

# BIKE MARKET

2014 Autumn Edition

**UPDATE**



## **Vietnam & Cambodia Bicycle Industry Situation Report**

The French Bike Industry  
– 150 Years of History

**Cycling Keeps King Liu  
Strong at 80**

New Merida Nantong Factory  
Goes into Production

**Ming Cycle builds its  
third plant in Changzhou**

Taiwan's Latest Exports  
Report

**Eight Road Bike  
Chainwheels Tested**

Ginat Unveils  
New and Revamped Ranges

**A-Team Elects New Chairman**

Taiwan's Latest  
New Products Gallery

**Conquering Kenting in  
Summer on a Fat Tire Bike**



# Shock absorbing for ANY Terrain

## ANTISHOCK STEM / POST

New innovative patented design absorbing the shock vibrations, providing optimal relief and pressure distribution, especially during long rides.  
Excellent ergonomics and comfort!



**TranzX**  
[www.tranzx.com](http://www.tranzx.com)





# DROPPER POST

Freely and easily adapting your seat position according to the terrain you meet!

The MICRO adjustment offers quick and easy seat positioning, with reliable and robust technology – virtually No Play!



ICR (internal cable routing)  
version



Wireless Control version

**TranzX**  
[www.tranzx.com](http://www.tranzx.com)





# KENDA

## Who Goes There? Honey Badger Goes There!



### *HONEY BADGER Pro*

#### K1127

Like its namesake, the Honey Badger just 'don't care'. This tire is designed to be aggressive enough to rip through loamy conditions, roll smoothly over hard pack and rock, dig through loose-over-hard terrain, and just be an all around great mountain bike tire. This tire is for the rider who finds themselves on a variety of conditions on every ride or if for those who need one tire to do it all!

29x2.20, 650Bx2.20, 26x2.20 Available



KendaTire.com  
facebook.com/KendaBicycle



## THE BEST CHOICE FOR YOUR WHEELS

KT patented driver engaged system enhance a comfortable race and efficient shifting without drag, affordable for powerful pedaling when sprinting.

### MADE IN TAIWAN ONLY 6 PAWLS 12 CLICKS SYSTEM

- 6 pawls & 6 v-springs
- Al7075 or CrMo freehub body compatible w/Shimano, Sram 9,10, 11sp & Campy 9,10,11sp cassette
- BMX one-piece driver, optional for 8T,9T,10T, 11T 1/8" & 3/32"



### 9 Series DYNAMO HUB

SV-9 : 309g  
SV-9-F : 299g



### ULTRASLIM DYNAMO HUB

Innovation is all about making self-breakthrough.  
The unique aerodynamic shape of the hub has been optimized to a golf size, while attaining an unprecedented weight only 299g.  
The ULTRASLIM dynamo offers a new dimension of riding comfort...

**SP** dynamo, **S**mall, **b**ut **P**owerful.



### BEACON 270°

To ensure  
your safety with  
excellent side  
visibility

Shaped in Italy and France, versions for seatpost and fender are available.  
Features include a 1400mAh Li power rechargeable via Micro-USB, waterproof, dual indicator, light regulator, and built-in charging IC to maximum battery life.





# RUI COSTA

& his bike,  
REACTO EVO





# ALWAYS BE WITH YOU



**nanoo**<sup>®</sup>

JEE ANN BICYCLE CO., LTD.

[www.jeeann.com.tw/nanoo](http://www.jeeann.com.tw/nanoo)

[www.nanoo.biz](http://www.nanoo.biz)

Amazing folding bike with small wheel.

**Flash folding**, only need 10 second.

**Comfortable traveling**, nice gear ratio, good speed and climbing.

**Innovation for carry**, when folding, you can push nanoo with you anywhere.

Nanoo is happy to stay anywhere and out with car, bus, train...





# THE NEXT PRECIOUS METAL

Diamond Like Coating For Ultimate Performance



UNSURPASSED SURFACE HARDNESS | HIGH COATING DENSITY  
UNPARALLELED CORROSION RESISTANCE | EXCEPTIONAL DURABILITY | MINIMAL FRICTION

COMPATIBLE WITH SHIMANO, CAMPAGNOLO, SRAM 11 SPEED DRIVETRAIN SYSTEMS

## X11 SL DLC



SUPERLIGHT



DIAMOND LIKE COATING



TRIPLE X DURABILITY

only from

# KMC

Chain



KMC Chain Industrial Co., Ltd.  
[www.kmcchain.com](http://www.kmcchain.com) | [www.kmcchain.com.tw](http://www.kmcchain.com.tw)

f KMC Chain



Carbon Footprint Certified



2014, 2013, 2012, 2011, 2010, 2009  
Taipai Cycle 68 Awards German iF Design Award



KMC Chain Europe B.V.  
[www.kmcchain.eu](http://www.kmcchain.eu)

f KMC Chain Europe B.V.



red dot design award  
winner 2014, 2013, 2011

KMC Chain American Corporation  
[www.kmcchain.us](http://www.kmcchain.us)

f KMC Bicycle Chain



Taiwan  
Excellence  
2010

twitter.com/kmcchain





● Product Concept



● Frame Manufacturing



● Robotic Painting

● 3D Design



● EN Testing

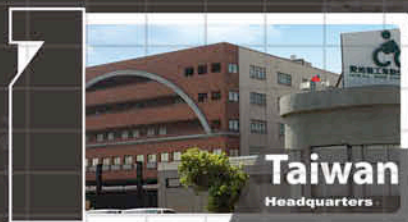


● Specialty Assembly



# GLOBAL SOLUTION IDEAL SERVICES

<http://www.idealbike.com.tw>



● Assembly  
● Painting



● Assembly  
● Painting



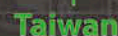
● Assembly  
● Painting  
● Frame Manufacturing  
● No Anti Dumping Duty



**Poland**  
Ul. Bohaterow Walk nad Bzura  
2, 99-300Kutno, Poland  
TEL: +48-(0)-24-254-91-00  
FAX: +48-(0)-24-254-91-02  
e-mail: [idealeurope@idealeurope.pl](mailto:idealeurope@idealeurope.pl)



**China**  
JinFu 2nd Road,  
Hua Nan Industrial Park,  
LiaoBu Town, Dong Guan,  
Guang Dong 523405, China  
TEL: +86-769-8895-1888  
FAX: +86-769-8895-1818  
e-mail: [idealdg@idealbike.com.tw](mailto:idealdg@idealbike.com.tw)



**Taiwan**  
497, Kang Fu Rd. Sec.1 Wu Chi Dist.,  
Taichung 435, Taiwan  
TEL: +886-4-2639-3242  
FAX: +886-4-2639-3247  
e-mail: [ideal@idealbike.com.tw](mailto:ideal@idealbike.com.tw)







www.axman.com.tw



**T7**  
Triathlon Bike W/Dura Ace Di2



**M18**  
29" MTB BIKE W/XX1

**R26**  
ROAD BIKE W/RED







**M25**

Light Weight 650B Carbon Frame



**R26D**

Aerodynamic Disc Road  
Carbon Frame

**CYC6D**

12mm Thru Axle Cyclocross Carbon Frame



**AXMAN**

AXMAN ENTERPRISE CO., LTD

No.229, Fonglin St., Fongkeng Village, Fenyuan Shiang,  
Changhua Hsien, 502 Taiwan

Tel: +886-49-2529000

Fax: +886-49-2520909

Axman@axman.com.tw





**RST**<sup>®</sup>

**REDEFINING  
LIMITS**



**Introducing the new ROGUE\***



EUROBIKE BOOTH: A1 Hall 303C  
[www.rst.com.tw](http://www.rst.com.tw)

\*The new RST Enduro fork 160mm travel,  
15mm through axle.

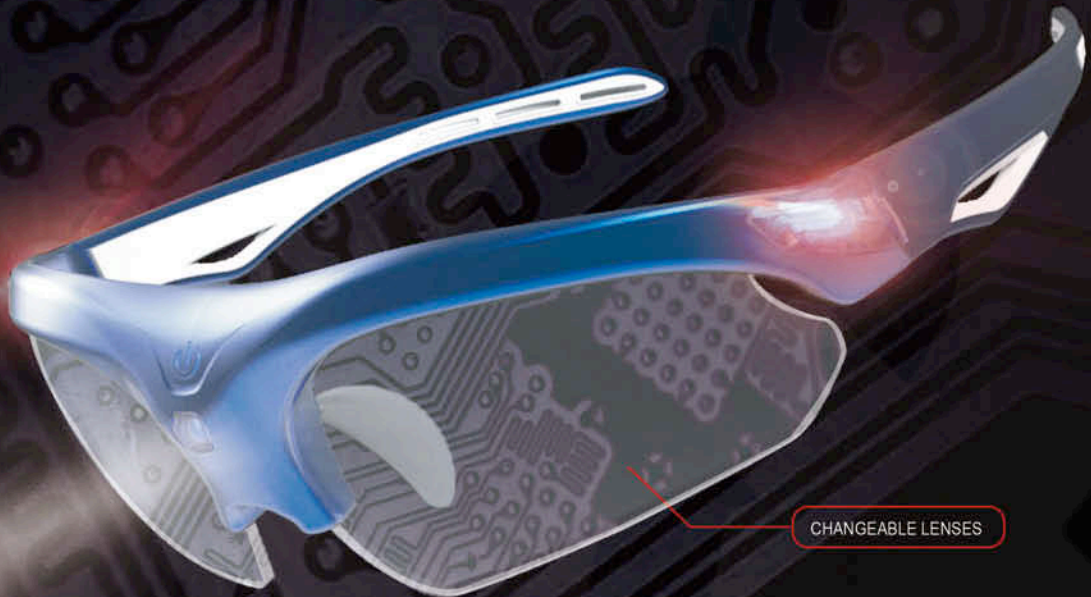


# Q-LITE

Quality Light Is Truly Elegant



www.q-lite.com.tw



CHANGEABLE LENSES

## L-G800

- Front Light: White LED - 20 lumen x1 pcs
- Side Light: Red LED - 3mm 2 lumen x2 pcs
- Material: TPR Double Plastic Injection Mold Frame, PC Body
- Four Function Battery Running Time:
  - Function 1: Mid Light Steady: 1.6hr
  - Function 2: Mid Light Steady(low) & Side Light Steady: 2.3hr
  - Function 3: Mid Light Flash & Side Light Flash : 3hr
  - Function 4: Side Light Flash: 4hr

- Battery: Lithium 70mA
- Charging Time: 1hr



Patent - TWN. USA. JPN. CHN.

MICRO USB CHARGING



Touch Switch

# EVOLUTION GLASSES

More Colors  
Available





Inter Bike Booth

31153

WE NOT ONLY DO OUR BEST, WE DO THE BEST

**BETTER**

Full Tech Co., Ltd (Taiwan)

TEL: +886 4 2565 2598

FAX: +886 4 2565 2586

[www.fulltechrigido.com.tw](http://www.fulltechrigido.com.tw)

Email: [market@fulltechrigido.com.tw](mailto:market@fulltechrigido.com.tw)

Full Tech Co., Ltd (China)

NO.52, Qianjin 3<sup>rd</sup> Road, Tanzhou Town,  
Zhongshan City, GuangDong, China

TEL: +86 760 8663 3806

FAX: +86 760 8663 3878





VISIT US AT **EUROBIKE**  
AUGUST 27 - 30 **A5 505**



**RENNRAD**

**2015**



[www.mingcycle.com.tw](http://www.mingcycle.com.tw)



FOSHAN AIFEIT BICYCLE ACCESSORY CO.,LTD.



**Best choice  
for outdoor travel**

**Aifeit**

<http://www.aifeit.com>



■ 1138-02



■ 1130-43



■ 1878-05



■ 1620-17



■ 1218-02



■ 1636-01

FOSHAN AIFEIT BICYCLE ACCESSORY CO.,LTD.

Address:No.13, WenFeng North Road, RongLi,RongGui  
Town, ShunDe District, FoShan,GuangDong

Tel:86-757-23279338 23279228

Fax:86-757-23279308

Email:manager@aifeit.com



■ AF-33001M-4



■ AF-22005G-2



■ AF-22001G

**Great performance Extremely wonderful**

**Aifeit**

Aifeit is a professional bicycle company for production of saddles, saddle covers and bicycle accessories.

We have advanced production equipment and professional inspection team with all necessary quality control instruments. We have 2 vacuum seat production lines, 2 foam injection lines, 6 fabrication lines. We produce over 5 million saddles per year. We have over 10 years professional saddle design experience, professional R&D team and a effective team management.

Our product meets all the international standards, which includes: The newest European Union EN standard, Japan JIS standard, European Union REACH law, ROHS environmental directive, Phthalate-free, PAHs and USA CPSIA.

Our product has been sold all over the world, with many recent sales to Europe and North America.

Our Service Goal is customer first, with highest quality.



# R9300

Aero Road Frame by APRO TECH

- A. Integrated front and rear brake for exceptional aerodynamics.
- B. 1-1/8x1-1/4" head set for perfect balance of stiffness and aero
- C. Months of meticulous wind tunnel and CFD research.
- D. Geometry also suitable for Time Trial mode.



Air Resistance is Futile

Euro Bike Booth #B2-414



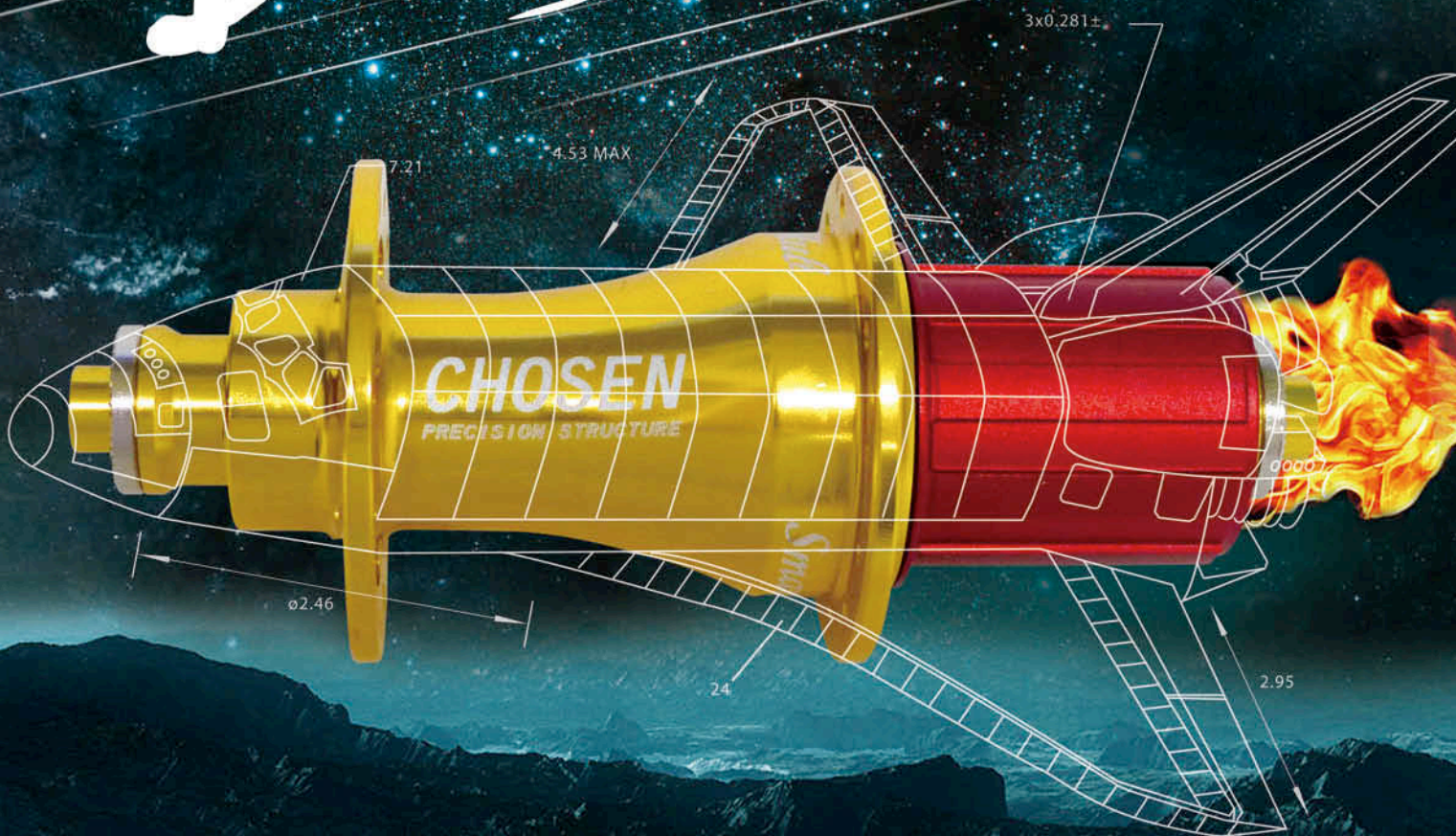
SILENCE HUB

EXPLORATION

ITEM NO. A5137BQ

# DISCOVERY

TAIPEI SHOW BOOTH  
NUMBER J0633



INCREDIBLE  
ADVENTURES

**CHOSEN**  
CHOSEN CO., LTD.

[www.chosen-hubs.com](http://www.chosen-hubs.com)

[chosen.twn@msn.hinet.net](mailto:chosen.twn@msn.hinet.net)

TEL +886-4-7588-777

+886-4-7588-889



# SAMOX

www.samox.com.tw

## ONE-PIECE CHAINRING

EUROBIKE BOOTH : **B4-310C**

INTERBIKE BOOTH : **30145 / 30147**







Taipei International Cycle Show 

# TAIPEI CYCLE

## MARCH 18-21, 2015

TWTC NANGANG Exhibition Hall

TWTC Exhibition Hall 1



Organizer:



Co-organizers:



Taipei Cycle d&i awards



[www.TaipeiCycle.com.tw](http://www.TaipeiCycle.com.tw)








# CHAODYANG®

*Passion For Forward*

**Dear Riders,**

CHAODYANG was founded in 1958, which is from the mysterious Orient, nearby Qiantang River, next to Haichao Temple, one of the famous temples in Hangzhou. As  shows, the morning sun rises slowly from the tides. Keeping moving up, being passionate, rolling forward is our eternal pursuit.

Our technological team is making efforts on developing more and more light and durable casing materials, construction, extreme performance compound under latest technology to meet variety of your demands. And now, our products are one of the best choice for many top-level bicycle brands. We are turning from "MADE IN CHINA" to "INNOVATION IN CHINA"!

Of course, we know that to achieve the best tire, we need great riders from different countries, testing our tire in different terrains and climates, complex environmental conditions. Your feedback will make it possible for us to improve CHAODYANG tire constantly. We need your passion. Let's forward together!

**We sincerely invite you to join in our team, please kindly send email to [passion@zc-rubber.com](mailto:passion@zc-rubber.com) for more details.**

***Passion For Forward***

*Danfou*  
International  
Sales & Marketing Director



  
中策橡胶  
**zc rubber**

**www.zc-rubber.com**

**ZHONGCE RUBBER GROUP COMPANY LIMITED**  
No.2,10th Avenue, Hangzhou Economic & Technological  
Development Area, Hangzhou, China, 310018  
Tel: +86-571-86755936 Fax: +86-571-86053191

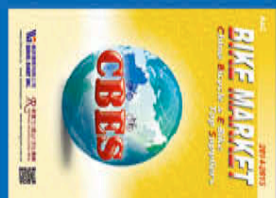


# A&G



**TBS**

Taiwan Bicycle  
Source 2014-2015



**CBES**

China Bicycle &  
E-Bike Top Sup-  
pliers 2014-2015



**Bike Market Update**  
eBook Download

**Free e-newsletter**

The latest news  
from global bike  
markets

**What's New**

# www.biketaiwan.com

## Taiwan Bicycle Suppliers & Products Hyperdatabase

Biketaiwan.com is the gateway to information and news regarding  
Taiwan bicycle manufacturers and overseas Taiwan operations.

**WU WHEEL GIANT INC.**

No.193, Tzu-Chiang Rd., Changhua 50095, Changhua, Taiwan  
Tel : 886-4-7350500, 7360794~5 Fax : 886-4-7357860, 7360789  
E-mail : rep@mail.wheelgiant.com.tw Website : www.biketaiwan.com

**軟實力傳媒有限公司**

Soft Power Media Co., Ltd.

Shanghai Tel : 86-512-57516309 Tianjin Tel : 86-22-28137963  
Ningbo Tel : 86-574-88210669 Shenzhen Tel : 86-755-81789589





# TAICHUNG

bike week

2014

November 04-07



[taichung-bikeweek.com](http://taichung-bikeweek.com)



# SUBARU

# APRIL 16-19, 2015

# SEA OTTER CLASSIC



POWERED BY SRAM



The Sea Otter Classic is North America's largest celebration of cycling. Take advantage of exhibit and sponsorship opportunities to build your brand, reach retail decision makers, and connect with leading media outlets, all in one trip to the United States.

65,000 Spectators • 10,000 Athletes • 6,000 Campers • 450 Exhibitors • 375 Journalists



Come for the Ride - Stay for the World's Largest Cycling Festival!

Mountain Bike Events | Road Bike Events | Cyclocross | Festival Activities | Recreational Rides | Kids' Activities



For more information contact Wheel Giant at [rep@mail.wheelgiant.com.tw](mailto:rep@mail.wheelgiant.com.tw) / 886-4-7350500

Monterey, California, USA - [SeaOtterClassic.com](http://SeaOtterClassic.com)





# Taiwan Bicycle Source

TBS is a dedicated and experienced service of Wheel Giant, which has the confidence of Taiwan's bike manufacturers, and is essential to the future of Taiwan's bike industry.



**Access a market of giant proportions with TBS!**

**The ultimate purchaser's guide to Taiwanese firms, this 5-in-1 tool is available in full-size volume, pocket issue, CD-ROM, downloadable e-book and online.**



**輪彥國際有限公司**  
**WHEEL GIANT INC.**

**軟實力傳媒有限公司**  
**Soft Power Media Co., Ltd.**

No. 193, Tzu-Chiang Rd., Changhua 50095, Changhua, Taiwan  
Tel: 886-4-7350500, 7360794~5 Fax: 886-4-7357860, 7360789  
E-mail: tbs@mail.wheelgiant.com.tw Website: www.biketaiwan.com  
Shanghai Tel: 86-512-57516309 Tianjin Tel: 86-22-28137963  
Ningbo Tel: 86-574-88210669 Shenzhen Tel: 86-755-81789589





# CONTENTS

2014 Autumn Edition



## ► A Word From The Publisher

31 New Powers Emerging in Southeast Asia

## ► Top Stories

32 Vietnam & Cambodia Bicycle Industry Situation Report

58 The French Bike Industry - 150 Years of History

## ► Tech Talk

102 Testing Eight Road Bike Chainwheels

## ► Product News

116 Ginat Unveils New and Revamped Ranges

118 KMC Upgrades Durability and Rust Resistance Capability on Premium Products

119 Shun Shing's New Wilma Four-Claw Cranks

120 New Floating Rotor from Baradine

122 Jieke Introduces Disc Brake Lineup

123 Easybike Innovates Hub & Wheelset Solutions

## King Liu completes second circuit of Taiwan

For his 80th birthday Giant President, King Liu challenged himself to cycle around Taiwan in 12 days—a distance of 966 km. In 2007 he took 15 days to complete his first circuit of Taiwan, this May he set out to beat that personal record. (Photo: Ned Wu)



▲ The Smart Beam LED light from Lord



▲ H&J Kreima's award-winning lock



▲ KMC Eco Pro TeQ anti-rust chain.



▲ Report on French bicycle industry manufacturers.



▲ Motorcycles are a common sight on the Vietnamese streets.



▲ From the left are shown DDK CEO Richard Tsai, General Manager Jack Tsai, and Deputy General Manager Benjamin Tsai.



- 127 Liv Revamps Women's Road Bike Range
- 127 Richmond's Lightweight Bicycle Range
- 136 Taiwan's Latest New Products Gallery
- 149 Scada Clips in to XC Competition Bikes

► **Special Reports**

- 162 Cycling Keeps King Liu Strong at 80

► **Taiwan Industry News**

- 184 Taiwan's January - July Bike Exports Fall by 9.46%
- 185 Robert Wu Elected A-Team Chairman
- 186 Eternity Emphasizing Rim Quality

► **Global Briefs**

- 196 3T Chooses Taiwan as its Asia-Pacific Operations Center
- 198 Kent to Keep on Growing
- 200 Scenic Tour of Utah Paving the Way

► **China Industry News**

- 208 New Merida Nantong Factory Goes into Production
- 210 Ming Cycle builds its third plant in Changzhou
- 212 Tianjin Fuji-ta Group's High-end Bike Project
- 214 Lizhixin Promotes Pneumatic Front Forks

► **Exhibitions**

- 222 The China Market: A Perspective from the 2014 Shanghai Cycle Show

► **Cycling in Taiwan**

- 234 Conquering Kenting in Summer on a Fat Tire Bike



▲ Liv Avail Advanced SL 0 Carbon bike.



▲ Testing Eight Road Bike Chainwheels.



▲ New Merida Nantong Factory Goes into Production.



▲ Ming Cycle builds its third plant in Changzhou.



▲ Conquering Kenting in Summer on a Fat Tire Bike.





**Bicycles**

**Featured Position :**

Axman Enterprise Co., Ltd. .... 8-9  
 Giant Mfg. Co., Ltd. .... **Back Cover**  
 Ideal Bike Corp. .... 7  
 J.D Components Co., Ltd. .... 1  
 J.D Components Co., Ltd. .... **Inside Front Cover**  
 Jee Ann Bicycle Co., Ltd. .... 5  
 Merida Industry Co., Ltd. .... 4  
 Willing Ind. Co., Ltd. .... 252-253

**Main Body :**

Allied International (1951) Ltd. .... 81  
 Energy Research Technologies Corp. .... 84  
 First Bicycle Components Co., Ltd. .... 51  
 Jedan International Co., Ltd. .... 83  
 Meister Bicycle Ltd. .... 54  
 Overlord Industries Corp. .... 52  
 Pretty Wheel Ind. Co., Ltd. .... 53  
 Shenzhen Songi Bicycle Co.,Ltd. .... 50  
 Shouh Mao Ind. Co., Ltd. .... 82



**Frames / Frames Parts**

**Featured Position :**

A-Pro Tech Co., Ltd. .... 15  
 Dah Ken Ind. Co., Ltd. .... 10  
 Chin Haur Ind. Co., Ltd. .... 255  
 Kind Shock Hi-Tech Co., Ltd. .... 254  
 Neco Technology Industry Co., Ltd. .... 250

**Main Body :**

Acecast Industrial Co., Ltd. .... 91  
 Adk Technology Limited .... 85  
 Artplus Technology (S.Z.)Co., Ltd. .... 86  
 Astro Engineering Co., Ltd. .... 55  
 Dfs Tech (Shenzhen) Co., Ltd. .... 92  
 Ful Chee Ent. Co., Ltd. .... 133  
 Hi-Bike Ltd. .... 134  
 Hope Industrial Corporation .... 132  
 Hua Hsines Ind. Co., Ltd. .... 128  
 Huizhou Flybike Sports Equipment Co., Ltd. .... 93  
 Jiang Ding Technologies Co., Ltd. .... 129  
 Jiun Yih Ind. Co., Ltd. .... 94  
 Kai Cheng Bicycle Parts Co., Ltd. .... 96  
 Kinesis Industry Co., Ltd. .... 87

Kogee Industrial Co., Ltd. .... 95  
 Liang Feng Machine Co., Ltd. .... 97  
 Mozo Inc. .... 98  
 Ora Engineering Co., Ltd. .... 88  
 Shenzhen Easing Metal Products Co., Ltd. .... 99  
 Shenzhen Gineyea Tran Sport Equipment Industry Co., Ltd. .... 130  
 Shenzhen Lzhixin Technology Co., Ltd. .... 100  
 T&K Enterprise Co., Ltd. .... 89  
 Yantec Industries Inc. .... 131  
 Yoan Technologies Co., Ltd. .... 90  
 You Shun Ind. Corp. .... 101



**Wheel Parts**

**Featured Position :**

Cheng Shin Rubber Industry Co., Ltd. **Inside Back Cover**  
 Chosen Co., Ltd. .... 16  
 Full Tech Co., Ltd. .... 12  
 Kenda Rubber Ind. Co., Ltd. .... 2  
 Kun Teng Ind. Co., Ltd. .... 3  
 Zhongce Rubber Group Co., Ltd. .... 19

**Main Body :**

Achimay Enterprise Co., Ltd. .... 161  
 Bitex Industrial Co., Ltd. .... 56  
 Century Metals Co., Ltd. .... 153  
 Eternity Industrial Co., Ltd. .... 154  
 Foshan Shunde Her Jiunn Cheng Hardware Co., Ltd. .... 155  
 Gin Ter Industry Co., Ltd. .... 156  
 Hubsmith Co., Ltd. .... 159  
 Hwa Fong Rubber Ind. Co., Ltd. .... 150  
 Jinhua Stars Alldy Rims Co., Ltd. .... 157  
 Mitroc Fortune Co., Ltd. .... 151  
 Shuhn Lih Enterprise Co., Ltd. .... 158  
 Yu Hub Industrial Co., Ltd. .... 160



**Transmission Parts**

**Featured Position :**

KMC Chain Ind. Co., Ltd. .... 6  
 Samox Components Co., Ltd. .... 17

**Main Body :**

Andel Enterprise Co., Ltd. .... 109  
 First Bicycle Components Co., Ltd. .... 110



Jye Sen Ent. Co., Ltd. ....	111
Ming Suey Precision Ind. Co., Ltd. ....	112
Shun Shing Ind. Co., Ltd. ....	113
Whole Man Enterprise Co., Ltd. ....	114
Yaban Chain Industrial Co., Ltd. ....	57



## Grips / Tapes

### Featured Position :

Goshan Aifeit Bicycling Accessory Co., Ltd. ....	14
--	----

### Main Body :

Abel Tech .....	256
Advanced Bike Composite Co., Ltd. ....	175
Alligator Cable Ent. Co., Ltd. ....	192
Amisha Ltd. ....	190
Ashima Ltd. ....	191
Baradine Rubber Ind. Co., Ltd. ....	121
Bengal Performance Break Systems .....	187
Cian Fa Pipe Industry Co., Ltd. ....	193
Gg Co., Ltd. ....	125
Hafny International Co., Ltd. ....	178
Her Sheng Industry Co., Ltd. ....	176
I-Plus Design Co., Ltd. ....	188
Jeng-Hao Enterprise Co.,Ltd. ....	171
Lanxi Jieke Sports Apparafus Manufacturing Co., Ltd. ....	124
Leadtec Co., Ltd. ....	177
Logan Ind. Co., Ltd. ....	189
Mandai Aluminum Co., Ltd. ....	172
Ming Shiju Co., Ltd. ....	173
Propalm Industry Co., Ltd. ....	180
Scada International Co., Ltd. ....	174
Shun Meng Bicycle Spares Co., Ltd. ....	179
Sunshiny International Co., Ltd. ....	181
Victor Hardware Co., Ltd. ....	182
Yang Mao Industry Co., Ltd. ....	183
Yi Zhan Cable Co., Ltd. ....	194



## Accessories

### Featured Position :

Q-Lite Co., Ltd. ....	11
Transart Graphics Co., Ltd. ....	251
Yuen I Ind. Co., Ltd. ....	249

### Main Body :

Black-Pearl International Industry Co., Ltd. ....	229
C.D.Components Co., Ltd. ....	207
Ching Chern Ind. Co., Ltd. ....	205
Danyu Sports Co., Ltd. ....	220
Hou International Co., Ltd. ....	219
King Rack Industrial Co., Ltd. (Rack) ....	216
Looney-Max Ent. Co., Ltd. ....	217
Shou Meng Enterprise Co., Ltd. ....	204
Tower Popular Ind. Co., Ltd. ....	218
Winride International Co., Ltd. ....	230
Ye Chou Industry Co., Ltd. ....	231
Ying Paio Enterprise Co., Ltd. ....	232
Yung Fang Plastic Co., Ltd. ....	206

## Machinery/Equipement

### Main Body :

Chian Mau Enterprise Ltd. ....	241
Forgetec Ind. Co., Ltd. ....	239
Shinq Jye Industrial Co., Ltd. ....	240

## Trading Companies

### Featured Position :

Accord Ent. Corp. ....	246
------------------------	-----

### Main Body :

Suzico Ltd. ....	126
------------------	-----

## Others

Taipei Cycle .....	18
Taichung Bike Week.....	21
Sea Otter Classic .....	22
Mexico Bici Expo.....	115
Sazbike .....	135
BRAIN.....	152
Bike .....	195
Velo.....	221
Asia Bike Trade Show .....	233
MBA .....	242
International Bangkok Bike.....	245
Velo Park.....	247
Interbike.....	248



Abel Tech .....	256	Jye Sen Ent. Co., Ltd. ....	111
Accord Ent. Corp. ....	246	Kai Cheng Bicycle Parts Co., Ltd. ....	96
Acecast Industrial Co., Ltd. ....	91	Kenda Rubber Ind. Co., Ltd. ....	2
Achimay Enterprise Co., Ltd. ....	161	Kind Shock Hi-Tech Co., Ltd. ....	254
Adk Technology Ltd. ....	85	Kinesis Industry Co., Ltd. ....	87
Advanced Bike Composite Co., Ltd. ....	175	King Rack Industrial Co., Ltd. (Rack) ....	216
Allied International (1951) Ltd. ....	81	Kmc Chain Ind. Co., Ltd. ....	6
Alligator Cable Ent. Co., Ltd. ....	192	Kogee Industrial Co., Ltd. ....	95
Amisha Ltd. ....	190	Kun Teng Ind. Co., Ltd. ....	3
Andel Enterprise Co., Ltd. ....	109	Lanxi Jieke Sports Apparafus Manufacturing Co., Ltd. ....	124
A-Pro Tech Co., Ltd. ....	15	Leadtec Co., Ltd. ....	177
Artplus Technology (S.Z.)Co., Ltd. ....	86	Liang Feng Machine Co., Ltd. ....	97
Ashima Ltd. ....	191	Logan Ind. Co., Ltd. ....	189
Astro Engineering Co., Ltd. ....	55	Looney-Max Ent. Co., Ltd. ....	217
Axman Enterprise Co., Ltd. ....	8-9	Mandai Aluminum Co., Ltd. ....	172
Baradine Rubber Ind. Co., Ltd. ....	121	Meister Bicycle Ltd. ....	54
Bengal Performance Break Systems .....	187	Merida Industry Co., Ltd. ....	4
Bitex Industrial Co., Ltd. ....	56	Ming Cycle Ind. Co., Ltd. ....	13
Black-Pearl International Industry Co., Ltd. ....	229	Ming Shiju Co., Ltd. ....	173
C.D.Components Co., Ltd. ....	207	Ming Suey Precision Ind. Co., Ltd. ....	112
Century Metals Co., Ltd. ....	153	Mitroc Fortune Co., Ltd. ....	151
Cheng Shin Rubber Industry Co., Ltd. ....	<b>Inside Back Cover</b>	Mozo Inc. ....	98
Chian Mau Enterprise Ltd. ....	241	Neco Technology Industry Co., Ltd. ....	250
Chin Haur Ind. Co., Ltd. ....	255	Ora Engineering Co., Ltd. ....	88
Ching Chern Industrial. Co., Ltd. ....	205	Overlord Industries Corp .....	52
Chosen Co., Ltd. ....	16	Pretty Wheel Ind. Co., Ltd. ....	53
Cian Fa Pipe Industry Co., Ltd. ....	193	Propalm Industry Co., Ltd. ....	180
Dah Ken Ind. Co., Ltd. ....	10	Q-Lite Co., Ltd. ....	11
Danyu Sports Co., Ltd. ....	220	Samox Components Co., Ltd. ....	17
Dfs Tech (Shenzhen) Co., Ltd. ....	92	Scada International Co., Ltd. ....	174
Energy Research Technologies Corp. ....	84	Shenzhen Easing Metal Products Co., Ltd. ....	99
Eternity Industrial Co., Ltd. ....	154	Shenzhen Gineyea Tran Sport Equipment Industry Co., Ltd. ....	130
First Bicycle Components Co., Ltd. ....	51	Shenzhen Lizhixin Technology Co., Ltd. ....	100
First Bicycle Components Co., Ltd. ....	110	Shenzhen Songji Bicycle Co., Ltd. ....	50
Forgetec Ind. Co., Ltd. ....	239	Shinq Jye Industrial Co., Ltd. ....	240
Foshan Shunde Her Jiunn Cheng Hardware Co., Ltd. ....	155	Shou Meng Enterprise Co., Ltd. ....	204
Ful Chee Ent. Co., Ltd. ....	133	Shouh Mao Ind. Co., Ltd. ....	82
Full Tech Co., Ltd. ....	12	Shuhn Lih Enterprise Co., Ltd. ....	158
Gg Co., Ltd. ....	125	Shun Meng Bicycle Spares Co., Ltd. ....	179
Giant Mfg. Co., Ltd. ....	<b>Back Cover</b>	Shun Shing Ind. Co., Ltd. ....	113
Gin Ter Industry Co., Ltd. ....	156	Sunshiny International Co., Ltd. ....	181
Goshan Aifeit Bicycling Accessory Co., Ltd. ....	14	Suzico Ltd. ....	126
Hafny International Co., Ltd. ....	178	T&K Enterprise Co., Ltd. ....	89
Her Sheng Industry Co., Ltd. ....	176	Tower Popular Ind. Co., Ltd. ....	218
Hi-Bike Ltd. ....	134	Transart Graphics Co., Ltd. ....	251
Hope Industrial Corporation .....	132	Victor Hardware Co., Ltd. ....	182
Hou International Co., Ltd. ....	219	Whole Man Enterprise Co., Ltd. ....	114
Hua Hsines Ind. Co., Ltd. ....	128	Willing Ind. Co., Ltd. ....	252-253
Hubsmith Co., Ltd. ....	159	Winride International Co., Ltd. ....	230
Huizhou Flybike Sports Equipment Co., Ltd. ....	93	Yaban Chain Industrial Co., Ltd. ....	57
Hwa Fong Rubber Ind. Co., Ltd. ....	150	Yang Mao Industry Co., Ltd. ....	183
Ideal Bike Corp. ....	7	Yantec Industries Inc. ....	131
I-Plus Design Co., Ltd. ....	188	Ye Chou Industry Co., Ltd. ....	231
J.D Components Co., Ltd. ....	<b>Inside Front Cover</b>	Yi Zhan Cable Co., Ltd. ....	194
J.D Components Co., Ltd. ....	1	Ying Paio Enterprise Co., Ltd. ....	232
Jedan International Co., Ltd. ....	83	Yoan Technologies Co., Ltd. ....	90
Jee Ann Bicycle Co., Ltd. ....	5	You Shun Ind. Corp. ....	101
Jeng-Hao Enterprise Co., Ltd. ....	171	Yu Hub Industrial Co., Ltd. ....	160
Jiang Ding Technologies Co., Ltd. ....	129	Yuen I Ind. Co., Ltd. ....	249
Jinhua Stars Alldy Rims Co., Ltd. ....	157	Yung Fang Plastic Co., Ltd. ....	206
Jiun Yih Ind. Co., Ltd. ....	94	Zhongge Rubber Group Co., Ltd. ....	19



*The Wheel Giant website now features downloadable TBS e-catalog to help you access information quickly.*



Visit our website to access all the information available in TBS 2014



*We are now entering the period where commerce will be dominated by the electronic media. The Wheel Giant Website: [www.biketaiwan.com](http://www.biketaiwan.com) contains all the same practical, accurate and comprehensive information you know from the book. But now you can access it even faster and in a more convenient form. Our user-friendly search engines make it easier to find what you want in a cast of hundreds of companies and thousands of products.*

**[www.biketaiwan.com](http://www.biketaiwan.com)**

**Publisher, President & Editor-in-Chief:** Grace S. Ruan  
**Advisory Board:** Charles Wu, Charlie Yang, Edward Lin, George Lin, Glenn Yin, Jim Liao, Jimmy Yang, King Liu, Masao Chien, Michael Tseng, Rong Kuei Wan, Susan Su, Victor Sun, Ying Ming Yang

**Vice President:** Jerry Wu  
**Editorial Director:** Daphne Chen  
**Translation Editors:** Glen Lucas, Robert Hornsey  
**Chief Editor:** Bred Wu  
**Editorial Captain:** Saya Wu  
**Editors & Reporters:** Sony Chang, Chuang-wei Liao, Ned Wu, Leo Wu, Yung Jen Lee, Alfred Tsai  
**Editorial Assistant:** Ping Chou, Hsiang Chieh Wang  
**Digital Publishing Dept. Captain:** Stan Hsu  
**Art Designer:** Jin, Jessica Lin, Tia Yu  
**Advertising:** Joey Huang, Davy Lin, Rick Lin, Tom Lai, Melody Hsu, Scott Chiu, Kevin Wu

**Secretary:** Jean Huang  
**Administration:** Angela Chen, Emily Chen, Trina Ke, Eching Hsieh  
**Computer Center:** Robert Lin

**Head Office:** 193 Tze-Chiang Rd., Changhua City 50095, Taiwan  
**Tel:** 886-4-7350500, 7360794~5  
**Website:** <http://www.biketaiwan.com>  
**E-mail:** [tbs@mail.wheelgiant.com.tw](mailto:tbs@mail.wheelgiant.com.tw)  
**Sales Dept. Fax:** 886-4-7357860  
**Editorial Dept. Fax:** 886-4-7360789

**Taipei Branch Office:** 7F., #80, Fushing North Rd., Taipei, Taiwan  
**Tel:** 886-2-27522477, 27400737 / **Fax:** 886-2-27733028  
**Advertising:** Pelin L. Lee

#### China Offices

**Shanghai Branch Office:** Room 1802 Building 2, No. 999, Bailu South Road, Kunshan District, Jiangsu, China. 215300 / No. 1111, Building 18, Weiye Road, Kunshan Development Zone, Kunshan, Jiangsu, China  
**Tel:** 86-512-57515789, 86-512-57516309 **Fax:** 86-512-57515789-8899

**Shenzhen Branch Office:** Room 2230-2231, Jin Xiu Jiangnan, Meilong Rd., Longhua Town, Baoan Dist., Shenzhen, China. 518000  
**Tel:** 86-755-81789589 **Fax:** 86-755-81789590

**Tianjin Branch Office:** Room 3406, Unit 1, Building 17, Merchants Diamond Hills, Olympic Sports Center East, Weijin South Road, Nankai District, Tianjin, China  
**Tel:** 86-22-28137969

**Ningbo Branch Office:** Room 2303, Building 1, Homei Garden No.666, Yangmuqi Road, Ningbo, Zhejiang, China  
**Tel/Fax:** 86-574-88210669

**U.S. Branch Office:** 3630 W. Pioneer Pkwy., Suite 127, Arlington, TX 76013, U.S.A.  
**Tel:** (817) 860-7299 **Fax:** (817) 860-7499  
**Reporter:** Monica Bostick

**Binding:** US\$50 per copy  
**Printing Consultants:** Liu Ming Hsiung, Tim T. H. Ku  
**Printing:** Chuen Fung Enterprise Co., Ltd.  
**Plate Maker:** Chuen Fung Enterprise Co., Ltd.  
**Binding:** TON-E Book Binding  
**Legal Advisor:** Chenyi Law Firm / Chang Lee Chung

#### Publisher

**輪彥國際有限公司**  
**WHEEL GIANT INC.**

**軟實力傳媒有限公司**  
**Soft Power Media Co., Ltd.**

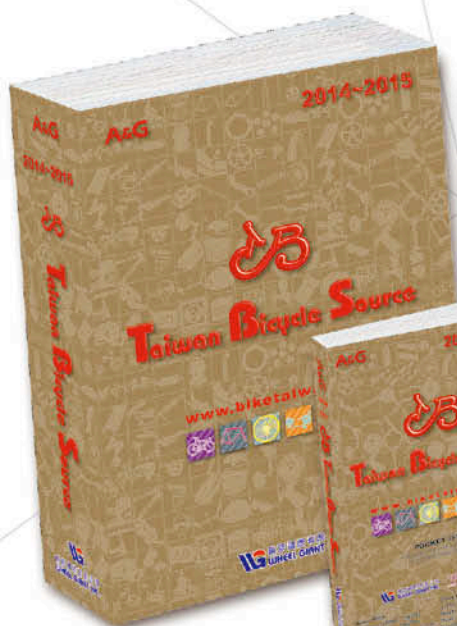
Copyright 2014 by Wheel Giant Co., Ltd.  
 All Rights Reserved. Nothing in this magazine may be reprinted in whole or in part, by electronic retrieval or any other means, without the express permission of the publisher.

版權所有 翻印必究  
 局版台省業字第283號  
 Published on: 24 August 2014



# The Most Comprehensive and Focused Bicycle Multimedia Publisher

We Track the Pulse of the Global Bike Industry  
Hearty Facts for Healthy Deals.



Big Guide



Pocket Issue



Web e-book  
Download



Smart Pad App



Smart Phone App



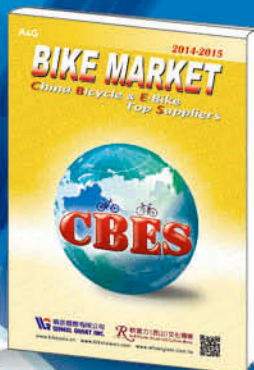
DVD



Bike Market Update  
(Chinese)



(English)



CBES



Outside



Cycling Update



Bicycling





# New Powers Emerging in Southeast Asia



Grace S. Ruan

During the first quarter of 2014, numerous European and Asian bicycle firms anticipated that the year would be even better than the previous few years. Among the positive signs were an improving US economy, dropping unemployment rate, and better real estate situation, while Europe's bicycle inventory had been mostly digested. So the industry's optimism at the start of the year was certainly well grounded. But by the end of the second quarter, many bicycle firms found that sales had not lived up to their expectations. For instance, Taiwan's bicycle exports from January to July in 2014 totaled only 2.01 million units, a drop of 9.46% compared with the same period of 2013. On the positive side, the average unit price of exports—US\$450—was up by 8.29% compared with 2013. The EU and the United States are Taiwan's two major export markets. In these markets, exports to the EU from January to July totaled 1.08 million bikes, a drop of 8.06% compared with the same period of 2013. In particular, bicycle exports to Germany fell by a whopping 29.12%, which was chiefly attributable to the fact that Germany's two largest assembly plants both faced financial crises. In contrast, exports to the American market remained relatively stable; while the number of exported bikes fell by 3.55%, the average unit price and total export value both rose.

After China, Vietnam is the most important overseas factory site for Taiwanese bicycle firms. When the EU revoked its anti-dumping duty on bicycle imports from Vietnam, the Vietnamese bicycle industry's vigor and competitiveness

both showed great improvement. In addition, nearby Cambodia has relied on its low wages and free-duty advantage to attract OEM production for leading European and American brands. Furthermore, the economic potential of the ASEAN states and Southeast Asia in general, is attracting growing attention. Nevertheless, Vietnam's dispute with China concerning maritime sovereignty in the South China Sea ignited anti-Chinese riots in May, which caused grave losses to Taiwanese bicycle firms and other companies in Vietnam. An investigative team from Wheel Giant recently visited Vietnam to assess the state of reconstruction and future investment plans of Taiwanese bicycle companies operating in that country. The team also visited three Taiwanese- and Chinese-owned assembly plants located in Cambodia. This issue includes this team's highly informative report.

The European and American bicycle shows have always been weathervanes showing the direction of new products, new trends, and new sales shifts. The entire bicycle industry invariably does its best to present its finest products and attract buyers at the shows. Coming not long after the European and American shows, Taichung Bike Week is held in early November (Nov. 4-11). This year's Bike Week is expected to be bigger than ever, and the event has become the most influential trade show for the industry's OEM segment. We wish everyone a prosperous harvest during the second half of the year.





Dealing with the Aftermath of Vietnam's May 13 Riots

# Vietnam & Cambodia Bicycle Industry Situation Report

Text & Photos: Editorial Dept.





On May 13, 2014, tens of thousands of Vietnamese workers flooded the streets in demonstrations that gradually morphed into riots, complete with looting and vandalism. None of the Taiwanese firms operating in Vietnam escaped entirely unscathed. Although calm quickly returned after May 15, Taiwanese firms have been given a profound shock, and their faith in Vietnam's investment environment and labor has been shaken. After visiting Vietnam, Wheel Giant's reporting team discovered that while firms have resumed production in the wake of the riots, a persistent glum mood has taken hold of the industry. Since Cambodia has recently emerged as a bicycle manufacturing center, and is attracting many orders from Europe and America, we also took advantage of the trip to visit assembly plants in Cambodia.

### Vietnam's May 13 riots

The anti-Chinese riots that erupted on May 13 were trig-

gered by the dispute between Vietnam and China concerning the Chinese drilling rig in the South China Sea, which caused many Vietnamese to become hostile toward Chinese individuals and companies. According to the recollection of Bor-Yueh President Johnson Chen, not long after eight o'clock on the morning of May 13, 200 or 300 Vietnamese riding motorcycles invaded the Bor-Yueh plant, where they vandalized machinery, computers, offices, and workplaces, hauled off computers and office equipment, and destroyed telephone and Internet systems.

Around one o'clock in the afternoon, local people started entering Wang Shend's plant and taking employees away with them. After two o'clock, a second crowd smashed the factory's glass and used electroplating tubes in the factory as weapons. Companies along the main road of the Song Than Industrial Park, including Asama, Sheang, Song Tian, Wang Shend, Alhonga VN, and Tsaiyarn, bore the brunt of the rioters.



▲ Borshow Chen, head of the Taipei Economic & Cultural Office in Ho Chi Minh City

The out-of-control rioters relied on their numbers to block the entry of firefighters and public security personnel. As a result, fires spread uncontrollably, causing companies severe losses. For instance, a 10,000 m<sup>2</sup> plant belonging to DDK burnt to the ground, and both the building and production lines were totally destroyed. Since it is impossible to easily restore production at the site, DDK must look for another plant location. Having lost approximately 70% of its seven-hectare plant to fire, Asama suffered the worst, and was left with only the use of its welding plant.



▲ A fire-damaged office belonging to Alhonga VN.



▲ After the riots broke out, many companies' products were looted or burned. (Photo: Alhonga VN)





▲ In spite of the recent upheaval, Taiwanese bicycle firms in Vietnam are embarking on a reconstruction campaign with some optimism. Chairman of the Taiwanese Bicycle Association in Vietnam, Richard Tsai (center).

### Work stoppage after the riots affected both companies and their workers

According to official statistics, a total of 268 Taiwanese firms in the most severely affected area of Binh Duong Province, 131 Taiwanese firms in Đồng Nai Province, and a scattering of Taiwanese firms in other provinces

suffered damage in the riots—for a total of over 400 firms. And while the May 13 riots were unquestionably disastrous for Taiwanese firms, they were also very harmful to many individual Vietnamese.

