

# SHOW DAILY

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Day 2 | Mar 3, 2016

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**4** **Final words**  
Outgoing president praises industry

**11** **Cooking up something new**  
Making pedals from discarded rice husks

**7** **Follow the leaders**  
CEOs discuss advocacy challenges

**22** **Little kids, big business**  
Suppliers benefit from little shredders

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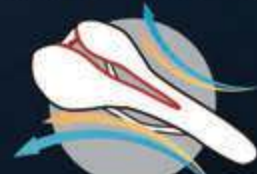
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**13°C (55°F)**  
Generally clear

**TOMORROW**  
**24°C (75°F)**  
Mostly sunny

## Table of Contents

### Live long and prosper

Taiwan president praises industry's prosperity in last show visit ..... 4

### Vox Pop

What is your company doing to support cycling for transport? ..... 6

### Follow the leaders

Industry leaders offer prescriptions for advocacy and e-bikes ..... 7

### Lots to talk about

Shimano opens up about lots of new products, including Metrea ..... 8

### Alternative reality

Bkool simulators bring the world to your indoor workout ..... 9

### Made from rice

Changhua company turns rice husks into pedals and grips ..... 12

### Li'l huckers

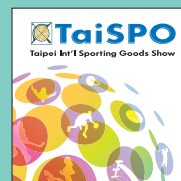
Brands, component makers cater to younger riders ..... 14

### New products

The most interesting products in the halls of Nangang ..... 22

### Correction

Because of an editing error, a photo caption in yesterday's Taipei Show Daily erroneously identified Grace Chen as the wife of Martin Hsu. She is not. The Show Daily apologizes for the confusion.



**For TaiSPO coverage  
turn to page 40**

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# Outgoing Taiwan President Ma opens the Taipei Cycle show one final time

Outgoing Taiwan President Ying-jeou Ma opened Taipei Cycle for the last time Wednesday with praise for the benefits that the bike industry has given the country.



Taiwan President Ma Ying-jeou and industry leaders jog toward the future with fitness bands.

"You can see how prosperous the bike industry is in Taiwan. Taiwan's global production is now just behind China, India and Brazil. Given the difference in population, you can see that Taiwan is relatively smaller, but managed to make it to fourth in the world," Ma told dignitaries and media at Wednesday's opening ceremony at Nangang Exhibition Center.

Ma is nearing the end of his second term. Chen Chien-jen, Taiwan's president-elect, will succeed him on May 20.

Ma said that since Taiwan signed

the Economic Cooperation Framework Agreement (ECFA) with mainland China in 2010, Taiwan has enjoyed an economic surplus with the mainland amounting to NT\$80 billion a year. In that same time, he added, Taiwan's bicycle industry has grown nine-fold.

The agreement has been controversial in Taiwan, and Ma's popularity has slid throughout the country in part because of a perception that he has been too close to mainland.

However, Ma defended the pact and said it has been beneficial.

"Even opening to competition from

mainland China, the Taiwan bike industry is very strong and the annual growth is increasing steadily," Ma said yesterday.

Some critics have argued that agreement benefits only big companies, but Ma said small- and medium-sized enterprises throughout the industry have seen positive impacts as well, since complete bicycles use components and parts from smaller producers.

Jong-chin Shen, Taiwan's vice minister of economic affairs, took the stage before Ma, telling the audience that Taiwan's bike industry has served as an example to other island manufacturers in how to diversify.

"Taiwan used to be a kingdom of OEMs and OCMs, and the bike industry has shown us that you can take a different path of innovation, producing premium products to have your stamp on the world," Shen said.

Shen noted that the export value of a complete bike from Taiwan was \$600 last year. The goal this year is \$800.

"So you can see it's reaching higher grounds year after year," he said.

Ma praised not only the benefit of the

bicycle industry on Taiwan's economy, but on its health. He noted that local manufacturers have helped turn Taiwan into a cycling destination with thousands of kilometers of new trails and a bike sharing system.

Ma said Taiwan had fewer than 1,000 kilometers (620 miles) of bike trails when he took office in 2008, but that number has since quadrupled.

There's also the KOM mountain climb challenge, the Tour de Taiwan and sporting centers used by more than one million people every month.

That is all helping to create healthier citizens and reduce the budget for healthcare.

Ma, a cyclist himself, closed with an anecdote about a ride he took around northern Taiwan before he became president. He was riding a low-quality bike over poorly maintained roads and said he spent 12 hours in the saddle.

"When I got home, I was so exhausted," he said. "A few years ago, I did it again and it took only four hours. That shows how much progress there's been to make better bikes and better trails." ■ NF



President Ma inspects some of the innovative bikes at the show.

## What's on today Thursday, March 3

All events are at the Nangang Exhibition Hall unless otherwise noted.

### GENERAL SHOW INFORMATION

**Taipei Cycle Show**  
Hours: 9 a.m. – 6 p.m.

Venues: Nangang Exhibition Hall and Taipei World Trade Center (TWTC) Hall 1, 2nd Floor. Held in association with the Taipei International Sporting Goods Show (TaiSPO) at the TWTC.

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### SHUTTLE BUS SCHEDULE

**2016 Free Hotel Shuttle Bus Routes**

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

March 2-4 ..... 8 a.m. to 6:30 p.m.  
March 5 ..... 8 a.m. to 1:30 p.m.  
Buses leave every 15 minutes

Taipei Nangang Exhibition Center → Major Hotels in Taipei (one-way)

**ROUTES A to C**  
March 2-4 .... 5:45 – 6:30 p.m.  
March 5 ... 2:45 – 3:30 p.m.  
Buses leave every 10 to 15 minutes

### ROUTE A

Taipei Nangang Exhibition Center → Far Eastern Plaza Hotel → Eclat Taipei → Sun World → Taipei Fullerton East → FX Hotel Taipei

### ROUTE B

Taipei Nangang Exhibition Center → Gallery Hotel → Taipei Garden Hotel → Caesar Park Taipei → Miramar Garden Taipei → Cosmos Hotel → Palais De Chine Taipei

### ROUTE C

Taipei Nangang Exhibition Center → The Howard Plaza Hotel Taipei → The Fullon Hotel Taipei

**ROUTE D** (Operated by Holiday Inn East)  
March 2-4 ... 6:30 p.m.  
March 5 .... 3:30 p.m.

Taipei Nangang Exhibition Center → Holiday Inn East

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



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# Vox Pop

**What is your company doing to support cycling as a mode of transportation?**



**Philippe van Houtte**  
Woodman Components, Taiwan

As Woodman Components is a very small company, we feel we are restricted in our efforts to promote cycling. A farmer who raises only 10 pigs cannot promote ham. But I would be more than pleased to support common efforts of the industry. And of course we do promote cycling within the company.



**Aleksei Alferov**  
Velostrana, Russia

Velostrana operates five retail stores throughout Moscow. To get people involved, we use social media to report about cycling events and races in and around Moscow, and we also regularly make special offers to get people on bicycles.



**Thomas Binggeli**  
myStromer AG, Switzerland

As a manufacturer of a high-class and prestigious speed pedelec, we help promote cycling as a lifestyle in large cities all over the world with our bikes. Seeing our product zipping by when you're trapped in a traffic jam is the best promotion for cycling, really.



**Ronny Höglund**  
Herrmanns, Finland

Since Herrmanns is a member of Conebi [Confederation of the European Bicycle Industry], we are active in promoting cycling through them, and as an industrial manufacturer we also lobby within Finland. Besides that, our products are mostly suitable for commuters.



**Lin Chen-Liang**  
Cycle Element store, Taiwan

As our store is located in Tainan, we organize group rides along the many historic landmarks in our city. To get people involved in this and to document these sightseeing trips, we rely on various social media channels.



**Scott Ritschoff**  
CSG, United States

CSG donates to the advocacy organization PeopleForBikes that just pushed through a new transportation bill. In addition to that, we are supporting the construction of the Norwalk River Valley trail that connects five municipalities around our headquarters in Wilton [Connecticut], both with voluntary labor and with money we get through fundraising efforts.

# The topic was advocacy, but the Leaders' Panel focused on e-bikes

With this year's Taipei Cycle Show coming on the heels of the Velo-city Global advocacy summit, there's been a lot of talk about how cycling can help solve the world's transportation and health problems.



The Leaders' Panel

We've heard what the advocates have to say, but what about the industry?

That was the premise behind the show's first Leaders' Panel, a discussion on the state of advocacy in the industry

Wednesday afternoon, featuring the heads of five of the biggest brands.

Yesterday's hour-long discussion wound up focusing on the future of electric bikes, and the legal and regulatory challenges facing their adoption in several countries.

Panelists included Tony Lo, CEO of Giant and president of the Taiwan Bicycle Association; Scott Rittschof, senior vice president at Cycling Sports Group and a board member of U.S. advocacy group PeopleForBikes; Robert Wu, president of KMC and member of the Cycling and Health R & D Center; Claus Fleischer, CEO of Bosch E-bike Systems; and René Takens, CEO of Accell group and president of the Confederation of the European Bicycle Industry.

Raymond Gense, director of future technology and public affairs for Pon and the vice chair of the ECF Cycling

Industry Club, served as moderator.

Gense opened the discussion by asking the leaders what the industry can do to promote cycling in one-year, five-year and 10-year horizons.

His question led into a discussion about e-bikes as a potential solution to global transportation problems, and the obstacles that are holding them back.

While Europe, Asia and North America are in different phases of e-bike acceptance — with Europe being strides ahead of the other two regions — regulatory issues are a common theme.

The European Union has uniform, clear rules for the permissible power and speed of e-bikes.

"We do not find clear regulations in other countries," said Bosch's Fleischer.

Fleischer said entering the U.S. market with Bosch-equipped pedelecs has been a challenge because laws and regulations vary from state to state. China and Taiwan are challenging because of uncertain regulations.

Australia, by comparison, was easy because it has adopted the EU rules.

"This is where we need support from politicians, government, whomever we can influence," Fleischer said.

Taiwan faces an additional issue involving inexpensive, but polluting, motorbikes, which have long been the preferred mode of transportation. There is a danger of e-bikes and motorbikes competing for space on congested streets.

In the U.S., the path forward concerning e-bikes is still murky.

"I'm a fan of e-bikes. I love e-bikes. I think there's going to be a fantastic market for it in the U.S., but we're waiting for that consumer to emerge," Rittschof said.

Unlike Europe, the U.S. e-bike market isn't moving toward existing commuters who are looking for more power or speed.

Instead, it's finding a new market altogether — such as couples of varying skill and fitness levels who want to ride together, or urban millennials who want to ditch the car.

"It's a little bit of a waiting game. There are companies jumping into this market right now and everybody's watching," Rittschof said.

Another complication is each of the 50 U.S. states authorizes its own traffic laws, which cover bicycling. That creates confusion because each state has different laws. In some states, e-bikes are technically illegal or are considered to be like mopeds and require special licenses.



René Takens

PeopleForBikes, the main U.S. advocacy organization, and the Bicycle Products Suppliers Association are working to encourage states to pass model e-bike legislation. They got a big win last year in California and are now working on other key states.

The discussion closed with each panelist discussing his advocacy goals for the next year.

Answers ranged from finding funding pay for new cycling infrastructure (Takens) to pushing public/private partnerships to accomplish cycling-related projects (Wu) and putting aside competition to collaborate on promoting advocacy and infrastructure (Lo).

"I think it's time for us to really think about what can we do together to enlarge the pie," Lo said. "What can we do together to make the total pie larger especially in those new areas? E-bikes can do great things over the next 20 years to really enlarge the pie." ■ NF



Robert Wu


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# No more teasing: Shimano launches Metrea, along with several updates

Shimano is presenting a sleek new groupset for fast urban cyclists; wider-range cassettes and redesigned chainrings for its top-tier mountain bike groups; and a fully revamped Sora group.



The urban groupset is now official. It is the Metrea line that **Shimano 4F/M0814** teased at last year's Eurobike show by displaying it without advance notice, and accompanied by only the scarcest of information. The groupset combined elements of its existing mountain, city and road bike groups.

Metrea is now an official product line, aimed at style-oriented urban cyclists. The crankset is its most visually striking element. It looks almost sculpted, and includes a built-in chain guard to protect pants.

It's available in either a double or single chainring configuration. Disc brakes are the only option, for all-weather stopping power. For the Metrea controls, Shimano combines Rapidfire Plus-style shifters for flat handlebars with two options for brake levers. Apart from classic ones, there are also levers designed for bullhorn handlebars.

One-by drivetrains are steadily becoming the norm for mountain bikes, and Shimano is embracing the trend with some of the new advances in its top-tier XTR and XT mountain bike

groups.

In order to keep the chain on track, Shimano relies on a new technology it calls Dynamic Chain Engagement. The chainring's teeth are chamfered asymmetrically, which is supposed to improve chain retention and reduce noise and wear.

Shimano introduces a new 11-46 cassette configuration for a wider range. And to speed on-trail repairs, the Japanese components giant for the first time in its history is offering a tool-free chain link it calls Quick-Link.

Finally — bringing hydraulic disc brakes down to a price level just below Acera — Shimano is offering two new entry-level models, the M365 and M315.

For road bikes, the trickle-down effect clearly shows with Shimano's new Sora R3000 group. This is most obvious with the new cranks that come in the same sleek four-arm design that once premiered with the top tier Dura Ace group and has since become known from the company's more expensive road groups.

Shimano's 9-speed road group puts an emphasis on durability, affordability and a wide choice of gears. Crank options are double or triple compact setups.



Sora R3000 lever & crank

Urban commuters can choose five-arm cranks with trouser-protecting chain guards. With 11 to 34 teeth, the cassettes offer plenty of range for fitness-oriented riders and commuters.

For a timeless look, the group comes in a black-grey gloss finish, and users may choose between STI Dual Control levers for drop bars or Rapidfire plus shifters and matching brake levers for flat handlebars.

While dual-pivot calipers come as the standard option for braking, Shimano also offers Sora-grade mechanical disc brakes. Remarkably, these come in the flat-mount design that is currently taking the road bike world by storm. These calipers can be combined with either steel or stainless steel rotors.

■ LVR



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# Stay 'kool' and train on with the Bkool virtual simulator

ENGLISH

Getting motivated to train outside in the dark, cold dampness of winter is usually too much for most of us to bear. So why not ride in the sunny warmth of the south of Spain instead?

**Bkool 4F/M0027** lets riders skip the travel and take a virtual training trip to whatever destination they desire. The company, from Madrid, has developed a "smart" trainer that lets users choose from one of 600,000 routes that have been mapped out with GPS data.

Want to train for a big ride by simulating the climbs of the Col du Tourmalet? You'll get the exact same mileage and elevation gain and loss on Bkool as you would in the French Pyrénées.

Two partners — one a triathlete and the other a bank CEO — founded Bkool in 2009. They figured there had to be a better way to pass the time on a trainer than staring at the wall or the TV screen.

So they worked with ANT+ technology to create a wireless system that only requires the trainer, and a simulator that users download from the Bkool website and run on a TV or computer screen.

The simulator controls the trainer's resistance and changes it automatically depending on conditions of the selected route.

