。兩套件都提供48 V／52 Cells電池，並且搭載BionX的「深層睡眠」(Deep Sleep)科技。

D系列後置馬達是BionX旗下的頂級款，於2013歐洲展公開亮相，提供超越群倫的性能。重量為4公斤，並且可支援於Shimano、SRAM的9、10速飛輪。

在360mm的直徑下，馬達可驅動最大達25 Nm的扭力，最高峰值為50 Nm。

「這根基於簡單的物理學：更大的直徑可產生更高的扭力，並且可降低對於電力的需求，」Schiller說道。

BionX宣稱D系列馬達在爬坡的性能比起一般後置馬達來得優異，並且運轉所產生的噪音及震動都相當的小。大面積的結構也可加速散熱，散熱問題是後置馬達最關鍵的問題之一。



Werner Schiller

「這加大的區域可加速排熱。由於直徑加大，馬達可在使用較低的電流下產生同樣的扭力，因此使得排熱效果更優，」BionX公司說道。

BionX也強調說：搭載裝置於花鼓的電動系統，不像中置馬達一樣需要特別的車架結構設計。這對於電動登山車來說尤其重要。使用裝置於花鼓的電動系統可讓你安裝現行的變速器。

最後，這間加拿大公司提升了服務品質及軟體診斷系統。最新版稱為BBI2。

「我們的任務是不允許任何零件瑕

疵，」Schiller說道。

前版的診斷軟體可提供自動偵測及維修BionX的電池。Schiller表示新版軟體更可診斷馬達及控制器，提供維修及保固資訊，更可自動將問題回報給原廠。

「IBD獨立自行車經銷商再也不用忙碌於跟服務中心聯絡。現在，他們就能獨立排除許多問題，不僅是電池，連同馬達及控制器等問題都能排解，」他說道。

台北展中，BionX將展示類整合式的下管電池組。 ■ JB

中文



達方電子Votani展望荷比盧電動車市場

達方電子在去年於歐洲、日本、美國推出BESV電動車，並且在比利時、荷蘭、盧森堡推出Votani電動車。現在，這間公司正積極提升在歐洲的能見度。

「我們新推出的電動車具有國際水準。」達方電子的資深副總裁汪維之說道。

「BESV是全新的品牌，也是嶄新的電動車概念。也因此需要有別於傳統電動車的思惟。我們獲得了無數的國際大獎，消費者也給予正向的回饋。在過去，我們在BESV上投入大量研發，並且在2014年底，量產了Lion及Panther，」汪副總說道這兩款BESV電動車。

大輪徑的Lion是BESV的頂級款，而Panther則是城市小徑車。BESV的命名代表了品牌的四大精神：美觀(Beautiful)、環保(Eco-friendly)、智慧(Smarter)以及願景(Vision)。

BESV擁有當代設計的時尚外型，而達方電子的Votani則呈現出經典的荷蘭城市車美學。

「Votani在歐洲的能見度迅速成長。2014年3月，我們從零開始，到了年底，我們共招募了將近100間代理商。這是非常好的紀錄，」汪副總



BESV Lion LX1

說道。

汪副總深信國際電動車市場會持續成長。「在亞洲及美國，電動車的買氣越來越旺。雖然目前在歐洲的經濟情況不甚樂觀，但我相信會有很多人有意從自行車升級到電動車—尤其是在當地政府提供減稅等購買電動車的補助。」

汪副總說以歐洲市場而言，荷比盧對達方電子尤其重要。Votani的銷量快速成長，並且達方電子也預計近期在那邊開賣BESV。

了德國外，我們也考慮了義大利、法國、英國等，」汪副總說道。「在荷比盧，我們想先從BESV開始，接著著眼於Votani。預期荷比盧的經銷體系會成長到200家。」

雖然BESV是自行車業界的新面孔，但是背後的達方電子可是台灣電子產業裡的大鯨魚，製造了如電腦鍵盤、筆電線材等。在去年創造了6億8千萬美元的業績。

在展會上，達方電子展示了BESV全系列電動車，包括獲得2014年中國國際自行車展創新產品金獎的Lion LX1及Panther PS1。以及兩輛新車也在展示之列，Jaguar JS1及Cat CF1。

Jaguar JS1結合極速、敏捷與穩固的完美性能，並搭載獨家專利Algorhythm動力驅動系統。Cat CF1電動車則有時尚俐落的設計外型，適用於平日通勤。達方電子將Cat CF1定位為「可負擔的時尚綠能。」

Lion LX1可使用達方電子的專屬APP，讓騎士以智能手機作為螢幕界面。APP的功能包括我的旅程、旅程規畫、防盜系統及騎乘歷史，更可以讓使用者回顧他們的旅程、騎乘時間、海拔等。 ■ AH

