

BIKE MARKET

2014 Spring Edition

UPDATE

2014 Taipei Cycle d&i Award Winners

King Liu: A Company to Last a Century

Tony Lo on the Bike Industry's Next Steps

Kent Returns Production to Home Soil

Bernhard Lange on the Industry's Future

Accell Group Sells Hercules to ZEG

Fritz Jou and Tianjin Fushida Joint Venture

**Michael Tseng Leads
Merida to New Records**

Thailand's Bicycle Industry

Taipei Chosen to Host 2016 Velo-City

8 Clipless Pedals Tested

Telescoping Seatposts Tested

Taiwan by Bike: The Formosa 900



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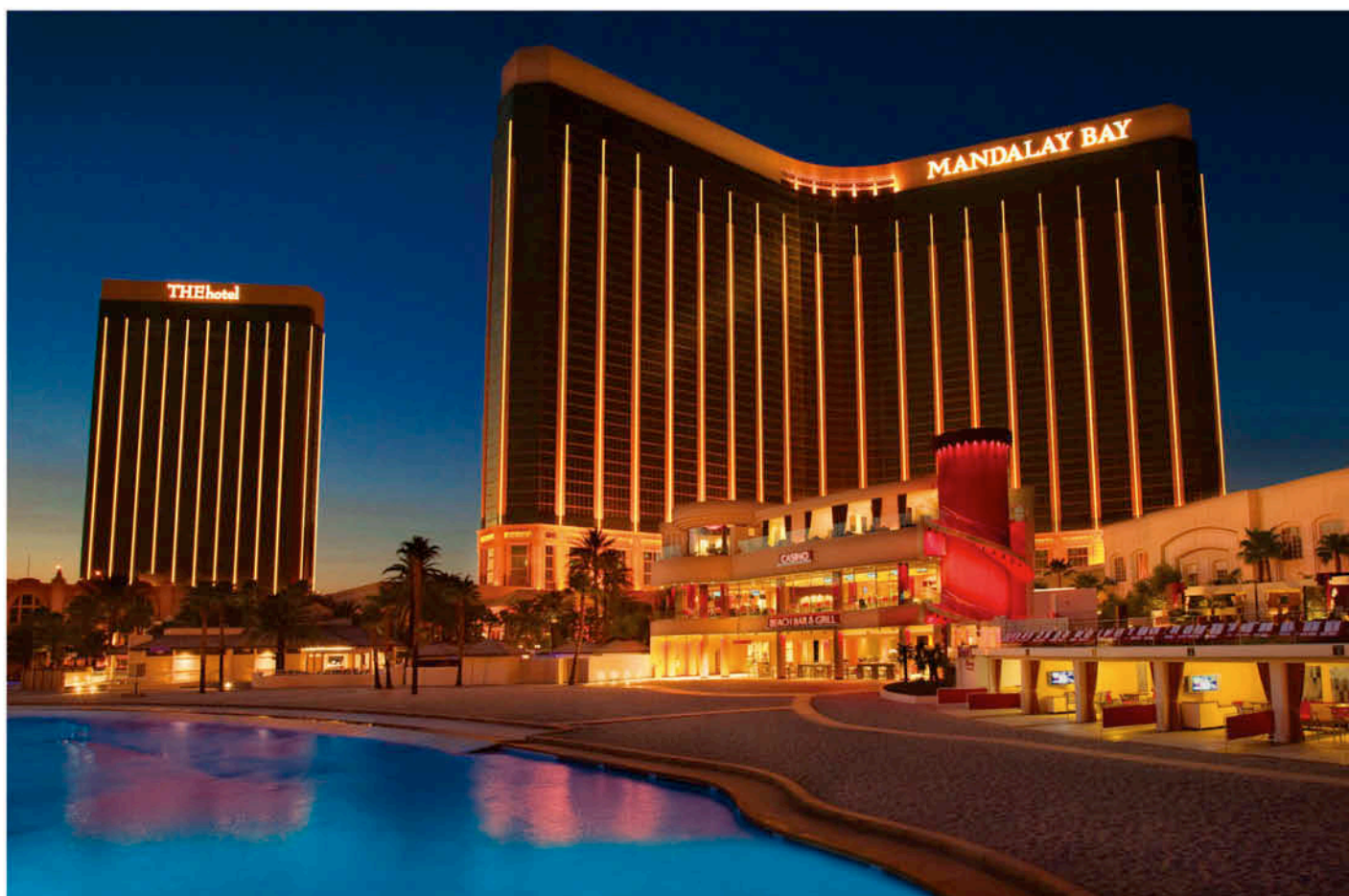


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A DVD disc titled "Taiwan Bicycle Source 2014-2015" with the A&G logo and website.

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A tablet displaying the "Taiwan Bicycle Source 2014-2015" app interface.

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A smartphone displaying the "Taiwan Bicycle Source" app interface.

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A magazine titled "自行車 & 電動機車市場快訊" (Bicycle & E-Bike Market Update) with the A&G logo.

Bike Market Update (English)
A magazine titled "BIKE MARKET UPDATE" with the A&G logo.

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2014 Spring Edition



Cross-country in Fengshukeng

Fengshukeng provides one of the most picturesque and beautiful cycling routes in all of Taiwan. Situated between the Linkou and Taoyuan terraces, Fengshukeng boasts winding, cross-country biking trails, amidst valleys full of emerald rice fields and blooming cosmos flowers. The area is relatively quiet, with very few hikers, meaning cross-country cyclists have this perfect expanse of mountain forest almost all to themselves!

Photo: Ned Wu



◀ Michael Tseng (right) receives Merida's Excellence Backbone Business Award.



▲ ECF President Manfred Neun (third from right), Taipei Mayor Lung-bin Hau (third from left), Deputy Mayor Chin-oh Chang (first from right) and other VIP guests celebrate Taipei's Velo-city success.

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▲ Giant President King Liu, believes his greatest achievement is the promotion of Taipei's public YouBike system.



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◀ TranzX reveals its state-of-the-art antishock technology.



▲ VL-1684 saddle.



▲ Alex works with its customers through every step of design and production.



▲ Organized by the TBA, the Formosa 900 is a fantastic opportunity to cycle around Taiwan.



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Grace S. Ruan

A New Cycling Culture

The warmth of spring should be bringing glad tidings in a time of abundance. Despite Europe's mild winter heralding the swallows of spring, the heavy snow and blizzards that struck Japan and the eastern United States, set new records, leaving us in awe of Nature's power to strike back. Of course, with the arrival of extreme weather conditions, we must all change ourselves, and cherish the Earth, if we are to coexist peacefully with Nature.

As Taiwan's largest export market, the EU's poor economic conditions had a negative impact on the industry. Taiwanese firms exported only 1.98 million bicycles to the EU during 2013, which was a drop of 21.65%, compared with the 2.52 million bikes exported in 2012. The result of this financial instability, meant that Taiwan's total bicycle exports fell to just 3.8 million – only the second time in 20 years that the country exported under 4 million bicycles (in 2003 Taiwan exported only 3.88 million bicycles).

The United States is Taiwan's second-largest export market, but Taiwan's exports to the US shrank by 6.91% to 637,000 bicycles last year. In contrast, average unit price rose by 6.38% from US\$591.09 in 2012, to US\$628.79 in 2013. Last year, the Obama administration took steps encouraging the industry to manufacture in the US, including many very appealing preferential tax measures, which induced Kent International to announce that it would establish a new plant in South Carolina to manufacture bicycles for sale by Walmart.

China replaced Japan as the third leading export market for Taiwanese bicycles in 2013. Most of the credit for this goes to the ECFA agreement, which has greatly increased cross-Straits trade. Taiwan exported 250,000 bicycles to China in 2013, and this figure represented a dramatic increase of 165%. Looking ahead to the future, we anticipate that competition, cooperation, and interaction between Taiwan and China, will grow even stronger in the years to come. For instance, Taiwan's Fritz Jou and Tianjin Fushida

recently made plans to establish a joint venture bicycle plant in Tianjin, which will have an annual capacity of 400,000 bikes. Furthermore, Merida has started production in its new Nantong factory, in China's Jiangsu Province. The Taiwanese manufacturer aims to produce 500,000 bikes in its first year of operation at this plant, with the official opening ceremony scheduled to take place during the 2014 Shanghai Cycle Show.

Apart from the recession, the drop in Taiwan's exports in 2013 is attributable to the fact that Cambodian bicycle exports are subject to zero tariffs by the EU, which is much better than the 14.5% tariffs imposed on Taiwanese bicycles. However, Taiwan's more advanced technology, means it boasts higher-quality and more appealing bikes. In this light, it is not surprising that Specialized, which shifted its orders to Cambodia two years ago, has brought its orders back to Merida in Taiwan, for the 2015 model year.

For its part, Taichung Bike Week (TBW), which is held each November, has become an essential tool for European and American product managers wishing to finalize OEM specs. The TBA's Formosa 900 bicycle circuit of Taiwan, will get underway this year on November 8, which is immediately after TBW (November 4-7, 2014). We cordially invite international bicycle industry personnel to participate in this year's Formosa 900 – a truly unforgettable experience! Giant President King Liu, who is one of the most important figures in the campaign to promote cycling culture in Taiwan, will celebrate his 80th birthday this May, by cycling around Taiwan again.

With continued product innovation and development, improving cross-Straits relationships, along with the growth and advancement of a new cycling culture, Taiwan's bicycle industry can look forward to a much more prosperous and healthy 2014.

King Liu on Building a Company to Last a Century

Text & Photos: Editorial Dept.

Having reached the age of 80 this year, Giant President King Liu still has a spring in his step, clear wits, and plenty of enthusiasm and fighting spirit. In fact, Liu even plans to participate in another ride around the island of Taiwan in May of this year.

Liu gives credit to cycling every day and close attention to health for his youthful spirit and self-confidence. He spent 15 days on his first ride around Taiwan, but plans to only take 12 days this time. King refers to the upcoming ride as a “health check-up” and a “journey of appreciation.”

Never shrinking from challenges, and always striving to be the best, King Liu successfully created the “YouBike” public bicycle system, which is the world’s most user-friendly and has the highest turnover rate. He further established an “innovation reform committee” at the Giant Group to implement a sixth round of reforms, which has the goal of transforming Giant into a respected “hundred-year company” making a significant contribution to society.

Founded 42 years ago, Giant has always kept up with the times, and in spite of many ups



▲ Still full of enthusiasm and ambition, King Liu plans to ride around Taiwan at the age of 80.

and downs, has always managed to maintain stability and growth. According to President Liu, Giant has undergone five major rounds of reform from the time it was established, and each of these interludes was of vital importance. Giant's episodes of reform have encompassed its reliance on contract production to acquire production capabilities, establishment of a company brand to provide a basis for sustainability, investment in China and expansion of its scope of operations, establishment of the A-Team to safeguard Taiwan's bicycle industry, and continued establishment of a new bicycle culture.

6th Reform

King Liu has always had a strong entrepreneurial spirit, as well as constant crisis consciousness. According to Liu, once a company's business reaches a certain level, it will discover that many of its previous methods have become outdated, and it must make adjustments and innovate in order to revive its competitiveness. Especially in the case of a global corporation, dependence on ordinary improvements is insufficient. The Giant Group consequently established an "innovation reform committee" in the middle of 2013 in order to push forward further reforms. It is hoped that three years of full-scale reforms will ensure that Giant can continue to make progress during its next 40 years,

and become a respected, socially-contributing hundred-year enterprise.

Incomparable YouBike

The YouBike system is helping transform Taipei into a green city with great vitality and appeal. YouBike's success has enabled Taipei to win the right to host the 2016 Velo-City event, and King Liu has played a big part in this success. King believes that promoting YouBike is one

of the most meaningful things he has ever done. In spite of the fact the nearly 600 major cities worldwide have adopted public bicycle systems, none of these systems have adopted a bicycle company as a partner taking part in operation. While running a public bicycle system can be a thankless task, Giant's enthusiastic operation of Taiwan's YouBike has enabled it to set a new benchmark and establish new thresholds for public bicycle systems worldwide.



▲King Liu feels that the promotion of the YouBike system is his life's most meaningful work and achievement.

According to King, because he has always had a long-term, clear-cut goal throughout the past 30 years. This goal was to transform Taiwan into a “bicycle Island” and cycling paradise. Driven by a sense of mission and a passion for bicycles, Liu has always maintained a high level of commitment and involvement. In his words, “I am 78 years old, and this will be the most important project of the rest of my life. I therefore wish to personally take part; besides establishing a development committee and committing the company’s global resources, I also want to establish the world’s best, most convenient, and friendliest public bicycle system, and I want it to have a government effort grading system.” King has put tremendous effort into redeeming this pledge, and has paid extreme attention to even the tiniest details. Apart from insisting that the YouBike system could erase the coldly unloved image of most public bicycle systems, King also broke with the rest of the world in designing a uniquely “trusting” system not requiring a deposit. Starting from the design of its logo, the YouBike system has displayed great appeal, and the design of the bicycles reflects their role as supporting actors in the urban landscape. The striking design attracts attention from motorists, and the small front wheel and large rear wheel enhances handling performance. Finally, the attractive look of the bikes


makes riders feel chic and happy.

YouBike bicycles have been used 14 million times in the one year and seven months that the system has been in operation. This figure is equivalent to more than half of the population of Taiwan. Each bicycle has an average turnover rate of 12.5, which is the highest in the world, and far higher than the turnover rate of 7-8 times in London, Paris, and New York. Furthermore, a diligent service team, advanced management technology, and an effective dispatching system have enabled YouBike to overcome the problem of uneven supply and demand during peak hours. Now that YouBike has become the pride of Taipei, New Taipei City and Changhua City plan to adopt similar systems, and even more cities are likely to take the same route in the future. King Liu emphasized that the success of YouBike required the full cooperation of the government and private sector; a large budget is not sufficient to ensure an effective system—this isn’t something that can just be bought with money!

New Challenges at 80

Seven years ago, a 73-year-old King Liu successfully rode a bicycle all the way around Taiwan, winning him the title of “Brother Biao.” This year, 80-year-old King recalls that that trip was quite arduous, and he had to wear a waist support

the whole way. After completing the ride, King discovered that he wasn’t as old as he thought, he actually retained considerable strength, and the trip was very worthwhile. This changed his perspective on life, and he has continued cycling since that time. He rides 30-40 kilometers every day, which he believes preserves his good health. Having reached an age at which physical strength is bound to deteriorate, he hopes that regular cycling will postpone the day when he is no longer able to ride a bike. Seven years after his first ride around Taiwan, King considers himself to still be fit and healthy, and he is still very clear-minded. Having reached the age of 80, King Liu looks forward to the challenge of riding a bike 933 km around Taiwan from the 1st to the 12th of May this year. This 12-day journey will provide a test of health, and will prove if cycling really has made him younger. According to King, this trip will be both a test and a health checkup, and will be also a journey of thankfulness. Feeling blessed to be able to take this trip at such an advanced age, King is grateful to God, and also thanks the public and media for their consistent support and respect.

Riding a bike around Taiwan at the age of 80 will be another new summit in King Liu’s life, and will set a new benchmark for the next generation of leaders at Giant and for successful corporate figures who hope to preserve their health. 



INVERSE TEAM 2x10sp

The ultimate 650B
X-Country bike with its
high-tech 650B carbon
frame developed to bring you
to high level of performance...

2014 Ronda Pilipinas KOM winner
Rider : Peter Pouly (France)

PRIME TEAM Compact 2x11sp

The ultimate Road bike racing
with its high-tech carbon frame
developed to bring you to high
level of speed and performance...

Tony Lo on the Bike Industry's Next Steps

As CEO of Giant and chairman of the TBA, Tony Lo is a big fan of the cycle industry and cycling. Having personally ridden a bike around Taiwan five times, he plans to do it again twice this year, which should be sufficient for him to keep the men's record for circuits of Taiwan. Lo has consistently kept his cool in the face of the industry's ups and downs, and during the steady loss of orders overseas to producers. He appeals to companies to emphasize their meaning and value by maintaining long-term perspectives, not following passing trends, setting down roots in Taiwan, and striving to create market demand.

Text & Photos: Editorial Dept.



▲ Giant CEO Tony Lo led the company to over NT\$54 billion of earnings in 2013.

The Giant Group had earnings in excess of NT\$54.3 billion in 2013 (roughly US\$1.8 billion), and sold approximately 6.31 million bicycles; both of these figures were slightly up compared with 2012. According to CEO Tony Lo, the poor weather last year in Europe and America caused channels and consumers to be relatively conservative. In contrast, Giant's sales in China have continued to soar, meaning the Giant Group's sales for the year managed to stay level, or even increase slightly. Looking ahead to 2014, European and American sales can be expected to return to normal levels, and the potential of the Southeast Asian market is attracting attention, too. However, due to its breakneck

growth over the past few years, the China market will gradually level off. As a result of these factors, Giant should enjoy continued modest growth in 2014.

World Class Service

Global energy conservation, carbon reduction, environmental protection, and health consciousness trends have all been driving steady bicycle sales worldwide. In order to meet consumers' needs, Giant has been striving to develop high-performance sports and leisure products. For instance, to give consumers true cycling enjoyment, Giant has introduced the Right Ride fitting system at bicycle specialty stores worldwide. This system ensures

that consumers are able to select the right bike according to their riding needs, helping riders to select the most suitable size of bike, and allowing them to adjust their bike to the best riding posture on the basis of actual test rides. Professional service personnel also provide guidance to ensure that cyclists ride correctly. According to Lo, Giant hopes that its diversified services will truly make bicycles a part of life, and awaken consumers' enthusiasm for exploration.

Giant-Shimano Sponsorship

Giant has long sponsored Class I UCI professional teams, and this year further became a naming sponsor by teaming up

with Shimano to jointly sponsor the Giant-Shimano men's Class I professional team, young men's development team, and Liv/Giant women's professional team. This has made Giant the first bicycle brand in Taiwan to gain the right to name a Class I professional team. Lo explained that the goal of Giant's sponsorship of teams and riders is not to gain victories, but to develop even better products. The fact that Giant can name a Class I team chiefly signifies that it identifies with the team's active efforts to train young riders, and Giant can also use the influence gained from naming a team, and the team's resources, to support outstanding Asian cyclists. The move will thus be beneficial for all parties. In addition, Giant is one of a small number of companies that have given continuing sponsorship over the years to women's teams, and currently sponsors two women's teams. Apart from helping improve the design of products bearing Giant's Liv/Giant women's brand, the company also hopes that this sponsorship will further increase the popularity of cycling among women.

In a market that is approaching saturation and where it is increasingly difficult to develop new types of bicycles, Tony Lo appeals to companies in the industry to return to product-oriented thinking, and painstakingly develop good products that are meaningful for users. Doing this will give consumers reasons to replace or upgrade their bicycles.



▲ By developing products that are meaningful to users, Tony Lo believes that consumers will have more reasons to replace or upgrade their bicycles.

Survival of the Fittest

Facing global competition and mature, saturated European and American markets, many bicycle brands have embarked on a campaign of consolidation, and are pursuing group-style operations. Aware of the fact that the big are getting bigger, Lo suggests that the survival of the fittest is prevailing in the global bicycle industry, and companies must withstand tests of strength if they wish to survive. Moving production areas to lower-wage countries is only a short-term tactical measure, because orders will not stop shifting as buyers pursue the lowest prices. Instead, companies should engage in positive thinking, adopt a long-term perspective, and seek to establish lasting competitiveness. Although Cambodian bicycle exports to the EU are currently thriving, no one can guarantee that Cambodia's advantage will still exist three years from now.

"Each crisis is also an opportunity," Tony Lo noted. "Taking Giant as an example, our starting point is to think on behalf of consumers. We are

always following consumers' needs, and constantly working to satisfy their needs. We even try to exceed consumers' expectations, turning a crisis into a time of progress."

Formosa 900

The "Formosa 900" circuit of Taiwan, which is one of the Taiwan Bike Festival's activities, has been held successfully in November for the past two years. The Formosa 900 will be held on a larger scale this year, and a wider range of packages will be offered to the public. It is hoped that this activity will interest even more people in cycling, and let more people see Taiwan. Lo excitedly expressed that he will again be the lead rider in this year's Formosa 900, and he will also ride around the island in May, with Giant President King Liu. The Formosa 900 will be Lo's seventh circuit of Taiwan, and he is already the male record-holder for this achievement. Tony joked, "King's age makes him the champ, so I had better win on the basis of number of times!"



Merida: Putting the Customer First

Text & Photos: Editorial Dept.

Merida had many outstanding achievements in 2013. The company's Taiwan plants posted earnings of more than NT\$16 billion (US\$530 million) on a production volume of 1.09 million bicycles. With sales in China surpassing NT\$8.8 billion (US\$290 million) in value, and exceeding 1.01 million units, the group's combined earnings reached a staggering NT\$25.34 billion (US\$840 million) – an all-time company record. In addition, Merida's value jumped by 53% in 2013, to US\$321 million, making it one of Taiwan's top ten largest international brands. Finally, Merida won the Taiwan Mittelstand Award. President Michael Tseng, who has worked tirelessly since taking over the helm of the company from his father, is certainly one of the biggest contributors to Merida's successes and sustained growth.



▲ Emphasizing speed, efficiency, stability, and constancy, Michael Tseng has led Merida to a constant stream of new achievements.

Success No Accident

Merida has enjoyed a constant stream of successes in recent years, with its stock price soaring to NT\$220. The company now dominates the industry like a co-

lossus, and is the envy of many bicycle firms and high-tech companies. However, Merida's success is no accident, nor was it a matter of luck. Much of the credit goes to Michael Tseng, who has displayed ceaseless drive and desire for self-

improvement. When the conditions became ripe, the company enjoyed explosive growth. Tseng gives profuse credit to his father, Ike Tseng, for the diligent training which helped ensure a seamless transition after his death. Michael

Tseng recalls that when he was still a student, he had to work at his family's factory every summer vacation, which taught him how bikes were made and assembled. Thanks to his long hours on the production line, Tseng gained an extremely valuable understanding of the stubborn problems that afflict factory management, and where problems may occur in different production processes. These problems would later become the focal points of his management and improvement efforts.

Michael Tseng subsequently gained experience with R&D, purchasing, and sales. After accumulating practical working and management experience, he was transferred to the general manager's office, where he studied company regulations. He then served as a special assistant to the president, where he learned decision-making from his father. This apprenticeship lasted for over a decade, until he formally took over the duties of general manager in 1994. Having worked with the company's founder from childhood to middle age, and having visited many large and small factories, Michael Tseng realized that no matter how strong a brand is, it must have strong factories to back it up. As a result, Merida has always striven to develop high-efficiency manufacturing plants for its high-end bicycles. Even now, Tseng still takes advantage of evenings or weekends to visit his plants, where he seeks to boost production quality and efficiency by uncovering problems

and requiring details.

Focusing on China

While many in the industry are envious of Merida's strong position in the Chinese domestic market, Michael Tseng frankly admits that his company's status as the leading brand of multi-speed mountain bikes in China was gained only after more than a decade of losses. Merida succeeded only after constant changes and adjustments, backed up with a never-quit attitude. The company has paid its dues in the China market, and has obtained much valuable experience in return. It has spent close to 20 years establishing channels and engaging in marketing to enhance its recognition in the Chinese market, which ultimately enabled it to establish a sturdy foundation. In addition, China's economic ascent and one-child policy, coupled with the company's own brand positioning, also contributed to its success.

Merida recently opened a new plant in Nantong, the company's third manufacturing site in China, to chiefly focus on bolstering production capacity for the domestic Chinese market. Trial operations began in June 2013, and a formal inauguration ceremony will be held on April 14 of this year. With over 200 employees, the plant has an annual production target of 250,000 bicycles. Specialized will ship its bicycles sold in China from the Nantong plant. Moreover, re-



▲ Merida's success is no accident, but rather the result of long-term accumulation of competence, which has given the company the wherewithal to achieve explosive growth. (Photo: Merida)

sponding to the gradual migration of bicycle companies in southern China to eastern China, the new plant can also readily produce bicycles for export. This suggests that the Nantong plant will gradually take over the export function of Merida's Shenzhen plant, while the Shenzhen plant, like Merida's Texas plant, will assume the role of producing for the domestic market.

Customers and the Future

The mutually-beneficial partnership between Merida and Specialized has always been a popular topic in the industry. Tseng's attitude toward cooperation is easy to describe, but not always so easy to put into practice, and can be summed up as "be patient, don't always try too hard, be sincere, and put customers first." Merida does not bicker over mar-



▲ Merida has relied on an exceptionally talented and strongly cohesive management team to constantly break past records.

kets with its customers, because sometimes it's necessary to give a little to get a little. The company strives to fill customer orders first, and gives full support to its customers' sales efforts. This attitude of putting others before self, is something that many corporate managers cannot imitate, and has enabled Merida and Specialized to maintain a long-term win-win partnership. It has also encouraged Specialized to shift its orders from

Cambodia to Taiwan.

Excited about e-bike prospects and responding to swelling e-bike orders, Merida also plans to build a new e-bike assembly plant in Taiwan this year to turn out high-end e-bikes. Work is expected to begin in April, and the plant is slated to begin production near the start of next year. Merida assembled over 6,000 e-bikes in Germany last year, all of which were equipped with Bosch sys-

tems, and the market's response was very enthusiastic. Through careful expansion, valuing speed and efficiency, emphasizing stability, constancy, and persistence, and absolutely not fighting any battles he cannot win, Michael Tseng is building strong ramparts from which Merida can continue to thrive during its second 40 years. 🌀



▲ ► Merida awards commendations to outstanding suppliers.