According to a Taiwanese firm in Vietnam, many factory workers were not involved in the riots. While the demonstrations

were triggered by a small number of people, the vast majority of Vietnamese workers are mostly preoccupied with day-to-day economic issues: They make no money if they don't work, so why take part in rioting? For instance, since many senior employees who have worked long-term at Taiwanese companies may make the equivalent of NT\$8,000-9,000 (roughly US\$265-300) per month, which is much higher than the minimum wage of approximately NT\$4,000 (US\$133) set by the government, these individuals are naturally not eager to lose their work.

However, because many factories have had to suspend work in the wake of the riots, and some companies have still not fully restored operations, apart from the losses to the companies' owners, the riots have led to considerable unemployment. For instance, Yuh Jiun originally employed 1,500 persons at its Vietnam plant, the company first dismissed all employees follow-



▲ Even three months later, DDK's first plant still has traces of smoldering fires.



▲ Vandalism of a sign bearing Chinese characters.





▲ Taiwanese bicycle company personnel in Vietnam have organized a cycling club that takes regular rides on weekends. However, many members had their bikes stolen during the riots.



▲ While Tsaiyam's plant looks in ruins from the outside, restoration work has already begun inside.

ing the disturbance, and later rehired around one-third of its old employees, leaving upwards of a thousand persons still unemployed. Loss of work is even worse in the case of such large companies with several thousand employees as Tong Yong and Pou Chen.

### Compensation

According to Daphne

Tung of Astro, who participated regularly in negotiations with the government, more than 400 companies were affected by this calamity: "Virtually all the local Taiwanese firms have suffered damage. Although the government is unlikely to act quickly, nobody should give up. And while a final conclusion still seems far off, the monthly negotiation meetings have made a bit of progress, and at least officials

are responding to companies' requests."

Sheang manager Jorlin Lin wishes that the Vietnamese government could be as vigorous as Taiwanese firms' efforts to restore production, both when the incident occurred and also during the ongoing problem resolution stage. Although everyone knows that obtaining compensation may be difficult, Jorlin Lin believes that the government's failure to take prompt action when the riots first broke out will have unfortunate lingering consequences. If the affected companies give up on obtaining compensation, the Vietnamese government will feel even less responsibility to alleviate any future incidents. As



▲ Astro has installed barbed wire barriers on its walls.



▲ Chinese characters have vanished from most Taiwanese plants.





▲ Energetic BTBVN honorary chairman Ngoc Lin Hsu is serving as the representative of the Taiwanese Companies' Association in negotiations with the Vietnamese government.

a result, Taiwanese firms must stick together and persist in seeking compensation, no matter how long it may take.

The majority of Taiwanese firms agree that how Vietnamese officials deal with the aftermath of the riots will influence the firms' future confidence in Vietnam. In the end, if the Vietnamese government cannot deal properly with the effects of this widely-publicized incident, Taiwanese firms are sure to be disappointed with the government's handling of other incidents in the future

### Signs of confidence still survive

Although some firms con-

sidered leaving Vietnam and investing at home in Taiwan immediately following the riots, cooler analysis of investment conditions generally led to the conclusion that a return to Taiwan would not be favorable. In the final analysis, most of the Taiwanese firms with plants in Vietnam are manufacturers requiring large quantities of labor. Even if the government of Taiwan welcomed them back, Taiwan would have difficulty providing the 50,000 m<sup>2</sup> of land and 500 employees needed for a major plant. In view of the prevailing circumstances, most Taiwanese firms believe that hunkering down and remaining in Vietnam is still the best option.

Bilateral trade between Taiwan and Vietnam reached US\$11.5 billion in 2013, and Taiwan enjoyed a trade surplus of US\$6.3 billion. Although investment in Vietnam is likely to

cool for a certain period of time, Taiwanese firms have always considered Vietnam a favorable investment site, and companies currently in Vietnam remain aware of the country's investment advantages. Furthermore, relocation to another country may entail loss of advantage and the threat of replacement by competitors.

Illustrating the current situation faced by Taiwanese firms, Alhonga VN President Shin I-Yao noted that Southeast Asia still has the best labor market. But among the various countries in this region, the Philippines and Thailand have higher wages, Myanmar has doubtful law and order, and Indonesia has even stronger anti-Chinese sentiments. Because Vietnam's overall state of development is adequate, while its political situation remains relatively stable, it is still the best investment location in ASEAN.



▲ Many hard-hit companies have had to make slow-moving insurance settlement negotiations and efforts to seek compensation from the Vietnamese government a lesser priority.



## Cambodia second to Vietnam as an investment site

Apart from Vietnam, Cambodia is the Taiwanese cycle industry's second preferred investment site among the ASEAN countries. Because of this, Wheel Giant's reporting team also crossed the Cambodian border on this trip to visit the three assembly firms Speedtech, A&J, and Cronus.

It must be admitted that Cambodia is still much more politically and economically unstable than Vietnam. Even if foreign firms meet government requirements in all respects, and provide better benefits than the government specifies, labor unions still exert great power, and continuously attract more members. Strikes are common, and may be for higher wages, or for transportation subsidies or other reasons. According to Taiwanese staff in Cambodia, factories are frequently vandalized; to avoid frequent repairs, their companies therefore avoid the use of glass as much as possible, and install heavy, sturdy front doors.

To illustrate the labor problems in Cambodia, last year Yuh Jiun lost 38 days of work in six strikes. Even if the Cambodian government offers to mediate, they inevitably lean toward the workers' side, and blame corporate management problems. As a result, companies are typically

forced to compromise and increase wages. In view of the circumstances, the Cambodian and Vietnamese business environments have their own advantages and disadvantages. Like Speedtech, many companies have established plants in both Vietnam and Cambodia, which disperses their risk. For instance, after the riots in Vietnam, many companies have upped their investment in Cambodia, and rely on their Cambodian plants to maintain their capacity.

Cambodia's biggest advantage is a base wage of approximately US\$120 per month, which is significantly lower than in Vietnam. On the downside, however, strikes are more com-

mon in Cambodia than in Vietnam, and Cambodian workers are not as diligent, which means that managers have to constantly stay on the ball. In addition, to avoid being beaten up after work, local Cambodian staff often turn a blind eye to workers' misbehavior. In contrast, Vietnam offers advantages including the presence of many Chinese-speakers, good industrial infrastructure, and improving education. For instance, Vietnamese vocational schools already provide training in CNC manufacturing, and employee qualifications will improve still further in the future. As a result, Vietnam's overall investment environment is still superior.



▲ The Manhattan Special Economic Zone is located just across the Cambodian border from Vietnam. The three bicycle assembly firms Speedtech, A&J, and Cronus have established plants here.



## Astro makes a quick recovery

When we entered Astro, the first thing we saw was workers stringing barbed wire barriers. According to manager Daphne Tung, this is a protective measure in the wake of the riots that is meant merely to provide a sense of security. Although no signs of destruction are visible on the plant building, the sheer terror that must have prevailed during the riots can be sensed from photos taken at the time. The building, offices, and dormitories were all severely vandalized. Tung noted that Astro's three plant offices all suffered enormous damage; all glass was smashed, and valuable items such as TVs, refrigerators, and completed bicycle frames were looted. Damage to the plant to-

taled approximately US\$450,000. On the positive side, the plant was not torched. This was thanks to some very vigilant Vietnamese staff members, who remained to protect the plant. These personnel communicated with the rioters, and warned them that the plant contained large welding gas cylinders that would kill everyone if ignited. As a result, they were able to protect the plant.

### A decision to remain in Vietnam

After stopping work on the afternoon of May 13, Astro resumed operations on May 21. Because the plant and production lines remained intact, production was not delayed, and Astro has



▲ Astro manager Daphne Tung.

now restored all operations. As far as Astro is concerned, Vietnam's overall investment advantages of abundant manpower, effective supply chains, and preferential exports to Europe have not changed, and the company therefore has no intention of curbing its investment in Vietnam.

## Sheang ships in raw materials by air

Repair or rebuild? After the May 13 riots waned, Sheang faced the dilemma of what to do with its half-destroyed building. An even more pressing question was how to ensure that product shipping dates were met, and whether customers would shift their orders elsewhere. So in spite of its half-demolished plant, Sheang still hurried to restart its production line. The company has recently succeeded in fully restoring production, and is striving to expedite shipments.

In the riots, all the parts and

raw materials in Sheang's factory, as well as finished products loaded 11 in cargo containers and ready for shipment, vanished without a trace. More than a hundred motors in the plant were dismantled and hauled off, and three tons of nickel plate in the warehouse also disappeared. Total losses exceeded US\$ 330,000. Many photographs of rioters loaded with looted rims have repeatedly appeared in the media since that time. Reflecting on the calamity, Sheang Manager, Jorlin Lin jokes at her own expense



▲ Sheang Manager Jorlin Lin confirms that Sheang has recovered full production capacity.

that "We spent several tens of millions to buy 10 days of front-page coverage, and that's as good as we could do."



## KMC cultivates the Vietnamese motorcycle market

Vietnam's Binh Duong Province was the area most severely affected by the recent anti-Chinese riots. Because KMC's Vietnam plant is located in the Amata Industrial Park in Đồng Nai Province, along with mostly Japanese firms, it was relatively unaffected by the riots. In view of its employees' safety, KMC gave everyone a day



off on May 14, and immediately resumed production on May 15. As a result, KMC was able to minimize the impact of the incident on production and customer service.

KMC has adopted a policy of cultivating the domestic market in Vietnam, and is training many local Vietnamese staff, who manage production operations side-by-side with their Taiwanese and mainland Chinese counterparts. As a consequence, personnel throughout the plant of all nationalities share common goals and a high degree of consensus. Although KMC feels shocked and disturbed by the recent incident, the rioting has not altered its future operation and investment plans for Vietnam.

KMC Vietnam specializes in the production of motorcycle chains. There is an average of one

motorcycle for every three people in Vietnam. Since, unlike in Taiwan, there are relatively few of the small wheel diameter scooters with automatic transmissions and no chains in Vietnam, there is large demand for chains. Because of this, KMC is optimistic about the Vietnamese and ASEAN motorcycle markets, and will continue to produce superior chains and develop its ASEAN distributor network.



When the news of its daunting losses got out, many people began spreading the rumor that Sheang might not be able to recover, and even Sheang's management wondered that since the company also has plants in Taiwan and China, maybe the Vietnam plant should be closed. But even if the Vietnamese arsonists did not pay any heed to the Taiwanese businesses, this doesn't imply that Taiwanese firms should not give thought to the future of their Vietnamese workers. According to Jorlin Lin, many employees have spent more than a decade at

Sheang; how many people will be unemployed if Sheang leaves?

### Gradually restoring capacity in July

Since some of its customers were very reliable and had purchased from the company for over 20 years, Sheang was determined to continue supplying them. Sheang therefore hurried to restore production. It had to remake many molds, and even imported raw materials by air from Taiwan; in spite of the high cost, it was necessary to obtain the

materials as quickly as possible. It's worth bearing in mind that reputation is everything for a Taiwanese firm like Sheang. Thanks to its intensive efforts, Sheang had restored its production capacity by July, which also restored confidence in the company.





## Kenda's shipments unaffected

Addressing the Vietnamese anti-Chinese riots, Kenda Tire Chairman, Ying Ming Yang pointed out that since Kenda's Vietnam plant is located in Đồng Nai Province's Sanyang Industrial Park, it was at a considerable distance from the epicenter of rioting, and Taiwanese firms were not necessarily the main target of violence. As a result, Kenda's Vietnam plant was barely affected, and broken windows in its offices comprise the biggest damage. In view of the chaotic situa-

tion outside, Kenda conducted a two-day work stoppage starting on May 14, but this had no effect on its deliveries. Looking ahead to the future, Kenda will increase its vigilance and stay ready for any further instances of violence.

### Will not affect investment plans

Did the riots affect Kenda's confidence in its Vietnamese investments? According to President Ying Ming Yang, Vietnam's invest-



▲ According to Kenda Tire Chairman, Ying Ming Yang, the May 13 riots had no effect on the company's deliveries.

ment environment is basically on a par with that of China, and the main problem is that infrastructure has not yet caught up with social progress. The riots constituted an isolated incident, and Kenda has no plans to draw down its investment as a consequence, nor will it change its view concerning investment in Vietnam. Of course every company must consider different factors, and must make the most appropriate decision after carefully assessing relevant issues.



▲ Located in Đồng Nai Province, Kenda's Vietnam plant occupies 60,000 square meters.

## Wang Shend puts investment plans on hold

Leaving the company in a car during the incident, Wang Shend Plant Manager Tzu Jian Hung experienced the rioters face to face, which left him with a lingering sense of dread. In spite of the fact that the company's production and operations have been fully restored, Hung has not yet recovered from the dark shadow he experienced: "Nothing was left when we got back to the plant. It was like going home and finding

that thieves had taken everything. My first impression was that everything was hopeless." Hung was deeply distressed by the savage destruction of everything he had worked for so many years to achieve. Losses totaled roughly US\$1 million, and work was stopped for 10 days before taking stock and beginning recovery efforts. Buildings and machinery suffered extensive damage, data was destroyed in the fire, and



▲ Wang Shend Deputy General Manager Chin Shun Huang (left) and Plant Manager Tzu Jian Hung (right).



## Yaban continues to invest in Vietnam

Most bicycle supply chain members are located close together, but a few companies may be located slightly farther afield. In the case of Yaban, this turned out to be advantageous. At a distance from the main areas of rioting, Yaban Chain was protected from major damage and looting by the fact that there were few other Taiwanese firms that could serve as targets in the vicinity, and relatively few people lived nearby.

### Resuming completely normal supply in July

Yaban did not escape completely unscathed, however. The plant's steel door was pried open, and a mob was able to get in, where they vandalized windows, trucks, and cars, and stole

computers and TVs. Fortunately, no intruders entered the company's offices, and there were no further losses. Overall damage was approximately 200 million Vietnamese dong (roughly US\$10,000). While there were inevitably some delays in shipments immediately after the incident, Yaban's supply situation had been completely returned to normal by July.

Yaban General Manager Carson Chen still believes that Vietnam has the best investment environment in Southeast Asia. Vietnamese wages are relatively low, the Vietnamese people are generally good-natured, and the government is friendly to foreign capital. For its part, Yaban exports 70% of its products, which consist mostly of bicycle chains, and sells the remaining 30% on

important machinery and raw materials had been carried off. Since the looters seemed to know what parts of machinery were worth the most money, Tzu Jian Hung suspects that the company's own employees had been involved. Hung therefore vows to screen employees with even greater care when hiring in the future.

In order to ensure the safety of his wife, children, and com-

pany employees, Tzu Jian Hung has installed a set of blast doors in the plant, installed emergency escape doors in dormitory rooms, and has also prepared his family's luggage in the event escape is needed. Hung has also told his Vietnamese wife to quickly take the children and leave if another crisis erupts. "Nobody knows whether riots will break out again," said Tzu Jian Hung with



▲ General Manager Carson Chen (left) and Manager Jacky Cheng (right) of Yaban's Vietnam plant.

the Vietnamese market. Most exports are bound for Europe and Southeast Asia. Because exporting from Vietnam is advantageous compared with exporting from Taiwan, Yaban has no plan to change its current investment plan.

a sense of resignation. Although production had resumed fully within half a month after the incident, Hung still worries that another bout of violence may occur. As a result, although the company's normal operations have been restored, previous plans to add an electroplating line have been put on hold until the situation can be reassessed.



## Alhonga VN rebuilds and resumes operation

Under the personal supervision of Alhonga VN President Shin I-Yao, the company rebuilt its reinforced concrete office building with design input from Shin during a 12-day period. Production resumed on May 25, and Alhonga begin shipments in early June. The company has now completely restored its production operations.



▲ From the left are shown Sales Manager Mark Chen, President Shin I-Yao, and Sales Manager Wayne Lin.

### Making resuming production a priority

Reflecting on the riots, sales manager Wayne Lin noted: “Never mind the looting, arson is the absolute worst!” The company suffered losses of approximately US\$2 million. At the order of President Shin I-Yao, the damaged building was torn down on May 22, and immediately rebuilt. Although Alhonga has not received any compensation whatsoever, Shin believes that: “A company that wants to continue must ship products, so we have had to put our customers first.” As a consequence, Alhonga restored production while building a reinforced concrete office in 12 days. Looking ahead to the future, Alhonga

will continue to seek compensation, as well as plan how to further safeguard its property and people.

Although violence is a constant worry, the riots were certainly no ordinary labor movement. The scope of the anti-Chinese riots was too broad, and they were essentially impossible to predict or protect against. As a result, the riots will not affect Alhonga VN’s plans to invest in Vietnam. The company is chiefly focusing on the ASEAN market, and apart from its customers in northern and southern Vietnam, it currently ships 30-35% of its products to Singapore and Malaysia. Sales manager Lin is extremely confident about growth in the ASEAN states.

### Gradually boosting in-house content

Apart from rebuilding its plant, Alhonga VN has also purchased extra machinery, and it aims at creating 100% of its molds in-house in the future. Alhonga VN currently employs 450 persons in a plant occupying 15,000 m<sup>2</sup>. It can produce 60,000 brakes and handlebars each day for export to Europe, Latin America, and Asia. Alhonga has achieved roughly 60% in-house content in its aluminum and plastic breaks, and wants to gradually increase this to 100%. Apart from meeting ISO 9001 and SA8000 international standards, it has also issued a human rights statement guaranteeing its employees’ safety, working hours, noise exposure reduction, environmental controls, regular employee education, and protections for pregnant women. Alhonga VN’s emphasis on employee rights has won the trust of its European customers, and the quality of its products is on a par with made-in-Taiwan quality.



▲ Alhonga VN has now fully restored production.



## Bor-Yueh resorts to air freight deliveries

In the wake of the May 13 riots, Bor-Yueh stopped work, and two Taiwanese and four mainland Chinese personnel escaped to Cambodia, and the Taiwanese returned to Taiwan from Phnom Penh. As at many of the other Taiwanese-owned plants in Vietnam, rioters burned raw materials, finished products, and semifinished products to ashes. Fortunately, the most important machines remained intact, and more than 90% of production capacity has now been restored.

According to Bor-Yueh Manager Lee Chiung-juo, the burned area contained stored raw materials and finished products, and most of the plant's machinery remains in good condition. Some production lines were still operable. After stopping work on May 13, Bor-Yueh began recovery on May 21, and has now restored more than 90% of production capacity. However, because some orders were affected, the company is continuing to make deliveries by air freight. Although this is not cost effective, it is a token of Bor-Yueh's goodwill. Even if it has to spend NT\$20-30 million



▲ From the left are shown Bor-Yueh Manager Lee Chiung-juo, and Manager Jack Lin.

on air freight deliveries over the course of the year, it is still determined to give its customers on-time shipments.

The riots will not affect Bor-Yueh's long-term plans in Vietnam. Although some employees were scared off, the company is continuing to recruit, and has reached its original quota of workers. As a result, the labor situation has not affected production. The plant's molds remained intact, and Bor-Yueh also has its own mold shop, and can produce a new mold and ship finished products made from that mold to

customers within 45 days. Bor-Yueh's in-house content is consequently extremely high.

Shaken by the riots, the company will increase its insurance coverage, and will eliminate Chinese characters from the plant. While Bor-Yueh's current goal is to restore its original capacity, it plans to put a damper on major investments and scrutinize the Vietnamese government's willingness to compensate Taiwanese firms for their losses before embarking on any investment plans.





## Tsaiyarn remains unbowed

Even before one reaches Tsaiyarn's plant, the collapsed plant roof gives visitors a sickening feeling. Tsaiyarn's losses, which are estimated as roughly US\$1 million, included a 1,500 m<sup>2</sup> plant, product warehouse, offices, and an assembly line. Fortunately, the fire did not reach an area containing flammable gas cylinders, otherwise the consequences would have been extremely catastrophic.

### Resuming operations and cleaning up at the same time

Tsaiyarn has fenced off areas suffering the worst damage, and has resumed production even as it continues to clean up. It has now restored its production capacity to the normal level. "As long as production is back on track, then we should be able to stand on our own two feet," said the always-optimistic Deputy

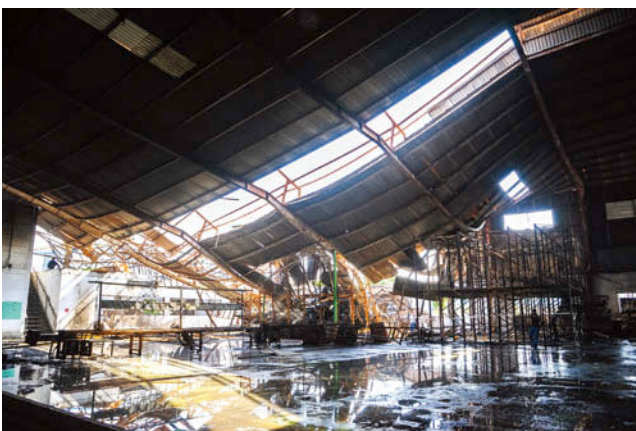
General Manager Mao Sheng Lee.

Tsaiyarn's factory reconstruction project was just getting underway the day of the Wheel Giant team's visit. The company expects that reconstruction will be completed within three months. Although Mao Sheng Lee has worries aplenty about whether the violence will return in the future, his main task at hand is to expedite the reconstruction project, and ensure that plant operations return to normal. When the manager of a company like Tsaiyarn has dedicated the better part of a lifetime to Vietnam, when plant management and employees are dedicated to their work, when the staff is well trained, and when the company has a solid foundation, how can the company easily pull up stakes and reestablish itself in another country? "We have invested a lifetime of hard work here," said Deputy General Manager Mao



▲ Tsaiyarn Deputy General Manager Mao Sheng Lee is optimistic about the future and has confidence in Tsaiyarn.

Sheng Lee, "We will just have to grit our teeth and continue." Even after the riots, Tsaiyarn will implement its future plans in Vietnam largely unchanged, and will continue to boost automation and increase its in-house content. Unsurprisingly, however, the company will make a detailed assessment of its plans, and will be cautious in its business strategies.



▲ Tsaiyarn has resumed production while also rebuilding, and plans to complete reconstruction within three months.



## DDK sees a crisis as an opportunity

DDK has two plants in Vietnam, and both were severely impacted by the riots. In the case of one plant, flammable materials including toluene, adhesive cement, and foaming agent ensured that the 10,000 m<sup>2</sup> building burned to the ground after arsonists ignited a fire. Because the insurance company has not yet completed its investigation, and settlement negotiations are likely to run into disputes, delaying reconstruction, DDK must do what it can and try to resume production at another site. Fortunately, although looted, the other plant was not put to the torch, and has resumed production. This plant has already reached 70% of its previous production capacity. Regarding the current crisis as an opportunity, CEO Richard Tsai has already purchased 70,000 square meters of land for a future facility.

### Customers inquire about shipments

Immediately after the riots, when DDK's plants were in ruins, no one at the company knew whether it would survive,



▲ DDK has resumed production in a temporarily-leased 7,000 m<sup>2</sup> plant.



▲ From the left are shown DDK CEO Richard Tsai, General Manager Jack Tsai, and Deputy General Manager Benjamin Tsai.

perish, or where it could relocate to. DDK General Manager Jack Tsai was challenged by the extremely complex task at hand, and wondered if the plants could be rebuilt, or whether a new plant should be constructed. Of course stopping work was out of the question, because customers would not wait. But with one plant totally destroyed, and the company short on machinery, equipment, raw materials, and personnel, many tasks required urgent action, making the challenges facing Tsai nearly insurmountable.

Customers maintained a wait-and-see attitude for the first week after the riots, but started asking about their shipments during the second week. With little time for in-depth planning, DDK resolved to resume operation, and quickly made necessary plans. The first new shipments were on their

way by the end of May, and the efficiency of the company's reconstruction and resumption of operations earned great admiration.

DDK's current situation is not nearly as dire as in the beginning. The land on which the first plant once stood has gained in value, and is now worth six times what the company originally paid for it. The second plant is in operating condition, and an insurance settlement will be obtained at some point in the future. Things are now looking up for DDK. DDK's equipment is gradually coming on line, and the company looks forward to restoring its original production capacity. In addition, DDK is planning the establishment of a new plant, which will also resolve the past problem of insufficient plant space. As a result, this company has seemingly transformed a nearly fatal crisis into a significant opportunity.



## Asama starts over

After rioting broke out in Vietnam, a photograph of burned bicycles caused the normally low-key Asama to appear repeatedly in the media. The condition of the company's burned and collapsed plant was truly appalling. Having only arrived in Vietnam two weeks earlier, Asama Manager, Fang Chien-chung explained that the seven-hectare plant suffered 70% damage, and the office building and dormitories had been completely destroyed in the blaze.

### A goal to complete reconstruction by the year's end

Asama sells 80% of its bicycles on the Vietnamese market, and its bicycle brand enjoys the country's leading market share. Nevertheless, Asama suffered the greatest damage of any company in the bicycle industry. In spite of this, Asama has displayed

surprising toughness, and has indicated that even this heavy blow will not make it give up its factory and markets that it has developed over more than a decade. In the wake of the disaster, and in the face of considerable difficulty, Asama reestablished a production line in the surviving 30% of its plant, and has currently worked its way up to one-half of its past output. It now plans to complete reconstruction by the end of the year, and fully restore operations and supply capacity by the beginning of 2015. Although the damage has affected exports, Europe's peak buying period will not be until the end of the year, so real impact has been limited thus far, and Asama hopes that the pace of its recovery will be sufficient to fill European orders by year's end.

Because it is widely thought that many of the intruders who entered Asama's plant and looted

bicycles were the company's own employees, Asama dismissed most of its workers after the riots, and it plans to re-hire roughly one-third of its old personnel after a careful screening process. Despite its catastrophic losses, Asama still believes that the Vietnamese are a good-hearted people, and the riots were an isolated incident, rather than the harbinger of a long-term trend. And although the violence had a severe impact within the industrial park, the effects were limited to the industrial park, and there are no feelings of anger within Ho Chi Minh City as a whole. Even if another disturbance occurs, Taiwanese companies are now better prepared to respond. Looking at the investment environment as a whole, the advantages that first brought Asama to Vietnam still remain, and its plans to invest and developing, in Vietnam are also unchanged.



▲ Asama's plant suffered crippling 70% destruction.



▲ Asama is using the intact 30% of its plant as a basis for an accelerated reconstruction campaign.

## Speedtech raises quality and unit price

Speedtech is located in Manhattan Special Economic Zone, near Cambodia's border with Vietnam. This plant was founded in 2006 when anti-dumping duties imposed on Vietnamese bicycles impelled bicycle assembly firms to move to nearby Cambodia. Plant Manager Fu Chuan Wang was originally in charge of the welding shop at Asama's Vietnamese plant. He helped lay out the Cambodian plant during the planning stage, and took over plant management duties a year and a half ago. By implementing diagnosis, reorganization, and reinforcement on a factory-wide basis, Wang has boosted overall capacity and quality.

The prime advantage of Cambodia's investment environment lies in its low cost of labor and preferential duties imposed by the EU. On the other hand, compared with Vietnamese personnel, Cambodian workers have a lower level of education and less familiarity with machinery; many are illiterate. When managers do not understand Khmer, instructions must be laboriously

translated. As a result, instructions are often first given to mainland Chinese staff, and the instructions are then relayed to the Cambodian workers by mainland Chinese and Vietnamese staff. In these circumstances, constant patrols and inspections are required to make sure there are no deviations from orders. Fu Chuan Wang therefore sets goals for his employees, establishes production targets, and encourages workers to study and learn more. Employees who can do multiple tasks can earn higher wages.

### Continued process improvements

Speedtech occupies roughly 10 hectares and employs 1,500 persons. There are eight Taiwanese managers, over 20 mainland Chinese managers, and a few Vietnamese managers. Products from this plant are chiefly provided to major brands in the US and Europe, including Specialized, Felt, and Cube. Fu Chuan Wang noted that many people once assumed that Cambodian bicycles had low prices and poor



▲ Yuh Jiun (Cambodia) Plant Manager Chuan Wang.

quality. For its part, however, Speedtech has made good use of its abundant experience and expertise. It complies with EN standards, and is working hard to improve processes and employee qualifications. Not only is capacity continuing to rise, unit prices have also risen, and are now over US\$100. The highest-price bicycles made at the plant have a unit price of over US\$1,000. Speedtech has won the trust and support of major international brands, which shows the value of human effort. Even in relatively backward Cambodia, Speedtech can still manufacture high-quality high-unit-price products.





## A&J - Stable Foundations for Growth

The 1990's saw A&J gradually transition from a Taiwanese trading company, to an international OEM assembly factory. While most Taiwanese companies decided to set up manufacturing bases in China, after looking at the promising prospects of other South East Asian countries, A&J decided to invest in Vietnam. In 2005, Vietnam incurred heavy anti-dumping duties from the EU, and A&J sold their Vietnam plant, transferring their facilities to Cambodia. A&J's General Manager, Tony Chen is very positive about the move, "One of our company's greatest achievement was to successfully transfer production of our mid and high-end bikes. It has helped A&J to have a stable foundation to look towards the future."

### Successful Transition

Currently, exporting from Cambodia does not incur any anti-dumping or tariff issues, allowing the OEM-positioned A&J to benefit from partnerships with many well-known bike brands. A&J Vice General Manager, Sunny Yeh explained, "It is our strong team that has enabled us to perform so well in terms of quality, and lead times, helping us to obtain the trust of major customers around the world."

Occupying an area of 70,000

square meters, A&J's Cambodia plant has an all-new coating line and dust-free painting lines, totaling eight painting lines, in addition to its four bike assembly lines, a hand production line, four wheel building lines, three aluminum frame welding lines, and complete CEN & EFBE testing equipment. The factory has an annual capacity of 600,000 bikes with an average price of over US\$200. A&J feel that this high average price of bicycles will help them to avoid incurring anti-dumping tariffs against Cambodia in the future.

In the ten years that A&J have been operational in Cambodia, the economy has improved markedly, and recently workers striking for higher wages has become an issue for many companies. Currently, 1800 workers are employed in A&J's Cambodia facilities, and the company has experience of quickly resolving strikes appropriately through both unions and government.

Even though the A&J plant is located in Cambodia, there were still some effects from the recent riots in Vietnam. GM Chen noted that it mainly affected delivery times by about two or three weeks, fortunately, general parts were



▲ A&J's President, Arthur Hsu.



▲ A&J's General Manager, Tony Chen.

imported from Taiwan and China, so the overall impact was not so great, and General Manager Chen remained positive, "This year the Cambodia plants delivery times remain stable with annual production even at last year's level of approximately 500,000 - 550,000 bikes."

### Looking at Future Expansion

In addition to proper operations in Cambodia, A&J are looking to expand their operations into China. In November they will build a new 100 acre plant in Jiangsu producing bikes for the Chinese domestic market and export to non-EU countries, while the Cambodia plant will continue to serve global markets.

In January of this year A&J opened a new office in Taichung. Currently, there are about 60 employees who are primarily responsible for dealing with orders, purchasing and R&D to supply the Cambodia plant.

With a healthy factory in Cambodia, a strong service team, and clear directional vision, the future for A&J looks promising.



## Cronus' Cambodian plant

After being listed on China's Sanban market on June 6, 2013, Cronus has urgently sought sales growth. The EU's anti-dumping restrictions on Chinese bicycles, however, have curbed Cronus' exports to Europe. In addition, the company has long sought to establish an overseas plant and promote its brand in the global market. As a consequence, Cronus began planning a new plant in Cambodia in 2013, and began pilot operation in January 2014. According to General Manager San Chen, Cronus seeks to operate a localized assembly plant that is in full compliance with EU regulations.

### Taking compliance with EU requirements as a priority

The Cambodian plant obtained an operating license in July 2013, and moved in equipment in the following month. Frame, painting, rim, and assembly lines were established by December, and pilot operation began in January 2014. Materials are entirely imported from Vietnam and China, and all frames are pro-

duced in-house, while some rims are imported from Vietnam. The next step for the company will be to increase in-house content.

To achieve localization, the 12 mainland Chinese staff will only monitor quality, and Cambodian personnel will be trained to perform employee and plant management duties. The use of local people in management will minimize language problems and enhance communication.

### A production site with complete production lines

Cronus' main product consists of whole bicycles, and it produces bikes with aluminum alloy, iron, and chromoly frames. Apart from overcoming EU anti-dumping duties, Cronus also seeks to promote its company brand, and therefore markets its products in countries such as Denmark, Norway, and India. The company engages in both contract production (60%) and production of its company brand bicycles (40%); the unit price of exported bicycles is in the range of US\$150-250.

The Cambodian plant occupies more than 8,000 m<sup>2</sup>, and will be expanded to 12,000 m<sup>2</sup> in the future. There are more than 200 employees man painting, welding, and on wheel, and bicycle assembly production lines. There are currently two welding lines, which are being used to train employees; plans call for expansion to six welding lines in September.



▲ "International Leader" General Manager San Chen of Cronus' Cambodian plant.

Thanks to excellent employee training results during the first half of the year, the one painting line will be increased to three lines in September.

The plant currently has a capacity of 400 whole bicycles per day. It specializes in filling small orders, and can provide numerous varieties, colors, and specifications. Even small and complex orders can be filled in only one to two months from the time the order is received to the time of delivery (assuming that Shimano supplies components on time). Future plant capacity will depend on demand in the European market and state of brand promotion, but the current target is 220,000 bikes annually. Apart from producing whole bicycles, Cronus also plans take advantage of Cambodia's low wages and preferential tariffs by manufacturing painted frames for supply to whole-bicycle assembly firms in Europe. This make the Cambodian plant a multipurpose production site engaging in whole bicycle production, frame manufacturing, and painting. 🌀



▲ Cronus' factory in Cambodia.



# SONGI 松吉® The third-generation lithium bike

## Songi Electric Bicycle (HuiZhou) Co., Ltd

Address: Yingguang village development zone lilin town zhongkai high-tech zone huizhou city guang dong province china

Tel: +86-752-7119315 Fax: +86-752-7119315 E-mail: songi2013@163.com

Website: www.songi.org



**Alva3 TDF-209Z**

- SHIMANO 8-speed
- ☑ battery lithium : 36V12AH
  - ⊕ motor power : 240W
  - ⊕ wheel size : 26\*1.95
  - frame material : Aluminium alloy
- color



**Angus3 TDF-210Z**

- SHIMANO 8-speed
- ☑ battery lithium : 36V12AH
  - ⊕ motor power : 240W
  - ⊕ wheel size : 26\*1.95
  - frame material : Aluminium alloy
- color



**Venus3 TDN-206Z**

- ☑ battery lithium : 48V12AH
  - ⊕ motor power : 240W
  - ⊕ wheel size : 24\*1.75
  - frame material : Aluminium alloy
- color



**Bella3 TDN-201Z**

- ☑ battery lithium : 36V12AH
  - ⊕ motor power : 240W
  - ⊕ wheel size : 20\*1.75
  - frame material : Aluminium alloy
- color



**Moon3 TDR-207Z**

- SHIMANO 7-speed
- ☑ battery lithium : 36V12AH
  - ⊕ motor power : 240W
  - ⊕ wheel size : 16\*1.75
  - frame material : Aluminium alloy
- color



**Ares3 TDN-203Z**

- ☑ battery lithium : 48V12AH
  - ⊕ motor power : 240W
  - ⊕ wheel size : 20\*1.75
  - frame material : Aluminium alloy
- color



**Gill3 TDR-208Z**

- SHIMANO 7-speed
- ☑ battery lithium : 36V12AH
  - ⊕ motor power : 240W
  - ⊕ wheel size : 16\*1.75
  - frame material : Aluminium alloy
- color



**Gill3 TDR-208Z**

- SHIMANO 7-speed
- ☑ battery lithium : 36V10AH
  - ⊕ motor power : 240W
  - ⊕ wheel size : 16\*2.125
  - frame material : Aluminium alloy
- color



**Songi**

Mr Chen 13631691280

# 第三代锂电车



# Innovation



# Controller & Transmission System for E-Bike

This product is with double-function for automatic calculation of torque and speed.

For E-Bike, Electric Wheelchair or Other E-Bike with Special Purposes

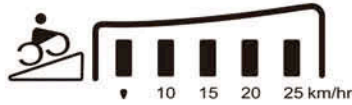
## Specifications of Controller And Transmission System

Dimensions:

- L 94mm x W 62mm x H 35mm

Features:

- Controller Supply Voltage: DC24~DC60V
- Controller Supply Current: 15A
- BLDC (Brushless DC Motor)  
Voltage: DC24V or DC60V
- BLDC (Brushless DC Motor)  
Watt: Maximum 500W



Press Button (+) or (-) to Choose Speed Adjusting Modes



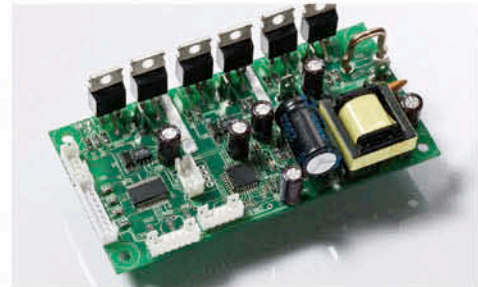
Datas for Speed Setting

Calculation:

- Number of Pole of BLDC (Brushless DC Motor)
- Gear Ratio of BLDC (Brushless DC Motor)
- Tire Size



Patent No.: M451315



- **EUROBIKE** Cycle Show
- Aug. 27 ~ 30, 2014
- Friedrichshafen, Germany
- FIRST Booth: Hall A7, 434



**interbike**

- **interbike** Cycle Show
- Sept. 10 ~ 12, 2014
- Las Vegas, USA
- FIRST Booth: 31147

[www.firstcomponents.com](http://www.firstcomponents.com) [sales@firstcomponents.com](mailto:sales@firstcomponents.com)

**FIRST**  
components





[WWW.OVERLORD.COM.TW](http://WWW.OVERLORD.COM.TW)

OVERLORD INDUSTRIES CORP.  
109 CHUNG SHAN ROAD, SHIN  
HUA DISTRICT, TAINAN CITY,  
TAIWAN, R.O.C.

TEL:886-6-5901711~9  
FAX:886-6-5901395  
E-mail:ove@overlord.com.tw



OVERLORD



## POWER KAT GROUP L.L.C.

No. 488 Feima West Rd. Fuchau Town Taicang City Jiangsu China  
Tel: 86-512-53641390-3 Fax: 86-512-53641388  
http:// www.prettywheel.com E-mail: takitu@powerkat.com.cn



Accreditation Number Q017

### ISO9001: 2000

## PRETTY WHEEL INDUSTRIAL CO., LTD

317, NANCUN RD., HOULI DIST., TAICHUNG CITY 421, TAIWAN  
Tel: 886-4-25561168 Fax: 886-4-25561165  
http:// www.prettywheel.com E-mail: may7931@yahoo.com.tw



### ATTACK

FRAME: 700C ALLOY FRAME  
BRAKE: HYDRAULIC DISC BRAKE  
GEAR: SHIMANO ALIVIO 9SPD  
BATTERY: LI-ION 3C 36V X 9AH BATTERY  
MOTOR: 350W BRUSHLESS BIG POWER MOTOR  
CAPACITY: 45KM



### FIN 20

FRAME: 20" ALLOY MINI VELO FRAME  
BRAKE: MECHANICAL DISC BRAKE  
GEAR: SHIMANO NEXUS INNER 3 SPD  
BATTERY: LI-ION 3C 36V X 9AH BATTERY  
MOTOR: 250W BRUSHLESS HIGH SPEED MOTOR  
CAPACITY: 42KM



### HALLEY

FRAME: 26" FAT TIRE ALLOY FRAME  
BRAKE: MECHANICAL DISC BRAKE  
GEAR: SHIMANO ALIVIO 9SPD  
BATTERY: LI-ION 3C 36V X 11AH 3C BATTERY  
MOTOR: 350W BRUSHLESS BIG POWER MOTOR  
CAPACITY: 45KM



### FIN 26

FRAME: 26" ALLOY FRAME  
BRAKE: MECHANICAL DISC BRAKE  
GEAR: SHIMANO ALIVIO 9SPD  
BATTERY: LI-ION 3C 36V X 11AH 3C BATTERY  
MOTOR: 350W BRUSHLESS BIG POWER MOTOR  
CAPACITY: 45KM





# Meister

Bicycle Ltd



Meister Bicycle Ltd. is a small, independent bicycle company that first started out as an idea in '06 and was founded in '12 in Vancouver, B.C. by a group of enthusiasts with the aim to make hand built classic bikes with contemporary design, quality and usability.

The purpose for Meister Bicycle is that it wants to provide riders with the chance to experience the art of a true hand built bicycle, to relive the "Golden Age" of when many small makers built amazing bicycles that combined their function to become a form of art.

Meister believes a huge part of its design should be about creating a bicycle that has been uniquely produced with meticulous precision and elegant aesthetics. We feel that it is truly one of life's most amazing experiences to be able to take a product so commonly found in the household, put it into context with everyday life and finally to be able to bring it to the foreground utilizing its simple intrinsic quality.

We want our product and design to be at the level of art, yet maintain its basic functionality – it is made to be lived with in everyday life. Behind every Meister part or design lays a certain school of thought. Each component is a combination of function and aesthetics, function and emotions – the core basis of Meister design.

Seeing our design being on the road is a truly emotional experience. Years of sweat and tears (and skinned knuckles) were put into the foundation of this company and its design. When you see it, you will feel the great pride and passion we put into our vision to make it into reality.

Meister conveys elegance. To be able to combine the level of craftsmanship, precision, functionality and elegance is the idea we want to convey to everyone. Even just a look at a Meister bicycle elicits the feelings of joy associated with riding. Although there are always faster, lighter, and newer bicycles out there, we want everyone that ever throws their leg over a Meister bicycle to feel our sense of reward from the quality, craftsmanship and materials used in building each and every one of our bicycles.

The challenge for the future of Meister's design is also our strength: authenticity. Meister design is deeply rooted in the values of elegance combined with functionality – foundation that we feel will bring Meister to the forefront of the bicycle industry.

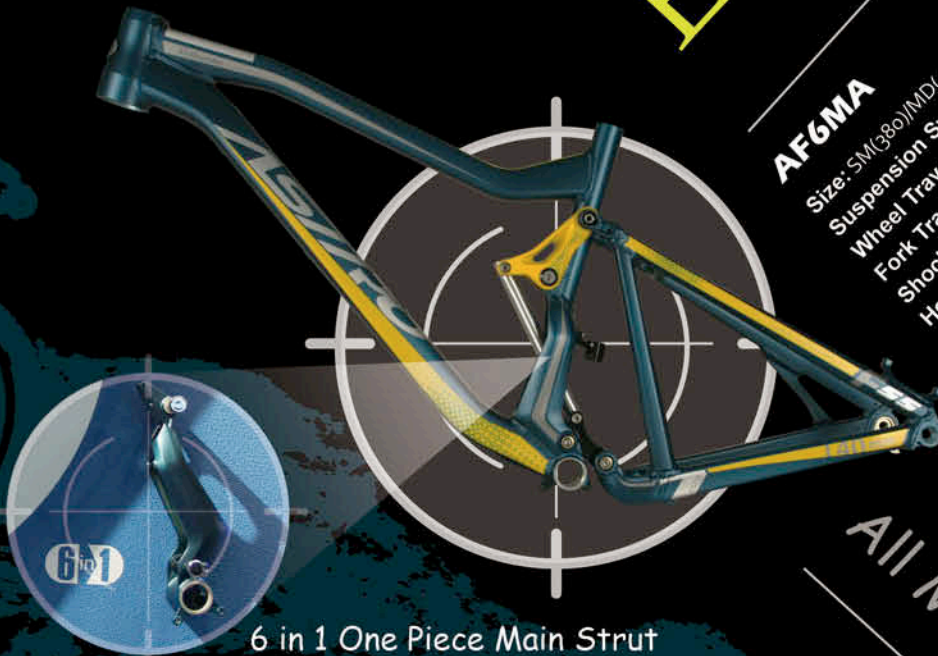


William Liang / Ryan Boehm  
Meister Bicycle Ltd.  
[www.meisterbicycles.com](http://www.meisterbicycles.com)  
Email: [meisterbicycles@gmail.com](mailto:meisterbicycles@gmail.com)  
<https://www.facebook.com/MeisterBicycle>  
Tel: +778-836-2599(Vancouver) / +886-978-923-369(Taiwan)





# 2015 FSS EVOLUTION



## AF6MA

Size: SM(380)/MD(420)/LG(460)/XL(500)  
 Suspension System: FSS 650B All Mountain  
 Wheel Travel: 5.5" (140mm)  
 Fork Travel: 5.5" (140mm)  
 Shock Spec: 7.875x2.25" 22mmx108mm  
 Headset: 1.5" Taper (44mm/56mm), Semi  
 Seatpost: 31.6mm Sram High Direct Mount  
 Derailleur Clamp: Shimano Direct Mount/  
 Sram High Direct Mount  
 Bottom Bracket: 73mm / ISCG05  
 Rear Axle: 12x142 Syntace  
 Tire: 27.5x2.35"  
 Material: EV6  
 Weight: 2.66kg (MD)

6 in 1 One Piece Main Strut

## All Mountain 27.5



### Trail 29er



### Enduro 27.5





SHOW NEWS

**EUROPEBIKE**  
2014/8/27 ~ 8/30

**BITEX BOOTH**  
A7-216

**INTERBIKE**  
2014/9/10 ~ 9/12

**BITEX BOOTH**  
15158

**TAICHUNG BIKE**  
2014/11/4 ~ 11/7

**BITEX BOOTH**  
1333



▶ **BX401F**  183g



9mm      15mm      20mm

 **54HD**

▶ **BX401R**  275g



10mm x 135mm  
12mm x 135mm  
12mm x 142mm



Made in Taiwan





SLA110

SLA1110

# NEW 11 SPEED SUPER CHAIN



SLA SERIES

Superior Lubricating Aid/Superior Durability 6,000 KM ~ 8,000 KM  
Noiseless/High Tensile Strength  
Smooth & Fast Shifting

## CHAIN LIFE



KILOMETER

\*Testing Condition:

A Mechanical Bicycle is loaded 87kgf irons.  
Running Speed of the Mechanical bicycle is 30 kilometers per hour.  
Pin power: 300kgf above

**Circle Riveting**  
Pin Power is increased by Circle Riveting.

**Chromium Molybdenum Alloy Steel & Ni-PTFE Teflon Coating:**  
SLA Superior Lubricating Aid

**DHA ROLLER**  
Using Chromium Carbide Surface Treatment to increase the hardness of roller surface is able to prolong chain 100% using life.

**DHA Treatment**  
Using Chromium Carbide Surface Treatment to increase the hardness of pin surface is able to prolong chain 100% using life.

**Unique Chamfer Design**  
Extremely fast shifting

**For your safety consideration, please use YBN QRs!**

**11<sub>s</sub> SLA-H11**

• Color:Ti-N Black

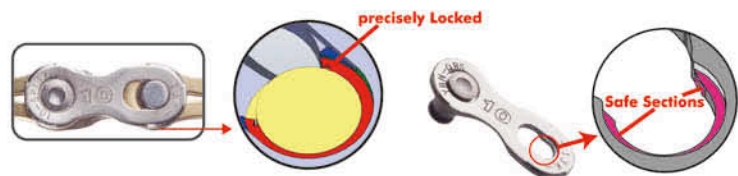
**11<sub>s</sub> SLA-1110**

• Color:NP Silver

**11<sub>s</sub> SLA110**

• Color:Ti-N Gold

• Color: Ti-N Black, Ti-N Gold, and NP Silver are available for SLA 11 Spd Chain •



**Eurobike Booth No:A7-512**



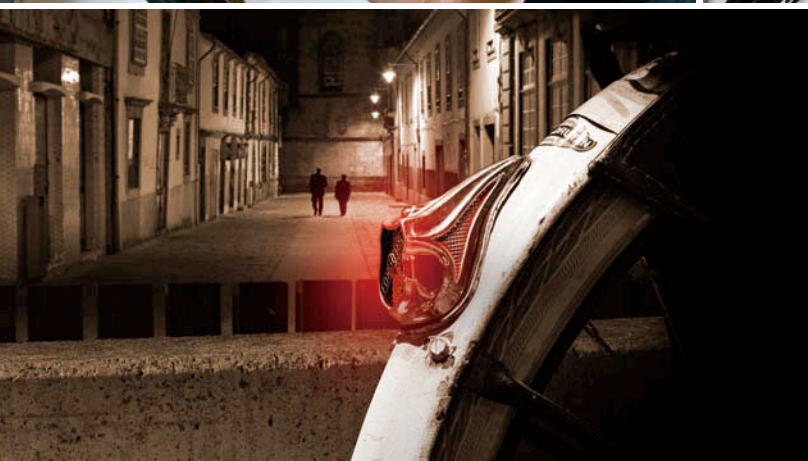
## YBAN CHAIN INDUSTRIAL CO., LTD.