「在荷比盧後，其他重要國家如德國、瑞士、俄羅斯，也是BESV的主攻市場，」汪副總說道。「近期，我們招募了許多經銷商，例如瑞士(Onstek)及俄羅斯(Intense)。對於歐洲而言，我們仍在決定是要找代理商還是自己成立銷售辦公室。」

今年，達方電子有意在荷蘭、比利時招募販售BESV及Votani的經銷商。

「我們積極的設定目標，希望BESV能再拓展5個國家的銷售點。除

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New Products 2015

ControlTech Aero Cockpit Plus

1樓
J0830

Aero Cockpit Plus由空心碳纖維製成，輔以優化的空氣力學及輕量化設計，獲得2015年台北國際自行車展創新設計獎。本體可調整並且符合ITU規範，多觸點的靠墊可提供手肘的舒適性。

DT Swiss Big Ride Components

4樓
M0701

來自瑞士的輪組專家首次推出雪地車輪組。因為它是DT Swiss，因此騎士理應可得到高品質及低重量的性能。BR 2250 Classic在車框進行輕量化挖洞切削來達到每組2235克(4.93磅)。花鼓也應用了DT Swiss的棘輪系統，更推出經典32孔花鼓的Center Lock版，以及IS-6轉換座。

Sunstar Virtus

這是輛自行車還是電動車？對於Sunstar Virtus而言，兩者皆是。

4樓
N0426

Virtus是一顆裝載於BB下方的電動馬達。可對應於各種標準車架，在幾分鐘內即可完成拆裝。除了馬達外，還需要Sunstar的電控系統，可另外選購，這裝置可傳送感測資訊到LCD液晶螢幕，即便在沒有安裝馬達的情況下也會有行車資訊。自2003年起，Sunstar製造的電動助力車供應至日本市場。



CatEye Padrone Smart/Strada Smart

Padrone Smart及Strada Smart是一款可與智能手機連線的車錶，須先安裝CatEye Cycling App。在鏡像模式中，車錶可同步智能手機的資料，包括了GPS、訊息、e-Mail並即時將資訊顯現在車錶中，而處於休眠模式的智能手機，可安全的置於口袋或是座墊袋。

4樓
N1001A

Velo Angel Ride

Velo Angel新座墊是針對競賽級公路車騎士所設計，提供了高性能及舒適性。Y形座面更能平均分擔騎士的體重，並且在搭載Arctech座弓固定系統下，即便在不用額外增加座墊泡棉的情況下，依舊保有舒適性。Angel共推出3款，其中包括了頂級款的Angel Glide。

1樓
J0717

TranzX M15

M15中置馬達設定為入門級，結合了有刷馬達的騎乘品質並且容易安裝，價位也相當親民—更能對應於使用腳煞車的車種。整體3.9公斤的輕量化，並且可搭配使用TranzX系統如顯示幕、電池、RPM感測計。提供250W，或是針對美國市場的350W版本。

1樓
J0407

TranzX位於德國Bad Nauheim的展示中心。

X元素 ———— TranzX放眼美國及中國

擁有超過3千5百位員工，服務中心及工廠遍布全球，久鼎集團(JD Group)可是台灣單車業界中的指標公司之一。

創立於1986年，久鼎集團以推出多樣產品而聞名，於1998年推出並且熱銷全球的指標性的滑板車一到龍頭、把手、座管、頭碗組等。久鼎集團有將近80%的銷售是來自於OE產品，而其他則由TranzX品牌包下補修市場。

TranzX在近年來供應電動車系統給各製造商。於2007年從零開始，TranzX在現今已維持穩定的銷售。

為了讓讀者了解TranzX在電動車市場的快速成長，我們來到位於德國Bad Nauheim的歐洲服務中心，相當靠近於法蘭克福機場。

2008年，TranzX剛成立服務中心，僅有兩位員工。但現在歐洲辦公室可是聘請了30位同仁，並且即將搬到佔地3千平方公尺的辦公室。久鼎集團於2014年還成立了荷比盧服務中心，並且更將於今年在加州開設服務中心來因應北美市場的成長。

除此之外，TranzX也與歐洲品牌的OE伙伴們結盟，包括了Hartje、Winora、Matra、Sparta、Bata-vus、Raleigh及Diamondback。

現在該是著眼於世界彼端的市場。「下一階段我們要進軍美國市場。接著是中國大陸，我們已在上海成立辦公室，接著再進入日本，」TranzX產品經理Tanguy Scorpati說道，來自比利時的他精通多國語言。