"They knew there's a segment of the market that really needs to train for hours and hours on a bike. Nowadays nobody has any time, so instead of watching a TV or watching a wall, why not give them something fun?" said Laura Rodriguez, who heads up Bkool's Europe and Asia sales.

They sold the first trainer in Spain in 2011 and expanded to international markets the next year. Now, Bkool is distributed in 30 countries across Europe, Asia and North America, and the company counts 100,000 registered users in its database, Rodriguez said.

The trainer, which is manufactured in Barcelona, sells for \$700. Users can pay another \$15 a month for a premium membership — essentially, access to routes in 3D, which also includes a reproduction of the real weather on the route and a multi-player role so they can race other users who are "riding" on the same route.

A Velodrome option allows cyclists to train on the track and compete in various pursuits. There's an option to stream video that others have uploaded, so they



Bkool trainer and simulator

can experience the actual scenery of a specific ride. They can also pair with a heart rate monitor for a more thorough analysis of their workout.

Bkool is one of several companies

breaking into the smart trainer category — Zwift and Wahoo are two others — but Rodriguez said Bkool is the first to offer users the opportunity to ride virtually with up to 100 people at a time. ■ **NF**

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# Photos Day 1



Overall winner of the 2016 International Bicycle Design Competition, Taiwan's Gary Liao, with his 'Skeleton' bike.

# Wellgo/Velo Party

ENGLISH



Bien Lien (Changing Faces) Performer Yu-Hang Kao



Ann Chang & CSK owner Chang Sheng Kai



Marketing Director Ann Chen addresses the invited guests at the Velo party



Prologo General Manager Salvatore Truglio



Velo's President Stella Yu & 'Changing Faces' Performer, Yu-Hang Kao



Audience participation during the 'Dance Works' tap dance performance

# CKC cooks up pedals made of rice husks

Whether they are flying in to Taoyuan Airport or driving across the country in a car, foreign visitors are struck by the abundance of rice paddies in Taiwan.



Shimano Metrea components

Now, a Changhua company, **Chien King Industrial 4F/10513** has found a way to turn rice into bicycle components.

Rice is not just a vital ingredient of local cuisine; it's a key agricultural product for Taiwan's farmers, who grow more than 1.5 million tons every year.

Processing the rice leaves huge

amounts of discarded husks. Chien King, commonly known as CKC, discovered an ingenious way of using those husks so they are not thrown away.

When processed at medium temperatures, the husks serve as a cheap, sustainable and abundantly available raw material that can be pressed into various shapes.

CKC turns the husks into pedals and, now, grips.

"The resulting material is too hard and brittle to be used for bicycle parts, but when mixed with plastic, it perfectly suits our needs", CKC's Tony Liang said.

This allows CKC to save a significant amount of petroleum-based plastic by substituting it with a sustainable, eco-friendly material.

Because the rice husks can be processed at lower temperatures, CKC saves energy, thereby lowering carbon emissions, when it makes the pedal cages.

For this innovative approach, CKC won a d&i award for its entry-level CK-UB2RH platform pedal.

CKC has also used the rice husks to make grips, which contain even higher percentages of this sustainable raw material. The company is now experimenting with making tires using the husks.

The packaging that CKC uses for its pedals and grips also is partly made from rice husks. And for select customers, CKC offers them bags of fresh Taiwan rice. ■ LVR

## Go exploring with a light Dosun light

When Eiso Enterprises 1F/K1220, a Taiwan manufacturer of LED bicycles and office lights, founded its Dosun bicycle light brand in 2004, founder Gary Gen was already eyeing the international market.

That's why, for example, the brand's website [www.dosun.us](http://www.dosun.us) — ending with "us," and not the "tw" suffix commonly used for Taiwan sites.

The Dosun brand now accounts for a good portion of Dosun's bicycle light production, along with the company's OEM business as the brand gets more international business.

Here in Taipei, the company is featuring Exploring, a new LED front light.

"At 27 grams, this front light, with a water-resistant aluminum alloy body, is one of the lightest front lights in the market," assistant manager Chengde Huang said yesterday.

It isn't just feathery light. With an output of 100 lumens, the tiny light also shines bright.

"Instead of using a reflector we installed a special lightweight focus lens," Huang said.

The Exploring lights are available in black, blue and silver.

A 300mAh Li-polymer battery charges fully by USB in two hours. The light lasts two hours in running mode, four hours in low and 15 hours in flash mode. ■ JB



Chengde Huang with the Dosun Exploring light (Photo: JB)

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# 2016 Overview: Children's bikes and components

## Little shredders are becoming a bigger business for brands, Taiwan suppliers

There's never been a better time to buy a bike for a child or a teenager.



Paco bike

The current crop of kids' bicycles, and bicycle components, are light and built to high-quality standards as more parents show they are willing to spend more.

That has not always been the case. Kids' bikes used to be cheap because their riders grow so fast that parents can't count on them riding the same bike for more than a few seasons.

To cut costs, bike brands moved production of their kids' lines to China,

and then Cambodia.

But cheap children's bikes also tend to be heavy — especially when manufacturers insist on slapping on a drivetrain with multiple chainrings, and a cheap but heavy suspension fork on a frame that is already hefty. The result is a bike that is no fun for a youngster to ride. Imagine riding a bike that is half your weight.

But this is changing as parents

become more concerned about product safety, and about avoiding potentially hazardous materials in saddles, grips and other parts that come in contact with their kids.

Because many of the parents buying these bikes are avid cyclists themselves, they want their kids to ride bikes that work as well as their own.

This has led to new kinds of bicycles for younger riders. The Taiwanese brand **Paco Bike 4F/L1224** focuses entirely on bicycles, wheels and other parts and accessories for children and juveniles.

Following its "speed your life" motto, this brand offers road, cyclocross, mountain and even track bikes for children and juveniles, making it the brand with possibly the most comprehensive line-up of higher quality children's bikes.

**Giant 4F/M0820** offers two models for ambitious youngsters: the TCR Espoir and the cyclocross model TCX Espoir. Both roll on 24-inch wheels and are well spec'd.

And **HL Corp. 1F/J0112** has introduced a dedicated kids' road handlebar for 2016, the Furio Pro Jr., part of its product lineup for its Satori aftermarket brand.

Mountain bikes are another growing category for little riders. Commencal and Propain Bikes in Europe, and Lil Shredder and Norco in North America, have kicked off a trend that is likely to gain traction with some larger manufacturers as well. They produce children and juvenile bikes that are built to survive long days in bike parks without slowing young riders down with heavy weight.

"At first we developed these bikes for our own children, and we did not calculate cost prices or margins," said David Assfalg of Propain, a German brand. "But then people from all over the world got interested in these bikes, so we decided to push this category further."

The Propain Frechdax model weighs less than 9kg (20 lbs) in the 20-inch wheel size. That's an impressive weight for a full-suspension bike with disc brakes.

Young riders such as Finn Iles, Jackson Goldstone and Lukas Halahan are better than most of their adult counterparts, and

have become famous by posting their exploits on YouTube and Vimeo. Their movies motivate other kids, creating a growth dynamic in the market segment.

Propain and Commencal said sales of kids' bikes have become a significant source of sales for their companies.

Jim Jamison, Norco's product manager for children's bikes, said that because of the relatively small quantities and high-quality demands for the kids' bikes, Taiwan is the best place to source them.

"While many of the huge manufacturers were not flexible enough to meet our demands regarding quality and quantities, smaller companies such as **Kore**, **Spank** and even **SRAM** are



X-Mini push bike

often more flexible and open to special demands of customers," Jamison said. "They have started to build high-quality components and parts for young riders."

As the father of five children ranging from 2-1/2 to 15 years, Jamison has his own test crew at the dinner table.

Like Assfalg, Jamison says the most important consideration for high-quality kids' mountain bikes include ergonomics, weight and the function of the suspension fork and rear shock.

From the handlebar to grips and brake levers to pedals, cranks and the saddle, a lot of parts and components need to fit the smaller proportions of children.

Because of the lower weights of the riders, suspension components need to be super sensitive and work with barely any stiction.

And, of course, weight matters as well: children weigh much less than adults and are less powerful. This means that every part needs to be selected carefully — and sourcing them is no easy task.

Many come to Taipei Cycle, where they will find suppliers who are able to meet these requirements.

**Spank Industries 4F/L0905a** has launched a line of colorful, high-quality children's components.

In addition to the narrow lock-on



Giant TCR Espoir 24



Spank Spoon 90 pedals

Grom Grips, the line includes the sturdy yet lightweight Spoon 28 wheelsets and rims in both 20- and 24-inch sizes, and Spoon 90 platform pedals with a smaller cage to fit U.S. shoe sizes of six and under.

won one of Taipei Cycle's coveted gold d&i awards for its visually striking X-mini balance bike. It is made with beautifully machined parts that are all CNC'd from aluminum. Frame angle, handlebar distance and saddle height are adjustable and, most significantly, so is the wheelbase, to make it longer for more stability or shorter for quicker steering.



Spank Spoon 28 24-inch wheel

The X-mini is another sign of the industry taking its youngest customers seriously. ■ LVR



Velo Little Angel saddles

Another product offering uncompromised quality for young riders is the Little Angel saddle from **Velo 1F/10717**.

It has the same sophisticated construction and ergonomically optimized shape as the men's and women's versions, but in a scaled-down size. So children also get to enjoy Velo's latest technologies such as Y-Cut, Arc Tech and Atoms Shaping. Because it's smaller, it is even lighter than the equivalent adult models. Velo is even addressing the needs of the youngest cyclists. The world's largest saddle manufacturer has developed a toy-certified saddle made of non-allergic materials that's intended for balance bikes. The company says it is a market first.

And speaking of the smallest shredders, **Chuhn Chuan 1F/K0013** just



Propain Frechdax

# The 'brake whisperer' keeps brakes quiet

They call him the "brake whisperer."

Industry veteran Chun Ling Yeh, the founder of **Genuine Products, 1F/10526** has focused on a problem that annoys a lot of cyclists. It's when their rim or disc brakes start squealing louder than their bicycle bells. Yeh and his team have developed what he says are pads and shoes that won't squeal. The company uses a semi-flexible ceramic fiber compound it calls Gigapower Ceramic, which Yeh said is comprised of more than 40 organic ingredients. "It stands for being squeal-proof, not overheating rims, and being as good as metal compounds," he said. Genuine sells a line of Gigapower brake shoes and pads for any kind of bicycle rim or disc, using different formulations of the compound. He said one of the compounds will even silence carbon rims brakes. Apart from keeping the brakes quiet, the company's disc brake pads insulate the braking system from heat buildup caused by friction, keeping the brakes from locking up. "Disc pads are carbonized and sintered at 350 degrees C [662 degrees F] for 15 hours, creating a stable compound," Yeh said. He said extreme



Chun Ling Yeh of Genuine Products (Photo: JB)

temperatures or weather conditions have no effect on the performance or stability of the disc pads. Even grease won't affect brake performance. Yeh said several premium bike brands use the Gigapower Ceramic rim brake shoes and disc brake pads. ■ LVR

# TranzX launches e-bike kit for folding bikes

TranzX has been making e-bike systems since 2007. Now it's moving into a bicycle category that is just starting to discover the power of "e" — folding bikes.

E-folding bikes aren't a novel idea, but they aren't common because they don't have a lot of space for a motor or battery. And because folders are intended to be mobile, the extra weight is often counterproductive.

**TranzX 1F/10412** is launching the Folding 15, which uses a small, 2.35kg (5 lb) rear hub motor, and a slim battery. The total system weighs about 5kg (11 pounds).

"After talking with OEM customers we had the feeling that the time is ripe for a special e-bike kit designed for folding bikes," said Nolan Cheng, product manager for TranzX. "In the name of commuters we brainstormed the idea of making the entire system small and simple." With the Folding 15, TranzX is striving to keep the weight of an e-folding bike to no more than 16kg (35 pounds)j1

That requires compromises, however. To make a battery that is structurally easy to install on a folding bike, TranzX had to slim it down. That means the battery is



Nolan Cheng with the Folding 15 (Photo: JB)

good for a range of only about 25 to 35 km (15 to 22 miles). "This is more than enough for commuters riding from home to the next public transportation station," Cheng said. If customers need more range, TranzX offers a carrier for a second battery. With the Folding 15, TranzX seeks to offer a simple, e-bike kit made for commuters who ride folding bikes. Cheng said it would be offered at an attractive price point as well. The parent company of TranzX, JD Components, is celebrating its 30th



**NECO 1**  
Intelligent Hidden Wire Headset  
NECO1 Patent No. China: 4118628/EPC: 14176833.3

**NECO 3**  
Intelligent Portable Charger  
NECO3 Patent No. China: 201520350512.0/Germany: 202015104197

www.necoparts.com

## Magura's Taichung factory helps it stay close to Asia

Magura **4F/N1207** has doubled the workforce at its Taichung factory since it opened in April 2011, yet it has increased production there by a factor of five, said Bernd Herrmann, managing director of Magura Asia.

He said Magura Asia stresses the efficiency of lean production techniques. "We as a small producer try to stay close to Toyota's well-known TPS production system," he said, referring to the Toyota Production System used by Taiwan's leading bicycle manufacturers.

Magura assembles all forks in Taiwan along with entry-level and mid-range disc brakes. Herrmann said all rim brakes and all major components are still made in Germany.

"We still rely on the high-end image that German products have around the world. We recheck the quality of our made-in-Taiwan products," he said.

Magura moved much of its assembly to Asia to be closer to its OE customers as well as the fast-growing Asian market. Magura Asia, for example, offers cable assembly and cutting for the Asian aftermarket.

Herrmann said the Asian aftermarket isn't as strong as the region's appetite for new bikes.

"Taiwan-produced bicycles are already equipped with all kinds of



Bernd Herrmann (Photo: JB)

high-end parts. There is less need for high-end tuning," he said. "If riders want better parts they buy a complete new bicycle with all that stuff on it."

The Asian bike market is in great shape, he added — not just in China, but in Southeast Asia as well, thanks to a growing middle class.

"People have more money and leisure time. A high-end bicycle belongs to those 'must-have' status symbols," Herrmann said. "Moreover the fitness culture is rising, which means more people are buying high-end sports bicycles, not just commuter models." ■ JB

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# Taya sails through nearly 50 years

**Not many companies in Taiwan's bicycle industry can boast of a history like Taya Chain. Founded in 1969, Taya is still innovating mightily as it sails toward its 50th birthday.**

Hua Tien Wu has been at Taya's helm since the beginning, when the Taya Group inherited the bicycle and motorcycle chain division of a Japanese supplier, Tsubaki.

Taya 1F/K0610 has been producing high-quality chains ever since from its Tainan headquarters. One milestone was the opening of its Tebolon plant in 1999, which applies special coatings to chain links, rollers and pins, along with a variety of fasteners and automotive parts.

Known mostly for its anti-corrosion coatings, the Tebolon plant also applies coatings that harden the surfaces and extend the mileage of chain parts, and other coatings for decorative purposes.

Taya now operates two factories in Tainan and a third in Kaohsiung, accounting for a combined total of some 31,000 square meters (330,000 square feet).