**TAIWAN Headquarters**  
Tel: +886-6-593-4546 Fax: +886-6-593-2920  
E-mail: yaban@ms27.hinet.net  
Mobile: +886-937-362-713  
Sales Representative: Brian Huang  
SKYPE: hwl740224  
Add: No.67, Gangkou, Anding Dist, Tainan City 745, Taiwan

**VIETNAM Factory and Steel Coil Center**  
E-mail: yaban@ms27.hinet.net  
Add: 19 Lot No. J, Adjacent To Road, No.6, Di An District, Binh Duong Province, VIETNAM

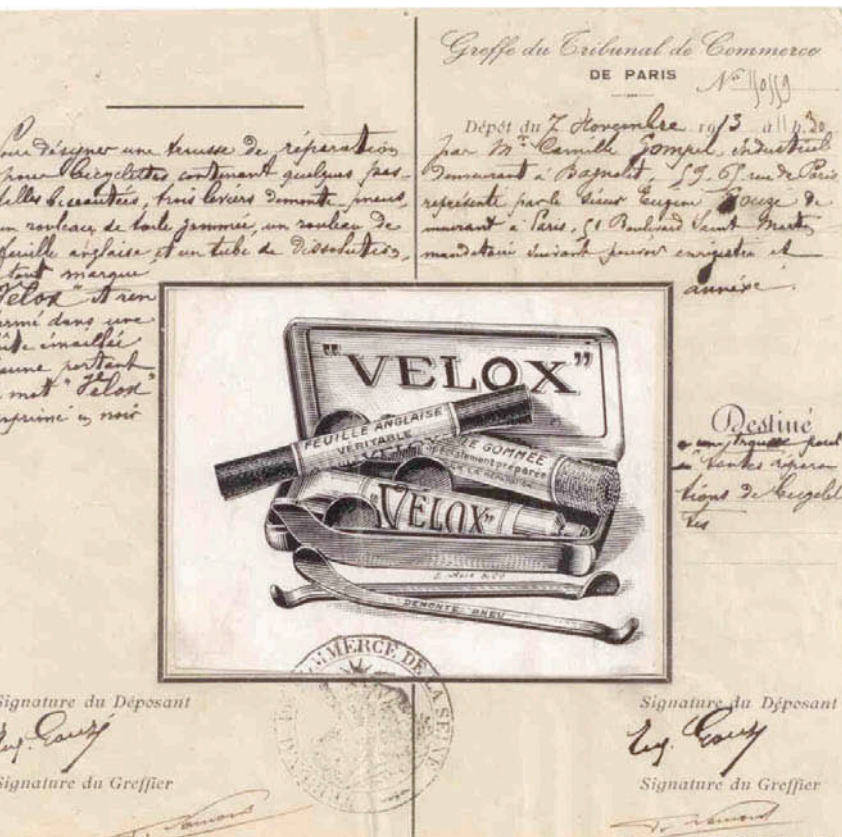
**YBAN CHAIN (SHENZHEN) CO., LTD.**  
Add: Hengshou Technology Area, 4th Industrial Park, Heshuikou, Gongming Office, Shenzhen, China  
Deputy Manager: Jeffrey Chen  
E-mail: ybn-sz@yaban.com Mobile: +86-188-238-15235  
Tel: +86-0755-23697558 Fax: +86-0755-23697858





# The French Bike Industry – 150 Years of History



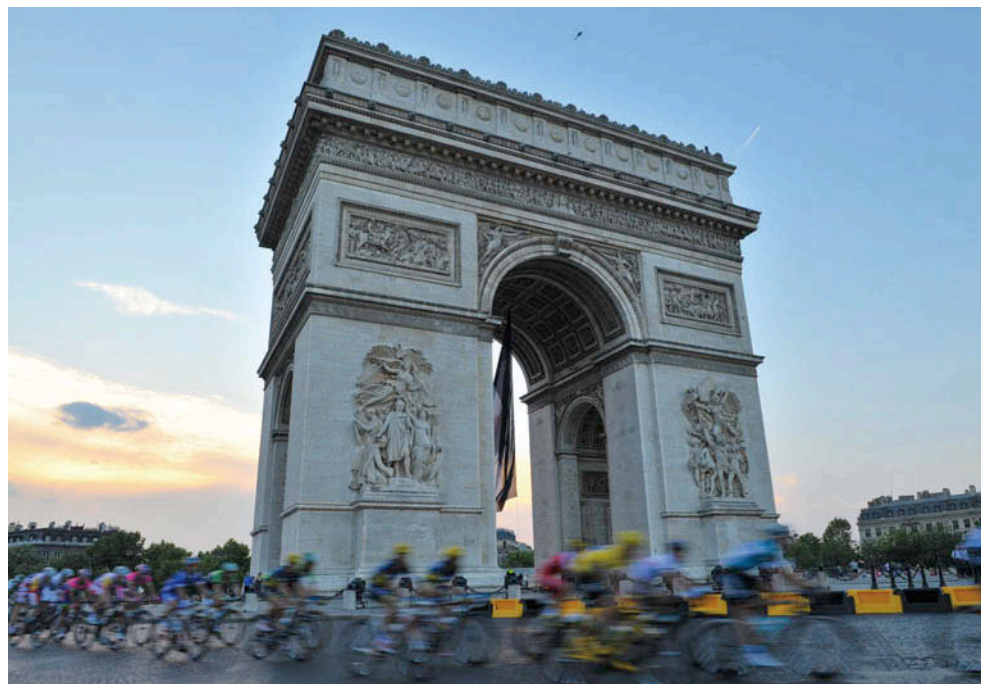


Spanning the last century and a half, the French bicycle industry and the history of the bicycle are intertwined. French manufacturers and brands have been a global leader throughout the 20th century, continuing into the 21st century. Albeit less dominant today, France has kept its bicycle industry alive thanks to the development and progression of a cycling culture, as well as through the design efforts of numerous French companies who continue to innovate and improve their products for global markets.

Text & Photos: Editorial Dept.



The French bicycle industry has struggled somewhat over the past several years, with the number of bicycles sold dropping to just below the 2.9 million mark in 2012; a 9% drop from the 2011 figure. Overall turnover in 2012 reached €1.28 billion, which also represented a drop of 4% from the previous year. Figures for 2013 are showing signs that the French industry could be back on the right tracks. Although the number of bikes sold decreased again by around 1% to 2.78m units, and value dropped by 0.4% to €303 per unit, a huge upswing in the sales of accessories and equipment helped to boost the industry as a whole, which showed an overall growth of



▲ Cyclists ride past the famous Paris landmark, Arc de Triomphe.

3.5%, reaching total sales of €1.5 billion.

Despite this negative trend, the one saving grace is the e-bike category, which is still booming in France, growing by more than 15% every year. A total of 56,000 electric assist bicycles were sold in 2013; up 17.5% on the 46,000 sold in 2012. This expanding e-bike market has led French bicycle industry organization, CNPC to call the bicycle market in France “a growth industry.” “Sales declined in 2012, but obviously cycling is increasing in all segments,” said Thierry Fournier, President of the industry associa-

tion CNPC, at the presentation of the figures for the French market. “For the moment bikes, like cars or motorcycles, also suffer from the economic crisis. But, I have every reason to believe that we are in a growth industry.”

This article features a selection of ten successful and progressive French companies producing bikes and bike parts. In addition to high-end frame and pedal makers Look, Time, and Cyfac, the report also includes features on Solex, Corima, Spanninga, Stronglight, Zefal, Ixow, and Velox. The report looks closely at how the French bicycle industry has changed over the course of the last century, and how the companies have grown and developed since their founding, reacting to different trends in the global bicycle market.





# Cyfac Carrying The Legacy of French Cycling



▲ Cyfac's offices in France.



▲ Cyfac's latest bike models were on display during 2014 Taipei cycle show.

When Frenchman Francis Quillon founded Cyfac International in 1983, he did so with the ambition of combining advanced technology, with the culture, heritage and history of French cycling. Born in the Loire Valley of France, Cyfac is an acronym which translates from French to ‘Handmade Bicycle Frames’ - ‘Cy’ represents cycle (bicycle), ‘f’ for fabriqué (made), ‘a’ for artisanal (artisan), and the final ‘c’ stands for cadres (frame).

Quillon was a successful amateur racer, as well as a sprinter for the French national team. During his racing career

he worked for one of his team’s sponsors, where he repaired his teammates’ bikes, built bikes up from scratch, and painted frames for pro-riders. With a real passion for making bikes, Quillon went on to open the Cyfac workshop, supplying high quality frames to racing teams. Quillon, who is now in his mid-60s, is retired but serves as Honorary President of the company, still coming into the factory every Friday for meetings, discussions and general support.

Today, Cyfac is owned and managed by three different partners who are each in charge of their own continental markets.

French partner, Aymeric LeBrun acts as the company’s COO, working from the factory in France, ensuring the smooth running and operating of the headquarters. US partner, Eric Sakalowsky focuses solely on the company’s US markets, as well as managing the company’s website and marketing. Calvin Chan is the 3rd partner, and is the person in charge of Cyfac’s Asian markets, as well as sourcing, product planning and branding.

## Recent Growth and Expectations

Cyfac enjoyed turnover



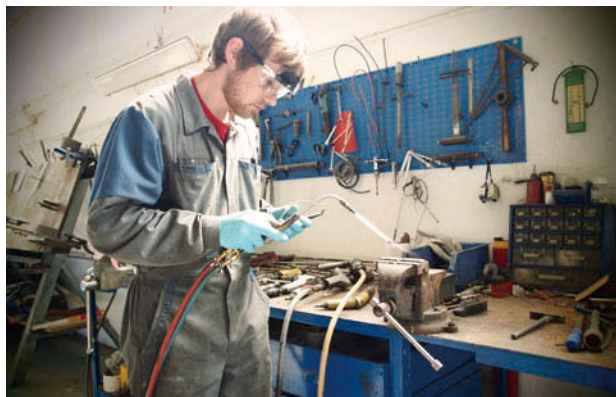
of €1.5m in 2013, a growth of around 15% from 2012. The company's biggest markets are France with 60%, other EU countries with 30%, and the US which makes up the final 10% of sales. "We do not currently have a big market in Asia, but it is most certainly where we want to grow," said Calvin Chan, who has been a co-owner since early 2012. Calvin is originally from

Hong Kong, but is now based in Taipei, where he works tirelessly to help expand and develop emerging markets in the East. "Taiwan, Japan, Australia, as well as several other Southeast Asia countries are where we are seeing potentially lucrative future markets for our bikes," he continued.

Despite terrible weather conditions toward the end of

2012 and heading into 2013, Cyfac handled the poor sales environment well, managing to maintain sales and growth. "Our bikes generally sell for more than €10,000 and are targeted at the top 5% of bike consumers," explained Calvin, "this means that our customers are more price insensitive, with inelastic spending."

The company now has



▲ Cyfac frames 100% produced on French soil.





▲ Craftsmen skillfully apply finishing to frames.

full orders for more than three months, and is relishing in the growth of different markets. “This year we hope for around 20% growth,” Calvin smiled, “three years ago we had zero sales in Asia, so it is a huge new market for us, and one that we are very excited about. The market likes European products, and the consumers absolutely resonate with our brand.”

### Philosophy and Responsibility

Producing around 1250 frames a year which are priced between €3000-10,000 a piece, Cyfac has a very niche and particular target market. The bikes are produced 100% on French soil—something that Calvin and his partners are very passionate and committed toward. The com-

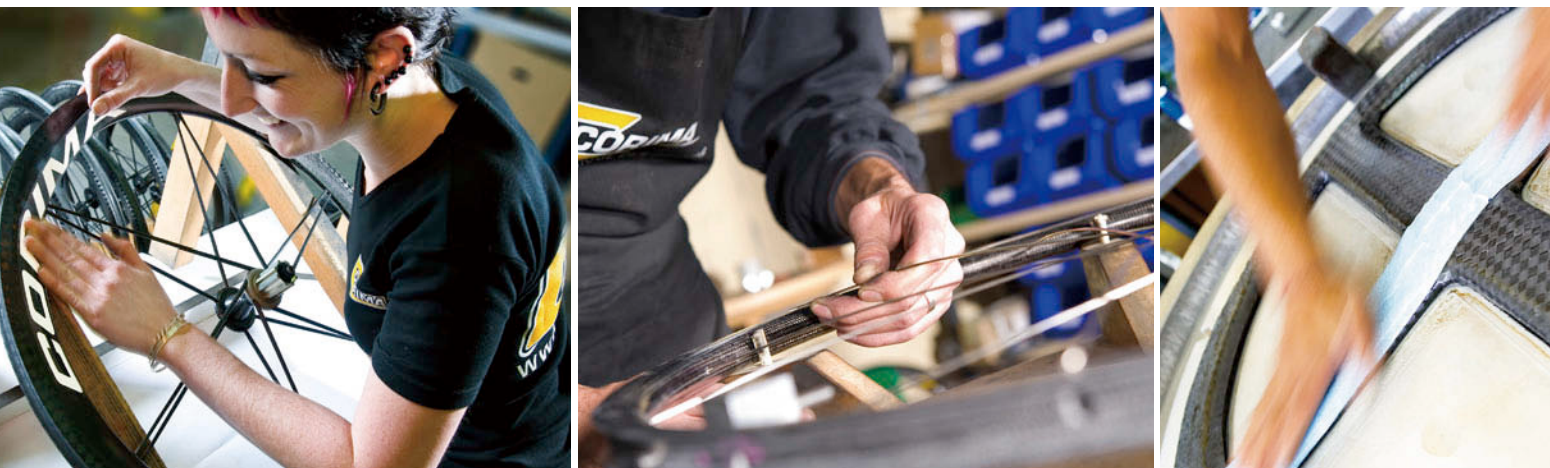


▲ Great attention to detail is paid to each frame.

pany’s bikes are very clean cut, sleek, and use the latest carbon technology, yet still come across as traditional and we with a great deal of craftsmanship. “What our company stands for today, is the same as it was 30 years ago, we do everything the same way we always have,” stressed Calvin,

“although we have advanced technologically, there is still the same pride of culture, history, and heritage in our brand. As one of only two companies that still make bikes entirely in France, we must protect this legacy, carrying it forward responsibly.”





## Corima's 25 Years Of Success In Cycling

**B**ased in Loriol sur Drôme—a small town in the Southeast of France—Corima was founded in 1973 by Pierre Martin and Jean-Marie Riffard. The name Corima is taken from the start of the word 'cooperation' with the first two letters of each of the founders' surnames added. It is this strong sense of cooperation and partnership which has led the company to great heights, with more than 25 ongoing years of world class products used at the peak of professional cycling.

### A Place In Cycling History

Corima didn't begin its life in the bicycle industry. The company's initial activities were making molds and models for the foundry, automobile, and aeronautics industry. It wasn't until 1988 that things began to change, and Corima started to

diversify into the production of carbon composite parts, launching its first product for the bicycle industry: the Disc wheel. The innovations continued with the release of the world's first 4-spoke wheel, in addition to its signature Aero wheel.

In 1994, Corima expanded its production to frames, achieving success with the Puma, an aerodynamic carbon monocoque road frame with a steeply sloping top tube, based on the custom track frame ridden by Chris Boardman in 1993. However, production was discontinued in 1999, due to revised UCI rules that rendered the Puma's geometry inconsistent with racing frame guidelines. This ban from competition meant limited exposure and sponsorships. Undeterred, Corima continued to make a track frame with similar

geometry and sloping top tube—the Cougar—until it was replaced by the VIF model. Corima has continuously worked with cycling professionals on both the track and road racing circuits. The company's products have been involved in many prestigious victories and setting of new records around the world and continue to do so with numerous athletes. Two world hour records have been broken on Corima bikes, firstly Chris Boardman in July 1993, followed by Catherine Marsal in April 1995. At present, Pro Tour elite cycling team Astana, which is made up of riders of many nationalities, rides with the whole range of Corima wheels. Another pro team, La Pomme Marseille, has also been using Corima's wheel for several years, helping them to win the 2014 Tour de Taiwan, and countless other stages and races.



## Cutting-Edge Carbon Composite

“Corima's strengths lie in its ability to constantly innovate,” says Sales Manager Roger Mauris, “due to our vast experience in working with composite materials, we control every step in the manufacturing process in order to make every product special and unique.” Corima is one of only a handful of cycling companies that still manufactures 100% of its products in France, and there are no plans on changing that any time soon. “Our wheels are not made like any other—our technology is different and we want to keep it this way,” claims Roger, “the best place to achieve this and to continue making super-stiff, super-light wheels is in France.”

Roger expects growth of around 10% in 2014, something



▲ Corima showcases its long history of world-class products.

which he thanks blossoming Asian markets for: “We are still adding new products every year, but our expected growth is largely due to very good sales in Asia. Our markets in countries like Thailand, Japan, Taiwan, and China, account for 35% of our business.” Corima's other important markets are Europe

and North America, which both performed well in 2013 despite poor weather and shrinking economies. “I am very positive regarding performance in 2014,” smiled Roger, “the first quarter's sales to March were very strong for us, and with summer fast approaching we are excited and optimistic.”



▲ Corima's composite wheel designs exude elegance and innovation.





# Look—Groundbreaking Innovations

Established in Nevers, France in 1951, Look was originally a ski equipment manufacturer, before the early 1980's when the company turned its attention to the growing popularity of the bicycle. The 80s proved to be a pinnacle decade for Look, as the company introduced both a clipless pedal for cycling based on equipment for ski bindings, as well as its first ever carbon fiber bike frame.

Look's clipless pedals were revolutionary, utilizing a spring-loaded latch on the top of the pedal that held a cleat which was bolted to the sole of a shoe—with a twist of the foot the hold was released. The pedals were introduced in 1984, and the next year Bernard Hinault used them to win the Tour de France—a moment that is etched into the history of professional cycling. By the turn of the century, clipless pedals were in widespread use on road, track and mountain bikes.

In 1986, just 12 months after Hinault's historic Tour de France win, Greg Lemond won the event on Look's first carbon fiber frame, the KG 86. It was completely handmade, and combined Kevlar with carbon fiber for increased rigidity—something that had not yet been achieved

with great success.

Look's 'in the field' policy of research and development has earned worldwide recognition, including, in 2009, the INPI Trophy for the most innovative firm in France. Look has also won France's Bike of the Year award four times, in addition to the Star of Design, and the IF Design award in Germany in 2010. The company has an incomparable experience and know-how in carbon fiber design and manufacturing processes, and innovation is at the center of the strategy of the brand. Look registered more than 169 patents between 1998 and 2009, maintaining the companies position as the global leader in innovation and carbon fiber manufacturing.

## An Unusual Takeover

In 1998, with the company up for sale due to economic reasons, Thierry Fournier, who is now Look's Director General, took control. "We bought the company in a partnership with the workers," explains Thierry, "It was a global venture where all the staff were involved, giving them the opportunity to own a slice of what they were work-



▲ Look's PP 65—the product that revolutionized bicycle pedals.

ing for." After the sale, Look was 34% worker-owned, with the other 66% owned by Thierry and two other major shareholders. Fast forward 16 years to the present day, and the situation is a little different: "We always wanted to offer the workers a chance to cash out and sell their shares. Currently only about 2 or 3% of the company is owned by the workers, mainly the ones who still work here," Thierry continued.

With a turnover of around €12 million in 1998, Thierry was taking over a company that was steeped in tradition and history, yet had a wealth of untapped potential waiting to be taken advantage of. In 16 years, Thierry and his partners have grown Look to an annual turnover of over €45 million, and rising.



## Emerging Asia

Between 2012 and 2013, Look enjoyed total growth of about 4%. “We are hoping for a small growth this year. Its a little more difficult to grow in this climate than it used to be, but at Look we are a niche market both with road bikes and MTBs, meaning that we can ‘go around the rain’; even if the market is deflated, we still have potential because our markets are niche.” Look’s main market is in France which makes up about 25% of its worldwide sales. This is followed by the large European and US markets, each contributing between 15-18% of sales. “Asia is growing very nicely too, and we will continue to work on our brand imaging in mainland China, and also in Thailand, South Korea, and Indonesia,” smiled Thierry, “These markets are growing fast, but you must



▲ One of Look's key strengths is its experience in carbon-fiber design and manufacturing processes.

remember we are starting from zero, so more than anything it is just interesting to see the numbers and statistics improving,” he went on.

## Mastering Production

Thierry believes that the strength of the bicycle industry lies in the fact that the bicycle is still a growing product that consumers have faith in, and that by mastering production processes, companies can innovate more. “Our main philosophy is that if you don’t produce, you don’t innovate. When you produce well, you then begin to truly innovate,” explains Thierry. Look has two factories, one in France, and one in Tunisia. Combined, the two facilities employ over 400 people.

The French plant manufactures over 1 million carbon fiber pedals a year, while the Tunisian plant produces the middle to high-end carbon frames and bikes. While Look doesn’t produce 100% in France, Thierry also believes that moving production of the company’s famous carbon pedals out of the brand’s homeland will result in the loss of innovation. “I don’t think the consumer wants to know where a product is made, so much as they want to know its made of high-quality. We manufacture our pedals better in France, that is not our goal, but rather just a fact. If at one point we move production away from France, it will be because we are not in a position to innovate and improve,” he concluded.



▲ Look products are designed with close input from riders.



# Solex: The Return of an Icon



▲ VeloSolex bicycles hold an iconic reputation in France.

**S**olex is a brand steeped in tradition and history. Between 1946 and 1988, more than 8 million VeloSolex were sold in over 70 countries around the world. Designed by Marcel Mennesson in 1940, the cost-effective VeloSolex which was equipped with a motor on the front wheel, was an extremely popular means of transport during difficult financial times in France. It was only after the Second World War that the manufacturing of the VeloSolex really took off, with production launching in April 1946 in Paris, at a rate of 15 units per day. The 38 cubic cm engine was outfitted with a roller transmission, carburetor and tank, and mounted on 700-millimeter wheels—something which had

never been done before. With its reasonable price, and simple design, it lent itself well to daily use for both transportation and leisure.

The VeloSolex would prove to be the birth of an iconic form of transportation, enjoying more than 40 years of success in Europe and North America. “The DNA of Solex is the most important thing,” claims Export Manager Aurelie Gonzalo, “Following World War II people couldn’t afford cars, which is why this was created—a high quality mode of transport which is very easy on the eye, for less than a month’s salary.” Throughout the 60s and into the 70s, riding a Solex became something that everybody wanted to do. It was fashionable, trendy,

and most importantly; affordable. Movie stars such as Steve McQueen and Brigitte Bardot were pictured riding the famous bikes, sky-rocketing demand and desirability. Bauletto, the Italian word for the oval-shaped front part of the bike, is featured on every Solex model, and has become known as a symbol of Solex’s tradition, quality, and style. Even today, this feature is still present on every model—an ode to the history and heritage of the prestigious French name.

## Brand Renaissance

Founded in 2010, and purchased by French group Easybike in 2013, Solex International Cycle now sells e-bikes in more than 10 European countries, as well as in Japan.

Created in 2005 by Gregory Trebaol, the Easybike group manufactures, develops and distributes electric bikes, and holds the license for the distribution of the whole Solex range. Easybike are also the owners and distributors of French folding bike company Mobiky, in addition to the official Tour de France styled e-bike.

With annual growth of 40% for the past two consecutive years, it is clear to see that Solex is a brand still very much in



demand. The company is now looking to penetrate the North American market where it believes the future is very bright for the electric bike: “For 2014 we are starting to distribute e-bikes all over the world,” said Aurelie, “We are, for the first time, targeting the North American market, which is still not popular or developed, but which could possibly have a boom in two or three years time.”

70% of Solex’s sales are currently in France, something which the company is actively trying to turn on its head. “In two years time, we predict that 80% of our sales will come from abroad, while still maintaining the same volume of sales in France. Germany is a mature market so we are not planning to enter it, but countries which are five or so years behind France, Germany, and Holland in terms of e-bikes—such as Italy, Portugal, Spain, and the UK—that is where we can really have an impact and where we predict at least 10 years



▲ Solex's booth at the 2014 Taipei cycle Show.

of consistent growth,” explained Aurelie.

### Great Rides

Solex’s old French ads used to proclaim, ‘climbing the Pyrenees on a Solex is a breeze’, and indeed, the company is still proud of the powerful, silent motors on its e-bikes, allowing the rider to choose between normal pedaling, and partial or complete assistance. “Our

clientele is getting a lot younger,” says Aurelie, pointing out that e-bikes are today being used for more and more reasons across the globe; “just a few years ago, e-bikes were seen as only for older people, whereas now we see them being used in tourist areas, by commuters, by families with children, and even by trekkers!”

The company’s bikes are sleek, elegant and extremely reliable, equipped with Bosch’s premier drive system. They offer many unique features. The Solex Sport model, designed for trekking, uses a torque sensor which reacts to rider movements and optimizes mobility, while the dirt model features a suspended fork, enabling instant reaction by the rider even on the steepest slopes. All of Solex models resemble the iconic bikes that made the name so famous during the 60s and 70s, featuring a *bauletto* on the front fork, and a stylish red and black design.



▲ The distinctive 'bauletto' adorns every Solex model.

# Spanninga : Lighting The World's Bicycles

Founded in 1918 in the small town of Joure in the Netherlands, Spanninga started life as a specialist in metal forging, before collaborating with other companies to become one of the most well-known suppliers of quality bicycle lights in the world. Today, the Spanninga Group consists of a number of companies, primarily operating under French-based Jos International, which has been manufacturing bicycle lighting since 1938, as well as a Taiwanese company named Q-Lite, and the recent addition of Chinese company SBC. With more than 300 members of staff, and production

sites all over the world, Spanninga Group has grown to become known as a specialist in the bicycle lighting industry, mainly due to innovative know-how, extensive international business experience, and its widespread commercial presence.

## 100 Years Ahead Of The Light

Spanninga's long-lasting success and reputation are the result of both mutual respect with its customers, and the production of high quality, innovative products. Product quality and user safety are the two main

commitments for Spanninga, taking both very seriously: "The first reason for having lights on your bicycle is safety," says GM Olivier Gaume, "lights improve the cyclist's visibility and clearly indicate the position of the bicycle as well as any change in direction, even in difficult conditions. That's why we provide a large range of products, all of them developed for specific needs and for easy use."

The company's unique touch has attracted illustrious bike manufacturers to work alongside it in order to develop specially-designed products for their bicycles. It is a brand which



▲ Plaques, photographs and old products highlight Spanninga's long and illustrious history.





▲ Fieke Spanninga, Spanninga General Manager.

stands exclusively for innovation. “Keeping ahead of the light is, and always has been, our philosophy,” states Olivier, “we are a brand based on constant and extensive research in new technologies, optics, electronic, and consumer use.”

### Recent Success

With €24 million turnover in 2013, Spanninga is enjoying a recent growth surge at the back-end of a period that has been a difficult few years for many companies in the bike industry. “Economic crises across the world from 2008 onwards disturbed our potential growth,” says Olivier. Although Spanninga has had stable sales from 2011 to 2013, it has its business development and investments to thank for this. “We offset these financial problems with the growth of SBC (Spanninga Bicycle Components), a new company located in Fushan

province, China,” explained Olivier, “the group’s turnover remained the same, as despite having lower sales in Europe, an increase in activity in southeast Asia helped to make up the numbers,” he went on.

Spanninga manufactures its products in three locations spread across the globe. Lights for the southeast Asian market are exclusively made in China, while the company’s kickstands are produced in the Netherlands, on the original site of the company. Spanninga’s largest and chief facility is close to Lyon in France, where lights are developed and created for the European markets. Although the Spanninga brand name, and its heritage are Dutch, the vast majority of business is conducted at this French site, which is the original headquarters for Jos International.

### Constant Improvements

Olivier is optimistic about what Spanninga can achieve in 2014. “The first quarter of 2014 has been excellent, with huge improvements on our 2013 sales for the same period.” With lots of competition from other light manufacturers, especially from some Chinese companies that are very much inspired by Spanninga’s lights, the markets are sure to become increasingly cutthroat in the near future. However, with genuine innovation, as well as consistent technological development, Spanninga is sure to remain ahead of the curve in producing the highest quality bicycle lights in the world.



▲ Spanninga's success comes from a diverse and innovative range of quality lights.

# Time's Trailblazing Technology



For more than two decades, Time has shone as one of the brightest stars in the cycling universe. Thanks to the unrivaled technology engineered by Time's R&D department, every new product that emerges from the company's French factories, quickly becomes a high quality benchmark in what is a notoriously demanding industry.

Founded in 1987 by Roland Cattin, Time creates, manufactures, and distributes highly technical bicycle products—100% of which are made in France. Time began its life with a clip-less bicycle pedal system designed to accommodate the bio-mechanical constraints of the rider. By 1993, Cattin's company began to diver-

sify away from its competitors by experimenting with carbon composite frames, using Resin Transfer Molding (RTM), a special weaving technology. To this day, Time still weaves its own custom tubular carbon layers in its factory in Lyon, France—something which allows Time's engineers to control every technical part of the production process, as well as the freedom of designing the shape of each frame.

Time's products began their rise to fame in the early 1990s, when the company started becoming intimately involved with professional cycling. Currently, two UCI Pro Tour teams are competing on Time's frames and pedals, while cross-country superstar, Julien Absalon, and BMX

legend, Jill Kintner have also both won World Championships riding with Time's carbon blade pedals. A greater achievement though, is that the most prestigious cycling competitions in the world, such as the Giro d'Italia, la Vuelta a España, Paris-Roubaix, the Olympic games, World Championships, and of course the Tour de France, have all been won with Time products—earning the brand a stellar reputation within the sport. Since the 1988 victories of Jeannie Longo and Pedro Delgado, Time has continued to seek podium finishes and build on its prestigious list of winners, all while remaining one of the world's leading brands of carbon fiber racing frames and pedals.

## Time Today

In 2013, Time sold more than 120,000 pedals, in addition to over 4,000 frames. Despite prolonged periods of bad weather, as well as a financial crisis in France, the company enjoyed sales of around €13 million—similar turnover to 2012. "Our turnover is about the same as it was in 2012 due in large part to financial problems in our biggest markets," confirmed Time's





▲ Time's products are precision engineered in Lyon, France.

Marketing Manager, Florian Bebert.

With several new models to be released this year at Euro-bike, plus some special additions designed especially for Asia, Bebert is optimistic about the year ahead: "This year we are really positive about our growth, and we expect some good results in our Asian markets. Our carbon bladed pedals are very important for us because of the company's strong history and heritage surrounding them." Time's Xpresso pedal has revolutionized pedal technology, with extremely fast, intuitive engagement thanks to the patented pre-open clipless system. Time's use of a carbon flexion blade instead of the traditional metal spring allows for these new pedals to be extremely light, weighing in at only 77 grams.

"We also expect our famous ZXRS frame to perform very well this year, particularly in Asia," said Bebert, "with new colors, including bright pink which is proven to be popular in Asian markets, we can be hopeful of a healthy amount of growth in these areas," he continued. Time's ZXRS frame, which has enjoyed huge success in professional cycling, weighs only 1490 grams, and is made exclusively using RTM carbon technology.

## Drive to be Different

"We want to be different," stresses Bebert, "high quality French manufacturing is something that we live by. We use a unique process called RTM, which weaves the fibers of carbon like a sock," he said. Time is the only bicycle manufacturer to have mastered RTM technology, and better yet, they do so completely under their own roof. "We are one step ahead of everyone else in the carbon manufacturing process," claims Bebert, "every other frame manufacturer buys flat sheets of carbon fabric, which severely limits the range of shapes possible on bicycle frames, and exposes the finished product to unnecessary variables that affect consistency in wall thickness and carbon strength."

A fundamental aspect of both RTM technology, and the company's philosophy, is that Time weaves its own custom tubular carbon layers in its factory

in France. This gives Time's engineers complete control over the technical characteristics of each carbon layer—choice of specific thread thickness, thread count, crossover angles, and wall thickness can be matched to the desired ride qualities. Time's carbon fabric layers are pressed into shapes around a wax mold before being injected with an epoxy resin. This internal wax mold is a pivotal advantage of Time's unique process, and with no shifting of carbon layers or compression of the mold, the result is a consistently dense and strong carbon fiber frame.

With a workforce of 60 people, including 10 who are solely committed to researching and designing new pedals and frames, Time is constantly pushing the boundaries of carbon fiber production techniques. It is an exciting time for a company which prides itself on the French genes running through its veins.

# Velox Carrying 100 Years Of Tradition

Velox is a bicycle component manufacturer founded in the north of France over a hundred years ago in 1903. Having been located in Argenteuil near Paris for over 50 years, the company acquired an additional wheel assembly plant in Brittany in 2013. Velox is a world renowned name for producing the highest of quality rim tape and repair kits, as well as more recently its wheels; manufacturing over 120,000 wheels in 2013. The company is enjoying rapid growth—attributed to its traditional and high-quality French production, which is appreciated all over the world. Velox exports more than 60% of its products, a true testament to the Made in France label that adorns the majority of the company's products.

The Velox brand name is also synonymous with the history of the French bicycle industry. From as early as 1910, Velox was a precursor for bike repair kits, and on November 7th 1913, the company deposited the very first bike repair kit at the Commercial Court of Paris. In that same year, Velox designed and created the world's first handlebar tape, registering the trademark Guidoline, which is still as



▲ Velox' offices in France—a modern building for a historical company.

popular as ever today. Outside of the factory, Velox has always fervently followed the biggest bicycle races in the world. The company sponsors cycling teams which compete in the Tour de France, La Vuelta Espana, the Giro d'Italia, as well as countless other famous races.

Company owner and CEO, Patrick Guinard, hopes to take Velox to even greater heights, and believes that with passion and dedication he can do it: "The only goal of Velox is to serve our customers with the best quality products that are made in France," he says, "thanks in part to the continued support of Velox products, France is still present in

the world of cycling."

## New Markets and Improved Products

Patrick and his product manager Remy Gauger are both very optimistic about the future and what the company can achieve in 2014. With turnover increasing 33% to €2 million in 2013, up from €1.5 million in 2012, Velox is certainly on the right path. "We are very excited about 2014, and are hoping to make around €3 million turnover," said Patrick. "We have not only improved our products, but we have also opened up new opportunities in





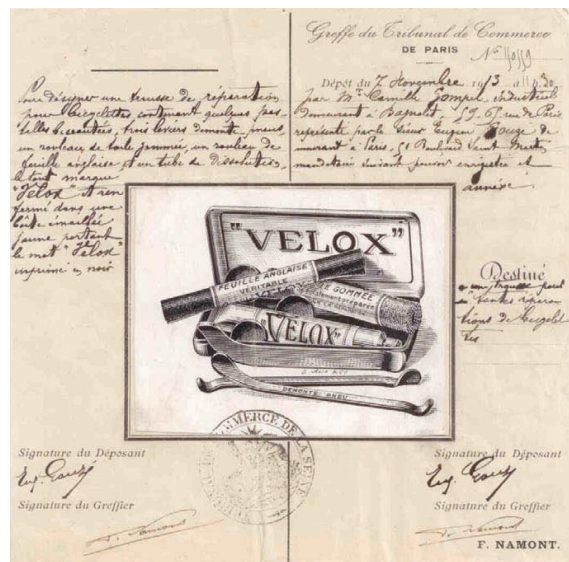
▲ The Velox booth at Taipei Cycle Show.



▲ Workers packaging the tape at company headquarters in Argenteuil, France.



▲ Guidoline – The world's first handlebar tape.



▲ The 1913 filing for the first bicycle repair kit at the Paris Commercial Court.

Asia,” added Remy. The global reach of Velox is expanding every year with the company now boasting distributors all over the world, including in Australia, New Zealand, Canada, the US, as well as in several EU countries such as Spain, Germany, Austria, Belgium, and the Netherlands. “In 2013 we had some problems in Europe with the weather which really affected our business,”

explained Patrick, “I think the bad weather is behind us now though, which means we can look forward to some positive numbers this year.”

To help hit the target of €3 million turnover in 2014, Velox has developed new products to add to its already impressive collection. The newest edition in the trademarked Guidoline range is the 1.5mm High Grip,

which is super-light, yet remains ultra-comfortable. With Velox’s anti-moisture, and anti-bacterial technology, the non-PVC grips come in several different colors—all with a Made in France stamp as standard. “At Velox, we are very proud to present our products which have all been developed and manufactured with the utmost of French passion,” Patrick concluded.

# Zefal : The World's First Bicycle Accessories

As the world's first cycling accessory manufacturer, Zefal is an integral brand in the history of the French bicycle industry. For more than 130 years, Zefal has used its unique experience and knowledge of the industry to create a range of over 200 innovative products spread across seven categories. "Our experience in the bicycle industry has become a real asset in the design of our products," says Export Manager, Claire Roidot, "We have carried out thousands of designs, prototypes, and quality tests in order to provide our customers with continuous innovation and quality."

The origin of the company dates back to the end of the 19th century, with the first developments of the velocipede. From 1880, the company has specialized in the manufacturing of bicycle accessories such as metal footrests, door-lanterns, and brake calipers. By 1980, exactly a century after the company was founded, Zefal had become a world leader in the manufacture of bicycle pumps. With sales exceeding ten million units per year, Zefal remained strong despite the weakening of European bicycle manufacturing. It was also during this time



▲ Zefal's factory in 1953.

that the company diversified its products, offering more accessories for bike; including luggage racks, security systems, and mudguards. Developed and tested by passionate riders, Zefal's products are designed and produced at the company's factory in France's Loire valley, near the city of Orléans, as well as a site in China which combined employ more than 130 staff.

## Growth in the East

Zefal recorded €10 million turnover in 2013, roughly the same amount as they took in 2012. Despite the lack of growth, Claire believes that in this economic climate that is a positive result, and that the company is looking forward to between 5-10% growth in 2014. "Poor

weather and weaker economies have had an impact on our business, but what is good for us is that while we go through these problems in Europe, our Asian markets are emerging, meaning it is balanced out quite evenly," she explained. Zefal's policy of international expansion is highlighted by its partnership with its distributors. Each year, 60% of the company's products are exported to more than 100 countries around the world, with the remaining 40% sold within France. "Our Asia markets account for around 10-15% of our sales," says Claire, "It is difficult to forecast 2014, but we hope to grow even more in Asia, and also in South America," she continued.

Zefal's manufacturing is split 50/50 between China and France. The Loire Valley plant





▲ A glimpse of past times—workers in Zefal's factory in 1953.



▲ Old catalogs speak of Zefal's long, illustrious history.



◀ Drawing by hand is still be used in early product concepts.

produces the bottles, mudguards, and other accessories, while in China it is mainly pumps which are made. “We would love to produce 100% in France—the country which we were founded in—but its too expensive on labor costs for us. When we can afford to produce in France, we do, its as simple as that,” Claire explained.

### Commitment to Quality

To offer products with

the highest reliability and quality, Zefal has established both internal and external quality controls. Both the company’s French and China factories ensure the

durability, performance, and practicality of their products via manual, endurance, strength, and leak testing. These high-level procedures have allowed Zefal to be behind many of cycling’s historic moments, such as the first bottomless pump—the Solibloc, and the first portable pump—the HPX. “Choosing Zefal’s products comes with the assurance that the product has been designed and tested by professional and passionate people,” smiled Claire.

# Stronglight Continues 'Made in France'

Stronglight was established in St Etienne, the traditional center for France's bicycle component industry, in 1906. Now boasting over a century of experience and knowledge, the component manufacturer continues to design and produce the highest quality chainrings, cranksets, and mudguards. Approximately 30 members of staff, including a dedicated R&D team work tirelessly to develop the brand name under the roof of its headquarters in France

Every Stronglight product is subjected to a strict quality control process to ensure the very highest levels of customer satisfaction—something which is of key importance to the company. “We have always manufactured chainrings, and cranksets,” says Jeremy Caleyron, Stronglight's Sales Manager, “we have a great know-how, and a very good brand image. We try to deliver high level products at a very good price, and we can do this because we choose to remain in France, where the company was born.”

The company began innovating square taper cranks, and bottom bracket systems as far back as 1933. The product

range now extends to headsets, and even rim tapes for both MTB and City bicycles. Until 5 years ago, Stronglight was part of the French bicycle group, Zefal. Today's CEO Mr. Glotin, purchased the brand after working closely with it during his time at Zefal group. With positive growth every year since the takeover, Stronglight is going from strength to strength, continuing its tradition of world-class bicycle components production.

## Quality and Diversity Prevails

Stronglight's strengths lie in its resounding ability to manufacture high-quality components that are compatible with all systems, including SRAM, Shimano, and Campagnolo. Stronglight utilizes

CT2 technology: a ceramic Teflon treatment which provides excellent strength without the burden of a heavy weight. However, despite possession of this recipe for success, the company refuses to rest on its laurels: “We are continuing to develop our mudguards market, and although its not a new activity for us, the recent success of our O.Symetric chainrings has



▲ Stronglight's booth at the 2014 Taipei Cycle Show.



allowed us to grow even more,” explained Jeremy. Stronglight’s sales grew from €3 million to €3.3 million between 2012 and 2013, in large part due to the growth of the O.Symetric brand. “Although a separate French company, Stronglight manufactures and distributes O.Symetric products, primarily because we are a specialist and world-leader in the chainring market,” continued Jeremy.

Stronglight’s major markets are based in Europe—mainly Germany, France, the UK—as well as smaller markets in

Asia, and in South America. Adverse weather conditions and unpredictable sales patterns have somewhat hampered the company’s progress, and Jeremy believes that the economic recession in France makes it a difficult climate for French cycling brands. “Although the weather in 2013 wasn’t so bad, poor financial markets mean that retailers are scared. It is very hard to plan production because one week we sell well, the next we don’t, resulting in retailers who don’t want to have excess stock or large inventories,” Jeremy

explained.

Stronglight exhibits annually at both Eurobike and Taipei Cycle show, both of which are of vital importance to the company. The company estimates that in 2014 it will turnover around €3.8 million, which would be a fantastic growth of around 15%, an improvement on last year’s 10% increase. “Our plan is to continue the good work,” stated Jeremy, “development of our Asian and South American markets, while still continuing to sell well in Europe, will mean we can continue this healthy period.”

## Ixow : The New Kid on The Block

**F**ounded in 2011 by Christian Gauthier, Ixow is a new french designer and manufacturer of bicycle components, committed to making the use of the bicycle easier. By thinking differently and exploiting untapped potential, Ixow develops highly innovative products for the bike industry. “At Ixow, we believe that bikes can change the world, and that our products can contribute to the revolution. Our mission is to imagine, conceive, develop, and commercialize new solutions to simplify and secure

bicycle usage,” says Elodie Bernard, Ixow’s Communications Manager.

Based on exclusive patents, the benefits of Ixow’s innovative products are significant and immediate due to simplified ergonomics and careful designs. By applying automotive industry standards, its products are rigorously designed to ensure thousands of worry-free and maintenance-free operations. Featuring cutting-edge innovation and aesthetically-pleasing designs, Ixow provides bike

manufacturers and cyclists with the finest bike components for a brand new biking experience. As more and more people choose bicycles as a primary form of transportation, Ixow offers a great alternative away from uncomfortable, inconvenient, and unsecured bikes. Despite the company’s lack of experience and history in the bicycle industry, Ixow’s bicycle components are ergonomic, enjoyable and safer for more comfortable daily use.

## France's New Generation

One management philosophy that is very important for Ixow is to produce the majority of its products on French soil. With both headquarters and production located on the same site in Normandy, the company can benefit from having all of its staff under one roof. "Ixow is entering a market that is already extremely mature and competitive, producing in France is not only something we can be proud of, but can allow us create a real competitive advantage," stated Elodie.

Ixow is part of an industrial and human adventure, where France plays a dominant role. By choosing a fiberglass-reinforced composite for its products, Ixow is benefiting from numerous advantages in terms of integrated design, delivery times and cost-effectiveness—something which other French bicycle manufacturers are not taking advantage of. This strategic choice also serves to promote and highlight the expertise and competencies perfectly mastered in France, especially through the automotive industry. To carry out its industrial strategy, Ixow benefits from the support of Faurecia, a leading French automotive equipment maker.

## Anticipating Launch Year

Having started commercial and marketing development in 2011, Ixow is finally ready to put



▲ Ixow's innovative products attract attention at the 2014 Taipei cycle show.

its products on the market. These are exciting times for the new company, which is confident it can turnover at least €8 million in 2014, having sold nothing in 2013. The company's main markets will be North America, and Europe, with each one expected to make up 30% of Ixow's total sales, as well as Asia, which will be a smaller market. "We are very confident about our first real year on the market" says Elodie, "we want to really establish the brand, and believe that our name can become strong and well-known all over the world," she continued.

Ixow launched a number of different products during the 2014 Taipei cycle show, including an anti-theft device which renders a stolen bike unusable.

"Deterrence, multiple protection points, and ease of use are the key elements of these innovative anti-theft products," Elodie says. Perhaps the most eye-catching product Ixow has revealed for 2014 is the Synchronobox. This product is a brand new concept which synchronizes both the front and the rear derailleur. It has been designed for super-easy gear shifting-perfect for cyclists with little or no experience. "These products are game-changers," claims Elodie, "every single one of our products has been received very well so far. We are without doubt the most innovative bike industry company in the world this year, which is why we expect our first year sales to reach an extraordinary €8 million." 🌀





Easy installing  
Easy-fold design with carry handle.  
Rear trunk with cover  
Safety lock unfolding

2014 EUROBIKE Booth No. A7-432  
2014 INTERBIKE Booth No. 30167



Weight : 10.36 pounds (4.7kg)  
Dimensions : 26.3 x 16.3 x 19.6 (inch) 670 x 415 x 500 (mm)



**ALLIED INTERNATIONAL (1951) LTD.**

allied1951@allied.com.tw

Tel : +886-2-2586-8606

Fax : +886-2-2586-0889

No. 27, Sec 3, Chung Shan N. Rd., Room 1107  
Taipei Taiwan





- Pop bike were made by a progress which called Gas-assisted injection molding (GAIM.) This progress makes Pop bike 30% stronger than normal plastic, but still retains the advantages of light.
- Pop bike is very lightweight, around 3 kgs. It's very convenience to carry. Even children can carry. the bike by themselves.
- Pop bike have pass the standard of EN 71-3(2013) & CPSIA, CE.
- Quick and easy to assembling.
- Height adjustment at the turn of a knob; no extra tools required.
- Beginner could choose to assemble "free tool training wheel" on the frame, for beginner feel relieve.
- Pop bike suitable for children which is from 85cm to 120cm, Maximum weight load 40 KGS.



Item No.: SM-300

Height: 55 cm

Length: 77 cm

Highest seat from the ground: 42cm

Lowest seat from the ground: 30cm

Weight:

Pop bike with Pneumatic Tire: 3.2 KGS

Pop bike with EVA Tire: 2.8 KGS

Material:

Frame: Composite plastic

Fork: Composite plastic

Wheel: P.P rim / Pneumatic Tire or EVA Tire

Grips: TPR

Seats: ABS+TPR



Shouh Mao Industrial Co., Ltd

No.240. Wandung Rd., Huatan Shiang, Changhua Hsien, 503 Taiwan R.O.C

E. sm460420@ms27.hinet.net T. 886-4-7878318 F. 886-4-7876506~7

[www.popbike.com.tw](http://www.popbike.com.tw)







WHEEL-WELL

# PROFESSIONAL SCOOTERS FOR DIRT | STUNT | KIDS



**SC-1301**  
DIRT SCOOTER



**SC-1302-Liberator**  
STUNT SCOOTER



**SC-1304-D Volve**  
STUNT SCOOTER



**SC-1309**  
ENTRY LEVEL SCOOTER



**SC-1306-D Tox**  
STUNT SCOOTER



**SC-1308**  
ECO STUNT SCOOTER

**JEDAN INTERNATIONAL CO.,LTD.**   
**GREAT RISING INTERNATIONAL(BELIZE)CO.,LTD.**

NO.11, FU-AN ROAD, SHI TUN DISTRICT,  
TAICHUNG, TAIWAN.

E-MAIL: [jdwell@jdwell.com](mailto:jdwell@jdwell.com)

TEL: +886-4-24623966 FAX: +886-4-24629966



Made in Taiwan

# SINGLE POWER DRIVE UNIT

## Easy to use with outstanding performance

Germany Nr.20 2009 004 779.2  
Nr.20 2009 004 778.4

China ZL 2009 2 000 8564.4  
ZL 2009 2 0148636.5

Japan 3167079

# Economic price

250 Watt/ 24 Volt  
360 Watt/ 36 Volt



TORQUE SENSOR INSIDE

Simple wiring, Connector to Battery only

Water-resistant  
Dustproof

ROTOR IS OPTIONAL



- Programmable sever motor
- Single chip control and communication
- Service plate heat sink
- Direct Drive
- Solid state capacitor
- Water resistant coating
- Chopper boost
- Multi-poles structure(low start angle)

**ER**<sup>®</sup> Energy Research Technology Corp.

T:+886-4-25332833 / F:+886-4-25333729 / Email:er.corp@msa.hinet.net / www.er-tech.com.tw





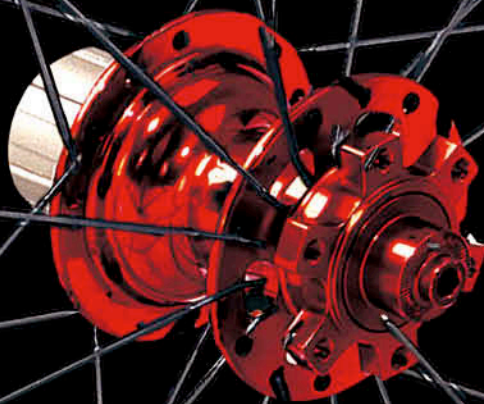
# 2015 F1 XFIBER (Five in 1) TECH

ADK TECHNOLOGY LIMITED  
<http://www.adktec.com>

E-mail:kenneth@adktec.com / alex@adktec.com Contact:Kenneth Yen / Alex Chen  
No. 2-2, Shenging Rd., Qingshui Dist., Taichung city 436 Taiwan  
No.792, Sec. 2, Taiwan Blvd., Xitun Dist., Taichung City 407, Taiwan Tel:886-4-36069630 Fax:886-4-36069633



MADE IN TAIWAN



- AERO SPACE DESIGN & CEN & DIN & UCI TEST
- DT SWISS & SAPIM SPOKE & COMPATIBLE
- SHIMANO & CAMPY HUB COMPATIBLE
- CLINCHER & TUBULAR & TUBELESS READY AVAILABLE
- SPECIFIC BRAKE REINFORCED & BRAKE PAD ENCLOSED
- DIGITAL FIBER CUT & NC CUT LAMINATION
- EPS MOLDING & HTG TECHNOLOGY





# ARTPLUS TECHNOLOGY

www.artplus.tw

2015

*Match  
your  
15800*



偉強車業

興百業科技（深圳）有限公司

CHINA/  
No. 48-49, 2nd Industrial Zone Xitian,  
Gong Ming Town, Guang Ming New District,  
Shen Zhen City China Zip:518106  
T: +86 755 27128771 (-4) / F: +86 755 27128776

TAIWAN/  
6F., No. 138, Changle Rd., Luzhou Dist.,  
New Taipei City, 247 Taiwan  
T: +886 920 678 923 / F: +886 946 616 957  
Email: jackli@artplus.tw

www.artplus.tw



# TMS20

**XC**  
cross country



## KINESIS ARCHER : TMS20

WHEN WORLD REQUIRED THE STRENGTH, KINESIS DID IT AND PURSUED THE EXACT AND PRO. GEOMETRY; WHEN WORLD REQUIRED THE EXACT AND PRO. GEOMETRY, KINESIS DID IT AND PURSUED THE LIGHT WEIGHT; WHEN WORLD REQUIRED THE LIGHT WEIGHT, KINESIS DID IT AND PURSUED SPECIAL SHAPE AND COMBINED WITH OTHER INDUSTRY...  
SO, ARCHER IS COMING!

TAPER HEAD TUBE : UPPER 1-1/8 " LOWER 1-1/2 "

SEAT POST : Ø31.6 MM

SEAT TUBE : Ø34.9 MM

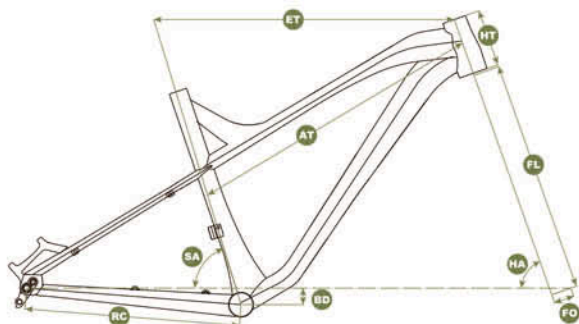
ROUTING: INTERNAL

BB L92 MM BB: PRESS-FIT BB L92 MM

BRAKE: POST MOUNT DISC BRAKE

TIRE: 26 " x 2.25 "

OLD : L142 MM xØ12



SIZE	ET	AT	ST	S/A	H/A	BD	H/T	FL	FO	RC
SML	560	536	380	73	70.5	32	110	450	39	415
MED	580	554	430	73	70.5	32	110	450	39	415
LRG	600	572	480	73	70.5	32	110	450	39	415



# Kinesis




BASED ON THE AFFLATUS FROM CAR SHAPE, THE PERFECT RADIAN IS SHOWING ON TRIPLE BUTTED TOP TUBE NEAR HEAD TUBE AND WHOLE TRIPLE BUTTED DOWN TUBE; ARCHER IS WITH OVERSIZE SEAT TUBE TO FIT THE SPECIAL DOWN TUBE AND CHAIN STAY DUE TO INCREASE THE STIFFNESS; IT'S WITH E-THROUGH DROPOUT TO PROVIDE MORE STABILITY. THE WEIGHT OF 17INCH IS 1.76KG.