為因應北歐市場，TranzX聚焦於價格較親民的入門車，用腳煞來制動。另一個銷售重點則是TranzX AGT系統，一種適用於搭載內變速的電動車，可進行自動變速。

「因為TranzX與OE伙伴們緊密合作，在零件的搭配及規格上提供充足的彈性，這使得生產出來的產品會有與眾不同的外型，」Scorpati說道。

TranzX近期擴展產品線，增加了

無刷馬達，提供高CP值款的M15及身形迷你的M25，這兩款都是中置馬達的設定。

M25的平均輸出瓦數為250瓦，最高峰值為330瓦，扭力值介於20~50 Nm。針對美國市場，TranzX提供較高平均瓦數的馬達，來到350瓦。

上述這些特點還稱不上出類拔萃，但M25可是提供多種安裝配置選擇。靈活度正是TranzX的行銷亮點：由這類馬達來適應車架，而非車架必須依馬達及電池的配置來設計。

2015年，TranzX進行小改款，包括電池容量高達576瓦/小時，充電時間為16安培/小時。馬達除了可安裝在下管外，還有另一種方案，可將馬達裝載在具有後燈的貨架上。

對應於運動車款，例如是電動越野車，TranzX於2016產品線中，將開發一輛搭載M25高扭力版的電動車。這輛新車可產生高達66 Nm的扭力，並且可對於多片式的曲柄齒盤。

同時間，TranzX也繼續提供廣泛類別的零件，從龍頭、把手、可調式座管、座管束，甚至連室內訓練台都有。

今年有許多新品是針對公路車及健身車，提供更佳的騎乘舒適性。例如，TranzX開發了舒適型龍頭及座管，降低由路面震動所帶來的疲勞感。

這系統稱為「防震」(Anti-shock)，在零件中嵌入了轉軸點及優力膠。這跟傳統全避震系統的概念不一樣，雖然只能吸收來自路面的微震動，但Antishock卻保有了傳統的整合式設計—這對於公路車族群來說相當重要。

我們在台中市進行了短程測試，證明了Antishock減震系統的確能化解來自道路的細微震動。

久鼎集團與TranzX品牌面臨了更嚴峻的競爭，無論是在電動車系統還是零件上。然而，藉由滿足客戶的需求，TranzX迎向挑戰再創高峰。

■ LvR

TaiSPO 2015 Events

Taipei World Trade Center
Exhibition Hall 1 & 3

Friday, March 20

2 - 4 p.m.: Explore Online Business Opportunities in Sporting Goods and Cycle Products (Chinese only)

2F
Conference Room 4
TWTC Exhibition Hall 1

10:30 - 10:50 a.m.

New product launch: In-Trust Technology

Hall 1, 1F
A0113

11:30 - 11:50 a.m.

New product launch: Glory Fitness

Hall 3
G0202

2 - 2:20 p.m.

New product launch: Well-Day International

Hall 1, 1F
A1012

2:30 - 2:50 p.m.

New product launch: Holiway Creation Leisure

Hall 1, 1 F
A1205a

3 - 3:20 p.m.

New product launch: Hermes Clues Industries

Hall 1, 1F
D0215a

3:30 - 3:50 p.m.

New product launch: City Bright

Hall 3
G0761

4 - 4:20 p.m.

New product launch: A.Myzone Int'l

Hall 1, 1F
A1123a

5 - 5:10 p.m.

New Product Release and Lucky Draw

Free Shuttle Service

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

March 18 - 20.....8 a.m. - 6:30 p.m.

March 21.....8 a.m. - 2:40 p.m.

(Buses leave each venue every 15 minutes)



Taipei Int'l Sporting Goods Show



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www.s-team.org.tw

Concepts & Goals

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

Visions

Google Fitness, Taiwan's Best



Taiwan is the leader of the future global fitness



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



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



Jiao Hsiung is pumped up about new factory

Jiao Hsiung Industry, which specializes in pumps for sports balls, expects to boost capacity by 2016 after moving last year to a new factory in New Taipei City.



Jeff Wu

"The target is to increase the capacity to about two million pieces per month," said Vincent Yang, sales manager at Jiao Hsiung.

Jiao Hsiung makes about 450,000 plastic one-way pumps and a similar number of dual action pumps a month, as well as 150,000 aluminum dual action pumps.

At more than 9,000 square meters (96,875 square feet), the new building is three times the size of the previous factory, also in New Taipei City. The company has long manufactured its products in Taiwan.

Apart from production lines, the new building features a development center, testing center and corporate offices. The pumps specialist has such specialized equipment as ultrasonic welding machines, spin welding, laser marking

and 23 sets of injection molding machines that produce about 50 million pieces of injection parts every month for its pumps.

Jeff Wu, who founded Jiao Hsiung in 1993 and serves as CEO, said yesterday that the company needed a new factory to support its steadily expanding product range.

"At the beginning we only made pumps. Now we make many more products requested by our customers. We act a little like a trading company," Wu said yesterday.

Jiao Hsiung also makes coaching boards, scoreboards and folding bottle carriers. Jiao Hsiung outsources only the production of a few textile-based items.

Jiao Hsiung says sales have risen consistently, to \$12 million in 2014 from \$6.5 million in 2010.