For the bicycle industry, Taya's main factory in Tainan, with 150 employees, is

the center of the action. The company established its Taya Excellence production center there in 2009. That's where all of its high-end chains are manufactured, from 11-speed chains for road and mountain bikes to sturdy chains for e-bikes.

Taya holds more than 100 patents worldwide, covering such aspects of its production from the exact shape of its chain links to its proprietary Sigma connector links to various coatings.

It also caters to retailers with large workshops, offering chains in bulk — large boxes that contain 30 meters, or nearly 100 feet, of chain.

Taya says it produces some 24 million pieces a year and accounts for 10 to 15 percent of the global bicycle chain market.

On the mainland, Taya runs a factory in Tianjin, near Beijing, that is about a third the size of its Taiwan factory, and a warehouse near Shenzhen.

Rather than following the typical business model of producing large quantities of entry-level products in China and then shipping those chains back to Taiwan for assembly, Taya's Chinese factories produce only for the mainland bicycle producers it supplies.

Jill Wu, Hua Tien Wu's daughter, notes that bicycle chains are a shipping nightmare.

"Even if Taya produces some seriously lightweight chains, this product weighs a lot when put in relation to its compact



Hua Tien Wu

volume," Jill Wu said. "This means that we can only fill up freight containers to one quarter of their volume due to weight restrictions."

The machinery at the Taya factory may not be as glitzy as at other Taiwan bicycle suppliers. But don't let looks fool you: Relying on a skilled workforce, this company boasts a flexible yet widely automated production process. Clever quality control procedures allow for the detailed backtracking of the individual parts that go into every chain. ■ LVR



Taya's equipment isn't fancy but the factory is highly automated.

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18 Taipei Show Daily

Thursday, March 3, 2016

## KMC pushes chains past the breaking point so you won't

Since KMC was founded in 1977, the company has produced more than 4 million kilometers — 2.5 million miles — of bicycle chain.

Today, **KMC 17/10T18** is the world's leading supplier of bicycle chains, claiming more than 70 percent of the global market. Annual sales are about €218 million, or \$240 million. KMC employs no less than 4,500 people around the world.

While its chains would circle the globe many times over, KMC is steadily expanding its global business presence as well. It operates several factories in mainland China and in Vietnam along with its main factory at its Tainan headquarters. KMC has offices in California, the Netherlands, Hong Kong and Indonesia, and R&D centers at Tainan and in Taicang, China.

Robert Wu oversees KMC. He's the son of founder Charles Wu, who bought some second-hand machinery to launch what was he originally called Kuei-Meng Industrial Co., Ltd., nearly 40 years ago.

Production began to take off in 1986, when KMC started making bicycle chains for Shimano — a partnership that has grown significantly and continues today.

KMC is more than bicycle chains, which account for 60 percent of sales. Motorcycle chains make up another 20 percent, with automotive and industrial chains accounting for the rest.

KMC has invested in so many factories outside of Taiwan because chains are relatively heavy to ship. As Taiwan's bicycle industry expanded across Asia, so did KMC as a key supplier.

KMC's Tainan factory reflects its status as the world leader. Hall after hall is filled with state-of-the-art machinery driven by pressurized air. Because of Taiwan's higher labor costs, KMC has automated several manufacturing steps, including chain assembly. Many of the employees are there primarily to keep a close eye on the production lines.

When it comes to checking the finished chains for quality and



*KMC's headquarters in Tainan, Taiwan*

suppleness, however, nothing beats the sensitivity of skilled workers' hands.

KMC is eager to protect its proprietary technologies, from the details of its heat treatment process to its anti-corrosive coatings, so it did not allow cameras inside the factory during a recent press tour.

KMC has celebrated recent successes including Olympic gold medals in both mountain biking and BMX, and multiple stage wins in the Tour de France.

And the company continues to innovate as it keeps pace with larger industry trends. For example, 1x11 drivetrains, which are common on modern mountain bikes, put the chain under severe side loads, requiring KMC to engineer new designs.

The boom of e-bikes equipped with mid-drive motors also requires new types of chains. Transferring those extra watts to the rear axle stresses a normal chain in a way that traditional bicycles don't.

KMC works with more than 80 OE partners to push the limits of increasing the longevity and reliability of its bicycle chains. ■ LVR



*Bicycle chain links on the KMC assembly line*



## Mid Drive Motors



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## Messingschlager is here for some wheeling and dealing

It's the leading importer of bicycle products to Europe, but Messingschlager **T770512** is now trying to turn the flow around.



Messingschlager now assembles complete wheels at its German distribution center. (Photo: JB)

The German importer is showing a range of complete wheels at Taipei Cycle that are assembled at its huge distribution center in Baunach, Germany.

"Europe is a core market for us, but we are selling our products worldwide with constantly growing numbers," CEO Benno Messingschlager said. "We think high-quality products assembled in Germany should be of interest to any customer in the world."

Among other products the company warehouses in Baunach are "30 million spokes from CN Spokes in nearly every length," spokesman Michael König said, along with rims from such brands as Remerx, from the Czech Republic, and hubs from Novatec of Taiwan.

So it was a natural decision to start a wheel-building program as an additional service for the OEMs and wholesale customers that the company serves.

"Rims, hubs, spokes, nipples — pick whatever you need from our large choice to compile a wheelset that fits your needs and your financial goals," König said.

Customers can choose branded or no-name wheels, or put their own name and logo on the finished product.

"We are able to build 80 precision wheels per day at our headquarters in Baunach," Benno Messingschlager said. "Every wheelset leaving our company is checked by our internal quality control."

Messingschlager serves more than 2,000 customers in 65 countries. ■ JB

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# Calling Marwi's workforce 'robotic' is a compliment to its founder, Patrick Pai

A key reason Taiwan manufacturers are successful is their ability to remain competitive. Rather than moving production to other countries, the Marwi Group **17/11014** is finding a more innovative way of staying on the leading edge of the competitive curve.



Patrick Pai's favorite employees are robots like this.

The company invests in state-of-the-art production technologies — namely, robots.

With approximately 700 employees worldwide and ongoing investments in R&D, Patrick Pai's Marwi Group looks

to be on course to defend its position as one of the leading manufacturers of saddles and pedals in Taiwan.

The company employs about 550 workers in its Indonesia-based Xerama branch, but the number of

employees at its Taiwan headquarters is significantly lower at 125. Many of those work in administration, ensuring that Marwi products are delivered to its main markets in Europe, Asia and the Americas. The new headquarters of the Marwi Group have been open only since 2011.

While the hot and noisy production processes take place in separate industrial buildings, all precision assembly is done in air-conditioned rooms with plenty of light.

Pai, a staunch supporter of automation, is steadily expanding the Marwi Group's machinery. Marwi for years has assembled pedal cages using a series of man-sized robots that Pai imported from Japan.

Now, Marwi is building an assembly line for complete pedals that will be staffed by five small, white industrial robots. The line was in the final stages of installation when the *Taipei Show Daily* and other journalists paid a recent visit.

The robots are made in Taiwan, thus keeping more added value within the country while increasing the



Patrick Pai

company's productivity. Pai said he plans to add additional lines soon, further replacing manual labor and, he hopes, maintaining the Marwi's Group competitive position. ■ LVR

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# New Products 2016

## Edco

### Aerosport Series

The Fluela 85 and Simphon 105 are the newest members of the Aerosport Series from premium carbon wheel manufacturer Edco Engineering. Aerosport features a V profile for straightline speed and unmatched crosswind stability. Edco uses a proprietary 9k-8mm twill weave carbon for the rims. **4F/M0309**



## Dahon

### D4D Quickpark Stem



The D4D (for "Dahon's 4 Dimensions") stem adjusts the handlebar's height, reach and axial angle, while allowing the bar to rotate 90 degrees around a vertical axis to lie prone against the bike. The 600g alloy stem permits quick adjustment of handlebar angles and height. It will be featured on several Dahon bikes including the Cadenza D27. **4F/L2113**

## ControlTech Lynx

Lynx handlebars come in several widths and diameters so pro gravity riders can choose the control they need for technical terrain. Perfect for intense AM, freeride or race, Lynx bars and stems can be customized with a range of colorful decals. **1F/J0830**



## Geros

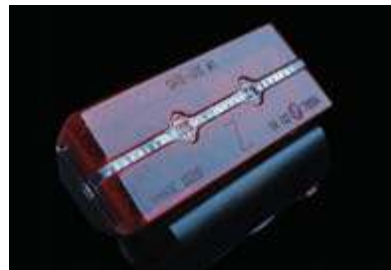
### Wooden Bicycle

This fully functional road bike is handmade of New Zealand Kauri wood and weighs 6.8kg (15 lbs). The frame weighs the same as a high-end stainless steel frame. Displayed in a shop window, this beautiful and unique bike will draw customers into the shop. Other New Zealand native woods are available for custom frames. **1F/K0607**



## Sate-Lite M1B

Sate-Lite's M1 line now includes a battery-powered version. The company calls the M1 the smallest K-approved rear rack light on the market. Double LEDs ensure visibility, and a universal mount ensures it goes on any bike. **4F/M1407**



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# New Products 2016

## CatEye Volt Series

The Volt Series marries design with value. Cyclists can literally see the superior output, and they'll appreciate the longer run times and higher performance. **4F/N1001a**



## Airace iWindpro V.1 RD

The iWindpro is equipped with Bluetooth 4.0 so the pump pressure can be read on a smartphone or other smart devices using the Airace iGauge app. The compact, 5.5-inch iWindpro is designed for road bikes and delivers maximum pressure of 120 psi (8 bar). It's compatible with Schrader and Presta valves. **4F/N0126**



## Sate-Lite M2

Lighting leader Sate-Lite is launching a curved rear cargo rack light that complies with relevant standards. The M2 looks good on a fashionable e-bike, and its single LED is visible through 220 degrees. The M2 has a 50mm/80mm universal rack mount. **4F/M1407**



## Aidare cycling bags



Functional and fashionable, Aidare's cycling bags motivate cyclists to commute to work. They transform into a shoulder bag when off the bike. Aidare has reinforced the inner wall of its rear rack bags with a stiff, light shell that prevents the bag from rubbing against the tire. **Hall 12F/H0507**

## SunRace Sturmey-Archer Trigger Shifter

SunRace Sturmey-Archer's dual-release trigger shifters work with 8-, 9-, 10-, and 11-speed systems and with hydraulic disc brakes. Downshift and upshift with a light touch. The ergonomic, two-finger brake levers work with hydraulic disc brakes. **1F/I1217**



## Tern Cargo Node

It may be a folder, but the Tern Cargo Node is also a full-fledged cargo bike that carries up to 160kg (350 lbs). Included weatherproof Xtracycle CarryAll bags can hold 70 liters (4,300 cubic inches) of cargo. With 24-inch wheels, hydraulic brakes and dynamo lighting, it rides like a full-sized cargo bike. It folds to a third of its total volume in 10 seconds with Tern's patented hinges. **4F/M1119**



## Wahoo Elemnt

The GPS-enabled Elemnt streamlines the user experience and uses the rider's smartphone for a simpler setup. QuickLook LED indicators provide visual signals for critical alerts and data. The Elemnt includes ANT+, Bluetooth Smart and WiFi connectivity so riders can view key metrics, navigate routes, track fellow cyclists' locations and receive call, text and email notifications on an easy-to-read display. **4F/N0027**



## Chosen Smart Hub

The Close Drive System uses a new hub structure that results in zero internal friction and silent operation. The Close Drive System physically closes the pawls when the hub is idle, easing friction between the pawl and the ratchet and eliminating sound. By reducing friction inside the hub, the hub lasts longer — and when it's time for a new hub, the aluminum body is recyclable. **1F/K0226**



## KMC X-eBike Series Chain

The KMC X-eBike Series is made for e-bikes with mid-drive motors, which subject the chain to high torque and torsion. The newest X-eBike Series chain has 150 percent better roller hardness and a 66-percent increase in pin hardness to better resist wear. KMC recommends the X-eBike Series chains for Bosch systems and other high-powered e-bike motors. **1F/I0118**



## Innova Transformers II

Innova's Transformers II sports an all-terrain pattern design with tubeless-ready construction. The 3-inch tire, for 27.5-inch wheels, boasts an aggressive profile. Small lines inset into each knob boost the tire's riding performance. **1F/I0706**



# New Products 2016

## Dosun Ripple



The design of the Ripple lens was inspired by the ripples on the surface of a lake. The light is built in layers, from hard and cold to soft and warm; from metal to plastic and then to silicon, for a nicely textured look. **1F/K1220**

## Beto RT-001AW

Beto's 3-valve Roto Head makes it fast and easy to change between Presta/Dunlop and Schrader valves. It pushes on and comes off with one hand. It's available on mini pump and floor pump models. The all-in-one two-hole, three-valve system is patented or patent-pending in several countries. **1F/K0615**



## Crops Lion Alarm with Linkstation

The antitheft Lion Alarm keeps bicycles safe. It starts with the Linkstation, a double-locking base unit that mounts on the seat tube or at the bottle cage mounts on the downtube. The Lion Alarm then attaches to the Linkstation. When the bike is disturbed, the alarm sounds a shrill signal that can be set to 60, 90, or a painfully loud 120 decibels. It runs on a rechargeable Li-ion battery. **4F/N0828**



## Dapu MD250 mid-drive motor

Dapu's second-generation mid-drive motor generates maximum torque of 100Nm and a peak efficiency of greater than 80 percent. The torque sensor and motor controller are integrated in the motor body. The MD250 is an affordable, high-quality alternative to other mid-drive motor systems. Dapu, whose motors are used by e-bike brands in more than 40 countries, has Japanese corporate management and builds controllers and software in-house. **5F/F0512**



## Magura Vyron dropper post

It's clean, simple to use and easy to service, and there's not a cable in sight. The Magura Vyron dropper post has elevated expectations for the category with its wireless operation. The Vyron is operated by a simple handlebar control that mounts flexibly in a heartbeat. The award-winning Vyron has 150mm of travel and fits 30.9mm and 31.6mm diameter posts. **4F/K1207**



## Zipp 808 NSW

As the inaugural wheelset in the Zipp NSW Series, the Zipp 808 NSW Carbon Clincher has a new rim shape with greater aerodynamic efficiency and reduced side force, and a new hubset for increased durability and less drag. The rim depth of 82mm is designed for triathlons and time trials. **4F/M0710**



## Neco 3 Intelligent Portable Charger

The Neco 3 lets riders keep their smartphones and other accessories charged up while on or off the bike. The Neco 3 has an enclosed battery and provides power through a USB port. It installs in the steerer tube and sits out of sight. **1F/I1126**



## Haibike Greed 9.90

Thanks to very light carbon fibers, the frame of the hardtail Greed (size 45) weighs just 1,090g (2 lbs, 6 ounces) despite its sturdy build. Interchangeable dropouts accommodate either mechanical or electronic shifting systems. Race-ready components include a Rock Shox RS1 suspension fork, SRAM XX1 shifting system, Magura disc brakes and Fizik saddle. **4F/M1219**



## Gigapower Organic Disc Pad

Gigapower's disc pads fight grease and are safer, last longer and are less abrasive. And they won't squeal. Organic disc pads use no metal materials for longer rotor life. A ceramic fiber compound protects against brake fade and overheating. The back plate is made of K5 steel to reduce deformations caused by heat. The pad's performance is unaffected by extreme temperatures or weather conditions. **1F/J0526**