Model:AKRI10-WH(F/R)

700C Alloy+Carbon Clincher rim
Deep profile 35mm
3K/UD finished
700C 18/24 holes
O.L.D(F/R)-100mm/130mm
Alloy Hub 6061-T6,SB or
Shimano,SRAM,Campagnolo
Spoke 14/19G Stainless



MADE IN TAIWAN



Model: AKRI05-WH(F/R)

700C Carbon Clincher rim
Deep profile 50mm
3K/Marble stone finished
700C 18/24 holes
O.L.D(F/R)-100mm/130mm
Alloy Hub 6061-T6,SB or
Shimano,SRAM,Campagnolo
Spoke 14/19G stainless

NEW



Model: AKRI07-WH(F/R)

700C Carbon Clincher rim
Deep profile 38mm
3K / Marble stone finished
700C 18/24 holes
O.L.D(F/R)-100mm/130mm
Alloy Hub 6061-T6,SB or
Shimano,SRAM,Campagnolo
Spoke 14/19G stainless



Model:AKRI08-WH(F/R)

700C Carbon Clincher rim
Deep profile 46mm
3K/Marble stone finished
700C 18/24 holes
O.L.D(F/R)-100mm/130mm
Alloy Hub 6061-T6,SB or
Shimano,SRAM,Campagnolo
Spoke 14/19G stainless



Model:AKRI09-WH(F/R)

700C Carbon Tubular rim
Deep profile 38mm
3K/Marble stone finished
700C 18/24 holes
O.L.D(F/R)-100mm/130mm
Alloy Hub 6061-T6,SB or
Shimano,SRAM,Campagnolo
Spoke 14/19G Stainless

NEW



Model: AKRI06-WH(F/R)

MTB 26" Carbon Clincher rim
Deep profile 23mm
3K/UD finished
MTB 26" 24/28 holes
O.L.D(F/R)-100mm/135mm
Alloy Hub 6061-T6,SB or
Shimano,SRAM
Spoke 14/17G stainless



Model:AKRI12-WH(F/R)

MTB 27.5" Carbon Tubeless Ready rim
Deep profile 30mm
3K/UD finished
MTB 27.5" 24/28 holes
O.L.D(F/R)-100mm/135mm
Alloy Hub 6061-T6,SB or
Shimano,SRAM
Spoke 14/17G Stainless

NEW 650B



Specialized VP Bob Margevicius Calls For Constant Improvements

Text & Photo: Bob Margevicius

Economic conditions in developed countries are showing signs of a setback as high unemployment, costly austerity programs, and added taxes take a toll on personal income. Signs of slowing sales in both Europe and the United States signal that it's time for manufacturers to thank their customers and fulfill every order in a timely manner. It's also time to invest cautiously and concentrate on quality and process improvements.

Developing countries continue to experience moderate growth as Southeast Asia, Latin America, Korea, and Japan embrace higher-value recreational and performance driven bicycles, parts, and accessories. China continues to dominate market attention with 30% growth expected for the coming season. As the growing demand in developing and underdeveloped markets sets the commercial pace, key suppliers are cautiously scaling production and investments to service developed export markets. Long lead times, less customization, and more relationship-oriented

support define the market today.

An Evolving Industry

Regardless of economic conditions, the industry continues to evolve and innovate. Excitement around 29ers is fueling adult bicycle sales, while trekking and hybrid bicycles sales are increasing by delivering inexpensive transportation alternatives, as well as the rich rewards of health, fitness, and social wellness. Road bike sales continue to surge as aging boomers strive for cleaner, simpler, and healthier life styles.

European markets are also experiencing shifts. E-bikes continue to displace bicycle sales as the continent focuses on mobility, utility, sustainability, pollution, and minimizing its carbon footprint.

However, children's bicycles and BMX sales remain flat as younger generations thrive on the in-activities of social media, the internet, and interactive video games. Industry initiatives need to be implemented to encour-



▲Bob Margevicius calls for focus, innovation, and excellent execution.

age robust recreational activity to promote the long-term mental and physical benefits of cycling.

All of these conditions point to a long term, stable, and secure industry. This new world order requires focus, innovation, excellent execution, and constant quality improvements. Additional investments are necessary to promote youth activities as well as the health, wellness, fitness, and social responsibility benefits of cycling.



Bernhard Lange on the Industry's Future

The CEO of Paul Lange & Co talks about why he is looking ahead at the upcoming year with optimism and eagerness.

Text & Photo: Bernhard Lange

Even though the world has been shaken by various financial crises, and many European countries are struggling to overcome their structural problems, I see a lot of positive signs for the bicycle industry. We all share the fortune to be involved in what I often call the best line of business one can wish to work in. We work – and some of us live – for a product that is by far more than a simple sales article. Its capability to promote health and fitness, to create modern and sustainable mobility concepts for urban agglomerations, to reduce pollution and greenhouse gases and, last but not least, the sheer fun it brings when used for leisure cycling, make it a product fit to withstand any crisis.

So, looking at the various European markets, I am quite optimistic for the upcoming season. In Germany, our domestic market, we see a stable market situation. Of course there's still massive growth in the e-bike sector, but under current conditions we expect the "traditional" bicycle market to perform equally well. Likewise, we anticipate a stable market situation in Switzerland

and the Ukraine. For Austria and the Eastern European countries like the Czech Republic, the Slovak Republic, and Hungary, we even expect the bicycle markets to show further growth. Of course the borders between national bicycle markets are blurred, particularly in Europe with the internal economy of the European Union. In addition, due to various interdependencies and close business ties, many domestic markets in Europe more or less depend on the German market. Economic stability there positively influences other markets, hence my optimistic forecast for the European bicycle industry in 2014. A closer look at these markets reveals signs that the retail sector is going to perform particularly well.

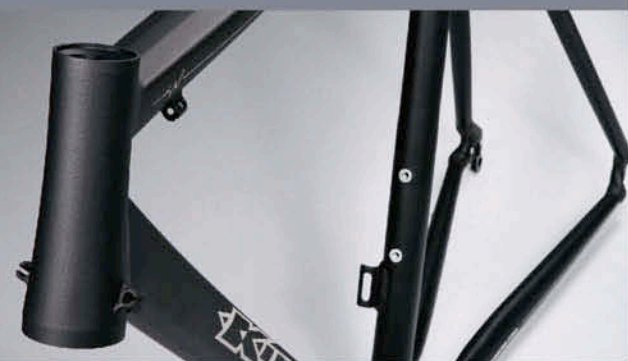
But even though the bicycle generates great demand by itself thanks to its great potential, we still have to promote that demand further, for example, via marketing activities such as sponsoring or event promotion. By supporting the World Tour Team Katusha, we not only cooperate with one of the world's best road racing teams – after all, Katusha



rider Joaquin Rodriguez finished first in the overall 2012 World Tour individual rankings – but also one that, given its Russian origin, is all the more influential in Eastern European countries. On the other hand, our event and marketing team takes almost every opportunity to promote not only our products but also cycling itself. At more than 200 bicycle-related events in Europe annually we display and present our products, educate dealers as well as cyclists and consumers, prepare and repair bicycles for races, and so much more in order to further promote cycling, thereby strengthening the foundations on which our progress is based. 🌀



R915



In the past,
the scandium frames can only use very simple tubing,
like round or oval,
because scandium is too hard to make complex shape.
But now Kinesis Scandium (we called KSC),
and Super Plastic Forming (Air forming) can create
complex scandium tubing profile.



R915 is the first frame which uses KSC tubing.
With KSC tubing, R915 has nice tubing profile and
weights 1100g in 56cm size.
The stiffness and strength of KSC are good, and
easily to forming by SPF, so we can not only make
the bicycle frame lighter than typical aluminum frames,
but also make the frames with complex tubing profile.
R915 passed the EN test and in a reasonable price.



$$1+1+1=1$$

3-in-1 Chainring Technology for **MTB** And **2-in-1** for **ROAD** Chainring.

Rigid outer chainring by **8mm** thickness structure.

Precision shifting performance by specific shifting pin design.

Hard-Anodized finish to have the greater durability.

Hollow Forged Alloy Crankarm is stiff and rigid.

8mm



ROAD M.S.C. System (2 in 1)



MTB M.S.C. System (3 in 1)

2014 Taipei Cycle d&i Award Winners Selected

Text: Editorial Dept.

A panel of experts has selected 49 products as the winners of the 2014 Taipei Cycle d&i award winners, with five products being honored with the coveted Taipei Cycle Gold Award.

On January 9th the judges examined a total of 185 products which had been entered into the competition, selecting 49 of the entries as winners for outstanding achievement in design and innovation. The respective winners will be announced at the official awards ceremony, which will take place during the Taipei Cycle show on the 4th and 5th of March, 2014.

Third Edition

This year, the Taipei Cycle d&i awards will be presented for the third year running. The competition is hosted by TAITRA (Taiwan External Trade Development Council), TBA (Taiwan Bicycle Exporters' Association), and is conceived and organized by iF Design Asia.

This year's judges included Tony K. M. Chang (Taiwan Design Center/Taiwan), Shikuan



▲ Judges panel from left to right: Stijn Deferm, Michael Steen, Tony Chang, Norbert Halle, Martin Kessler and Shikuan Chen.

Chen (Compal Electronics/Taiwan), Stijn Deferm (Stijn Cycles/Taiwan), Norbert Haller (IDberlin/Germany), Martin Kessler (Process Design/Switzerland) and Michael Steen (Nike/Taiwan). The judges not only hold extensive experience in the bicycle industry and the design field, some of them are also professional bike riders. Stijn Deferm has won the Belgium national downhill

mountain bike championship 3 times, and Martin Kessler has successfully taken part in the Swiss Gigathlon 8 times.

All of the award-winning products will also be on display at Taipei Cycle show. They will also be presented on the Taipei Cycle website (www.taipeicycle.com.tw), the TBA website (www.tbearg.org) and in the iF online exhibition (www.ifdesign.de).

TAIPEICYCLE
4th awards 2014
Gold



Ghost

AMR Riot Lector 9

Imagine a bike that can take you further, go faster and make every ride even safer. Both uphill and downhill, the bike is more energy efficient and also capable of handling the roughest trails. Numerous innovative solutions are incorporated into the dynamic design. The close cooperation between Ghost's engineers and designers has resulted in a product that aspires to be the ultimate mountain bike.



Tern

Swoop Duo

Combining style, grace and panache, the Tern Swoop Duo offers around-town transportation at an easy pace. The frame's ultra-low design invites the rider to step through for a comfortable hop-on, hop-off experience. The low center of gravity keeps the bike stable when riding or stopped. The SRAM Automatix 2-speed drivetrain is friendly and cable-free. The Swoop Duo incorporates state-of-the-art Tern innovations including; faster N-Fold technology, an OCL joint which is the industry's safest, strongest and most durable frame joint, a 3D forged Physis handlepost which is the stiffest folding handlepost on the market, as well as Tern's rigid DoubleTruss frame design.



Wilier

Cento1AIR

The fifth generation of Cento1 has arrived. Following on from Cento1, Cento1SL, Cento1SLR and Cento1SR, Wilier wanted to push themselves further once again. The basis for this 2014 development has been to bring the bike closer to the aerodynamic efficiency of the Twin Blade, coupled with the traditional versatility and performance of the Cento1 range. Cento1 now boasts even greater performance, efficiency, comfort and is now even more aerodynamic. Cento1AIR represents the culmination of all of Wilier's knowledge acquired over many years.



Factor

Vis Vires

With an unparalleled level of electronic integration and the most innovative frame, fork and stem design on the market, the Factor Vis Vires is arguably the most advanced road bike in the world. Precise and instant steering input through the dual crown forks and integrated stem make the Vis Vires a rocket ship around the corners while the twin vein downtube serves to improve torsional and bottom bracket rigidity while adding over 100 grams of aerodynamic efficiency. Factor's on-board power meter cranks are the most sophisticated power measuring devices ever designed, measuring independent left and right power in a full 360 degrees of rotation.



Ameco

SPF 1500

Stylish while unfolded and ultra-compact when folded, the SPF 1500 has only one pivot requiring single touch operation. The front and rear wheels are precisely overlapped so you can carry and store it in your office, home or even in a rush-hour subway train. A locking device and declined hinge are integrated in the main frame so it is durable and looks stylish. The SPF 1500 can evolve into a 20-inch bike as well as an e-bike version without much modification.



Allied

Modz

The first riding attempt is important and significant for both children and parents. In order to help this important first experience be a successful one, Modz has focused its developments on a safe tricycle that has a good folding function. The Modz tricycle is simple to use, easy to fold and convenient to place anywhere you want.



Darfon

Panther PS1

Panther PS1 is a perfect urban commuter transport option featuring a carbon frame for low weight, with uniquely shaped design. The Panther PS1 also has an original smart AI control for comfort and easy riding without hassle, as well as front and rear shock absorbers with smart electric power assistance for excellent riding comfort.



Protanium

Yes bike

This e-bike is equipped with Protanium's innovative shaft motor. The motor housing is made of carbon. The batteries are elegantly hidden in the saddle, and most wires are invisible, giving the bike a clean look. The electric drivetrain is totally hidden and no one will ever discover that this bicycle is electric. The frame is extremely light, made of carbon with a layer of kevlar to give the frame extra strength to handle the many external forces from all sorts of road conditions, making it extra safe. The frame and front fork are also our own development, and made via the Autoclave method.

Fairly

E3 Metro

The E3 Metro is an urban utility e-bike built to accommodate your daily routine. The design focuses not just on carrying stable cargo, but also rider comfort and clean aesthetics. The removable battery is integrated in the seat tube, which gives the best combination of weight balance, functionality and style. The front basket holds up to 25kg, and is easily installed or removed. While the bike is ruggedly constructed and painted with a simple matte black, the bamboo panels on the front basket and rear carrier give the bike a warm look and personality. The e-system includes a hybrid pedal assist, a throttle control system and a custom LCD display.



Joy

Hand Crank E-Tricycle (EC3)

The E-3C hand-crank e-tricycle is designed for physically challenged individuals. It is recommended by the Resource Portal of Assistive Technology, Ministry of Interior (Taiwan), as it can concurrently help prevent cardiovascular disease and muscle atrophy, while increasing muscle strength in patients' rehabilitation. The E-3C helps people with physical disabilities to get on the road with family and fellow cyclists to enjoy the outdoors. The E-3C features 7 speeds, 5 stage power paddling assist by 250W electric hub motor; it offers longer riding range, and with both electrical and mechanical speed shifting function, it is suitable for all terrain and ramps.



Equinox

MiRacle

A one-piece design keeps the integrative look of the carbon rim structure and also provides aerodynamic effects to the wheel set. It is truly the perfect composition of structural strength, beauty, lightweight and smoothness. The exquisite single driving unit features a reversed spoke angle design, which changes the operation mode to simulate high profile performance and provide high inertia. Also featured is an optimized laminated design, precise machining for low friction, as well as a blended wheel design that brings high strength and stiffness to the wheels.



Oyama

360° Lock Folding Stem

A change from the traditional two-directional, to four-directional locking enlarges the surface and increases the stability of the folding stem. When pushing the lever to the locking position, the center slider will automatically lock the sliders together into position. With just one action, the front, back, left and right directions are locked together, greatly enhancing the overall strength, while offering stability that a general folding device could not achieve before.



Novatec

Factor

The tubeless-ready carbon hoops are 33mm deep, and use Novatec's proprietary bead lock technology and matrisilk structural reinforcement to hold true their 23mm internal-width rim. During testing, these hoops underwent a lot of pressure and failed to show any sign of weakness. Rim stiffness of the Factor 21 is better than most other wheels on the market.



TranzX

ST128A

The new TranzX 90° Quickpark Stem provides easy self-storage capabilities with 90° handlebar rotation; an easy solution for your on-the-go needs.



Jin Fen

DIY E-bike

The overall lightweight structure of this e-bike enables simple, easy installation and removal. The low transmission loss saves power, while the motor power and human foot area are separated to avoid interference, taking into account two kinds of efficiency drive. This product has a recharging device which can be equipped with rechargeable battery pack that can also be converted to an external power supply and other types of electricity supply.



Kinesis

R915-1

In the past, scandium frames could only use very simple tubing like round or oval, because scandium is too hard to make complex shapes. But now, Kinesis Scandium (KSC) and Super Plastic Forming (air forming) together have realized the creation of complex scandium tubing profiles. R915 is the first frame which uses KSC tubing. With KSC tubing, the R915 weighs only 1100g in the 56cm size. The stiffness and strength of KSC are good, and can be easily formed by SPF, making the bicycle frame lighter than typical aluminum frames. The R915 has passed EN tests and is offered at reasonable prices.



Gold Ti Enterprise

Super Molasses Wheel Axle

Safety should never be compromised by a reduction in weight. You will no longer have to choose between weight and strength. The Super Molasses wheel axle weighs only 36 grams, while the locking force of the axis is over 10 times the EN standard (250N). The tightening handle is the pry tire rod, while the outer tire can be removed and the surface of the inner tire can be ground easily through the specific design of the variable fulcrum. It is a practical, safe and lightweight quick-release wheel axle.



Wellgo

THRUST E

Thrust E is an innovative pedal-based power measuring device. The pedals measure individual power output from left and right separately. The strain gauge is located in the pedal contact area, the closest point where force is directly applied. Unlike other pedal-based power measuring devices, the Thrust E collects raw data from the exact point where the force is applied and requires no further correction. Data transmitters are integrated into the body without the need for additional hardware, and utilize ANT+(TM) transmission. Rechargeable batteries offer 150-190 hours of usage per charge.



Devinci

Troy Carbon

The Troy is the latest incarnation in Devinci's trail lineup. This carbon frame is built using Devinci's DMC-G (Devinci Monocoque Carbon-Gravity) technology, which is backed by a lifetime warranty. This not only creates smooth contours, but also makes it flow fast and smooth in rock ravaged environments. Keeping with Devinci's "Testing is Everything" mantra, the Carbon Troy is Devinci's first 27.5 Trail ride to feature Dave Weagle's proven split pivot technology, with the addition of a short seat stay for optimal control over a burly mix of DH and XC terrain. It is no surprise that Steve Smith won his first race on the Troy at Crankworx 2013.



Control Tech

Titanium Road Bar

This titanium carbon handlebar, combines two high-end materials; titanium with its rigidity, and carbon fiber with its supreme lightness. This combination brings perfect harmony to your titanium bike.



Kind Shock

LEV CI

LEV CI takes rhythm from the trail and injects it straight into your soul. 65mm of perfect drop are just enough to turn your ride up at the eleventh hour. A full unidirectional carbon mast routes the recourse ultralight cable system directly through the frame to the KGSL lightweight remote, a combination saving over 50 grams compared with the KG Alloy remote and standard shift cable. The result is clean lines for you and your bike. LEV CI's newly designed cable interface system is easier to set up while the other end, a high compression-molded head connects LEV CI to your saddle.



TranzX

ST129A

Patented design with shock and vibration absorption – it provides optimal relief and pressure distribution, reducing numbness and fatigue of the hands, arms, shoulders and neck, especially during long rides. An integrated design offers a clean and stylish outlook with +0~ -2° stem vertical displacement.



Unitrade Raven

Raven

Mac Mahone's latest Raven pedals, innovated with the goals of safety, lightweight, comfort, and reliability, are improved to lower the center of gravity, pedal cornering clearance, and pedal flip effect. The solid-forged aluminum alloy 6066 body that houses a super-short 30mm chrome spindle, contributes to the thin pedal profile. The outer body of two oversized 30mm bearings allows a thinner platform without compromising strength support. If you are looking for a pedal with the most in rock clearance, weight saving and overall performance, Raven pedals will keep you rallying along trails.



Innova

Downhill Monster Tires

Downhill Monster provides a new idea, using the engineered plastic studs to change the grip and handling performance. It can be an all-round competition tire applicable for a variety of downhill surfaces and weather. Little Monster has red studs in the shoulder blocks, giving great supporting force. It can dip into the soil surface with the tip of the stud and enhance the grip for turning. Big Monster has yellow studs in the shoulder blocks, giving the greatest supporting force on that area by higher and harder studs. It enhances gripping wet soil or snow and ice surface to ensure that riders can maximize their turning and speeding actions in competition.

Magura

eLECT

The electronically controlled lockout function for TS8 suspension forks: eLECT locks the fork automatically depending on the riding situation, yet the entire system is 15g lighter than the mechanical DLO². Automatic mode: The 3D acceleration sensor registers gradients and shocks with its free-fall and motion detection functions. Manual mode: The lockout function is controlled independently using the wireless remote. The remote unit can be mounted to the MT brakes lever either directly or with a handlebar clamp. Operating time: 40 hours in automatic mode and 60 hours in manual. A micro-USB charging port is provided.



Hubsmith

HS-R023F/R

The HS-R023F/R Hubs use latest patented technology and a one way adjustable gap system. After riding for a long time, the wheel bearings will gradually become worn, resulting in gaps that can make wheels deflative, and the hub and bearings can also become easily damaged. This design enables the direct adjustment of gaps through the adjustment ring in the hub, while also extending the life of the bearings and hub.



SR Suntour

ATS Crank Sensor

The ATS Crank Sensor detects the movement of slots on the 2 disc plates by light sensors. The contact-free sensing system creates more accurate and durable, anti-noise performance. It can output the calculated digital pulse to controller detected by the photo-sensor, rational DC voltage from input, as well as the crank rotation signal. There is no output mechanism while reverse pedaling. Other features include a high performance torque detective mechanism, and an easily-installable synchronized torque output to input.



KMC

Ceramic-like Coated Chain

Bicycle chain coatings not only provide surface protection, but also enhance shifting performance. With ceramic-like coating, KMC maximized these advantages. Firstly, by utilizing a high-tech coating technology and a specialized technique to enhance the strength of individual chain parts, ceramic-like coating increases chain hardness, smoothness, and durability to extend the chain life. Secondly, the high-density surface decreases friction to allow superior shifting and more efficient chain/drivetrain engagement. In addition to these benefits, KMC's coating can improve anti-rust capabilities, meaning less chain maintenance and more time to enjoy your ride.



Morgaw

Saddle

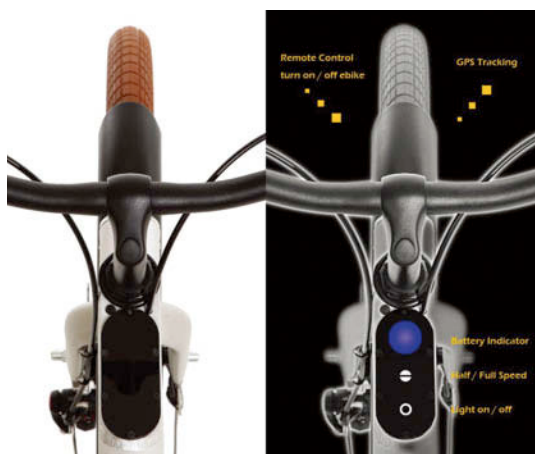
Morgaw have developed a new patented saddle with a unique, self-supporting platform based on shock absorbers. Various density of shock absorbers (soft: up to 70kg; medium: 70kg to 85kg; hard: 85kg to 100kg) can be adapted to the weight of the rider. Shock absorbers improve riding comfort, protect spine & protect rails against damage. Most of the shocks during riding are absorbed by shock absorbers. Seat designs allow the rider to replace Evo Oval rails for new ones in case of damage or others needs. Each Morgaw seat is customizable with Morgaw color kits, which are available in ten different colors. Saddles are designed for road, MTB and enduro categories.



KMC

City Hunter

According to the experience of providing chains for the Taipei Bike Sharing System, chains must be extremely strong and rust resistant to ensure safety, comfort and less maintenance required over a long time. KMC's City Hunter Chain has a unique oval-shaped outer plate with a durable structure to improve transmission efficiency and strength, which in turn reduces chain wear resulting from overuse. XX StretchProof Hollow Pins enhance safety and comfort under heavy loads, while the nickel outer plates and shiny orange-coated inner plates provide rust protection, reducing maintenance frequency. Also, the visible shiny orange color can enhance rider safety too.



Darfon

Excimer E-Bike System

This power kit features a GPS/GPRS tracking system for anti-theft protection. It also includes a touch-pad dashboard which creates a robust urban design, as well as a complete integration of all electrical components. The 250W front hub motor features smart power control via an optimized torque sensor and integrated 204Wh battery.

Liang Feng

Fantasy (T700c-03)

The latest forks are made from alloy, featuring only 2 blades that together create a crown covering the steerer with only one welding path in the middle. This technique shortens the procedure time. Moreover, the 2 sides work in perfect symmetry, so it saves time on manufacturing, while also being much lighter than traditional alloy forks, at about 500g depending on the disc mount. Typically, the alloy stress point is usually placed on the weld point, but with the LF pattern, the weld point is placed in the middle and the stress is distributed equally between the forks. This prevents loose bonding areas associated with carbon forks and breaking caused by high temperature.





InterLock

The InterLock

This product is a specially designed seat post with a lock built into it. The lock cannot be fully removed from the seat post. The InterLock's cables are long enough when pulled out to go through the frame, rear wheel and around a post. In total, there is 90 cm of cable available when retracted. InterLock is designed to be the most convenient lock ever. Available in all seat post sizes, it is also available with custom length cables for special OE installations.



Airace

Torch Road

Torch Road is a 5-inch aluminum mini pump. The innovative aluminum thumb-lock lever features a dust cap with a pump-fixing function. The 5" super-micro size allows for easy carrying and is perfect for road bikes.