About half of its sales are in the Americas, compared with 27 percent in Europe and 21 percent in Asia, outside of Taiwan and mainland China.

Jiao Hsiung's list of customers reads almost like a global directory of ball sports specialists, from Mikasa and Wilson to Uhlsport and Penalty.

It also includes major retailers such as Oxygene, which owns the Décathlon chain.

Driving demand are such products as a dual action pump with an integrated

gauge that the company is launching this year.

"It has an easy release function and a gauge that is installed directly into the pump," Yang said. The pump has a

maximum pressure of 90 psi (6.2 bar), and may be used for balls or for bicycles. ■ BS



JKexer offers the same features at lower prices

By cutting the cost of components in its home fitness products, JKexer has lowered prices on some secondary lines while still offering made-in-Taiwan quality.



It's showing two value-priced treadmill ranges at its TaiSPO booth. The new lines cost 8 to 10 percent less than previous treadmills that offered similar features.

"Customers in quite a few countries are affected by the price of oil that is going down, currency depreciation and lower purchasing power. They are trying to find cheaper alternatives but still want Taiwanese products," said Loopy Lin, executive director of Jih Kao Enterprise, the parent company of JKexer.

Economic pressures are particularly

noticeable in Iran and Russia, countries where JKexer has a strong customer base. Meanwhile, the company has expanded in Asian countries including the Philippines, Vietnam and Malaysia.

Jih Kao is responding to increasing price pressure by developing more commercial fitness products and decreasing its reliance on the home market.

"This is where we will have to invest in the coming years," Lin said. "So far, home equipment makes up about 80 percent of our sales against 20 percent for commercial products, but we would like the split to be even."

The company is teaming with partners to add up-to-date electronic functions to its equipment.

The Taipei company has been ahead of many other Taiwan manufacturers in developing its own brand. It may expand its Taoyuan factory as it broadens its product offerings.

Most of Jih Kao's products are sold under its JKexer brand, with less than 10 percent for OEM orders. ■ BS



Neotex adds Sponprene to its line of neoprene goods

The "neo" in Neotex stands for neoprene. Neotex Union Industries has long specialized in the rubber-based material, initially selling sheets and then finished products.



Joy Chung

Starting this year, the company has also started selling products that are made from a more breathable product called Sponprene.

"We started selling finished neoprene products about three to four years back but then we realized that neoprene is not actually very breathable. You'll sweat a lot and it becomes uncomfortable," said Joy Chung, international sales representative at Neotex. "So we decided to develop our own material, which is breathable but still stretchable."

Neotex began spreading the word about Sponprene last year. This year

it launched Sponprene products including braces for wrists, knees, elbows, ankles and back. The products are made at its own factory in Tainan, which employs 25.

Owned by Jack Wu, Neotex was established in 1989. It previously focused on OEM production but is increasingly offering its own designs. Neotex has customers in Europe and the United States as well as China and other Asian countries.

Wu said that that Sponprene is about 20 percent more expensive than neoprene. The material is based on PU, which is mixed with other chemicals to produce a foam.

Neotex is exhibiting in the DiWaS section of TaiSPO because it also sells a range of water sports products, including neoprene diving suits and swim training jackets. Another part of the range consists of cycling jerseys, windproof jackets and sports fashion shirts. ■ BS



Eva's sunglasses are so light they float

Eva Optiks' range of sports sunglasses is wide enough to fill entire walls. This year the company is adding a patented line of watersports glasses that are so light they float.



Anne Hung with Eva Optiks' floating watersports sunglasses

The glasses are made with TPX Polymethylpentene, also used for medical and laboratory equipment.

"The density is lighter than water," said Anne Hung, sales representative at Eva Optiks. "So when you are active in the water, for example waterskiing or fishing, you won't lose your glasses." The company said it obtained a U.S. patent last month for the glasses. The material's low density means the sunglasses weigh only about 0.5 ounces

yet remain flexible and durable.

Established by Basil Lin in 1991, Eva Optiks is a specialist in sports eyewear production and employs about 700 people.

Eva Optiks has made sunglasses for years and supplies large retailers including Walmart, Carrefour and Sears, and fashion retailers including Forever 21.

It makes more technical products for companies including Adidas and Julbo, the French brand that specializes in sports eyewear and goggles for winter sports and mountaineering.

Based in Kaohsiung, Eva Optiks makes most of its products at a factory in Fuding, in the Fujian province of mainland China.

The Fuding plant, Fox Optics, has a capacity of more than one million units a month. Eva Optiks opened the factory, at a reported cost of \$8 million, in 2006 to maintain a tighter grip on its supply chain. ■ BS



On the scene at Day 2 of TaiSPO



TaiSPO considers moving show to May

TaiSPO organizers will consider changing the dates and positioning of the show, after seeing a marked rise in the number of domestic visitors over the last two years.