## Overade Plixi



The Plixi brings the convenience of a folding bicycle to a helmet. It folds to a third of its normal size in seconds, making it ideal for a daily commute and other city riding. When folded, the Plixi fits into a standard bag, backpack or briefcase. Plixi seeks to change the minds of the 70 percent of cyclists who don't wear helmets because they are too bulky or inconvenient. **1F/J0512**

# New Products 2016

## XLC Pro MTB shoes

These rugged, SPD-compatible mountain bike shoes protect the rider on the trail while fitting well and remaining comfortable. Welded reinforcements on the sides and heel offer stability and protection, while resilient microfiber uppers and a neoprene tongue enhance comfort. **4F/M1219**



## Bkool Cycling Simulator

Experience more than 600,000 routes from around the world without leaving home with Bkool's advanced cycling simulator. Bkool 3D World and 3D Weather let cyclists compete with others in real weather conditions. In the Bkool Velodrome, riders battle head-to-head in keirin, miss and out, team pursuit and pursuit games. **4F/N0027**



## TranzX Citybug2

The Citybug2 electric kick scooter from TranzX is a stylish, convenient alternative to a car for going short distances in the city. It folds up for carrying and fits on public transit or in a car trunk. The rear hub motor goes up to 22 kmh (14 mph). The Citybug2 has a range of up to 20km. **1F/J0407**



## Arisun Mount Baldy Plus

Grip and cornering are hallmarks of the Mount Baldy Plus, a 27.5-inch tubeless-ready tire from Arisun. Large wedge-shaped knobs run down the middle of the tire for traction, while shorter, split-side knobs with pockets add side grip. Aggressive shoulder knobs aid in cornering. **4F/N0531**



## Velo Year of the Monkey Saddles

Velo's new saddles are inspired by the Year of the Monkey. The Three Wise Monkeys is Velo's most advanced model. It uses the Angel Ride platform, with a Y-shaped cutout in the shell for pressure and weight distribution. The Arctech rail mounting system provides comfort on long rides without additional padding. **1F/J0777**



## Kryptonite Messenger Mini+



Part of Kryptonite's Messenger Collection, this high security mini U-lock includes a versatile extender for secondary protection for the front or rear wheel. Along with a one-lock solution, the Messenger Mini+ gives riders flexibility for challenging lock-up situations. It includes a Bent Foot shackle and a high-security cylinder. **4F/L0128**

## Miranda Timelapse Track Crankset



The Timelapse sets a standard for stiffness and durability in track cranksets. Available only for 1/8 chains, the strong titanium alloy chainring has custom protective nanolayers that boost longevity and resilience. The top nanolayer provides a low friction coefficient and auto lubricating properties for maximum watt efficiency. **4F/L1216**

## Wren CAC rotors

Wren Sports partnered with some of the brightest minds in metal matrix materials and in industrial lasers to produce Wren Ceramic-Aluminum Composite rotors. The rotors are 100 percent CAC for superior heat dissipation, modulation, wet braking, wear characteristics and significant weight savings. Available in 160mm and 180mm, with 140mm and 203mm sizes in development **1F/J0604**



## Hutchinson Fusion 5 series

The Fusion 5 tire series uses a proprietary new compound, HDF5, which enhances five performance areas: grip, efficiency, durability, puncture resistance and comfort. It's been proven through 80,000 miles on Hutchinson's test benches and 21,000 miles on bikes. **4F/M1201**



## Marwi Pedals

Marwi's newest high-end pedals are made of extruded aluminium. At 12mm, the SP-1210 is the one of the thinnest pedals on the market. It uses three cartridge bearings at the crank side and one thrust bearing at the outside. The SP-1300, for MTB and BMX, has a slide bushing at the crank side and two cartridge bearings plus one thrust bearing at the outside. **1F/I1014**



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# 小さなハブからアフターマーケットのビッグブランドへ躍進目指すHubsmith



Hubsmithのハブ生産現場

巨大（Giant）と美利達（Merida）の両社は台湾の多くの自転車および部品メーカーにとっていかにしてアフターマーケットで成功するブランドを確立し利幅と収益を引き上げていくかを示す見本になっている。いま、Hubsmithホール6階/ブースS0070のブランドを展開する会社がそのサクセスストーリーに倣ってハブとホイールで成功ブランドへの仲間入りを目指している。

ジョニー・ライ氏が運営するLien-Chin CNCはBrompton、さらにBirdyの折り畳み自転車で有名なRiese & MüllerをはじめとしてOEカスタマー数社を抱えるが、ハブとホイールパーツのOE生産は30年の歴史を持つ。同社は柔軟性と多品種少量生産に対応できるので多くのブランドが特製製品の生産をLien-Chinに委ねている。

例えば折り畳み自転車に特別サイズのハブが必要なとき多くの場合Lien-Chinにそれを見つけることができる。最近ではファットやプラスサイズ用の新しいアクスルサイズの豊富さがLien-Chinの強みを示している。工場は台中の中心部の豊原区にあって従業員わずか20人のほとんど取るに足りないほど小さな会社である。500平方メートル（5,380平方フィート）の工場にはCNC機械が14基置かれている。それ

でも、Lai社長によれば、Lien-Chinは年間10万個のハブを生産できその5割が相手先ブランドによる生産という。

Lien-Chinは2010年にアフターマーケット向けブランドHubsmithをスタートさせた。若手ながらHubsmithは台北ショーの「d&iアワード」をこれまで3回以上受賞している。ハブパーツは高品質のベアリングを日本から調達しているのを除きすべて自社生産している。Hubsmithのハブは細部にわたり数々の特徴を備えている。特許取得のシンチキャップとシンチナ

ットは従来のクイックリリースアクスルに代わってアクスルをしっかりと固定する。そのほかアルミ本体を護るスチール製プレートや強度を高めるため溝を入れたオーバーサイズ・アクスルインターフェイスもHubsmithの製品ならではの特征となっている。

Hubsmithはまたデザインのユニークさも強調する。クラシックなポリッシュ仕上げのハイフランジハブからストレートブルスポーク用のフランジレスハブまでそのデザインは独特である。48歯の本体デザインはまさにHubsmithの専売特許とも言えだろう。

ライ社長は、中国で生産するという選択肢はこれまでなかったかの質問に即座にきっぱり「ノー」と答えた。一貫性と品質管理のために可能な限り内製を保持する道を選ぶ考えで、またHubsmithの大事な技術が大陸のメーカーにコピーされる恐れがあったとも語った。

台北ショーではリム径16、18、20時の折り畳み・コンパクトバイク用ホイール

ショールームに展示されたHubsmithの製品



ハードアナタダイズドの工程を待つフリーハブ本体

セットをラインアップしている。リムは外部のサプライヤーから調達しているが幅広い価格帯をカバーするためアルミ、カーボン、アルミ・カーボン混合の3種を用意している。ライアンプには訴求力たっぷりの5本スポークホイールまで揃えている。

Hubsmithは日本、中国、マレーシア、タイをはじめとするアジア市場を当面のターゲットとしている。こうした小さなホイールでHubsmithは世界を舞台にした大きな飛躍を窺っている。 ■ LvR

# HEARING

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# New Products 2017

## Zephyr Moxos



Zephyr Moxosは通勤、レジャーさらにはレース用にも使える電動自転車で、両側の実質トルクを測定するハイクラストルクセンサーがボビュラータイプのセンター装着モーターと一体化されている。ベルトドライブとShimano Nexus 8 速内装ギアハブ装着で扱いもシンプル、メンテも不要。完成車重さ18kg（40ポンド）。少量OEMテストオーダーも可能。

ホール4階/ブース N0428

## Polisport Groovy

Polisportのベビーシートの新モデルGroovyは快適性を高める肘当ての付いたフレッシュでエルゴノミック（人間工学）なデザインが特徴で、足を保護する一体型フットプロテクション、側面保護カバー、ラージサイズの反射ステッカーなど安全性の向上も配慮。ヘルメット着用の子供たち（体重22kg未満）に最適。シートはツールを使わずに取り付け取り外しができる。

ホール4階/ブース L0317



## Xbat-D



環境に優しく使い勝手のいいライトを生産するXbatのディスクブレーキ装着車用ライトXbat-DはQR（クイックリリース）またはスクスルに取り付ける。重さ16g（0.5オンス）で防水加工のXbat-Dはダイナモ機能も備えている。

ホール1.2階/ブース S0004

## Winride FV Bits System

Winrideのミニツールの新モデルにはグリップの質を高めた新デザインのチェーンブレイカーが含まれている。その他スポークレンチ数種、ヘックスツール、ボトルオープナーなど全17機能がコンパクトで持ち運びやすいパッケージに収まっている。重さ120g（4オンス）。

ホール6階/ブース S0002a



## Neco 1

Neco 1 ワイヤ内蔵インテリジェントヘッドセットは1-1/8吋ステアラーに適合する各種外径のヘッドチューブに対応。ブレーキおよびシフターケーブルの自転車フロント部でのからまりを防ぐ。表に現れないケーブルはヘッドチューブからトップ、ダウンチューブにきれいに通されている。

ホール1階/ブース M126



## Gigapower Carbon Rim Pads



Gigapowerのカーボンリムパッドは高額ゾーンのカーボンファイバーリムに対してオーバーヒートを起こさない。セラミックファイバー製ブレーキシューが摩擦で生じる熱を遮断しリムの温度を約摂氏100度（華氏212度）未満に保つ。天候条件や地形に左右されずに機能を果たし耳障りな摩擦音を発する心配も全くない。パッドの素材に金属が含まれないのでリムの寿命も延びる。

ホール4階/ブース J0526

## Shimano Steps automatic shifting

簡単なソフトウェアの更新でShimanoは自社電動モーターユニットStepsとNexus-8 Di2内装ハブ装着の電動自転車用自動ギアシフティングシステムを実現した。ファームウェアのグレードアップでライダーのケイデンスとスピードに合わせた最適ギアの選択が可能になるとともにチェーンの張りを一時的に軽減してハブがスムーズにギアをシフトできるようにした。望むなら自動システムを無視して手動でシフティングすることもできる。

ホール4階/ブース M0814



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# New Products 2017

## Boardman Air 9.8



Air 9.8は2位と優勝の差を決定づけるに十分な改良が施されている。フレームはワールドクラスのコンポー式で固められている。2012年オリンピックのトライアスロン金メダリストAlistair Brownleeと弟で同オリンピック銅メダリストのJonathan BrownleeはともにAir 9.8に乗っている。

ホール1階/ブース K0816

## Airace iWindpro V.1 RD



iWindproはBluetooth 4.0を装着しているのでポンプの圧力がAirace iGaugeを使ってスマートフォンその他のスマホデバイスで読み取れる。ロードバイク用に5.5時のコンパクトサイズで設計、最大空気圧120 psi (8バール)、SchraderおよびPrestaのバルブに対応する。

ホール4階/ブース N0126

## Sun Race Sturmey-Archer Trigger Shifter

Sun Race Sturmey-Archerのダブルリリース・トリガーシフターは8、9、10、11段システムと油圧ディスクブレーキに対応する。軽く触れるだけでダウンとアップのシフト交換ができる。2本の指で操作できるエルゴノミクスデザインのブレーキレバーは油圧ブレーキとの相性もばっちり。

ホール1階/ブース J1217



## Sate-Lite Solar 1



自転車用ライトで世界をリードするSate-Liteが環境に優しいソーラーパワーのリアライトSolar 1を発売する。日光による充電で6時間まで耐用。センサーがオン/オフを自動切り替える。

ホール4階/ブース M1407

## M-Wave Cycling Computer

MessingschlagerのM-Waveサイクリングコンピューター製品レンジは2016年に向けて新たに6モデルが用意された。どの新モデルもディスプレイがクリーンで見やすく、ケイデンス、高度計、心拍計（ベルト付）など30機能を備えたM30や12機能の初心者向けM12などコストパフォーマンスも魅力の新モデルがラインアップしている。

ホール1階/ブース J0512



## Aidare cycling bags

機能的でファッショナブルなAidareのサイクリングバッグがあれば自転車通勤も励みになる。自転車から外せばショルダーバッグに早変わり。バッグの内側が頑丈で軽量のシェルで補強してあるのでタイヤの擦れが防がれる。

第1ホール2階/ブース H0507



## SKS S-Guard

シンプルで機能的なSKS S-Guardスラッシュガードはサドルの下に装着。タイヤサイズ2.5吋までのMTBからロードバイクまでほぼ全車種にフィットする。重さわずか24g。

ホール4階/ブース M0403



Booth No. **J-1217**

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**CSM**  
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## マグラの台中工場 アジア隣接で強み

マグラ ホール4階/ブース N1207 は台中工場の従業員を2011年4月に開設して以来倍増させているが、生産は5倍に増えていると、マグラ・アジアのベルト・ヘルマン・マネージングディレクターは話す。生産技術の効率的な運用に注力して、台湾の大手自転車メーカーに採用されているトヨタ生産方式（TPS）に言及し「トヨタの有名なTPS生産方式に近く体制づくりに努めている」と言う。

マグラはエントリーレベルとミドルレンジのディスクブレーキとともにフォークもすべて台湾でアッセンブルしているがリムブレーキと主要コンポはすべて今もドイツでの生産を続けている。「ドイツの製品に対して世界が抱くハイエンドのイメージに我々も依然として頼っている。だから台湾で作られる製品の品質には再チェックが施されている」とヘルマンMDは明かす。

マグラはOEカスタマーと急成長するアジア市場に生産拠点を近づけるためアッセンブリー作業の多くをアジアに移した。マグラ・アジアを例にとれば、アジア市場に向けてケーブルのアッセンブリーとカッティングを行っている。

ヘルマンMDによると、アジアのアフターマーケットは新車に対する需要に比べるとそれほど大きくはない。「台湾製の自転車はすでにあらゆる種類のハイエン



ドパーツを装着している。ハイエンドのチューニングに対するニーズが減っており、ユーザーがもっといいパーツが欲しいと思ったらそのすべてを装備している自転車を新しく買い求める」とヘルマンMDは話す。

アジアの自転車市場そのものが、単に中国に限らず東南アジアも同様に、素晴らしい形で成長している。所得水準の向上でハイエンドの製品を買い求める人たちが増えている。ヘルマンMDは言う。

「お金とレジャーに費やす時間が増えて、ハイエンドの自転車はなくてはならないステイタスシンボルになっている。さらにフィットネス文化が高まってきているので単なる通勤用バイクでなくハイエンドのスポーツタイプのものを購入する人たちが増えている」

## ツン台北ショーに復帰 アジアへの展開も本格化



クリスチャン・ツン(左)とキャサリン・スー

ドイツのボトムブラケットメーカー、ツン（Thun）が台北ショーに復帰、アジア市場への関心を深めている。出展は米国のベルトドライブメーカー、ゲイツ **ホール4階/ブース N0623** との共同ブースで展開する。

ツンは成長するアジア市場の顧客担当とりわけ盛り上がりを見せるハイエンド市場の責任者として台中出身のキャサリン・スーを先頃スタッフに迎えた。さらに今年は世界市場への展開の再構築にも取り組んでいる。アルフレッド・ツンCEOの子息クリスチ