Eiso

RC & DC100

With a metal texture and an attractive design, the aluminum alloy CNC body provides simple, metal art and luxurious feelings. Dosun safety light creates a perfect balance between two opposite images; the metal body and the rubber strap. Light, water resistance and eco-friendly, this light can be seen in wide visible angles and uses USB rechargeable li-polymer batteries. It is water resistant, so it can be used well in the rain. A classical design combining the lens and the light switch, simply pressing the lens will turn the light on. You can turn the lights on and off easily while riding without putting in any extra effort. The specially designed angle on the strap makes the rear light parallel with the ground and ensures safety during night riding.



Taiwan Starlit

LED Headlamp

Taiwan Starlit has produced a brand new specialized rechargeable LED headlamp this year. It combines many advantages into one neat product. It's one of the smallest, lightest, brightest, most powerful, long lasting and efficient headlamps you've ever seen. The seamless design also has a waterproof function, so you can be completely worry-free while enjoying your outdoor activities. The rare zoom lens feature is a breakthrough compared with similar products. The Micro USB rechargeable features correspond to consumers' needs, and greatly enhance the effectiveness of the headlamp. It has also obtained the IPX 7 certification.



IDS

COB-X

COB-X is a lightweight, rechargeable green product. The design allows the COB-X to be mounted vertically or horizontally on a bicycle's seat post, fork, handle bar, or saddle bag. The built-in rechargeable battery with a 1.8-hour quick charge through Micro-USB is ideal for riders in a rush! The design comes with a separate clip-on silicon band, offering an option to change the color as well as increasing the durability of the product. With the "chip on board" ECO-LED and optical lens, COB-X's 160-170 degree wide visibility provides a safe riding experience.



YouWang

Frebike

Frebike trailer is the best partner to have when you're traveling by bicycle and camping. The double-axle design in the connecting joint enables the trailer to move steadily without tilting to either side. Rather than using solid material, Frebike uses a trampoline as the cargo bed, which avoids content being damaged when the bike bumps along during travel. The quick-release adapter only takes you seconds to hitch up or dismount. The carving craft is the coolest part of Frebike; you can also customize and engrave your name on it.



Innova

Recycled Tube & Tire Products

Cyclours uses recycled bicycle inner tubes and tires as its main material. As well as fashionable design elements, Cyclours uses waste material to create a new series of bag models. Cyclours has launched a series of environmental protection and water repellent functional tube bags, demonstrating that the regenerated rubber skin can also be chic!



BioLogic

BioLogic FixKit Multi-tool

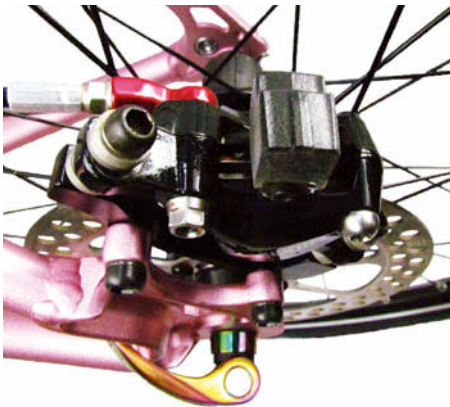
The BioLogic FixKit multi-tool is a super-thin, compact bicycle tool that features 20 commonly-used tools. It is the only tool in its class to include a high-leverage 15 mm wrench for axle nuts and pedals. The patented design securely locks the wrench to the tool body, so the body becomes an extended handle with 14cm of leverage. The included neoprene pouch slips onto the body handle for a more comfortable and firmer grip. The tool folds into a flat, compact size and fits easily into pants pockets or a ride jersey. The FixKit measures only 14x40x77mm and weighs just 158g.



Wahoo

RFLKT

RFLKT is a bluetooth smart driven bike computer that connects directly to your iPhone and displays the content of the bike app running on the phone. RFLKT is essentially an external display for your phone, allowing you to take your phone along for the ride, but not having to place it out on the handlebars. A big bonus is it reduces the battery hit, allowing you to ride all day without draining your phone battery. The screen can be customized and even the button functions are designed to make driving RFLKT easy and personal. The RFLKT works with any bluetooth smart enabled phone such as the iPhone 5.



Canknow Internal

Wireless Brake Warning

With a precise and intelligent circuit design, the weight of the mountain bike version including battery is 29.4g, only 3g heavier than traditional V type brakes (26.4g). The weight of the road bike version including battery is 21.4g, only 1.4g heavier than traditional V type brakes (20.0g). The disc brake version has increased by only 0.2g. The wireless transmitter and receiver, which can be calibrated one to one, is suitable for C-type and V-type mechanical as well as hydraulic brakes.



Tern

Tern Link + Trolley Rack

The Tern Link with trolley rack makes multi-modal transportation practical with roll-on, roll-off convenience for daily commuting. Equipped with a trolley rack, Tern Link bikes roll easily through train and bus stations like a piece of luggage on wheels integrated into the rack. The Tern-patented system utilizes the seatpost and seat as the handle to pull the bike along. The included cover hides the bike and keeps other passengers grease-free. The trolley rack is compatible with Tern Link-series bicycles and works with the BioLogic commute bag, as well as many others.



Devinci

Biknd Jetpack

Jetpack is a fully-customizable roller bag that shields all styles of performance bikes from the perils of international or domestic air travel. Simply unzip the wide birthed opening, insert your bike into the fortress-like interior and use the adjustable, safe-locking mechanism to secure the rear axle in place. With your rig securely housed inside the Jetpack, the inflatable wall-system shaves overall weight and delivers heavyweight protection by absorbing shock from all angles. In addition, high-performance roller wheels and strategically-placed handles make getting to and from your destination simple.



Ibera

PakRak MultiMount Bag

PakRak clamp-on bag is a modular system that has two features. Firstly the clamp-on system makes it simple to install and unload the bag in under three seconds, an innovative structural design. Secondly, the structure is applicable to more than 90% of racks and is easy to install. The positioning structure locks on the rack using four points, making the position adapter stronger and safer. This product is not just a unique innovation, but also a practical system that can be used for many purposes, with product safety enhanced.



AGS

Cycling Eyewear

This piece of innovative magnetic interchangeable cycling eyewear can help athletes to easily and quickly change lenses through a rotational magnetic clip. The system also provides a double secure structure to make sure the lenses are in the right position before being used, and preventing the loss of lenses when the athlete is wearing them, thus lower the risk of cycling injuries.



Super B Precision Tools

TB-1966

With its special structure and center-of-gravity design, it takes just one step to fold and to save more space. A state-of-the-art bionic platform has an elastic surface to accommodate different shapes of things. It can avoid the deformation of the occipital retention mechanism when putting the helmet on it. These universal hangers can hang gloves, cycling jerseys and many other cycling items. An excellent shock absorption cushion is applied to the surfaces against the frame and wall to avoid scratching.



Kuandah

Üpon LiteWeight Bike Tent

Üpon bike tent is designed especially for biking travelers who need comfortable shelter that is extremely lightweight. This single-person tent is roomy with good ventilation. All stitching lines and both windows are sealed with waterproof seam tape to ensure that the rider can sleep dry and sound.



Beto

Easy Hand Pump

This EZ pump head makes engagement with the tire valve very easy. It only needs one hand to push-on & pull-off, whereas traditional pump heads need 2 hands, with one hand holding the pump head and the other lifting the cam lever. EZ head features 8-fingered clamps which can lock with the metal stem of the tire valve and, at the same time, squeeze the rubber valve to air-tight with the tire valve. It also has an auto dual valve system for both Presta & Schrader.





STARSCircle®

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HEAD SHOCK



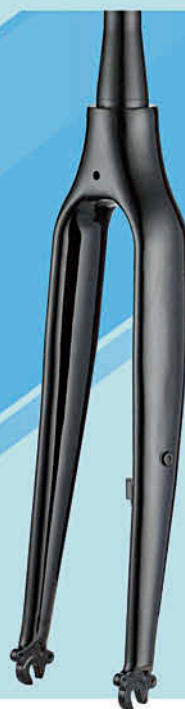
13LF-T700C-01
1.25"~2.0"
AL



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



13LF-T700C-30
1.25"~2.0"
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13LF-T700C-47
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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



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SUOLO-951-TT ㊦

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

CHC Tests 4 Telescoping Seatposts

Text & Photos: Editorial Dept.



In recent years, telescoping seatposts have been used to replace ordinary seatposts on mountain bikes, allowing the rider to quickly adjust the saddle height without getting off his or her bike. Telescoping seatposts are most commonly used on All Mountain bikes, where they enable rapid adjustment of saddle height when riding over

changing terrain. Telescoping seatposts help riders to attain optimal pedaling position and center of balance in the shortest possible time when going from uphill to downhill or vice versa. The current tests focused on seatposts with a diameter of 31.6 with no restriction placed on telescoping travel; the test items included actual use in riding by

athletes and strength testing as well as measurement of data values in the CHC lab. The riders rode Commencal Meta AM bikes equipped with the various types of telescoping seatposts, and observed the operability of the manual control devices, the smoothness of seatpost action, and the degree of seatpost support while riding.

CHC Lab Test Items

1. Downward force needed for seatpost compression

The telescoping seatposts were mounted on a vertical jig, and a special machine was used to measure the force needed to compress the seatposts after the telescoping seatpost raising/low-

ering switch had been pressed. Measurements were in units of kilograms (kg), and the greater the value, the greater the needed force.



2. Upward speed after travel release

A saddle was mounted on each telescoping seatpost being tested, and an accelerometer was attached to the saddle to measure its speed. Measurements consisted of the average distance traveled by the seatpost during each 0.1 second interval from the shortest travel to the longest trav-

el, with data expressed in units of mm/0.1 sec. The greater the data value, the faster the upward speed. Since all four telescoping seatposts had very slow initial speeds, they were compared on the basis of their average upward speed.

3. Forward rigidity testing

The telescoping seatposts were inserted into a jig at an angle of 73°, and the depth of insertion was sufficient to meet the respective needs of the four types of seatposts. The exposed portions of the seatposts extending from the saddle rail attachment points to the fastening point on the jig were equal (when compressed to the shortest length). The force versus displacement curves were recorded after a

downward force increasing to 1,200 N was applied to a point 70 mm to the rear from the saddle locking point. Measurements were expressed in units of kg/mm, and represented the force needed to cause bending displacement of the seatpost by 1mm. The greater the measured value, the greater the force needed to bend the seatpost, and the greater the forward rigidity.



4. Lateral rigidity testing

The telescoping seatposts were inserted into a rigid jig, and the depth of insertion was sufficient to meet the respective needs of the four types of seatposts. The exposed portions of the seatposts extending from the saddle rail attachment points to the fastening point on the jig were equal (when compressed to the shortest length). The force versus displacement curves were recorded

after a horizontal force increasing to 250N was applied to the seatpost's saddle locking point. Measurements were expressed in units of kg/mm, and represented the force needed to cause bending displacement of the seatpost by 1mm. The greater the measured value, the greater the force needed to bend the seatpost, and the greater the lateral rigidity.



5. Inner tube stability testing

The telescoping seatposts were inserted into a rigid jig, and the depth of insertion was sufficient to meet the respective needs of the four types of seatposts. The exposed portions of the seatposts extending from the saddle rail attachment points to the fastening point on the jig were equal (when compressed

to the shortest length). The force versus displacement curves were recorded after a horizontal force increasing to 250N was applied at a point 100mm to the rear of the seatpost's saddle locking point. Measurements were in units of degrees, where the greater the angle, the greater the torsion of the inner tube.



Cycling & Health Tech Industry R&D Center (CHC)

The non-profit Cycling & Health Tech Industry R&D Center was established in June 1992. Its mission is to advance research and development of bicycle-related technology, including but not limited to power bicycles, wheelchairs, scooters, and fitness equipment. CHC utilizes internationally recognized laboratory equipment and tests by international standards. CHC, a trusted third party, is the only testing center specializing in bicycle products.



單車誌 Cycling Update

Aiming at the cycling population and bicycle market in the Greater China area, Wheel Giant introduced the consumer recreation and travel bicycle magazine Cycling Update on a trial basis in December 2001, and began formal publication in April 2002. Cycling Update features recreation, fashion, green living, and sports news, and also highlights product development reports along with bike and gear recommendations. The content is professional, popular, and useful, making it the most practical cycling magazine in Taiwan and China.

Rockshox Reverb

Features

This seatpost is made entirely of 3D forged 7050 aluminum alloy, and features a unique hydraulic control system with a control handle, which ensures that operation is convenient and easy to learn. A dial on the control handle facilitates adjustment of the seatpost's operating speed, and can be integrated with the Matchmaker X clamp. When used in conjunction with SRAM's disk brake or shift handle, it can reduce bicycle weight.

Specifications

Adjustable travel	100mm	125mm
Total seatpost length	355mm、380mm、420mm	380mm、420mm
Hydraulic tube length	1500mm	1500mm
Seatpost diameter	30.9mm、31.6mm、34.9mm	30.9mm、31.6mm、34.9mm

Rider Observations

The Reverb's hydraulic-control switch is easy to use, and was the easiest to learn among the four seatpost systems. The seatpost offered smooth action, and could easily be adjusted to the desired height. However, the saddle's upward speed was somewhat slow at the time of release (when the speed control dial had not been adjusted).

CHC Lab Testing Data

Testing Item	Measured Value
Force needed to depress seatpost	21 kg
Release speed (when the speed control dial had not been adjusted)	31 mm/0.1s
Forward rigidity	8.1 kg/mm
Lateral rigidity	7.73 kg/mm
Inner tube stability (torsion)	0.5°

Vendor Response

The speed control dial on the Reverb's control handle can be used to adjust the speed of rise/drop to the desired level.



KS LEV



Features

The LEV family of all-new innovative telescoping seatposts features a unique hydraulic lock-out mechanism and pneumatic spring ensuring that telescoping action is even smoother. In addition, KS's patented one-way roller bearings enhance riding safety. Instead of old-style open handles, the new control features a fine adjustment function and ergonomic carbon fiber control handles. The unique location of the control cable ensures that the seatpost's up-and-down movement will not affect the cable, adding to riding safety. The innovative LEV design can make cycling smoother and happier!

Specifications

Adjustable travel	100mm	125mm	150mm	100mm
Total seatpost length	355mm	385mm	435mm	400mm
Seatpost diameter	30.9mm 31.6mm 34.9mm	30.9mm 31.6mm 34.9mm	30.9mm 31.6mm 34.9mm	27.2mm

Riders Observations

When adjusting saddle height, the rapid speed of rise is an attractive feature from the perspective of time-conscious athletes. On the other hand, recreational riders may find the speed of ascent to be too fast, making it difficult to adjust the saddle to the desired height, and the control handle is slightly stiff. The location of the control cable at the bottom of the seatpost minimizes the cable tube's length, keeping it from getting caught on anything, which is a very convenient design feature.

CHC Lab Testing Data

Testing Item	Measured Value
Force needed to depress seatpost	20 kg
Release speed (when the speed control dial had not been adjusted)	87 mm/0.1s
Forward rigidity	8.58 kg/mm
Lateral rigidity	9 kg/mm
Inner tube stability (torsion)	0.2°

Vendor Response

The high rate of ascent and descent may seem a bit unfamiliar at first, but quickly becomes familiar and appreciated after being used a few times.



X-Fusion Hilo SL



Features

The Hilo SL telescoping seatpost is lighter and smoother than ever. Thanks to an even lighter structure and even smoother inner tube plating, the Hilo SL seatpost will let you adjust your saddle height with the greatest of ease. X-Fusion's superb hydraulic rebound control and 125mm of adjustable travel offer even greater leeway in dealing with rough terrain, and you will forget that the seatpost quick release even exists!

Specifications

Adjustable travel	125mm
Total seatpost length	404mm
Seatpost diameter	30.9mm 、 31.6mm

Riders Observations

Pedaling stability was excellent when the rider was seated, and the seatpost gave an impression of high rigidity. The all-directional control handle is easy to use, and the long-handle design minimizes effort and makes the system easy to learn. While the rate of release and compression is relatively slow, ordinary recreational users will find the speed to be more than adequate.



CHC Lab Testing Data

Testing Item	Measured Value
Force needed to depress seatpost	39 kg
Release speed (when the speed control dial had not been adjusted)	11 mm/0.1s
Forward rigidity	10.1 kg/mm
Lateral rigidity	8.74 kg/mm
Inner tube stability (torsion)	2.2°



DNM ASP-R




Features

The ASP-R cable-controlled seatpost employs a dual-circuit actuating system ensuring smoother extension and compression. Riders can freely adjust saddle height to achieve the most suitable pedaling position when going up-hill or downhill, and the controller enables riders to change saddle height without dismounting. The added air valve at the bottom of the seatpost allows users to adjust air pressure and maximize riding smoothness. DNM has also introduced an ASP version with a wireless controller.

Specifications

Adjustable travel	110mm
Total seatpost length	330mm
Seatpost diameter	30.9mm 、 31.6mm 、 34.9mm

Riders Observations

While the up-and-down action was quite smooth, and there is an excellent sense of rigidity when pedaling, the control cable switch requires considerable force to activate up and down motion. Apart from this, the DNM ASP-R definitely offers above-average performance. 



CHC Lab Testing Data

Testing Item	Measured Value
Force needed to depress seatpost	25 kg
Release speed (when the speed control dial had not been adjusted)	48 mm/0.1s
Forward rigidity	10.6 kg/mm
Lateral rigidity	8.7 kg/mm
Inner tube stability (torsion)	1.5°

RISE UP



photo | Kevict Yen | www.idartagency.com | rider | Brian Lopes

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

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Wheel Giant Tests 8 Clipless Pedals

To meet their need for speed, road bikes require a high level of pedaling performance. In this article, Wheel Giant reviews eight of the finest clipless pedals available.

Text & Photos: Editorial Dept.



In recent years, Wheel Giant and CHC Lab have performed joint testing of various types of bicycle parts in order to provide consumers in the Greater China area with a better understanding of differences between products and guidance when making purchases. This test report focuses on clipless pedals for road bikes, and includes results of testing of products from the eight brands Shimano, Exustar, Wellgo, Xpedo, VP, Speedplay, Ritchey, and Time. Testing targeted full clipless pedal systems, which included the three elements of pedals, cleats, and screws. Because all test items involve the use of testing machines and jigs, and no peripheral parts affected clipless pedal performance, tests of different products did not make use of any of the same parts.

CHC Lab Test Items

A Fatigue Testing

The pedals were tested at a speed of 100 RPM with 90kg weights firmly attached. Each pedal system was tested for 300,000 rotations, and test results were expressed as "passing" or "failing." Note: Most regulations prescribe only 100,000 rotations.

B Real Weight

The pedals were placed on an electronic balance with an accuracy of 0.01g to obtain the real weight of each clipless pedal system (including cleats and accessory parts). Weights were expressed in units of grams (g).

C Pedal Static Force Testing

The pedals were fastened to jigs following rotating wear testing, and shoe clips were also fastened to the jigs. The displacement of the center of the pedals was then measured while a force of 1,500 N was applied. The smaller this value (expressed in mm), the greater the stiffness of the pedals.

D Release Force Testing

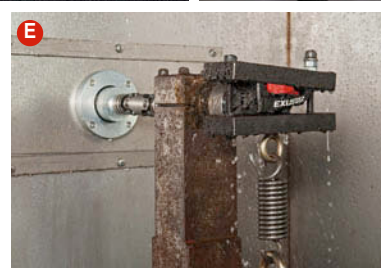
With the pedals securely fastened, a torque wrench was used to measure the release force in units of N-m. Because some of the pedals were designed with adjustable locking tension, six locking tension values—loosest inward, intermediate inward, tightest inward, loosest outward, intermediate outward, and tightest outward—were used in testing. The pedals for which only intermediate inward and intermediate outward data is provided did not have adjustable designs.

E Water Resistance Testing

Following rotating wear testing, the pedals were placed in a sprinkler system and loaded with weights of 12 kg. A motor drove the pedals via the bottom bracket axle at a speed of 100 RPM, and the sprinklers sprayed water on the pedals continuously for 4 hours at a rate of at least 4 mL/second. Turning resistance in units of N-m was measured 10 min. after the start of water spray and before the conclusion of testing.

Cycling & Health Tech Industry R&D Center (CHC)

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Shimano PD-6800

The carbon fiber composite body of these pedals reduces weight by 54g compared with the previous generation, and wider pedaling platform ensures optimal transmission of force. The sturdy stainless steel plates reduce vibration and pedal wear. The wide bearings are in a more stable position, enabling more consistent pedaling force, and tension adjusters allow riders to make adjustments to suit their preferences. With Shimano's classic design, high quality, and performance guarantee, these pedals are suitable for both professional riders and other top-level cyclists.

Pedal Specifications

Design features	All-new Ultegra series carbon fiber pedals
Body material	Carbon fiber composite body
Shaft type	Chromoly bearings
Clipless pedal system	SPD-SL
Reference weight	260g

Test Results

Release force (N/m)	Loosest inward	Intermediate inward	Tightest inward	Loosest outward	Intermediate outward	Tightest outward
	12.5	17.5	20	12.5	17.5	20
Water resistance testing (N/m)	Initial rotational torque	Final rotational torque	Torque change	Actual weight	Fatigue testing	Pedal static force testing
	1.58	1.00	-0.58	328.29 (g)	Passed	1.58 (mm)



Exustar E-PR3CK

The carbon fiber bodies of these pedals reduce weight and enhance performance, and feature carbon fiber protective plates to increase sturdiness. An enlarged pedaling surface boosts stability and ensures even more efficient transmission of force. The lead angle design enables riders to easily find the clip-in point. Chromoly axles provide strength and durability. The pedals further feature a strengthened three-bearing design, and the sealed bearings rotate smoothly and are easy to service. An adjustable torque design allows riders to make adjustments in accordance with their preferences and habits. Recommended cleats: E-ARCR2, E-BLKR2.

Pedal Specifications

Design features	High torque, designed for professional riders
Body material	Carbon fiber body
Shaft type	Chromoly shaft
Clipless pedal system	LOOK KEO
Reference weight	140g/PC

Test Results

Release force (N/m)	Loosest inward	Intermediate inward	Tightest inward	Loosest outward	Intermediate outward	Tightest outward
	5.88	8.04	12	5.88	8.04	12
Water resistance testing (N/m)	Initial rotational torque	Final rotational torque	Torque change	Actual weight	Fatigue testing	Pedal static force testing
	0.96	0.91	-0.05	374.96 (g)	Passed	1.51 (mm)



Wellgo R096B

The wide pedal surfaces ensure that the rider's pedaling force is converted smoothly to forward motion. The clip-in torque mechanism allows adjustment of tension values and features a display window. The aluminum/magnesium pedals are accompanied by optional abrasion-resistant bearing systems, ensuring durability and minimal total weight. Each set of pedals weighs 242g when equipped with magnesium alloy platforms and titanium shafts, 292g with magnesium platforms and chromoly shafts, and 326g with aluminum alloy platforms and chromoly shafts.

Pedal Specifications

Design features	Magnesium pedals with optional abrasion-resistant bearing system
Body material	Magnesium alloy or aluminum alloy
Shaft type	Titanium shaft or chromoly shaft
Clipless pedal system	RC7 A/B/C compatible
Reference weight	242g (magnesium platform with titanium shaft)

Test results

Release force (N/m)	Loosest inward	Intermediate inward	Tightest inward	Loosest outward	Intermediate outward	Tightest outward
	5.29	11	17	7.35	11	17
Water resistance testing (N/m)	Initial rotational torque	Final rotational torque	Torque change	Actual weight	Fatigue testing	Pedal static force testing
	1.04	1.40	0.36	407.53 (g)	Passed	1.38 (mm)



Xpedo Thrust SL (XRF11)

In a break from the past, these improved pedals employ MDU to provide elasticity, ensuring fast and precise elastic feedback. As a result, clipping in and clipping out are nearly effortless. A simplified mechanism ensures extremely light weight, and the MDU design minimizes the possibility of corrosion and damage. A carbon fiber body is paired with a titanium shaft, and the shaft system consists of fully-sealed ball bearings with novel 6061 aluminum ring seals, providing enhanced abrasion resistance and easy maintenance. Each set of pedals weighs only 168g (210g with chromoly shafts).

Pedal Specifications

Design features	Uses MDU as the source of elasticity
Body material	Carbon fiber injection molding construction
Shaft type	Titanium or chromoly
Clipless pedal system	Thrust 7 (KEO Compatible)
Reference weight	168g (titanium shafts)

Test Results

Release force (N/m)	Loosest inward	Intermediate inward	Tightest inward	Loosest outward	Intermediate outward	Tightest outward
	---	12	---	---	12	---
Water resistance testing (N/m)	Initial rotational torque	Final rotational torque	Torque change	Actual weight	Fatigue testing	Pedal static force testing
	0.89	0.90	0.01	285.52 (g)	Passed	2.23 (mm)



VP R73H

The VP R73H is an all-new road bike clipless pedal design. The pedals possess a larger pedaling surface and stainless steel abrasion-resistant plates, ensuring that the force from the rider's legs is transmitted directly to the pedals. Release tension is adjustable. Equipped with VP's patented separated cleats (VP-ARC6), the pedals allow riders to easily find the cleats' previous fastening angle and location whenever they go out for ride, and ensure that the rider's shoes are securely fastened to the pedals. The body of the R73H is made of HIPAC Carbon, which compares favorably to carbon fiber in terms of strength and toughness, but is even lighter than ordinary plastic pedals, making it a highly desirable choice for riders. The front and rear cleats can be separately replaced when needed, making use even more convenient.