Jilly Lai

This year's TaiSPO was fully booked with a record 1,800 booths. Opening day attendance from domestic buyers was up by nearly 25 percent, while the number of overseas visitors dwindled by 5.5 percent.

Jilly Lai, the TAITRA team manager for TaiSPO and Taipei Cycle, said the shift may partly be due to this year's good weather. But she believes it also reflects broader changes in the sporting goods industry and in the show's purpose.

"It means that [the exhibitors] recognize this show maybe for a different purpose. This is the place they have

chosen to ask their Asian dealers to come," Lai said yesterday.

This may be especially true for fitness equipment suppliers, who use TaiSPO as an inexpensive way of displaying a wide range of products in Taipei.

Lai said TAITRA will survey exhibitors about future show dates. Any change is unlikely to occur next year, but organizers are asking about shifting TaiSPO to May, once the second hall at the Nangang Exhibition Center is open. Construction is scheduled for completion in late 2017.

"The demand for bicycles will probably

pretty much take up Halls 1 and 2," Lai said. Because TaiSPO's existing venue, the TWTC, is already full, "there is no space for growth for TaiSPO."

Although TaiSPO's waiting list is not nearly as long as that for Taipei Cycle, organizers had to turn down late applicants this year.

Lai noted that TaiSPO benefits from running concurrently with Taipei Cycle. A third of TaiSPO's opening day visitors came from the cycle show. Lai also noted that both industries are moving in similar directions with a bigger emphasis on health.

However, she added, TaiSPO's March dates are often uncomfortably close to those of the IHRSA Convention, which took place last week in Los Angeles. This is an issue for fitness equipment makers, who take up 60 percent of the floor space at TaiSPO.

Next year's TaiSPO is still scheduled for March 2 to 5, the same as Taipei Cycle. As reported in yesterday's *Show Daily*, Taipei Cycle adjusted its dates to align with Velo-City Global 2016, a major cycling conference that will take place in Taipei.

TaiSPO is held jointly with the Taiwan International Diving and Water Sports Show (DiWaS) and the Taipei International Sports Textile & Accessory Expo (SpoMODE), which specializes in sportswear, functional fabrics, innovative sports accessories and textile accessories.

■ BS

Shhh.... FBI is top secret

You won't find a picture with this story, because a Diamond Efficiency employee stands watch at the company's booth to ensure that visitors respect the "no photo" signs.

In fact, the product is so secret it's called FBI.

Unlike the "other" FBI, this abbreviation stands for "Fit Body Intelligent," a product that should hit the market next year. Users stand in between two identical, movable devices and exercise their arms and thighs.

"It's mostly for female users, to help remove arm flab and to tighten the backside," said Herman Shu, owner of Diamond Efficiency.

Diamond Efficiency, which specializes in action sports, also offers a colorful range of skate and wave boards with special designs. Most are two- and three-wheel boards marketed under the Holiway brand. Unlike other boards, these are made from injected plastic at the company's Taichung factory — the same place the top-secret FBI will be manufactured.