THE WEIGHT OF 17INCH IS 1.76KG .



**ORA** 3A1 2.5v Titanium  
Hydroformed Tubing Frame



**ORA** 3A1 2.5v Titanium  
Pinion Gear System Frame

**ORA ENGINEERING CO., LTD.**  
**鈦郁工業股份有限公司**



台中市后里區聯合里三重二路288號  
No.288, Sanchong 2nd Rd., Houli Dist.,  
Taichung City 421, Taiwan  
web site : [www.oraeng.com.tw](http://www.oraeng.com.tw)  
E-mail : [oraeng@oraeng.com.tw](mailto:oraeng@oraeng.com.tw)  
Tel : +886-4-25586915  
Fax : +886-4-25586958



Deflection problem improved  
Yield strength enhance 20%  
Ultimate strength enhance 20%  
Stress transmission model changed

# TITANIUM SPIRAL TUBE

Revolutionary Titanium Bike Frame Technology

T&K ENTERPRISE CO., LTD



Tel:+886-7-3512691  
Fax:+886-7-3519046  
E-Mail: tk-bike@umail.hinet.net

[www.tkbike.com.tw](http://www.tkbike.com.tw)

## New Bike Launched : RSR & RT30

RSR is made of Columbus Spirit HSS triple butted tube set and features a tapered head tube. With high-grade Columbus carbon fork can provide optimal stability in riding performance. Graceful pink decorated on the fashion dark features RT30 the fascinating classic favor. Rapha RT30 make not only the great ride feeling but also lead all riders on the top of fashion.



### RSR

- Frame: Columbus Spirit HSS
- Fork: Columbus Tapered full carbon
- Drivetrain: Sram Force 22s
- Wheel set: Token C28A
- Color: Scotch-brite
- BB: BB30
- Weight:
  - 7.6 kg (w/o pedal)
  - 1.78 kg, frame only (52cm)



### RT30

- Frame: Reynolds 853
- Fork: Easton EC90 SL
- Drivetrain: Sram Force 22s
- Wheel set: Token EC30A/ AmainT RD30
- Color: Rapha Pink
- BB: BB30
- Weight:
  - 7.9 kg (w/o pedal)
  - 1.6 kg, frame only (48cm)





www.dnmshock.com



**USD-8**

**RC-32**



**RCP-2**

**HQS-R**

**AOY-36RC**



**BICYCLE**

**NEVER LET YOU DOWN !**

**DNM**

e-mail : dnm@dnmshock.com







# DFS

东方升 DongFangSheng

[Http://www.dfsfork.com.cn](http://www.dfsfork.com.cn)

# ADJUST AIR SPRING

# What is the fork



you are riding ?



ONE PIECE MAGNESIUM LOWER  
COIL+MCU NEGATIVE  
TEFLON BUSHING  
LOCK OUT: HYDRAULIC WITH COMPRESSION  
REBOUND: ADJUST WITH HYDRAULIC



MODEL: DFS-RLC(DUAL AIR)



深圳市东升创科技有限公司  
DFS TECH (SHEN ZHEN) CO.,LTD.

ADD: Fu Ting Industrial Area Guan-Lan Town ShenZhen City Guang Dong  
Province Of China  
TEL: 86-755-29051386/28037763 FAX: 86-755-28037763  
EMAIL: [dfs\\_fork@sina.com](mailto:dfs_fork@sina.com) [Http:// www.dfsfork.cn](http://www.dfsfork.cn) [www.dfsfork.com.cn](http://www.dfsfork.com.cn)





# Huizhou Flybike Sports Equipment Co., Ltd

E-mail: sales-1@hz-bikes.com; sales-2@hz-bikes.com Contact: Mr Li

Add: Qiuchang Town, Huiyang District, Huizhou City, Guangdong Province, China

Tel: 86-752-3562676

[www.hz-bikes.com](http://www.hz-bikes.com)



Special TT: FM086  
 Sizes: 45/49/52/54/56CM  
 Headset: 1-1/8" & 1-1/8" Weave: UD



Super Light MTB 27.5ER: FM196  
 Sizes: 15.5" / 17.5" / 19" / 20.5"  
 Headset: 1-1/8" & 1-1/2" Weave: UD



MTB 26ER: FM326  
 Sizes: 15" / 17" / 19" / 21"  
 Headset: 1-1/8" & 1-1/2" Weave: UD



Road 700C: FM206  
 Sizes: 45/48/50/52/54/56/58/60CM  
 Headset: 1-1/8" & 1-1/8" Weave: UD



Weight: 780g-950g

Super Light Road 700C: FM066  
 Sizes: 45/48/50/52/54/56/58/60CM  
 Headset: 1-1/8" & 1-1/2" Weave: UD



29ER Suspension: FM036  
 Sizes: 15.5" / 17.5" / 19" / 21"  
 Headset: 1-1/8" & 1-1/2" Weave: UD



Cyclocross FM266 V brake  
 Sizes: 48/50/52/54/56/58CM  
 Headset: 1-1/8" & 1-1/2" Weave: UD



Cyclocross FM286 Disc brake  
 Sizes: 48/50/52/54/56/58CM  
 Headset: 1-1/8" & 1-1/2" Weave: UD



650B Suspension: FM156  
 Sizes: 16" / 18" / 20"  
 Headset: 1-1/8" & 1-1/2" Weave: UD

## Carbon Rims Clincher & Tubular

offers more control crosswinds, and better handling and control.

Model: 38C/40C/50C/56C/86C Clincher

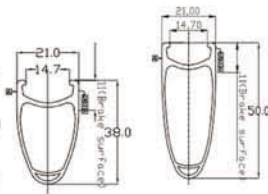
Model: 38T/40T/56T/86T Tubular

Model: 30C/35C/45C Clincher

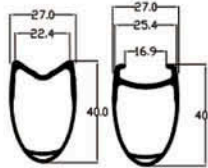
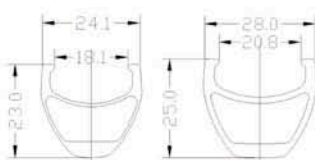
NEW



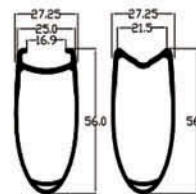
26er  
 27.5er  
 29er



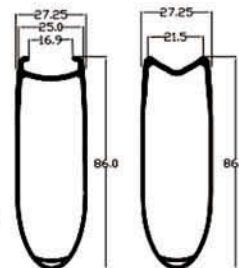
New Technology 650B



40 AERO RIM



56 AERO RIM



86 AERO RIM



# 2015

SPECIALIZED IN FORK PRODUCTS



JIUN YIH INDUSTRIAL CO.,LTD.

竣益工業股份有限公司  
JIUN YIH INDUSTRIAL CO.,LTD

No.2-1, Lioufen Rd., Waipu Dist.,  
Taichung City 438, Taiwan  
TEL:+886-4-26833696  
FAX:+886-4-26833698  
E-mail:cwi88@ms27.hinet.net





GRIND AIR 20" GRIND AIR 24" GRIND OS AIR 20" GRIND OS AIR 24"

**HEADQUARTERS**  
 KOGEES INDUSTRIAL CO., Ltd.  
 Tel: +886-4-2683-2810  
 Fax: +886-4-2683-1768  
 E-Mail: kogeesaes@gmail.com

**USA SERVICE CENTER**  
 SportsOh, LLC  
 Tel: +1-888-891-4689  
 Local Phone Number: 714-881-4820  
 E-Mail: William@sportsohl.com  
 Monday thru Friday, 8 am to 5 pm,  
 Pacific Standard Time

**EUROPEAN SERVICE CENTER**  
 BLUEPILL  
 Tel: +48-605-607-358  
 E-mail: lukasz.nowak@bluepill.pl

**CHINA SERVICE CENTER**  
 Taishan Spinner Bicycle CO., Ltd.  
 Tel: +86-4-750-5525811  
 Fax: +86-4-750-5524102  
 E-Mail: kogeesaes@gmail.com

## Best Fork for Kid Bike





# KAI CHENG

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



**KAI CHENG INDUSTRIAL CO., LTD.**

No.82-2,Pu Da Rd, Feng Jer Village, Pu Yen Hsiang, Chang Hua Hsien, Taiwan

TEL : 886-4-8814651.8825305 FAX : 886-4-8820612 E-mail : [kc.fork@msa.hinet.net](mailto:kc.fork@msa.hinet.net) GPN : 28804465



# HEAD SHOCK



**13LF-T700C-01**  
1.25"~2.0"  
AL



**13LF-T700C-26**  
1.25"~2.0"  
AL



**13LF-T700C-30**  
1.25"~2.0"  
AL



**13LF-T700C-47**  
1.25"~2.0"  
AL



**13LF-T700C-49**  
1.25"~2.0"  
AL



**13LF-T700C-39**  
1.25"~2.0"  
AL



**13LF-T700C-41**  
1.25"~2.0"  
AL, 560g



**24"~700C**  
1.25"~2.0"  
AL / CRM0 / Steel



**良豐機械股份有限公司**  
LIANG FENG MACHINE CO., LTD.

No.3, Dong 1st St., Youth Ind. Park, Dajia Dist.,  
Taichung City 437, Taiwan  
Tel: 886-4-26820629 Fax: 886-4-26820609  
E-mail: lfmcl.chen@msa.hinet.net

**昆山兆豐金屬制品有限公司**  
KUN SHAN ZHAO FONG METAL PRODUCTS CO., LTD.

No.118, Yucheng North Rd., Yushan Town, Kunshan City Jiangsu  
Tel: 86-512-57617989 Fax: 86-512-57617990  
E-mail: kszf\_888@163.com





MOZO (SHEZNEHN) TECHNOLOGY CO.,LTD

Add: No.121,MINSHENG PARK ,SHENZHEN,CHINA

Tel: 86-755-85141228 2969-4455

Fax: 86-755-8173-8055

Http: //www.usamozo.com

E-mail: sales@usamozo.com

TIANJIN MOZO METALWORK CO.,LTD

Add: No.120,JINBAROAD,BEICHEN,TIANJIN,CHINA

Tel: 86-22-2695-5128

Fax: 86-22-2695-6055

E-mail: andy@usamozo.com



SEAL-M8



SEAL-M6



SEAL-M4



BATMAN-X6



SOUL-Q7



SOUL-Q5



SOUL-Q5



R120-A4



R120-E



BATMAN-X4



T-H3D



T-F8S



T-H5D



T-H5V



C-710L



C-710-26



C-20



M-35L



M-35



M-30



M-20



A-51D



M-10



C-51



S-11





**ES-541AIR**  
 WHEEL:27.5" (650B)



**ES-441L**  
 WHEEL:24"  
**ES-443L**  
 WHEEL:26"



**EF-018**  
 TYPE:700C RACING FRAME  
 MATERIAL:CR-MO/DB



**ES-449L**  
 WHEEL:26"



**ES-442**  
 WHEEL:700C  
**ES-446**  
 WHEEL:26"



**ES-002**  
 TYPE:700C ROAD FRAME  
 MATERIAL:CR-MO



**ES-440**  
 WHEEL:20"



**ES-245MLO**  
 WHEEL:24", 26", 27.5"



**ES-004**  
 TYPE:700C DIRT JUMP FRAME  
 MATERIAL:CR-MO



EF-2358D



EF-2359D



EF-2362



EF-3124-1



EF-3123-3



EF-5062



EF-3124-2



EF-2357D





# GTMRK



深圳市翌智鑫科技有限公司 SHENZHEN LIZHIXIN TECHNOLOGY CO.,LTD

深圳市光明新区公明街道上村松仔岭工业园D栋5楼

Songzi Ridge Industrial Park,Shang Village,Gongming Town,Guangming New District,Shenzhen,China.

TEL: 86-755-81445378 FAX: 86-755-29372253

天津地址：天津东丽区北方自行车商城C区76号 罗先生：86-22-58998666

WEB: lizhifork.cn.alibaba.com E-MAIL: lizhi185cz@163.com





**Unique inner structure enhances strength.**  
**Front forks with unique inner structure**



**BMX-BARS**

Size Customize  
 11 or 13 Butted 100% Cr-mo 4130  
 All Heat-treatment

**Fluted Tube**



**Helix Tube**



Inner And Outer Fited



Inner And Outer Helix



Inner And Outer Fited



Inner And Outer Helix



Fluted Tube



"X" Tube



Helix Tube



[www.youshun.com.tw](http://www.youshun.com.tw)





▲ Initial view

# Testing Eight Road Bike Chainwheels

In May of this year, Cycling Update—Wheel Giant's consumer magazine—and Taiwan's Cycling and Health Industry R&D Center (CHC) cooperated together to test various aspects of eight popular chainwheels and cranks.

Text & Photos: Editorial Dept.

## Preparation for testing

Eight manufacturers: Campagnolo, Driveline, First, FSA, Ridea, Samox, Shimano, and Shun were invited to provide their chainwheels and cranks (including bottom bracket)

for testing. The tested products were limited to chainwheels for road bikes with 50/34 teeth, and cranks with a length of 172.5 mm that were compatible with 68 BC 1.37 x 24 bottom brackets and

bearings. All of the items were tested on testing machines using jigs, and no peripheral components were used that might affect product performance.



## CHC laboratory test items



### A. Weight measurement

The chainwheels and cranks (including bottom bracket) were weighed on an electronic balance with an accuracy of 1g. All weights are expressed in grams (g).

### B. Stiffness testing

Stiffness testing was performed in compliance with EN14781 standards. After mounting the bottom bracket and crankset on a jig, the cranks were put in a horizontal position, and the chain was hung to restrict the rotation of the crankset. A pedal jig with a set stiffness was installed, and a downward vertical force of 1,100 N (112.24 Kgf) applied. After testing left and right sides, the displacement was recorded and the stiffness value calculated using the formula  $1,110 \text{ N}/\text{displacement (mm)}$ . The greater this value, the better the stiffness.



### C. Weight to stiffness ratio

Dividing the stiffness (N/mm) by the weight (g) yields a value representing the relationship between stiffness and weight. This value can shed light on the degree to which stiffness is retained when reducing product weight, and how much stiffness is affected by the choice of materials. The greater the weight to stiffness ratio, the better. This value is rounded to the fourth decimal place.

### D. Rotating fatigue testing

After mounting the bottom bracket and crankset on a jig, the jig was connected to the left side of the crank, and a 10kg weight hung on the right side of the crank. The crankset was then rotated at 60 rpm, and water sprayed at a rate of 4 ml/second. The product was observed after 6 hours of testing.



## First Cranks

These cranks are made of one-piece forged 7050 aluminum alloy, and the chainwheels are made from imported European 7050 aluminum alloy. The aluminum is heat treated to ensure that hardness, conductivity (EC value), and crystallization all meet required standards, while providing a high level of strength. The chainwheels have a four-point index chain catching design allowing more precise, smoother, and faster shifting and explosive acceleration. The unique low-pressure angle tooth design reduces chainwheel load, improves transmission, and extends chain life. The extra-wide chainwheel accommodates chains with different spacings, and improves transmission efficiency by more than 15%. The entire set has a weight of 964 g (not including bottom bracket).



### First Crank

Design features	Power saving
Chainwheels material	7075 aluminum alloy
Crank material	7050 aluminum alloy
Color options	Yellow, black

### CHC laboratory testing data

Actual weight	1,022 (g)
Stiffness - transmission side	135.13 (N/mm)
Stiffness - non-transmission side	83.65 (N/mm)
Stiffness ratio - transmission side	0.0134 (N-mm/g)
Stiffness ratio - non-transmission side	0.0083 (N-mm/g)
Rotating fatigue testing	Passed

## FSA K-Force Light ABS BB386 EVO

FSA's top-end new-generation K-Force light chainwheel set features a new asymmetric bolt spacing (ABS) and a single claw hidden behind the cranks, which gives the K-Force Light a fresh look. The K-Force Light offers ultra-light weight and ultra-high stiffness, providing professional riders even better pedaling efficiency, and allowing all power to be transmitted to the wheel. These revolutionary chainwheels are even faster and more evolved. Their simple appearance and uni-directional marble grain finish give them a gem-like appearance and raise the bar of industrial design.



### FSA K-Force Light ABS BB386 EVO

Design features	Asymmetric bolt spacing, excellent transmission of force
Chainwheels material	Aluminum alloy
Cranks material	Carbon fiber
Color options	Red & white, gray & black

### CHC laboratory testing data

Actual weight	650 (g)
Stiffness - transmission side	139.99 (N/mm)
Stiffness - non-transmission side	95.89 (N/mm)
Stiffness ratio - transmission side	0.0219 (N-mm/g)
Stiffness ratio - non-transmission side	0.0150 (N-mm/g)
Rotating fatigue testing	Passed



## Shimano FC-9000

The FC-9000 is manufactured using Shimano's Hollowtech II technology, and can provide optimal transmission of pedaling force. Paired with all-new front derailleur guide plates, the chainwheels ensure the chain is dropped less often. A four-claw mounting structure meets high stiffness and light weight requirements. Carefully selected small ball bearings also reduce weight, and an all-new sealed structure ensures even smoother rotation. P.C.D. (pitch circle diameter): 110mm.



### Shimano FC-9000

Design features	Hollowglide hollow tooth technology
Chainwheels material	Large chainring: aluminum/carbon fiber composite materials; small chainring: aluminum alloy
Crank material	Aluminum alloy
Color options	Silver & black

### CHC laboratory testing data

Actual weight	690 (g)
Stiffness - transmission side	162.98 (N/mm)
Stiffness - non-transmission side	91.06 (N/mm)
Stiffness ratio - transmission side	0.0241 (N-mm/g)
Stiffness ratio - non-transmission side	0.0134 (N-mm/g)
Rotating fatigue testing	Passed

## Samox road bike chainwheels and crankset

These chainwheels and cranks have a lightweight three-dimensional forged design, and are paired with a CNC-machined hollow chromoly shaft. The chainwheels are made of CNC machined 7075 aluminum alloy, and provide more accurate, faster shifting performance. Outstanding performance is accompanied by light weight and rigidity, enabling the product set to provide both power and beauty. As a result, the brand is highly regarded in Taiwan and abroad.



### SAMOX road bike chainwheels and crankset

Design features	Combines light weight, stiffness, and visual appeal
Chainwheels material	7075 CNC chainwheels
Crank material	Forged 6061 aluminum
Color options	black (other anodized colors can be ordered)

### CHC laboratory testing data

Actual weight	903 (g)
Stiffness - transmission side	147.15 (N/mm)
Stiffness - non-transmission side	98.86 (N/mm)
Stiffness ratio - transmission side	0.0166 (N-mm/g)
Stiffness ratio - non-transmission side	0.0111 (N-mm/g)
Rotating fatigue testing	Passed

## Driveline Air Force

These chainwheels are made from 100% CNC machined 7075 aluminum alloy, and offer precise shifting performance. Thanks to a special tooth design, these chainwheels can minimize shifting resistance. The BCD110 dual system design can be used with either 50/34T or 53/39T chainrings, reducing purchase cost.

The Inverse Spider Arms feature increases torque and stiffness. The BB shaft material consisted of SCM 435 chromoly. Assembly is easy, and transmission offers high stiffness. The bottom bracket has Japanese Takino bearings, which ensure a high degree of smoothness.



### Driveline Air Force

Design features	Increases transmission stiffness, dual system design
chainwheels material	7075 aluminum alloy
Crank material	Forged 6061 aluminum alloy
Color options	Black/white

### CHC laboratory testing data

Actual weight	945 (g)
Stiffness - transmission side	148.37 (N/mm)
Stiffness - non-transmission side	98.30 (N/mm)
Stiffness ratio - transmission side	0.0160 (N-mm/g)
Stiffness ratio - non-transmission side	0.0106 (N-mm/g)
Rotating fatigue testing	Passed

## Shun WM-CB-525

Wilma carbon fiber hollow cranks are made from high-modulus carbon fiber employing a prepreg material and resin system subjected to 160° heating and 200°C compression tempering, yielding excellent performance. Advantages include truly hollow cranks and a light weight that products made using other processes cannot match. The product's high stiffness is attributable to new process technology employing high-modulus carbon fiber, high-temperature curing, and mechanical compression. Finally, the chainwheels offers superb fatigue resistance. Outstanding materials, process technology and design ensure high stability and a low defect rate.



### Shun WM-CB-525

Design features	Hollow carbon fiber cranks
Chainwheels material	7075 aluminum alloy
Crank material	Carbon fiber
Color options	Marble grain carbon fiber

### CHC laboratory testing data

Actual weight	757 (g)
Stiffness - transmission side	123.30 (N/mm)
Stiffness - non-transmission side	90.69 (N/mm)
Stiffness ratio - transmission side	0.0166 (N-mm/g)
Stiffness ratio - non-transmission side	0.0122 (N-mm/g)
Rotating fatigue testing	Passed



## Ridea Crankset & Powering

The cranks are made from 7150 aluminum alloy subjected to special CNC processing. As a result, they offer high stiffness and comply with EN fatigue resistance testing for 100,000 cycles. The chain wheels are made from CNC machined one-piece molded 7075 aluminum imported from Europe. As a result, each tooth fits the chain precisely, reducing wear and prolonging product life. The chainrings have a special dual-oval curved design, which enables them to quickly pass the dead point of a rider's application of power making pedaling easier and increasing efficiency by over 10%. A patented chain-catching tooth shape and six-point index shifting design ensure fast and accurate shifting, even during fast riding.



### RIDEA CRANKSET & POWERING

Design features	raising pedaling efficiency
Chainwheels material	AL7075
Crank material	AL7150
Color options	Black

### CHC laboratory testing data

Actual weight	778 (g)
Stiffness - transmission side	113.62 (N/mm)
Stiffness - non-transmission side	92.71 (N/mm)
Stiffness ratio - transmission side	0.0149 (N-mm/g)
Stiffness ratio - non-transmission side	0.0121 (N-mm/g)
Rotating fatigue testing	Passed

## Campagnolo Super Record

The Super Record combines advanced technology with superb performance, and can meet professional cyclists' need for functionality and smooth operation. The chainwheels have been optimized to offer eight chain catch points and two chain release points, ensuring faster and more accurate shifting. Thanks to Campagnolo's Ultra-Torque™ technology, pedaling force is transmitted efficiently to the wheels with almost no loss of energy. Ceramic ball bearings providing optimal smoothness and lasting performance.



### Campagnolo Super Record

Design features	Employees many advanced technologies, offers superb performance.
Chainwheels material	Aluminum alloy
Crank material	Carbon fiber
Color options	Black & red
Recommended retail price	N/A
Colmax	06-2055300

### CHC laboratory testing data

Actual weight	628 (g)
Stiffness - transmission side	142.53 (N/mm)
Stiffness - non-transmission side	101.27 (N/mm)
Stiffness ratio - transmission side	0.0231 (N-mm/g)
Stiffness ratio - non-transmission side	0.0164 (N-mm/g)
Rotating fatigue testing	Passed

# 单车志 Bicycling

www.cycling-update.cn

## There is no Great Wall of China with Bicycling



Bicycling is the best place to showcase your stuff to riders in China and Hong Kong.

It's a magazine made by the people who know bikes, for the people who love them!



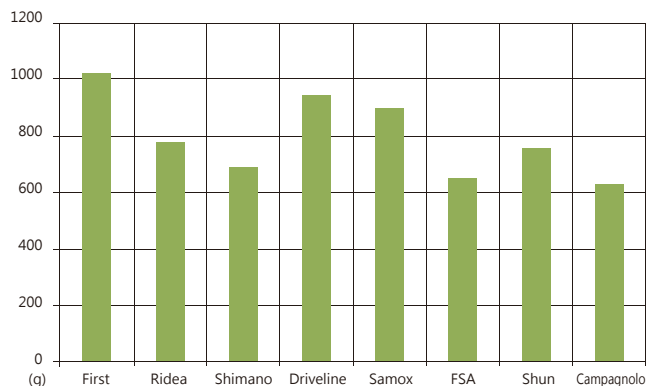
輪彥國際有限公司  
WHEEL GIANT INC.

軟實力傳媒有限公司  
Soft Power Media Co., Ltd.

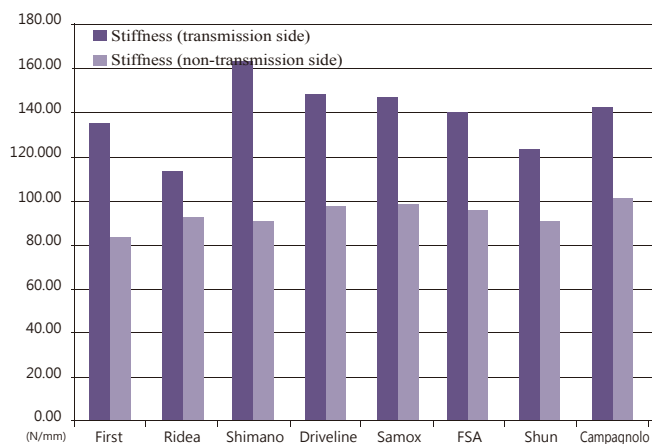


No. 193, Tzu-Chiang Rd., Changhua 50095, Changhua, Taiwan  
Tel: 886-4-7350500, 7360794~5 Fax: 886-4-7357860, 7360789  
cycling@mail.wheelgiant.com.tw www.cycling-update.cn

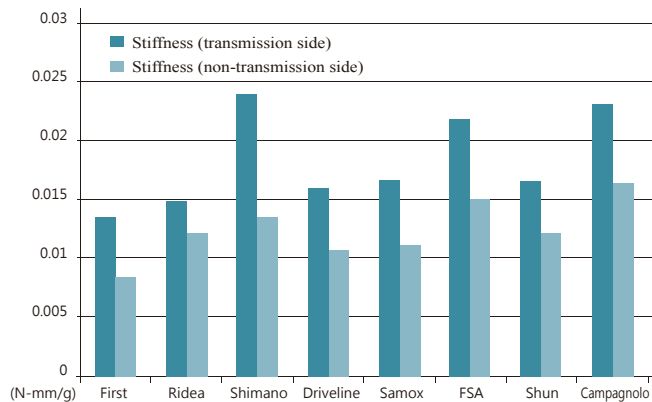
Shanghai Tel: 86-512-57516309 Tianjin Tel: 86-22-28137963  
Ningbo Tel: 86-574-88210669 Shenzhen Tel: 86-755-81789589



▲ Weight.



▲ Stiffness (transmission side and non-transmission side).



▲ Stiffness ratio (transmission side and non-transmission side).







Special design,  
manufacture  
for you.

E-Mail: [andy@andel.com.tw](mailto:andy@andel.com.tw)

<http://www.andel.com.tw>

**ANDEL**<sup>®</sup>





Narrow-Wide



Aug. 27 ~ 30, 2014

Friedrichshafen, Germany

FIRST Booth: Hall A7, 434

interbike Sept. 10 ~ 12, 2014

Las Vegas, USA

FIRST Booth: 31147



# Semi-Oval Cranksets

The large oval chainring allows you speeding up in road races and the small round chainring offers more power for uphill climbing. Perfect oval ratio provides optimized pedaling and maximal performance. (100% CNC)



NEW DESIGN



Drop-Stop Chainring



Giant Cog

**Cranksets, BB Sets, Headsets, Turn Signal Lightsets, Tools, Controller & Transmission for E-Bike**



[www.firstcomponents.com](http://www.firstcomponents.com) [sales@firstcomponents.com](mailto:sales@firstcomponents.com)





# DRIVELINE



Driveline TT chainring





WITH GREAT POWER, COMES GREAT SUSTAINABILITY

**POWERING** DUO-OVAL CHAIN RINGS

MAXIMUM POWER ZONE



MAXIMUM POWER ZONE

Power Levels for XC / MTB

Power Levels for ROAD / TIME / TRI



**W2T**

REGULAR RIDER



**W1T**

NEW USER



**W4T**

PROFESSIONAL



**W1T**

NEW USER



**W2T**

REGULAR RIDER



**W3T**

PROFESSIONAL

**RIDEA**

UPGRADE COMPONENT EXPERT



CHECK OUT MORE PRODUCTS AT OUR OFFICIAL WEBSITE

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



Ridea Bikes HeadQuarter | Q

TEL : +886 4 7748639

FAX : +886 4 7748539

EMAIL : [service@rideabikes.com](mailto:service@rideabikes.com)

[daniel-hsu@rideabikes.com](mailto:daniel-hsu@rideabikes.com)

[max.speeder@msa.hinet.net](mailto:max.speeder@msa.hinet.net)





**Get Right!**  
**Brand New Unique Experience**

Featuring Stunning More:Shun Fat Bike Chain Wheels

SS-8227-T3

**SHUN**

Eurobike show booth# **A6-410**, Interbike show booth# **17160**

Specializing in producing and exporting B. B. parts, cranksets, and both hot and cold forged cranks for bicycles.

**SHUN SHING INDUSTRY CO., LTD.**

No. 53, Szu Tes South Rd., Wufeng Dist., Taichung City 413, Taiwan

Tel: +886-4-23332756-7 Fax: +886-4-23322766

E-mail: shunids-shun.com [www.s-shun.com](http://www.s-shun.com)



WM-CB-R30



**Wilma**

LI-Race • Hollow Carbon





# PROWHEEL

www.pro-wheel.com

MTE  
3X10S  
27.5



## SUOLO-971-TT<sup>TT</sup>

CRANK MATERIAL	Forged AL-6061-T6
CRANK FINISH	Black Sand Ano.
CRANK LENGTH	170, 175mm
GEAR	40/30/22T
INNER CHAINRING	Steel, BED
CENTER CHAINRING	Steel, BED
OUTER CHAINRING	3mm, AL-7075-T6, Black Sand Ano. CNC Detail
BOLTS & NUTS	M8 steel CP
COMPATIBILITY	10S
CHAINLINE	50mm
BCD	96/64mm
Q-FACTOR	178mm
WEIGHT	1003g



浩盟企業股份有限公司  
Whole Man Enterprise (Taiwan) Co.,Ltd.  
臺灣臺南市北區北成路47號  
NO.47,Beicheng Road,North District,Tainan,  
Taiwan(R.O.C.)  
電話Tel:886-6-2825791/92  
傳真Fax:886-6-2825746  
E-mail:prowheel@ms13.hinet.net  
sales-tw@pro-wheel.com

浩盟車料(上海)有限公司  
Haomeng Bicycle (Shanghai) Co.,Ltd.  
上海市奉賢區四團鎮川南奉公路8553號  
8553 Chuannanfeng Road,Situan Town,  
Fengxian District,Shanghai,China.  
電話Tel:86-21-57532846/47  
傳真Fax:86-21-57536961  
E-mail:sales-sh@pro-wheel.com

浩盟車料精鍛科技(天津)有限公司  
Whole Man Enterprise (Tianjin) Co.,Ltd.  
天津市開發區西區新民路8號  
NO.8 Xinmin Road,West area,Developing Zone,  
Tianjin,China.  
電話Tel:86-22-66321818  
傳真Fax:86-22-66321819  
E-mail:sales-tj@pro-wheel.com



ADICIONALES

# BicieXpo 2014

**24-25-26**  
**OCTUBRE 2014**



 **WTC**

 **WHEEL GIANT INC.**

Tel : 886-4-7350500, 7360794~5

Fax : 886-4-7357860, 7360789

Website : [www.biketaiwan.com](http://www.biketaiwan.com)

 **Soft Power Media Co., Ltd.**

Shanghai Tel : 86-512-57516309

Tianjin Tel : 86-22-28137963

Shenzhen Tel : 86-755-81789589

Ningbo Tel : 574-8821-0669



# Ginat Unveils New and Revamped Ranges

Text & Photos: Editorial Dept.



▲Defy Advanced SL Action

Giant has expanded its already extensive line of 27.5 off-road bikes with the introduction of two new ranges optimized for 27.5 wheel technology—the Glory 27.5 for downhill, and the Reign 27.5 for enduro. At the same time it has also revamped its lineup of award-winning Defy endurance road bikes.

After introducing, and garnering positive reviews for its line of 27.5 XC and trail bikes

last year, Giant's development team has worked to engineer and fine tune its 27.5 technology for longer travel enduro and DH bikes. The new bikes have been in development for over two years, with prototypes winning pro races in the early part of the 2014 season.

“Our goal was simple, to help DH and enduro riders go faster,” said Giant Global Off-Road Category Manager, Kevin Dana in a press release, “we

worked closely with our Giant Factory Off-Road Team riders to design, develop and test these new 27.5 bikes in the most demanding off-road terrain and conditions. After two years of development, testing and fine tuning, we're confident that both the Glory and Reign 27.5 platforms are the most capable and advanced DH and enduro bikes in the market.”





▲Defy



▲Glory 27.5 0 Brushed Black-Angle

## Reign Advanced 27.5

Working with its pro enduro riders, Giant designed the Reign Advanced 27.5 around a lightweight, stiff and super-strong composite mainframe designed to give a lower center of gravity and longer wheelbase than its 26" wheel predecessor. The Maestro suspension system provides 6.3" (160 mm) of rear travel, and a custom fork offset of 46mm optimizes handling. Other features on the Reign Advanced 27.5 include its OverDrive tapered steerer tube design for added stiffness and steering precision, a new 12x142 rear thru-axle design, and internal cable ports—including routing for dropper seatposts—for sleek, uncluttered appearance and performance. Weighing in at a mere 2,650 grams (without shock, size medium), the Advanced 27.5 is the lightest Reign that Giant has ever produced.

## Glory 27.5

Developed and tested in conjunction with some of the world's top pro downhill racers, the Glory 27.5 is designed to

meet the needs of a wide range of downhill riders. Built around an all-new ALUXX SL aluminum frame with a co-pivot shock mount and 8 inches (203mm) of smooth, fully active Maestro rear suspension travel. The frame geometry is optimized to be longer and lower while still retaining the pedaling and steering stiffness that DH racers demand. The new Glory 27.5 also features an OverDrive steerer tube design for maximum front-end stiffness and steering precision, along with a newly shaped MegaDrive down-tube that's a bit more rounded with smaller diameter tubing than the previous generation Glory. Combined with the PowerCore bottom bracket, the new design adds frame and pedaling stiffness for better efficiency and control. It also features new integrated cable guides that double as fork bumpers.

## Defy Advanced SL

Giant have also revamped its Defy range of endurance road bikes for 2015 to include new frame technologies and features



▲Reign Advanced 27.5 0 Team Comp&Cyan\_Angle (Tire)

such as disc brake integration.

The flagship series of the new range is the Defy Advanced SL. Weighing in at less than 900 grams (size medium, with integrated seatpost), the handcrafted composite frame is the lightest in its class. The new design features Giant's D-Fuse integrated seatpost, which apart from saving weight also serves to absorb road vibrations through slight flexing. The smooth ride is further enhanced with fine-tuning of the frame geometry yet also balanced for pedaling stiffness and efficiency. The frameset has also been re-engineered with seamless disc brake integration, giving riders more powerful and consistent braking performance in all types of weather.



# KMC Upgrades Durability and Rust Resistance Capability on Premium Products

Text & Photos: Editorial Dept.

## DLC Series Enhances Chain Life by 20%

KMC are introducing a new professional racing chain—the X11SL DLC. Boasting a diamond-like coating which reduces friction and increases drivetrain performance, the high performance chain can also extend chain life and strength by up to 20% by means of a specialized stretch-proof manufacturing technique.

The X11SL DLC can also be coupled with colored inner plates and pins to accentuate personal style. The DLC-Green Chain has been an integral part of the Vacansoleil-DCM Team in their achievements in the 100th Tour de France in 2013, and the DLC-Red Chain has been equipped on several of Specialized's top models, including the S-Works, Tarmac and Venge. KMC X11SL DLC+Color Chain offers not only a high-performance double space chain but also a very visible and fashionable product.




DLC Series Enhances Chain Life by 20%

## KMC Offers Increased Rust Resistance

Designed for the most adverse environments, Eco ProTeQ (EPT) is KMC's latest breakthrough in rust protection. The new EPT treatment technology improves chain protection by completely coating all the components — doubling rust resistance compared to RB(Rust Buster) treatment. EPT treatment also has a more environmentally friendly manufacturing process, meeting

with all environmental production standards (RoHS, REACH, CPSIA, etc.)

KMC EPT chains also offer high tensile strength, high rigidity, efficient energy transmission, lean tech plate design and superior riveting geometry, to give a product with both exceptional anti-rust capabilities and exceptional chain performance. 



# Shun Shing's New Wilma Four-Claw Cranks

Text & Photos: Editorial Dept.

Shun Shing has always been a firm believer in constantly introducing new products in order to shape demand. Now Shun Shing plans to exhibit new-generation four-claw cranks at this year's Euro-bike cycle show.

## Using a single mold for all types of chainwheels

According to Shun Shing sales manager, Hung Kuan-lin, while different molds usually have to be developed when designing new chainwheel and crank sets, Shun Shing has introduced a four-claw crank design concept that will reduce development cost and promote reuse of design elements. After overcoming a host of difficulties, Shun Shing ultimately brainstormed a solution, and came up with third-generation four-claw cranks over the course of a half year. The new cranks are suitable for all chainwheel specifications, and have a compatibility rate of 99%. The cranks can be used with 10- or 11-speed chainwheels, and the


customer can choose the number of teeth according to need. The cranks can be used on PF30, BB386, and snow bikes.

Shun Shing's third-generation four-claw cranks are made using an advanced cold-hot high-pressure air-blowing process, which leaves more space inside the cranks, and offers excellent compressive strength and stiffness, while significantly reducing weight. Another advantageous feature is the use of aerospace-grade surface-film anti-corrosion treatment to avoid separation of the carbon fiber and aluminum elements that are in contact with each other under the influence of climate extremes. This technology ensures that aluminum elements remain firmly bonded to the carbon fiber during swings between hot and cold weather.

Shun Shing has also adopted a "shark's tooth" tooth profile in its chainwheels, which enables a snug fit with the chain. The four chain-up point design bringing chain-up point locations closer together, together with an increased lead angle,

reduces shifting time to only 0.3 seconds.

## Three-claw chainwheels for single-speed bikes

Sales manager Hung also noted that Shun Shing has introduced three-claw chainwheel and crank sets that can give single-speed bikes enhanced visual appeal. These products offer retro looks and an elegant metallic finish; the chainwheels and cranks are all made from 6066 aluminum alloy subjected to T6 heat treatment. Not only are they lighter than ever, they are also even quicker, and are well-liked by Japanese cyclists. Single and double ring models are available; the former provide 42-49 teeth, and the latter provide 50/24, 48/32, and 53/39 tooth combinations. Shun Shing further offers customized specifications satisfying customers' needs. Products are use-tested and meet EN testing requirements; strength is guaranteed to stand up to the test of actual riding. 



▲ Shun Shing's four-claw cranks can fit chainwheels on both MTBs and road bikes, and have a compatibility rate of 99%.

▲ A three-claw chainwheel and crank set for use on single-speed bikes.



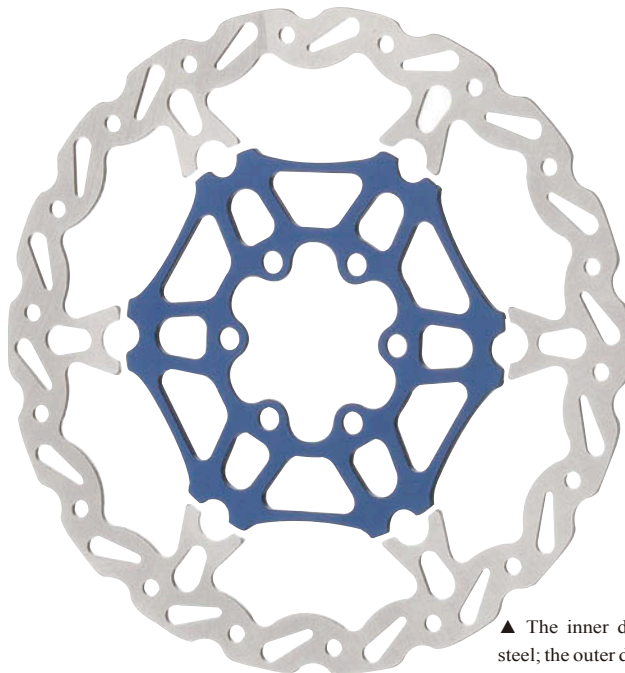
# New Floating Rotor from Baradine

Text & Photos: Editorial Dept.

Having started out making brake blocks, Baradine Rubber has now been operating for close to 40 years, the company's "Baradine" brand emphasizing quality and R&D innovation. This has led to both consumer and industry appreciation of Baradine's disc brakes, linings, and brake blocks and to brisk global sales.

## Two-part Floating Rotor Sheds Heat with Aplomb

Disc brakes have become derigueur on high-end MTBs over the last few years, and road bikes with disc brakes may appear in UCI races at some point in the future. To fit in with its lineup of many popular brake products, Baradine have designed an innovative Floating Rotor,



▲ The inner disk is made of stainless steel; the outer disk is made of aluminum.

engineered to provide increased heat dispersal for disc brakes.

The Floating Rotor relies on separated discs, the rotor's outer discs are made of 410 stainless steel, and the inner disc made of 7075 aluminum alloy. A small gap is maintained between inner

and outer discs allowing the rotor to cool more effectively. When braking is applied, heat will not be transmitted to the hubs. This not only protects the hubs, but also increases pad life and brake responsiveness.

A semicircular open space between the inner and outer disks ensures that they do not easily warp, while promoting excellent key conduction. The junction between discs and hub has been carefully machined, ensuring an even closer fit at the time of assembly. Apart from 160 mm 180 and mm specifications, Baradine also introduced a 203 mm rotor this year.



▲ Specially-milled rivets help the floating rotor dissipate heat, yielding even better braking performance.

# BARADINE

www.baradine.com.tw

# NEW SHOES

TAKE A GOOD BRAKE & ENJOY YOUR LIFE



Water Removal Channels

Cud Clean

Max Brake

Rim Release



Concave design concept is for removing water and reducing air resistance

CAMPY&SHIMANO and common brands compitable



Baradine Rubber Industrial Co., Ltd.

50064 No. 377, Punei St.,  
Yenho Li, Changhua, Taiwan  
Tel : 886-4-7112650 Fax : 886-4-7111907  
E-mail : baradine@ms25.hinet.net



# Jieke Introduces Disc Brake Lineup

Text: Editorial Dept.

**L**ANXI JIEKE SPORTS APPARATUS MANUFACTURING CO., LTD is one of the oldest Taiwanese manufacturer specializing in brake systems for bicycles, e-bikes and mini-motorbikes. The company is run through the integration of several large companies spanning mainland China and Taiwan with advanced design, development, manufacturing and testing capabilities. Jieke's disc brake line consists of three categories: high-end hydraulic disc brakes,

dual actuation mechanical disc brakes, and single-sided mechanical disc brakes. With over 20 products in the three series, annual output is over 3.6 million units which are sold to over 40 countries and regions in Europe, America, South-East Asia. The company is a self-export company with ISO9001 quality management certification. All products have passed German & Europe DIN EN14766 certification and ROHS certification, and the brake pads have passed

non-asbestos certification. All of Jieke's main products are designed for high-end bikes, and are well-praised and trusted by customers all over the world—several receiving innovation awards at previous international bicycle exhibitions.

Jieke's company philosophy prioritizes integrity, quality, good service, innovation and symbiosis, through these key points the company believes that both they and their customers can prosper.



## Y-1 Hydraulic disc brake

- Open system.
- Dual piston.
- Forged aluminum body.
- Automatic caliper positioning.
- Easy replacement for pads.
- Non-corrosive mineral brake fluid and excellent heat expansion properties.
- International standard mounting & post mounting.



## S-3 Dual-activation mechanical disc brake

- Dual synchronous actuation.
- High stopping power with precision control.
- Easy adjustment and mounting for caliper.
- Easy replacement for pads.
- International standard mounting type & post mounting.
- Weight: 186g (Thin and light weight design).



**S-1 Dual-activation mechanical disc brake**

- Dual synchronous actuation.
- High stopping power with precision control.
- Easy adjustment and mounting for caliper.
- Easy replacement for pads.
- International standard mounting & post mounting.
- Compatible adapter: C1, C2, L1, L2, L3.
- Weight: 193g (W/O adapter).

**T-1 Mechanical disc brake**

- Easy replacement of pads.
- High stopping power with precision control.
- Ball bearing mechanical disc brake.
- International standard mounting & post mounting.
- Compatible adapters: C1, C2, L1, L2, L3.
- Weight: 150g (Thin and light weight design).



# Easybike Innovates Hub & Wheelset Solutions

Text: Editorial Dept.

Easybike have been busy addressing common problems with today's bicycles for high-end hub and wheelsets, and they have come up with some innovative solutions.

Standard copper nipples are heavy and tend to corrode quickly, thus excluding them from being considered high-end. Aluminum is light enough to be considered high-end, but drawbacks in durability, rigidity and corrosion resistance to acid and alkali are not really good enough. Without no better choice, people consider aluminum nipples to be a high-end component.

To solve this problem, Easybike have developed a great solution for high-end wheels—a titanium alloy nipple. The titanium alloy nipple is half the weight of copper nipples, yet

with improved durability, rigidity and corrosion resistance to acid and alkali. This small change can make a big difference.

**Hubs add anti-damage worldwide patents**

In general, high-end hub ratchet wheels are made from 7075 aluminum alloy while many brands of flywheels are made from reinforced steel, this may damage the aluminum ratchet wheels when ridden.

Easybike's latest ratchet wheel is a reinforced aluminum design with multi-national (US, EU and Asia) patents. It is economic, practical, beautiful and lightweight.

Two bearings are employed in the front hub, and five bearings in the rear hub. The inner ratchet



▲ Easybike's titanium nipples

wheel of the hub has 36 teeth. The outer rear hub ratchet wheel has six pawls. All these combine to greatly enhance riding stability.

All hub components (axle, side cover, body and sleeve) are 3D forged in 7075 aluminum from a co-axial molding to produce a high quality hub that is lightweight, durable and smooth.



# NUTT<sup>®</sup> JAK<sup>®</sup>

To be with you al the way.

WE HAVE BETTER DISC BRAKES

## 2014



**T-1**



**S-1**



**S-3**



**T-1**

### 兰溪市捷克运动器材制造有限公司

LANXI JIEKE SPORTS APPARATUS MANUFACTURING CO.,LTD

地址: 浙江省兰溪市凯旋路123号 Address:NO.123,Kaixuan Road,Lanxi,Zhejiang,China 邮编/Zip:321100

电话/Tel:+86 579 88948936 88988019 传真/Fax:+86 579 88988075 Http://www.discbrake.cn E-MAIL:chinayake@126.com



What you waiting for???

New Trend, New Revolution, The Generation of GG-R1 is Coming !!

It's About Control, Not Power



It's time to start to consider some different equipment for Road bike.



- \* GG-R1--Cable Actuated Hydraulic Road disc brake
- \* GG's patent product
- \* Braking performance is smoother and safer
- \* Made from Forged Aluminum and CNC procedures
- \* Using Non-corrosive and high stability mineral oil
- \* Compare with existing Road disc brake, it's the lightest one
- \* Dual-Piston, easy to adjust the position of rotor
- \* Do not worry caliper squeeze or wear a carbon rim anymore

GG CO.,LTD

TEL : +886-4-7710565

FAX : +886-4-7716187

E - mail : candy335c@yahoo.com.tw

NO.635,Sec.3,Lucao Rd.,Lukang,Changhua 505,Taiwan

www.ggbrake.com



**richmond**  
The Lightweight Bicycle

**LIGHTWEIGHT=FAST**  
**CARBONFIBER**  
**ELEGANTDESIGN**  
**FITRIGHT**



- Top Range Bicycles
- Parts Accessories
- Technology

## **Richmond Bicycles** **Suzico Limited**

Room 1104 , 289 Sung Chiang Rd., Taipei, Taiwan

Tel : 886-2-2503-3133/5

Fax : 886-2-2517-6464

E-mail : [office@suzico.com.tw](mailto:office@suzico.com.tw)

[Http://www.richmond-bikes.com](http://www.richmond-bikes.com)

### **CONTACT**

PLEASE ASK US QUESTIONS Anything on your mind, please send e-mail here  
EUROBIKE SHOW 2014 Please visit our booth **Halle A6 #419.**

# Liv Avail Advanced SL

Text & Photo: Editorial Dept.


High-end women-specific bicycle brand, Liv, have revamped one of its key road bike ranges for the 2015 season. The new 2015 Avail collection consists of 3 road bikes designed and developed from the ground up to offer the utmost balance of light weight, control, efficiency and compliance for female riders.

The crown jewel of the new range is the Avail Advanced SL. The handcrafted composite frame weighs less than 900 grams and has been engineered to optimize

overall compliance for the female rider. The carbon layup and frame geometry results in a frame that is stiff yet comfortable, allowing riders to climb faster and ride longer while exerting less energy. Comfort is further enhanced with the inclusion of an integrated 'D-Fuse' seatpost specially shaped to flex slightly over rough roads—this design also provides significant weight savings. The inclusion of integrated disc brakes and women-specific components go



▲ Avail Advanced SL 0 Carbon Angle.

to make up a bike that is ultra-lightweight, comfortable and offers excellent control. 

# richmond's Lightweight Bicycle Range


Text: Editorial Dept.

Since 1990, Richmond has been producing top branded components, unique lightweight framesets with elegant designs.

Today, Richmond bikes are lighter, faster, and more advanced

than ever, promising cyclists the ride of a lifetime. Richmond bikes are produced in a high-end factory in Taiwan, controlled and tested by a professional crew.

The company also produces lightweight bicycles for other major brands. All Richmond

bicycles are lightweight, and come in a variety of different models and builds to satisfy all riding styles and weight preferences. 