Pedal Specifications

Design features	Body material rivals carbon fiber in strength and toughness
Body material	HIPAC Carbon
Shaft type	CNC steel shaft/sealed bearings
Clipless pedal system	Compatible with KEO system
Reference weight	280g (set)

Test Results

Release force (N/m)	Loosest inward	Intermediate inward	Tightest inward	Loosest outward	Intermediate outward	Tightest outward
	10	14	20	20	25	25
Water resistance testing (N/m)	Initial rotational torque	Final rotational torque	Torque change	Actual weight	Fatigue testing	Pedal static force testing
	1.13	1.30	0.17	347.03 (g)	Passed	1.57 (mm)

Speedplay Zero Stainless Steel Clipless Pedals



The Speedplay Zero stainless steel clipless pedal system provides a variety of color options, enabling riders to achieve attention-getting visual effects, and emphasizing their passion for cycling. The pedal design further employs dual-surface clip-in, has a 15° adjustable float angle, and offers coated sole plates. Users can adjust the pedals to find the most appropriate riding posture and attain optimal performance. A complete range of accessory options ensures that Speed-Play Zero pedals can be used under any riding situations.

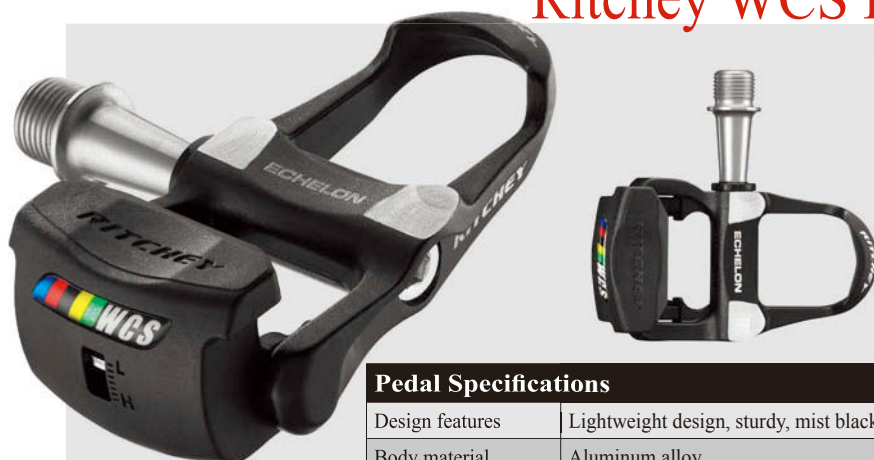
Pedal Specifications

Design features	Dual-surface clip-in, float angle fine adjustment system
Body material	Patented plastic steel and aluminum alloy material
Shaft type	Stainless steel shaft
Clipless pedal system	Speedplay
Reference weight	206g (set)

Test Results

Release force (N/m)	Loosest inward	Intermediate inward	Tightest inward	Loosest outward	Intermediate outward	Tightest outward
	---	12.5	---	---	13	---
Water resistance testing (N/m)	Initial rotational torque	Final rotational torque	Torque change	Actual weight	Fatigue testing	Pedal static force testing
	1.30	1.46	0.16	339.09 (g)	Passed	0.73 (mm)

Ritchey WCS Echelon Road Pedals



Pedal Specifications

Design features	Lightweight design, sturdy, mist black
Body material	Aluminum alloy
Shaft type	Chromoly
Clipless pedal system	Look KEO
Reference weight	230g (set)

The body material consists of aluminum alloy with mixed high-strength carbon fiber and nylon claws for increased sturdiness. The thin pedal design ensures optimal pedaling power. These lightweight pedals also weigh a mere 230g. In spite of their high stiffness and thrilling performance, these clipless pedal sets—including both pedals and cleats—are nevertheless reasonably priced.

Test Results


Release force (N/m)	Loosest inward	Intermediate inward	Tightest inward	Loosest outward	Intermediate outward	Tightest outward
	6.86	11	19	6.37	11	20
Water resistance testing (N/m)	Initial rotational torque	Final rotational torque	Torque change	Actual weight	Fatigue testing	Pedal static force testing
	1.62	1.42	-0.20	325.17 (g)	Passed	1.19 (mm)

Time Xpresso 12 Titan Carbon



Pedal Specifications

Design features	Bioposition concept – road bike clipless pedals with minimum Q value
Body material	Carbon fiber
Shaft type	Hollow titanium shaft
Clipless pedal system	Iclic system, ultra-large platforms (equipped with interchangeable aluminum plates)
Reference weight	155 g (set)

The Xpresso 12 Titan Carbon is Time's top-end ultra-light clipless pedal for road bikes, and is manufactured in France. The carbon fiber body is paired with a hollow titanium alloy shaft, ensuring that each set weighs only 155g. The Xpresso series is equipped with the patented "Iclic" system, which employs carbon fiber spring plates, and allows riders to clip-in and release with greater ease than when conventional steel springs are used. The clipless pedals possess an ultra-large 7 cm pedaling surface, which enables optimal force transmission efficiency. 

Test Results

Release force (N/m)	Loosest inward	Intermediate inward	Tightest inward	Loosest outward	Intermediate outward	Tightest outward
	---	4.9	---	---	4.9	---
Water resistance testing (N/m)	Initial rotational torque	Final rotational torque	Torque change	Actual weight	Fatigue testing	Pedal static force testing
	1.68	1.22	-0.46	239.5 (g)	Passed	1.55 (mm)

The Revolution of the Road Bike Tire

Text & Photos: Editorial Dept.

Distinguished by their large diameters and smooth tread patterns, road bike tires come in a variety of widths, including narrow 20mm race models, 28mm varieties suitable for training or commuting, and 35mm tires for off-road and cyclocross.

One trend in bike technology heading through 2014 is the advent of wider rims and tires and, accompanying this, the progress of clincher tires. It's common to see 25mm width tires

on team bikes today, something that was unthinkable a few years ago.

The-thinner-the-faster

Traditionally, many riders have opted for a race tire that is as thin as possible. Especially when riders have faced time trials, wheels could appear with 18mm tires. These had the advantage of being narrow and therefore more aerodynamic and because there was less material -

lighter too. It wasn't just for the special stages though, much of the bunch would ride on 21mm tires for the whole year.

These days Argos-Shimano, Blanco, BMC Racing, FDJ, Omega Pharma-QuickStep, Orica-Greenedge, Radioshack-Leopard and Sky are all running 25mm tires. Why? Well increased grip is one explanation - but there's a lot more to it.

The truth is that wider tires on a road bike can roll with many more benefits. Wider tires of-



◀ Racing bikes are distinguishable by their sleek, aerodynamic profiles.

▼ Wider tires offer riders increased grip, comfort, and durability.



fer extra traction, comfort, and durability, making them a more convenient and desirable option. Wider tires are popular with commuters because they resist pinch flats, protect the rim from damage, have lower rolling resistance, and deliver a smoother ride on rough roads.

Rolling resistance is the resistance encountered for a wheel to roll over obstacles in its way. The smoother the road, the lower the resistance. Unlike aerodynamics, this is a linear force that increases in line with speed. Do wider tires have lower rolling resistance? Probably, as they are able to deflect more on the road but it depends on the pressure of inflation. As the wheel rolls over the imperfect tarmac, the tire constantly deflects when crossing the surface.

Professional rider Koen de Kort has talked about the issue before: “We went from 21mm and 23mm to 25mm tires in the last few seasons; new research shows that 25mm have less rolling resistance and I have the feeling they give more comfort and traction so it’s a win-win situation.”

But there’s a new factor as well to explain the adoption of 25mm tires in the peloton and it’s come through rim design. A wide profile is supposed to offer improved aerodynamics.

Wide Means Strong

Wide rims may offer

increased aerodynamics but they are also stronger too - a larger arch helps brace the rim against impacts, with the sidewalls offering some slight flex outwards. Here the rim can, in a small way, act like a tire to dampen impacts. This is good for cyclists out on the road, but even better for manufacturers who get fewer breakages and returns on their sold wheels.

Clinchers, a Stage to Tubeless?

For years, clinchers were an inferior product and required a heavier rim because of the sidewalls with hooks. The rim weight remains but because the mass market is dominated by clinchers a lot of R&D has gone into improving them to the point where they can now offer lower rolling resistance. We’re now seeing some pro-cyclists using clinchers in time trials because they don’t mind about the wheel weight when they’ve already got a heavy disc on the back wheel.

Looking ahead, perhaps all riders will use tubeless tires one day. These have the body of a clincher, but there’s no inner tube since the bead forms an airtight seal with the rim. It’s used on some mountain bikes and of course cars, but the market has proved to be limited with road bikes.

However, if the market can adopt 25mm tires, when once upon a time it would have been



▲ As clinchers now offer lower rolling resistance, more and more pro-cyclists have started using them.

unthinkable, who knows?

The Future for Wide Tires

Once reserved for training and touring, now 25mm tires are being used by nearly half the World Tour peloton. Increased grip and better rolling resistance come with width. Comparisons with the past aren’t fair because modern casings are much more supple and lighter - you can have a 25mm model today that would have felt like a tractor tire a decade ago.

In a world where everyone is hunting for marginal gains, a difference of two or three millimeters is evolutionary. 🌀



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2014 Taiwan Excellence Award Winners Announced

The winners of the 22nd Taiwan Excellence Awards, organized by the Taiwan External Trade Development Council (TAITRA), on behalf of the Bureau of Foreign Trade of Ministry of Economic Affairs (MOEA), have now been announced. The entry of 1,281 products, shows that the Taiwan

Excellence Awards have become a benchmark for Taiwanese enterprises pursuing innovative R&D and international competitiveness. The following 11 bicycle-related products were among the 514 products to receive an award at the ceremony.

Text & Photos: Editorial Dept.

Giant Manufacturing Co., Ltd.

Trance Advanced 27.5

Trance Advanced 27.5 is light, agile, and born to go fast on technical trails. Developed with input from Giant's champion enduro pros, the advanced-grade composite frame is engineered specifically for 27.5 - the ideal wheel size for all-around trail capabilities. With 5.5 inches of smooth Maestro rear suspension, as well as an OverDrive 2 steerer tube and PowerCore bottom bracket for steering and pedaling stiffness, it's an all-around trail slayer that climbs as well as it descends. Frame details include internal cable routing, integrated down-tube protection and ISCG-05 chain guide compatibility.



Propel Advanced SL

The Propel Advanced SL has been engineered to be the most aerodynamic road bicycle available. The Advanced SL-grade composite frame is engineered with AeroSystem Shaping Technology, which saves 12-36 seconds over a distance of 40km at a speed of 40 kph compared to key aero bike competitor, with zero compromises in weight or stiffness. With technologies including the SpeedControl SLR brake system, an integrated seatpost, and internal cable routing, the result is clear: Propel Advanced SL is faster from every angle.



Merida Industry Co., Ltd.

Big Seven

The 27.5" wheelset size is by no means just another option between the classic 26" versions and the already established 29ers. Instead, the new standard opens a completely new world for many bikers – because the 27.5" offers the same benefits as the 26" and 29" without showing any weaknesses. The 27.5" has the same agility and maneuverability, and is just as light as the 26", but is comparatively safer, more comfortable, and has more traction. All kinds of MTB riders will benefit from the new standard in equal measure. Merida's new Big Seven reveals its roots at the first sight. The aggressively designed headtube section attests to the genuine racing genes of this hardtail, which is used by the pro riders of the Multivan Merida Biking Team. In addition, Merida's R&D experts have equipped the



Big Seven with a lot of exciting details. For instance, the internal routing of all cables creates not only an elegantly clean look but guarantees highly reliable long-term performance as well. Together with the redesigned chain stays, the brake mount is now relocated into the rear frame triangle to improve the rear stay's comfort, and provide the required running smoothness

for out-of-saddle downhills. During seated pedaling, the seat stays attached to the sides of the seat tube improve the flexing characteristics of the seat post. All these positive virtues inspire racers, tourers and beginners in equal measure - that's why the new Big Seven comes available in many different model versions.

Ride CF Team

The spring classics in Belgium and northern France are extremely demanding for both riders and their equipment, and the cobblestone roads not only call for raw power and virtuous bike handling skills, but also for equipment that is built to match these conditions. Another need is for frames and forks to not only offer more space for wider tires but that are also constructed in a way to offer a certain amount of vertical compliance. As a consequence, the control over the bike is enhanced, the risk of punctures is reduced and the rider gets less tired.

To keep the carbon fiber stays from snapping back to their original shape with no damping and to avoid an unwanted springboard effect, Merida has added a central layer of flax bio fibers sandwiched between three layers of carbon fibers on each side. This natural fiber has much better damping



characteristics than carbon fibers, absorbing unwanted vibrations. The diameter of the specifically formed fork blades has been reduced in the lower, backside area so the entire carbon construction can offer some controlled flex vertically. Merida has also added a slightly longer head tube: short enough that professional athletes still feel at ease, but also long enough so amateur riders can find a slightly more comfortable

position on the bike.

All the efforts were well worth it as the professional riders of Team Lampre-Merida could rely on precise handling and a highly efficient power-transfer even on the harshest cobblestone sections. As both the rear stays and the fork feature elegantly integrated fender mounts, this bike is even prepared for long rides in foul conditions.

O-Ta Precision Industry Co., Ltd.

650B MTB

Volando has decided built the Mount 650b suspension carbon mountain bike. The main purpose is to bring the Mount 650b into the brand-new Cross Country world. Compared with the wheel size between the regular mountain bike's 26inch and 29inch, Mount 650b offers not only enhanced traction and extra stability, but also keeps stiffness and flexibility while pedaling. Furthermore, its components combine with E-Lect front suspension and the SRAM XX1 that can help racers finish all the competitions smartly and efficiently.



Frame Set and Rim Set

The incredible bright red color, coupled with black carbon fiber, creates a road bike that is visually astonishing. The Volando rim set allows cyclists to maximize power transfer while pedaling, and the frame has a curved look top tube and a rigid hydro-forming down tube, with narrowed chain stays and slight seat stays. The high modulus carbon fiber frame has a very nice streamlined shape.

Time Trial Bike

The T/T Solo is a perfect combination of stiffness, comfort, aerodynamics, aesthetics, and performance. The integrated brakes, electronics, and internally routed cables minimize drag for aero excellence, making for a clean and tidy look without those extra shifting and braking hoses. Volando TT Solo features a clever optimization with Shimano Dura-Ace di2 drivetrain – the the top one for triathlons and aerodynamic efficiency. Available with three frame sizes and a fully adjustable seat tube in different angles to fit any rider, it offers an ergonomic cockpit which does not make any sacrifices.



Pacific Cycles, Inc.

IFmove

The IFmove is more than just a folding bike, a commuter or a city bike; it's a user friendly solution for the urban environment. Because usability is its highest priority, this bike rides, folds, and wheels fast and instinctively, without compromising performance or handling. In less than 2 seconds, the IFmove transforms into a convenient package weighing no more than 12kg.



TCV Industrial Co., Ltd.

Bobby Car

Recalling memories of childhood, we remember parents always at the side when we were beginning to play with bicycles. TCV want to improve the problem encountered in a child's learning stage and overcome this with an operation to enhance the safety of the children. Most children use assisted learning toys during early stages of growth experiencing new things with a high degree of observation and learning. The concept of spatial intelligence is basis for the future development of scientific concepts. Harvard University developmental psychologist Howard Gardner proposed the theory of "spatial intelligence", which is the foundation of learning ability and the development of scientific, art and mathematical concepts. It is an area in the theory of multiple

intelligences that deals with spatial judgment and the ability to visualize with the mind's eye. It is defined by Howard Gardner as a human computational capacity that provides the ability or mental skill to solve spatial problems of navigation. With avant-garde structure and aesthetic flow lines, both front and rear wheels are shown which gives a streamlined shape. It's totally different with other current designs in the market. In the future TCV hopes to create new elements for the child care products market, and want to create a product with more visual aesthetics and that

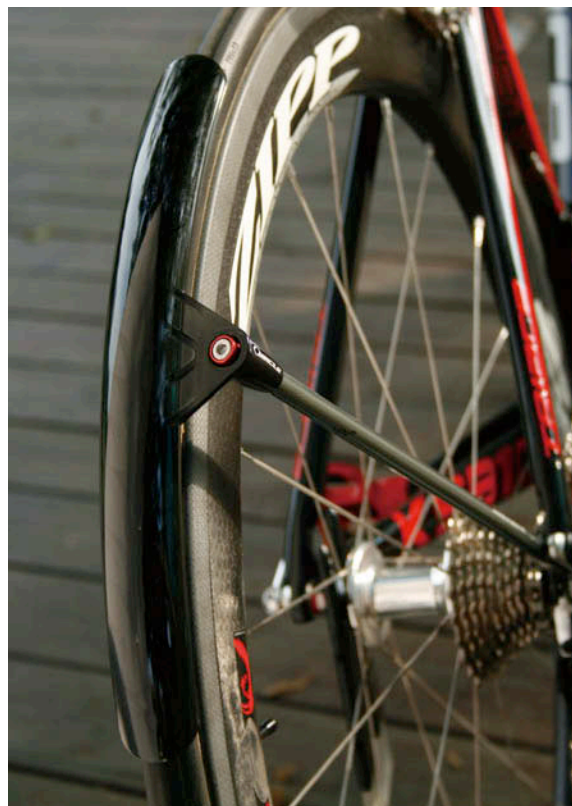


is able to improve consumer lifestyle. In addition, consumers will be able to experience new stimulation of their senses.

Qbicle Inc.

Tangent Fenders

The Qbicle Tangent fender design is sleek, tiny, and lightweight. The Qbicle saves cyclists from splash back and road grime, proving that style and performance are not always mutually exclusive. Qbicle Tangent fenders provide a carefree ride with super stiffness weighing less than 75g.



Kenda Rubber Industrial Co., Ltd.

Mountain Bike Tire

The Nevegal X Pro is the tire widely considered to be the industry standard against which all other mountain bike tires are compared. Nevegal X Pro has been developed for global MTB market and endorsed by U.S. professional rider John Tomac. The new and improved Nevegal X Pro, lighter and faster than the original, offers riders the same classic control and predictability but with less rolling resistance and weight.

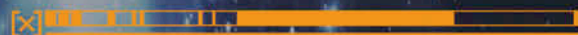
Nevegal X Pro uses Dual Tread Compound technology – the center of the tire tread has the attributes of extreme durability and low rolling resistance. The tire shoulder is made from low rebound rubber to provide great cornering control. This perfect

match lets riders not only feel the power of acceleration, but also excellent control when cornering.

The Nevegal X Pro can offer tube type tires and SCT type tires. The Nevegal X Pro SCT tire has an additional layer of material built into the casing of the tire that allows it to be compatible with the various chemicals in liquid sealant; however this material is thinner and lighter than its UST counterpart. The benefits of SCT tires, when used with sealant, allows the rider to use lower air pressures as well as takes full advantage of the liquid sealant compound when it comes to sealing most punctures or cuts in a tire.



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KMC - One Chain for All

Text: Editorial Dept.

Taiwan bicycle chain manufacturer KMC, has been awarded a Taipei Cycle d&i Award for the 3rd consecutive year. Through its leading production technology, innovation, and designs, the 2014 iF d&i committee has honored both KMC's Ceramic-like Coated Chain and City Hunter Chain with the coveted award.

"One Chain for All" is the concept of KMC's product development; the company not only strives to deliver great chains, but also to provide the best chain to meet the diverse demands of all cyclists. With drivetrain systems being upgraded from 10 to 11 speed, KMC offers a complete 11 speed chain product lineup for assemblers and consumers. Determination and professionalism are key to KMC in winning international design awards and creating new achievement records. As always, the brand will continue to promote cycling culture in order to attract more people to share the joy of bikes, increase rider safety, and to encourage a greener lifestyle.

The Ceramic-like Coated Chain

The Ceramic-like Coated Chain is the result of KMC's



▲ The City Hunter Chain has been developed thanks to KMC's years of experience in bike sharing projects.

successful application of durable coating technology. By utilizing this high-end coating technology, plus a specialized technique to enhance the strength of individual chain parts, KMC has been able to increase chain hardness, smoothness, and durability, to extend a chain's life. Moreover, a higher density surface decreases friction, allowing superior shifting, and more efficient chain and drivetrain engagement.


City Hunter Chain

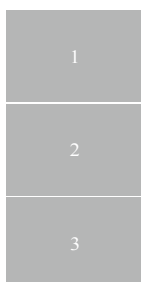
With years of experience in working with bike sharing projects all over the world, KMC knows that city chains must

be extremely strong and rust resistant to ensure rider safety and reduce maintenance time. KMC's City Hunter Chain boasts a unique oval-shaped outer plate, along with a durable structure, which improves transmission efficiency and chain strength. Furthermore, Double X Hollow Pins enhance safety and comfort as the pedals are put under heavy pressure, while the orange-coated inner plates provide rust protection and higher visibility to increase rider safety. The City Hunter Chain is a perfect example of a strong, rider-friendly product that represents safe urban transportation.

20% Stronger Chains

For modern, stronger e-bike motors and professional racing products, KMC has upgraded the durability of the X e-bike series chains (X10e & X9e) and XSL DLC series chains (X11SL DLC & X10SL DLC) to Triple-X Durability. The benefits of Triple-X Durability are a result of the advanced durable chromized pin which allows the chains to gain a 20% increase in strength to cope with extreme drivetrain energy transfer, and to avoid premature chain elongation. KMC has developed Triple-X Durability in order to provide riders with superior shifting, transmission efficiency, and durability for riders.

KMC's full range of chains can be seen at this year's Taipei International Cycle Show, 5-8 March, in booth H1208. 



1. By using a high-tech coating, KMC has been able to increase hardness, smoothness, and durability of the Ceramic-like Coated Chain.
2. KMC offers a complete 11 speed chain product line for assemblers and consumers.
3. Triple-X Durability technology grants chains an increase of 20% in strength.

Alex Shifts Production to Larger Quarters

Text & Photo: Editorial Dept.



▲ Alex President Alex Chen (right) and GM Sally Hsieh (left), who are both avid cyclists, jointly manage the company's affairs.

Founded in 1992, Alex Global Technology has now grown into a prominent international manufacturer of rims, wheelsets, and materials. Alex has currently eight facilities and four departments in Taiwan, as well as four plants in China. According to company President Alex Chen, the company is opening a new

plant in Taicang, near Shanghai, and expects it to begin production in April.

Integrated Production

Having started out in the bicycle industry, Alex has simultaneously engaged in vertical integration of technological ca-

pabilities, while also expanding the scope of its sales. According to President Chen, the bicycle industry is characterized by thin profit margins and insufficient volume. Because of this, Alex has had to expand into high-price rims for autos and trucks, which has enhanced the company's competitiveness by boosting

profits, stimulating technological development, and furthering design ability. For instance, Alex has purchased an X-ray inspection machine at the cost of over NT\$10 million, and also hired a Ph.D.-holding employee commanding a high salary. Although the company could not sustain these high costs if it only made products for bikes, its expansion into auto and truck rims has enabled it to reduce costs by applying its core R&D and manufacturing technologies to a broader range of products. For example, the company applies the same basic aluminum alloy extrusion and forging capabilities to bicycle, motorcycle, auto, and truck rims. Alex has recently built a new plant in Taiwan to produce forged and processed components. The company currently has four departments, including bicycle, aerospace, materials, and 3D forging units, and the eight plants in Taiwan, has enabled it to engage in integrated production.

When Alex develops road bike rims together with a customer, the first step is to discuss specifications with the customer's product manager. The strength, stiffness, and functional requirements are then relayed to the company's materials department, which performs computation and research, and the resulting data is used to begin production. All processes from production of aluminum alloys to extrusion and forging are performed in-plant, and Alex takes great care to en-



▲ Alex works with its customers through every step of design and production.

sure that all alloys can meet quality requirements. As a result, in-house content is over 95%. After production, apart from laboratory testing and inspection, Alex also relies on testing by cyclists, and has achieved extremely stable quality.

Shanghai Plant Moves

As far as new bicycle rims are concerned, Alex has responded to the fact that cyclists hate flat tires by developing rims for tubeless tires that are able to prevent flats. Furthermore, Alex has been producing rims for mountain bikes with 27.5" wheels, which are gradually becoming more common, and orders are continuing to grow. Apart from rims, Alex also provides wheelsets meeting its customers' needs, and it always displays both rims and wheels at trade shows. However, President Chen emphasizes that because Alex sells rims to many wheelset producers, it does

not wish to compete with its customers, and its focus remains on rims. In addition, it can meet customers' needs by pairing its rims with special hubs.

As far as the company's future development is concerned, President Chen noted that Alex will continue its diversification, cut costs, and enhance technology and quality; it will develop and produce more high-end products, obtain even higher-spec export orders, and pursue lighter products and automation of production processes. Alex's Shanghai plant is currently moving to a larger facility located in Yuewang Town, Taicang. The new plant occupies roughly 43,000 square meters, which is four or five times square meters, larger than the old plant. It is expected that the new plant will begin mass production in April, at which time it will be able to provide the significantly greater capacity needed by Alex to supply foreign demand for its rims.



Dahon Unveils Clinch

Text: Editorial Dept.



▲Dahon's Clinch uses an inverted handle post design to save weight.

Dahon is globally recognized in the folding bike sector, spearheaded by its guiding principles of innovation, reinvention, and technological leadership. Revealing for the first time its Clinch, Curl, Ciao Electric, EEZZ 3 Speed, and Qix models, the Californian manufacturer is hoping to leave a big impression with its 2015 line.