TAISPO

Booth No:
G0328

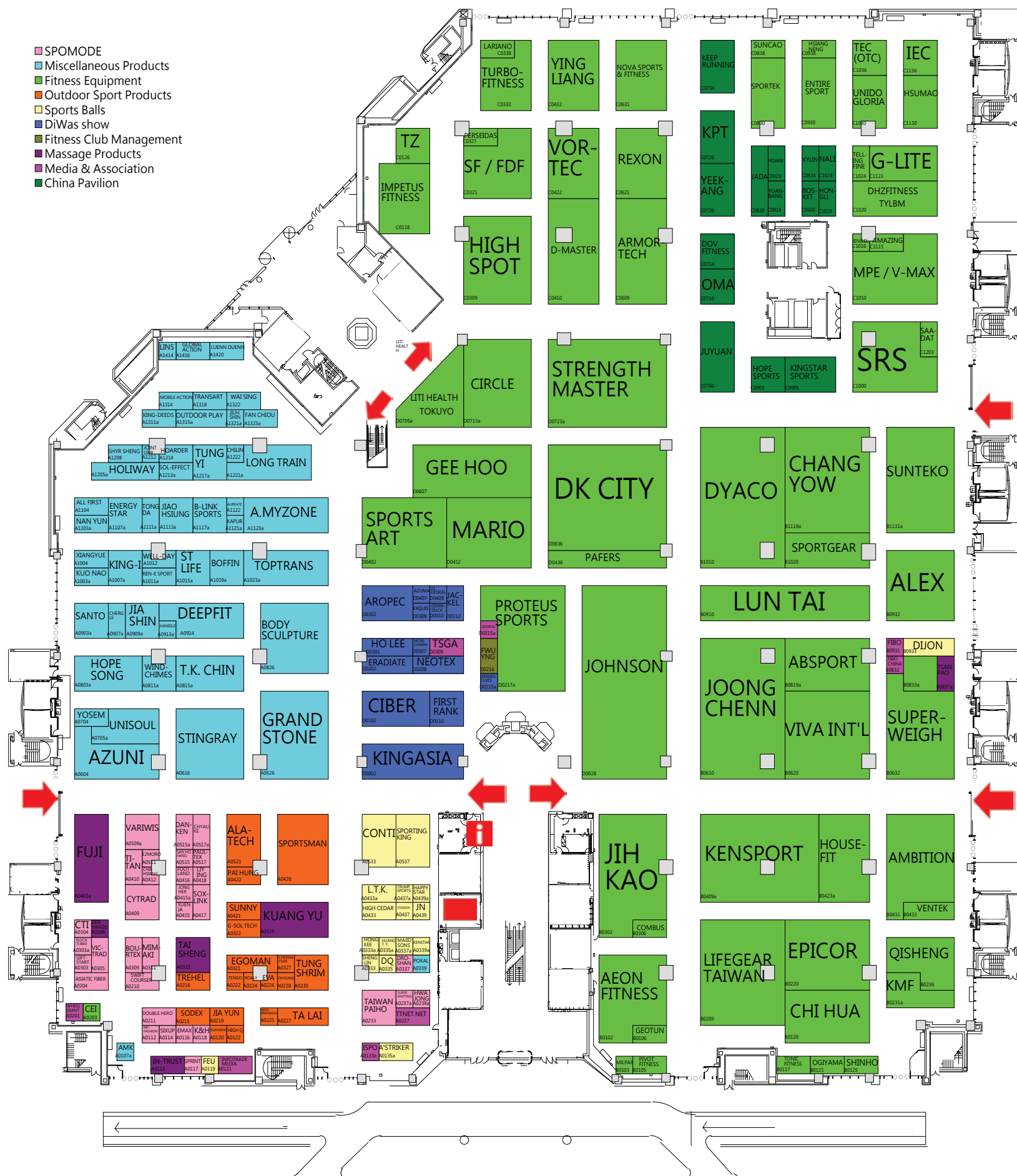
UFO Massage Chair

The World's Most Advance Chair

- **Specialized Foot Massager**
Sensors to measure your height
- **Patented Foot Waving Motion**
- **Patented 216° Inversion Massage Posture**
Isolates sound and light
- **Patented Privacy Cover**
Guides user through α , β , θ , stages of rest and relaxation. Patented design with choice of Japanese or Thai Massage.
- **Patented α Wave Tech**
- **User-friendly Console**
- **Patented Upgradable Core Machinery**



Floor Plans TWTC Exhibition Hall 1, 1st floor





松智路 Song-Chih Road

松壽路 Song-Shou Road

卡府路 Shih-Fu 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!

Wearing your heart rate on your sleeve, and other benefits of wearable technology

Smart watches, heart rate monitors and other wearable technologies have transformed the way millions of people train.

But some suppliers won't be satisfied until every piece of sports equipment has some electronic function.

Wearable technology spans the spectrum of sports, from smart watches for golfers to buzzing insoles for runners. There's no shortage of new gear here at TaiSPO, as many exhibitors are displaying any number of smart accessories, and even "connected" garments that provide light and heat.

But exhibitors like Alatech, Egoman, CBright, AFC and their Taiwan peers have a lot of deep-pocketed competitors to contend with. Samsung, LG and Motorola are offering electronic gadgets for sports that can be used in apparel or footwear.

And the biggest kahuna of all, Apple, is about to begin sales of its Apple Watch in April, featuring many built-in health and fitness applications. Analysts expect Apple to sell between 30 million and 40 million units in its first year.

Fortunately, the wearable technology market is big and expected to get bigger.

Deloitte predicted last year that 2014 sales of smart watches, fitness and activity tracking bands, smart glasses and

other wearable tech would total about 10 million devices, or about \$3 billion.

The report predicted sales of four million fitness bands at an average price of \$140, and two million smart watches at an average price of \$200. (And remember, these are pre-Apple Watch numbers.)

Another sign of the growing importance of smart sports gadgets is the price that companies are willing to pay to get into the market.

Under Armour, the fast-growing American sports apparel and footwear brand, recently paid \$475 million to buy MyFitnessPal, which has about 80 million members, most of them in the United States; and another \$85 million for Endomondo, a Danish fitness tracking platform whose 20 million members are mostly European.

In December 2013, Under Armour snapped up MapMyFitness, with 20 million registered users.

That means Under Armour has acquired as many as 120 million users to whom it can market its wearable technologies and promote its brand. Under Armour currently sells the

Egoman's low-key devices

Many smart sports gadgets are pricy, but Egoman Digital Corp. believes wearable technology can be simple and affordable.

"We are specialized in small electronic products for sports, and last year we started making wearable devices. This is clearly a growing market for us," marketing manager Andy Chu said.