▲ SLF 2.0



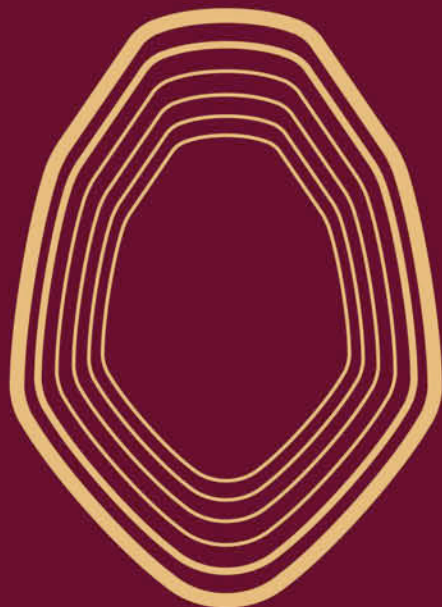
▲ SLR 1.0 Composite





# Tubest

HYDROFORMING TUBE



華承金屬製品(深圳)有限公司 HUA HSINES METAL MANUFACTURES COMPANY(SHENZHEN)

3RD. INDUSTRIAL ZONE, DA WANG SHAN VILLAGE, SHA JING TOWN, BAO AN COUNTY, SHENZHEN, CHINA  
TEL : +86-755 - 27225278 . 27225378 / FAX : +86-755 - 27225778 / E-Mail : huahsine@vip.163.com

[www.huahsines.com.tw](http://www.huahsines.com.tw)



將頂科技有限公司(鍛造廠)  
**JIANG DING TECHNOLOGIES CO., LTD.(FORGING FACTORY)**  
 # 64-8 GUANGZIWEI, GANGWEI  
 COUNTRY, ANDING TOWN TAI NAN COUNTY  
 74562 TAIWAN  
 Tel: 886-6-5976037  
 Fax: 886-6-5976035  
 E-mail: jdtech.sos@gmail.com  
 www.jdforging.com

將頂科技(深圳)有限公司  
**JIANG DING TECHNOLOGIES (SHENZHEN) CO., LTD.**  
 # 2 SITE, DA SONG YUAN INDUSTRIAL PART ,  
 JIANG XIA COUNTRY, GUANG MING STREET ,  
 BAO AN DISTRICT, SHENZHEN CITY  
 Tel:86-755-27430456  
 Fax:86-755-27430455  
 E-mail:jiang-jd@vip.163.com



9D-0201



9D-0202



9F-0320



9D-0252



9F-0058



9D-0246



9F-0335



9H-0090  
9D-0239



9F-0277



9F-0290



9F-0316



9F-0314



9F-0322



9F-0327



9F-0333



9E-0013



9E-0019



9E-0022



9E-0045



9E-0032



9F-0343



**乘者之托**

**不懈追求**



**深圳市景晔交通器材有限公司**

SHEN ZHEN GINEYEA TRANSPORT EQUIPMENT INDUSTRY CO.,LTD.  
地址：深圳市观澜街道横坑社区宝志工业路6-2号  
ADD:GUANLAN STREET HENGKENG COMMUNITY BAOZHI ROAD,  
NO.6-2, LONGHUA NEW DISTRICT SHENZHEN, CHINA  
TEL:+86-755-28158543/29803576 FAX:+86-755-81481561  
E-mail:ZY\_99881@163.com

**深圳景晔公司 SHENZHEN GINEYEA**

联系人饶先生/Contact Mr.Rao:18681494832

**天津办事处 TIANJIN GINEYEA BRANCH**

地址：天津市北方自行车商城E区44号  
ADD:TianJin BeiFang Bicycle Market E District No.44  
Tel:+86-22-58998300 FAX:+86-22-86836393  
联系人邱先生/Contact Mr.Qiu:13820340001

**昆山办事处 KUNSHAN GINEYEA BRANCH**

地址：江苏省昆山市花桥镇绿地21城圣心东环路B区15弄78号  
ADD:JiangSu Province KunShan City Flower Town Green 21 Sacred  
Heart Dong HuanLu B District 15 Lane 78  
Tel:+86-512-36857925 FAX:+86-512-36857925  
联系人陶先生/Contact Mr.Tao:18503084885



# PRESTINE

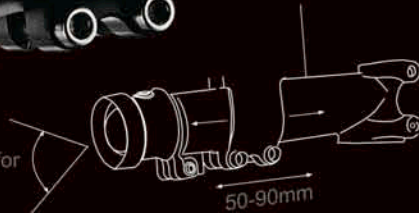
WWW.PRESTINE.COM.TW

## INNOVATION & INTEGRATED

**New** stem design can offer multi-position on length and serve the optimal comfort riding.

**Both** stem and seatpost integrated with LED light offer bright path in the front and proper warning in the rear during riding.

Adjusted angle for light on stem.



元城工業有限公司  
**YANTEC INDUSTRIES INC.**

TEL/ +886-4-25591888 FAX/ +886-4-25560168

No, 95-18, Jiushe Rd., Houli Dist., Taichung City 421, Taiwan( R. O. C. )

E-mail/ [prestine@ms77.hinet.net](mailto:prestine@ms77.hinet.net)

[service@prestine.com.tw](mailto:service@prestine.com.tw)

OUR-WEB



OUR-APP





# Your Bike Deserve Better

In order to reach outstanding performances, bearings are the soul. Combining technologies and high precisions, designed to meet just what the bike needs.



**Taiwan**  
Hope Group Headquarters  
Hope Industrial Corp.



**China**  
Ningbo Gentech Bearing Co., Ltd.



**Thailand**  
Hope Technology (Thailand) Co., Ltd.

## 合普工業股份有限公司 HOPE INDUSTRIAL CORPORATION

新北市樹林區三興工業區工興街32號  
32, Kon Shing Street, San Shing Industrial  
Park, Shulin District 238, New Taipei City,  
Taiwan  
Tel: +886-2-2689-3111  
Fax: +886-2-2689-6273  
E-mail: hopeasia@ms17.hinet.net  
[http:// www.ssbearing.com.tw](http://www.ssbearing.com.tw)

## 寧波根德軸承有限公司 NINGBO GENTECH BEARING CO., LTD.

中國寧波市鎮海區鎮駱東路1669號  
郵遞：315207  
1699 Zhen Luo East Road Zhen Hai,  
Ningbo, Zhe Jiang 315207, China  
Tel: +86-574-8645 7014  
Fax: +86-574-8645 6490

## 合普科技（泰國）股份有限公司 HOPE TECHNOLOGY (THAILAND) CO., LTD.

950 Moo 3 Sukumvit Rd. Export Processing Zone,  
Bangpoo Industrial Estate, T. Prakkasamai,  
Muang Samutprakarn, Samutprakarn Province, 10280,  
Thailand  
Tel: +66-2-709 6800 Fax: +66-2-709 6761  
Email: marketing@hope.co.th



# Product -

## CATEGORY-

MTN BIKE

ROAD BIKE

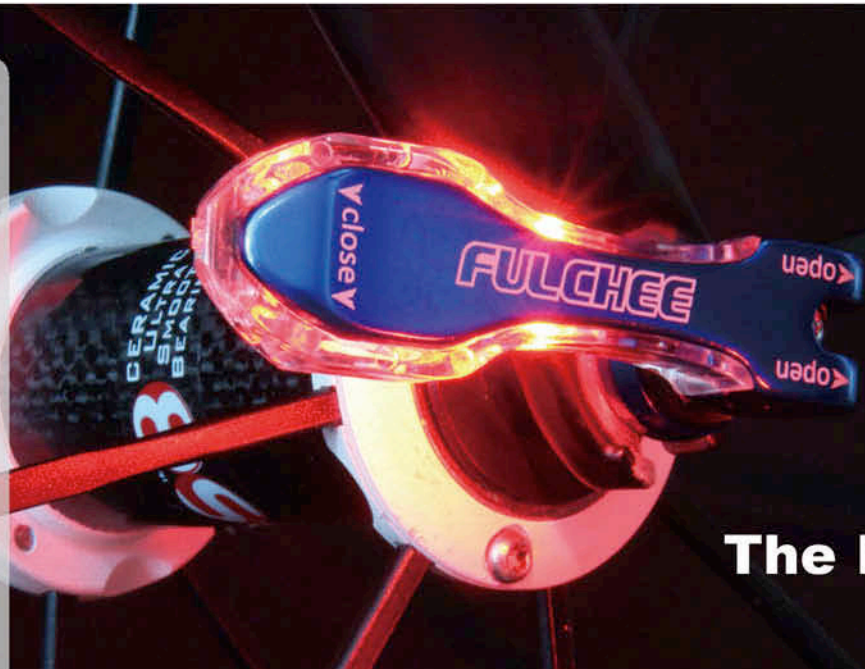
FAT BIKE

## FEATURED-

QUICK RELEASE

THROUGH AXLE

SEAT CLAMP



# The Firefly.

## THE LATEST FROM FULCHEE.



### Watch Video:



TEL: +886-4-25605818

FAX: +886-4-25605806

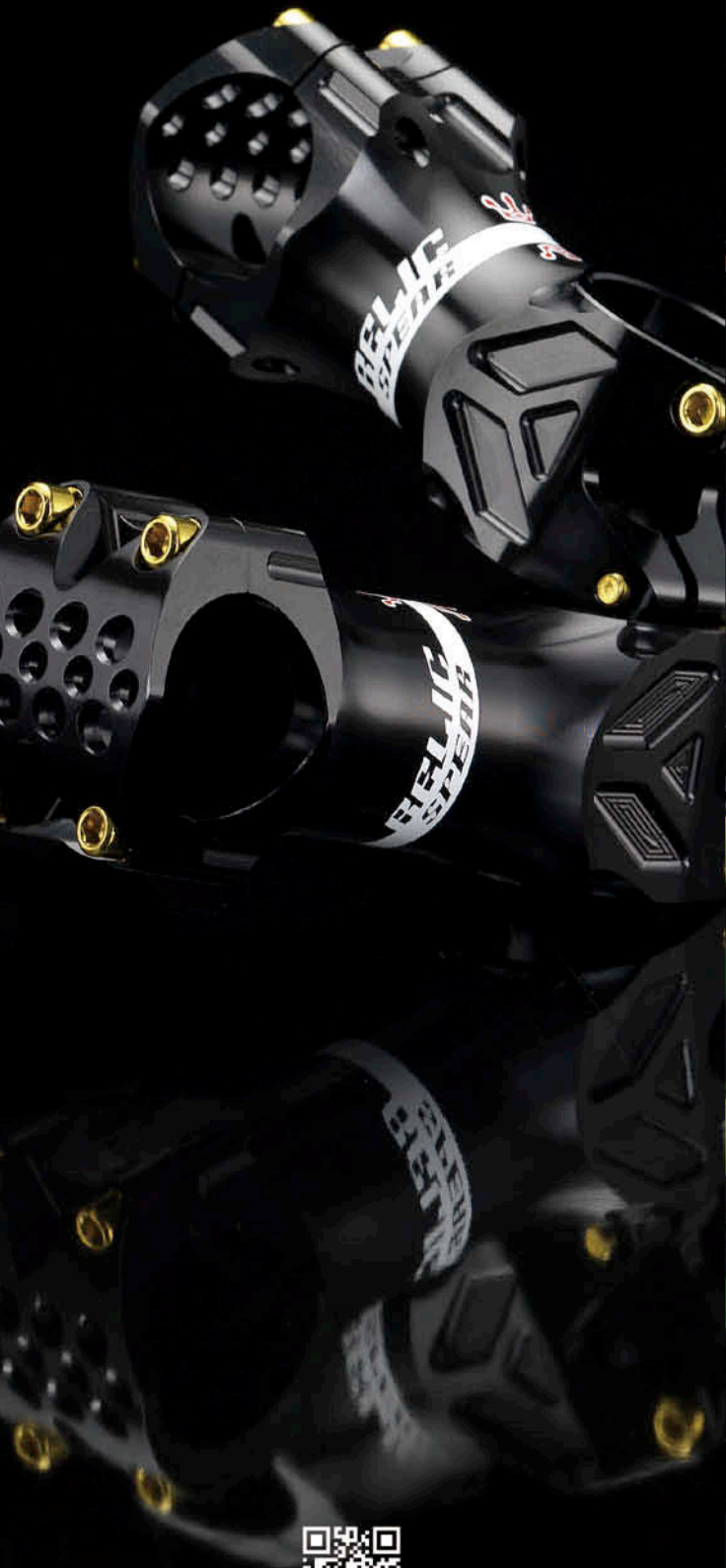
E-mail: skewer@fulchee.com





# RELIC

CLASSIC



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

# DA BOMB

BIKES



WHO HAS

# THE BEST

# WEAPON!!



# CONQUER THE BIGGEST EUROPEAN BICYCLE MARKET



More benefits on our homepage: [www.sazbike.de](http://www.sazbike.de)

## Trade Journal and online services

- The topical and independent journal for the bicycle trade in Germany, Austria and Switzerland
- Every two weeks fast and important information for bike retailers, buyers and sales staff
- Daily issues at Eurobike
- Receives highest retailers' attention and the best value for the readers
- The most comprehensive online services for the German bicycle business

**Get the maximum response for your advertising money**  
**For more information contact:**

Taiwan & China:  
**Wheel Giant, Inc.**  
 Mrs. Grace S. Ruan  
 Tel.: ++886-4-7360794 / 7350500  
 Fax: ++886-4-7357860  
 rep@mail.wheelgiant.com.tw  
 www.biketaiwan.com

**SAZbike**  
 Mr. Eric Wollenberg  
 Tel.: ++49-89-2121-1025  
 Fax: ++49-89-2121-1028  
 wollenberg@saz.de  
 www.sazbike.de



# Taiwan's Latest New Products Gallery

Text & Photos: Editorial Dept.



## ACCORD

### R1

With wire-driven design, this product makes it easy for riders to upgrade their regular disc brake into a hydraulic disc brake. It combines stylish looks and fantastic performance into one option for riders to choose.

- Caliper: Forged aluminum.
- Color: Anodized red/grey.
- Rotor: GG-RO01 160mm×2.
- Mineral Oil.
- Dual-actuated pistons

☎ 886-2-27069019, 27030549

🌐 www.accord.com.tw

## ADVANCED FORMING

### AHF-DT-0194

Down Tube AHF-DT-0194 is designed to solve a problem that good fat bike designers might meet: The width of the down tube's BB side for normal bicycle doesn't fit the design of the fat bikes.

AHF-DT-0194 is wider at BB side, stronger and fits designs better.

Features include:

- The width of the AHF-DT-0194 BB side is 85mm.
- Streamlined styling.
- A large and smooth side surface ensures that brands & logos can be seen easily.



☎ 86-755-27133861~ 4

🌐 www.aft-sz.com/

## AGUILA

### AB-356 CARBON ROAD

Aguila's AB-356 road bike shoe includes the following features:

- Carbon sole.
- Comapartible with Look system.
- A-Top lacing system.
- Available in sizes 36-47.



☎ 886-4-24729589

🌐 www.aguila.com.tw



## ACHIMAY (RUBAR)

### SHADOW WING1

The Rubar Shadow Wing1 is a 700C alluminum wheelset for road bikes, features include:

- 30mm profile.
- Front hub: 20H AL-6061 CNC.
- Rear hub: 24H AL-6061 CNC.
- Black stainless steel spokes.
- Weight: 1630 grams.
- Available in black/red or black/silver colors.

☎ 886-4-24633258

🌐 www.achimay.com.tw

## AKSLEN

### SL 30

The Maglev safety light offers several advantageous design features. A soft casing protects it from water ingress and prevents abrasion to the bike frame. Durable silicon straps and a compact design assure easy and instant attachment on either circular or non-circular tubes of the bicycle, or on the bicycle helmet.

Other features include:

- Uses only 1 AAA battery.
- Steady High-Output Circuit maintains the brightness at the highest level.



- No switch button: Just push on the center of the light to turn on/off.

☎ 886-4-23591837

🌐 www.akslen.com

## ALLIED

### H135

The first riding test is important and significant for both children and parents. With this in mind, Allied have designed a bicycle with a focus not just on safety, but also offering several key design features:

- Simple to use.
- Easy to fold.
- Convenient for storage.

☎ 886-2-25868606

🌐 www.allied.com.tw



## APEXASIA SPORTING

886-4-26623598  
www.apexasia.com.tw

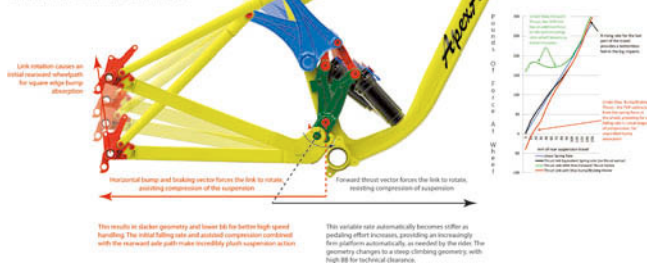
### Patronis Thrust Vector Response Link

#### What is a Thrust Vector?

A Thrust Vector is a force of a certain magnitude and direction.

#### What is the advantage of a suspension that reacts to the horizontal thrust vectors acting upon it?

Such a suspension can modify the spring force and geometry to better suit the riding conditions that create such force vectors.



Link rotation causes an initial increased shockload for square edge bump absorption.

Horizontal bump and loading vector forces the link to rotate, seeking compression of the suspension.

Forward thrust vector forces the link to rotate, seeking compression of suspension.

This results in steeper geometry and lower lift for better high speed handling. The rebounding rate and increased compression combined with the rebound rate path make incredibly plush suspension action.

This variable rate automatically becomes softer as pedaling effort increases, providing an increasingly firm platform automatically, as needed by the rider. The geometry changes to a steep climbing geometry with high BB for technical clearance.

#### The basics

Dutch design and engineering, Taiwanese quality

CAN-bus for stable communication

Modular buildup to meet your needs



AERX ENTERPRISE CO., LTD.

## ARIX

### ARIX ELECTRIC SUPPORT

Designed in Holland and built in Taiwan, the AES offers a modular system with four different battery looks in two different positions and with two differing capacities. There is also a choice of three different displays and three different motors. AES features also include:

- Global maintenance portal allowing system updates from all over the world.
- System check and update on distance.
- Extensive logging for easy maintenance.
- Uses only the best components from the best manufacturers.

886-4-22379268  
www.arixworld.com.tw

## ASHIMA

### FLO-TOR

Flo-Tor is designed to avoid uneven force being applied to the brake pads, and to deliver the pressure of the caliper to the brake disc completely. Eventually, it enables nearly 100% braking performance effectiveness.

886-4-7260496  
www.ashima.com.tw



## ASSIZE

886-2-29067202  
assize@ms34.hinet.net

## ASTER

886-4-24613659  
www.asterbikes.com

### GALAXY

The inverted triangle of the down tube to give riders the best low wind resistance.

700C / carbon T800 / BSA

available size: 48/51/53/55/58/61cm



## BARADINE

### 467CL

- Stable brake performance.
- Superior heat dissipation.

886-4-7112650  
www.baradine.com.tw





## B. A. & W.

### AP-08

F-66C, full carbon racing frame sets

- SIZES: 480mm / 500mm / 520mm / 540mm / 560mm / 580mm / 600mm.
- W / F-066C full carbon racing fork.
- DI2 Compatible.
- Compatible with 1-1/8 ~ 1-1/2 headsets.
- Compatible with 31.8mm seat clamps / 27.2mm seatposts.

☎ 886-2-28736998  
 🌐 www.bawintl.com



## BENGAL

### Ares

Ares is the new disc brake system from Bengal with features including:

- Open system-side push design.
- Aluminum forged caliper & master cylinder.
- Stamped light lever.
- Patented 'EZ-out' pads.
- Fluid: Mineral oil.
- Perfect for XC, TRAIL, AM.

☎ 886-4-7203979  
 🌐 www.bengalperformance.com.tw



## BN'B RACK

### BC-225

The award-winning BC-225 roof bike carrier differs from traditional carriers significantly--instead of clamping onto the bike's frame, this carrier clamps to the front tire ensuring that no stress is placed on the metal frame. Other features include:

- Automotive grade city crash passed.
- TUV Certificate No: NR1105130028.
- IF Award-winning design

☎ 886-4-26868900  
 🌐 www.bnbrack.com / www.kingroof.com



## BION

The new GP series cycle computer is designed to suit all ranges of cyclists. With the ANT+ / BLE 4.0 enabled, it will provide an accurate reading for speed, distance, heart rate, cadence, power and altitude.

GP series features include:

- Pre-set backlight on/off.
- Auto stop/start.
- USB rechargeable.
- Waterproof.

☎ 886-2-29953081  
 🌐 www.bion-inc.com.tw



## BEVATO

### FCC-705

- 15mm through axle design for cyclocross.
- 1-1/8" ~ 1.5" taper steerer.
- Post mount disc brake.
- Dropout with one eyelet.

☎ 886-4-26886780  
 🌐 www.bev-intl.com



## BV

☎ 1-877-985-5888  
 🌐 www.iberausa.com

Fits any carrier

## PakRak Clip-on System

Quick clip-on system



## CHING CHERN

### CC#653

Ching Chern's new chainguard offers the following features:

- Alloy and steel construction.
- Color to order.
- Available for 36T, 38T, 42T, 44T, 46T and 48T.
- Tolerance ± 1.5 mm.

☎ 886-4-8852429  
 🌐 www.chingchern.com.tw



## CHENNQ HOU

### MOONSTONE

The all-new MOONSTONE XC wheelset is the lightest mountain XC wheelset from Croder Cycling. Features and specifications include:

- Wheel size: 27.5" / 29".
- Weight: 1,490g (27.5").
- Rim Material: Croder Moonstone AL6061-T6.
- Rim Width: 24mm.
- Spoke: F28/R28, Double Butted Spoke, Stainless, Black.
- Hub: Croder MXC Disc Straight-Pull hub, F2/R4 Bearings.
- Front Axle Option: QR/M15. Rear Axle Option: QR/M10/M12 (135/142mm)
- Compatible with Shimano / Sram / Sram XX1

☎ 886-4-7383798

🌐 www.crodercycling.com



MOONSTONE



## CHIUH SHENG

### CS4000

HIGH-FLYING (CS-4000) is Chiu Sheng's latest BMX & skate helmet. The aero design features 10 vents for increased air-flow. Other specifications include:

- Weight: 400 grams.
- Small & large EPS.
- One ABS hard outshell.
- Black or gray EPS shell.
- Matt or shiny with graphic painting.
- Adjustable size foam: 12m/m, 8m/m & 5m/m.
- Available in the following sizes: XS(46-50cm) S(50-53cm) M(53-56cm) L(56-59cm) XL(59-61cm).

☎ 886-2-27629425

🌐 www.cs-helmet.com.tw

## CHERN SHIANQ

### SPORTS BOTTLE

Chern Shianq's new ergonomic sports water bottle, CSB-512 comes in two sizes 800ml (L) and 600ml (M). Other features include:

- Constructed from LDPE.
- Very flexible and squeezable, fitting your hand comfortably.
- 100% BPA-Free.
- Leak proof push/pull cap.
- Fits in bicycle water bottle cages.
- Proudly made in Taiwan.

☎ 886-6-6992373

🌐 www.chernshianq.com



CSB-512L CSB-512M

## CHIN HAUR

### VH-2162

The VH-2162 is a dual-drive hub for tandem bikes. Features include:

- R.O.C. Patent No: M471376.
- Rear, alloy body, with 2 single way earings & 4 sealed bearings.
- Weight: 635g.

CH-9280TBW  
1-1/8" Ø28.6x44x30  
Alloy(#1), Nylon(#B,2), Steel(#3.4.5)  
Type: Threadless, Cartridge  
Height: 9.2+3=12.2mm  
Weight: 133g  
CH-9280TEBW #2->15mm  
CH-9280THBW #2->20mm  
CH-9280TLBW #2->30mm



☎ 886-7-7011621-5

🌐 www.chin-haur.com.tw



## CHOSEN

### Close Drive System:

Chosen Close Drive System features a ratchet that only opens to drive the hub when the user is pedaling forward. When pedaling stops, the ratchet closes, resulting in almost zero ratchet noise and friction, as well as greater efficiency due to better transmission of power to the hub. Chosen's patented design is suitable for almost any bicycle type, including BMX, MTBs, road and folding bikes, whether single-speed or multiple-speed.

☎ 886-4-7588777, 7588889

🌐 www.chosen-hubs.com



## CO-LUCK

### GF-91

The GF-91 floor pump features a high-tech top-mounted digital LCD gauge and display panel. The pump has a 6063 aluminum handle and barrel with an aluminum sleeve. Other features include:

- Die-cast aluminum base w/non-slip pad.
- GCT-I pump head.
- Thumb-lock clever twin-valve for Schrader, Presta and Dunlop valves.
- Aluminum lever locks tightly.
- Aluminum main core (reversible Twin-valve).
- Friendly air-bleeder valve on pump head.
- Max.pressure 240psi.

☎ 886-4-24934676  
 🌐 www.giyo.com.tw



## DA YU

Graduated compression socks help blood circulate back to heart quickly providing relief from feeling tired and aching legs. This can help improve athletic performance and endurance by reducing muscle vibration. The socks also reduce the build up of lactic acid, helping the muscle recover faster.

☎ 886-4-8760680#107  
 🌐 www.jianisox.com



## CO-UNION

### CB-14103

Co-union's new bottle cage is designed to be both sleek and aesthetically-pleasing. Features include:

- Quick release set.
- Tool free.
- Available for cans or bottles.

☎ 886-6-2338551-9  
 🌐 www.counion.com.tw / www.counion.ttnet.net



## FEDERAL

☎ 886-4-25322789  
 🌐 www.response-products.com



## DNM

### AOY-36RC

- Weight: 300grams/0.66 lb→165mm (6.50in).
- Damping: 3-system
- Adjustments: Rebound / lock out / Adjust high pressure.
- Damper shaft: Steel
- Valve angle: 30 degrees.
- Dark hard-anodized AL-6061 shock body.
- Hard chromed shock Ø10mm (0.39in) shaft.
- Available with air cooling Nut.
- Spring: Air Spring.
- Intended use: XC Trail
- High quality surface finished.
- Available Sizes (Eye to Eye x Travel):  
 165x35mm (6.50x1.38in), 190x50mm (7.83x1.97in), 200x55mm (7.87x2.17in)

☎ 886-4-22706191  
 🌐 www.dnmshock.com



## Flannel

Flannel has three manufacturing factories located in Taiwan and China. Since 1976, they have dedicated themselves to supplying high quality apparel to customers. With almost 40 years of manufacturing experience, customers can trust them knowing that their designs will be executed with passion and expertise. They see themselves not just a supplier but also as a business partner and friend.

☎ 886-6-2924910  
 🌐 www.flannel.com.tw



## FIRST BICYCLE

### MP

The MP is First Bicycle's new crankset for fat bikes featuring a forged 6066 T6 crank in a matte black finish. Specifications include:

- Available in 165, 170, 172.5 and 175mm crank lengths.
- BCD: 106/64mm.
- Chaining: 36x22T, 38x24T (AL7075-T73).
- Spindle: Cr-Mo SCM440.
- Speed: 10 / 11.
- Chainline: 76.2mm.
- Weight 882 grams ±10g/175mm (BB not included).



☎ 886-4-26815039  
 🌐 www.firstcomponents.com

## FULCHEE

### F99-YK

With hub quick releases being such a common part of today's bicycles, Fulchee have designed a quick release that incorporates a small red LED safety light that will increase a rider's visibility on the road.

- It is applicable on front and rear wheels.

☎ 886-4-25605818  
 🌐 www.fulchee.com



## FULL TECH

### Rim

Made with high TG resin which can resist high temperature deformation when riding and braking, the patented design features a braking surface that is lower than conventional rims, the center line of brake pad will aim to "ETRT0" point, ensuring thermal deformation is less when the brake surface is heated. Fulltech's unique production process creates uniform and consolidated layers with no air trapped between them.

- Strong and durable.
- Works well with any brake pad brands for carbon fiber rims.
- 500 days warranty.

☎ 886-4-25652598  
 🌐 www.fulltechrigido.com.tw



## GENG HUNG

### GH-516

☎ 886-4-7511586  
 🌐 www.ghbike.com.tw



## GIGANTEX

### EQUINOX MIRACLE

The Equinox Miracle is an exquisitely designed wheelset that combines hub, spokes and rim into a single driving unit. The one-piece wheel design keeps the integrity of the carbon rim structure while also maintaining light weight and improved aerodynamics.

- Manufactured from aerospace class high modulus carbon fiber.
- Optimized lamination design provides riders with a strong and lightweight choice.
- Multi-Rotation-knuckle feature.
- Precisely machined with low friction.
- Unique tension-free design (without drilling).
- Increased stiffness through reversed spoke angle design.
- Inertia gained by precisely planed rim / spokes / hub weight distribution.
- The blended rim/spokes/hub design provides high strength and stiffness to the wheel.

☎ 886-4-8873818  
 🌐 www.gigantex.com.tw



## GLORY WHEEL

### FI401CER

- Cane Creek™ Compatible.
- Ceramic Bearings.
- Bearing Size: 41 + 41.
- Fork Steerer: 1-1/8.
- Cap: Alloy.
- Crown Race: Alloy.
- Cap Diameter: 46 mm.
- Weight: 54 grams.
- Stack Height: 9.6 mm.

☎ 886-4-25669968  
 🌐 www.strummer-bikes.com



## GOLFCEL

### SPB-201

- Strong & lightweight carbon bike seat post.
- Material: full carbon fiber (Marble) + sand blasted black head.
- Dia:  $\phi$  27.2.
- Length: 300~350mm.
- Weight: 215g ( $\phi$  27.2 x 350mm).

☎ 886-4-26839989  
 W www.golfcel.com



## H & J KREIMA

### KS-001

This award-winning bicycle lock from Kreima simultaneously provides riders with safety in traffic as well as parking security. The ingenious design integrates a headlight, rear light and U lock in to one convenient product.

☎ 886-2-22992200  
 W www.reallock.com



## HAFNY

### HF-1000

Hafny insists on high standards in both practicality and design, and the company's strict product demands are obvious on their new HF-1000 pedals. These aesthetically-pleasing pedals also feature a non-slip design and a spherical pit to ensure that riders' shoes have a comfortable fit and remain tightly attached to the pedals--even in wet conditions.

☎ 886-4-26883285  
 W www.hafny.com.tw



## GUEE

### G-MOUNT

With lights, cameras, GPS, and cyclocomputers all fighting for space on the handlebars of today bicycles, GUEE's new G-mount provides a neat and lightweight all-in-one bracket solution for adding accessories to overcrowded handlebars. The mounting system also features a built-in rechargeable LED light. Features include:

- Fits most of systems (Garmin, Cateye, Sony, Go-Pro, Sigma).
- Compliant with 1 1/4 camera mount.
- Built in LED rechargeable lamp. (Can be used as bicycle light and as a fill light).
- Aluminum CNC machined.
- Suitable for  $\phi$ 31.8 mm handlebar.
- Adopt 4 Nichia super bright LEDs--charged through micro USB cable.
- up to 7 hour run-time per charge.

☎ 886-4-23263155  
 W www.guee-intl.com/



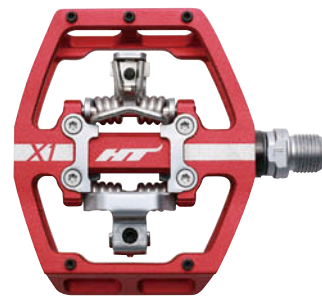
## HSING TA

### HT-X1

Designed in cooperation with two-time World Cup DH overall champion, Aaron Gwin, Hsing Ta's HT-X1 not only looks like a champion's pedal, it is one. The CNC aluminum body is available with either Cr-mo or titanium spindels. Other specifications include:

- Pedal bearings 3 sealed bearings and 1 DU bushings.
- Cleat system: H30(HT exclusive).
- Size 83.5 x 92.5 x 16.7mm.
- Weight: 470 g/pair(CrMo), 415 g/pair(Ti).

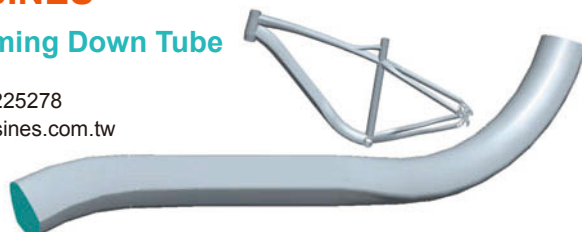
☎ 886-2-29616308  
 W www.ht-components.com / www.hti-pedals.com



## HUA HSINES

### Hydroforming Down Tube

HH-D84-6056  
 ☎ 86-755-27225278  
 W www.huahsines.com.tw



## I LING

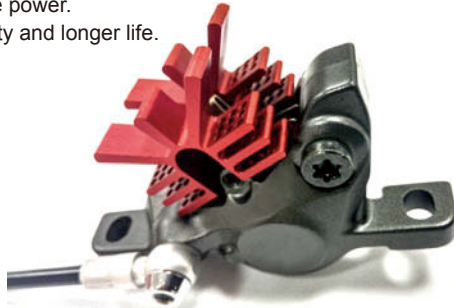
### Disc Brake Pads

I Ling's disc brake pads feature a patented beehive structure that helps prevent heat build-up and avoid brake failure due to overheating. The pads structure also ensures consistent brake power.

- Metal pad has high durability and longer life.

☎ 886-4-7772128

🌐 www.oro.com.tw



## IDEAL

### M10

- Frame: 27.5" full carbon XC MTB, tapered headtube, internal cable routing.
- Fork: Rockshox 30 Gold 27.5/ T100, air spring with remote lock out.
- Steering: SRAM Stylo T20 handlebar & stem with Propalm grip.
- Derailleur: SRAM 20-speed.
- Brake: SRAM GDR hydraulic disc brake.
- Seatpost: SRAM Stylo T20 Ø31.6.
- Saddle: San Marco.
- Wheels: Mavic Crossone 27.5.
- Tires: Continental foldable.

☎ 886-4-26393877

🌐 www.idealbike.com.tw



## JEE ANN

### Nanoo

☎ 886-49-2253116

🌐 www.jeeann.com.tw

**nanoo**  
— incredible folding bike —



## JETSET

### HC-5799

Spokes: Available in 32H, 36H, 64H.  
Finish: Silver, color.  
Options: With eyelets.  
Joints: Pinned.  
Size: 26x559x93 (1354g).



### HC-337 NEW

Spokes: 32H 36H.  
Finish: Silver, color, powder / liquid coated.  
Options: W/Eyelets.  
Joint: Pinned.

☎ 886-4-7526232

🌐 www.jetsetrims.com



## IDEATION

### SC-CT004A

- Material: Alloy 6061.
- Size: 31.8~34.9mm.
- Color: Black.



### GR-CTM023

- Memory: Shock absorbing.
- Material: PP/Silicone with Alloy Lockring.
- Length: 128mm.

☎ 886-2-28825255

🌐 www.ideation.com.tw

## JANG HORNG

### JH-640

- Brass top, brass rivet.
- Stainless lever.
- CNC alloy base.
- Fits 22.2 & 25.4.
- Size: 40mm.

☎ 886-4-7697835, 7697135

🌐 www.janghorng.com.tw



## JIEN YUAN

### C19GN

- 3 piece cr-mo crank & φ19\*48T butted spindle & m12 spindle bolts.
- w/o sprocket boss.

☎ 886-4-8910628, 8910629

@ jienyuan@ms75.hinet.net







## KING RACK

### SCORPION

The Scorpion is the newest design from Buzzrack. The carrier is capable of transporting two e-bikes on its foldable steel structure. The Scorpion allows for convenient and easy mounting, quick handling and includes storage-saving space features.

- Supports most bikes by adjustable wheel holders and clamps.
- Ratchet strap for easy fastening of wheels.
- Tilting foot for easy trunk access even with bikes mounted.

☎ 886-4-26817989  
 🌐 www.kingrack.com.tw

## KING ROOF

☎ 886-4-26868900 ext.203  
 🌐 www.kingroof.com



### BC-212

King Roof's BC-6423-3K is a trunk bike carrier for use on sedan and hatchback cars. The carrier is easily folded for storage when not in use. A six-strap system holds both bike carrier and bikes securely.

## LOGAN

### LS-A5000-8

- Material: Aluminum & steel.
- Ext.: 80 / 90 / 100 / 120mm.
- Rise: +0, +10, +25.
- Quill: 50mm.
- Diameter: 28.6mm.
- Bar bore: 31.8mm.
- Weight: 351 grams.

☎ 886-4-7522688  
 🌐 www.loganbc.com



## LASCO

☎ 886-4-22712969  
 🌐 www.letsgowithlasco.com



## LOONEY-MAX

### RU-9188

- Alloy seat post rear rack w/QR.
- Type: Easy installation of seat posts from 25.4 mm to 31.8mm.
- Packing: 10pcs/10-12kgs/4.3

☎ 886-4-8811960  
 🌐 www.rubis.com.tw



## MAXWAY

### Y13R07

- Material: DB 4130 Cr-Mo.
- Type: 700C Lugged Racing frame.
- With internal cable routing.
- Size: By order.

☎ 886-4-26815668  
 🌐 www.maxway.com.tw / www.maxone.com.tw



## LORD

### ET-3171-R Smart Beam LED Bike light

Lord's ET-3171-R is a smart bike light. The compact and lightweight streamline design features an automatic system that intelligently adjusts the beam intensity.

- Complies with German Road Safety Regulation-StVZO22A, TA23-K1026StVZO.
- Detects surrounding light 5-8M ahead.
- Always maintain 20Lux at 10M distance.
- Extend the runtime up to 3-5 times.
- Illuminates lumpy roadways as clearly as good as a car's headlamp.

☎ 886-4-23209955  
 🌐 www.lordbenex.com



## MEKKEM

Manufacturer of carbon fiber components for cycling and sporting goods such as bicycle frame, forks, suspension forks, handle bars, stems, seat posts, seat clamps and bottle cages.

☎ 886-4-25611016

@ john@mekkem-parts.com



## MING TAY

### MT-5103S

Fashionable and simple outer design perfectly integrates with nylon and metal.

- High steel technology coated and high strength patented anti-theft function for cylinder.
- Double locking system shackle outer diameter 12mm~12.7mm.

☎ 886-6-2564151

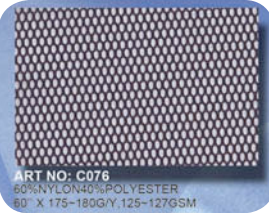
W www.mingtay.com.tw



## MTC TEXTILE

☎ 886-4-8763780

@ ken@mtctextile.com.tw



## NECO

### NECO 1 HEADSET

The all new NECO 1 headset (44/56mm or 56/56mm) features an improved structure and was designed to integrate with the head tube of the bicycle frame. The upper and lower cups of the headsets are equipped with ports so that the control wires can pass through and remain hidden inside the frame. This function also provides protection from the elements while improving the bike's outward appearance. The wire adaptor is also compatible with different sizes and types.

☎ 886-4-23323966

W neco.rovebike.com/



## PAN

### Customized Manufacturing Service -

One stop shopping.

From development to production, we make your design real!

Categories:

- (1) Plastic injection
- (2) Stamping
- (3) Forging
- (4) Die casting
- (5) Machining
- (6) Rubber molding
- (7) Assembly & Test.

☎ 886-2-82265199

W oem.pantaiwan.com.tw



## PRESTINE

### PT-1860K

- Integrated headsets with light bearings
- Upper/ 1 1/8", Bottom/ 1.5" for different OD headtube.
- $\varnothing 28.6 \times 41.8 \times 51.8 \times 39.8$  (Conical cone OD: 48MM).
- $\varnothing 39.8$  CROWN RACE, w/ALLOY COVER H: 8mm.
- W/Sealed AC Bearings (ALLOY CONE):  $41.8 \times 45^\circ \times 8.4$  (R446 A) Upper/  $51.8 \times 45^\circ \times 8$  (R447 A) Lower.
- Material: Top cover: AL6061, w/AL7075 crown race.

☎ 886-4-25591888

W www.prestine.com.tw



## PRIME AERO

☎ 886-4-25391989

W www.mrcontrol-bike.com





## PROWHEEL

### SUOLO-971-TT

- Crank material: Forged AL-6061-T6
- Crank finish: Black Sand Ano.
- Crank length: 170, 175mm.
- Gears: 40/30/22T.
- Inner chainring: Steel, BED.
- Center chainring: Steel, BED.
- Outer chainring: 3mm, AL-7075-T6 Black Sand Ano. CNC Detail.
- Nuts & Bolts: M8 Steel CP.
- Compatibility: 10S.



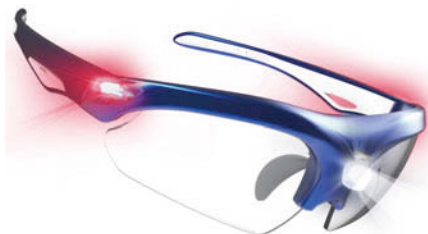
- Chainline: 50mm.
- BCD: 96/64mm.
- Q-Factor: 175mm.
- ☎ 886-6-2825791
- 🌐 www.pro-wheel.com

## Q-LITE

Made from double plastic injection molding, Q-Lite's QL-G800 sports sun glasses are a colorful and high quality product. The innovative glasses feature LED lights to increase both safety and convenience. Features include:

- LED middle light for convenient illumination.
- LED side lights offering increased safety while working in the dark.
- Lenses are delivered with UV400 to protect eyes from sunlight.
- Adjustable nose pads that will fit to almost all faces.

☎ 886-4-24392430  
@ qlite@q-lite.com.tw



## RONGBANG

☎ 86-512-57615299  
🌐 www.rongbangcn.com/



## SHAN SHUI

☎ 886-6-2652206  
🌐 www.shanshuisafety.com



## RAY CHENG

### RC-B926

- For Shimano™ SM-BBR60.
- Use with 32mm wrench or 1/2" Dr. ratchet wrench.
- 39.3x48x33.



### RC-B927

- For Shimano™ SM-BB9000.
- Use with 32mm wrench or 1/2" Dr. ratchet wrench.
- 38x48x33.



☎ 886-4-7579674

## SAMOX

### #THM05-208C

Hollow forged alloy crankarm is stiff and rigid, with a 2-in-1 53/39T double chainring.

- Rigid outer chainring with 8mm thickness structure.
- Precision shifting performance by specific shifting pin design.

☎ 886-4-8314959, 8312586  
🌐 www.samox.com.tw



## SATORI

### COMPACT

1. One side clamping bolt for both angle adjustment and secure tightening of fork steerer tube.
2. Precisely machined fork steerer tube clamp inserted with serrated metallurgy piece for secure clamping with one bolt.
3. Clean look of fork steerer tube clamp without clamping bolt.

☎ 886-3-5983721  
🌐 www.satoribike.com



## SHOUH MAO

### SM-300

- Height: 55cm.
- Length: 77cm.
- Weight: 3.2kg with pneumatic tires, 2.8kg with EVA tires.
- Frame material: Composite plastic.
- Fork material: Composite plastic.
- Seat height from ground: 30 - 42cm.

☎ 886-4-7878318  
🌐 www.popbike.com.tw



## SIQUAR

Siquar's new city and road bike pedals offer riders a smoother and easier riding experience. Extruded and CNC'd from 6063 -- a material that offers excellent vibration resistance, while the jagged-shape design provides both aesthetic beauty and the increased safety of slip resistance. Other specifications:



- Material: Aluminum 6061 extruded CNC machined.
- Spindle: Chrome-molybdenum steel
- Color: Anodized silver and more.
- System: Bearing
- Size: 75.8 x 63.3 x 22.8mm.

· Weight: 207g/pair.  
 ☎ 886-7-6162621  
 🌐 www.siquar.com

## S-SUN

### SS-L127

Keeping to German regulations the Shield 200 USB headlight produces 200 lumens of light output, providing plenty of light without hurting the eyes. Its housing, made from aluminum, helps radiate heat efficiently and also gives the product its stylish good looks. The Shield 200 uses a lithium polymer battery which can be charged via a micro USB port. The light can be fitted to a variety shapes of tubes by its adjustable bracket and rubber band.



☎ 886-4-27065885  
 🌐 www.ilumenox.com

## TAIWAN HANBIN

### HYDRAULIC DROPPER SEATPOST

Tired of your bike going nowhere when you lift it by your seat? Taiwan Hanbin have a new Hydraulic Dropper Seatpost. Features include:



- Reliable actuation.
- OD: 30.9mm / 31.6mm.
- Travel: 100mm/11m/125mm/135mm.
- Available for external and internal routing system.

☎ 886-4-26110058  
 🌐 www.fastace.com

## TDCM

### E-bike Internal Gear Hub motor

An internal 5 speed motor will be available for sampling in Oct. 2014; It will feature 5 internal gear ratio which will allow for a more complete system.



☎ 886-2-27988890  
 @ sales@tdcm-motor.com

## TUNG KENG

### D2R

The new generation D2R trainer utilizes bluetooth technology that allows you to control and monitor your workout results on smart phones and pads easily. Features include:

- Works with Run On Earth App that is integrated with Google Maps for 3 excellent map viewing modes: Street View, Map View, Satellite Mode.
- Auto-adjust magnet resistance changes up and down along with the real slope of the route you choose.
- Track workout stats to accomplish goals
- Multiple language support: English, Spanish, French, German, Italian, Portuguese, Chinese and Japanese.

☎ 886-4-25321000  
 🌐 www.dkcity.com



## V-GRIP

### V-637

- Patented adjustable cage.
- Fits bike bottle or bought water bottles of different shapes.
- Diameter adjustment for 350cc ~ 1500cc.
- Made from aluminum / engineering grade plastic.

☎ 886-6-2535722-4,  
 2537989  
 🌐 www.v-grip.com.tw



## TRUE EAST

### K11948

True East have a new bike carrying bag, the K11948 with several attractive features:

- Side handles.
- Two wheel compartments.
- Hard padding for extra protection.
- Plastic stands on the bottom.
- Corner wheels.
- Main body with detachable stands for smart storage.

☎ 886-4-26863211  
 🌐 www.trueeast.com

**Bike Carrying Bag**  
**K11948**

**SIZE:**  
**50" x 8" x 32"**

- Side handles.
- Two wheels compartment.
- Hard padding well protect bicycles.
- Bottom with plastic stands.
- Corner wheels.
- Main body with detachable stands for smart storage.

**PEARL**



## VENZO

### Vulcan 29er

- Venzo 29er MTB frame.
- Alloy 7005 T..B.2.
- SP: 31.6 m/m.
- Post Mount Disc use.

☎ 886-4-26880469

🌐 www.cycle-bay.com / www.venzobike.com



## VIMARK

### L359-4

- Ultraflex TR90 frame.
- PC Lens.
- Adjustable nose pad.

☎ 886-2-25411850

@ vimark@ms29.hinet.net



## WEI CHIEH

- Type: 20" Free Style Frame.
- Material: Full CR-MO.
- Hydroformed Top tube & Down tube- Helix outside tubes.

☎ 886-4-8660315

@ weichie.bicycle@msa.hinet.net



## XON LTD.

### XBR-04-180

- Ultra Stiff 2 Piece Rotor.
- Also available in 160mm & 203mm.

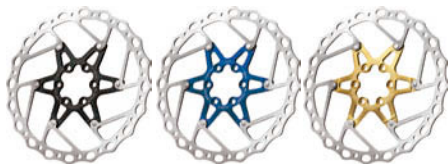
### XHS-12

Full CNC iD Spacers. Features include:

- 26 letters of the alphabet allowing you to leave your message on the bike.

☎ 886-3-3830530

🌐 www.xonbikes.com



## YABAN

### SLA 11

Yaban's SLA1110 chain has unique thinner plate design which creates larger inner space for cassette sprocket entering and departing with smoother, noiseless and high shift accuracy. The arc guide block design on the inner plate makes roller movable which will make room for the teeth of cassette sprocket entering and keep the chain stability on teeth without friction with cassette sprocket or sway. It also prevents the chain from falling off when it is turning backward.

- Pin power is over 350kgf (4 times higher than EN standard)



- Teflon-coated inner plate to reduce friction.
- Compatible with Shimano, Campagnolo and Sram.

☎ 886-6-5932704

🌐 www.yaban.com

## WINRIDE

### FE MULTI-TOOL

Winride's FE Multi-tool (CO2 inflator combine type) is a next generation multi-tool being introduced at Eurobike. With its small size it represents a perfect combination of multi-tool with CO2 inflator. Manufactured with Winride's exclusive forming technology the FE Multi-tool is light, compact and durable with admirable anti-rusting capabilities.

- Micro-CO2 inflator supports Presta & Schrader valves.
- Supports 16g CO2 Cartridge.

☎ 886-4-22715565

🌐 www.imb2b.com/ebook/catalog/winride/



## YING PAIO

Ying Paio's bicycle inner tube repair kits are DIY repair sets available in five different colors and very convenient for rider's to use. When the bicycle gets a puncture on the road, anyone can repair it easily by himself.

☎ 886-2-28124515

🌐 www.yingpaio.com.tw



## YU-HUB

### 90.6B FW

- 16T crmo freewheel with 45 tooth inner ratchet ring.
- 6 pawls 7075 alloy drive system, can be anodized with different colors.
- 90 clicks for fast engagement.
- High quality double bearing freewheel.

☎ 886-4-8811738

🌐 www.yuhub.com.tw



## T-ONE

### T-TP01

T-One's Mr. Fantastic is a high-ductility 100% silicone bar tape that offers perfect adhesion to handlebars. Other features include:

- Shock absorbing.
- Water Resistant.
- Weatherproof.
- Recyclable.
- Longlife.

☎ 886-4-23592618

🌐 www.T-oneDesign.com



## Ming Shiju

### SP-FG01

- Forged aluminum 6061.
- With bearings.
- Weight: Ti axle 71g; Cr-mo axle 92g.
- Passed CHC testing / BS EN 16764 approved.
- Super light yet rugged design.
- Suitable for road/trekking bikes.



☎ 886-4-26831740

🌐 www.mingshiju.com.tw

### TW-ONE

- CNC aluminum 6061.
- 4 bearings & stainless pin.
- Weight: Titanium axle 125g / Cr-mo axle 147g.
- Passed CHC testing / BS EN 14766 approved.
- Slim pedal design.
- Suitable for XC/DH/BMX.



# Scada Clips in to XC Competition Bikes

Text & Photos: Editorial Dept.

The M112 is designed exclusively for use on MTB XC competition bikes. The body consists of CNC-processed extruded aluminum. Apart from customized external designs, the pedals can also be produced with different anodized colors to suit

riders' preferences. The chromoly steel shaft is paired with self-lubricating bearings and ball bearings. Both the smooth rotation and durability of the bearings are designed to withstand the test of time. The four holes in the sheet metal are designed

to fit the one-piece hook plate, which ensures that the tolerance between cleats and the hook plate is as close as possible. This makes clipping in and releasing extremely smooth. Each set of pedals weighs 365 g.