ャン・ツンが入社し、イタリア、米国、東南アジア向け販売を担当する海外営業スタッフに就いている。パトリシア・コチェツが引き続き担当するイタリア、フランス、ベネルクス市場を除く欧州OEM販売はマリオ・シュタウバーが担う。「販売サポートに関して言えば、世界的レベルで顧客の期待に応えられる態勢が整っている」とクリスチャンの兄でツンCEOを補佐するアレキサンダー・ツンは胸を張る。

ツンはMTB、シティー/トレッキング、子供車用スクウェアタイプ付B.B.セットを生産。ゲイツがアジアおよび欧州のOEM用に販売している低額ベルトドライブ用ボトムブラケットでGates Carbon Driveとのパートナーシップを先頃結んだ。■ JB



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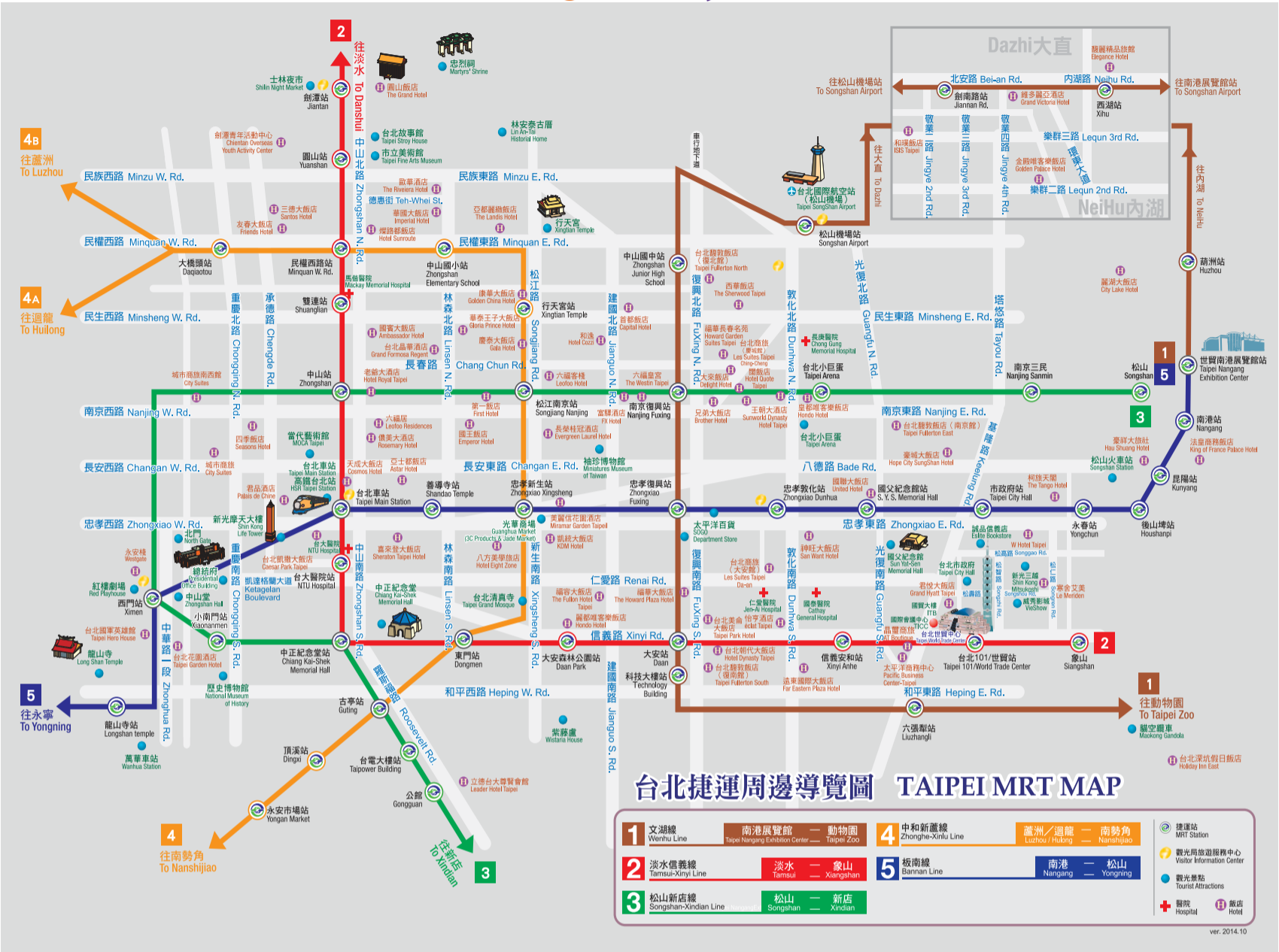
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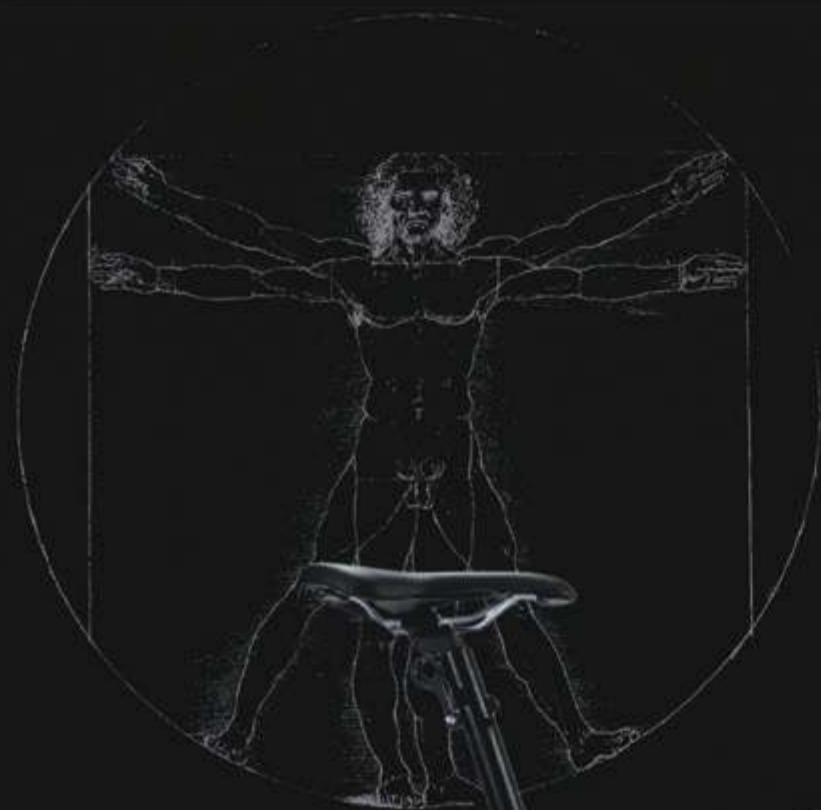
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- P2 ..... Taiwan Fertilizer C2 Parking (352 spc.)
- P3 ..... Taiwan Fertilizer C3 Parking (768 spc.)
- P4 ..... Taiwan Fertilizer C4 Parking (82 spc.)
- P5 ..... R53 Temp Parking (147 spc., 24/7, NT\$20/h)
- P6 ..... Xingzhong Park Tower (647 spc.,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

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# KS創辦人許榮裕如何發想出伸縮座管？



凱薩克創辦人許榮裕。

伸縮座管現在幾乎已成為各大MTB使用者們的標準配備，但是你知道伸縮座管怎麼來的嗎？你必須感謝你在辦公室坐的辦公椅，以及KS創辦人許榮裕的好奇心。

KS位於台灣的台南，創辦人許榮裕也是在台灣古都台南成長，他常想一個問題，騎自行車的座墊高度是否可以調整呢？而且如何輕鬆調整座墊高度，讓每個騎乘者都能輕鬆適應！

於是辦公室裡的辦公椅讓他得到靈感，透過液壓讓椅子高度可以上、下調整，許榮裕意識到，或許這也能夠應用在自行車上。

在1998年，許榮裕成功打造出可能是世上第一支的伸縮座管，相較於今日的產品，當時伸縮座管的重量仍有改進空間，但其液壓作動原理也成為今日伸縮座管的原型，不過許榮裕深知，他還需要再進行一些修改，才有辦法讓產品變得更好。

在多年的努力及投入無數的心力，許榮裕透過創新獲得國際肯定，在2007年除了將原先公司名Kind Shock（凱薩克）更換成**KS i樓/I0429a**，並且推出為市場帶來震撼的Cobra伸縮座管，緊接著

i系列產品也再度為市場帶來全新感受，這使得KS在2008年獲得iF設計獎最高榮譽的金獎肯定，同時2009年也獲得台灣精品獎的榮耀，而KS的伸縮座管產品，你可以親眼在一樓的I0429a的攤位清楚看見。

台灣的自行車產業主要聚集在中部地區的台中、彰化為主，KS座落於台灣最古老的城市—台南，雖然與產業的主要聚落有些許距離，不過許榮裕開發出的產品帶來的震撼力，讓人不容小覷。

最早許榮裕的公司名為元渝，於1983年正式創立，並且擁有30位員工，主要製造自行車前叉、龍頭、頭管、BB外殼等產品。

在伸縮座管推出前，元渝的成長速度非常快，許榮裕也在1992年前往中國深圳設廠，在深圳的廠房面積比台灣還要大上30倍之多，同時擁有350位員工，穩定成長的業績，也讓元渝隨後在其他地方建廠，像是2000年的中國上海及2001年於越南。

這兩個廠主要製造全避震車使用的避震器、避震座管以及入門級伸縮座管。

因為液壓成為元渝公司在業務端非常重要的一塊，這也讓許榮裕決定更換公司名字，將元渝（Yen Yue）更換成凱薩克

（Kind Shock）科技股份有限公司。

為區分產品，時至今日凱薩克在補修市場的高端產品的品牌為KS，中階市場產品的品牌為ExaForm，在大眾市場及入門款的產品，以KSpeed的品牌名銷售。

去年凱薩克再推出Ether系列，專為補修市場開發的碳纖維及鋁合金頭管、車手把及座管。

然而成功並非像直線一樣，過程中總是經過起起伏伏，在2009年許榮裕的凱薩克伸縮座管也遇到一些問題，最後工程師發現是因為熱處理導致產品出現狀況，也讓許榮裕因此將台南縮編，但他並未因此退縮。

如今，台南廠看起來像是鐘錶工作室，而不是一間傳統工廠，該處的地板乾淨且附有冷氣空調，同時光線充足，噪音問題也在這找不到。

伸縮座管內的小零件由外部供應商供應，在進倉前凱薩克內部會進行檢測，最後再將物料投入組裝線進行組裝，將產品運動到全球37個經銷商的手上之前，凱薩克也會再進行產品的測試，讓品質能夠保持穩定。

同樣凱薩克的深圳工廠也顯得與眾不同，工廠外頭就有BMX的測試賽道，並

且自2006年開始，華南自行車嘉年華會就在此舉辦，每年都是中國南方的一大自行車盛事。



凱薩克台南總部的休息室。

在1992年建造深圳郊區的深圳廠，為配合中國的都市更新，讓凱薩克必須遷移新廠，在甫落幕的2015年華南自行車嘉年華會，許榮裕也藉慶祝深圳新廠的開幕儀式，同樣的，新廠仍設有高水準的BMX賽道。

對於自行車的熱愛不僅從設備著手，許榮裕本身對自行車的狂熱無人能及，他喜愛騎乘自行車，無論在各種大、小活動，都能看到他騎乘單車的身影，他的一些舒適性產品，靈感都是透過騎乘後產生。另外一些生意伙伴想在台灣騎乘最特別的路線，或是透過單車在台灣多日擁有不同玩法，許榮裕也以地坎那騎乘活動，帶領各界探索台灣之美，然而他的民宿也極具特色，已是自行車愛好者必住的地方。

隨著市場對伸縮座管的需求越來越高，自2009年至2015年間，凱薩克的產品呈現六倍的成長，即使如此，凱薩克未曾出現像2009年一樣的品質管控制問題。

凱薩克在伸縮座管的最新力作—Vario，屬簡易型的伸縮座管，主打迅速成長的城市公共自行車的市場。

結合質量、創新性及靈活度，讓凱薩克這幾年在市場上不斷成長，同時也在獲利上擁有更亮眼表現。 ■ LvR



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# Giant進軍三鐵市場 鐵人試看看

Giant於2013年推出號稱「地表最快空力車」，帶領店老闆成為馭風騎士以七天完成環島一周；2015年進行TCR全能車改款，以優越的爬坡性能帶領經銷伙伴攻上台灣最高點—武嶺3275公尺。2016年，Giant持續領航體驗行銷，引領店老闆進攻鐵人三項，不僅讓店老闆親身體驗三鐵的樂趣，同時也為自家的三鐵車Trinity & Avow做足市場話題。為此，此次Giant將展覽主題訂為「Ready To Tri」。

台灣的自行車熱潮自2008~2010來到頂點，2012年開始逐漸退潮，遂引發



Liv品牌創辦人杜綉珍與全球首發女性專屬鐵人車Avow。

今年四月的台東普悠瑪三鐵賽，Giant經銷伙伴攜家帶眷共有超過百位共襄盛舉，而66歲的Liv品牌創辦人杜綉珍近日也積極健身特別加強泳技，將於十月份挑戰人生的首場半鐵。下一步Giant將掀起哪種單車風潮？杜綉珍表示自行車零件受到UCI的器材規範，要有令人耳目一新的硬體創新並不容易，並且在網路資訊透明化的現代，廠商單方面的傳銷也不會被消費者買單，身為市場上的領導品牌之一，我們希望能在潮流尖端，聆聽消費者需求並配合市場需求，廠商的角色不再主導市場，而是掌握先機如同一組策展團隊，架起舞台讓踏上三鐵之路的勇者盡情發光發熱。



Giant及Liv分別邀請來自澳洲的國際男子三鐵賽事好手Tim Van Berkel，以及捷克職業女子三鐵選手Radka Vodickova與所有三鐵運動愛好者分享三鐵運動準備和訓練的心得。

體質不良的車店被浪潮捲走；然而，在這一波單車退燒，Giant經銷體系似乎不受影響，其主要原因在於不斷打造出色的新品，另一部分也結合時事炒熱話題，例如台北市長柯文哲在今年挑戰成功的一日北高380公里以及雙塔挑戰的520公里，騎乘的正是Giant舒適車系。

根據中華民國鐵人三項運動協會推估，近三年台灣參與鐵人

三項賽事人口，每年約成長17%。國際鐵人三項聯盟(ITU)公布的數據指出，台灣鐵人三項運動參與人口已躍升至世界第13名，在亞洲僅次於日本及韓國。

正當公路車逐漸退燒，鐵人三項卻逆勢在亞洲看俏。Giant三鐵車的獨到優勢在於整合補給及飲水系統，透過持續的營養補給來提升鐵人的續航力；另外，藉由結合姐妹品牌Liv，打造出全球第一輛專為女性而生的鐵人車，從車架幾何、操控座艙，乃至於曲柄長度均專為女性設計。