With offices in Taiwan and China, Egoman makes a range of uncomplicated, wearable sports devices for OEM customers, including retailers Décathlon and Carrefour.

Egoman's line includes a wearable, Bluetooth-enabled device that measures time, distance, steps and calories burned and uses an app to connect to a smartphone.

A waterproof music player can be used while swimming, and it records distance while playing music.

New from Egoman is an activity-tracking bracelet. ■ BS

TWTC HALL 1 - 1F
A0321



Egoman's waterproof music player for swimmers.

Armour39 chest strap and module that connect with a smartphone, and with its Armour39 watch.

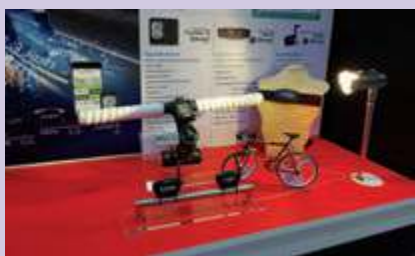
The NPD Group recently estimated that 10 percent of U.S. adults own a

fitness tracker, such as the Nike Fuel band or the Fitbit, while 2 percent own a smart watch.

The opportunities are enough to make a CEO's heart beat faster. ■ BS

Alatech smartens up its HRMs and cycling sensors

Alatech Technology is one Taiwan company at the forefront of wearable sports technologies.



Alatech's smart cycling devices

This year, Alatech is showing a heart rate monitor and a cycling speed and cadence sensor that combine Bluetooth Smart and ANT+ connectivity.

"That means you can use them with cycling computers like Garmin and iOS smartphone cycling apps," said Irene Lee, sales director at Alatech.

Alatech has other advanced products in the works, Lee said.

"This year we are thinking about developing a watch that would be smarter, so that you don't have to wear a heart belt to measure your heart rate and get the information displayed," Lee said.

Alatech is also researching optics. Smart glasses were a fad, with the hoopla over the recently cancelled Google Glass, but Alatech officials say their research is focused more on performance. Any device it comes up with will be intended for athletes who want to measure all aspects of their performance.

Alatech has already made a name for itself in wearable technology with

its Bluetooth-enabled devices for runners, cyclists and other athletes.

The Alatech Runaid 10 is a popular runner's smartwatch that can display information from a smartphone, or interface with other sensors.

Its Cyclaid 10 cycling monitor fits on the handlebar and connects with cadence and speed sensors. Like the Runaid 10, the Cyclaid 10 can display information from a favorite cycling app on a smartphone, while the phone remains safely tucked away in a jersey pocket.

Alatech offers a free app, ALA Coach+, that records training sessions on a smartphone or tablet. The company recently updated the app so it is compatible with Android as well as iOS devices.

Alatech's product line also includes a music player that uses Bluetooth Smart to connect with cycling sensors, heart rate monitors, or foot pods attached to shoelaces. Worn in an arm strap, the device provides real-time feedback to the user.

It also has a USB port so that data from a training session can be downloaded for later analysis. ■ BS

TWTC HALL 1 - 1F
A0521

Is it hot in here, or did I turn my clothes on?

City Bright Company sells a different type of wearable technology: apparel with built-in heating elements.



This AFC cycling jersey has a light touch.

The Taiwan company, also called CBright, previously specialized in batteries, but two years ago began developing a heating system that could be controlled with a smartphone app. The first-time TaiSPO exhibitor is showing a prototype at its booth.

"The control contains the battery but the most important part is the app," said Nicole Su, a saleswoman at CBright. "We have just finished it and the full product should be ready before the end of the year."

Su said the heating system has three components.

One is the heating element, which is built into a jacket, ear muff, vest or other garment. The second is a controller that connects to the heating element through a cable, and the third is the smartphone app. The controller connects wirelessly to the smartphone with a Bluetooth connection.

The battery lasts for about two hours at the highest setting, which warms wearers to 45 degrees Celsius (113 degrees Fahrenheit), and six hours at its lowest setting. It recharges in about two hours.

Su said the system is best suited to winter sports activities. CBright is working on other devices, such as heated pads to relieve knee pain.

The Asiatic Fiber Corporation has for several years offered a system that uses battery power to heat apparel. This year it's offering a heated vest with upgraded performance.

"The vest is even lighter and the battery lasts longer," said Nicky Hou, area managing director at AFC.

AFC is also using electronics to add LED light strips to textiles. The strip can be used for running and cycling jerseys and vests or sleeping bags and backpacks.

AFC sells the materials and the system, instead of the finished products. Its LEDs can survive repeated washings, and their flexible strips bend and fold easily.