### Scada SC-M112

Design features	CNC-processed lightweight aluminum alloy
Body material	CNC-processed extruded aluminum
Shaft type	Chromoly steel
Clipless pedal system	Shimano SPD
Reference weight	365g (set)







WELCOME TO :  
 EUROBIKE BOOTH NO.A3-605  
 INTERBIKE BOOTH NO.11149

*New 27.5" series!!*

**Triton** 

- ❖ 27.5x2.20(56-584)
- 29x2.20 (56-622)
- 29x2.50(\*coming soon)
- 26x2.00 (54-559)
- 26x2.20 (56-559)

**MINEP** 

- ❖ 27.5x2.10 (54-584)
- 29x2.10 (56-622)
- 26x2.10 (54-559)

**Matados** 

- ❖ 27.5x2.20 (56-584)
- 29x2.20 (56-622)
- 26x1.95 (50-559)
- 26x2.10 (54-559)

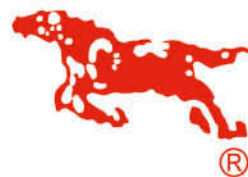
**SWITCH** 

- ❖ 27.5x2.35 (60-584)
- 29x2.35 (60-622)
- 26x2.20 (57-559)





# FORTUNE<sup>®</sup>



TM  
**MITROC**  
TIRE & TUBE<sup>®</sup>

[mitroc@ms4.hinet.net](mailto:mitroc@ms4.hinet.net)  
[mitroc@hcm.vnn.vn](mailto:mitroc@hcm.vnn.vn)



# Bicycle Retailer

Published by the NBDA

## AND INDUSTRY NEWS

**BICYCLE RETAILER & INDUSTRY NEWS REACHES THE RETAILERS WHO COUNT IN NORTH AMERICA.**

**AND WE REACH TOP INDUSTRY EXECUTIVES WORLDWIDE.**

**OUR WEBSITE DRAWS READERS FROM AROUND THE GLOBE.**



**Deliver your brand message to the most influential buyers in the most important markets in the world.**

**In print 18 times a year.  
Online 365 days a year.**

**Contact our U.S. or Taiwan sales office for advertising information.**

  **@BicycleRetailer**  
**#bikenews**  
**www.bicycleretailer.com**

**Sales - U.S.**  
(949) 206-1677  
info@bicycleretailer.com

**Sales - Taiwan**  
Tel: +886-4-7360794 & 5  
rep@mail.wheelgiant.com.tw

eyelet

# TUBELESS

www.ct2000.com.tw



UST魚眼  
UST eyelet

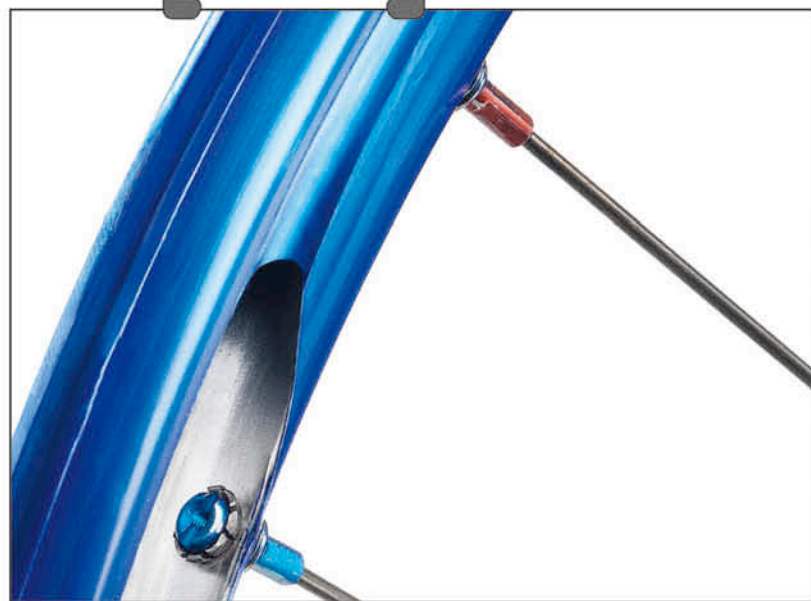
Available for  
rims over 16mm  
適用16mm以上輪框

**Holds nipples securely**

組輪時銅頭不會掉落



- \* For both aluminum & carbon rims
- \* Hand tool maintenance
- \* No stripping
- \* Easy maintenance



## Machine or Hand Assembly

碳纖板輪/鋁輪圈適用  
無外穿孔，免襯帶  
可機械自動組裝  
維修容易



US Pat. 12/799,307  
EU Pat. 11159632.OCT  
Taiwan Pat.I 280926  
Taiwan Pat.I 401168

OEM & ODM WELCOME

聖喬金屬 CENTURY Metals Co., Ltd.

TEL:+886-4-7281114 / FAX:+886-4-7279381  
e-mail:ct@ct2000.com.tw;shjo5459@ms54.hinet.net







**ETERNITY INDUSTRIAL CO. LTD**

Ad.NO.592,Sec. I,Hemu Rd.,Shengang Dist.,  
Taichung City 42953,Taiwan.  
TEL:+886-4-25615230 / FAX:+886-4-25615231  
E-mail:eternity@ety-rim.com.tw

[www.ety-rim.com.tw](http://www.ety-rim.com.tw)

**Complete processing (delivery times, quality)**  
**Custom development (Road bikes, Tubeless)**  
**Special alloy development**  
**Dynamic testing**

**(TUB)**

**ETY\_M0005**



<b>Joint</b>	WELD
<b>Diamter</b>	26"/27.5"/29"
<b>Spoke</b>	24H/28H/32H
<b>Finish</b>	Polishing/Sandblasting /Brushing+Anodizing
<b>Weight</b>	400g(27.5")

**(offset)**

**ETY\_M0004**



<b>Joint</b>	WELD
<b>Diamter</b>	26"/27.5"/29"
<b>Spoke</b>	24H/28H/32H
<b>Finish</b>	Polishing/Sandblasting /Brushing
<b>Weight</b>	420g(26")

**ETY\_R0005**



<b>Joint</b>	WELD
<b>Diamter</b>	29"
<b>Spoke</b>	20H/24H/28H
<b>Sidewall</b>	CNC
<b>Finish</b>	Polishing/Sandblasting/Brushing+Anodizing
<b>Weight</b>	450g

**(Road Disk+TUB)**

**ETY\_R0007**



<b>Joint</b>	WELD
<b>Diamter</b>	29"
<b>Spoke</b>	20H/24H/28H
<b>Sidewall</b>	CNC
<b>Finish</b>	Polishing/Sandblasting/Brushing+Anodizing
<b>Weight</b>	425g

**(Road Disk+TUB)**

**ETY\_R0008**



<b>Joint</b>	WELD
<b>Diamter</b>	29"
<b>Spoke</b>	20H/24H/28H
<b>Sidewall</b>	CNC
<b>Finish</b>	Polishing/Sandblasting/Brushing+Anodizing
<b>Weight</b>	490g

**(TUB)**

**ETY\_D0001**



<b>Joint</b>	WELD
<b>Diamter</b>	26"/27.5"
<b>Spoke</b>	24H/28H/32H
<b>Sidewall</b>	
<b>Finish</b>	Polishing/Sandblasting/Brushing + Anodizing
<b>Weight</b>	430g(26")





HER JIUNN CHENG ENTERPRISE CO.,LTD.



▲ MTB-XC 650B



▲ MTB-29

▲ ROAD-GOLD



DISC-AP19



DISC-01



DISC-19



DISC-23



DISC-21



DA-21



DP-36



DMP-341



DA-400



DP-20



P-80X



Bicycle



Sports

廣東省佛山市順德區-和駿成五金制品有限公司 Guangdong Province Foshan City Shunde Her Jiunn Cheng Hardware Co.,Ltd.  
 Liandu Industrial Zone, Leliu shunde, Foshan,Guangdong China | Tel: 86-757-28669391 • 28669392 • 28669896 Fax: 86-757-28669390  
 Email: hjccn@hjccn.cn | Web: www.hjccn.cn | Postcode: 528300

台灣廠/ 和駿成企業股份有限公司 Her Jiunn Cheng Enterprise Co.,Ltd. 無錫廠/ 無錫和駿成車業有限公司 Wu Xi Her Jiunn Cheng Cycle Co., Ltd.



# ASU

TEL : +886-4-7686670 FAX : +886-4-7686706  
 ADD : No.8-1,Ln191,Xixin St.,Xiushui Township,  
 Changhua Country504,Taiwan  
 E-MAIL : asucycle@gmail.com  
 WEB : www.asucycle.com.tw



**XR700**

**F20**

**CX3**



## Sparks Welding Rims



**XF**  
 Alloy high 28mm  
 Joint : weld  
 700C , 622X15 , 430g

**X35 disc**  
 Alloy high 21mm  
 Joint : weld  
 650B 584X20 , 350g



ASU rim is a known aluminum rim manufacture in Taiwan.  
 We are specializing in manufacturing and designing Professional aluminum rims. And we always respond the rim fashion design immediately in the bike market to produce the excellent rim.  
 ASU always focus on the rim quality to satisfy customer's needs.  
 The safety, beauty, lightweight and best quality are ASU business philosophy in order to offer all bike companies OEM, ODM, multiple choice and good service.



追求卓越,质量保证



**ZJS188**

FRONT: 905g REAR: 1100g

**STARS**Circle®

**JINHUA STARS ALLDY RIMS CO.,LTD**

Add: Hanxiang Jindong Jinhua Zhejiang China

Tel: 0086-579-82863555 82862899 82862679 Fax: 0086-579-82863908 E-mail: stars@stars-rim.com

[www.stars-rim.com](http://www.stars-rim.com)



**SLE<sup>®</sup>**

SPOKE

# 顺立集团

## SHUHN LIH GROUP



**SLE<sup>®</sup>**

SPOKE

**SPOKES & NIPPLES**

### 順立車業股份有限公司 (臺北)

SHUHN LIH ENTERPRISE CO., LTD.(TAIPEI)

新北市板橋區漢生東路268號25樓

25F, No.268, Hansheng E. Rd., Banciao Dist., New Taipei City, Taiwan

電話(TEL) : 02-26685480

傳真(FAX) : 02-26685460

### 順久自行車配件 (深圳) 有限公司

SHUN JIU BICYCLE FITTINGS(SHENZHEN) CO., LTD.

廣東省深圳市寶安區松崗街道碧頭社區第三工業區

3rd Ind. Area, Bi Tou Village, Song Gang St, Bao-An District, Shenzhen City, Guangdong Province, China

電話 (TEL): 86-755-27130362

傳真 (FAX): 86-755-27130366

### 昆山順得利金屬有限公司

KUNSHAN SUNTORI VEHICLE METAL CO., LTD.

江蘇省昆山市蓬朗鎮昆嘉高科技工業園區郭澤路158號

No.158 Guo Ze Rd., Kunjia High-Tech Industrial Zone, Penglang Town, Kunshan City, Jiangsu Province, China

電話 (TEL): 86-512-57618989

傳真 (FAX): 86-512-57619666

### 天津順大金屬制品有限公司

TIANJIN SHUNDA VEHICLE METAL CO., LTD

地址:天津市靜海縣城東天宇科技園泰安路

Tai An Road, Tian Yu Science And Technology Park, Jing Hai County, Tianjin City, China.

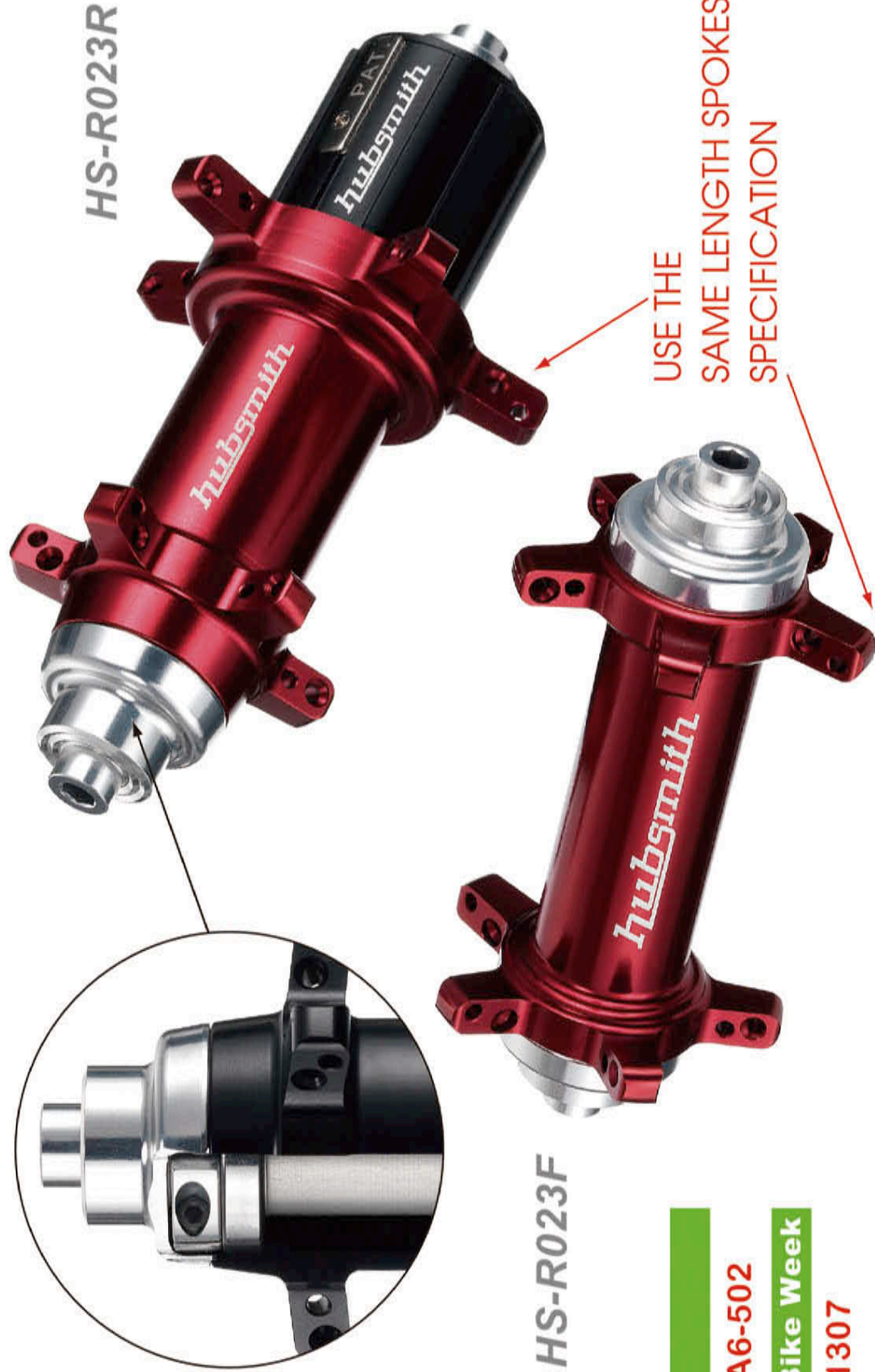
電話 (TEL) : 86-22-59588975-9

傳真 (FAX) : 86-22-59588973

E-mail: [slesales@slespoke.com](mailto:slesales@slespoke.com) <http://www.slespoke.com.cn>



**PATENT!**  
ONE WAY ADJUSTABLE-GAP SYSTEM



HS-R023R

HS-R023F

**EUROBIKE**  
Booth No.A6-502  
**Taichung Bike Week**  
Booth No.1307

1F.,NO.72-1,BAOKANG RD.,FENGYUAN DIST.,TAICHUNG CITY 420,TAIWAN  
TEL: 886-4-25379168 | FAX: 886-4-25379808 | E-mail: cif@hubsmith.com

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





Taiwan made



**yuhub**  
WHEELMATE

[www.yuhub.com.tw](http://www.yuhub.com.tw)

YU HUB contact:  
Tel: +88648811738 Fax: +88648812386

Address: NO17-17, Lun Tzy Jaio Rd.,  
Shi Hwu, Chang Hua County 51448  
Taiwan

Tel: +88648811738  
Fax: +88648812386



# RUBAR<sup>®</sup>

High-Performance Wheelset Pioneer



ACHIMAY ENTERPRISE CO.,LTD.

Address:No.486-8, Fuya Rd., Xitun Dist., Taichung City 407, Taiwan

TEL:886-4-24633258 FAX:886-4-24629911

E-mail:achimay.tw@msa.hinet.net

Website:www.achimay.com.tw



# Cycling Keeps King Liu Strong at 80

Text & Photos: Editorial Dept.



▲ Aged 80, King Liu successfully challenged Shouka's hardest climbing segment.





▲ After entering the Eastern side of the island, riders could enjoy pedaling on roads with reduced traffic.

To celebrate his 80th birthday, Giant President, King Liu, cycled around Taiwan in May this year. Joined by many others from the bicycle industry, he pedaled a total distance of over 966 km.

This is King Liu's second time cycling around Taiwan.

Seven years ago, aged 73, the Giant president completed the tour in 15 days. His efforts garnered much praise from within the industry, and helped contribute to a cycling boom around Taiwan.

After that ride King discovered he did not feel as old, and since then he has continued

riding around 30 to 40 km every day.

### Personal Goals

This year, aged 80, King Liu determined to set himself another personal record by completing the circuit of Taiwan in



▲ Joy's bicycle team came to support-Cheering on King Liu and Joy's President, Steven Chen.



▲ To revitalize everyone, Liow Ko arranged an 'Electric-Techno Neon Gods' display. King Liu was happy to join in the dancing for this unique aspect of Taiwan's culture.





▲ King Liu gratefully accepted specially prepared gifts from KMC. Both he and KMC CEO, Charles Wu were given personalized toy caricatures on bicycles.



▲ Liv brand founder, Bonnie Tu said she hoped more women would take up cycling to enjoy a beautiful and healthy life.

just 12 days. “I have always felt I should set and achieve personal goals outside of a successful career,” stressed the Giant president. “Perhaps, outsiders think that I turned Giant into the world’s number one bicycle group, but I am not the sole creator of this success. Our success



▲ Alex President, Alex Chen (right) and General Manager, Sally Hsieh (left) meticulously prepared a birthday cake to celebrate King Liu's 80th birthday.



▲ Showing his bravery after hurting himself in a bike fall, King Liu announced that he is okay and could keep riding...until the end.



▲ The team members were very pleased to ride with Trek's Vice Presidents Steve Malchow (fourth from right) and Roger Gierhart (second from right).



is the result of all our employees' hard work, business opportunities, the international situation, government policies, and many other factors."

"Cycling around the island however, is a different matter. To do this, I am totally dependent on my own two legs and physical strength. To me, it is a very significant personal record."

### Setting off

King Liu was joined, either in part, or for the whole circuit, by many other industry executives—both from Taiwan, and from other countries. Giant CEO,



▲Facing the challenge of climbing to Mu-Dan Reservoir area's highest point, King Liu joked. "Some people complain that I ride too fast, so I'm going to ride at the back."



▲The riders' arrival at Mu-Dan reservoir area's highest point concluded riding activities for day six.



Tony Lo, SR Suntour President, Daisuke Kobayashi, VP Components President, Victor Lin, Alex President, Alex Chen, Velo President, Stella Yu, Sram Asia GM, Hank Kao, Topeak President, Louis Chuang and Cat Eye President, Koichi Tsuyama were among those who joined King for the entire circuit. Trek Vice Presidents, Steve Malchow and Roger Gierhart, also accompanied King for much of the time. Many other industry executives joined in for part of the way.

Setting off from Taipei on a rainy May 1st, King spent the first two days heading south to

central Taiwan along the western side of the island. A nasty crash failed to deter the 80-year-old, despite the concerns of those accompanying him, King merely brushed himself off and joked. "If you never fall off a bike, you cannot be called a rider!"

### Support and Encouragement

Entering into Central Taiwan's bike industry heartlands on day 3 saw many bicycle industry executives and employees accompany King as a show of support. With up to 300 riders at



▲ Proving he is still strong and in good health, King Liu rides straight up the slopes towards Shouka.

▲ Riding along the east coast with its beautiful coastal scenery.







▲Posing for photographs in front of the large Chinese characters for peace located in Huayuan Bay, and wishing peace to all.

►The section of No. 9 Provincial Highway from Guanshan to Luye is known as Taiwan's straightest road.

times, the ride started to take on the air of a grand parade.

Those that didn't join, in cheered and offered encouragement from the roadside. As the riders approached the offices of Giant's main competitor, Merida, employees and executives turned out to offer their support and respect to the rival company's president.

King received more hospitable welcomes from other bike companies over the next few days as he rode south. Alex Rims and KMC both held receptions for him.

Crossing over the mountains in southern Taiwan on day 7, King faced a steep 21 km climb







▲ Vast green paddy fields on Bolang Avenue.

to take him over the backbone of Taiwan and into the more scenic East Coast.

After going through Taitung on day 8, Trek's Steve Malchow and Roger Gierhart presented a special gift to King. Trek CEO, John Burke had spent a long time trying to acquire an original map of the 1934 Tour de France



▲ Riding on Chishang's Bolang Avenue, the famed location set from TV, made everyone feel like a star.



▲ Trek's Vice Presidents, Steve Malchow (second from right) and Roger Gierhart (second from left), presented King Liu with a 1934 map of the Tour de France as a birthday gift on behalf of Trek President, John Burke.



▲ Taiwan Executive Yuan's Premier Yi-Huah Chiang (left) came specifically to join the ride, making King Liu feel both happy and grateful.





▲ Cycling Life-style Foundation's CEO, Vicky Liu (left), and Giant Greater China's CEO, Young Liu (right), don't get many opportunities to cycle around Taiwan together with King Liu.

► King Liu and other riders joined with two cyclists from Yilan's Giant Women's Cycling Team.



- 1934 being the year of King's birth. King was very moved by the precious antique, said to be the only remaining one in existence.

### Mission Accomplished

Continuing north along the beautiful and spectacular eastern

coast of Taiwan, King continued to receive support and encouragement from well-wishers along the way.

▲ With his steady pace, King Liu easily overcame the many gentle slopes along the route.







▲ Taiwan Executive Yuan's Premier, Yi-Huah Chiang and the riders posed happily for photos at Chihshing lake, agreeing to ride together again next time.



▲ Upon seeing her husband successfully complete the challenge, King Liu's wife immediately gave him a big hug.

After 966km of effort and determination, persevering through intense heat, rain, and some long grueling climbs, King arrived at the National Sun Yat Sen Memorial Hall in Taipei. His first words after finishing “I want to do it again.”

He had taken just twelve days to complete the circuit—a full three days faster than he had done in 2007.

Receiving congratulations at a special award ceremony, King encouraged others to go out riding. “Since I last did this seven years ago, time has spared me. I don't feel like I'm getting older. So I want to encourage all senior citizens to ride a bicycle. Make a habit of it, and you can feel healthy and strong just like me.”



▲ Joy was written all over King Liu's face as he completed his circuit of Taiwan for a second time.





# Camel Saddles Your cycling pants' best friend.

## DIVERSION COOLING AND VENTNATION SADDLES



### JH60



- 1 A 24 degree downward incline toward the nose of the saddle alleviates pressure on the perineum during uphill riding.
- 2 Unique design allows greater blood flow to prevent numbness.
- 3 Numerous ventilation holes on the surface promote airflow.
- 4 Made from ultra-light, durable, and high strength materials.

Patents pending in many countries, including China, Vietnam, Indonesia, and Cambodia.

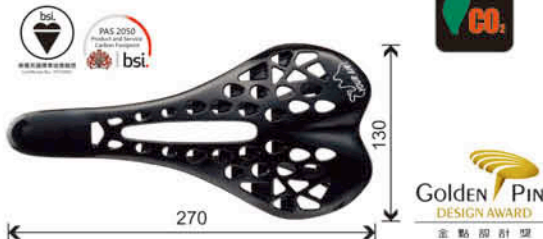
EU Pat. 002204925-0001  
 EU Pat. 002204925-0002  
 Taiwan Pat. M406561  
 Taiwan Pat. M399071  
 Taiwan Pat. M433347  
 China Pat.ZL 2012 20039850.9  
 China Pat. ZL 201220119176.5

US D707,046S  
 Korean Design No.30-0735999.  
 China Pat. ZL 2013.2 0792211.4  
 China Pat. ZL ZL 2013 3 0502575.X  
 China Pat. ZL ZL 2013 3 0502574.5  
 Taiwan Pat.M477981  
 Taiwan Pat.D160648  
 Taiwan Pat.D160649.  
 EU Pat.No 002344119-0001  
 EU Pat.No 002344119-0002  
 EU Pat.No 002344119-0003.

### JH10

Carbon fiber / weight:97g±2g

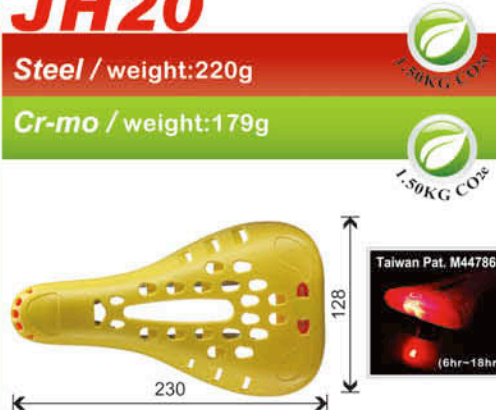
Cr-mo / weight:165g±3g



### JH20

Steel / weight:220g

Cr-mo / weight:179g



### JH30

Carbon fiber / weight:105g±2g

Cr-mo / weight:175g±3g



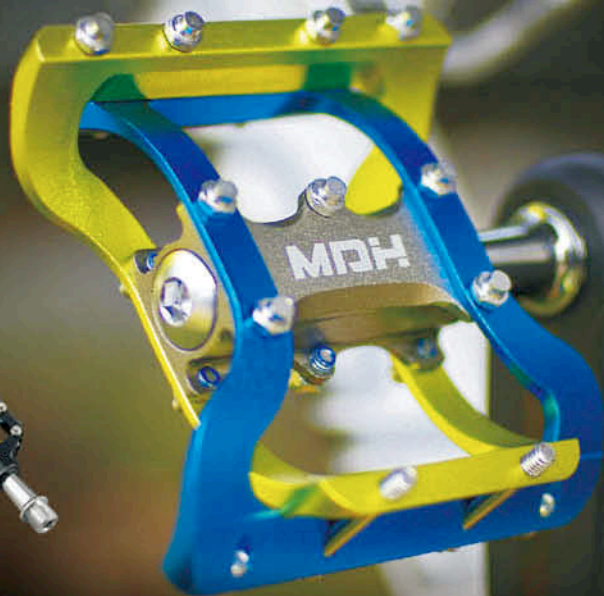
政豪興業有限公司 JENG-HAO ENTERPRISE CO.,LTD.

500 彰化市彰鹿路33巷4號 | NO.4, LN. 33, ZHANGLU RD., CHANGHUA CITY, CHANGHUA COUNTY 500, TAIWAN  
 TEL:+886-4-7630691 / FAX:+886-4-7615691 / E-Mail : jenghao691@gmail.com



## Change + Color + Concept

When you want to modify the bike to create different visual effects, welcome to MDH for the unique, colorful and varied design pedals.



# MDH

[www.mdh-lohas.com](http://www.mdh-lohas.com)

Booth NO : FG-0401



*Firefly is a self-luminous insect which let it easier to find a mate at night.*

*When we go camping or ride in the night, we need to let others see us and the light.*

*Therefore, the design concept was from Firefly - combining the camping light with the carrier, not only for lighting but also save the backpack space. During night activities, Firefly carrier can flashing during night riding, the lighting also can be extracted from the carrier immediately when the light is needed.*

*The lighting has 5 modes - high, middle, low, strobe and SOS.*

# Firefly





# MING SHIJU CO.,LTD.

All Products made in Taiwan.

No 9, Alley77, Lane 482, Dama Rd., Waipu Dist., Taichung City 43860, Taiwan  
Tel:886-4-26831740 / Fax:886-4-26838100 / E-mail:andrew.sc@msa.hinet.net



# MINGSHIJU

TM

Made in Taiwan

All Products made in Taiwan.

**TW-ONE**

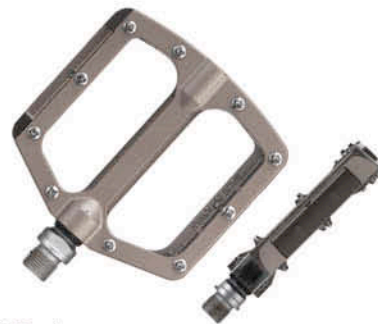
**BMX, XC, DH**



**EN 14766  
APPROVED**

Ti axle 125g ;Cr-mo axle 147g  
Size:115x110x15mmH  
Alloy/4 Bearing

**GM-03ALP**



190g/ea  
Size:100x110x22.5mmH  
DC Alloy/Ball or Bearing



**T-1B**



Body:Alloy Ball  
Burnished Alloy  
Slide:Alloy Ball  
Burnished Alloy  
Cage:Resin Black.  
Bearing:Ball Bearing  
Axle:Alley Key Cr-Mo.  
Size(mm^3):68x110x27  
Reflector:Option.  
Weight(g):408

**T-1E**



Body:Resin Black  
Slide:Resin Black.  
Cage:Resin Black.  
Bearing:Ball Bearing  
Axle:Alley Key Cr-Mo.  
Size(mm^3):68x110x27  
Reflector:Option.  
Weight(g):355

**TUV APPROVED**

**GM-01**

220g/ea  
Size:110x113x32mm  
PC or Nylon/Ball or Bearing

**EN 14766  
APPROVED**



[www.mingshiju.com.tw](http://www.mingshiju.com.tw)



# ODM · OEM



SC-RSL11



SC-BSL11



SC-R503



SC-M120  
LightWeight  
Only

**280g/pr**



SC-C811  
Aluminum  
CNC-machined body



SC-B607



SC-CCG01



11mm



Blue



Gold



Red



Black



Silver

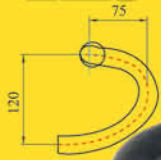


Pink

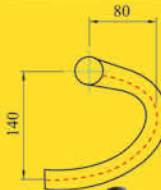


The Vietnam plant was established in 1992.

**The mold is free**



EN 14781 Approved  
ADZE-FR89



EN 14781 Approved  
ADZE-FR37

ADZE-FM05

EN 14766 Approved



ADZE-FA31

EN 14766 Approved



**bike-advance.com**

**The mold is free**

Give me  
an aluminum handlebar,  
and I can give you  
a **carbon** one.



EN 14781 Approved  
ADZE-FR99



亞麥士車材 ADVANCED BIKE COMPOSITE CO., LTD.

TAIWAN

No. 36, Lane 166, Sec. 1, Min Sheng N. Rd.,  
Kuei Shan, Taoyuan Hsien, 333 Taiwan.

FAX:+886-3-3268165

TEL:+886-3-3561758~9

e-mail:carbon.advance@msa.hinet.net





禾勝工業有限公司 **HER SHENG INDUSTRY CO., LTD.**  
 No. 49-1, Hawking Rd., Nanhsin Village, Puyan Hsiang, Changhua Hsien 51648, Taiwan  
 Tel:886-4-8651616 Fax:886-4-8651751 E-mail:h616@ms69.hinet.net  
 www.hershengcycle.com.tw



### HS-RA-100

Material	ALLOY
Bar bore	26、31.8mm
Width	390-440mm
Drop	150mm
Reach	98mm



### HS-RA-125-2

Material	ALLOY, STEEL
Bar bore	25.4、26mm
Width	390-440mm
Drop	125mm
Reach	80mm



### HS-829

Material	Alloy,Crmo,Steel
Bar bore	31.8mm
Width	660mm
Raise	Raise 30mm
Back sweep	35°



### HS-RA-02-10

Material	ALLOY,STEEL
	CR-MO
Bar bore	25.4、26mm
Width	390 - 500mm



### HS-878

Material	Crmo 11 or 13
Butted DB	heat-treatment
PG	Steel,Crmo,Alloy
Width	680、712、720mm
Raise	203、209、216mm
Back sweep	12°



### HS-9101

Material	Forged 6061 T6 Alloy
EXT.	90.100.110mm
Bar bore	31.8mm
Diam	28.6mm
Height	42mm
Angle	±7°
N.W	156g(100L)



### HS-9105

Material	Forged 6061 T6 Alloy
EXT.	90.100.110mm
Bar bore	31.8mm
Diam	28.6mm
Height	42mm
Angle	±8°
N.W	154g(100L)



### HS-626-H

Material	Crmo
EXT.	80-120mm
Bar bore	25.4、26mm
Diam	25.4、28.6mm
Height	66mm
Angle	±10°



### HS-720

Material	Crmo
EXT.	80-100mm
Bar bore	25.4、26mm
Diam	22.2、25.4mm
Length	160mm
Weld	Smooth



### HS-27D

Material	Steel,Crmo
EXT.	80-120mm
Bar bore	25.4、26mm
Diam	22.2mm
Length	150mm
Angle	-5°,-10°
Weld	Smooth



EN 14764 歐美城市車  
 EN 14781 歐規跑車  
 EN 15194 歐規電動車

EN 14766 歐規登山車  
 EN 14765 歐規童車

# HER SHENG

**Our Company has Micro-Computer Testing Machinery to Guarantee Our Handlebars and Stems Pass European Standards. All of our products are made in Taiwan.**



**2015 LEADTEC**  
 JUST HAVE TO EXPLORE MORE POSSIBILITIES.

Stem / bmx stem / Handle Bar / bmx Handle Bar / Bar End / Seat Post / Clamp / bmx peg / Basket  
**Just Have To Explore More possibilities.**  
 EXPECTATION OF LEADTEC INNOVATION OF THE HIGH END PRODUCTS IN TAIWAN STEPPING INTO A STABLE PRODUCTION, AND REASONABLE PRICING BY FULLY QUALITY CONTROL IN TAIWAN. EXPERT SUPPLIER OF BIKE COMPONENTS, SAFER, MORE COMFORTABLE AND MORE CONVENIENT FOR THE RIDERS IN THE WORLD.  
**LEADING THE STYLE ALWAYS LEADTEC**



**LCS-7187**



**LCH-N06**

35MM SERIES



**LCS-7934**



**LEADTEC**  
 27 FUKON ROAD, FU-SHING IND.ZONE,  
 CHANG-HUA, TAIWAN.  
 TEL: 886-4-7691125  
 FAX: 886-4-7697206 / 7690489  
 Email: leadtec-sales@umail.hinet.net  
 www.leadtec.com.tw/en





Owing to the environmental-protection laws of European Union, the regulation "Restriction of Hazardous Substances" (ROHS) was conducted in 2009 to dedicate more efforts for the earth environment.

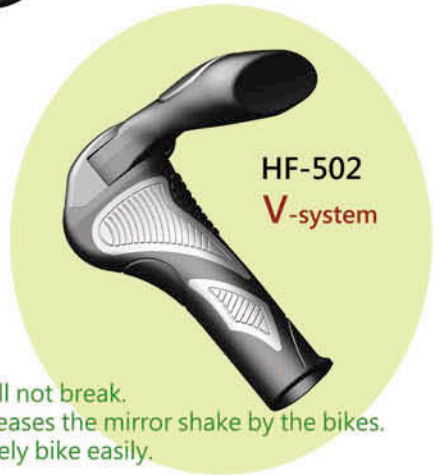
Quality Manufacturing & Design



黑 芙 尼

### Eco Grips

Grip is not only a grip. It is absorbed into a bike smoothly. The idea of ergonomics and stylishness amazingly enhances the value and practicability of a bike. The special design V-system makes the grip easily lock onto the handlebar. Grip and Bar-end can be independently adjusted depending on preference



### Magic Mirrors

Quality Bike Mirror uses stainless lenses !!! The rider can look at the view from behind clearly. Even if you crash it, it will not break. Frame is made by High-impact Nylon plus Fiber which is durable and decreases the mirror shake by the bikes. Also, the open system of the clamp makes the mirror assemble to your lovely bike easily. We insist on eco-friendly, but also the safety and practicability overall.

Hafny Made in Taiwan

Reflector standard



Japan



U.S.A



U.K

### High Pedals

When you use the PEDAL HF-1000 on your bike, it makes your bike look integral. Because we not only request practicability with high standard but also design. It includes practicability, aesthetics and environmental protection. HF-1000 has spherical pit and non-slip design that make the bottom of shoes and PEDAL attach tightly. As a result, riders feel comfy and not tired.



High-strength Axle sets

Body CNC machined / Anodized  
Axle Cro-Mo / LSL ( Made in Germany )  
Cage Eco-friendly, Nylon + Fiber

HF-1000  
EN 14766

HF-1150  
EN 14766



patent Registered patents from many countries in 2009.  
www.hafny.com.tw







**SVMONO**  
顺盟



- 最便携一体式打气筒座管；  
Portable intergrated pump+seatpost
- 荣获全球180多个国家发明专利；  
Invention patent protection in over 180 countries
- 铝合金7075材质，3D锻造精工制作；  
AL 7075 material, 3D Forged
- 全新山地车胎充气约2分钟/80下。  
Less than 2 minutes for pumping a air-free tyre to be full

**SVMONO MOYA SMLL**

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

SHUN MENG BICYCLE SPARES CO., LTD

ADD: 深圳市观澜镇牛湖村石二开发区  
Shier Developed Area, NiuHu Village  
Guanlan Town Shenzhen  
TEL: +86-755-28084576 28085760  
FAX: +86-755-28084269  
Http: //www. shunmeng. com  
E-mail: moyasml@163. com

惠州工厂地址: 惠州市惠阳区秋长街道办维布工业区  
Wei Bu Industrial District, Qiu Chang Street,  
Hui Yang District, Hui Zhou



# Propalm



## Cotton Canvas

Natural Look & Feel



PRO-331EP-CM



PRO-B017KC



PRO-B018KC



TAP-B617KC

## Silicone



PRO-117EP



NEW



PRO-384EP-R

NEW



PRO-B401EP



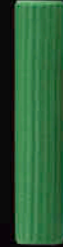
PRO-B401EP-MIX



PRO-1940-3CK



PRO-B955Si



PRO-B960Si



TAP-B628Si



PROPALM INDUSTRY CO., LTD.

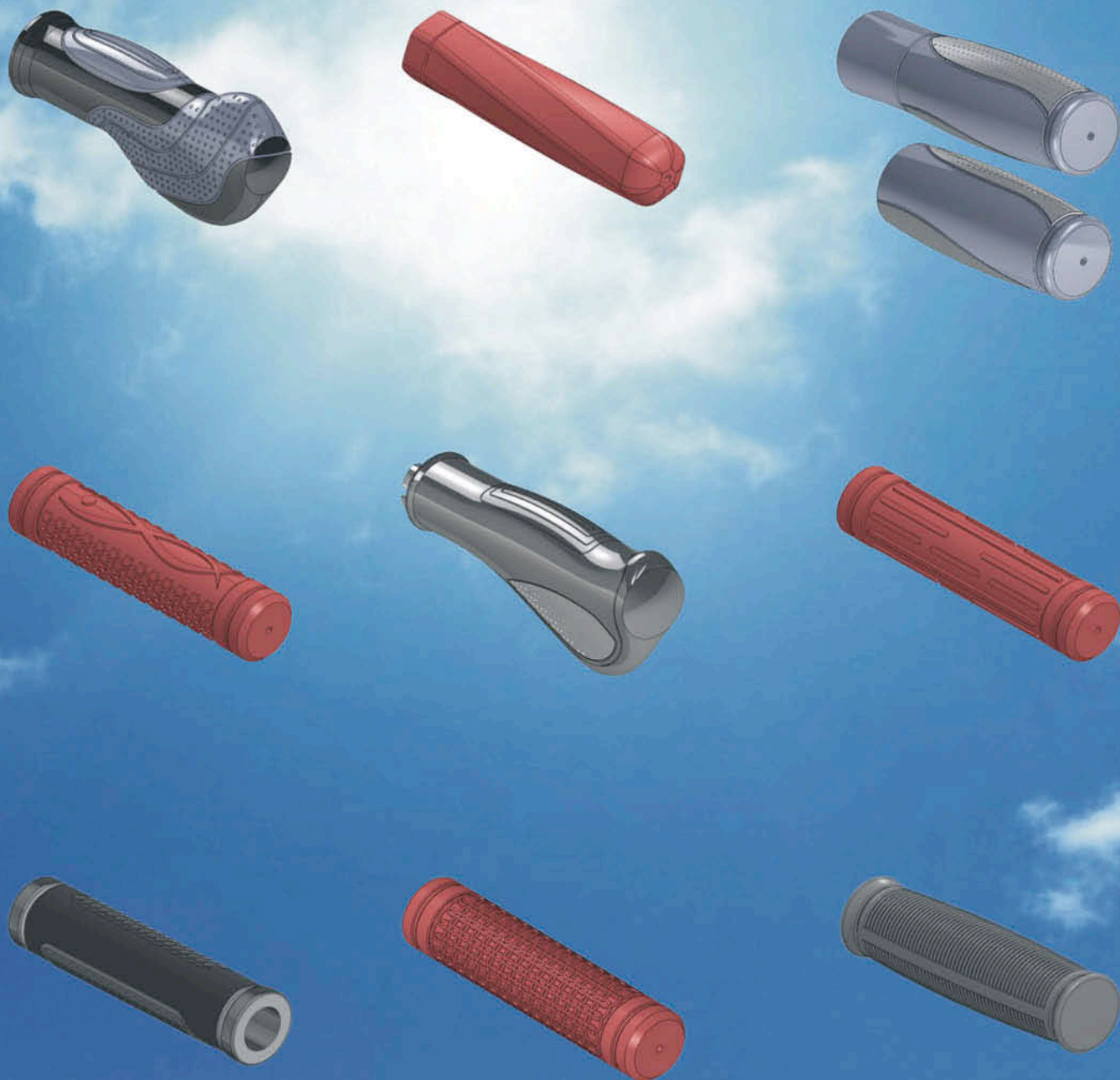
TEL:886-4-8656-623

FAX:886-4-8656-624

No.28-3, Daxin Rd., Puyan Township, Changhua County 516, Taiwan

propalm.propalm@msa.hinet.net

www.propalm.com.tw



Interbike Booth  
30161



**SUNSHINY INTERNATIONAL CO.,LTD**

GRIP/HANDLEBAR TAPE  
PLASTIC INJECTION OEM/ODM



**R&D CENTER**

✉ sun.shinytw@msa.hinet.net

☎ 886 4 2326 1668 ☎ 886 4 2326 1697

🏠 11F-1, No.61, Sec. 2, Kong-Yi RD., Taichung, Taiwan.40861

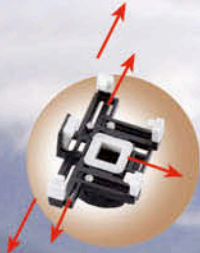
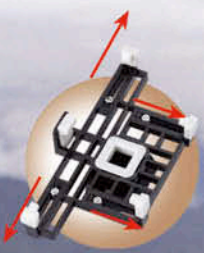
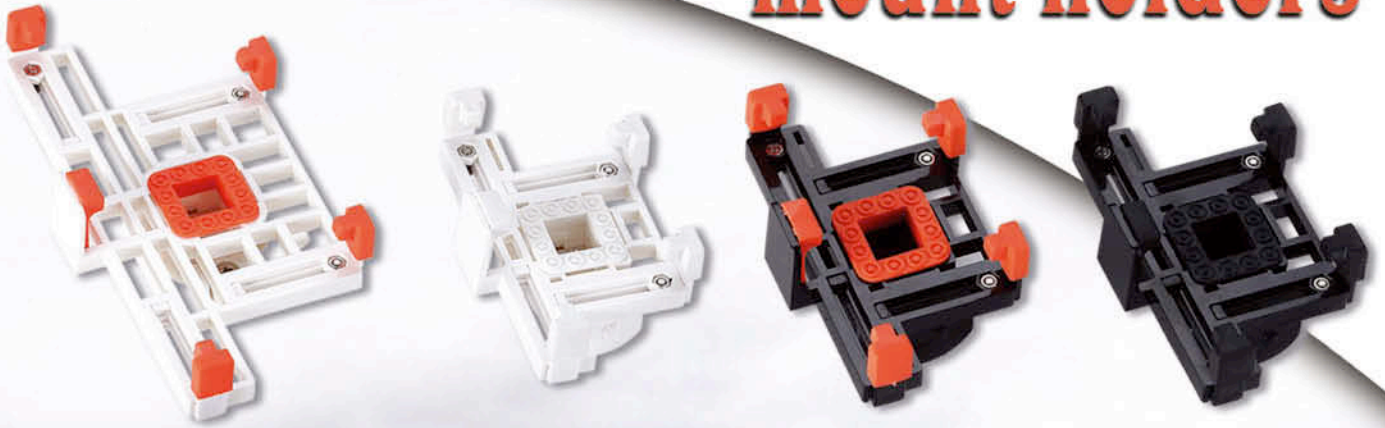
**PLASTIC INJECTION FACTORY**

☎ 886 4 8827929 ☎ 886 4 8827668

🏠 No.139, Sec. 4, Zhangshui Rd., Xihu Township, Changhua County 514, Taiwan



# Adjustable cycle mount holders



CMH-01 Min: 78 (W) x 150(L)mm  
Max: 105(W) x 210(L)mm

CMH-02 Min: 56 (W) x 95(L)mm  
Max: 87 (W) x 150(L)mm



Demo Video



Official Website



Assemble  
Instruction Video

VICTOR HARDWARE CO., LTD.  
Email: [jason.st888@msa.hinet.net](mailto:jason.st888@msa.hinet.net)  
[www.vt-parts.com.tw](http://www.vt-parts.com.tw)



**For MTB Grip**



**WR-2637L.S**

L: 125mm  
S: 90mm

**WR-2638L.S**

L: 125mm  
S: 90mm

**WR-2641**

L:135mm(L)  
Material:PP/Gel



**WR-2643 L.M.S**

L:125mm  
M:103mm S:83mm  
Material:pvc or kraton



**WR-2643-1 L.M.S**

L:125mm  
M:105mm  
S:83mm  
Material:  
Kraton Rubber



**For Track Bike Grip**



**WR-2651**

Size: 130mm x 22.2mm(D)

**WR-2653**

Size: 130mm x 22.2mm(D)

**WR-2655**

Size: 190mm x 22.2mm(D)

**For BMX Freestyle**



**WR-2010A**

Size: 145mm x 22.2mm(D)



**WR-2011**

Size:145mm  
For Freestyle  
Material:Kraton Rubber



**YANG MAO INDUSTRIAL CO., LTD**

No.68-5 Lane 496, Sec.1, Chung Shan Rd., Hwa Nei Kaohsiung Hsien, Taiwan.

TEL : 886-7-6932026, 6936396~7 FAX:886-7-6933635

Executive:W.H.hsieh E-mail:yangmao@ms49.hinet.net



# Taiwan's January - July Bike Exports Fall by 9.46%

Text & Photos: Editorial Dept.

Taiwan exported 2.016 million bicycles from January to July this year, a reduction of 9.46% from last year. Even though the average export unit price increased 8.29% to US\$449.73, total export value was just US\$906 million—a drop of over 1.95% from last year.

According to preliminary statistics from the Ministry of Finance Customs Department, bike exports to the NAFTA region from January to July totaled 397,500 units, a decrease of 3.55% from the same period last year. The export value was US\$255 million—an increase of 3.62%, while the average price per unit increased 7.44% from last year to US\$642.88.

## Exports to the EU drop 8.06% in quantity, and 4.73% in value

In the past seven months Taiwan has exported 1.08 million bicycles to the EU, its largest export market, down 8.06% from the same period last year. The total export value dropped 4.73% to US\$365 million. Included in the figures, exports to the Netherlands totaled 203,800 units, a decrease of 13.19% from last year;

exports to Germany dropped 29.12% to 126,800 units; 294,100 units were exported to the UK, 9.63% less than the same period last year and units exported to Sweden rose 15.26% to 116,000 units.

Exports to other non-EU countries (EFTA, Norway, Switzerland, etc.) also dropped to 64,600 units, representing a reduction of 8.49% from the same period last year. The total value of exports also fell to US\$36.56 million, a decrease of 22.43%.

Statistics for other important markets showed that exports to Japan fell 5.99% to 115,500 units; South Korea totaled 37,000 units, a decrease of 33.46%; exports to Australia fell by 17.86% to 47,600 units; Russia dropped by 28.15% to 23,777 units; exports to New Zealand rose to 25,581 units, an increase of 148.72% and sales to Thailand also rose by 33.98% to 20,837 units.

## Complete bikes exports to China drop 40%

From January to July, exports of complete bikes to China totaled 100,635 units (excluding tariff group 871200900004), a drop of 42.94% from last year.

While the total export value fell 0.42% to just over US\$56 million, the average value per unit was US\$556.76 showing a substantial rise of 74.51% over last year's average value of US\$319.05.


Imports from China totaled 311,286 units over the last seven months, an increase of 8.13% over the same period last year. Total import value rose 15.8% to US\$20.43 million with the average value per unit rising 7.10% from last year's average of US\$61.31 to this year's US\$65.66.

From January to July exports of parts and accessories valued over US\$570 million, an increase of 10.57%. Imports from China in this category increased slightly by 0.26%, reaching a total value of US\$471 million.

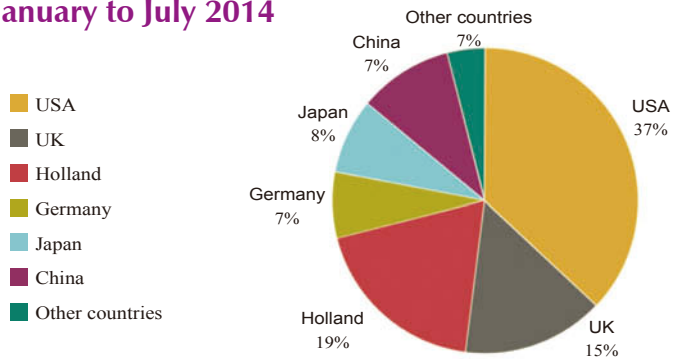
## E-bikes exports rise by 39.24%

Taiwan exported 29,926 e-bikes from January to July, a rise of 39.24% over the same period last year. The total value of e-bike exports rose by 3.46% to US\$16.67 million. The average value per unit fell 25.7% to US\$557.13 showing increased competition within the e-bike

market.

Included in the above statistics are exports of 22,687 e-bikes to Germany, a rise of 108.21%; 1,256 units to Denmark, a drop of 63.15%; 1,041 units to the USA, a decrease of 54.52%; 1,022 units to Holland, a drop of 42.49% and 831 units to Switzerland, a fall of 22.48%. 

Taiwan bicycle exports to major countries from January to July 2014




# Robert Wu Elected A-Team Chairman

Text & Photos: Editorial Dept.



pervisors, electing Robert Wu as A-Team Chairman, Ben Yuan and Hank Kao as Deputy Chairmen, and Jerry Huang as Managing Supervisor.

New Chairman, Robert

Wu will look to seek consensus and cooperation in all aspects of A-Team developments, hoping to see further integration of resources in order to move forward in the future. 

**The complete elected list is as follows:**

Chairman:	Robert Wu (KMC President).
Deputy Chairman:	Ben Yuan (Merida Deputy GM), Hank Kao (SRAM Taiwan GM).
Directors:	Michael Tseng (Merida President), Ying Ming Yang (Kenda President), Steven Chen (Novatec President), Victor Lin (VP President), Steven Liao (Hsin Lung GM), Alex Chen (Alexrims President), Stella Yu (Velo President), Douglas Chiang (TH GM), Daisuke Kobayashi (SR Suntour President), Wally Chen (Maxxis GM), Gary Chen (Tektro President), Johnson Cho (Tranz X GM).
Managing Supervisor:	Jerry Huang (Jagwire GM)
Supervisors:	Yian Ching Hsin (Giant GM), Hung Wen Le (TransArt GM), Mark Yu (Formula President), Lin Yi Hsien (Promax Deputy GM).

Spanning four terms in office throughout the past 12 years, the forward-looking leadership of Chairmen Tony Lo and Michael Tseng has guided member companies of the A-Team through a rebirth, successfully upgrading and leading the Taiwan bicycle industry in finding its own strengths and positioning in the global market.

On August 7th the A-Team held its first member meeting of its fifth term, electing 15 directors and 5 supervisors, and afterward held the fifth term's first joint meeting of directors and su-





# Eternity Emphasizing Rim Quality

Text & Photos: Editorial Dept.

With only two years of preparations, Eternity was founded in April 2013, and after just one year of operations the brand has garnered much favor, both at home and abroad. With years of diverse yet specialized experience within the industry between them, Wei Lee -who is responsible for product development, and Jia-Xian Cheng-responsible for marketing, have a good nose for future product and feature developments. “Eternity place emphasis on quality and lead times.” said Wei Lee, “Design is our strength, and in order to meet customer and market needs, we must continually develop and innovate to find our own niche.” From initial designs

through to finished article, the company’s products are 80% manufactured in-house, ensuring that quality and production control standards can be strictly implemented. Adhering to ISO manufacturing standards, and with well-equipped facilities, Eternity has significantly improved overall production efficiency.