Ford Partnership

Recently announced was the new partnership between Dahon and Ford Motor Company. The coming together has allowed the companies to utilize Dahon's innovative technologies and knowledge of the folding bike market, along with draw-

ing inspiration from Ford's classic and contemporary vehicles, to produce the new range. Both companies have a strong vision to help change future requirements for urban mobility and are committed to delivering products that serve to enhance the lives of consumers.

Clinch

The Clinch is one of the lighter, more robust full-sized folding bikes on the market. It applies Dahon's Lock-Jaw hinge technology providing rigidity, as well as a unique inverted handle post design to save weight. This also helps to create a stiffer steering system. The Clinch features a 10-speed SRAM Red drive train,

FSA SLK BB 30 crankset and Dahon's own exclusive quick-release pedals, which all contribute to sharp shifting with extremely light components.

Ciao Electric

Dahon's patented folding technology, combined with a low-step through frame, and a TranzX pedal assist e-system, has created the Ciao Electric. The removable battery pack tucked into the frame enables cyclists to ride with or without power assist, while the Sturmey Archer 5-speed internal drive train allows them to tackle all types of rides with ease.



Velo Introduces Weightless Open Wing Saddles

Text & Photos: Editorial Dept.



▲VL-1684



▲VL-1683

Velo is one of the world's leading designers and manufacturers of quality saddles, grips, and handlebar tapes. During 2013, the company manufactured more than 15 million saddles in its four Taiwan and China factories. Using only certified materials and processes, Velo is especially committed to maintaining a sustainable environment.

Open Wing System

For 2014, Velo has developed two super-light Weightless Open Wing (WOW) saddles, adding a new dimension to top competition road racing. Velo's Weightless Open Wing system uses composite materials for an exceptionally light-weight saddle solution, while maintaining durability and feeling.

Holding the title of the lightest saddle yet from Velo, the patent-pending WOW VL-1683, weighs in at only 100g. State-of-the-art materials, which utilize the inner strengths of carbon to

form the uniquely designed base, are strategically supported by Velo's patented ArcTech suspension rail system. The VL-1683 is a special cutaway saddle that offers streamlined performance and enhanced riding comfort.


The WOW VL-1684 weighs 10g more than its counterpart, but allows riders to not only enjoy the superior anatomical comfort of the new configuration, but also additional strategically placed foam-cushion padding.

All-Carbon Configuration

The comfortable buoyancy of these two hybrid saddles lies in the absence of material rather than its abundance. While eliminating all excess at the heart of the saddle to reduce excess weight, the saddle's wing configuration actually enhances saddle comfort, relieving pressure on the perineum, and thus eliminating the typical numbness plaguing a large proportion of long distance road cyclists.

The new, all-carbon configuration has undergone stringent testing under the most rigorous of road conditions. The development of the new product has also benefited from the ongoing research carried out by racing teams around the world in order to improve saddle technology.

Patented E-bike Saddles

Velo has also introduced its newly patented VL-6362 e-bike saddle. This model features concave lines which help to improve riders stability while pedaling, without eliminating comfort. Velo's range of e-bike saddles also utilize the company's patented U Carry technology. U Carry is an invisible, under-seat addition to the saddle, meaning that riders can carry their bikes with ease, but without extra weight. 



▶VL-6362

TranzX Reveals New E-Bike Technology

Text & Photos: Editorial Dept.

Since its founding in 1986, TranzX has established itself as one of the leading manufacturers in the biking sector, supporting the world's ever-increasing demand for innovative and exponential mobility solutions for an increasingly demanding public. Today, the brand stands for technological competence, reliable product quality, and innovative and sustainable development. The combination of revolutionary technology and unique product design breathes vitality into the brand's claim of "Inspiring Your Ride"-embellishing today's urban and suburban mobility with practical products flaunting decisive extras such as mobility, fun, and long product life.

LogiX

For this year's Taipei Cycle Show, TranzX reveals its new LogiX technology – the company's latest generation of products for the e-bike market. LogiX is a digital communication interface based on the leading

automotive CAN-Bus (Controller Area Network) technology. It ensures efficient service and troubleshooting with fast and accurate problem detection. Using fewer cables, LogiX provides faster, more stable data transmission between the individual e-bike components, while being less susceptible to failure.

M25 Central Motor

First in the new LogiX line is the nearly invisible, but extremely capable M25 motor, generating a surge of power as strong as larger previous e-bike motors. Weighing a mere 3.9 kg and with very low noise and vibration levels, the scaled-down design has made it smaller than a chain ring and hardly noticeable to the casual observer – giving the rider the sensation of invisible power emanating from within the bike. With torque topping at 50 Nm, the tiny, 36V, M25 motor is the highest in its class for comfort, efficiency, and battery range. Compatible with nearly every bike configuration, the new



▲ The M25 e-bike motor is visually integrated into the frame design.

M25 is one of the first motors to be successfully integrated visually into the frame design – setting a new standard for e-bike aesthetics and replacing the “screwed-on” solutions.

The M25 product family offers three options. The entry model M25T with Torque sensor setup, the more sophisticated M25TC with Coaster brake option and the high-end M25TAGT and M25TC-AGT equipped with award-winning TranzX AGT automatic shifting technology.

BL17 Down Tube Battery

Another new product which TranzX will bring to this year's Taipei Cycle Show is the BL17 Down Tube Battery. Attached to the down tube of the bike frame, the new lithium-ion BL17 battery is being offered in 36V (8.8 Ah/11.6 Ah) and 48V (8.7 Ah) versions, with a maximum capacity of 417 Wh. It is a stylish power solution which has been especially created for sportive e-bikes that can be charged while attached to the e-bike or easily removed, as desired, with LED indicator to monitor charging capacity. Positioned at the 'heart' of the bike, the BL17 Down Tube Battery guarantees ideal weight distribution, and the ABUS Key Alike one-key system secures both battery and frame lock with a single key.



▲The BL17 battery is a stylish power solution designed for sportive e-bikes.


Antishock Technology

The third product line which TranzX will reveal for this year is the company's state-of-the-art antishock technology for road bikes. The technology stands out as having groundbreaking shock and vibration dampening comfort. Based on the newly patented, ergonomic construction of the traditional handlebar stem, the innovative TranzX antishock technology relies on the inclusion of an additional interior joint to



▲TranzX reveals its state-of-the-art antishock technology.

achieve noticeably heightened riding comfort. A vertical absorption rate of $+1^{\circ}$ to -2° and optimum pressure distribution diverts most vibration and shocks before they reach the cyclist. Especially on long rides, this minimizes or precludes altogether

typical numbness and fatigue in hands, extremities and joints. Weighing merely 200g along a length of 100mm, the invisibly integrated TranzX antishock technology maintains clear, uncompromising integrity of the original bike design. 

Bontrager's New InForm BioDynamic Tech

Text: Editorial Dept.

InForm Technology

Bicycle saddles provide the most intimate connection between cyclist and bicycle. The most minute details of a saddle can make it a supportive cloud for one rider, but a torture device for another. For years those details were considered more art than science, and the process of designing the right saddle could take years of trial and error. Now, Bontrager intends on changing the game with its inForm BioDynamic technology.

The philosophy behind

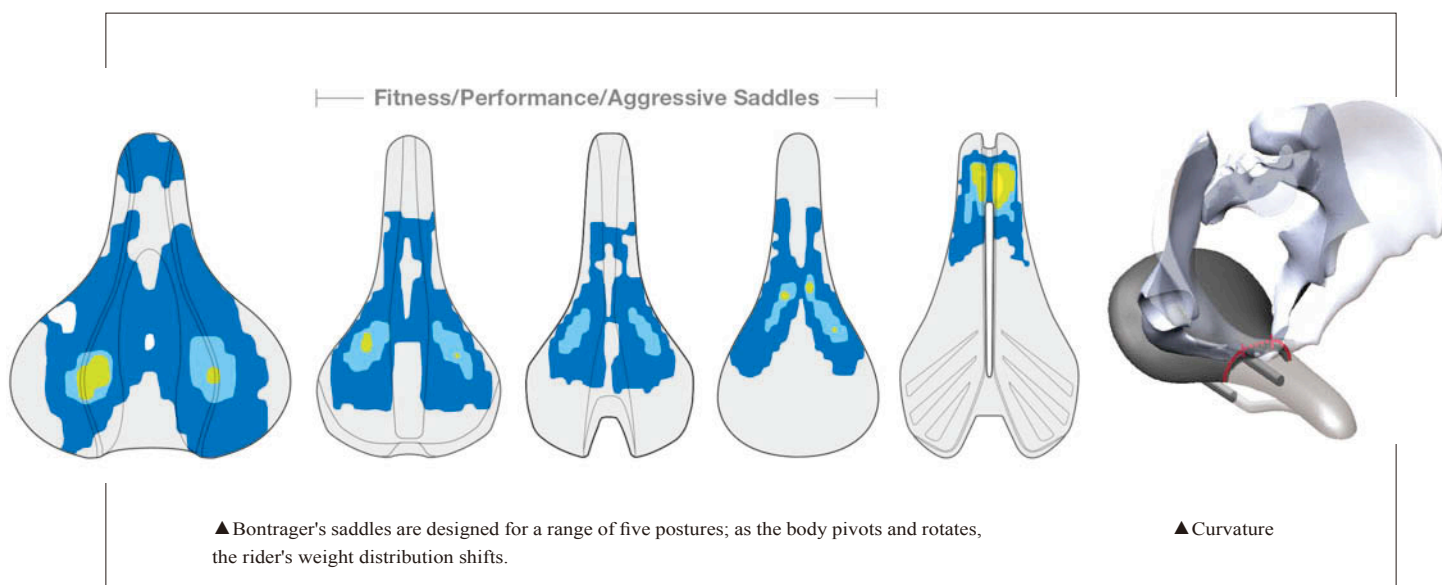
inForm BioDynamic saddles is the result of countless elite athlete ride tests, pressure mapping sessions, high-speed video analyses, and human computer modeling studies. These tools, used by a team of mechanical and bio-mechanical engineers in conjunction with Trek Precision Fit, have helped to refine the minute details that go into the complete Bontrager line of posture-specific saddles.

Importance of Posture

Bontrager's specialist

research and development has discovered that the posture of the rider determines which portion of the pelvis is in contact with the saddle, which makes it the main determinant of the saddle's form. The shape of the saddle must properly support the skeletal structure while relieving pressure on the soft tissues of the rider in that posture.

The shape of Bontrager inForm BioDynamic saddles can be defined by three contours: curvature, profile, and transition. The curvature of the saddle is thought of as a cross-sectional




view through the saddle at the critical point of the saddle where the rider is primarily seated. The profile contour is defined by the saddle's shape in side view. The transition contour is defined by the edges of the saddle in the top view.

Bontrager is also the first company to categorize its saddles according to posture: leisure, fitness, performance, aggressive, and aerodynamic. By doing so, Bontrager can combine the ideal curvature, profile, and transition of each saddle to best suit the posture of its intended rider.

Saddle Composition

The overall stiffness of the saddle's shell is accomplished through direct supports, called ribs, or through reinforcing fibers such as carbon or glass when the shell is constructed of nylon. The shell of the saddle provides the

primary support for the rider, and is therefore designed to distribute pressure to the rider's bone structure and provide relief to the rider's soft tissues. The foam of the saddle provides the primary shock absorption and vibration damping properties of the saddle. Like the shell, the shape of the foam is designed to distribute pressure to the rider's bone structure.

From saddles such as the Hilo series and the Team Issue TT which focus on aerodynamic posture, to the Cruiser and Boulevard ranges which have been designed for leisure riding, Bontrager has developed products for every rider, in a unique and ground-breaking manner, which for the first time, focuses primarily on posture and comfort. 



▲ Cutouts are designed to relieve pressure, while still providing support.



▲ Some time-trial riders will opt for a saddle without a cutout to increase the area for weight to be distributed.



▲ Others prefer the perineal relief that comes as a result of the Hilo's split-nose style design.



▲ Bontrager's Serano uses a proprietary rail design best suited to aggressive riding.



◀ The foam of a saddle provides its primary shock absorption and vibration damping properties.



▲ The Nebula+ saddle uses elastomers to separate the direct connection between the saddle rails and shell.



▲ Bontrager's Paradigm R utilizes a layer of gel in order to provide a cushion and further reduce vibrations.



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Ergon: Providing Perfect Ergonomics for Cyclists

Text: Editorial Dept.

Carbon monocoque frames, electronic gears and intelligent shocks - the technological developments in the bicycle industry are constantly pushing the boundaries of design. To make bikes more enjoyable, more comfortable, more efficient, and faster, manufacturers are concentrating on hardware technology.

Importance of Ergonomics

Incorrect ergonomics on the bike can turn discomfort into sharp pain in a hurry and can ruin a day on the bike. In competition, incorrect ergonomics can waste valuable energy and prevent a place on the podium. Ergonomics is about focusing on the person, not the technology, and so Ergon is here to help.

At Ergon, cyclists are at the center of the search for the best connection between rider and bike. For 2014, the company has developed a wide range of saddles, grips, and pedals to deliver the highest performance and quality possible to all types of riders.

GE1 Grip

The company's latest grip, the GE1, is specially developed for Enduro mountain biking.

Mountain bike handlebars are wide and are gripped right at the end, while rider's elbows are kept bent; this position has dictated the construction of the grip, and in turn the grip itself is able to prevent typical issues of tension in the arm and the hand. With two rubber compounds, there are textured zones oriented against the direction of rotation of the hand. The grip also takes advantage of a lightweight high quality aluminum clamp, securing the damping optimized inner core.

SME30 Saddle

When it comes to producing high-end saddles, Ergon strives to be the best in its field, and the SME30 is a fine example of this desire. For the SME30, Ergon's experts have moved their focus to ergonomics for enduro. Using a V-shaped design, the saddle allows for a lot of positional changes and changes in saddle height. The demands of the rider are reflected in the form of the saddle padding - it is relatively flat, with no kick up at the rear, allowing for fast changes from sitting to standing to behind the saddle descending. With distinctive styling along with



▲Ergon's GE1 grip is available in a range of different colors.

Ergon's knowledge and expertise of ergonomics, this saddle is sure to be popular in the upcoming enduro season.

PC2 Pedal

Ergon also produces high quality bicycle pedals which redefine the traditional flat pedal. Ergon's PC2 contour pedal is the first pedal to address the ergonomic and bio-mechanical demands of cyclists who don't want to use clips. The foot position and consequent leg position makes for increased efficiency, while reducing the risk of knee complaints and numbness in the feet. The PC2 pedal is super-light, ultra-narrow, and features oversized reflectors, a slip-free platform, and a 6 degree angle for better joint positioning.



SR Suntour Unveils New Products for 2015

Text & Photos: Editorial Dept.

Increasing Emphasis on 27.5" Products

SR Suntour, a producer of suspension forks, chainwheels, and e-bike components, began placing increasing emphasis on 27.5" (650B) products in 2012. According to assistant manager Noda Ippei, SR Suntour has maintained a cost advantage at the manufacturing and assembly stages, and has recently begun developing 27.5" suspension forks and two-plate type chainwheels. At the same time, the company has achieved enviable results in its e-bike niche. As a result, SR Suntour will be heavily marketing its 27.5" products, dual-plate chainwheels, and e-bike components during the 2015 model year.

SR Suntour sales manager Vance Lai noted that the company's orders and other data indicate that 27.5" bikes will eventually replace 26" bikes. As a result, SR Suntour has been designing and developing relevant products since 2012, and successfully introduced several 27.5" suspension forks last year. This year, the company plans to develop 27.5" suspension forks in



▲SR Suntour is introducing dual-plate chainwheels and cranks for the first time, providing both 2×9 and 2×10 options.

its XCT, XCR, Raidon, Epixon, and high-end Axon Werx product lines. Furthermore, the Epicon has been renamed Epixon, and boasts a brand new image.

Due to the growing number of 27.5" bikes, and the fact that they don't require such a large gear ratio, after innumerable tests involving professional riders, SR Suntour has introduced a special set of exceptionally high quality dual-plate chainwheels and cranks. This is SR Suntour's first set of dual-plate chainwheels and cranks, and their 38T/24T rings are suitable for both 26" and 27.5"

bikes. Since most 27.5" and 29" bikes use 36T/22T chainwheels, SR Suntour considers the market for these products to have great promise.

Because 700C pedelecs and e-MTBs generate considerable power, and thus require suspension forks with strong shafts, SR Suntour has also introduced suspension forks with 9mm shafts that are suitable for top tubes with diameters of over 30mm. Responding to the arrival of 700C pedelecs and e-MTBs that are meant to be ridden hard, SR Suntour provides suspension




▲ SR Suntour assistant manager Noda Ippei (far right) and sales manager Vance Lai (left photo) believe that parts for 27.5" bikes have plenty of development potential.

forks with 15mm shafts in its XCR and Raidon product series, and these forks are suitable for 26", 27.5", and 29" sizes.

SR Suntour still provides both front wheel and rear wheel-drive motors. The company's front wheel-drive motors provide a 1:2 output ratio, which means that the motor provides 2 units

of power for every one unit provided by the rider. These motors are extremely suitable for cargo bikes and bikes with rear carriers. In contrast, the rear wheel-drive motors are suitable for e-MTBs ridden on mountain trails.

One of SR Suntour's leading features is its QSP (Quick Service Product) service. Because

SR Suntour's suspension forks employ internal cartridges, when a problem occurs, consumers, ordinary bike shops, and professional shops merely have to swap the cartridge. Consumers can find the numbers of needed parts from expanded product diagrams on SR Suntour's website. 



◀ SR Suntour's pedelec components can be used on 700C pedelecs (left) or e-MTBs (right), and the company's motors can drive either the front or the rear wheel.



Kemo – Using Innovation to Break Into Global Markets

Text & Photos: Editorial Dept.

Designed with the soul of the Swiss and assembled with the spirit of the Italians - Kemo was established in 2012. During the 2012 edition of Taichung Bike Week, Kemo developed five new modules. Two types of bikes, the R8 and the R5, were officially shown to the public at the 2013 Taipei Cycle Show. Kemo then presented all five of its models, including road bikes, mountain bikes and time trial bikes at the 2013 Eurobike. It was here where Kemo was able to successfully gain a foothold in the European market.

Rapid Growth

With more than ten years of experience in the bicycle industry, Kemo founders the Comalli brothers, went on to sponsor the UCI Pro Team AG2R for several years. Continuing the spirit of "From K To K", the Comalli brothers combined Kemo's brand not only with modern sense, but also maintaining the appearance of flow lines and style. This would allow Kemo to become successful in both racing events and in consumer markets.



▲ Kemo brand founder Mario Comalli pays close attention to Taichung Bike Week. He displayed Kemo's top-end road bike frame, KE-R8.

After exhibiting a full series of Kemo bicycles at Eurobike in 2013, the company then attended exhibitions in France, Switzerland, Belgium, Spain and Italy with large booth spaces and excellent performances. Regarding cycling events in Europe, Kemo was also eagerly involved in racing and sponsorship, making brand awareness rise rapidly throughout Europe.

Kemo put a lot of effort into the sponsorship of its cycling teams. They currently sponsor eight northern Italian cycling teams, the women's Iron-

man team BePink, and French team Bretagne. The Bretagne team regards the winning of the Tour de France as their ultimate goal. Throughout the active sponsorship, the brand will be seen in the 2014 Ironman World Cup, the 2016 Olympics in Rio Brazil and other major events.

Integrated Channels

To allow faster product innovation, brand founder Marion Comalli participated in Taichung Bike Week in 2013. In addition to extending the company's product

image for 2013, they also discussed new product planning for the 2014 and 2015 model years.

For 2014, Kemo will introduce three types of new products: an integrated T8 Ironman bike with an aerodynamic frame and water droplet shape, the E8 carbon fiber e-bike equipped with Shimano kit, as well as

mountain bikes.

Kemo have launched eight types of bicycles in two years, showing the highly efficient product innovation in the company. Kemo has also integrated its market distribution channels through its local agent - consumers can purchase high-end bicycles with more preferential

prices in bike shops. Meanwhile, the company is very positive about its distribution channels in the American and Asian markets. Kemo hopes its products will achieve dazzling performances in the global market, through its channeled integration and competitive pricing.



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
Taipei Int'l Cycle Show 2014 台北國際自行車展	Taipei, Taiwan 台北	03/05- 03/08
China North International Cycle Show 中國北方國際自行車展	Tianjin, China 中國 天津	03/28 - 03/30
The Sea Otter Classic	Monterey, USA	04/10 - 04/13
● The China Int'l Bicycle Fair 中國（上海）國際自行車、電動車展	Shanghai, China 上海	04/13 - 04/16
Inabicycle 印尼雅加達國際自行車運動器材展	Jakarta, Indonesia 雅加達	05/01 - 05/04
Bangkok Bike 曼谷自行車展	Bangkok, Thailand 曼谷	05/01 - 05/04
● Eurobike 德國國際自行車展	Friedrichshafen, Germany 福吉沙芬	08/27 - 08/30
● Interbike 美國拉斯維加斯國際自行車展	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 International Bicycle Festival 第七屆深圳國際自行車嘉年華	Shenzhen, China 中國 深圳	11/07 - 11/09

● 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。

Hubsmith's Patented Hub Design

Drawing on its 30 years of hub manufacturing experience and outstanding expertise, Hubsmith develops new ideas for hubs on an annual basis.

Text & Photos: Editorial Dept.

One-way Adjustable Gap System

The incessant rotation of bicycle wheels causes internal bearings to gradually wear, creating larger gaps. These gaps can lead to wheel deflection, and the hubs or bearings will eventually wear out. Aiming to resolve this problem, Hubsmith recently developed a patented “one-way adjustable gap system,” which allows riders to simply use a hex wrench to

remove the hub cover and adjust the bearing tightness, extending the hub's life.

In addition, Hubsmith has also relied on its many years of cumulative experience and painstaking calculations of the angle of hubs and spoke ends, to determine that wheelsets could employ spokes with the same length and different weave patterns. Apart from helping wheel plants prepare their inventory, this work has also made the wheel-building process more efficient and less

time-consuming. Hubsmith hubs with front and rear weights of 108g and 213g have won the 2014 d&i Design Award.

Anodized Colors

As disc brakes have begun appearing on more and more road bikes, Hubsmith has responded by developing new products targeting the market's needs. In addition to emphasizing its fine workmanship, Hubsmith has also developed hubs with four anod-




▲ The HS-R023F/R with Hubsmith's one-way adjustable gap system, allows easy adjustment and can extend hub life.



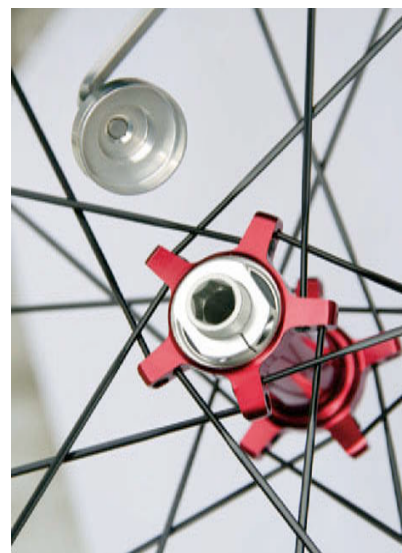
▲ The HS-R027F/R hubs come in four kinds of anodized colors, giving an extremely eye-catching impression.

ized colors, ensuring that avid cyclists can give viewers a vivid impression, especially when their wheels are turning.

Hubsmith relies on precise geometric calculations, plus knowledge of stiffness and weight to achieve perfectly-balanced products. Hubsmith's flagship hubs have a weight of 129g in front and 228g in back,

and are extremely competitive in the market. The front and back hubs have two and four bearings respectively, which enable an exceptionally smooth ride. 

► The cover can be removed and bearing tightness adjusted using only a hex wrench.



Ming Cycle Exhibits New 700C Pedelec

Text: Editorial Dept.

For this year's Taipei International Cycle Show, Ming Cycle is presenting its brand-new 700C Pedelec.

The new model is powered by Panasonic's e-bike system, which uses a 36V/12AH li-ion battery as its central motor unit, with a max output of 250W. The system has three assist modes of high, standard, and eco.

Riding range varies depending on the choice of assistance mode. High allows a range of up to 95km, standard allows up to 105km, and eco will range up to 131km.

The pedelec takes around 5 hours to charge to 100%, and 3 hours to charge to 80%. The system features a USB port, a cen-




▲ Ming Cycle's 700C Pedelec uses Panasonic's 36V li-ion e-bike system.

tral display board, a detachable display board, and self-propelled control switches.

The bike's forged alloy frame measures 19", with a wheel set size of 700C.

Ming Cycle's new pedelec weighs just 23kg and uses a Shi-

mano 10-speed drivetrain, as well as hydraulic disk brakes in both front and back.

The new model will be displayed at this year's Taipei International Cycle Show in the Nangang Exhibition Hall, booth number M0329. 

Jialong's Newest Pedals & Headsets

Text & Photos: Editorial Dept.

Ningbo Jialong sells its products under the Feimin brand, and has consistently boasted well-made pedals, which are strong and precise. Relying on its extensive product R&D capabilities, Jialong has always provided customers and consumers with a wide range of products.

New Rotating Structure

Jialong's FP-913 pedals employ an all-new rotating structure with DU size double bushings. These pedals represent a technological leap

forward compared with pedals with conventional ball or no-ball rotating structures. The exceptionally light pedals have only a single rotating shaft and two DU size bushings, which enables them to achieve superior rotating performance. The pedals also offer a striking appearance, a strong sense of layering, and a stable structural design. They are available with either steel ball or bearing structures.