Liv全球第一間專為女性開設的專賣店，為提供更完整的陳列空間，也選在台北展首日遷址新開幕。

中文

## Zoom Tech

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36 Taipei Show Daily

Thursday, March 3, 2016

## New Products 2017

### Edco Aerosport輪組

優質碳纖維輪組製造商Edco Engineering完整展示Aerosport系列輪組，其中包括兩個全新模組Fluela85與Simplon 105。Aerosport系列產品的特色，就是提供騎乘者們在直線加速時，無與倫比的穩定騎乘感受，即使側風來襲，也能擁有平穩良好的騎乘。Aerosport系列產品的輪框使用Edco專用的9k-8mm斜紋碳纖維打造，搭配Edco的花鼓，所有的Edco輪組均能夠與禧瑪諾（Shimano）、速聯（SRAM）及Campagnolo的飛輪相容。

4樓/M0309



### XLC Pro MTB車鞋

堅固安全可靠且結合使用舒適性，XLC的登山車鞋CB-M08透過特殊設計，讓腳的兩側及腳跟在使用時擁有穩定感受，同時堅固的鞋體可保護腳在騎乘時被石頭敲擊的安全。另一方面在鞋面及鞋舌使用氯丁橡膠的彈性微纖維，使用者穿著上更佳舒適。車鞋上附有旋鈕設計，並在鞋底的使用TPU釘及防滑性強大的尼龍材質設計，適合SPD系統的卡踏。

4樓/M1219



### Marwi 全新MTB踏板



Marwi推出全新高階鋁製踏板，其中SP-1210的高度只有12mm，是全世界最薄的踏板，在傳動邊使用三個卡式培林，並在外側搭配特別的推力軸承，展現出的性能讓其他踏板望其項背。SP-1300設計給重口味的MTB車友及BMX玩家使用，在曲柄傳動邊使用兩個卡式培林，並在外側搭配一個特別的推力培林。SP-1210及SP1300兩個產品皆有七種不同（陽極）顏色可供選擇，同時含有特殊包裝及備用品。

1樓/I1014

### Bkool 自行車模擬訓練器



秀才不出門，便知天下事；車友不出門，騎跡遍全球！Bkool是目前市場上最先進的自行車訓練模擬器，它可以讓車友們，不用出門就可以騎遍全世界。共有超過60萬條路線，同時也提供日後路線增加的服務，讓車友們可以任意選擇想要騎乘的熱門路線。不僅如此，車友們可以透過模擬器感受3D的建築、街道，連天氣也能模擬，盡情在虛擬世界悠遊，並且與來自全球的車友一同比拼！另外Bkool自由車場提供車友體驗場地賽的快感，如競輪、團隊追逐與個人追逐賽等，都可在此熱情體驗。

4樓/N0027

### Hutchinson Fusion 5

過去兩年以來，HUTCHINSON（哈欽森）的研發團隊一直努力不斷精益求精，在HDF>5°科技上力求更上一層樓，希望可以將輪胎的抓地力、效率、耐久性、耐穿性及舒適性達到最高水平。Fusion 5正是HUTCHINSON在HDF5科技的經典鉅作，HDF5揉合HUTCHINSON集團智庫們的菁華，包括開發、研究及製造經驗等，共有105個複合混合物，加上8萬英吋的機台測試，以及2.1萬英吋的自行車騎乘測試。

HUTCHINSON的終極目標：提供每位車友應得的HUTCHINSON輪胎。

4樓/M1201



## 專業花鼓師傅 Hubsmith 即將打造龐大售後市場品牌



在 Hubsmith 銑削加工花鼓。

捷安特和美利達成功打造售後市場品牌並拉生利潤的故事，為台灣單車界的成車與零組件商做出了最佳示範。

如今建立Hubsmith品牌的公司（攤位編號 6樓/S0018）也希望以花鼓與輪組締造同樣成功的事蹟。

在董事長賴仲林(Johnny Lai)的領導下，聯金工業股份有限公司已扎根實地累積30年花鼓與輪組零件代工經驗，合作對象包括Brompton與Riese & Müller，協助生產人氣頗高的Birdy折疊車。

因為應變力十足、可彈性生產小量多樣特殊產品，聯金工業成為許多品牌在生產特殊產品時的首選合作對象。

舉例來說，折疊車製造商需要能夠與特殊規格輪軸相容的花鼓，幾乎永遠都可在聯金找到滿意的產品。近年蔚為風潮的加大寬胎需要的輪軸新規格，恰好就是聯金的強項。

聯金工業的工廠位於台中市中心偏北的豐原區，面積僅500平方米（5380平方英尺），僱用20名員工，配置14台CNC機台。「各方面規模都這麼小的工廠，花鼓年產量高達10萬顆，」賴董表示，而其中一半的產能屬於其他品牌代工。



Hubsmith展示室的產品

即便聯金在2010年才推出自己的師傅級花鼓工藝售後市場品牌Hubsmith，這個新銳品牌卻已在台北國際自行車展奪下三座創新設計獎。

除了從日本購置的高品質培林，所有花鼓零件一律駐廠生產（in-house）製造。

Hubsmith的花鼓有不少為人稱道的獨特工藝：取代傳統快拆輪軸、具固定輪軸功能的專利護蓋與螺帽，保護鋁合金主體的鋼板表面，以及刻有溝槽以增加穩固性、接觸面積特大的輪軸等還只是其中幾項。

Hubsmith也強調獨特研發，花鼓設計橫跨經典、拋光高耳緣、直拉式鋼絲適用的無耳緣花鼓設計，甚至還擁有48棘輪齒專屬花鼓設計。

賴董斬釘截鐵地說，絕不考慮在中國委外製造。

「儘可能在駐廠生產，才是高品質與一致性的王道，」賴董說道。這麼做也同時可保護 Hubsmith的關鍵技術，不致遭大陸廠商盜取。

今年自行車展期間，Hubsmith將展示適用於折疊車與小徑車、輪徑涵蓋16、18與20吋的完整全系列輪組（搭配使用Hubsmith合作供應商的輪框）。

為了涵納完整價位組合，輪圈使用鋁合金、碳纖維與鋁合金混合碳纖維三種材料。現場還可看到令人驚嘆、僅五根幅條的輪組。Hubsmith的目標市場包括日本、中國、馬來西亞與泰國等亞洲市場。

Hubsmith憑藉小小的輪組，企圖在國際舞台上大展身手一番。

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# 2016 概觀：鎖具

走回車架才赫然發現心愛的單車不翼而飛一對車友來說，大概沒有比這更衰的事了。

只要有單車就會有偷車賊。既然無法擺脫全世界的竊賊，就轉向鎖具公司吧，免得下個遭殃的人就是你。

雖然強化鋼材製成的堅固鎖具能抵擋工具最齊全的竊賊，不過防盜產業也翻開創新的一頁了。

許多品牌試圖用新的角度處理這古老的問題，像是縮減體積以便易於攜帶，或將鎖具跟單車配件整合在一起。

既然我們日常生活各層面都越來越依賴智慧裝置，傳統上偏向金屬工業的鎖具產業如金也朝電子化發展。部分新型鎖具甚至內建動作感測器或高分貝警報鈴，在竊賊拿出「傢伙」開始破壞之前，提供單車多一層保護。

身為折疊車鎖的先驅品牌，**Abus 4樓/L1213** 開創出超靚的車鎖系列，還通過Sold Secure Silver認證（Sold Secure是專門評價鎖具等保全產品的英國非營利組織。Silver 等級屬於僅次於Gold等級的中間安全度，較 Bronze 高一級）。



Abus Bordo Centium

Abus Bordo Centium率先將不鏽鋼用於鎖身製造，兼具防鏽蝕與時尚精品特色。表面覆蓋粒面皮革的鋼質扁面以樞軸鉸接，可靈活穿過形狀不規則的車架與配件。

專為品味挑剔的都會車友設計，連專用固定座的造型都獨樹一格。以鋼板與皮革打造的時尚鎖具，絲毫不減損都市單車族的簡約有型。Bordo Centium也受國際專業評審青睞，獲頒 Plus X與iF產品設計獎。

Abus專為鋼纜鎖設計的Snap Cage固定裝置，外型較內斂但巧思不減。Snap Cage統一Abus曾推出的各規格高級鋼纜鎖徑口，並利用束帶原理，讓各式鋼纜鎖無須使用工具，

即可服貼地扣在車架、貨架或座桿上，即使騎乘中也保持穩定不晃動。

**AXA 4樓/L0123** 又是另一個必敗精品車鎖。有時候我們情不自禁地迷戀自己的單車，在意它的每個角度和細節，不惜砸錢花時間，就是要微調到完美無缺。如此費盡心思的作品，最後卻不得不用厚重粗壯的鎖具栓住。



AXA Toucan

所幸，AXA優雅的Toucan推翻了實用性凌駕美學的車鎖邏輯。配色現代感十足，折疊後簡約俐落，它時尚的造型不輸潮流單速車的線條。考量到車鎖底座經常妨礙踩踏流暢度，Toucan特別設計簡潔的鎖套，直接固定於水壺架孔，牢固又不影響騎乘。

設定中高消費族群，**Kryptonite 4樓/L0123** 黃色和橘色的亮麗外型，無論是露在快遞包外或掛在單車快遞員褲頭，都是全球最顯眼而易於辨識的設計。單車快遞不僅帶動迷你U型鎖風潮，他們至今依然是引領城市潮人的指標。Kryptonite Messenger系列車鎖這次也不例外地借助單車快遞打響知名度。

Mini+多了一附輔助U型鎖，即便尺寸迷你，仍可將車架與輪子鎖住，直攻空間節省取向的通勤族心防。

不少單車快遞習慣把鎖車鍊直接繫在腰間，沒想到攜帶方式方便又舒服。

受到啟發的Kryptonite在Messenger Chain和Molly Padlock的設計上強調快速上鎖，以及依腰圍調整：直接用扣環將鎖鍊繫在腰上，無須上鎖，待停好車時再快速解開、將單車上鎖。

Kryptonite長期贊助單車快遞緊急準備金（Bicycle Messengers Emergency Fund）與世界盃快遞聯



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# 與保全裝置 新式鎖具讓單車保全更升一級

賽 (Cycle Messenger World Championships)，大力支持單車快遞業。

防止單車遭竊的車鎖種類繁多，而 **Crops** 4樓/NO820 推出的Lion Alarm則向竊賊宣告：根本別想動單車的歪腦筋。

固定於車架上的Lion Alarm採用Crops Linkstation雙鎖式系統；設定完成後一經驚擾即啟動警告音響。

若竊賊仍堅持動手，Lion Alarm會以120分貝（或預先設定的60或90分貝）作響。120分貝到底有多大聲？大概是距離你一公尺處鳴空氣喇叭的感覺，甚至可能引起耳痛；這無疑已足以引起路人注意。



Crops Lion-Alarm



Adrian Solgaard 和 Interlock

因為愛車被偷，Adrian Solgaard著手發明**Interlock** 4樓/11418，目前為止在售後市場與OEM市場都保持銷售佳績。

Interlock是一組可以縮回特殊設計座桿內的纜繩鎖；因為與車身完美結合，車友不用再擔心忘記帶鎖。為低風險區域設計的Interlock，不僅可以鎖上座墊、座桿與後輪，連安全帽和馬鞍袋都可以一併兼顧。

獲得Kickstarter提供的初期資金又奪下數個產品設計獎後，Solgaard大力推廣OEM市場，使Interlock成為更多單車的基本配備。

除了代理知名歐洲品牌De Rosa

和Reynolds之外，**浩里奧** 1樓/11317 也在台灣市場代理Safeman。這家德國車鎖品牌最新推出Safeman-T結實而巧妙、適用多種休閒運動项目的多功能纜線鎖。

產品設計將長度1.85公尺的纜線整齊盤入可多段調整的核心盤狀裝置。獨特的單向鎖定機制與多插孔設計，免鑰匙即可俐落上鎖。

不只可以繞一個大圈，Safeman-T更能形成多重迴圈，繞住配件或多台單車。



Safeman-T

Safeman-T的多種運用範圍也適合風浪板衝浪與戶外運動愛好者。

不讓單車的保全專屬於車鎖，**Brilliant Systems** 4樓/NO000推出結合動作感測器的智慧尾燈。Smart Turn Signal Light不但保障車友騎乘安全，還替能車主顧單車。

Smart Turn Signal Light在車輪開始轉動時，智慧開啟動作感測器，同時透過無線控制器向後方來車預示轉彎方向。

單車靜止上鎖後，Smart Turn Signal Light就從安全配備搖身變成保全裝置。動作感測器包含的觸控警報啟動後，凡單車遭移動便立即觸發聲音警示。

中文

## wellgo

NEW



HR292

293  
g/pr

A tool which helps determine when is the best time to shift gears while riding would help to ride more efficiency. Integrated into the pedal would eliminate extra parts on the bikes.

- 2.4g ANT+ / BLE 4.0 compatible
- 150 hrs with CR1632 button battery



## Cadence Pedal

2016 Taipei Cycle Show Booth: J0517

# TaiSPO SHOW DAILY TWTC Exhibition Hall

## Table of Contents

### Touch and go

Sports Art adds big touchscreens to its commercial cardio range ..... 41

### A new spin on fitness

Fitness celebrity Johnny G comes to Taipei to promote In-Trinity ..... 42

### Looking out for No. 1

Johnson Health Tech embarks on aggressive international expansion ..... 42

### Taking off

Bodyorbit's Wonder Core line has done wonders for its sales ..... 46

### Track more than fitness

Fitness trackers from Mobile Action track Facebook updates, sunburn risk. .... 46

### Feathering their nest

Trump Sports specializes in shuttlecocks made of feathers ..... 48

# TaiSPO honors 13 with Excellence Award

Smart, green and connected are hallmarks of this year's top 13 products, which were honored with a 2016 TaiSPO All-Stars Innovation's Stage of Excellence Award. See them at Hall 3, Stand G0136:



Difo Green Power bike

The Wonder Core Digital Counter from **Bodyorbit Hall 3/G0558** records exercise data on Wonder Core products and lets users transmit the information to mobile devices through a Bluetooth connection. (See related story, page 46)

**Johnson Health Tech Hall 1 1F/B0910** claimed two of seven Excellence Awards given for fitness products. The first is for the Andes 7i Elliptical, which is ergonomically designed to provide more efficient workouts and to ease joint pressure. The second is for the Connexus, part of a freestanding training system sold under the Matrix brand.

Two other winning fitness machines makes exercising greener. **Chi Hua Fitness Hall 11F/G0410** describes its Difo Green Power bike as the first stationary bike with a hybrid generator braking system. "Its display lights are powered by self-generated energy which also provides braking resistance," the company said.

The R-Rider by **Rhymebus Corp Hall 1 1F/G1129** is equipped with a Fitness Green Power Station. The rider provides the power for the stationary bike, and any excess energy is captured and fed back

From **City Bright Hall 3/G0640** is a vest that's smarter than the average piece of clothing. If it gets nippy, a user can turn up the heat of the CBright Intelligent Heated Vest with a smartphone app.