Eternity focuses mainly on high-end rims, and while the company’s main products are welded rims, they have already started using composite materials for ultra-lightweight rims. Eternity is not only an OE manufacturer, but is also very strong in developing their own products. The company already has 12



▲ Eternity's Wei Lee (right) and Jia-Xian Cheng (left) work with both close cooperation and a clear division of labor.

road, MTB and downhill rims which have been well received by the market. In order to satisfy current market demands, the company has developed six types of rims designed especially for disc brakes on road bikes.

Eternity believe that OEM and ODM are not just about manufacturing products, but also about providing excellent service. In order to satisfy clients’ differing demands, in addition to rims, Eternity also produce complete wheelsets.



► Products undergo thorough machine testing before they end up in the hands of their customers.



# BENGAL

## DISC BRAKE

<http://www.bengalperformance.com.tw>



### ARES 3

- \*Open system-side push design
- \*Aluminum forged caliper& master cylinder
- \*Stamped light lever
- \*Finish: Black
- \*Patented "EZ-out" pads
- \*Fluid: Mineral
- \*Perfect for XC, TRAIL, AM



### ARES 5

- \*Open system-side push design
- \*Aluminum forged caliper& master cylinder
- \*"EZ-adjust" hose connector, adjustable up to 180 degrees
- \*Stamped light lever
- \*Finish: Black
- \*Fluid: Mineral
- \*Perfect for XC, TRAIL, AM ,FR ,DH





# UPGO

NoWhere Stop!

## S3X6U-UPGO

F: 18 spokes radius / DT SWISS Aerolite

R: 24 spokes 1:1 cross 3 / DT SWISS Aerolite

## S3X6E hub

F: 20 holes radius

R: 24 holes 1:1 cross 3



## SC-010

material: Al 6061-T6 forge+CNC  
dimension: 38-51mm



## I-PLUS DESIGN CO., LTD.

3F, No.835, Shuangwen Rd., Dali Dist., Taichung City 412, Taiwan

Tel: 886-4-24076035 Fax: 886-4-24071937

E-mail: rock@i-plusdesign.com.tw

[www.i-plusdesign.com.tw](http://www.i-plusdesign.com.tw)

Taipei International Cycle Show, Booth# H0819



## SC-020

material: Al 6061-T6 full CNC  
dimension: 42-67mm



## SC-030

material: Al 6061-T6 forge+CNC  
dimension: 37-49mm



## SC-031

material: Al 6061-T6 forge+CNC  
dimension: 37-49mm



## SC-040

material: Al 6061-T6 full CNC  
dimension: 34-47mm



# 5 SERIES STEERING SYSTEM

OSB, Over-sized Bar Bore 31.8mm  
Unique Style  
ERP, Extension Roly-poly  
Strong  
Large Compatibility  
EN



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



2014 Eurobike Booth No.: A7-427  
2014 Interbike Booth No.: 31144



# THE LEGION

Sat upon my chariot, into a war I rode  
The battles been raging 3 long hours  
Attacks coming in continuous waves,  
Ground has been won, lost and retaken

Many entered this never-ending arena  
Knowing only one can victor  
A name that is to be etched in history  
Those who dare challenge that crown  
Have been laid beneath pounding feet

I have my legion of hardened fighters  
In battle formation we ride  
Fore, aft and flanks protected  
Swiftly driving our artillery forward  
The ballista to deliver the final thrust

The endless road rising beyond unseen crest  
Changing the fight from out to within  
No matter how wide my gaping mouth  
How deep I draw my breath  
Or standing out of saddle  
My aching limbs draw no comfort

Its roaring crowds, saluting no stop assaults  
That keep our weapons raised  
Driving the Legion forward and upwards  
Transforming us from mere men to Legionnaires

## FIGHTING FOR YOUR DREAMS



**LEGION**

THE UNTOUCHABLE

**Join The Legion, come to the Booth B1-407 & A7-217**

AMISHA Ltd. TEL:+886-4-7385959 FAX:+886-4-7383159 Website:www.thelegion.com.tw





**ASHIMA®**

*Without Limit*

**NEW ERA COMING**

Eurobike Booth NO. A7-439



[www.ashima.com.tw](http://www.ashima.com.tw)





# **ALLIGATOR**<sup>®</sup>

SAFE , STABLE , SMOOTH , LIGHTWEIGHT , ECO-FRIENDLY

## **MORE CONTROL**

**ALLIGATOR CABLES & WIRE**  
**[www.alligatorcables.com](http://www.alligatorcables.com)**

EUROBIKE 27-30 Aug - A5-311  
INTERBIKE 10-12 Sep. - 18161  
INTERMOT 01-05 Oct. - A-060a  
ASIABIKE 09-12 Oct. - B9502





**MARS ONE**

Since 1984....



**NEW**

**PNP(P.T.F.E)  
high-tech coating**



# Professional Cable Manufacturer



**FACTORY** CIAN FA PIPE INDUSTRY CO., LTD.

No.4, Ln. 104, Lixin St., Dali Dist., Taichung City 41250, Taiwan  
Tel: +886 4 2278 5526 Fax: +886 4 2278 6961  
E-mail: emma@marstone-cable.com scott@marstone-cable.com

**FACTORY** TAIFA CO., LTD.

Lot No.77B,B Rd., Linh Trung Export Processing Zone II Binh Chieu Ward. Thu Duc District. Ho Chi Minh City Vietnam  
Tel: +84 8 3729 2838 / 39 Fax: +84 8 3729 2840



**BRAKE Outer Housing: 2P 5mm**

**GEAR Outer Housing: SP 4mm**

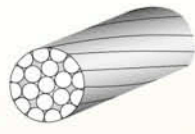


**Inner Wires Specifications**

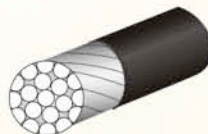
Inner Wire A/M set 100PCS / BOX



GAR(Galvanized steel)  
STR(Stainless steel)



GAS(Slick-galvanized)  
STS(Slick-Stainless)



PTF-GAS(Teflon Slick-galvanized)  
PTF-STS(Teflon Slick-Stainless)



**Outer Cable And Inner Wire A/M Set**

Outer Cable A/M set 50M/ BOX



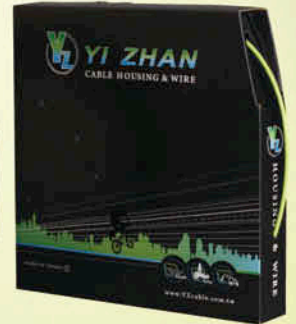
YZ-A40-Z6



YZ-E2-Z6



PTF-ST/RED YZ-10563  
1.5mm X 2100mm 7X7 & 6X9 2PCS / BOX



**End Cap**

End Cap L : 23mm

Gear Sealed End Cap L:15mm



YZ-14303 14304 14305 14306 14307

Gear End Cap L : 13mm



YZ-13431 YZ-13432

Brake End Cap L : 15mm



YZ-15576 YZ-15575

In-Line Adjuster



YZ-082805-R YZ-082805

**Rotor Cable Set A/ M Packing**



NEW

Rotor Special Color



**YI ZHAN CABLE CO., LTD.**

TEL: 886- 4 -7376146 FAX: 886- 4 -7386257

E-mail: yizhan.cable@msa.hinet.net / YZcable@yzcable.com.tw

For More Information About Our Products, Please E-mail To YZ.

Please E-mail To YZ For Further Request. www.YZcable.com.tw

**FOR GEAR HOUSING WEIGHT**

The test Housing length:	300mm
Weight	
Ordinary Housing	9.5 g
AL-SP Housing	6.5 g
Lig-SP Housing	3 g







# EUROPEAN LEADING BICYCLE MAGAZINES



Europe's No.1 Mountain Bike Magazine!  
It offers an average paid circulation of 73.874 sold copies per issue (IWW II/13) with a reach of 380,000 (AWA 2013) readers. Join the European Champion – join BIKE Magazine.  
[www.bike-magazin.de](http://www.bike-magazin.de)

Europe's No.1 Racing Bike Magazine!  
It offers an average paid circulation of 73.920 sold copies per issue (IWW II/13) with a reach of 180,000 (AWA 2013) readers. TOUR readers are dedicated to excellence – become part of it.  
[www.tour-magazin.de](http://www.tour-magazin.de)

It's all about Extreme Mountain Biking!  
All gravity disciplines are highlighted in a top selling publication with a sold circulation of 32,500 copies and around 84,500 readers. Join mind thrilling photography and entertaining stories.  
[www.freeride-magazine.com](http://www.freeride-magazine.com)



Cycling is the No.1 sport of the people!  
TREKKINGBIKE Magazine is published six times a year with over 38,600 sold copies per issue and an overall reach of 81.000 readers. It addresses touring- and leisure-bikers, dedicated leisure-sportsmen, with a large spending capacity.  
[www.trekkingbike.com](http://www.trekkingbike.com)

Trends show a tremendous E-BIKE growth in Europe. E-BIKE Magazine is sold twice a year with a sold circulation of 26.700 sold copies per issue and around 58.000 readers. Sales figures in Europe are hot and increasing steadily.  
[www.ebikemagazin.de](http://www.ebikemagazin.de)

**DISCOVER OUR WORLD OF COMMUNICATION.**



**BOOK NOW!**

CHANNEL REACH CYCLING  
**5.401.977 PAGE IMPRESSIONS**  
EACH MONTH

- ONLINE
- MOBILE APPS
- NEWSLETTER
- SOCIAL MEDIA

Delius Klasing Publishing – P.O. Box 10 16 73 – D-81369 München  
Marion Hellmann – Phone: +49-89-729 60 237 – E-mail: [m.hellmann@delius-klasing.de](mailto:m.hellmann@delius-klasing.de)  
Ask for our office in Benelux, Great Britain, France, Italy, Skandinavia, Spain and Taiwan.



# 3T Chooses Taiwan as its Asia-Pacific Operations Center

Text & Photos: Editorial Dept.

In order to expand its sales scope, strengthen cooperation with vendors, and take advantage of the Asia-Pacific market's future development, 3T established an office in the Taichung Industrial Park on July 22, and held an inaugural ceremony.

According to 3T Executive Director, René Wiertz, the company's office in Taiwan was previously located at Taichung Harbor, which put it close to shipping warehouses. But as its sales increased, 3T needed to recruit more talent, and found that personnel could be more easily found in urban areas. It then decided to move to a new building in the Taichung Industrial Park, which also made it easier to communicate with its partners. Apart from many years of experience in the field of bicycle technology, 3T General Manager, Nicola Petteno, has also spent a good part of his career in Asia, and thoroughly understands the Asian market.

René Wiertz noted that 3T has three reasons for selecting Taiwan as its office location: First, as the quality standards of 3T's products increase, the company must maintain close re-



▲3T's Taiwan team.



▲3T Taiwan GM, Nicola Petteno.

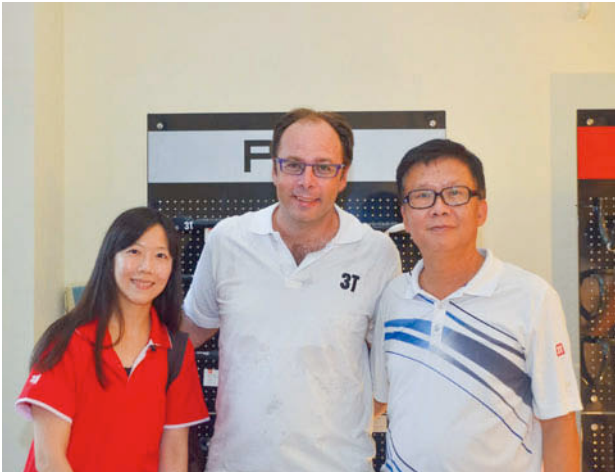


▲3T CEO, René Wiertz.

lationships with its partners. Second, it is easy to find outstanding vendors in Taiwan, and there is a wide range of choices; this will enable the company to obtain

even better quality at even more reasonable prices. Finally, a location in Taiwan will enable 3T to reduce transport time, especially with regard to sales channels and






▲J & C President Joseph Chao (right) and sales manager Blair (left) wish 3T thriving sales. 3T CEO, René Wiertz is in the center.



▲Vintage GM Vincent (right) and sales manager Wang Wen-yu (left) came to congratulate 3T.

after-sales service in the Asia-Pacific market. In the future, 3T's Taiwan office will become the company's Asia-Pacific regional

operations center, and it will select vendors and handle project management, quality monitoring, logistics, and marketing tasks

from its base in Taiwan. 3T plans to find optimal partners and become the leading parts brand in Asia. 



# 戶外探索 Outside

Outside magazine from Wheel Giant promotes environmental protection, recreation, health and co-existence with nature. Articles and tips in Outside help readers boost exploration skills and broaden their outdoor living perspectives. Content includes information on rock climbing, mountaineering, camping, river tracing, fishing, bike exploration, kayaking, orienteering, spelunking, and so much more.

**Get up. Get moving. Get Outside !!**

 輪彥國際有限公司  
WHEEL GIANT INC.

No. 193, Tzu-Chiang Rd., Changhua 50095, Changhua, Taiwan  
Tel: 886-4-7350500, 7360794~5 Fax: 886-4-7357860, 7360789  
outside@mail.wheelgiant.com.tw / www.outside.tw

 軟實力傳媒有限公司  
Soft Power Media Co., Ltd.

Shanghai Tel: 86-512-57516309 Tianjin Tel: 86-22-28137963  
Ningbo Tel: 86-574-88210669 Shenzhen Tel: 86-755-81789589



# Kent to Keep on Growing

Text & Photos: Editorial Dept.

Wheel Giant caught up with Kent International CEO, Arnold Kamler, during the 2014 Taipei Cycle Show, where the American discussed the state of the global industry, as well as his company's plans for the future.

## Supplying for Walmart

Kent is a global supplier of bicycles and accessories for major retailers, and has recently announced it is to return its production back to American soil, in a bid to supply Walmart with its first US made bicycles. "Walmart challenged all manufacturers, in every field, not just in the bicycle industry, to bring production back to US, in order to increase our customer base," explained Kamler.

Kent carried out a lot of research before making a concrete plan to return home, hiring Deloitte consultants to help find the best possible solution for the company, as well as holding numerous meetings with American officials and other businesses. "We started thinking about returning to the US in March 2013," said Kamler. Walmart sells 50% of all bicycles sold in the US, a staggering 8

million units a year. Part of the company's manufacturing initiative will allow for 90% pre-assembled bikes to be delivered directly to the stores, increasing efficiency and ease-of-assembly for in-store personnel. In addition to Walmart, the company is also a major supplier to Toys R Us, Amazon, and Academy Sporting Goods.

## South Carolina Production Center

To facilitate the move, Kent has purchased a 204,000 sq foot plot, which CEO Kamler calls, "a terrific deal," and "big enough for a 9 hole golf course." The \$4.3 million investment is expected to bring 175 jobs to South Carolina where the production facility will be built. "We are excited with the challenge of assembling and manufacturing affordable bicycles in the United States. We feel that we have found a great partner in the state of South Carolina with their pro-business policies and an abundant pool of great workers," said Kamler.

Unemployment in South Carolina is 12%—considerably higher than the 7% national average. With only 3.5 million people



▲ Arnold Kamler, Kent International CEO.

living in the state, these figures were another one of the deciding factors for Kent's move. The state also operates a very pro-business environment, agreeing to train all of the company's future workers at no expense, and then allowing Kent to decide whether or not they want to employ. Kent will also be eligible for considerable tax savings based on their financial figures: "We will make forecasts to the South Carolina government, tell them how much we plan to invest, how many staff we will employ, how many units produced, and they will calculate your tax savings for you,"



Kamler explained, “we made our forecasts and then cut it back around 20% to guarantee that we can achieve it.” Kent has told the authorities that it plans to create a minimum of 175 jobs over the next four years.

## Training

In terms of training staff, Kamler and Kent came to the conclusion that producing bicycles in China is no longer efficient, due to such a high turnover of staff. “More and more people in China want to get out of the factory work, mainly due to a growing concern for image. Additionally, minimum wage will increase by 10% which will also hamper efficiency,” said Kamler.

China General, the company that owns a 49% stake in Kent, will supply Chinese staff


to travel to America in order to “train the trainers.” Kent will invest around \$10m in machinery over the next few years, purchasing from countries such as Japan, the Netherlands, and Taiwan.

## Mass Market Goals

With production to start in October 2014, Kent’s estimate is to produce between 50-75k bikes this year, with 300,000 to be produced in 2015, and rising to a potential 500,000 in 2016. The company produces both childrens and adult bikes specifically for the mass market, making up 60% and 40% of the company’s turnover respectively. Its childrens bikes sell for an average of \$85, with the average price of an adult MTB retailing for about \$130.

“Our expertise is supplying mid-range bikes for the Ameri-

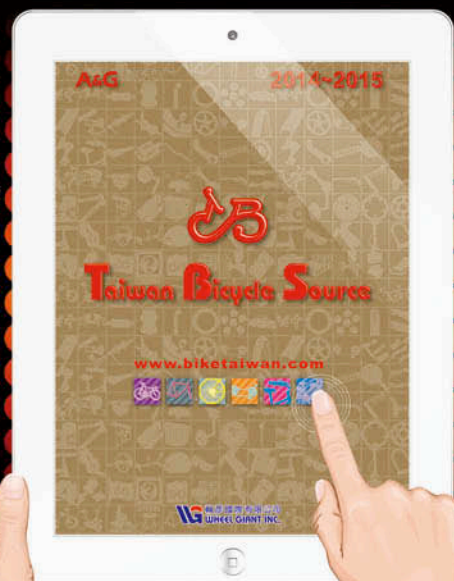
can mass market,” said Kamler, “we have a stable business model because unlike IBDs, our bikes retail for between \$100-200, meaning they are usually impulse purchases, unaffected by the weather.” Kamler predicts that the mass market in the US will grow by around 15% in 2014, and that his company will continue to thrive in this growth: “We are never satisfied. We always want to make our products better and nicer—our bicycles always look better than our competitors, which is something we are proud of.”

Kent’s ultimate goal is to gain business from competitors. “They supply a different level of bicycle than we do, for the low-end mass market, with bikes that are spec’d lower than ours,” Kamler concluded. 



iPad / iPhone App

The world of  
Taiwanese bike  
products at  
your fingertips.



輪彥國際有限公司  
WHEEL GIANT INC.

No. 193, Tzu-Chiang Rd., Changhua 50095,  
Changhua, Taiwan

Tel: 886-4-7350500, 7360794~5

Fax: 886-4-7357860, 7360789

E-mail: tbs@mail.wheelgiant.com.tw

Website: www.biketaiwan.com

Shanghai Tel: 86-512-57516309

Tianjin Tel: 86-22-28137963

Ningbo Tel: 86-574-88210669

Shenzhen Tel: 86-755-81789589

軟實力傳媒有限公司  
Soft Power Media Co., Ltd.





# Scenic Tour of Utah Paving the Way

Text & Photos: Editorial Dept

Last September, Utah and the City of Ogden, took the lead with an initiative to foster healthy living through cycling, while at the same time promoting the state's wondrous terrain, unspoiled natural beauty, and abundant business opportunities. 'A Scenic Tour of Utah' took participating cyclists through a

week-long journey of breathtaking backdrops, ranging from stratified slick rock, to wild, winding riverbanks. No expense was spared, as the contingent of guests, made up of bicycle industry executives from Asia, were treated with the utmost care and hospitality.

During the 2014 Taipei

Cycle Show, Wheel Giant caught up with Ogden City Mayor Mike Caldwell, as well as a group of representatives from the Governor's Office of Utah, to talk about what effect the event has had, and how it has helped the state's continued development and progression.





## Utah a Pioneer

Voted as the best state in the USA to live, Utah is home to five national parks, 43 state parks, and seven national monuments, collectively attracting over 22 million visitors a year. Tourism is a vital industry for Utah—one that brings the state \$7.4 billion annually, second only behind mining. Utah is also the first state in America which has opened an office of outdoor recreation at Governor level. “Utah’s recreation economy is vital to our long term economic success. Our unique natural assets are the basis for our building a powerful outdoor products and cycling industry, while simultaneously providing endless opportunities for recreation,” emphasized Brad Petersen, Director of Utah’s Office of Outdoor Recreation, “partnering with the City of Ogden to build a cycling and outdoor centric industry cluster has been phenomenally successful—together we are pioneers for this kind of initiative.”

Although not the first state to focus on building better relationships with Asia in a bid to increase tourism, Mayor Caldwell stresses that the high level of commitment and organization shown by Utah, makes them the trailblazers. “We are definitely the most organized and devoted—maybe not the first—but we are very proactive, and are most certainly building toward the future. I like to use a quote from Wayne



▲ Canyons, buttes and mesas in Zion National Park.

Gretzky,” he explained, “‘Don’t skate to where the puck is, skate to where it’s going to be,’ this is exactly the approach we’re taking: envisioning and anticipating the future,” he continued.

Outdoor and lifestyle sports are growing economies world over. More and more people want to live healthier lifestyles, as well as live in amazing places that help to support them. “Communities that focus on building active and healthy lifestyles tend to be

more successful, recruit more businesses, and more skilled employees,” said Mayor Caldwell, “we are all about maintaining an active lifestyle; skiing, snowboarding, biking, it’s all in the DNA of Utah.”

This philosophy can be seen all over the state: Utah has more national parks and open space than any other location in the USA, while Salt Lake City’s bi-annual Outdoor Retail (www.outdoorretailer.com) show at-





▲ The colorful rock formations of Bryce Canyon National Park



▲ Utah is the headquarters of the Mormon religion, its most important temple is in Salt Lake City.

tracts over 40,000 industry enthusiasts and buyers a year. There are a large number of unique exposure opportunities sprouting up all over the state, with a strong support for the bicycle industry and the community itself. “While the Utah Office of Outdoor Recreation is focused on implementing a bicycle infrastructure master plan across the state, Ogden is specifically focused on supporting the cycling products industry. We are clustering, growing, and expanding, which will continue to pay dividends for many years,” continued Mayor Caldwell. “The companies that are coming here are showcasing what a unique and wonderful community we have. Our goal is provide them with the business environment and opportunities in which they can further grow.”

Utah has created 500 jobs in the bicycle industry, a number that stood at just zero, five years ago. Book-ended by Yellow stone

and The Grand Canyon, Mayor Caldwell wants to continue to showcase; “the most beautiful 500 mile stretch in the world.”

### Looking East

Tourism from Asia is now the fastest growing segment in Utah’s industry. “We are extremely focused on working with other countries, especially those with a similar ambition,” said Brett Heimburger, Asia-Pacific Director of International Trade and Diplomacy. “Utah provides an unmatched travel experience,” he continued, “we are a very accessible state, with a strong infrastructure, low taxes, and low operating costs.”

Utah is also home to Salt Lake Temple, the headquarters of The Church of Jesus Christ of Latter-day Saints. The church is a huge tourist hotspot, and has very recently requested an additional 24 mandarin speakers

to give tours of the site. This is a clear signifier of the influx of tourists, especially from Asia, that are visiting the state. “Utah is a largely undiscovered haven for both business and tourism, so many Asian companies are now moving here in order to expand,” said Mr. Heimburger.

### This Year’s Scenic Tour

The dates of this year’s event are from September 13th through September 20th. “This year’s scenic tour will be another unique experience” smiled Mayor Caldwell, “we will kick-off right after Interbike in Las Vegas and finish up in Ogden City a week later— Last year we barely scratched the surface of what Utah has to offer and so our goal is to further showcase our amazing beauty while highlighting the business opportunities available for Asian companies to establish their US headquarters in Utah.





▲ Riders pass the Utah State Capitol.



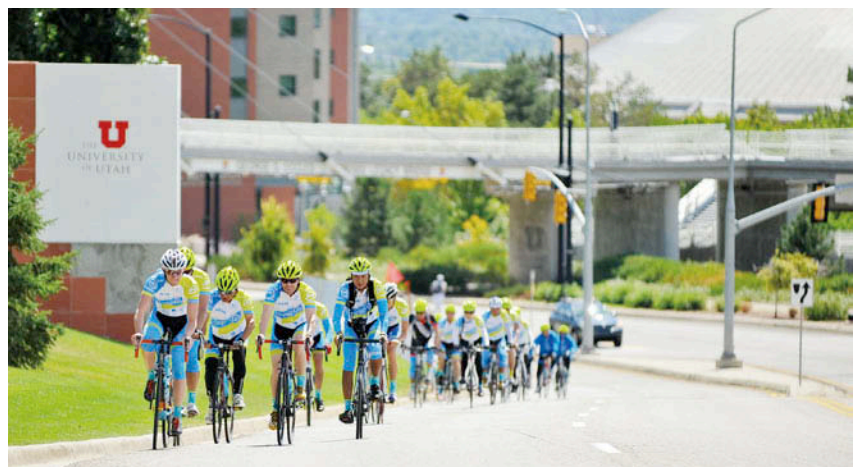
▲ Just like riding on a movie set—on one side mountains, on the other a highland lake.

It's win/win!"

The 2013 event involved about 50 riders, of which 30 were cordially invited, and 20 were part of the organizing team. "We want to keep the event really exclusive and unique," stressed Mayor Caldwell, "we are a very well-organized, professional team, and we are taking pride in the fact that this is a white-glove, once-in-a-lifetime event. A Scenic Tour of Utah is a truly unique and innovative outdoor experience which showcases everything that Utah has to offer for both potential businesses and tourists," he concluded.

For up to date information on this year's Scenic Tour of Utah, check out the organizer's Facebook page at [www.facebook.com/scenictourofutah](http://www.facebook.com/scenictourofutah)

For information about business and investment opportunities in Utah, head to [www.business.utah.gov](http://www.business.utah.gov)



▲ The cyclists ride into downtown Salt Lake City.



▲ The industry executives pose for a group photo in front of the East Canyon Reservoir.





StVZO Zulassung  
K871



Li-Polymer Battery



Tool-Free



USB charge



CREE LED



water resistant

**Owleye Inc.**

[www.owleye.com.tw](http://www.owleye.com.tw)

Tel : +886-4-7878868

[shou-meng@umail.hinet.net](mailto:shou-meng@umail.hinet.net) Fax: +886-4-7878869





**CHING CHERN**

No.147 , Chang Shui Rd., Sec.4, Hsihu Town,  
Changhua County, Taiwan

Tel:886-4-8852429 Fax:886-4-8855419

E-mail:ching.chern@msa.hinet.net

www.chingchern.com.tw



**NEW**

**CC#951**

Tire: 700X28C~38C

Material: Alloy

For City Bicycle



**NEW**

**CC#655**

For 36T.36T.38T.40T.42T

Material: Alloy & Steel(Color to Order)

Tolerance  $\pm 1.5$ mm



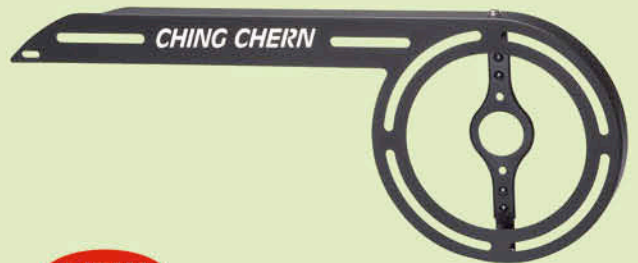
**NEW**

**CC#953**

Tire: 700X28C~38C

Material: Alloy,Steel,Stainless

For City Bicycle



**NEW**

**CC#673**

For 36T.38T.40T.42T

Material: Alloy & Steel(Color to Order)

Tolerance  $\pm 1.5$ mm



**NEW**

**CC#653**

For 36T.38T.42T.44T.46T.48T

Material: Alloy & Steel(Color to Order)

Tolerance  $\pm 1.5$ mm



Reflective technology let you feel safty all the time .  
We provide every plastic things with reflective function .

## YungFang Plastic CO., LTD

306 Chang Nan Rd., Sec. 4, Chulin Tsun, Fenyuan Hsiang, Changhua Taiwan.

TEL:886-49-2522259 FAX:886-49-2524553/2526719

E-mail:yungfang@yungfang.com.tw



CD-151



CD-141



# FORGING KICKS TAND

[www.ostand.com.tw](http://www.ostand.com.tw)



CD-702



CD-701



# New Merida Nantong Factory Goes into Production

Text & Photos: Editorial Dept.

Located in Nantong, Jiangsu Province, Merida's newest production plant is its fourth, and biggest yet.

The factory started production in January this year, and with the latest advanced technology the new plant will have a maximum annual capacity of up to 2 million units. For 2014, Merida says there is a production target of 250,000 units at the new plant. In addition, the prime location in Nantong means that Merida can quickly meet the demand of the China domestic market.

Merida held an opening ceremony at the new site on April 14th (the second day of China Cycle Show). Local government leaders, as well as VIPs from the cross-strait bicycle industry gathered together for the ceremony. Merida President, Michael Tseng,



▲Merida, Nantong plant opening ceremony performed jointly by Merida President Michael Tseng (center), Nantong CMC leader Qu Bao Xian (right), and SBC Executive Vice President Bob Margevicius (left).

stressed that Merida insist on high quality manufacturing, product R&D, innovation, and the upgrading of market services

over the coming years. He hopes that the Nantong plant will have sustained growth of around 30-50% annually, and that Merida



▲From left: TBA Chairman Tony Lo, Merida President Michael Tseng, KMC President Robert Wu.



▲Merida have already established three complementary production bases in China. From left: Merida's Shandong factory GM Lai Tong Sha, Merida's Nantong factory GM Brian Tseng, and Merida's Shenzhen factory AGM Wu Min Fang.



will become the top derailleured bicycle brand in China.

Also speaking at the opening of the new plant, Executive Vice President at Specialized Bicycles, Bob Margevicius noted that the factory represents Merida's investment in the future of global cycling. "The new factory is poised to revolutionize the way bicycles are made," said Margevicius, "it will serve as a springboard for continuous growth."

Merida has invested US\$99.80 million dollars in building its fourth production plant in Nantong Economic and Technological Development Zone its largest investment amount yet. With the introduction of the latest equipment and technology,




▲ Merida President Michael Tseng is full of confidence in Nantong factory's future performance and development.



▲ Specialized Executive VP Bob Margevicius stressed that production at the new Nantong factory is a great milestone for Merida.

Merida's fourth plant will focus mainly on mid/high-end bicycles, half of which are for the domestic market, and half for export. Merida sales are expected to reach

1.3 million bicycles in China's domestic market this year, and even have the opportunity to challenge the record high of 1.4 million bicycles. 



▲ Global bicycle industry heavyweights attended Merida's Nantong factory opening ceremony to offer congratulations.



▲▶ With innovative and advanced equipment, the well-organized Merida Nantong factory is stunning.





# Ming Cycle Builds Third Plant in Changzhou

Text & Photos: Editorial Dept.

In order to expand its global OEM market and improve its product pricing, Ming Cycle has spent US\$36 million on building its third plant in Changzhou, with annual capacity expected to reach 1 million units.

On the first day of the China Cycle Show (April 13th), Ming Cycle held a groundbreaking ceremony, and announced that the new plant is expected to be completed by the end of 2015. The plant will cover 22,000 square meters initially, and in-



▲ Ming Cycle President, Tai Shan Chang points out that the company has invested a total of US\$36 million in their third plant in Changzhou, covering a land area of 22,000 square meters. The new plant, employing the most advanced equipment, will be operational by the end of 2015, and have an annual capacity of one million bikes. Pictured from left to right: Ming Cycle CEO Albert Chen, President Tai Shan Chang, Vice President Michael Chen and GM Hung Kun Huang.



clude multiple aluminum frame welding lines, painting lines, and assembly lines.

Ming Cycle President, Taishan Chang, noted that the company's third plant in Changzhou is the most generous single plant investment project in 25 years. The overall output of Ming Cycle's three factories in Changzhou will climb to 2.5 million units, with an annual output value of over NT\$10 billion. In addition, Ming Cycle will respond to the government's policy of bringing business back to Taiwan, and is planning to be a listed company.

In 2017, Ming Cycle is expected to go public with 'F Shares' in order to return to the Taiwan market, which will make it Taiwan's first bike manufacturer to be listed with 'F Shares'. Ming Cycle Group's sales in both Taiwan and China amounted to 1.416 million units last year, with a consolidated revenue of over NT\$6.7 billion, making it Taiwan's third largest bicycle manufacturer.



▲Kenda President Ying Ming Yang praised Ming Cycle's vibrancy, mentioning that its firm lineup of shareholders, division of labor and solidarity would help the company grow phenomenally.



▲CSG Asia Vice President, Mark Peterman believes the new plant will greatly enhance the competitiveness and productivity of Ming Cycle, helping them become a powerful new force in the IBD market.



▲From left: Bianchi Chile's Rodrigo Vadillo, Ming Cycle GM Hung Kun Huang, Pro Supergo's Susana Shih, Cai Ling Shih, and Bianchi Chile's Daniel Perez.



▲Russia's Velomotors have cooperated with Ming Cycle for a long time. Pictured from left to right: Ming Cycle's Special Assistant to the President Sam Chang, Velomotor's GM Igor Ivanov, Ming Cycle's President Taishan Chang, and GM Hung Kun Huang.



▲From right: Ming Cycle Vice President Michael Chen, GM Hung Kun Huang, Japan's Cycle Sport Director Kyoko Kato, and Japan's F. K.C Cycle President Fukuchi Nobuaki.

Apex brand released

# Tianjin Fuji-ta Group's High-end Bike Project

Text & Photos: Editorial Dept

Tianjin Fuji-ta Group held an inaugural ceremony and launched their new high-end bicycle line, Apex, in Tianjin's Jinghai Economic Development Area on June 12, 2014.

With over 20 years in business, Fuji-ta has become a large-scale group for development, production, and sales of all kinds of bicycles and e-bikes. In 2013, with sales of over 10 million bikes and e-bikes, the company was again ranked as one of Tianjin city's top 50 exporters, and one of the top 3 domestic industries, leading to them being hailed as 'an aircraft carrier in the China bike industry'. Fuji-ta Group will spend RMB500 million in Jinghai Economic Development Area on constructing a high-end bicycle industrial park with a gross total floor area of 707,287 square meters. After completion, the park is expected to produce 2.6 million bicycles and e-bikes annually. At that time top international design teams and product development institutions will be invited to move in, creating a high-end bicycle R&D and manufacturing base with world-class standards.



▲ Fuji-ta Groups groundbreaking ceremony in Tianjin.

## Apex unveiled

At the ceremony, undoubtedly the most watched event was the unveiling of the Apex brand. Targeting the young generation, Apex Bicycle relies upon its parent company, Fuji-ta Group's world-class design and production team to create a variety of

innovative and fashionable models with a unique appearance to meet the demands of consumers both in China and abroad. Apex's main focus is on MTB for leisure activities, integrating the theme of recreation into cycling, and satisfying city-dwellers' desires to live healthy and happy lives. 🌀





▲ Young and energetic, Fuji-ta Group's Apex Bicycle team.



▲ Fuji-ta Group's Jinghai factory layout.



▲ Apex Bicycle is Fuji-ta Group's self-developed brand.

# Taiwan Bicycle Source

## 2014 Int'l Cycle Shows 國際自行車展

Show Name 展會名稱	Place 地點	Date 展會日期
● Interbike 美國拉斯維加國際自行車展	Las Vegas, USA 拉斯維加斯	09/10 - 09/12
Expo Bici 義大利帕多瓦國際自行車展	Padova, Italy 帕多瓦	09/20 - 09/22
Kielce Bike Expo 波蘭Kielce Bike Expo展	Kielce, Poland 凱爾采	09/25 - 09/27
Brasil Cycle Fair 巴西自行車展	São Paulo, Brazil 聖保羅	09/28 - 10/01
● International Bangkok Bike Show 曼谷國際自行車展	Bangkok, Thailand 曼谷	10/02 - 10/05
● Asia Bike Trade Show 亞洲自行車展覽會	Nanjing, China 南京	10/09 - 10/12
Bici-Expo 墨西哥自行車展	Mexico City, Mexico 墨西哥	10/24 - 10/26
● Taichung Bike Week 台中週自行車	Taichung, Taiwan 台中	11/04 - 11/07
● Cycle Mode Int'l Show 日本國際自行車展	Tokyo, Japan 東京	11/07 - 11/09
7th Shenzhen Int'l Bicycle Festival 深圳國際自行車嘉年華	Shenzhen, China 中國 深圳	11/07 - 11/09
Philippine Bicycle Show 菲律賓自行車展	Pasay City 帕賽市	11/14 - 11/16

● Wheel Giant is authorized to sell space and organize group exhibitions at these shows.  
代表輪彥代理組團之展會。洽詢專線：04-7350500

● Wheel Giant is an official partner of Taichung Bike Week. 輪彥公司協辦。

# Lizhixin Promotes Pneumatic Front Forks

Text & Photos: Editorial Dept.

Shenzhen Lizhixin Technology was founded in September 2009, and established assembly plants in Guangzhou and Tianjin in June 2012 in an effort to expand its market in north China. Lizhixin's Shenzhen plant currently employs 40 people, occupies 1,500 square meters, and has a monthly output of 45,000 forks. Currently adjusting its production lines, the company has established a semi-automated assembly line, and plans to establish another line by the end of the year, which will increase monthly output to 60,000 forks. The Tianjin plant employs 50 people, occupies 8,000 m<sup>2</sup> and offers 20,000 m<sup>2</sup> of floor space. This plant specializes in welding operations, and

has a monthly output of 40,000 front forks, which mostly go to supply the low-end bicycle market in Tianjin. The Guangzhou plant employs 30 people, has an area of 4,500 m<sup>2</sup>, and mostly supplies low-end assembly plants in southern China; welding is performed by the Tianjin plant, which possesses a competitive advantage in this area.

According to General Manager, Dai Ji Jun, apart from strenuously promoting the company's brand, Lizhixin also provides OE service to complete bicycle manufacturers. The company's Shenzhen plant chiefly produces high-end front forks made from magnesium and aluminum alloy. Dai emphasizes that pneumatic front forks are currently driving



▲ GM Dai Ji Jun is extremely confident that Lizhixin can expand its sales.

the company's sales growth. In terms of specifications, 27.5 inch front forks show great promise, and Lizhixin is dedicated to expanding output. The company has recently introduced three new pneumatic front fork models, and monthly sales are around 8,000



▲ A semi-automated assembly line has boosted efficiency.



▲ GM Dai Ji Jun is experienced at troubleshooting machinery.



▲ A busy assembly line.





◀570 front forks.

◀The 580 pneumatic front forks use 32 mm magnesium alloy inner tubes.

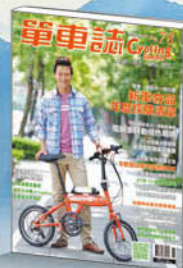
units. Lizhixin will continue to devote its efforts to developing pneumatic forks and boosting its marketing capabilities. Furthermore, the company's Tianjin plant will provide more opportunities for high-end products made at Shenzhen to enter the North China market (a partner is currently in charge of management). In addition, Lizhixin's front forks are covered by US\$3 million in product liability insurance, and maximum compensation can reach US\$2.8 million. 

# 單車誌 Cycling Update

The No. 1 Publication for Brand Exposure in Taiwan, Hong Kong, and China.

A&G

Smart Pad App available now!



[www.cycling-update.info](http://www.cycling-update.info)



 輪彥國際有限公司  
WHEEL GIANT INC.

 軟實力傳媒有限公司  
Soft Power Media Co., Ltd.

No. 193, Tzu-Chiang Rd., Changhua 50095, Changhua, Taiwan  
Tel: 886-4-7350500, 7360794~5 Fax: 886-4-7357860, 7360789  
E-mail: [cycling@mail.wheelgiant.com.tw](mailto:cycling@mail.wheelgiant.com.tw) [www.cycling-update.info](http://www.cycling-update.info)

Shanghai Tel: 86-512-57516309  
Ningbo Tel: 86-574-88210669

Tianjin Tel: 86-22-28137963  
Shenzhen Tel: 86-755-81789589



# BUZZRACK

NEW



## SCORPION

Our newest product release, SCORPION is based on our extremely strong and secure tow ball conical fitting with new improvements:

- Carrier lockable to tow ball, all bikes lockable to carrier.
- Takes a max bike weight of 30kg, great if you have heavier or electric bikes
- Very easy to fit and to use, extremely easy to tilt for trunk access even with bikes on.
- Another excellent carrier from BUZZRACK that folds for compact storage.
- Adjustable wheel holders, clamps, ratchet straps for bike fastening.



Eurobike - Hall: A7 / Booth #416 Automechanika - Hall: 4.2 / Booth #N33 AAPEX - #8440

SCORPION



BUZZ RUNNER SPARK



BUZZ QUATTRO



BUFFALO



PILOT



BEETLE





# Foldable carrier RUBIS<sup>®</sup>



**RU-9226**

Alloy rear rack  
w/wings w/leg



**RU-9260**

E-BIKE for shimano steps



**RU-9261**

E-BIKE for shimano steps



**RU-9188**

Alloy seat post rear rack  
w/wings w/leg

[www.rubis.com.tw](http://www.rubis.com.tw)

**LOONEY-MAX  
ENTERPRISE CO., LTD**

Tel: 04-8811960, 8818282 Fax: 04-8857048  
E-mail: [rubis@ms17.hinet.net](mailto:rubis@ms17.hinet.net)





**ROOF RACK**

- FOR CAR WITH RAIL BAR  
ITEM NO.6007-7H  
ALUMINUM  
SIZE: 48", OR OTHER  
**CAPACITY MAX. LOADING : 100KGS**

**W/ LOCK  
BIKE CARRIER  
FOR TOP OF CAR**

ITEM NO.8008-2  
LOADING : 1 BIKES  
MATERIAL: ALUMINUM / STEEL

ITEM NO.8009-1-10RR  
**BIKE CARRIER  
FOR TOW BALL**

HOLDER WITH RUBBER STRIP AND PAD:  
LOADING : 2 BIKES  
MATERIAL: STEEL  
COLOR: BLACK

ITEM NO.8009-1-11RR  
**BIKE CARRIER  
FOR TOW BALL**

WITH RUBBER HOLDER AND PAD  
& Quick Release  
LOADING : 2 BIKES  
MATERIAL: STEEL  
COLOR: SILVER

No.8009-1-8-2RR  
WITH RUBBER HOLDER AND PAD  
& Quick Release  
FOR LOADED 3BIKES  
With 6 pcs strip, Plastic  
Adjuster  
color : Black or Silver

RUBBER HOLDER WITH PAD  
Quick Release

**HITCH BIKE CARRIER**

LOADING : 4 BIKES  
MATERIAL: STEEL  
COLOR: BLACK  
ITEM NO.8009-5

# BIKE CARRIER

**TOWER POPULAR INDUSTRIAL CO., LTD.**

75, Zhengnan 2nd st, Yung Kang Hsiang,  
Tainan city, Taiwan . 710  
TEL: 886 6 2535719, 886 6 2535729, FAX: 886 6 2535619  
E-MAIL: towerp@ms17.hinet.net http://www.qee.com.tw



web site QR code:  
[www.qee.com.tw](http://www.qee.com.tw)



*City Wander*  
VASOLA Bag in Urban Life



CW-23  
Handlebar Shoulder Bag  
for iPad

*Self Journey*



VSD-03  
Pannier Laptop Tote Bag  
for 13.3NB & iPad

*Metro Knight*  
IT pouch collection



MK-08  
Laptop Messenger Bag  
for iPad

*Lohas Follower*  
WOOD & BAG IN URBAN LIFE



LF-10M  
Backpack for 13.3"NB

*Urban Commuter*  
Laptop bike bag



UC-02  
Handlebar Shoulder Bag  
for 15.6"NB & iPad

*Bungee*  
bind the world



BG-01A  
Bungee

*Dot Dot Pocket*  
for Bike Accessory



SC-003L  
Saddle Cover

*Basket Liner*



DA-01-1  
Basket Liner

*Pop Pop Pouch*



PP-49  
Carrying Case  
for GPS & Smart Phone

*Ankle Band*



LB-001  
Ankle Band

**HOU INTERNATIONAL CO., LTD.**

Contact Person: Dana Ho, Email: danaho@vasola.com

Add.: No. 296, Xin-Yi Rd., Dajia, Taichung 43748, Taiwan R.O.C.

Tel : 886-4-26886672 ext.11 Fax : 886-4-26871046

▶▶ Please visit our website for more products : [www.vasola.com](http://www.vasola.com)



*Jeninva*  
DECORATE YOUR STYLE

*Jeninva decorates your style any where any momont, especially off work!*

HJ-02  
Laptop Pannier Bag  
For 14"Ultrabook

HJ-03  
Laptop Pannier Bag  
For iPad & Tablet PC

HJ-05  
Frame Double Bag  
For Camera & Smart Phone

HJ-01  
Laptop Handlebar Bag  
For 12"Ultrabook

HJ-04  
Laptop Pannier Bag  
For 14"Ultrabook





**Jerseys**



**Jackets**



**Shorts & Pants**



**Scarf & Masks**



**T-shirt**



**Casual clothing**



wrist supporters



wrist supporters



elbow supporters



belts



knee supporters



malleolus supporters





# velo

inspiring, informative, and entertaining  
for cycling enthusiasts worldwide



TDWSPORT.COM



Showcasing pro cycling's biggest races, most exciting riders and cutting-edge technology, all set to the backdrop of the sport's best photography.

[velonews.com](http://velonews.com)





# The China Market : A Perspective from the 2014 Shanghai Cycle Show

Ever since a bicycle with a large front wheel and small rear wheel developed by the German inventor Karl Drais was displayed in Shanghai in 1869, Shanghai has been at the forefront of China's bicycle market. The China International Cycle Show (Shanghai show) has been growing on an annual basis, and now attracts numerous global brands interested in capturing a share of the Chinese domestic market.

Text & Photos: Editorial Dept.



The 2014, 24th Shanghai show was held at Pudong Exhibition Center from April 13<sup>th</sup> to 16<sup>th</sup>, with a theme of technological innovation and quality improvement. Increasing to 1,329 exhibitors, 6,500 individual booth spaces, and 130,000 square meters of exhibition area, the show set a new size record this year.

### Domestic Market Outshines Exports

There was a significant drop in the number of visiting foreign buyers this year, which was a cause for some head-scratching. Originally intended to showcase China's export bikes, the show has gradually lost this function, and has now become a buying platform for the domestic market. As a result, the throngs of visitors were dominated by distributors, agents, bicycle shop owners, and cycling enthusiasts. Another related factor is that the vast size of the show made it imperative for buyers to have good legs and plenty of stamina if they wanted to repeatedly visit some of the major vendors.

This is the largest bicycle show in Asia, and possesses both a significant reputation and significant potential. As a result, if it hopes to continue to be the Asian leader, it must reposition itself in order to boost its international character, and maintain its tangible functions.

### A Trend toward E-Bikes

E-bikes have become an important part of the global bicycle market over the last few years. According to the China Bicycle Association, there are currently 370 million bikes and 181 million e-bikes in use in China. In 2013, China's e-bike output grew by 5.4% to 36.95 million, while the EU's production hit 900,000. In comparison with Japan's output of 350,000 e-bikes, China's production capacity is astonishing, Tianjin alone producing 16.4 million e-bikes. On top of that, the 36.95 million figure includes only two-wheel e-bikes, China also produced 7.3 million three-wheeled e-bikes, yielding a total production figure of 45 million e-bikes. Once it has clarified its e-bike laws and regulations,



▲ CBA Chairman, Ma Zhong Chao at Shanghai show's opening ceremony speech.

the Chinese market is likely to enjoy even greater prosperity. China exported 819,000 e-bikes in 2013, an increase of 23.2% over the previous year. The fact that most Chinese e-bikes are sold domestically, and relatively few are exported, is mainly due to their low competitiveness, and their lack of the lithium batteries needed to penetrate European markets. Models with lithium batteries currently account for only 7.5% of all Chinese e-bikes, so there is plenty of room for growth. The development of lithium batteries is therefore pivotal to the future growth of China's e-bike industry.



▲ E-bikes were in even more evidence at this year's Shanghai show.



▲ There is much demand for electric tricycles in China's vast rural areas.



▲ Kenda President, Ying Ming Yang is optimistic about the development of 27.5 tires in the Chinese market.



▲ Cheng Shin Xiamen President, Chen Shiu Hsiung has helped Cheng Shin to build a very solid foundation in the Chinese market, producing tires has been his lifelong career.

## A Gathering of International Brands

According to statistics for companies meeting certain size requirements from China's National Bureau of Statistics, a total of 60.13 million bicycles were produced throughout 2013—a decrease of 1.8% compared to 2012, and a total of 56.95 million of these were exported, which was a drop of 0.3% (see table below). When companies that do not meet statistical size requirements are added, China's total bicycle output for the year probably exceeded 82 million units.

The Shanghai show is still the most influential bicycle show in China, and is the best barometer of Chinese bicycle fashion trends and market shifts.

Many brands that hope to enter the Chinese market have found this show to be the best forum for promoting their brand image. By providing plenty of opportunities for contact with local channels and consumers, this show is a great way to increase brand recognition in China.

After over two decades of economic growth, spreading market values and changing attitudes toward bikes, Chinese consumers have gradually come to see bikes less as a practical means of transportation, and more as vehicles for recreation, competition, fitness and expression of personal status. Consumers are increasingly accepting of bicycles and are willing to spend a growing amount of money on them. As

a result, the world's leading bicycle brands all seek to establish subsidiaries in China. Furthermore, both local Chinese brands and Taiwanese bicycle producers in China hope to differentiate their products through the improvement in quality, firmly believing that this is the decisive factor in winning consumer trust.



▲ Samsung subsidiary, Samsung Electro-Mechanics, showed a prototype of its e-bike drive system. The finished product is expected to be on display at this year's Eurobike show.

## Chinese bicycle exports by bicycle type, Jan.-Dec. 2013

Product	Export volume (10,000 Units)	Year-on-year-growth	Export value (US\$10,000)	Year-on-year-growth	Unit price (US\$)	Year-on-year-growth	Share of total exports
Racing bikes	13.1	-19.0%	3,997.2	-15.9%	305.7	3.9%	0.2%
Mountain bikes	849.5	-7.2%	85,382.0	-5.4%	100.5	2.0%	14.9%
16", 18", 20" Cross-country bikes	708.4	-4.1%	23,837.2	-2.4%	33.7	1.8%	12.4%
Other cross-country bikes	4.8	161.3%	636.8	158.8%	131.5	-0.9%	0.1%
16" And smaller unspecified bikes	1,656.9	7.2%	43,522.5	11.2%	26.3	3.8%	29.1%
Other unspecified bikes	2,462.6	-1.4%	159,530.0	0.4%	64.8	1.8%	43.2%
Total	5,695.3	-0.3%	316,905.8	-0.2%	55.6	0.1%	100.0%





▲ Exclusive high-end women's brand, Liv had new product releases: (From left) Kevin Zhu, General Manager of China Domestic Sales, Giant China; Phoebe Liu, Liv Brand Supporter as well as Assistant to the President, Giant China Headquarters; Young Liu, President, Giant China Headquarters.