Simon Chen, owner and general manager, founded AFC four decades ago. About 20 percent of its sales comes from sports and outdoor products, and the rest from textiles for clean rooms, operating rooms and other specialized uses. ■ BS

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TSMA sees bright prospects in Taiwan's own neighborhood



Taiwan sporting goods makers are responding to Singapore's siren call.
Photo credit: Singapore Tourism Board

Instead of going halfway around the world, Taiwan's sporting goods industry is looking closer to home for growth: Southeast Asia, where many countries are enjoying torrid economies.

In June, officials from half a dozen sporting goods companies will visit Singapore and Indonesia to scout out export prospects. The Taiwan Sporting Goods Manufacturers Association is sponsoring the Indonesian part of the trip. The Commerce Development Research Institute, an arm of Taiwan's Ministry of Economic Affairs, is also a sponsor of the initiative.

TSMA will underwrite 70 percent of the costs, so participants will have to spend only about \$2,000, not including travel expenses.

"Some of our smaller and medium-sized members may not have sufficient financial resources or manpower to explore these markets," said Catherine Wang, president of the TSMA. "This is an important move to help these companies build up their brands."

She added, "A lot of work has already been done to make production efficient and to develop products with more added value. The time has come to put more focus on marketing our branded products."

Singapore, which is striving to establish itself as a regional hub for the sports industry, is an obvious choice. But Taiwan manufacturers also are eyeing markets from Indonesia to Vietnam and the Philippines.

"A few years ago we thought that they were not so suitable for our products, but this has changed with their fast economic development," said Paul Yang, vice president of Conti, which produces balls for team sports such as basketball, soccer and volleyball.

Conti is participating in the trip along with Double Hero, which makes sunglasses; Neotex, which manufactures sports apparel; and Sun Own, which owns the Atunas brand of yoga mats and neoprene products.

Wang said smaller Taiwanese brands should get a head start in emerging

Southeast Asian markets so they have time to build their reputations.

James Chen, chairman of Sunny Industrial Engineering, is helping the TSMA launch its Southeast Asian initiative. Chen has contacts in the region because his company, which makes water sports products, has a factory in Vietnam.

"There is a lot of potential for Taiwanese companies because the level of income in Southeast Asia is increasing and business is going well. That means there are many rich families and high-end, quality products are popular," Chen said. "Taiwanese companies often offer good quality at medium prices, which gives them an advantage in these countries."

Chen heads an ASEAN (Association of Southeast Asian Nations) committee created last year by the TSMA.

He has an ear to the ground in Vietnam because he is chairman of the business facilitation committee for Taiwan's Chamber of Commerce in Vietnam and belongs to the Vietnam Business Forum, which represents foreign investors before the Vietnamese government.

Favorable trade developments also make Southeast Asia attractive.

The 10 ASEAN countries have eliminated tariffs on nearly all imports, and are becoming more tight-knit through the creation of the ASEAN "Economic Community," which is intended to foster closer business and trading ties between member countries.

Recently, ASEAN has sealed free trade pacts with several Asia-Pacific countries including China, South Korea, India, Australia and New Zealand.

Taiwan inked a far-reaching free trade pact with Singapore in November 2013. It was the first of its kind between Taiwan and a Southeast Asian country and has fueled hopes of other pacts.

Chen urged Taiwan's sporting goods companies to explore these markets

without delay.

"Singapore is a nice location to start with, and then each of the countries should be approached separately.

It's not easy because there are lots of different languages and cultures in

these countries, and they all have their different distribution structures. I learned that from my own business," Chen said.

"But it's important to get in and establish your distribution right now, not ten years later." ■ BS



Catherine Wang

Sporting goods exports enjoy a banner 2014

Bolstered by double-digit increases from sales of fitness equipment and water sports products, Taiwan's sporting goods exports enjoyed a robust 2014.

Exports rose 6.5 percent to the equivalent of \$1.785 billion.

Fitness equipment accounted for \$760.1 million of the total, up 11 percent from 2013. It was the highest percentage increase for the category since a sharp recovery in 2010.

Exports of water sports equipment rose 11.3 percent to \$76.3 million. Racquet sports also were healthy, with exports rising by 10.2 percent.

Two other important categories,

golfing and outdoor equipment, saw moderate growth. Exports of golf equipment rose 1.3 percent to \$371.5 million, while outdoor gear exports were up by 3.8 percent to \$285.6 million.

The United States is the largest market by far for Taiwan's sporting goods industry. Exports to the U.S. rose 6.5 percent to \$656.8 million.

Taiwan manufacturers also saw ample gains to the large European export market, led by the United Kingdom and Germany. Sales to mainland China advanced by a lesser 3.2 percent to \$181.7 million.

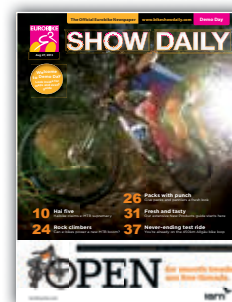
Meanwhile, imports of Chinese sporting goods jumped by 14.4 percent to \$358.7 million. ■ BS

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