The i-gotU Q-Band from **Mobile Action Hall 3/G0546** is a new entrant in the increasingly crowded market for fitness trackers and smart watches. It tracks calories, steps, and sleep, of course, but unlike other devices it can alert users to incoming calls, texts and emails, social media updates and other messages. (See related story, page 46.)



Sun Own i-Roller DIY Foam Roller

into the power grid. Similar systems are available for the commercial market, but Rhymebus is applying the concept to the home fitness market.

Reflecting the proliferation of fitness equipment in the workplace, the console of the Aerowork treadmill by **Jih Kao Enterprise Hall 11F/B0620** doubles as a desk — turning it from a treadmill into what the company calls a "personal walking office." For safety, the treadmill has a low-speed setting when the console is in the desk position.

Portability was another winning concept for the 2016 awards. The **Dyaco Hall 11F/B0309a** 6-in-1 multi-trainer is easy to carry and provides six workouts with a single piece of equipment and small accessories.

The iRoller-DIY Foam Roller from **Sun Own Hall 3/G0664** is made up of several discs of different colors. Consumers can create a personalized roller by mixing and matching the discs.

The light, compact Pocket Filter from **E-Netway Hall 1 1F/A0437** won in the outdoor category. It filters germs and other impurities from streams and lakes so hikers and fishermen can safely drink the water.

In sportswear, **Titan Sport Tech Hall 11F/A0218** won for

its compression arm sleeves for tennis, golf and baseball players. Titan said the sleeves reduce muscle fatigue and cut the risk of tennis elbow and other ailments. The young Taichung company has won several previous awards for its specialty sport socks.

In water sports, **Eradiate Hall 11F/A0333** won for its Sable GX-100XPT Extreme prescription swimming goggles, designed for outdoor water sports. (See yesterday's *TaiSPO Show Daily* for a profile of Sable.)

■ BS



Aerowork treadmill



Rhymebus R-Rider

# Sports Art adds interactive screen to cardio range

Think of a giant tablet, and you'll have an idea of a new touchscreen that Sports Art Industrial is putting on its commercial cardio range, starting with a treadmill.



George Chang with new Sports Art treadmills

"With some other products you have to punch the screen several times. We simplified the program so you have all the functions you want on the same page, and you can just slide," said George Chang, marketing and sales director at Sports Art. **Hall 11F/D0402**

The screen, called the Senza, can be seen on a treadmill at the company's

TaiSPO display. The Senza will be available on other Sports Art commercial cardio equipment beginning in June.

The screen includes all of the functions in an easy-to-use format. The treadmill and touchscreen include programs designed to make workouts more stimulating and entertaining for users of all levels.

The company's U.S. subsidiary has developed a series of 12 "virtual reality" videos, allowing

the treadmill to interact with the video and the user. When the runner goes faster, the video speeds up; when the virtual path goes uphill, the treadmill automatically inclines.

The Senza touchscreen and accompanying programs mark an upgrade for the Sports Art cardio range, which has fueled steady expansion in

the United States for the Tainan company.

The U.S. market accounted for about 60 percent of the company's total sales last year, compared with 30 percent for Europe and 10 percent for Asia.

Michael Kuo, assistant to the company's chief executive, said Sports Art's wide offering of treadmills is spurring growth. He said it is able to fulfill demand for a variety of customers with products across a broad range of price points.

Sports Art's largest U.S. market is the light commercial business, which targets such customers as schools and medium-sized fitness centers. Carina Kuo, Michael Kuo's sister, heads the U.S. office in Seattle.

The company expects to intensify its marketing efforts this year to drive sales. It hired Jason Yormark, who previously worked at Microsoft and Yesler, as its U.S.-based marketing director last year. Sports Art also has adopted a new logo, which it jazzed up with a touch of green to reflect the brand's investment in eco-friendly products.

The company's flagship project is Eco-Powr, a system that captures energy generated during a workout and feeds it back into the power grid, helping reduce the electricity bill for gym owners.



The Senza screen on a Sports Art treadmill

Sports Art is also developing distribution for a range of rehabilitation products that it sells to the medical market.

"The medical products could be particularly interesting for us in European markets that are strongly developed, such as Scandinavia," European sales manager Vic Lee said.

The company's rehabilitation treadmill includes a ramp for wheelchair users and a jacket that lifts a patient onto the treadmill. Only one other person is needed to help the patient onto the treadmill. **■ BS**

TAISPO

## DK City runs free

The name of the Run Free elliptical from DK City nicely sums up the concept: The user can freely adjust his or her stride length without changing any settings.

"You just listen to your legs," project manager Jay Huang said yesterday as he demonstrated the Run Free. "You can move whichever way you want. You could use it as a stepper or with a stride length of up to one meter."

Huang described the Run Free, shown for the first time at TaiSPO, as an open stride machine. He claims the mechanism is similar to those used in the Adaptive Motion Trainer by Precor or the Vario cross trainer from Technogym. Huang said the Run Free has a longer stride than others on the market, most useful for tall customers and for users looking for a fuller stretch.

**Tung Keng Enterprise** **Hall 11F/D0224** the Taichung company behind the DK City brand, is also displaying the Gemini range, a cost-efficient series of three cardio machines. The elliptical, recumbent bike and upright bike all use the same plastic cover to reduce costs.

While DK City has equipped other parts of its commercial range with TFT consoles, the Gemini range comes with cheaper LED consoles. Huang estimates that the price for the Gemini range should be about 20 percent below similarly spec'd products with LED consoles.

The third innovation DK City is highlighting is a rower with a screen function that enables

users to set a target for the distance and speed they intend to achieve. The screen will then tell them at the end of the workout if they reached the target.

"That way the workout is more like a game. You can play against the machine," Huang said. The rower features eight resistance levels that are adjusted manually.

These three ranges are all made in Taichung, where the company has a warehouse and factories for its mobility and commercial fitness equipment. It produces home fitness gear at another plant near Shanghai.

The United States is the largest market for DK City's fitness products, but the company is looking to grow in Asia this year. It entered into a distribution agreement for China last year and is also targeting Southeast Asia. **■ BS**



Jay Huang on a Run Free elliptical from DK City

## Life Gear turns its sales approach upside down

Life Gear's inversion table is one of the products that have enabled it to adjust its business approach over the past three years and target Taiwanese consumers directly.

A patented braking system locks in the feet when inverted. With the addition of a robust frame and construction, the table can be inverted until it is almost vertical.

This year, **Life Gear** **Hall 11F/B0102** is working to make the product more foldable. "It should reduce the size of the inversion table by more than 20 percent when it's folded up," Nelson Huang, the company's vice president, said yesterday.

This is a technical feat, because the table has to be completely stable when it is open. Creating a more compact size is an important selling point in Europe and in Asia, where homes are often smaller than in North America.

Huang says consumers use the inversion table mostly to stretch and enhance their fitness without strenuous movement.

The inversion table has been an online hit for Life Gear since it started distributing consumer-direct in Taiwan. The company adopted the approach to make up for weak margins and sluggishness in some international markets for home fitness equipment.

Huang said Life Gear is using Taiwan as a testing ground for a complementary business of direct distribution. "We're



Nelson Huang with the Life Gear inversion table

collecting experience about advertising and selling online, and the quality of customer service," he said. He adds that the move enables Life Gear to gauge consumer reactions directly, instead of relying on foreign buyers.

The test is working out well so far. While it sold all of two machines in the first month — March 2013 — Life Gear now delivers 300 to 600 a month around Taiwan, some from its own truck.

Life Gear may replicate the experiment in other markets where it does not have steady distribution partners. Huang said the company would still have to find local partners to work with online sales platforms and provide servicing. **■ BS**

# With In-Trinity, Spinning co-creator Johnny G puts a new spin on fitness

The setting was a lush garden in Santa Barbara, California, complete with waterfalls.

The host had invited several executives of Matrix Fitness to his home to watch a demonstration of his new exercise concept. Four trainers performed balance and agility exercises on a board that was elevated at one end. The trainers' movements were inspired by such disciplines as yoga, pilates and martial arts.

Matrix, a brand of Johnson Health Tech, is known for making sturdy treadmills, stationary bikes and hefty equipment for commercial gyms. Yet this new concept required little more than a board.

But the executives knew that their host, Jonathan Goldberg, was well worth listening to. In the industry, Goldberg is universally known as "Johnny G." He is the co-creator of Spinning, which helped kick off the indoor cycling craze. In 2008, Goldberg and Matrix launched the Krankcycle stationary hand cycle.

Today — some six years after the demonstration in Johnny G's garden — his concept is finally coming to fruition.

It's called In-Trinity, and Johnny G and Matrix began rolling out the program worldwide a few weeks ago. They've

developed an elaborate training program to go with the equipment.

Johnny G himself will demonstrate In-Trinity today at **Johnson Health Tech Hall 11F/B0910** as part of the Fitness Industry Forum. The demonstration is 4 – 4:50 p.m. (see box for more information).

It began, Johnny G said, with a nap. He was in Brazil, gazing at the stars, when he fell asleep on a mound of grass.

"All of a sudden, I started to stretch upside down on the decline, and I realized that if I could reach under the ground, I would be able to expand my movement," he said in an interview last week from California.

Elevation was key, he added. "This would completely change the way we exercise. We've been training on a flat floor for a lifetime, we've never had the opportunity to train elevated in this way."

After he returned from Brazil, friends noticed an unusual addition to the garden furniture. Johnny G had placed one end of a park bench on top of a rock so he could experiment on an inclined platform.

"I started exploring movements and

gravity," Johnny G said. "I wanted to come up with a concept that would make this movement accessible to people of all ages."

The South African native, who is a swimmer, cyclist, triathlete, and has a black belt in Shotokan karate, says he is a passionate believer in movement-based exercise.

The finished product appears to be deceptively simple. The In-Trinity board is elevated at one end and held up by sturdy but unobtrusive supports. The deck is shaped like a hourglass — thinner in the middle and wider at the ends — so a user can easily straddle the board, and transition between incline and decline. In-Trinity also comes with a set of straps and a pair of sticks like those used in martial arts.

Johnny G said In-Trinity is accessible for beginners but can offer an intense workout.

"You can go deeper than you think," he said. "Your legs are always in contraction, because you're standing on a surface that's either inclining or declining."

The In-Trinity workout is designed to last 40 minutes. Adding to its attraction for gyms, the boards stack in racks of five. Students can take them out of a rack



In-Trinity movements are performed on an inclined exercise board.

and set them up for class in about two minutes.

In-Trinity is also designed to increase mindfulness as well as physical health with the use of "entrainment" soundtracks that are supposed to enhance relaxation and quiet the nervous system.

Johnny G is traveling extensively to promote In-Trinity, and said 450 people have already been trained to lead In-Trinity classes. A series of videos for home users will be available for streaming later this year.

Johnny G described In-Trinity as an "energy-in" practice.

"It's an extremely well-rounded program," he said. ■ BS

## Looking out for Number 1: Johnson gets bigger faster

Johnson Health Tech is aggressively expanding internationally. It made two acquisitions last year and is building its international team and infrastructure.

Johnson, which owns Matrix, Horizon, Vision and several other brands, posted sales of about \$529 million in 2015. The acquisitions are worth about \$80 million more in annual sales. Johnson is Taiwan's leading supplier of commercial fitness equipment.

Johnson **Hall 11F/B0910** acquired Stak Fitness, a Canadian distributor with strong relationships in commercial fitness as a former distributor of Precor.

Its also bought 2nd Wind Exercise Equipment, which with 58 retail locations is billed as North America's largest specialty fitness equipment retailer.

Meanwhile, the Taiwanese group opened subsidiaries in Mexico, the Philippines and the United Arab Emirates. Johnson also expanded its own retail outlets to more than 300 stores last year. Most of its new locations are in China.

Unfavorable exchange rates caused the Johnson group's sales to decline by about 3 percent last year, although they would have increased on a currency-neutral basis.

Sales from Johnson's European subsidiaries rose 17.5 percent on a currency-neutral basis, with much of the increase from the growth of the Matrix brand in the commercial market.

Matrix is building partnerships with growing European gym groups such

as Pure Jatomi in Poland and The Gym Group in the United Kingdom. "We help them to grow faster," said William Poon, senior sales director.

It is spurring growth by offering attractive financing terms to customers.

The Taiwanese group estimates that Matrix is now the leading commercial player in France, the Benelux countries and Poland, and No. 2 in the U.K., Germany, Spain, Italy and China.

Johnson has said that it aims to become the world's leading manufacturer of commercial fitness equipment within two years.

However, it may have to recalibrate that goal. The parent company of Life Fitness acquired Cybex this year, creating a powerhouse that is expected to post sales of nearly \$1 billion a year.

Another big competitor, Technogym, reported that 2015 sales had grown by 10 percent to €512 million (\$564 million). ■ BS



Elliptical trainers from Matrix, a Johnson Health Tech brand, are used by gyms and fitness centers around the world.

## Today's Fitness Industry Forum features keynotes, fitness demos

**The Fitness Industry and Fitness Club Management Forum kicks off today at 9:30 a.m. and continues through the afternoon. The forum features keynote speeches and fitness program demonstrations.**

See yesterday's TaiSPO Show Daily for a full description of the event. Simultaneous English/Chinese translation will be provided. The venue is Conference Room 3, on the second floor of TWTC Exhibition Hall 1.

**Morning Session  
9:30 – 10 a.m.  
Registration**

**10 – 10:10 a.m.  
Opening remarks and group photo**

**10:10 – 11:10 a.m.  
Fitness Club Management and Market Analysis I  
Ray Algar  
Managing director, Oxygen Consulting**

**11:10 a.m. – 12:10 p.m.  
Fitness Club Management and Market Analysis II  
Luke Carlson  
CEO, Discover Strength**

**Afternoon Session  
1:30 – 2 p.m.  
Registration**

**2 – 2:50 p.m.  
Fitness Program Demonstration by Amor Lin: Fight Do**

**2:50 – 3 p.m.  
Registration**

**3 – 3:50 p.m.  
Fitness Program Demonstration by Amor Lin: X55**

**3:50 – 4 p.m.  
Registration**

**4 – 4:50 p.m.  
Fitness Program Demonstration by Johnny "Johnny G" Goldberg: In-Trinity  
(At Johnson Health Tech, TWTC Hall 1, Booth B0910)**

# The spirits of craftsman from Taiwan

A craftsman is contemplating, fully undistracted and dedicated. The work in hand is an unborn child. Horney-handed, he continues. Going through the tests of time, he faces the hardships. There is no stop on the way to perfection. Precision is the final goal. Once there is something wrong, he will exam and restart until he smiles and feels satisfied.



## SPS Award Winners



### 2015 SPS Award

Rhymebus Corporation  
Shuang Rong Shing Traffic  
Material Factory Co., Ltd.

### 2014 SPS Elite Award

Healthstream Taiwan Inc.  
Johnson Health Tech. Co., Ltd.