## Another Round of Market Reshuffling

The most popular price point in the Chinese market is currently around RMB3,000. In order to meet consumers' expectations and get a jump on the market, manufacturers have begun offering so-called 'China specifications'. These specifications differ from those of European and American brands, but are tailored to comply with Chinese consumer preferences and usage. Bicycles boasting a "Taiwanese brand and China specifications" offer a certain quality guarantee, as well as competitive prices, and are therefore very appealing to consumers. Furthermore, Taiwanese brands occupy a dominant position in the Chinese market. This year's Shanghai show sought to extend the "Taiwan experience" to the China market. This involves taking the experience, value, and features of Taiwanese, European, and American brands, and

combining them with the appeal of Taiwanese brands, there by extending the brand competition battlefield to China. Even if no single company has absolutely perfected this strategy, many participants at the show expressed that companies must certainly adopt this path. If a company is slow to act, and misses opportunities for brand exposure, it will have to expend even greater time and effort if it wishes to enter the China market in the future.

## Air Pollution Crisis

Apart from the dust storms that have long plagued Beijing and the surrounding areas, many parts of China have suffered from severe smog in recent years. According to news from the Ministry of Environmental Protection, among 74 cities performing air quality monitoring



▲ Velo President, Stella Yu (center) and General Manager of Chilean bicycle company RBX, Rafacel Burgos Gomez (right) and his colleague gathered at Velo booth.



▲ Scott-Sports Group President, Beat Zaugg (center); Scott-Sports International Business Manager, Campbell Whiting (left) and Ka Red sales manager, Don Hsieh (right) gathered together.

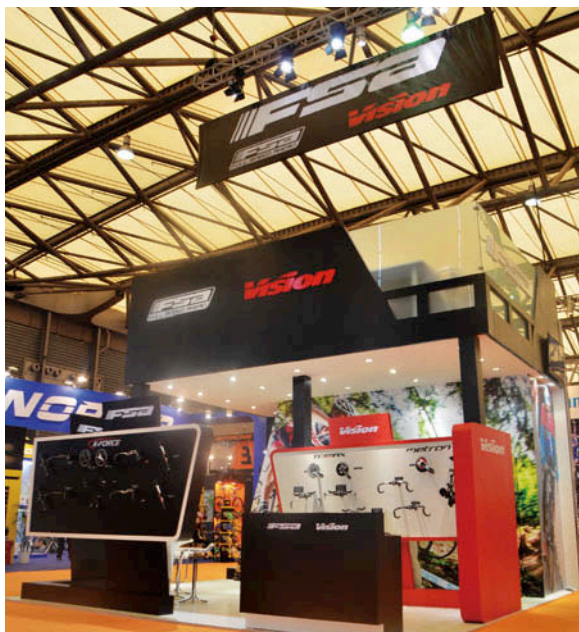
using new standards introduced in 2013, only three cities—Haikou, Zhoushan, and Lhasa—met Grade II standards. The other 71 cities all failed to meet those whole-year air-quality standards to a greater or lesser degree. This result directly reflects the adoption of PM2.5 monitoring standards at the start of 2013.

From an international perspective, China's Grade II standards are quite lenient. For instance, while the US and most European countries specify a quality threshold of 10-15  $\mu\text{g}/\text{m}^3$ , China's Grade II standards give a threshold of 35  $\mu\text{g}/\text{m}^3$ . It is obvious that China has much work ahead of it if it is to safeguard people's right to breathe clean air.



## A Change of Location in 2015

The 2015 Shanghai Show will be held from the 6th to the 9th of May, and will be moved to the National Exhibition and Conference Centre in Puxi. 🚲



▲ Exhibiting on their own for the first time, FSA aims to fully establish itself in the China market.



▲ Merida's new Reacto Evo has been decked out in rainbow stripes to celebrate Rui Costa championship.



▲ Neco President, Neco Wang (right) feels very confident in the company's latest product range.



▲ Velomotors' General Manager, Igor Ivanov (left); Bicycle Division Manager, Dmitry Ivanov and their colleague visiting Cionlli General Manager, Daniel Lee (second from right).



▲ The fever for 27.5" bikes has also spread to China with many companies launching complete bikes at Shanghai show. Pictured above is a 27.5" MTB from XDS.



← This stream-lined e-bike from BESV features a carbon-fiber frame, front and rear shock absorbers and an intelligent power assist mode.



▲ The Trigon booth in the W1 International Hall displaying its complete bikes.





▲ KMC's 11-speed ultra-light Gold Chain received much attention at the show.



▲ As well as opening a new factory during Shanghai show, Ming Cycle also found their booth was often packed with visitors.



▲ Fuji-ta's new electric bike—a battery, the size of a small teacup holds enough power for 20 km.



▲ With its emphasis on brand consistency, Novatec extends its concept of Taiwanese design into the Chinese market.



▲ ACLASS attracted the attention of many visitors to the show with the introduction of their Colt series 1.0, 2.0 and 3.0 wheelsets.



▲ Bafang Motor are continually coming up with technological innovations.



▲ Wellgo won much acclaim for its newly-launched THRUST-E—the award-winning electronic power pedals were also one of the winners of Shanghai show's Innovation Awards.





▲ Launched shortly before Shanghai show, SRAM's Guide brakes naturally became the focus of a much attention.



▲ Shimano's brand new Sport Camera also made its debut at Shanghai show.



▲ Kung Teng GM, Hubert Chen (second from left) accompanied by his wife, son and Vice President, Emy Liu (first from right) showcasing their latest products together.



▲ Members of Accell Group Asia: (From left to right) Design Manager, William Wang; QC manager, Tino Buschmann; China Operations Director, Green Huang; Germany's Ghost CEO, Uwe Kalliwoda and General Manager of Ghost China, Kevin Yu.



▲ From left: Transart General Manager, Wen Le Hung; Specialized Purchasing Manager, Mark Maruszczak; SR Suntour President, Daisuke Kobayashi; Specialized Product Director, Deacon James and Transart President, Choa-I Hung.



▲ Bicycle industry members from both China and abroad gather together for a party to celebrate the Masters golf tournament.



# BLACK-PEARL

The No.1 Bike Maintenance  
Products Leader in Taiwan



【The bike maintenance series】



## Total Car Care Products Leader BLACK-PEARL

BLACKPEARL INTERNATIONAL INDUSTRY CO.,LTD

- High Quality & High Efficiency
- High Pressure Filling Technology
- Custom Package Solutions
- Taiwan's Largest Bike Maintenance OEM/ODM Manufacturer
- ISO 9001, ISO 14001, Factory Registration
- SGS RoHS Testing
- CE marking: Simple Pressure Vessels Directive (87/404/EEC)
- EU REACH



The No.1 Bike Maintenance Products Leader in Taiwan

BLACK-PEARL INTERNATIONAL INDUSTRY CO., LTD

No.35, Minlong Rd., Yangmei City,  
Taoyuan County 326, Taiwan  
Tel: +886-3-4726389 Fax: +886-3-4726285  
Email: sales@blackpearl.com.tw  
www.blackpearl.com.tw

facebook Blackpearl





TEL: 886-4-2271-5565 FAX: 886-4-2271-4661

E-mail: sales@winride.com.tw

Web: http://winride.imb2b.com/

E-catalog: http://www.imb2b.com/ebook/catalog/winride/

2015 New tool assembly introduction

COLORFUL DISPLAY for WINRIDE DESIGN  
NEXT GENERATION BIKE TOOL

TAIWAN OEM/ODM BIKE TOOL FACTORY

### FP BITS SYSTEM

FORGING SIDEBAR

**12** functions  
Chrome Plating  
CO<sub>2</sub> INFLATOR



ITEM:FP2S121Y9R2

Contents:  
HEX 2/2.5/3/4/5/6/8 mm, TORX T10/T25, SL4, PH2, CO<sub>2</sub> inflator

FORGING SIDEBAR

Chrome Plating  
**13** functions

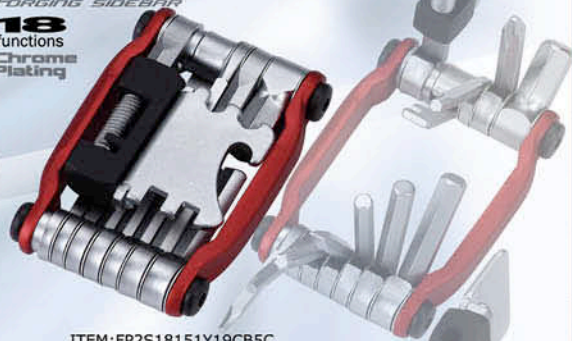


ITEM:FP2S131AY19

Contents:  
HEX 2/2.5/3/4/5/6/8/10mm, SL4, PH2, TORX T25  
Double end bits (TORX T10+T30)

FORGING SIDEBAR

**18** functions  
Chrome Plating



ITEM:FP2S1815Y19CB5C

Contents:  
HEX 2/2.5/3/4/5/6/8 mm, SL4, PH2, TORX T25  
Spoke wrench 3.3/3.45/4.3/4.4/SHIMANO Hex4.6/MAVIC M7,  
Bottle opener, Chain breaker for 9/10/11 speed

FORGING SIDEBAR

**8** functions  
Chrome Plating



ITEM:FP2S081Y24

Contents:  
HEX 2/2.5/3/4/5/6 mm, TORX T25, PH2

FORGING SIDEBAR

**9** functions  
Chrome Plating

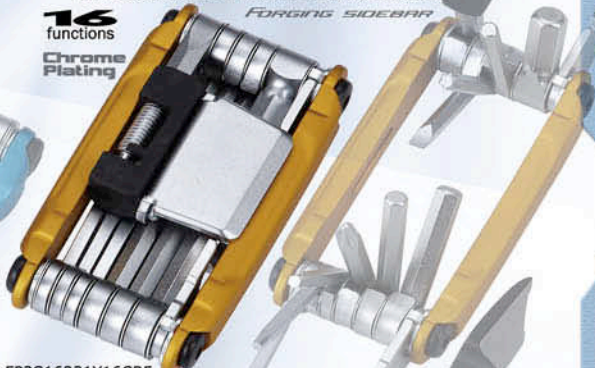


ITEM:FP2S091Y9

Contents:  
HEX 2/3/4/5/6/8 mm, TORX T25, SL4, PH2

FORGING SIDEBAR

**16** functions  
Chrome Plating



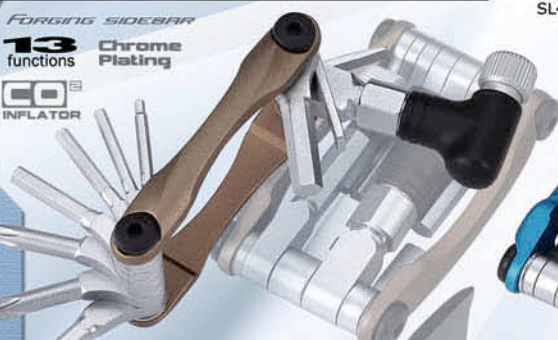
ITEM:FP2S16231Y16CB5

Contents:  
HEX 2/2.5/3/4/5/6/8 mm, SL4, PH2, TORX T25, Spanner 8/10 mm,  
Spoke wrench SHIMANO Hex 4.6/MAVIC M7, Tire lever,  
Chain breaker for 9/10/11 speed

### FE BITS SYSTEM

FORGING SIDEBAR

**13** functions  
Chrome Plating  
CO<sub>2</sub> INFLATOR



ITEM:FE1S1301Y6R2

Contents:  
HEX 2/2.5/3/4/5/6/8 mm, TORX T25, PH2, SL5,  
Spoke wrench 3.3/3.45, CO<sub>2</sub> inflator

FORGING SIDEBAR

Chrome Plating



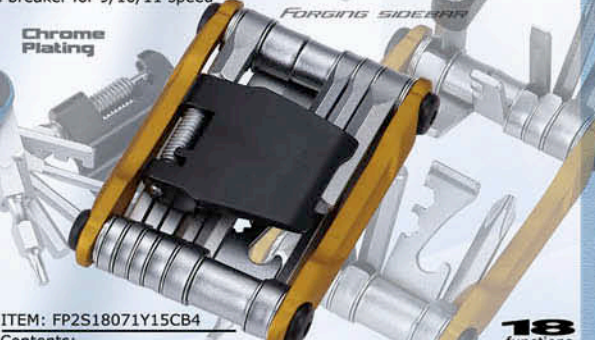
ITEM:FE1S17281AY9CB4

Contents:  
HEX 2/2.5/3/4/5/6/8 mm, SL5, PH2, TORX T25  
Spanner 8/10 mm, Spoke wrench 3.3/3.45, Chain breaker  
for 9/10/11 speed, Double end bits (TORX T10+T30)

**17** functions

FORGING SIDEBAR

Chrome Plating



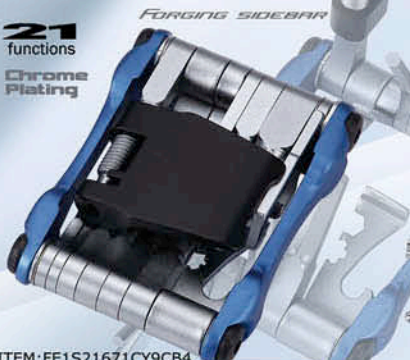
ITEM:FP2S18071Y15CB4

Contents:  
HEX 2/2.5/3/4/5/6mm, SL4, PH2, TORX T25, SPOKE WRENCH  
#2/3/ MAVIC M7/ SHIMANO Hex4.6/4.3/4.4 , Tire lever,  
Bottle Opener, Chain breaker for 9/10/11 speed

**18** functions

FORGING SIDEBAR

**21** functions  
Chrome Plating



ITEM:FE1S21671CY9CB4

Contents:  
HEX 2/2.5/3/4/5/6/8 mm, SL5, PH2, TORX T25  
Spanner 8/10 mm, Spoke wrench 4.3/4.4/SHIMANO Hex4.6  
/MAVIC M7, bottle opener, Tire lever, spanner 8/10 mm,  
Chain breaker for 9/10/11 speed

FORGING SIDEBAR

Chrome Plating  
CO<sub>2</sub> INFLATOR



ITEM:FE1S1301Y17R2

Contents:  
HEX 2/2.5/3/4/5/6/8 mm, TORX T25, PH2, SL5,  
Spoke wrench 3.3/3.45, CO<sub>2</sub> inflator

**13** functions

FORGING SIDEBAR

**13** functions  
CO<sub>2</sub> INFLATOR



ITEM:FTH1N132Y23R2

Contents:  
HEX 2/2.5/3/4/5/6/8 mm, TORX T10/T25, PH1/2, SL5,  
CO<sub>2</sub> inflator





Patent

YC-396



YC-515

YC-307BB

NEW



NEW  
Patent



YC-1568



YC-TPHB-T25

NEW

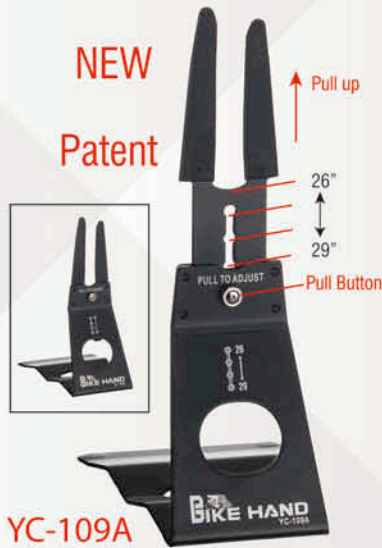


YC-799AB



YC-725

NEW  
Patent



YC-109A



YC-748



BIKE HAND

YE CHOU INDUSTRY CO., LTD.  
TEL:886-4-7282177 FAX:886-4-7225763  
yechou@ms29.hinet.net  
www.bikehand.com





# STRONG BICYCLE REPAIR KITS ASSURE YOU HAVE A RELAXING JOURNEY. MORE DETAILS ARE AVAILABLE.



## THUMBS UP



**STRONG TIRE-TUBE**  
**COLD PATCH**  
Vulcanization



YP3204 YP3205 YP3206  
YP3204A YP3205A YP3206A



YP3205C YP3205P YP3205CB  
YP3205MP



YP1001T YP1202TG YP1001TR YP1002TG YP3207A YP3207AT  
T13 T33 YP893



YPCO2-108T YPCO2-102T YPCO2-103T T6BC T9BC YP897BC



8000 PD BN-E1 F/A-1 A/V E AE 9000 PD(G) BN-A F/V CA E/A ND(G) TD(G) EG EP2



YP3207D YP3207DG



YP961 T9DBC



**YING PAIO ENTERPRISE CO., LTD.**  
No.480-2, Sec. 6 Yen-Ping N. Rd., Taipei, Taiwan.  
Tel: 886-2-28124515, 28124698 Fax: 886-2-28133016  
E-Mail: yingpaio@ms17.hinet.net <http://www.yingpaio.com.tw>



Supported by:



Supporting Programmes:

Demo Day (Oct. 8)

Fashion Show

Show in Show

Industry Forum

Demo day: Oct.8

Trade Visitors: Oct.9-12

Public Day: Oct.11-12

# THE 4<sup>TH</sup> ASIA BIKE TRADE SHOW OCTOBER 9 – 12, 2014

NANJING, CHINA

THE EXCLUSIVE TRADE SHOW FOR SPORTS AND LUXURY BICYCLES, URBAN BIKES,  
CLOTHING AND ACCESSORIES

# JOIN

[www.asiabike-show.com](http://www.asiabike-show.com)



Nanjing Ningfei Int'l Exhibition Co., Ltd.



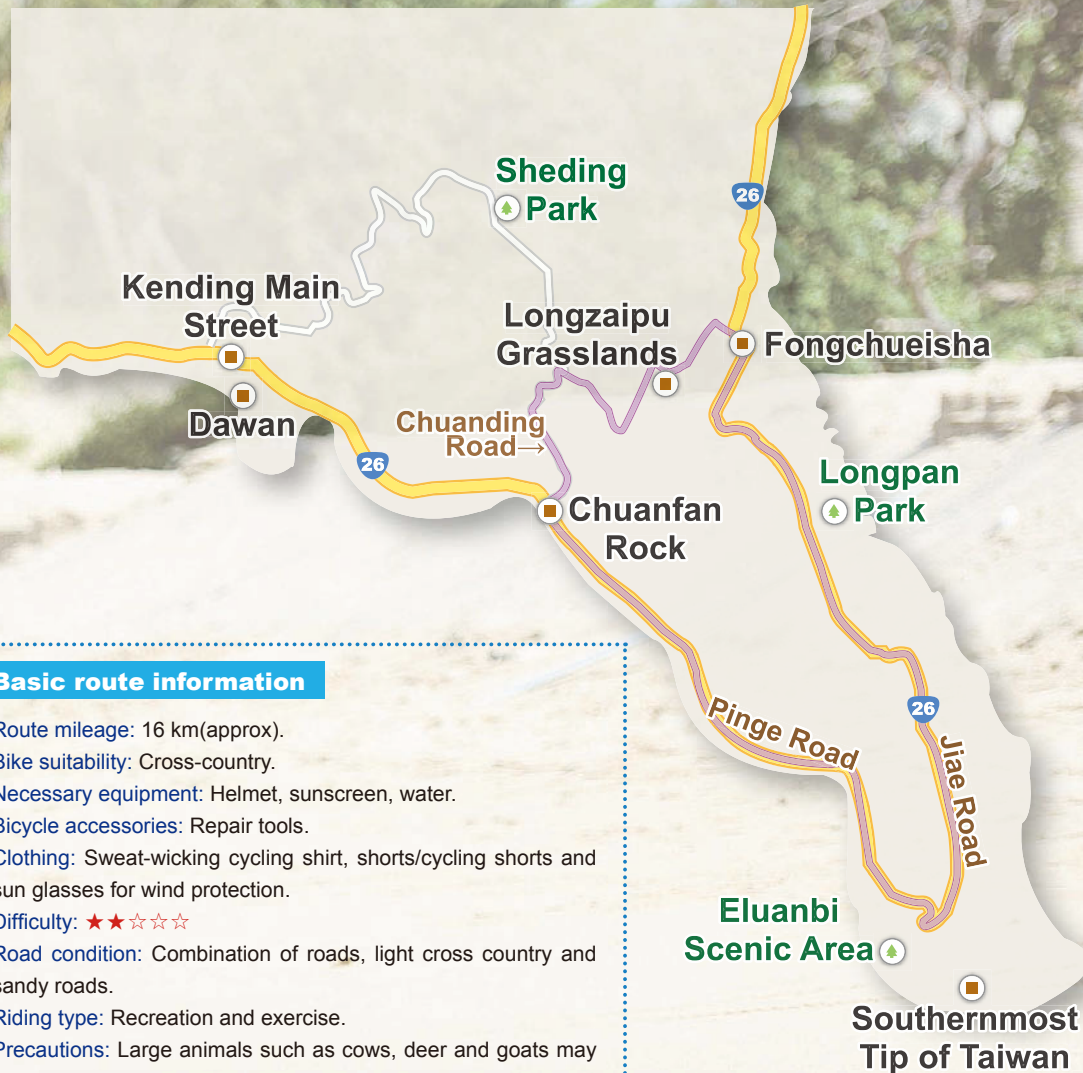
# Conquering Kenting in Summer on a Fat Tire Bike

Taiwan's Kenting National Park offers ocean views, sandy beaches, grassy meadows, and natural wilderness. Cyclists who wish to tour this area of natural beauty should ideally ride a fat tire bike with good traction.

Text & Photos: Editorial Dept.







#### Basic route information

Route mileage: 16 km (approx).

Bike suitability: Cross-country.

Necessary equipment: Helmet, sunscreen, water.

Bicycle accessories: Repair tools.

Clothing: Sweat-wicking cycling shirt, shorts/cycling shorts and sun glasses for wind protection.

Difficulty: ★★☆☆☆

Road condition: Combination of roads, light cross country and sandy roads.

Riding type: Recreation and exercise.

Precautions: Large animals such as cows, deer and goats may be present on Chuanding Road and in nearby pasture areas.

Supply points: Chuanfan Rock and Eluanbi.

### Sunshine, sea, and beaches!

Taking advantage of one of Taiwan's most popular travel destinations, we did some cross country riding through the hills and seacoast of Kenting on fat tire bikes! The route was only 15 km long, so only the most basic equipment was needed. We left

from Chuanfan Rock fire station, and followed Chuanding Road (Township Road 165) towards Sheding Park. The first 1.5 km consisted of a steep hill, and although fat tire bikes do not climb as easily as road bikes, they're not that different from riding an ordinary mountain bike. As we climbed, the scenery changed

from a vast seascape to a lush mountain landscape. Sika deer are often seen along this stretch, so don't be startled or scare the deer. After continuing to the second hairpin bend, which turns to the left, be careful not to miss the path on the right, which marked the end of our uphill riding for that day.



After the path passed through a low forest for roughly 300 meters, the landscape again opened out, and the expansive Longzaipu Grassland appeared. This is where the Council of Agriculture's Livestock Research Institute originally operated a livestock farm, and local farmers

now graze their cows and sheep. As a result, the area is covered by lush grass extending far into the distance. After continuing for a short distance, the pavement ended and a dirt road began. The pencil-straight road seems to continue to the horizon. The unfenced meadows seen

occasionally along this road allow cyclists with fat tire bikes to experience the thrill of riding across wide-open grasslands.

### Vastness of the sea and sky

After riding approximately 2 km along the dirt road, the



Although the uphill section of Chuanding Road is steep, it is not very long, and provides a good vantage point for appreciating scenic Chuanfan Rock.

↑ All that can be seen is the grass and sky.  
↘ Remember to turn right on the path after reaching this bend.



Longpan Park contains many small trails that are very suitable for fat tire bikes.



route rejoins Highway 26 (Jiae Road). This area is famous for its blowing sand. The annual north-east monsoon winds blow the fine beach sand across the road, covering the road and the surrounding area with heaps of yellow sand. When riding ordinary bicycles along this stretch, cyclists will worry constantly about slipping and falling in the sand. Riding a fat tire bike, however, we easily navigated this treacherous section, and continued onward with speed like the wind!

After passing the sandy area, we encountered the green grass of Longzaipu again on our right, and the boundless Pacific Ocean appeared on the left. Continuing approximately 1.5



The route exits the Longzaipu grasslands at a spot famous for its wind-blown sand. Turn right here on the Jiae Road.

km, the scenery on the left gave way to the open grasslands of Longpan Park. This entire area consists of an uplifted limestone terrace, and is a popular place for watching the sunrise on New Year's Day. Cyclists can take any

of the small paths through the park, as there are plenty of places to enjoy the majestic seascapes.

The next section consisted of a continuous 3.5 km downhill, which led to Eluanbi Scenic Area. Unfortunately, bicycles are





Bikes, open country, blue sky, and the boundless sea.



The paved road encourages the thrill of downhill riding.

not permitted in the scenic area. If you have time, you can also turn left before Eluanbi to visit Taiwan's southernmost point. The trail through the windbreak forest is home to giant spiders, known colloquially as human-face spiders—be careful not to run into any. Riding 4.6 km west from Eluanbi will take you back to the Chuanfan Rock parking area. If you don't like the steep slope at the start of the route, you can also ride in a counterclockwise direction. Even though there is a 5 km climb after Eluanbi, it is a gentle slope for most of the route—just be careful not to crash when riding downhill on Chuanding Road.

### Can you ride a bike on the beach?

Don't assume that riding

this route is the end of the fun; now you will see what fat tire bikes can really do! The biggest advantage of fat tire bikes is the fact that they can be ridden on sand or snow. Since you've come all the way to Kenting, why not spend some time at the beach?!! Apart from the beach around Chuanfan Rock, other beaches suitable for fat tire bikes can be found at Houbi Lake, South Bay, Baisha Bay, and the expansive Dawan. If a beach has no hard obstacles such as coral or rock, you can take off your helmet, put on some flip-flops, and tear up the beach with your faithful metal companion. All-in-all, this is an outstanding way to spend a leisurely afternoon in early summer. 🌀



# PERFECT!

## PROFESSIONAL ALUMINUM FORING!

Give us a drawing, you will  
get just what you want!

- Forgetec do cnc finishing.
- Forgetec oem for motorbike, bicycle,  
and mechanical parts.

- *Short lead time*
- *Quick mould developing(7-10 days)*
- *Rigorous quality control!*



原奇工業股份有限公司

**FORGETEC INDUSTRIAL CO., LTD.**

No.18, Jenho Rd., Nankang Ind. Dist., Natou 540, Taiwan.

Tel: 886-49-2253 817 Fax:886-49-2253 818

e-mail: [forgetec@ms33.hinet.net](mailto:forgetec@ms33.hinet.net)

[www.forgetec.com.tw](http://www.forgetec.com.tw)





# NEW AGGLUTINATE SKILL

The professional forging skill upgrades the manufacture of in-mold technology and also creates a new look that is different from the traditional shape. It shows the uniqueness and diversity of the product. The forging skill can combine many kinds of materials such as alumni and carbon fiber. This skill can also work for composite materials and create more combinations of products. We can provide you the best skill and the best technology.



▲ Aluminum alloy combined with palisander bar. With the combination of the modernity of contemporary aluminum forging technology and the classic of elegant palisander wood



▶ 3D Forged Stem  
 Extension: 80,90,100,110,120mm  
 Bar Bore: 31.8mm  
 Angle: +/-6°  
 Height: 40mm  
 Weight: 150g(100mm)



▲ Forged Aluminum Caliper Brake  
 With Patented Quick-Release Mechanism  
 Dimension: 47mm-57mm  
 Weight: 160g/pc



▲ Forged Aluminum Arms  
 Bar Bore: 31.8mm  
 Weight: 188g



▶ Resin Brake And Forged Aluminum  
 Lever With Qr Mechanism  
 Suits Side Pull Caliper  
 Weight: 137g/pc

**XING JYE INDUSTRIAL CO.,LTD.**

No. 272-1, Baobu Rd. Changhua City, 500 Taiwan.

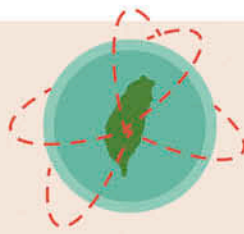
E-mail : bulushi@xjhardware.com.tw

TEL : +886-4-7286381 FAX : +886-4-7263057

<http://en.xing-jye.com>



WWW.CHIANMAU.COM



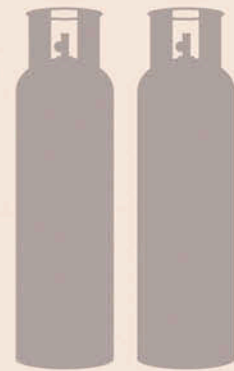
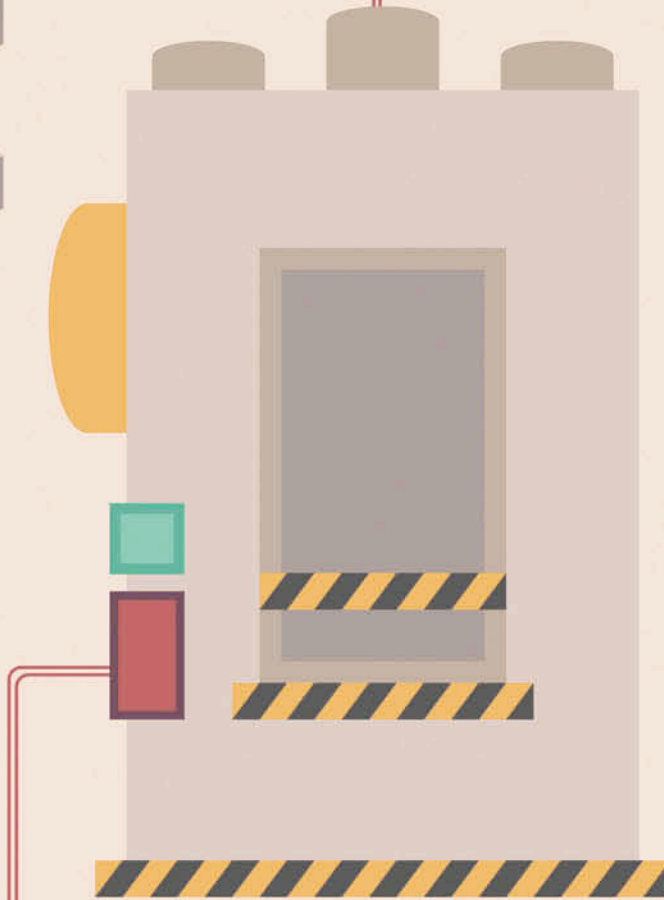
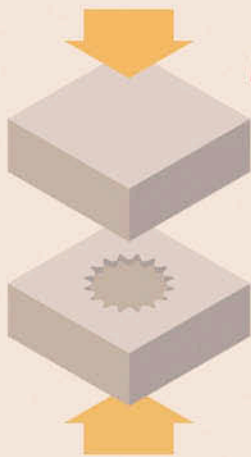
CONTACT@CHIANMAU.COM



# ALUMINUM



# MAGNESIUM



# CHIAN MAU

HOT+COLD FORGING



# STRETCH YOUR ADVERTISING DOLLAR!

The World's Only Source for Reaching the Serious Road, Mountain or BMX Enthusiast



Mountain Bike Action



Electric Bike Action



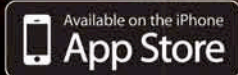
Road Bike Action



BMX Plus!

Search "Hi-Torque Publications" on the Apple Newsstand, Amazon Kindle Fire App Store or on Google Play.

Available on tablets & smartphones



[www.hi-torque.com](http://www.hi-torque.com)

USA - Advertising Representative Robb Mesecher, email: [robbm@hi-torque.com](mailto:robbm@hi-torque.com)

Taiwan - Advertising Information Contact: Jean Huang, email: [rep@mail.wheelgiant.com.tw](mailto:rep@mail.wheelgiant.com.tw)



# TOTAL SUPPORT



## Taiwan Bicycle Source (TBS)

TBS is the comprehensive purchaser's guide to the Taiwan bicycle industry. It's leaner and meaner, with a unique icon index. We cater to your needs with information in all formats. TBS is also available as an online catalog and a mobile app.

Wheel Giant - Total Support For Your Information Needs!

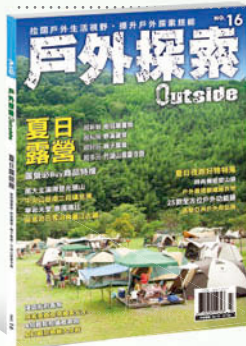
## Bike Market Update (BMU)

BMU provides industry information and market news from Taiwan, Mainland China, and Asia. Published in English twice a year and bimonthly in Chinese, BMU brings you the most thorough reports and information on the business hotspots of the world.



## Cycling Update (Traditional) for the Taiwan market & Bicycling (Simplified) for the China market

Aimed at the cycling public and consumer bicycle market in the Greater China region, this multifaceted consumer magazine features bicycle repair DIY, health features, competition activities, profiles of ultimate bicycles, and more. It is currently the only consumer marketing tool of its kind in the Greater China area.



## Outside

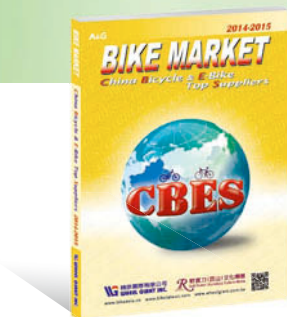
Wheel Giant's *Outside* magazine promotes health, environmental protection, recreation, and co-existence with nature. Articles and tips in *Outside* help readers boost exploration skills and broaden their outdoor living perspectives. Content includes information on mountaineering, rock climbing, camping, river tracing, fishing, bike exploration, kayaking, orienteering, caving, and so much more.

## Official Chinese Guide to the Tour de France

Wheel Giant publishes the only authorized Chinese-language version of the *Official Guide to the Tour de France*. This lavishly-illustrated publication features extensive information and penetrating analysis, and has become indispensable for Chinese-speaking fans worldwide. Content includes routes and details of each stage, degrees of difficulty, strength comparisons of the competing riders, team strategies, and analysis of yellow jersey winners.







## China Bicycle & E-Bike Top Suppliers (CBES)

Opening up China's bike industry for international business, CBES is a full directory of products and contact details, making it easy to get in touch with potential suppliers and manufacturers.

<http://www.biketaiwan.com>

The Wheel Giant website provides 24-hour international access to our comprehensive database of over 20,000 items and 1,700 manufacturers in the Taiwanese bicycle industry. Make your sourcing easier and more efficient.



## Order Form

Please send me the following publications (shipping included):

- TBS US\$80     CBES US\$40     BMU (2 issues/year) US\$40
- Cycling Update (6 issues/year) US\$100     Bicycling (6 issues/year) US\$100
- Outside (6 issues/year) US\$100     Official Tour de France Guide US\$20

Please type or print clearly

(First Name)	(Last Name)
Name: _____	
Position: _____	
Company Name: _____	
Address: _____	
City/State: _____	Postal Code: _____
Country: _____	
Tel: _____	Fax: _____
Website: _____	
E-mail: _____	
Signature: _____	Date: _____

Your company's business:

- Manufacturer
- Importer
- Wholesaler
- Distributor
- Dealer
- Chain Store
- Other. Please specify: \_\_\_\_\_

Please charge my  Visa     Mastercard     JCB

Name on card \_\_\_\_\_

Card number \_\_\_\_\_ Security code \_\_\_\_\_

Signature \_\_\_\_\_ Exp. Date \_\_\_\_\_ Date \_\_\_\_\_

E-mail or Fax to:



No. 193, Tzu-Chiang Rd., Changhua 50095, Taiwan  
 Tel: 886-4-7350500, 7360794~5    Fax: 886-4-7357860, 7360789  
 E-mail: rep@mail.wheelgiant.com.tw    Website: <http://www.biketaiwan.com>





**LOOK FORWARD**

THE GATEWAY FOR CYCLING BUSINESS  
OPPORTUNITIES IN THAILAND

**2-5 OCTOBER 2014**

**10.00 - 21.00 HRS**

EXHIBITION HALL 3 & 4  
Impact Muang Thong Thani,  
Nonthaburi, Thailand

**INTERNATIONAL  
BANGKOK  
BIKE  
2014**

- Create opportunities to develop relationships with industry peers
- Distribute information about your products
- Explore development of designs and innovations

- Launch new products and innovations
- Share ideas and experiences through networking

Organized by :



Media Partner :



For more information, please contact N.C.C Exhibition Organizer Co., Ltd. 60 New Rachadapisek Road, Klongteoy, Bangkok 10110, Thailand  
T. (66)2-203-4232-7 F. (66)2-203-4250 E-mail: neo.pmd3@qsnc.com www.internationalbangkokbike.com



## Light Weight Carbon Road Frame Set

*Strong & Light-Weight!*

### ACC-CLRF13

- Full carbon 700C monocoque road frame
- External cable routing
- Shimano Di2 compatible
- H/T: 1-1/8" to 1-1/2" tapered
- BB type: Shimano BB86
- Weight: 750g±30g(50cm)

### ACC-CLFK13

- Full carbon 700C Racing Fork
- Steerer: 1-1/8" to 1-1/2"
- Integrated O.D.: 58mm
- Offset: 43mm
- Carbon Dropout
- Weight: 320g±20g

## 29er Titanium Mountain Frame

### ACC-14-MB-301 29" Mountain Frame

- 3Al-2.5V Titanium Butted Tubes
- 1" 1/8 and 1 1/2" Taper Head Tube
- BB Shell Press Fit BB30
- Post Mount on C/S
- Internal cable route
- Heat treatment
- Custom Sizing

*29ER TWIN SPEARS*

## Retro Road Frame Set

*TRADITIONAL STYLE INNOVATION!*

### Special Cr-Mo LUG Road frame

- B/B : 39X68 CRMO LB204C
- H/T : 36xID30xXXXL 33 CRMO
- T/T : 28.6x0.7x0.45x0.7t CRMO
- S/T : 28.6x0.6/0.9t CRMO POST:Ø27.2
- D/T : 31.8x0.7x0.45x0.7t CRMO
- S/S : 14x0.7t CRMO
- C/S : 22.2x0.6x0.8t CRMO
- C/S : 22.2x0.6x0.8t CRMO
- END: Allotec C16



10F-1, 380, Fu Hsing S. Rd., Sec. 1, Taipei city Taiwan  
 Tel: 02-27069019 & 27030549 Fax: 02-2755-7180 & 2755-1794  
 E-mail: info@accord.com.tw / accent@ms9.hinet.net  
 www.accord.com.tw







February 20–22, 2015

IEC Crocus Expo, Moscow, Russia

11<sup>th</sup> International Bicycle Trade Show

# VELO PARK 2015

rte  
exhibitions

tel.: +7 (495) 921 4407 | e-mail: [velo@rte-expo.ru](mailto:velo@rte-expo.ru)

[www.velo-park.ru](http://www.velo-park.ru)





# SAVE THE DATE

**interbike** **OutDOOR**  
**DEMO** 

SEPTEMBER 8-9, 2014  
BOOTLEG CANYON | NEVADA

**interbike**

SEPTEMBER 10-12, 2014  
MANDALAY BAY | LAS VEGAS, NV

**HEALTH+FITNESS**  
**BUSINESS**

SEPTEMBER 10-11, 2014  
MANDALAY BAY | LAS VEGAS, NV







## Tower

### WS-607

- Expandable Module
- MAX. 72KGS/4 BIKES



Assemble



Install



## WS-610 System Outdoor display/parking stand

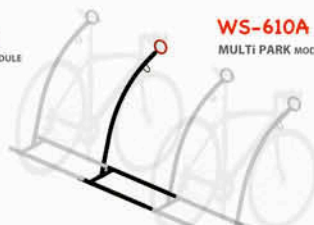
- saddle position fitting
- Locking design for burglarproof function



### WS-610D SPEED RACK MODULE



### WS-610



### WS-610A MULTI PARK MODULE

### WS-610W WALL Mount



### WS-610B SMALL WHEELERS Self Standing Rack



### WS-610C GROUND MODULE

## WS-406 Series High intensity design



- Suitable for most wheel sized under 29"
- Patent design to easily fit most skewer lever
- Tough structure ensure tightly fit while lift bikes
- Extra clamp length for easier derailleur adjusting

PATENTED



### WS-416JA

- Enhanced "L" shape steel display stand
- Fitted for bikes from 20" to 29"

PATENTED



## woodii™ DISPLAY STAND



### WS-916

- Made of wood and acrylic and to increase weight by using steel plate for stability
- For high end bikes indoor exhibition
- Adjusting the width between acrylic plates by sleeves



## CORSO<sup>evo</sup>



### 812A Wire control Magnetic Trainer

- Fits 18"-29"

PATENTED



## AQUADOCK™



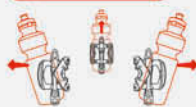
### M41A Extension bracket

- Usage for light/stopwatch... etc.
- Fitted on front/rear carriers (7.8mm-14mm)
- Extension bracket tube size is 22mm default



### YAB-28

#### 3 position shifting



BOTTLE CAGE  
ADJUSTABLE TO  
YOUR USED  
DIRECTION

#### Bottle options



### M38 Multi-function turning adapter

- Fitted on handle bar/bike frame, with 24 angles turning
- Suitable for 22MM-36MM tube



### YAB-30 Multi-function bottle cage



PET BOTTLE  
OK



CANS  
OK



YUENI

YUEN I INDUSTRIAL CO.,LTD.

HEAD OFFICE : No. 16, Fu Kung Road, Fu Hsing Hsiang, Changhua, Taiwan, R.O.C. 50662

Tel: 886-4-7697615, 7697616, 7697617 Fax: 886-4-7694315, 7698571 E-mail: service@yueni.com.tw

WWW.YUENI.COM.TW





NECO TAIWAN-R&D Center

# neco®

<http://neco.rovebike.com>

NECO TECHNOLOGY INDUSTRY CO., LTD.  
TAIWAN TEL: 886-4-23323966 FAX: 886-4-23326266  
[neco@necoparts.com](mailto:neco@necoparts.com)

SHUNDE FAX:86-7572-2626459  
[sdneco@126.com](mailto:sdneco@126.com)

JURONG FAX:86-5118-7455333  
[jsneco@necoparts.com](mailto:jsneco@necoparts.com); [neco-zj@163.com](mailto:neco-zj@163.com)

TIANJIN TEL:86-22-59591629 FAX:86-22-59591630  
[tjneco@163.com](mailto:tjneco@163.com)



**MULTI-DESIGN DECAL**

# Renew it! By peeling it!

Transart's new product "Multi-Design Decal" makes the easiest way to change the bike appearance. There are 2 layers of designs on one Multi-Design Decal. The second design is covered and protected by the first design. If the first design is damaged, you can peel off the damaged design and show up the second design. The process is as easy as taking off the coat and gets the fresh new design.



EUROBIKE booth : Hall A6 No. 215

**TransArt** Transart Graphics Co., Ltd

Transart Taiwan  
service@transart.com.tw

Transart Shenzhen  
shenzhen@transart.com.tw

Transart Taicang  
taicang@transart.com.tw

Transart Tianjin  
tianjin@transart.com.tw





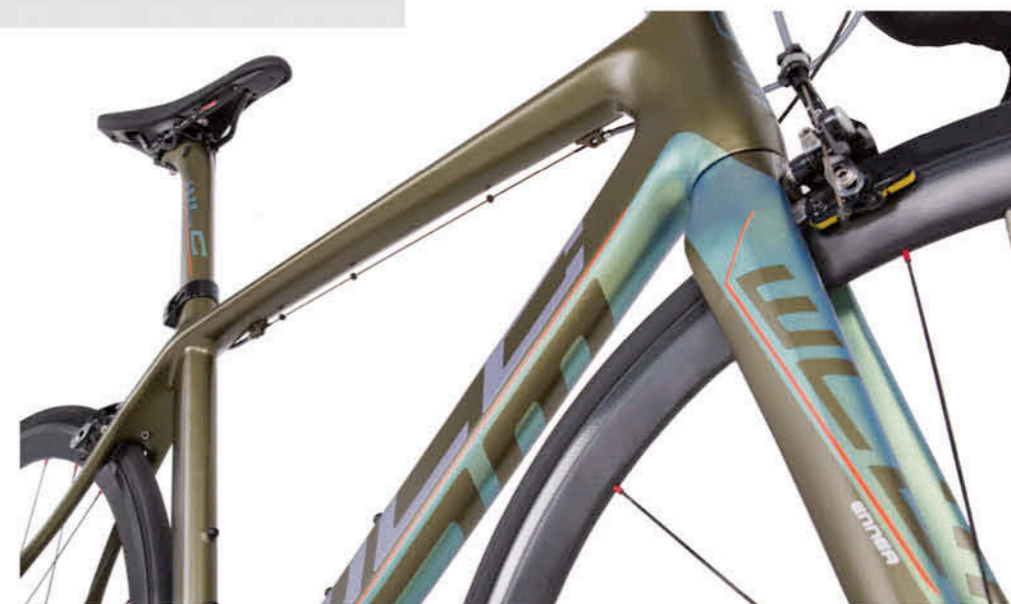
**WILLING**  
(TAIWAN) **HUA CHIN**  
(CHINA)  
OEM / ODM BICYCLE MANUFACTURER

## WILLING WAY

We take pride in every bike we build, always with a focus on details. Highly experienced and skilled employees work in a highly organized and clean environment, ensuring delivery of perfection.

## WILLING DO

- OEM & ODM bicycle manufacturing
- In house paint facility
- In house alloy & carbon frame facilities
- Wheel building



WLC ENNEA.9

威輪工業股份有限公司  
Willing Industry Co.,Ltd.

325 Sec 2., Chung Shan Rd., Tachia,  
Taichung, Taiwan  
info@willingbikes.com  
P:+886-426814992 / F:+886-426814997  
www.willingbikes.com

華慶健身科技(惠州)有限公司  
Hua Chin Bicycle & Fitness (H.Z.) Co.,Ltd.

Xin Hu Industrial Park, Ma An Town,  
Hui Zhou City, Guang Dong, China  
sales@acocabikes.com  
P:+86-752-3256607 / F:+86-752-3256600  
www.acoca.com.cn





**WILLING**  
(TAIWAN) **HUA CHIN**  
(CHINA)  
OEM / ODM BICYCLE MANUFACTURER

## WILLING WAY

We take pride in every bike we build, always with a focus on details. Highly experienced and skilled employees work in a highly organized and clean environment, ensuring delivery of perfection.

## WILLING DO

- OEM & ODM bicycle manufacturing
- In house paint facility
- In house alloy & carbon frame facilities
- Wheel building



WLC ENNEA.9

威輪工業股份有限公司  
Willing Industry Co.,Ltd.

325 Sec 2., Chung Shan Rd., Tachia,  
Taichung, Taiwan  
info@willingbikes.com  
P:+886-426814992 / F:+886-426814997  
www.willingbikes.com

華慶健身科技(惠州)有限公司  
Hua Chin Bicycle & Fitness (H.Z.) Co.,Ltd.

Xin Hu Industrial Park, Ma An Town,  
Hui Zhou City, Guang Dong, China  
sales@acocabikes.com  
P:+86-752-3256607 / F:+86-752-3256600  
www.acoca.com.cn





**KSR**

THE LEV LINEUP zero movement or internally routed cable, 150, 125, 100mm travel, 30.9, 31.6, 34.9, 27.2mm (standard LEV only) diameters, hydraulic cartridge, adjustable air spring, standard shifter cable actuated remote, twin bolt head clamp, cable exit angle adjustment patented one-way roller bearing. **KS - COMPROMISE NOTHING**







# CHIN HAUR

HEAD SET / B.B. SET / HUBS /

[www.chinhaul.com.tw](http://www.chinhaul.com.tw)

**SINCE 1948**

**2014 EUROBIKE-Hall A7, # 414**

**2014 INTERBIKE - # 31158,31160**

**Taichung Bike Week OEM Event-Evergreen Hotel-B2, A24~A25**



## TAIWAN. KAOHSIUNG

CHIN HAUR IND. CO., LTD.  
NO.85, JIANGSHAN RD., DALIAO DIST.,  
KAOHSIUNG CITY 83141,  
TAIWAN (R.O.C.)  
TEL : (886-7) 7011621~5  
FAX : (886-7) 7023608  
E-mail : chinhaul@ms7.hinet.net

## CHINA. SHENZHEN

CHINHAUR PRECISION INDUSTRY  
(SHENZHEN) CO., LTD.  
3 RD., INDUSTRIAL, DAWANGSHAN VILLAGE,  
SHAJING TOWN,  
BAOAN COUNTY, SHENZHEN, P.R.CHINA  
TEL : (86-755) 27225112~3  
FAX : (86-755) 27225109  
E-mail : chinhaul\_cn@163.com

## INDONESIA. JAKARTA

P. T. CHIN HAUR INDONESIA  
JL. RAYA CURUG KM.2. KP. CISEREH, DS.  
KADUJAYA, KEC.  
CURUG, TANGERANG 15810, INDONESIA  
TEL : (62-21) 5981571~3  
FAX : (62-21) 5980236  
E-mail : chi@centrin.net.id



# Smartphone Bike Alarm Warning Light

A Bike Guard.....

A Safe Riding.....



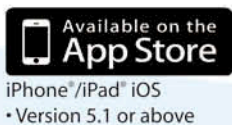
Anti-Theft Mode



Warning Light Mode



Bike Finder Mode



**BLE**  
Bluetooth 4.0

**100M**  
Transmission Range

**2Weeks**  
Standby



**ABEL TECH**  
SUPPORT YOUR LIFE  
AN A+ COMPANY

Website: [www.abeltech.com.tw](http://www.abeltech.com.tw) E-mail: [sales@abeltech.com.tw](mailto:sales@abeltech.com.tw)  
Tel: +886 3 658 3147 Fax: +886 3 658 5674



# THE BEST TUBULARS



PHOTO: DEVI/ISTOCK



Introducing the Forza and Campione, the first tubular tires to come from Maxxis. The Forza is our sport-level tubular featuring a 60 TPI casing, dual-compound rubber and our Silkworm puncture protection. For elite racers, Maxxis is proud to offer the Campione. A supple and lightweight 120 TPI casing, 3C Triple Compound rubber and MaxxShield puncture protection combine to create a tire with excellent ride quality, grip and durability. *For training or racing, make your move to Maxxis tubulars.*

FORZA ■ CAMPIONE



NOTHING LESS

# MAXXIS®

maxxis.com



# CHAMPIONS RIDE GIANT.

## INNOVATION. TEAMWORK. RESULTS.

In July, all eyes are on the Tour de France. Stakes are high, the pressure is on. These are the moments when Team Giant-Shimano rider Marcel Kittel relies most on Giant's superior engineering and innovation. Backed by his Propel Advanced SL aero road bike, and the best leadout team in the world, the results speak for themselves: three wins in the first four days. Champions ride Giant. You can too.

Learn more at [giant-bicycles.com/propel](http://giant-bicycles.com/propel)

TEAM  
GIANT-  
SHIMANO

#KeepChallenging

Advanced SL  
COMPOSITE TECHNOLOGY

GIANT



PHOTO © TDWSPORT.COM