Unique Headsets

These headsets are aimed

at different types of bikes, and feature a fully-recessed, no-thread, bearing design. They are suitable for 1-1/8" and 1-1/2" bicycle frames and front forks. The curved aluminum washers lend the headsets an aerodynamic appearance. The headsets have internal O-rings that are highly effective at keeping out dust and moisture. The bearings give the headsets excellent rotating performance, and the headsets offer greater strength and abrasion resistance.



▲ Jialong's FP-913 pedals feature die-cast aluminum bodies and one-piece cleats.



◀ These headsets include road bike and ATB model options.

ROTOR Powers You!

Text: Editorial Dept.

ROTOR is a company which prides itself on offering groundbreaking and innovative solutions through core technologies, tackling problems that are not widely recognized, while providing components that set up the bikes of winning cyclists and triathletes from around the world.

The Spanish company's new product line for 2014 commits itself to one more year of providing its definitive service, which consists of technology, excellence, and quality. The concept behind each product - ROTOR POWERSme! - comes from the desire to motivate every cyclist to reach their maximum potential, regardless of category, level or age. Whether you're a pro-cyclist looking for stage wins at the Tour de France, or an occasional Sunday-rider who enjoys a mountain bike trail, ROTOR wants to give the power to you.

In 2005, with ROTOR an already established and commercialized brand, the company began to focus on oval chain-rings where a desired lower weight and

complexity could be achieved. The new oval line named Q-Rings, enjoyed immediate success, with Carlos Sastre using the products to help win the 2008 Tour de France. Famous victories using Q-Rings also include an Olympic Gold medal, 25 Ironman titles, as well as over 20 MTB, Road, TT and CX World Championships.


Bio-mechanical studies have indicated that the effort made while using Q-Rings gives a greater performance, with pedaling feeling more rounded and smooth due to the ability to make better use of the strongest muscle groups. Some of the benefits of riding with Q-Rings include improvements in the cardiovascular endurance of the rider, as well as reduced muscle fatigue.

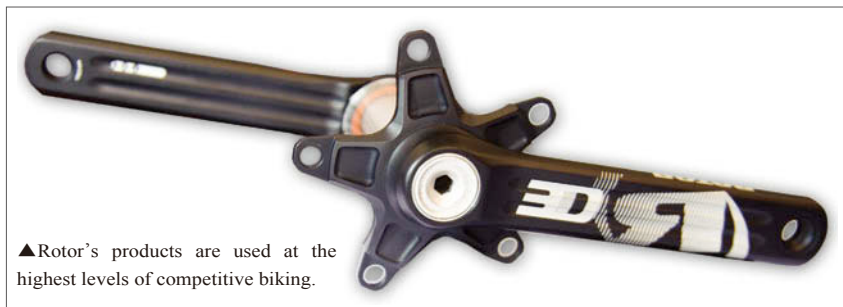
The company's new QX1 Q-Ring for MTB, with increased ovality, provides a specific single speed profile that supports the chain through even the worst conditions whilst not requiring a chainguide. The QX1, which is already used by XCM world champion Christoph Sauser, is

compatible with both SRAM XX1 and Specialized cranks. ROTOR also revealed during 2013 Taichung Bike Week its latest 3D30 model for cyclo-cross. The 3D30 is forged using special CNC machinery, and the triple-drilled technology gives it the perfect weight to stiffness ratio.

The newly developed 3D30 line of cranks are specially made in Taiwan – moving away from the company's Spanish production facilities. ROTOR employs 35 staff globally, with seven working on R&D. The company's designs are constantly evolving, with some products changing every year.

Based in Madrid, ROTOR's biggest market is the EU where it does 80% of its business. The company wants to grow though - with plans to expand into Asia, where 12% of its current sales are completed. A new office site recently opened in Taichung, (the center of Taiwan's bicycle industry) is a signal of intent from a company which wants to grow in the east.

As far as the e-bike market is concerned, ROTOR has no immediate plans to develop any components. The company made it clear that it is focusing on developing and maintaining the success of existing products, as the brand is still growing with increasingly high performance in new markets every year. 



▲Rotor's products are used at the highest levels of competitive biking.

Taiwan's Latest New Products Gallery

Achimay

Emirates Plus 3255

Offering brand new styles and designs, Achimay's latest saddles weigh only 245g and also come available in a wide selection of colors including: white/red, black/red, black/white, black/blue, black/green, black/pink, and black/yellow. The saddle has been designed with ergonomics in mind, with the nasal-bone front end effectively reducing up to 55% of friction between inside leg and saddle. The hollow design also helps with air ventilation, and can reduce the surface temperature of the saddle.

☎ 04-24633258

@ www.achimay.com.tw



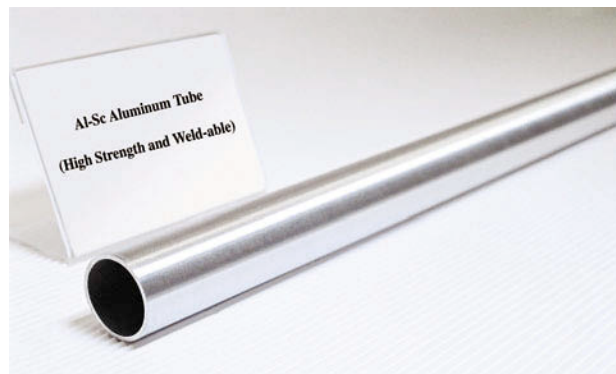
Avola

Speed Pedal

Avola's new speed pedal is an elegant design which has been processed by a CNC machine. The company has focused on a strong structure with light-weight properties, combined with a non-slip pin function. Measuring 100mm x 95mm, and weighing 340g, the pedals are available in black, blue, or red.

☎ 886-4-7636495

@ www.avola.com.tw



Advanced Material Specialty

A1 Aluminum Alloy

AMSpec is a world-class manufacturer in source material for bicycle components and outdoor sporting equipment. Specializing in producing high performance A1 alloy products, such as tubes and profiles, the company has invested significantly in R&D, and is dedicated to producing high quality goods. The high strength aluminum alloy used by AMSpec is suitable for all kinds of bicycle parts including front forks, handlebars, seat tubes, chain wheels, and rims.

☎ +886-5-551-6188

@ www.amspec-inc.com



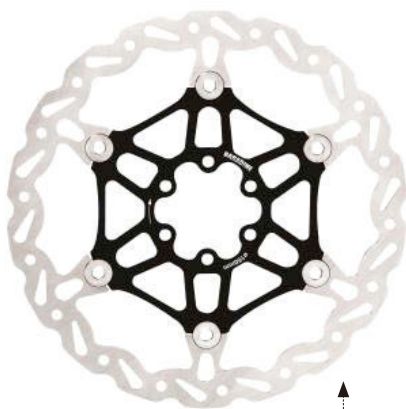
Apex

Saddle Bag

Apex has produced a high-quality genuine leather saddle bag. The bag measures (17.8cm x 7.5cm x 5cm) and comes in a camel color as standard. The saddle bag has been handmade, created from entirely non-toxic materials.

☎ +886 4 26991719

@ www.mhlshop.com.tw



Baradine

DB-06FB

Baradine's latest disc, the DB-06FB, boasts excellent heat dissipation, as well as high strength and low weight, with the floating performance of both inner and outer discs exceptional. The product comes in two size options, 160mm and 180mm, and is available in blue, yellow, red, silver, and black.

☎ 886-4-7112650

@ www.baradine.com.tw

Ufor

BB386 Crankset

Cranks and elliptic chainrings adopt high-strength AL alloys from CNC machining, and use the proven 30mm spindle, which is known to reduce weight and improve stiffness. Ufor's chainrings have a perfectly elliptic shape, and are not detrimental to riders knees due to the ergonomic design.

☎ 04-26761785

@ www.ufor.com.tw



Hafny

HF-152-LL Bar-End

Hafny's latest product is the HF-152-LL aluminum bar-end. The product is easy to assemble, easily adjustable and comes in a professional, yet simple black color.

☎ 04-26883285

@ www.hafny.com.tw

Jiunn Cherng

SL-A701

The SL-A701 model is an upgraded stem lock for BMX type bikes, which helps to improve weight loss. The product is manufactured using a CNC process.

☎ 886+(0)4-7569221



U-Power

iGift Mini-Tool

The 8 in 1 iGIFT mini tool include hex keys in sizes ranging from 2 to 6mm, as well as PH2 and flat size. The mini tools have different styles and colors, meaning they could be a perfect gift or addition to your bike kit.

☎ 886-4-24915378

@ synpowell.taiwantrade.com.tw



Enchess

EIC-6136 Full Body Armor

Enchess specializes in the manufacturing of professional sporting goods. The company's latest product addition is the EIC-6136 full body armor. With many years of experience producing body armor, Enchess is confident that it can serve its customers with a high level of service, support, and efficiency.

☎ +886-2-37652577

@ www.enchess.com



YBN

11 Speed Super Chain

YBN's latest product is the 11 Speed Super Chain. The chain includes a superior lubricating aid, increased durability, high tensile strength, as well as smoother and faster shifting. The chain is also noiseless, produces less friction, and is easy to clean. YBN's new chain is compatible with Campagnolo, Shimano, and SRAM.

☎ 06-5932704

@ www.yaban.com



Vivimax

R22N Helmet

Vivimax has produced the R22N helmet, with 22 vents, and excessive padding for comfort to the riders head. The helmet has passed all safety standards, yet weighs only 220g in large size. Comes available in white/red, black/red, blue/white, and silver/white.

☎ 04-24633258

@ www.achimay.com.tw



Her-Mao

Light Painting

Her-Mao provide an alternative to traditional CP that not only eliminates pollution to the environment, but reduces cost too. Colors and patterns can increase visibility and security at night, providing a much brighter appearance to the bike. Customers can have new styles for their bike, making them unique and creative.

☎ 04-25590699

@ www.her-mao.com.tw



GVR

G306V

GVR's all new model is a highly durable helmet which comes available in seven different colors. The helmet has been designed and manufactured in Taiwan, assuring quality and safety. The magnetic visor is wind and glare-proof, while also giving protection from dust and UV light. The helmet weighs just 240g, with the visor weighing an additional 49g. The lining is fully removable, and has been made from an anti-bacterial and anti-odor fabric.

☎ +886-6-2653686

@ www.GVRhelmet.com.tw



Kenda

Nevegal X Pro

Lighter and faster, the Nevegal X Pro offers riders the classic control and predictability of the original, but with less rolling resistance and weight. Widely considered as the industry standard, Kenda's Nevegal X Pro has re-evolved.

☎ 886-4-8345171

@ www.kendatire.com



Gumonder

Tubeless Foldable Tire

Gumonder's Tubeless Foldable Tires can be used in conjunction with tubeless rims as well as tube-type rims. The tire is available in 26", 27.5", and 29" sizes, and are all produced exclusively in Taiwan.

☎ +886-49-2762306

@ www.gmd-tire.com.tw



Rubar

Shadow CX1 and Shadow Wing

Rubar has produced two new wheel sets for road bikes. The Shadow CX1 has a 20mm profile, weighs 1430g and features black stainless spokes. The Shadow Wing wheel set has a 30mm profile, weighs 1630g, and also features black stainless spokes. Both sets come available in black/red, or black/silver color schemes.

☎ 04-24633258

@ www.achimay.com.tw



Chennq Hou

Crostone 26/650B/29

Chennq Hou presents its latest wheel, the Crostone. With rim weight measuring just 480g (26"), 505g (650B), and 530g (29"), it is one of the lightest rims available for MTBs. Without compromising the strength of the rim, Chennq Hou has designed this product so that it can climb anything, with the oversized hubs and stainless spokes guaranteeing safety while riding off-road. The rims are compatible with Shimano, SRAM, and SRAM XX1.



Wan Chung

Wheel Set

Wan Chung presents its latest wheel set for disc brake bikes. The wheel set has been designed for 27.5" MTBs, and weighs just 1485g. The product is visually impressive, featuring red and yellow font on a black wheel.

☎ 886 4 2336-2167

@ www.w-chang.com



Trigon

TR235

The TR235 is Trigon's newest full carbon monocoque aerodynamic road bike. The brakes are compatible with both disc and TRP TTV brake designs. Full internal cable routing offers a cleaner look and improved aerodynamics, while the integrated carbon dropout reduces weight. The taper head tube and oversized BB design for press fit brings greater stiffness, strength, and transfers power better through pedaling.

☎ 886-4-26821225

@ www.greatgocycles.com

Jee Ann

Nanoo

Jee Ann's folding bike retains all of its original advantages, but with new evolution and design. The ATS speed drive gives a much wider gear ratio in order to fit all purposes of the bike. The 2014 edition of the Nanoo folding bike is an outstanding and beautiful silver color which combines function and fashion together.

☎ 886-49-2253116

@ www.jeeann.com.tw/nanoo



Shen Yi Luen

Folding Tandem

Shen Yi Luen has produced a beautiful folding tandem bicycle. With 24-speed, the non-synchromesh bike has also been patented by the company. The vibrant yellow color is stylish, and ensures that riders will be seen at all times.

☎ 886-4-7631324

@ www.glitter-bike.com.tw



Jiu Ling

Recumbent Leisure Tricycle

The Jiu Ling recumbent folding tricycle is a leisure bicycle, designed for fun, comfort, durability and convenience. It provides a whole new riding experience for you, and a whole body workout in a safe and smooth riding vehicle. Differing from the traditional bicycle's center of gravity, the tricycle's low center of gravity design gives it a better handling experience for the whole family. The comfortable recumbent seat design relieves pressure on the back, elbows, and wrists.

☎ 886-4-8810058

@ www.jiu-ling.com.tw



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



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BELT-DRIVE
FR 458



Giant, Maxxis, and Merida Listed in Taiwan's Top 10 Global Brands

Text & Photos: Editorial Dept.



▲ Merida Marketing Affairs Dept. Vice President William Jeng (left) and Maxxis Marketing Vice Manager Tony Huang (right) were all smiles at the awards ceremony.



▲ Giant's International Marketing Assistant Manager Shu-Geng Lee (right) received the award on behalf of the company.

The results of the “2013 Survey of Taiwan International Brand Value” were announced last November.

The survey was organized by Taiwan's Industrial Development Bureau (IDB/MOEA), and undertaken by Business Next magazine, along with the brand consultancy Interbrand. Asus earned the first-place spot on the Best Taiwan Global Brands 2013 ranking due to its outstanding performance.

Bicycle-maker Giant remains strong in 7th position, while Maxxis rose one position in the list, from 9th to 8th.

Bicycle maker Merida Industry Co. made its first entry into the top 10, powered by its strategic successes in China, active promotion of “cycling lifestyle”, and impressive 52% growth in brand business during 2013.

In terms of overall brand value figures, the total value gen-

erated by Taiwan's top-20 best global brands grew by 25.99% from US\$8.443 billion in 2007 to US\$10.637 billion in 2013.

The top 10 leading brands among the 2013 Best Taiwan Global Brands are:

(1) ASUS (2) Master Kong (3) Trend Micro (4) HTC (5) Want-Want (6) Acer (7) Giant (8) Maxxis (9) Synnex and (10) Merida.



Giant Takes Over Sponsorship of UCI Pro Team

Text: Editorial Dept.

World-leading bike producer Giant, has joined other global bike brands in becoming the sponsor of a top-tier UCI professional race team. The Taiwan bike manufacturer takes over sponsorship of the team previously known as Argos-Shimano, amid uncertainties over its future.

Giant will become the title sponsor of a new road cycling organization, which will include three different teams racing under the name Team Giant-Shimano. In addition to the World Tour Pro men's team, Giant will also supply bikes and equipment for a men's development team, competing as a UCI continental squad, as well as a pro women's team, who will ride on Liv/Giant bikes.

Accompanying other international brands such as Cannondale, Trek, along with other Taiwanese bike manufacturer Merida, Giant




▲ Team Giant-Shimano will ride Giant's Propel Advanced SL road bike.

has agreed to a multi-year commitment to sponsor the program, which sees Shimano remain as the team's co-title sponsor.

Team Giant-Shimano General Manager Iwan Spekenbrink made it clear that the team is delighted to partner up with the world's leading manufacturer of high-quality bikes and equipment. "We are very proud of the confidence that Giant has shown in our athletes, our organization, and our vision," said Spekenbrink. "By stepping up after our planned title sponsor departed, Giant is demonstrating their belief in the superior results, global reach, and integrity we have established over the last several years. The idea of building a new concept in pro cycling,

together with Giant, has been welcomed with great enthusiasm by the riders and the entire organization."

The organization's commitment to innovation, technology, and athlete support, helped the team win 12 grand tour stages in the past two years, and with the new sponsorship deal, as well as star riders Marcel Kittel and John Degenkolb in the ranks, the team is aiming for even more success for the coming year.

For 2014, Team Giant-Shimano riders will ride the Propel Advanced SL aero road bike, the TCR Advanced SL road bike, the Defy Advanced SL endurance road bike, and the Trinity Advanced SL time trial bike. 



▲ Star rider Marcel Kittel (right), hopes for more success under Team Giant-Shimano.

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e-mail: ashima.twn@msa.hinet.net



Fritz Jou and Tianjin Fushida Establish Joint Venture Agreement

Text & Photos: Editorial Dept.

Taiwanese company Fritz Jou has agreed to a deal with Chinese bicycle company Tianjin Fushida.

The collaboration has been made with the objective of expanding production facilities and capacity in the bicycle manufacturing industry. The joint venture will be structured to combine the expertise of Fritz Jou, which will be the dominant operator for future business operations, and Tianjin Fushida, which will provide regional resources and necessary assistance.

The joint venture represents both organizations' strong commitment to setting its primary targets toward global IBDs, and China's regional market to capitalize on the mid-low end bicycle segments. The goal for annual production capacity has been set at 400,000 complete bicycles, with further growth and development an option for the future.

Fritz Jou was happy to announce the news at the company's year-end banquet, where he delivered a speech announcing his excitement for the coming years, as well as his delight at having all company partners together. Over the past year, Fritz




▲ Fritz Jou has a close relationship with Cycling Sports Group (CSG). Pictured here from left; President Fritz Jou with his company's Vice GM Ute Huang, and CSG VP Asia Mark Peterman with his wife Frances.

Jou has been trying to actively promote ERP. The company has also done a lot of internal reforms and has successfully re-organized its information flow. Now, Fritz Jou is ready to reach a new peak of success.

Peter Warner, Senior Vice President for Cycling Sports Group, sent a letter expressing his thoughts and appreciation for the new partnership. "Cannondale Bicycle Corporation, as well as CSG and Pacific Cycle, are very excited about this coming together, as we have had a lengthy relationship with both suppliers for over 10 years. Fritz Jou supplies products for IBDs, whereas

Fushida provides products for the mass market," he wrote. "We are a very keen supporters of anything that will enhance or help our relationships, and we look forward to the future."

The deal represents the two organizations' strong commitments to the bicycle industry, and in particular, the primary target of capitalizing on mid to low end bicycle segments.

While the contract for the deal is still in discussion, a letter of intent has been signed by both companies with the proposed settlement scheduled to be signed during the 2014 Taipei International Cycle Show. 

ADK: Diversifying After Ten Years

Text & Photos: Editorial Dept.

Responding to the high-tech, fast-paced times, while celebrating the company's 10th anniversary, ADK General Manager Kenneth Yen proposed several new changes. These included the adoption of group management, the diversification of sales, and the further evolution of technology, that will enable ADK to take a step toward diversified development.

Group Management

ADK's products have already received widespread global acclaim. One of the best examples was at the 100th Tour

de France. Thanks to his ADK bike, Marcel Kittel was able to take home four stage wins, and he specifically expressed his gratitude for ADK's assistance. This shows that ADK's products have what it takes to receive recognition at the highest levels of competitive cycling. In order to further increase its competitiveness, ADK will spend the next 10 years implementing group management while flattening its organization.

In response to this, ADK will establish independent business units (including trading, marketing, carbon fiber rim, and frame business units, etc.).

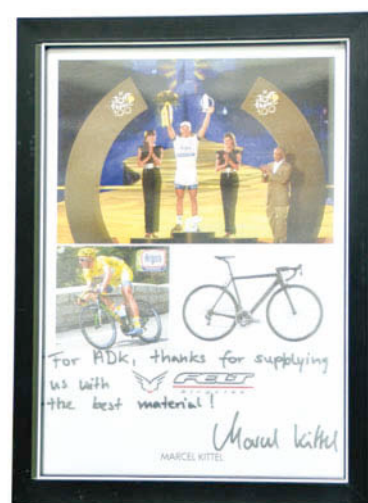
Each business unit will have its own independent team and profit center, and will be managed by a professional manager with independent financial statements, which will shorten decision-making time and make group operations more effective. Alex Chen and Kenneth Yen are the two indispensable members of ADK; the former will serve as the CEO and the latter will be the COO and take charge of decision-making and supervision.

Diversified Development

According to Kenneth Yen, in order to increase the group's



▲ GM Kenneth Yen has proposed several reforms in hope of taking ADK to a higher level.



▲ After winning four stages at the 100th Tour de France, Marcel Kittel wrote a grateful letter thanking ADK for its assistance.



▲ ADK has its own rim factory. The factory's production processes are exacting, and x-ray machines are used to inspect products.

competitiveness, ADK must pursue diversified development in the future. In the past, ADK focused more on traditional OEM contract manufacturing, but it currently has its own in-house brand rims and frames. Apart from Western Europe and North America, where carbon fiber is used the most, ADK is also involved in tapping such emerging markets as China, Russia, Eastern Europe, Latin America, and Southeast Asia.

To promote the group's broader development, ADK is further making inroads into other industries, such as auto

parts, medical equipment, and aerospace, and it hopes to attract customers' attention with its superior materials, diversified block cutting, punched parts with special shapes, custom cutting, and advanced equipment. ADK is currently able to produce its own fabric, and can also help customers with custom-spec products. In the future, ADK will play a role similar to that of an R&D center, providing diversified assistance to customers. In addition, it will also increase its customers' exposure with its new platform, achieving the goal of resource sharing and integration.

Dedication to R&D

Furthermore, ADK is also working hard to develop new materials, new production processes, new structures, new shapes, and new molds. While ADK is currently a leader in bicycle carbon fiber technology, it is not content with its achievements. Instead, ADK plans to develop different kinds of new resins, and will use resins with different characteristics to improve product quality even further.



New Look For Spinner

Founded in 1983, Spinner was formally acquired by Kogee on July 1, 2012. New company President Chu Kuo-Yi is insightful, decisive, and a man of action; thanks to his constant new ideas, he hopes to lead Spinner to new heights.

Text & Photos: Editorial Dept.

Purchase of Spinner

According to Kogee President Chu Kuo-Yi, the purchase of Spinner was a complete matter of chance. Originally, when Kogee's Polytek plant ran out of space, the company purchased some land and a plant building next to the Spinner plant. It just happened to be at a time when Spinner President Leo Chen was looking for someone to buy out his company. When President Chu got word of Chen's intention, he made a prompt decision to buy the company, and contract signing was completed within three days.

A New Beginning

After assuming control of Spinner, President Chu Kuo-Yi made several important decisions; first, he promised to increase all employees' salaries by 15-20%; second, he added a 5% production bonus system; third, he switched to a monthly pay system; fourth, he appraised production equipment and purchased new machinery; and

fifth, he added new production lines to better meet customer demand.

Although the production of shock absorbers has a high technological threshold and requires close attention to safety, competition between manufacturers is intense, with Kogee responding over the past year by developing its own designs. In addition, it is currently applying for a number of patents. Kogee is currently planning an expansion into downhill suspension forks and telescoping seat tubes, and hopes to give customers a completely new impression of the company. Since Spinner began developing magnesium alloy technology as early as 2007, and possesses exclusive seamless tubing production technology, Kogee also expects to exploit new market opportunities for magnesium products.



▲ Kogee President Chu Kuo-Yi wants everyone to get to know the all-new Spinner.

Production Figures for 2013

Kogee employs 110 people in Taiwan, and is chiefly engaged in the production of aluminum alloy suspension forks. It has an annual capacity of between 300,000 and 400,000 forks, and expects to up this to 500,000

forks in 2014. Europe accounts for 70% of Kogee's sales, with the remaining products sold to China and the Latin American aftermarket. Because Kogee's plant in Shenzhen, China only recently turned operational, annual capacity is still around 200,000 to 300,000 forks. However, this plant will emphasize the production of magnesium alloy suspension forks in the future.


Kogee's Background

Founded in 1984, Kogee first entered China with the opening of a plant in Taishan in 1992. The company originally sold products including outdoor sporting goods such as tents, trampolines, and swings under the Kogee brand, and its trampolines acquired a high reputation. Kogee possesses over 40 invention patents in multiple countries, and has passed relevant international certification. The company as a whole currently employs over 800 people. The company's operations also include an electroplating plant in China's Jiangxi Prov-



▲ Spinner was formally acquired by Kogee on July 1, 2012.

ince and a shipping warehouse in Jiangsu Province. The subsidiary Polyteak Environmental Technology Co., Ltd. produces outdoor furniture and garden décor products, and employs a 100% co-polymer plastic, without any added wood powder, to make products with an appearance and texture exactly the same as that of wood. This material does not undergo thermal expansion or contraction, does not warp, will not break or bend, is impervious to pests, and will not decay or

become moldy. It is also 100% recyclable, does not require any special care, and is guaranteed to last for ten years. Kogee currently sells an exclusive furniture series made from this material in the European and American markets, and also sells building materials and garden décor products in China. 



◀ Polyteak Environmental Technology uses a 100% co-polymer plastic material offering many advantages in outdoor furniture and garden décor products.

▶ Spinner's latest product for 2014.



Jui Chih Celebrates 20 Years

Text & Photos: Editorial Dept.