## 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

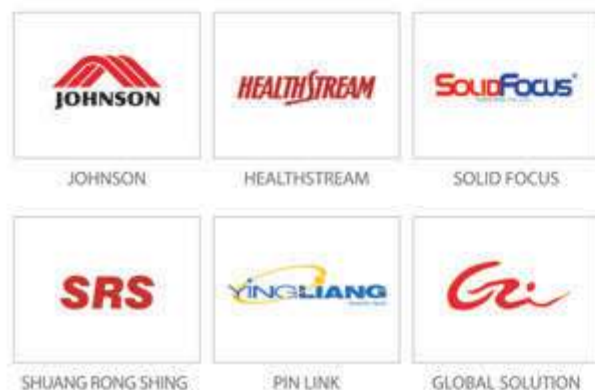
Google Fitness, Taiwan's Best

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

## Central Factories



## Satellite Factories



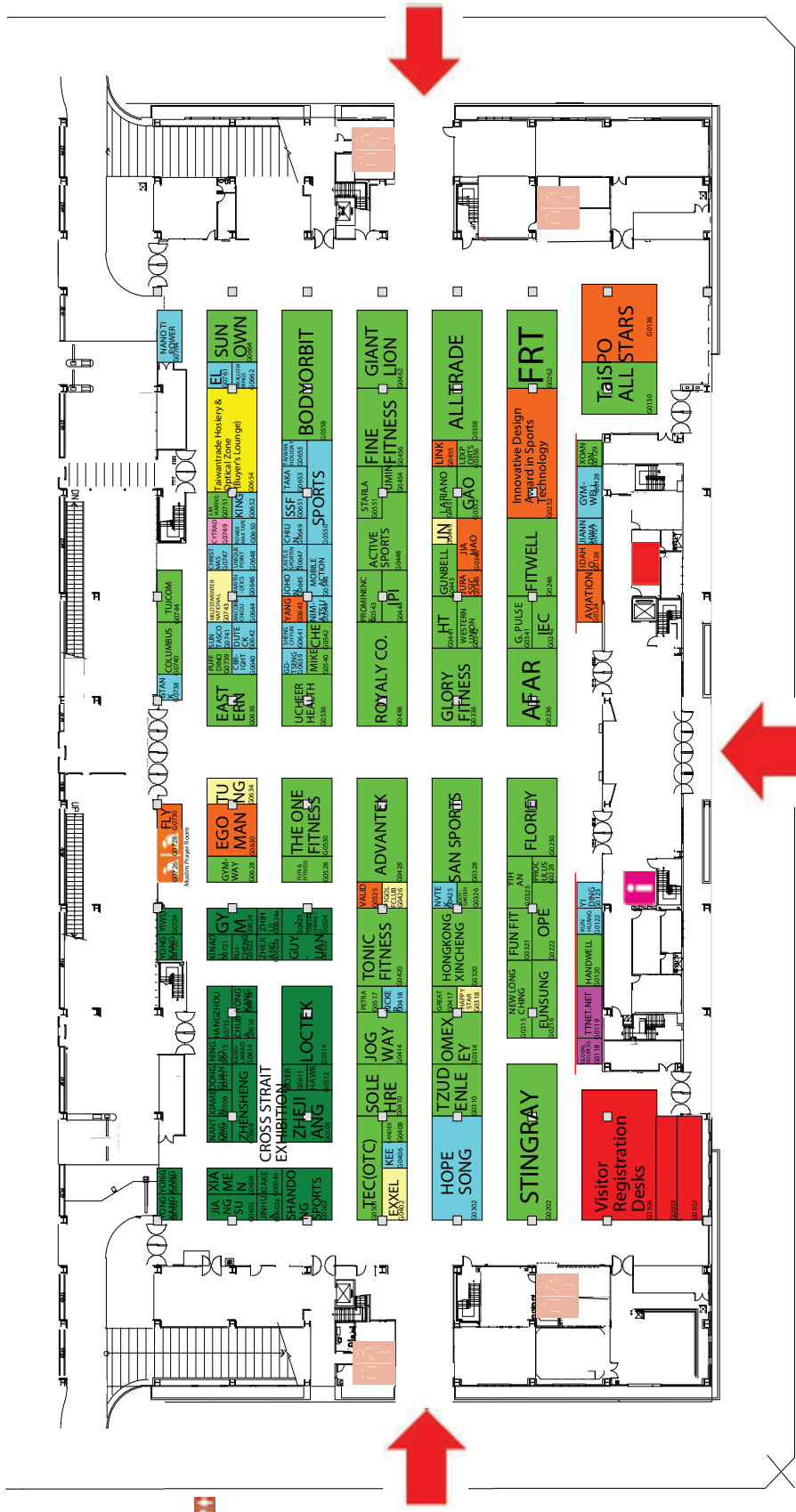




TWTC Exhibition Hall 3, 1st floor

世府路 Shih-Fu Road

- Miscellaneous Products
- Fitness Equipment
- Sports Balls
- SPOMODE
- Outdoor Sport Products
- Media & Association
- Cross Strait Exhibition



松壽路 Song-Shou Road

TAISPO

# Wonder Core Cycle keeps Bodyorbit rising

The Wonder Core has done wonders for Bodyorbit's corporate health since the Taichung company introduced the home workout line four years ago.



Wonder Core Cycle

Now, **Bodyorbit** **Hall 3/G0558** is launching its newest addition to the growing Wonder Core family. It's a fitness bike that can be used in an upright or recumbent position, and incorporates exercise bands for an upper-body workout.

Like other Wonder Core products, the Wonder Core Cycle is compact

enough to fit in a small space and versatile enough for several exercises.

"We were the first to come up with this kind of multi-function fitness equipment. The idea is to build up a range of products that are smart and suitable for a broad range of exercises in your home," said Jeff Chen, Bodyorbit's sales manager. The Wonder Core has

been particularly successful in Japan and in Europe, where homes are relatively small.

The Wonder Core set itself apart from other home fitness equipment with a dual-resistance system that lets users perform reverse crunches, stretches, and other exercises including twists, lower leg workouts, pushups, leg lifts, and strength training with exercise bands.

Bodyorbit designed the fitness bike on the same principle: using one piece of equipment for several exercises.

"Such bikes are normally meant for lower-body exercise but with the added exercise bands our bike will also work for the upper body," Chen said.

At TaiSPO, Bodyorbit is also launching an accessory for Wonder Core owners. The Wonder Core Digital Counter attaches to any Wonder Core model with a magnet and transmits workout data via Bluetooth to mobile devices. Used in conjunction with a free smartphone app, the system also tracks calories burned and a user's body mass index. The Digital Counter will be available this summer.

Bodyorbit has expanded the Wonder Core line since it launched the original version in 2012. The original version was particularly popular with women, who could use it for stretching and core workouts.

A year later, Bodyorbit launched the Wonder Core 2 with exercise bands for strength training, increasing its appeal to men.

Next came the Wonder Core Smart, a smaller unit that still featured dual resistance and let users perform a range of exercises, from ab tucks to pushups and scissors, and strength training for triceps and biceps.

"We found out that people like to do all of these exercises and they're also creative with the equipment," Chen said. "They exchange on the Internet different ways to use the product, they take pictures of themselves and get optional accessories to make the equipment even more versatile."

Eric Chuang founded Bodyorbit in 2003. The Wonder Core is the company's breakout product, garnering a host of awards and, more important, lots of sales.

The Wonder Core 2 and Wonder Core Smart have won TaiSPO All Star Excellence Awards in past years, while the digital counter picked up another award this year.

Bodyorbit recently moved to a brand-new headquarters as it copes with rapid expansion. Its 35-person staff focuses on sales, R&D and marketing.

Three OEM factories in Xiamen, China manufacture Bodyorbit products. ■ BS

## These fitness trackers also keep track of Facebook updates, sunburn warnings

Sure, they track the wearer's fitness activity — steps taken, distance covered, calories burned. But Mobile Action's wearable fitness devices go beyond the usual functions found on every other device.

The Q-Band X fitness bands from **Mobile Action** **Hall 3/G0546** also notify users of phone calls, emails and text messages — even Facebook and Twitter updates. The company says these and other software features set its products apart from competitors.

The fitness bands connect to a user's smartphone by Bluetooth. With a Mobile Action app, users choose which notifications to receive. The band vibrates to alert the wearer to an incoming notification, and its screen shows the first characters of a message.

"When you're going about your fitness activities, most of the time you'll have your phone in your pocket or in your bag. With this vibration alert, you know all the time. You never miss a call," said Richard Teng, vice president of sales and marketing at Mobile Action.

Teng said the Q-Band X bands work with several social media services. The app is available for Android and iOS devices.

Mobile Action this year has added a heart-rate sensor to its wrist trackers.

"You can monitor your heart rate from the screen. It will tell you which heart rate zone you're in," Teng said. "That's most useful for people who do intense

workouts."

The Q-Band X even warns of impending sunburn through a built-in UV sensor.

The company says that the wristband operates for up to 15 days before its batteries need a charge, which it says is the longest on the market.

The Q-Band X devices are offered in three configurations: two watches and one wristband. Mobile Action says the watches have been the most popular by far, because they feature larger displays, and because the straps can be swapped out easily.

The Mobile Action devices retail for about \$59, which Teng said is nearly a third of the price of competitive products from more famous brands.

In Taiwan, Mobile Action sells the line under its iGotU brand. Many European distributors sell its products under their own brand names.

With shipments of about

2,000 units a month to local retailers, Mobile Action is the No. 2 player in the Taiwan fitness band market after Xiaomi, according to Teng. He said Xiaomi, from China, typically sells more basic devices at lower price points.

Although Mobile Action is strongest in the home electronics market, where it has established distribution relationships, it wants to boost its presence in the sports and fitness market. The company expects to produce about 50,000 pieces a month.

Mobile Action has a long history in software and telecommunications. The company once was a leading supplier of syncing software that allowed mobile phone users to transfer contacts and other information between their phones and their computers, before phone makers incorporated those functions into their operating systems.

The company licensed the software to phone makers such as Nokia and Motorola. ■ BS



Q-Band X fitness trackers from Mobile Action

# TaiSPO Photos Day 1



TAISPO



# Feathers are always flying at the Trump Sports factory

If you have ever wondered why the best feather shuttlecocks are so expensive, consider this: It takes 16 feathers to make a single shuttle, but a single goose or duck can produce, at best, only 14 suitable feathers.



Gabrielle Hu with a feather shuttlecock

That's just the half of it. All of the feathers on a shuttlecock have to come from the same side of the bird to ensure they bend in the same direction.

Since a single bird can only contribute five to seven suitable feathers per wing, it takes more than two to make a single shuttlecock.

And while this may be an interesting piece of trivia for most people, it's a core business issue for **Trump Sports**, **Hall 1F/A0325** which runs a feather shuttle production factory in Changhua County. Few other TaiSPO exhibitors, it's fair to say, adhere to a corporate "feather management process."

The company sells some of its shuttles under the Trump brand, but more than 70 percent of its production goes to leading brands that supply national and international badminton competitions.

Top-grade feather shuttlecocks, like the ones used in competitions, can cost more than \$40 a dozen. And players in a fierce contest might go through several shuttles in a match.

"The most important aspect is the durability," said Gabrielle Hu, sales manager at Trump Sports.

Hu said that most of the feathers come from Taiwan-raised geese and ducks that are at least 120 days old. She said Trump's best shuttles are made with goose feathers, which are stronger than duck feathers.

Taiwan's hot and humid weather can yellow feathers, but Trump doesn't use chemicals to artificially whiten them.

The manufacturing process consists of sorting the feathers and gluing them to a cork base. The feathers are stitched with string to shape the shuttle's skirt, and firmed up with glue.

Trump is introducing a new shuttlecock series that uses better quality feathers and an improved method for gluing and drying them.

Shuttlecock production is labor intensive. It resists most automation and instead requires a practiced human eye.

"Some of the sorting has to be done by hand, to judge the straightness of the feathers, and we have to judge the angle again after stitching," Hu said.

For quality control, every shuttle undergoes a test flight to ensure it zooms straight without wobbling. The test preferably takes place a month after production.

A machine launches each shuttlecock along a flight path, but it takes a trained observer to verify that the shuttle moves properly. The test flight occurs in front of a bright green wall, so the white shuttlecock stands out.

Trump Sports has been involved in this obscure corner of the sporting goods world since it was founded in 1980. It also makes racquets and accessories at a second plant in Taichung.

Two brothers run the company. KP Hu oversees production while Hugo Hu focuses on sales. Trump sells mostly to longstanding customers in Japan, Denmark, Germany and France, where demand for top-quality shuttles is stable.

■ BS

## For three decades, Nan Yun nylon shuttles have been a smash hit

Nan Yun Sporting Goods boosted its production of nylon shuttlecocks by 30 percent last year, after adding a third building to its Tainan factory.

With a capacity of some 80,000 dozen shuttles a month, **Nan Yun**, **Hall 11F/A1317a** has reinforced its status as a large-scale international supplier of badminton shuttles. Nan Yun sells to prominent retailers and racquet sports brands.

Unlike Trump Sports, which makes feather shuttlecocks (see related story, this page), Nan Yun focuses on shuttles made with nylon skirts.

"Nylon requires high-technology injection. It enables us to control the structure and the flight of the shuttlecocks," said Abby Jow, senior manager at Nan Yun. She said nylon shuttles command a multiple of the price for PU shuttles, which are often sold as toys.

The company uses its own tooling to create molds, which allow it to launch new models each year. It makes 10 varieties of nylon skirts and is developing others.

To make the skirts, Nan Yun has eight plastic injection molding

machines. After the injection process, the skirt is compressed to add its characteristic waves, which improve its flight.

Nan Yun uses cork bases for most of its nylon shuttles.

While some manufacturers use compressed cork dust, Nan Yun imports cork from Portugal and rigorously inspects it to ensure its integrity.

"We have to check the texture and density, the depth of the holes and other patterns inside the cork," Jow said.

The company also makes shuttles with a foam base. It originally used EVA foam, but is developing a new compound that it says has the same characteristics as cork.

Machines weigh completed shuttles and test them for spin speed, stability and other features.

Nan Yun sells about 20 percent of the shuttles it produces under its Jex brand, mostly in Taiwan. The bulk of its production is for OE customers, including retailers and racquet

manufacturers.

Although Nan Yun has been making shuttles for about three decades, it's one of the first Taiwanese companies to specialize in sporting goods.

It started some 70 years ago as a manufacturer and wholesaler of sports equipment, from bats to rackets to javelins.

In the future, Nan Yun wants to expand its range of training gear for other sports.

Controlled by majority owner Richard Jow, Nan Yun is also a Taiwan distributor and sells to some 300 retail customers. It also operates a Nan Yun Sporting Goods store in Tainan. ■ BS



Abby Jow of Nan Yun with a nylon shuttlecock



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## Advertising index

Airace	16	Hutchinson	21	SKS	36
Alex Global	12	ISPO Shanghai	49	Sram	20
Bafang	front cover	Chaoyang/Arisun	3	Sunrace	30
Beto	50	KMC Chain	13	TaYa Chain	31
Bkool	8	KS / Kind Shock	6	Tern	back cover
Chosen	27	Kryptonite	22	Thun	9
Control Tech	38	Magura	26	TranzX	20
Crops	34	Marwi	17	TSMA	43
Dahon	33	Messingschlager	front cover	Velo	2
Dapu	19	Miranda	5	Wellgo Pedals	39
Dosun	7	Neco	16	Winora/Haibike	37
Edco	29	Sate-Lite	28		
Genuine Terapower	18	Shimano	51		



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