Founded in 1993 as a bicycle machinery and mold manufacturer, Jui Chih has successfully established factories and offices in Shenzhen, Kunshan, and Tianjin, and has expanded into automobile parts, exercise equipment, medical equipment, and furniture. Jui Chih's products are sold throughout Taiwan, China, Southeast Asia, Europe and America. Jui Chih was founded by five shareholders, including Factory Manager Lin Chih-lang, Kunshan plant General Manager Johnson Lin, R&D Department Deputy GM Wang Ming-hsiung, Sales Department Deputy GM Tony Lin, and GM Raybon Yang. These five founders have been working together closely for the sake of the company's future throughout the last 20 years.

Continuous Sales Growth

According to Raybon Yang, in response to rapid changes in the Chinese market, the formerly centralized bicycle industry chain has spread out quickly. For this reason, Jui Chih decided on Kunshan as the base for its advanced

equipment R&D, employee training and technology improvement, production quality control, and integrated production, marketing, and after-sales service. Apart from Shenzhen and Tianjin, where service personnel are in place, the Kunshan plant will be able to provide support and facilitate maximum integration performance. At present, Kunshan plant has 50 employees and annual sales of RMB 20 million.

Raybon Yan, who has a background in machinery, has been constantly upholding a business philosophy of integrity and practicality. Thanks to its high degree of flexibility and ability to accommodate customers' machinery needs, as well as its satisfying after-sales service, Jui Chih has been able to maintain long-term cooperative relationships with its customers. Despite the poor worldwide economy, Jui Chih's overall sales have managed to keep growing, and its sales reached NT\$200 million in 2013.

Factory Expansion

Apart from an expanding



▲GM Raybon Yan, who has a background in machinery, is a person of integrity and practicality, and is very liked in the bicycle industry.

sales scope and entry into more areas of machinery, Jui Chih's sales growth can be attributed to its expanded production lines in its assembly plants in Southeast Asia, which have made a great contribution to Jui Chih's growing machinery exports. Because its 700 square meter plant was



▲ The five shareholders of Jui Chih work closely together. From left to right in the front row: Factory Manager Lin Chih-lang, Kunshan plant General Manager Johnson Lin, GM Raybon Yang, R&D Department Deputy GM Wang Ming-hsiung, and Sales Department Deputy GM Tony Lin.

inadequate to meet production needs, Jui Chih purchased a new plant in 2013, and relocated in July in the same year. The new plant, which is located in the Dajia district, is roughly 4,300 square meters in size, and offers 6,600 square meters in floor space. The new plant has 48 employees. 2013 was Jui Chih's 20th anniversary, and a lunch cel-

ebration was specially held in the new plant to recognize the occasion.

As Jui Chih looks forward to its next 20 years, GM Yang told us that its old plant in Taiwan offered only limited space and its production capacity was therefore highly limited. The company will continue to expand its scale of production after its

move to a bigger plant. Yang stated that, as the employee turnover rate in Taiwan is low and these employees have a high degree of autonomy and flexibility, Jui Chih will focus on sales development at its Taiwan plant in the future. In addition, with the help of a second generation of managers, the company is expected to enjoy 20% growth in 2014. 



▲ The new plant's ample space will enable Jui Chih to further increase sales volume.



▲ Machinery produced by Jui Chih has expanded into the areas of auto parts, exercise equipment, medical equipment, and furniture.



▲ Jui Chih's new plant is 4,290 square meters in size.

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Global E-Bike Sales to Reach US\$11 Billion

Text & Photos: Editorial Dept.

The electric bicycle market remains sharply divided between China and the rest of the world. At present, 90% of all e-bikes in the world are motoring around China, but research is showing that there is steady growth in other parts of the world too, resulting in sales of about 2.6 million e-bikes in 2013. New, well-established manufacturers are entering the market, either as vehicle manufacturers or industry suppliers.

Market Change

According to recent research from Navigant, the e-bicycle market is in a state of change, with worldwide revenue to grow to US\$11 billion by 2020, an increase of almost 30% from 2013. While the European market is flourishing and growing increasingly crowded with competitors (accounting for more than 20% of the world's annual e-bike revenue) the American market has not yet picked up this pace. Navigant projects that

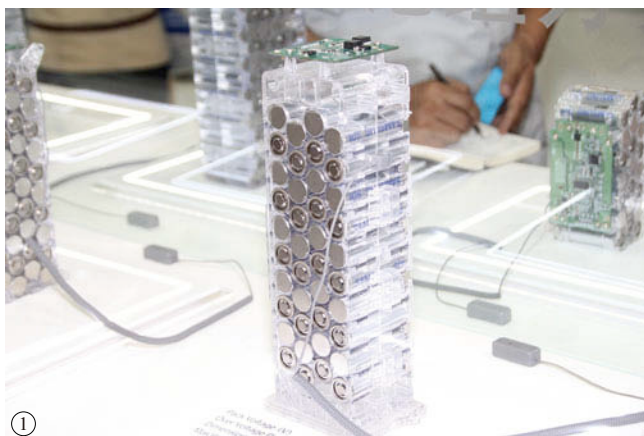
while countries in the Asia Pacific region will continue to account for the vast majority of e-bike sales in the next few years, the fastest growth will occur in the Middle East (54%), Latin America (30%), and North America (24%). For example, India, a country with virtually no e-bike sales in 2007, reached 500,000 sales in 2011.

“Growing urbanization is contributing to traffic snarls on city streets in many countries, and pushing people toward other options,” says Dave Hurst, principal research analyst with Navigant Research. “The aging global population is seen by many as one driver of e-bicycles’ recent rise in popularity, but the fact is that more young people are choosing them as well.”



▲ A rider tests out a brand new e-bike.

The report suggests that it all began in China where an estimated 120 million electric bicycles now hum along the roads, up from a few thousand in the 1990s, and that they are replacing traditional bikes and motorcycles at a rapid rate. In many cases,



①



③



②

- ① Samsung's newly developed battery pack.
- ② The Cube e-MTB sits on display at an exhibition.
- ③ This li-ion powered MTB is one of Xinglong's focused models.

e-bikes are allowing people to put off the switch to cars by providing a clean, environmentally friendly, and convenient travel option. "In many cities, the streets are so clogged with traffic that they are virtually unnavigable by car, and e-bikes are seen as an increasingly viable option for urban mobility," continued Hurst.


Li-ion Future

The increasing quality and affordability of lithium ion (Li-ion) batteries is also helping to

expand the e-bike market as well, according to Navigant's report. Li-ion batteries offer longer life spans at lower weights than conventional lead-acid batteries. While there is considerable disagreement over which specific lithium technology is truly best for e-bikes, many in the industry point to lithium iron phosphate as the most e-bike-friendly battery technology, because of its combination of thermal stability and long life.

During 2013, several companies made significant investments into lithium battery e-bike

development and manufacturing in China. Tianjin, the largest e-bike production base in China, produced 9,350,000 e-bikes in total, of which over 300,000 were lithium ones between the period from January through September of 2012.

It is expected that by 2015, lithium e-bikes will account for around 25% of the total e-bike market in China, creating around 7 billion RMB (over US\$1 billion) in value and bringing an increase of over 15% in the entire lithium battery market. 

ExtraEnergy Continues to Stimulate the Light Electric Vehicle Industry

Text & Photos: Editorial Dept

Since 1992, ExtraEnergy has continued to work hard in order to maintain the growth of the light electric vehicle (LEV) industry. The group's ongoing promotion through test-ride events, information, and conferences, is helping to develop and expand the industry year after year.

ExtraEnergy's Testing

For e-bikes and pedelecs, ExtraEnergy offers three tests which determine riding, practicality, and safety. The true performance of the e-bike becomes apparent only through real-world use, so the data that ExtraEnergy gathers through its testing is of vital significance.

Firstly, up to 20 volunteers test each model to find out how intuitive and simple it is to use. Then, a series of safety tests are carried out. The results are then

published online, printed in ExtraEnergy's yearbook, as well as in ElektroBike magazine for consumers and manufacturers to review. The organization also provides every tested vehicle with a detailed product report, an official test rating, and a trophy if it has won a category. ExtraEnergy works closely with its partners, SLG laboratories and Velotech. The organization's commitment to testing electric vehicles is widespread, well-regarded, and now essential in order for a product to comply with EU regulations.

The Test It Show

Furthermore, ExtraEnergy also organizes the Test It Show, as part of Taipei International Cycle Show. The event allows consumers and industry experts to test-drive light electric vehicles around a specially made circuit. The show has also been part of the GoPedelec project since 2009, which helps to promote the industry by taking the event around Europe. This year, 15 different brands of e-bike and pedelec are available to be test-ridden around 1300 square meters of test track, which will include curves, straights, plus a 10% gradient ramp almost 20 meters in length.

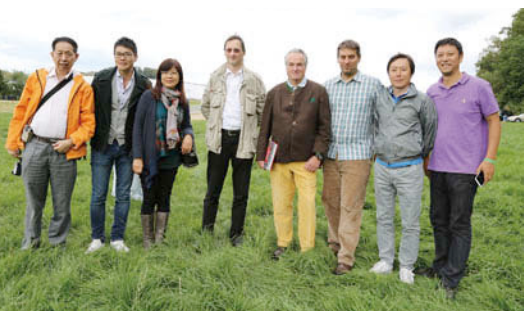


▲Hannes Neupert holds a strong dedication and passion for bicycle batteries and systems.

BATSO

BATSO, which stands for BATtery Safety Organization, was founded in 2002 in the wake of cooperation between ExtraEnergy and Deutsche Post AG. The organization's goal was to ensure quality, while offering consumers protection by helping them differentiate between safe and unsafe batteries.

BATSO is an independent and voluntary platform that also allows any interested parties to actively participate in making battery systems safer. The organization is the only quality mark for batteries used in light electric vehicles, and wants to establish itself as a globally-recognized battery safety test.



▲ExtraEnergy's new headquarters are located in Schleiz, Germany, and covers over 11 hectares. Pictured at the new headquarters are ExtraEnergy's President Hannes Neupert (third from right), and LEV Sales Manager Jean Chen (first from right).

Shimano Steps Into the E-Bike Market

Text: Editorial Dept.

This year will see Shimano deliver a new groupset dedicated for e-bikes called STePS - an acronym for Shimano Total Electric Power System. The new line will be a totally integrated e-bike groupset, including drive unit, battery, front gear set, cycle computer and chain.



▲ Shimano's new e-bike system has been designed to work better when all components are integrated with one and other.

Pilot Scheme

Two of Germany's most important buying groups ZEG and BICO, will be the first to sell the STePS-equipped bikes, serving as a test market. Both groups will develop and sell e-bikes equipped with the system and will also have 50 models on hand for consumers to take on test rides. Shimano hopes to gain feedback on the product, gain insight into sales potential, and ensure that its service network can take care of any issues before a full launch, with plans to deliver its initial production to OEMs by August 2014.

Frank Peiffer, managing director of Shimano Europe reiterated this strategy by saying that, "The e-bike market is a new segment for Shimano. Our service to the OEM's, dealers and consumers is key at the introduction of our STePS system. That is why we have chosen a phased approach. The pilot project is a

limited quantity in a limited sales channel with direct service access. If we gain experience there and are convinced the product works we will expand it further to other players in Germany and the rest of Europe."


There are no immediate plans to introduce STePS in the U.S., although Shimano's Road Product Manager, Dave Lawrence said that OEMs have shown an interest in the system.

System Design

STePS has been developed with the idea of system component design, meaning that every individual component works better when the other STePS components are also integrated within the groupset. The system will work with Shimano's external and internal rear hubs, but Shimano is focusing on Di2 internally geared hubs in the initial phase, offering 8-speed and

11-speed Alfine Di2 versions.

STePS is a pedelec system which engages when a rider is pedaling and cuts out once a speed of 25km/h has been reached. The STePS drive unit has a compact design and with a weight of just 3.1kg, it is one of the lightest drive units on the market.

The compact and lightweight design improves the rider's control in all conditions. The system has three types of power support modes; eco, normal, and high, with the preferred mode selectable by an easy to operate switch. Riding range varies from between 80km and 120km depending on the mode being used. The system integrates a cycling computer which gives feedback about the selected mode, battery life, riding speed, and distance. The battery has a capacity of 418Wh and it takes four hours to completely charge. 

Thailand's Bicycle Industry

With a population of 67 million, Thailand has domestic sales of between 1.3 and 1.5 million bicycles annually, at an average price of between 8,000 and 20,000 baht per unit (US\$245-615). In line with the growing popularity of recreational activities in the country, demand for bikes has begun to heat up, and some bicycle firms are even using Thailand as a springboard for investing in Myanmar.

Text & Photos: Editorial Dept.



Business Climate

Thailand, along with its capital Bangkok, is set to become an important economic hub once ASEAN +10 takes effect in 2015. Since the country's economy took a major hit during the floods

of July 2011, the government has been working diligently on economic reforms, water resources, and transportation infrastructure, while also actively signing trade agreements.

According to the World Bank's "Doing Business 2013"

report, Thailand ranks 18th among 185 economies worldwide. This fairly high ranking means that wages are on the rise. The minimum daily wage is now 300 baht (US\$9.20), and this sharp increase over the last few years has put a strain on small

and medium enterprises. The Thai government is encouraging foreign companies to invest in Thailand's automobile industry – Taiwan tire company Cheng Shin operates a plant in Thailand and is involved in selling to the industry. Apart from tourism, rubber and automobiles are Thailand's two crucial economic mainstays. Additionally, the Thai real estate market has flourished in the wake of improving economic conditions and increasing investment.

Thai Bicycle Market

There are four major bicycle assembly firms in Thailand: LA Bicycle, Strongman, Siam Cycle, and Optima, which is owned by parts importer Raja. Strongman mostly exports its bikes, while Siam, in contrast, sells its entire output in Thailand. Optima relies primarily on parts imported from China, which are then



▲ Bangkok Bike was organized by NEO. From left: NEO GM Bussaya Prakobthong, Yuki Kusaka from the Japanese bicycle industry, NEO Deputy Manager Suchada Chatnukrob, and NEO Project Manager Artit Songiuntug.

assembled in Thailand. There are very few parts manufacturers in Thailand, with the majority of parts imported from Vietnam, China, and Taiwan. Because bikes imported from China are exempt from taxes, a lot of companies opt to import their

parts and bikes. Thailand's rainy season falls between June and October, making it slow going for domestic bicycle sales; however, this period is also a busy time for the country's bicycle exports.

Bicycle sales in Thailand during the first half of 2013



▲ A smiling Let's Bike GM had a packed schedule during the exhibition.



▲ Fuji was exhibited at Bangkok Bike by its agent Let's Bike.



▲ LA Bicycle's Ien Guo stands proudly alongside the company's Infinite brand.



▲ Sports Bicycle is the agent for Specialized, Conango and SRAM. GM Pranee Chunhapinyohy says the company is focusing on road bikes as the MTB market is too competitive.



▲ LA Bicycle is Thailand's largest bike manufacturer.



▲ Specialized was represented by Thailand's Sport Bicycle at the exhibition.

in Thailand showed a 12-20% decline from the previous year. This poor sales performance was not only a result of lackluster economic situations in Europe, America and China, but was also brought about by the 10% subsidy provided by the Thai government to first time car owners in order to stimulate the auto industry. Encouraged by the subsidy, many people purchased cars, causing bicycle sales to take a hit. On the whole, however, cycling is becoming more and more popular in Thailand, and

it's common for affluent Thais to own multiple cars, as well as bikes, mountain bikes, road bikes, folding bikes, single speed bikes, and children's bikes. Unlike in some other Asian nations, e-bikes are not yet popular in Thailand.

Bangkok Bike Show

Bangkok exhibition organizer NEO held Thailand's very first bicycle show last May, and thanks to the enthusiastic response to that show, they then organized another bicycle show in

October. The overall scale of the show was rather small, and many international brands, such as Trek, Giant, Merida, and Derby, didn't take part. However, thanks to the participation of local bicycle firms such as LA Bicycle, Strongman, and Raja, as well as many importers and dealers, attendance at the show was high. Most importantly, the majority of participants were satisfied with the show, and intend to return. In addition, many bike shops and small dealers also took part in the show.

LA Bicycle

LA Bicycle is one of the show's biggest supporters. The company displayed other companies' brands such as Look, Wilier and Cube, as well as its own brand Infinite at the show. LA Bicycle is the largest complete bicycle manufacturer in Thailand, with an annual production capacity of 1.5 million bikes.

Bulls

The Bulls brand is owned

by German company ZEG, and produced by Strongman. Strongman's Thailand plant chiefly sells its products to foreign markets, so bikes that Bulls presented at the show were shipped from its Vietnam plant.

Sport Bicycle

Sport Bicycle is Specialized and Colnago's agent in Thailand. The company has 30 employees, and according to general manager Pranee Chunhapinyohy, Sport Bicycle has been selling these two brands for seven years,

selling mostly frames for Colnago and road bikes for Specialized. The GM also said that because of the acute competition between MTBs and regular bikes, Sport Bicycle has decided to focus on road bikes instead.

Raja

This company mostly sells middle and high-end bikes under its Optima brand name. Raja mainly import parts from China, performing its assembly in Thailand. The company has been in existence for more than 20 years,



▲ Marketing manager Tanapat Siripornpasarn presents Optima's bicycles with the help of a show girl.



▲ Brother and sister Arrtid and Kesri Chotchuangngwa work together at the exhibition for NAVA Bike, which is the agent of Dahon, Giro, and other brands.



▲ Strongman displayed the Bulls brand at the show.



▲ Gogo Bike is a Tianjin brand which was exhibited at the show by their agent.



▲ GIOS was also represented by Nava.

starting out as an importer, and getting involved in assembly only eight years ago. Raja employs 200 staff.

Nava

Nava was the first folding bike dealer in Thailand, and displayed Gios and Dahon branded bikes at the show. The company is a family owned

business. Eldest daughter Kesri Chotchuangnawa is responsible for marketing, and said that the company achieved good results at the show, which they considered to be very successful.

Gogo Bike

This company is the exclusive Thai agent for Gogo Bike of Tianjin. It has 30 employees and

is a family-owned business. Business Manager Chatchanan Ngao-suphanivongs says that the company has only been an agent for Gogo Bike for two months, but he has great confidence in their ability to be successful. The business was started by his grandfather, and the family has been in the business ever since; he has personally been working in the bicycle industry for 15 years. 🚲



▲ Dahon was exhibited by its Thailand distributor Nava.



▲ UBike folding bikes retail between 14,000 and 24,600 baht (US\$430-750).



▲ Thailand's Vee Rubber was on display at the show.



▲ GM of agent XDS was all smiles at the event.



▲ Visitors could find a huge variety of accessories at the show.



▼ EXTBIKE displayed products from China.

◀ Imports from China to Thailand are eligible for zero tariffs, so a lot of parts and accessories were imported from China.

▲ Nava's booth was always filled with visitors.



▲ QR displayed its carbon road bike.

◀ Thai Sun Sport exhibited at the show.

LA Bicycle at the Forefront of Thailand's Bike Market

Text & Photos: Editorial Dept.



Of the ten countries that make up the ASEAN organization, the economic development and infrastructure of Thailand is the most advanced. LA Bicycle is Thailand's most significant bicycle manufacturer, producing around 1.5 million bikes

annually, split evenly between domestic and foreign markets. By actively focusing on expanding markets, LA Bicycle is now enjoying higher visibility in the global bike industry. The company is also eager to build and develop its own brands and in the

process utilize its geographical advantages.

Economic Decline

A series of major floods and a turbulent general election in 2011 had a big impact

on Thailand's overall economy. The newly-installed government promptly introduced a number of measures – most notably a 35% rise in the country's minimum wage, and a tax subsidy for first-time car and home buyers. Both of these were aimed at stimulating household consumption to reduce the country's dependence on external demand. The policy seemed to work: car sales reached 1 million units for the very first time, with the sale of houses increasing too. However, the measures then led to a rise in household debt – many people found themselves unable to pay their mortgage, resulting in the government confiscating around



▲ LA Bicycle President Surasith Tiayavacharapong stands proudly alongside his Culture Cycliste store.

20% of owned homes.

The downturn in Thailand's economy had negative ramifications on the bicycle market too. In an effort to help sales and boost the growth of the market,

many promotional programs were being featured on Thai TV, while department stores and retailers offered large discounts in an effort to shift more products.

As an effect of the coun-



▲ LA Bicycle's robot production lines.



▲ President Surasith Tiayavacharapong owns many manufacturing plants in Thailand.



▲ Japanese Hello Kitty bikes are assembled.



▲ TPS Model Line.

try's poor economic state, the first half of 2013 saw LA Bicycle's sales decline by 12%. Additionally, the rainy season, which runs from June to October, meant that the country as a whole suffered from poor domestic sales for the entire year. Fortunately for LA Bicycle, its exports for 2013 were positive – rising from 45% to 50% of the company's total sales.

Geographically Gifted

Thailand has many geographical advantages, including its location in the heart of Indochina. Also, the sharing of borders with Myanmar, Malaysia, Cambodia, and Laos is of vital importance to Thai businesses such as LA Bicycle, which has many distributors based in these neighboring countries.

After starting to sell bikes in Myanmar last year, LA Bicycle remains extremely optimistic regarding the future of the market. This confidence is partly due to the fact that Myanmar cannot import bicycles, and as a

result of this, most bikes in the country are second-hand. According to LA Bicycle President Surasith Tiyavacharapong, although Myanmar's economy and politics are improving, the infrastructure is still not up to a high enough standard to

appease market demand. Despite Myanmar's poor infrastructure in comparison to that of Thailand, manufacturing is cheaper, while shipping goods to Europe is also cheaper and more time efficient. There are still unknown variables that come with doing business in Myanmar, but it is clear that it will continue to be a growing player in the global bicycle industry. A shortage of labor in Thailand, coupled with the impending ASEAN economic integration which will take effect in 2015, implies that Myanmar could have a crucial role to play in the future of Thailand's bicycle market.



▲ Magic Cycle manufactures kids' bikes and plastic materials. Pictured is manager Dumrong Kaitwuttikrai.



▲ Genesis Graphics produces decals. Pictured is Manager Amaraluk Tiemsuwan.

Infinite and Culture Cycliste

LA Bicycle President Surasith Tiyavacharapong, owns several different companies and manufacturers in Thailand including two complete bicycle plants, a kids' bike plant, a decal plant, and many others. According to President Tiyavacharapong, the sales of bicycles account for around 60% of all his companies total revenue.

In 2009, LA Bicycle established its Infinite brand, which focuses on mid to high prices bikes, along with two special flagship stores called Culture Cycliste. The stores were com-



▲ Hard at work in the decal plant.



▲ The Magic Cycle kids' bike plant.

pleted last year with an opening ceremony celebrating the launch taking place on November 15. These direct selling stores are aimed at the low to mid prices bike segments, giving the company different positioning methods in order to meet different consumer groups' needs. President Tiayavacharapong says that LA Bicycle will open a third Culture Cycliste store sometime during 2014.

The Culture Cycliste stores are no ordinary bicycle shops – with beautiful exteriors and elegant designs, the buildings wouldn't look out of place alongside a row of boutiques. Upscale brands such as Look Cycle, Wilier, Commencal, and Scott are prominently on display. The shops are clean, tidy, and well laid out, with tea and coffee available to guests.

All the shops around the Culture Cycliste premises belong to LA Bicycle President Tiayavacharapong, and as a consequence the entire monthly rent tops 2 million baht (US\$60,000). President Tiayavacharapong is very humble when it comes to his business empire – and as one of the highest paying tax payers in Thailand, he feels this is a positive contribution to the country's overall well-being.

The Three Elements of Success

Speaking in regards to his business achievements, President Tiayavacharapong points out that



▲ LA Bicycle President Surasith Tiayavacharapong (middle), and Pro Lite CEO Steve Fenton (second from right), at the grand opening of Bangkok's Culture Cycliste store.



▲ Jagwire GM Jerry Huang (middle), with some of LA Bicycle's clients.

in order to become successful, a company must have three elements: fortune, determination, and destiny. He also stresses that the most critical thing is to run an honest business. He believes that while making money is imperative, taking care of employees,

paying tax fairly, and making contributions to the community is of even greater significance. By doing so, LA Bicycle not only gains recognition from its staff, but also becomes a respected and valued member of society. 🌀



▲ LA Bicycle President Surasith Tiayavacharapong (right) has a close relationship with GM Prakrit Lertyaovarit (left). The design concept of the chains in the office is very distinctive.

► The Infinite brand focuses on using aluminum and carbon fiber in its products. Pictured from left: GM Prakrit Lertyaovarit, President Surasith Tiayavacharapong, French designer Denis Labigang, and Manager Surakiat Tanachotevorapong.



▲ At night, Culture Cycliste is beautifully resplendent in rays of light.



▲ LA Bicycle is Cube's agent in Thailand.



▲ Kenda is represented by LA Bicycle.



▲ LA Bicycle's direct selling stores mainly focus on single speed bikes and low to mid end bikes.



▲ Welding area.



▲ A frame production area.



▲ A bike frame undergoes powder painting treatment.



▲ A busy assembly line.



▲ La Bicycle puts its frames through rigorous testing.

▼ The company has lots of high quality painting equipment.

► The company's staff are generally high quality and hard-working.





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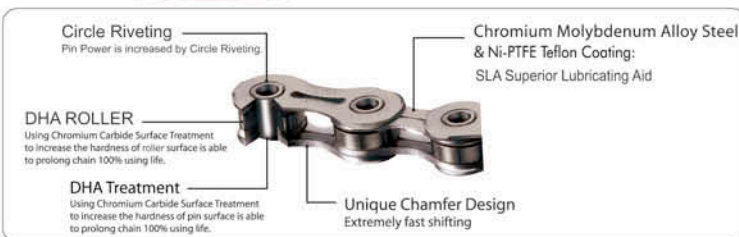
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*Testing Condition:

A Mechanical Bicycle is loaded 87kgf irons.

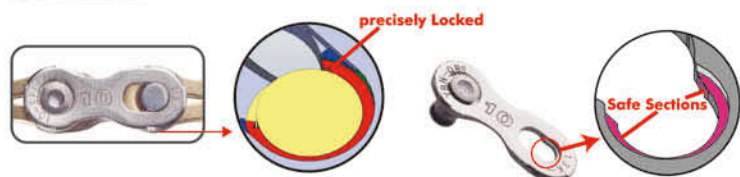
Running Speed of the Mechanical bicycle is 30 kilometers per hour.

Pin power: 300kgf above



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Taichung Bike Week Grows Substantially

Text & Photos: Editorial Dept.



▲ The Evergreen displayed a huge floor plan in the lobby showing the location of exhibitor booths. Many manufacturers used flag banners to promote and increase their exposure.

The 2013 edition of the globally renowned OEM show has been hailed as the biggest to date. Started over a decade ago as a meeting place for OEM product managers, Taichung Bike Week (TBW) now faces an influx of even more visitors. Positive reviews from previous years is one of the main reasons the show has seen a huge gain in exhibitors – 309 brands took part in last year's event, a huge increase of 50% from the 200 brands that attended the 2012 show.

The mini show for the bicycle industry, which is spread over three hotels in downtown Taichung, ran from the 5th to the 8th November 2013. The number of visitors is a rough guess as there is no central registration, but organizers estimate that at least 4000 people attended the show.

The location of TBW is also one of the reasons the show has enjoyed such great success. "It is the only bike show where a client can combine their visit with a factory or a company tour.

This is the first event that came to the bike industry and not the other way around," said Steve Fenton, Pro-Lite CEO and one of the show's chief organizers.

Meanwhile, industry event Ride On, which also organizes international OEM meetings, took place in the Millenium Vee Hotel. Ride On's organizer and Jonny Mole GM Luca Conte, claims that the location is perfect, and that the event will remain in the Millenium Vee for the next three years.

The question is how long this growth can continue in the current three hotels, the Splendor, Tempus and Evergreen. “We don’t know where we will be in two years,” said Fenton. “There are options available to us and we as an organizing team are weighing them up.” When asked about plans for the future of the show, he refers to a stakeholders meeting of the newly founded company, Taichung Bike Week International for the near future. “Together we will discuss the strategy for TBW. It is important for us to remain as an OEM event, which is the reason that we have become so successful,” stressed Fenton.

Organizers had received complaints that some exhibitors were hoping to sell services or products as if at a formal trade show, instead of setting up appointments to meet with product managers. This has led to a more strict approach from TBW organizers – the 2014 show will be OEM only, with companies being



▲ Taichung Bike Week co-organizer Steve Fenton raised a glass to the success of the show.

required to qualify for attendance. Fenton also said that during informal conversations with vendors, he found that most were opposed to the idea of holding TBW in a convention center or exhibition hall. “An informal set-up works

more effectively than a convention center styled operation,” said Fenton, who alongside a group of advisers, had also discussed moving TBW forward in the calendar to better accommodate product managers from major

► Professional media company Wheel Giant has been a cooperative planning partner of Taichung Bike Week for five consecutive years. Wheel Giant is responsible for the editing of TBW Guide and Show Daily.



▲ KMC's conference room in the Tempus was busy with meetings all week.



▲ Look's CEO Thierry Fournier is optimistic about the Asian bike market.





▲ Radim Broz, GM of Czech bike company 4 Ever, attends Taichung Bike Week every year.



▲ With such rapid growth, TBW organizer Steve Fenton pointed out that in the future companies will need to meet show requirements in order to exhibit.



▲ Continental's booth was located in the Tempus Hotel. Pictured is Taiwan Sales Manager Gary Liu (left), and North American Brand Manager Brett Hahn (right).



▲ Shimano, attending the show for the very first time, presented its brand new e-bike system, StePS.



▲ Prologo's Zero II saddle.

◀ Kenda's Kountach Endurance tire for road bikes (left), and the Nevegal Xpro tire for MTBs (right), were well-received at the show.

▶ Xpedo's intelligent Thrust E-Power pedal uses wireless technology.





▲ 2013 was the first year that X-Fusion exhibited at the show. Pictured is Associate Manager for the company's suspension fork department, Evan Lin.

U.S. brands. However, maintaining the current schedule appeals to a broader segment of the industry, particularly European suppliers.

A number of different types of products were the focus of 2013 Taichung Bike Week. E-bike systems were a hot topic, with SRAM and Shimano both unveiling new systems at the event in a bid to contest Bosch's market leader. Another product in the spotlight was the 650B tire size, which is taking the industry by storm, with wheel, rim, tire and suspension makers tooling up to supply the demand. Taiwan company SR Suntour, for example, revealed an entirely new fork line exclusively for 650B. The preva-

lence of 650B tires at Taichung Bike Week indicates that the mid-sized tire diameter is now dominating the bulk of the mountain bike market. Thirdly, top-end road bikes for model year 2014 are being spiffed up with drivetrain innovations working their way through the product pipeline – for example, Shimano's 11-speed cassette for mechanical and electronic Dura-Ace groups was revealed with a lot of interest.

Organizers of Taichung Bike Week have set dates for the event in 2014. The show will be held between November 4 and 7, with the Formosa 900 (an opportunity for the industry to cycle around the island) to begin on November 8. 🌀



▲ Ride On organizer and Jonny Mole GM Luca Conte (right) noted that early November is the ideal time for the exhibition. Pictured left is Joe Cheng.



▲ Bicycle Retailer's Marc Sani pays close attention to Taichung Bike Week.



▲ The private meeting rooms in the Tempus were well-received by exhibitors and visitors alike.



▲ The majority of booths at the Splendor were in an open-plan format.



▲ FSA has been enjoying growing sales. From left; Sales Representative Scott Sun, Section Chief Douglas Chiang, Chairman Yudi Wang, and Public Relations Representative Lucia Shih.



▲ Magura's Asian team takes a break for a picture.



▲ French manufacturer Mavic was busy during the show.

► Ride On members were impressed with the Millenium Vee Hotel's high-ceilings, spacious rooms, and services. Ride On will continue to be held in the Millenium Vee Hotel for the next three years.



▲ SR Suntour President Daisuke Kobayashi said the number of visitors to the booth has increased every year, and that TBW is of even greater importance than Taipei Cycle Show for his company.



▲ Bosch attended Ride On's Taiwan Day for the first time. Senior Product Manager Fouad Bennini (right) and Associate Claudia Wasko (left) represented the company.





▲ Chin Haur President J. C. Lin proudly displays his company's hubs.

◀ SRAM CEO Jeff Shupe (right) and VP Jeffrey Winterkorn (left) attended the TBW dinner party.



▲ Alex Rims European Marketing Manager Hendrik Tafel (left) and U.S. Headquarters Manager Chris Olivier (right) display the latest wheel set.



▲ From left: Lang An Trading Peter Lai, LA Bicycle Thailand GM Prakrit Lertyaovarit, and Thailand Tublars Challenge Trip GM Alex Brauns.



▲ Novatec Deputy GM Jeff Chen (left) and his brother Shaw Chen have made efforts to open up into global markets.

◀ Profile Asia-Pacific Sales and Marketing Manager Ian Scott showcases the company's new products.

▶ NuVinci European Sales Director Roland ten Brinke (left) and European VP Jack Brandsen (right) display their latest products.



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Kent Returns to Home Soil

Text & Photo: Editorial Dept.

Due to the poor prevailing economic conditions, the United States' bicycle imports fell by 13% last year, and sales have remained somewhat poor. While bicycle companies had hoped for better luck in 2014, heavy snow in the east and central states have put a damper on sales. While the snowstorms were attracting international attention, Kent announced that it planned to restart production of bicycles in the United States, attracting a similar level of interest from the industry.

Growing Sales

Located on the East Coast, Kent has long focused on the mass market. Its sales volume has continued to grow, and its largest customers consist of Walmart and Toys "R" Us. Its peak annual sales approached 3 million units, and it sold roughly 2.6 million bikes in 2012 and 2013. Kent's vendor during the last few years has been China General. The two companies have held each other's shares since 2010, and General holds a 49% stake in Kent. The two companies are partners, with one being the other's chief supplier.

Because of high costs, the

United States produces almost no bicycles apart from small quantities of road bikes intended for competition. Kent's decision to produce bikes in the US was chiefly motivated by the American government's incentive measures encouraging manufacturers to produce in the US. Kent has therefore decided to establish a new plant in South Carolina, which will supply bikes for the Walmart channel. The plant will have an estimated capacity of 500,000 bikes per year; General GM Ge Lei has expressed that this move will not affect General's production.

According to Ge Lei, Kent will differentiate its bikes produced in the US from imports. Although Kent chiefly supplies low-price bikes, it plans to produce new models in the US, and the new plant will therefore not affect General's output. General will send personnel to help Kent establish its plant and train employees. Nevertheless, Kent's plans will take some time to bear fruit. Because the United States has not produced bicycles for many years, and because the recent snow has affected sales, it will not be easy for Kent to achieve its 500,000-bicycle annual production target, although



▲ Kent President Arnold Kauler is taking advantage of US Government incentives.

it is very determined.

Increased Demand

General president Ge Yali has gradually lowered his profile in the company, and day-to-day operations are handled by his son, General Manager Ge Lei. The output of General's Shanghai plant has since doubled from the 70,000 bikes produced in 2002. The company established a new plant with an annual capacity of 100,000 bikes in Kunshan, in 2005 to meet rapidly grow-

ing orders. The Kunshan plant has since increased its capacity to 1.4 million bikes in 2010, 2.1 million bikes in 2011, and nearly 3,000,000 bikes in 2012. The company chiefly produces children's bikes (40%) and bicycles with wheels less than 20" in diameter. A third plant began producing in 2011. According to Ge Lei, apart from the 7,000 square meters Shanghai plant, the other three plants all occupy over 20,000 square meters. The company's four plants contain seven assembly lines and employ a total of 2,300 people.

The relationship between General and Kent is close, and



▲ China General GM Ge Lei, and President Ge Yali, have a close relationship with Kent.

the two companies have a seamless partnership. Approximately 90% of General's output is sup-

plied to Kent, and the other 10% is exported to Australia, Canada, and Japan.

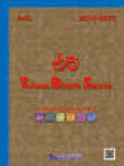
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Accell Group Sells Hercules to ZEG

Text & Photos: Editorial Dept.

Accell Group N.V. has reached an agreement on the sale of its Hercules brand to German company Zweirad-Einkaufs-Genossenschaft (ZEG). The divestment of Hercules improves the distinctive market positioning of the Accell Group's brand portfolio in Germany, while optimizing the group's available resources for investing in its other German brands. In 2013, Hercules had a turnover of around €31 million and secured a limited positive opening result.

René Takens, CEO of Accell Group, said in an official statement, "The sale of the Hercules brand enables us to increase the focus of our German brand portfolio, consisting of Winora, Ghost, and Haibike, and to further invest in the distinctiveness of our German brand propositions."

The agreement reached between Accell Group and ZEG will involve the transfer of the Hercules brand, corporate premises in Neuhof, and the entire working capital of the Hercules business to ZEG. The sale of Hercules will generate a profit of around €3 million for Accell Group, on a consideration of around €20 million.

"The sale of one of our traditional brands, which we have had in our brand portfolio for almost 20 years, was not an easy decision, but I believe that now more than ever it is crucial that we make strategic choices to ensure we have a healthy organization fit for the future," said Takens.

Hercules was founded in 1886, with Accell Group acquiring the brand in 1995. After several years of organizational adjustments, a move in location, and a repositioning of the brand, Hercules returned to turnover growth. This was in part due to a strong rise in e-bike sales in Germany, the country which Accell Group focuses the majority of its attention. "We consider Germany as an important market for high-end cycling," say Takens, "offering ample growth potential for our group as a whole. It is also a highly competitive market which therefore requires a strong focus on market positioning."

Over the past few years, Hercules has been booking insufficient growth through the ZEG dealer distribution channel – its most important sales channel. ZEG has been closely tied to the Hercules brand as a major cus-



▲ Accell Group CEO René Takens says the sale of Hercules will allow for greater focus on the company's other brands such as Winora, Ghost, and Haibike.



▲ In 2013, Hercules achieved a turnover of €31 million.



tomers, so, after a re-evaluation last year, Accell Group decided to open up negotiations with ZEG over the possibility of a sale. 🌀

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- ☒ Inertia effect

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Taipei Chosen to Host the 2016 Velo-City Conference

Text & Photos: Editorial Dept.



▲ECF President Manfred Neun (third from right), Taipei Mayor Lung-bin Hau (third from left), Deputy Mayor Chin-oh Chang (first from right) and other VIP guests joined together for the first ride.

Taipei City will host Velo-city 2016, the world's most important cycling conference.

The European Cyclists' Federation has announced that Taipei City will host the Velo-city Global Conference for 2016. "The commitments of Taipei City and also from the federal political level of Taiwan are strong, and come with a powerful support of

the bicycle industry. Therefore it is our pleasure to acknowledge Taipei City as the host for Velo-city Global 2016," confirmed Manfred Neun, President of the European Cyclists' Federation.

Importance of Velo-city

The Velo-city conference series has been bringing together

the world's leading transport planners, economists, health experts, cycling advocates, cycle tourism promoters, politicians and other cycling experts for over 30 years. Since 2009 it has operated two bi-annual series, with Velo-city Global complementing the highly successful Velo-city series in Europe.

In 2013 the City of Vienna

broke conference records with over 1400 delegates, and thousands of people attending side events throughout the city. Cities that host the prestigious conference generally see substantial growth in cycling numbers in following years.

Global Leader

Taiwan is particularly well known in the cycling world as one of the leading manufacturing bases for the bicycle industry, and already hosts the globally important Taipei Cycle Show in March of each year. A strong collaboration between the city, the show, the industry, universities, and the ECF is expected in the development of the 2016 Velo-city Global to bring together all aspects of cycling.



▲ From left : ECF Secretary General Bernard Ensink, Giant President King Liu, ECF President Manfred Neun, Taipei Mayor Lung-bin Hau, and TBA Chairman Tony Lo shared the historic moment side-by-side.

ECF Secretary General and Velo-city Series Director Bernhard Ensink added: "After Copenhagen, Vancouver, and Adelaide, we believe that Taipei is a really strong continuation of the Global series."

The 2014 edition of Velo-city Global will be held in Adelaide, Australia between May 27 and 30. Velo-city 2015 will be in Nantes, France. Bidding for 2017 in Europe has opened and will close in August 2014.

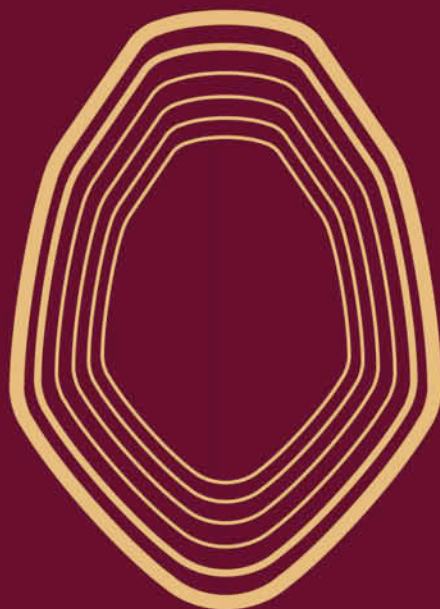


▲ ECF Secretary General Bernard Ensink (second from left), ECF President Manfred Neun (fourth from left), TBA Chairman Tony Lo (third from left), Cycling Lifestyle Foundation CEO Vicky Liu (fourth from right), and Giant's public bicycle division GM John Ho show their delight.



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2014 IBDC Awards to be Presented at Taipei Cycle Show

Text & Potos: Editorial Dept.



The International Bicycle Design Competition is one of the most prominent competitions promoting young talent in the international bicycle industry. Hosted by the Cycling & Health

Tech Industry R&D Center (CHC) and sponsored by the Department of Industrial Technology, this year marked the 18th annual competition.

On October 22, 2013, a

panel of international experts chose 22 award winners from among 497 submitted entries. A total of 333 concepts were entered by students and young designers from some 42 countries



from around the world. Concepts were accepted in four different categories: bicycles, components, clothing and accessories, and service and facility.

The prize-money winners

will be announced and honored at the awards ceremony at the Taipei Cycle Show on Wednesday, March 5th, 2014 in the Nangang Exhibition Center, and prototypes will also be on exhibition to the

international public. Winning entries will be on display at the iF online exhibition (www.ifdesign.de) and on the IBDC website (www.ibdcaward.org).

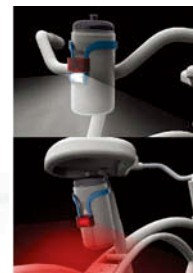
Gold Award



Entry Name	Morgaw Saddle
Category	Components
Country	Slovakia
Designer	Martin Moravcik
Description	This newly patented saddle features a unique, self-supporting platform, based on shock absorbers. Various density shock absorbers (soft: to 70kg, medium: 70kg to 85kg, hard: 85kg to 100kg) can be adapted to the weight of the rider. The shock absorbers improve riding comfort, protect the spine, and protect rails from damage. The seat design allows the rider to exchange Evo Oval rails for new ones in case of damage. Each Morgaw seat is customizable with one of Morgaw's ten different color kits. Saddles are designed for road, MTB, and enduro categories.

Gold Award

Entry Name	Bottle-light
Category	Clothing and accessories
Country	Taiwan
Designer	Chen Chu-Wei
Description	Bottle-light combines a water bottle holder with an LED lamp. The product has many advantages such as the fact that the rider does not need to carry an extra light since the bottle is also a lamp, and also that the light goes through the water, appearing in the shape of the bottle and therefore giving out more extensive light. Bottle-light has four different options with changing modes of illumination depending on your preference. It can be fixed on the handle or seat of your bicycle to increase night-time safety.



Gold Award



Entry Name	Illume
Category	Bicycles
Country	India
Designer	Nikhil Kapoor
Description	From the very minimalistic design, to the very advanced technological aspect, Illume has the traits to overcome difficulties faced when riding in the dark. It is inspired from existing products and is a combination of the indicator, brake and head lights that allow for safer riding. It utilizes the technology from a lithium-ion battery and an actuator that transforms kinetic energy into electrical energy. The aluminum and carbon fiber of the Illume is designed in such a way that it provides complete suspension, along with perfect form.



Merit Award

Entry Name	MC2
Category	Bicycles
Country	Singapore
Designer	Jing Che Quoc Bao Dang
Description	The MC2, Multi-Configuration Cycle is the world's first transforming bike with superb aerodynamic and ergonomic design. It has been developed to provide riders with unique riding experiences, combining all the benefits of a folding bike and a recumbent bike. With the revolutionary Transform & Lock System and the Direct-Wheel-Driving System, MC2 will be able to offer riders more configurations than have ever been possible on a single bike before.

Merit Award

Entry Name	Mag.Vis
Category	Clothing and accessories
Country	Germany
Designer	Christoph Bohrer Alexander Schmitke
Description	Conventional bicycle lamps are disadvantageous in many ways. They usually have only customized support to fit on the bike, as well as being too big, easy to steal, hard to carry, and always in the way. On some bikes there is not enough space for a big lamp, which can often be unattractive on a bike. Mag.Vis is an invisible alternative that appears only when needed. The lamp sits in the hollow part of the handlebar, becoming part of the handlebar itself. Magnets support the lamp so that it stays in position. In addition, the inner battery can be charged via USB cable.



Merit Award

Entry Name	Der Wasserlaufer
Category	Bicycles
Country	Austria
Designer	Gerald Peham
Description	Der Wasserlaufer is an innovative aqua bike which can be used for holistic mobility training, focusing on coordination, balance, and strength. The user sits on a floating body, and pedals in chest-high water. Balance is trained and muscles are stimulated, and exercising in water increases the fun factor and adds variety to any training routine. The interaction of all these aspects will have a positive influence on any user's well-being.





Merit Award

Entry Name	The Growing Kidzbike
Category	Bicycles
Country	Germany
Designer	Matthias Kolb
Description	This kids' bike is for children from 115cm to 155cm tall. With wheel sizes ranging from 20" to 24", the wheelset comes with a changeable quick release option. The drive and brake are both mounted on the frame, a lightweight three-part ultramid injection mold. Kidzbike also features a monolink fork and back swing, a small pack size, an integrated steering system, and an adjustable seat post.

Merit Award

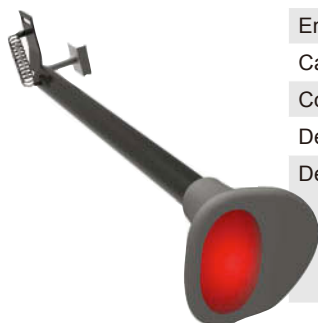
Entry Name	City Scooter
Category	Service and facilities
Country	Taiwan
Designer	Deng Pei-Chih Yang Ju-Ting
Description	This urban scooter is suitable for daily use. More and more people are using urban bikes, and City Scooter simply opens up different types of mobility rental system, easing crowded public bike traffic, and increasing urban mobility. City Scooter is designed for office workers, community residents, and tourists. Available with two types of usage: pedaling to store power and top up a prepaid card, or deducting from a prepaid card to draw the stored power.



Merit Award

Entry Name	Shelves lock
Category	Clothing and accessories
Country	China
Designer	Zhang Bin
Description	Shelves lock is a bike lock with an improved design that combines a lock and the shelf. In addition to meeting basic loading demands, Shelves lock is also equipped with a password lock function. Integrating the function of urban mobility, the design presents the users with a more beautiful, more practical and more convenient lock. With the structure of a bionic design, the lock is both flexible and durable.

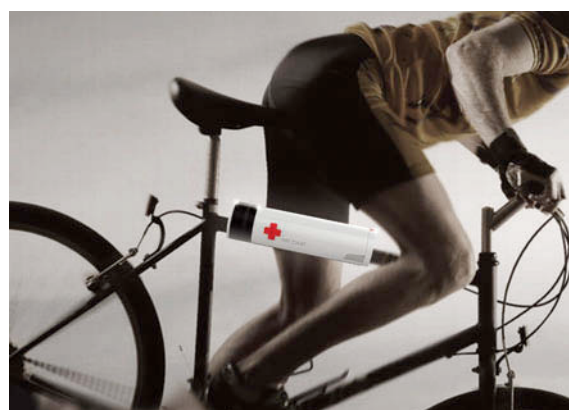
Merit Award



Entry Name	Kick light
Category	Components
Country	Taiwan
Designer	Chuang Chan-Jung
Description	Kick light is a suitable general jamb bicycle light. It can be used as a jamb to support the bicycle when parking, and if you start walking before kicking jams, the kick light will turn on automatically. Electricity is derived from the kinetic energy through the rotation of wheels, which is then converted into electrical energy, in order to maintain the kick light function.

Innovation Award

Entry Name	Air cast
Category	Clothing and accessories
Country	South Korea
Designer	Kyuhon Song Edo Kim Joongu Kim
Description	This is a new and innovative cast that you can use more quickly and more conveniently in an emergency situation, or when you get injured riding a MTB. Detachable to the frame of the bicycle, this new cast presses the injury with air.



Innovation Award

Entry Name	Babyprotector IGI
Category	Clothing and accessories
Country	Germany
Designer	Constanze Hosp
Description	It's a well-known fact that babies should have as much body contact to their parent as possible. However, using a baby sling or carrier system when riding a bike can be very dangerous. IGI puts an end to this problem and makes it possible for the first time to safely ride a bike with a baby. It has been designed to be compatible with baby slings and all other popular baby carrier systems that are worn either on the front or the back. Adjustable straps on the back, shoulders and around the head allow the system to grow as the baby does. Sturdy distance pieces ensure that the parent's weight does not become dangerous for the baby at any time.



Innovation Award

Entry Name	Snail Motorcycle
Category	Bicycles
Country	China
Designer	Cao Weizhi Zhao Yan Wang Shujing
Description	This is a foldable electric bicycle, which when fully folded looks like a snail. Small and easy to carry, it's suitable for folks traveling to and from work. The Snail Motorcycle is very easy to use – simply rotate and scale to open. The rear wheels of the charging box can provide the energy for everyday cycling.

Innovation Award

Entry Name	Laidback
Category	Bicycles
Country	Netherlands
Designer	Jurgen Kuipers
Description	Retro styled Laidback is a crossover between an electric bike and a reclining chair. Cruising is a pleasant experience on this elegant, plywood leisure concept vehicle. Electric powered and equipped with rear suspension, Laidback is very comfortable to ride. The design and the use of plywood as the material for the frame gives this vehicle its classic and stylish look. Riding this beautifully designed bike attracts a lot of attention, which means that Laidback is not for the shy or faint of heart.



Innovation Award

Entry Name	CO2MUTER
Category	Service and facilities
Country	Germany
Designer	Florian Dusch Siniz Kim Mikko Nirhamo Anne Dusch
Description	CO2MUTER is a digital service that motivates people to use bikes as an individual means of transport in everyday life. CO2MUTER seeks to reduce car traffic and to improve the quality of life in urban areas. CO2MUTER is the first digital service that goes beyond measuring the saved CO2, costs and calories. By offering tangible results and a worldwide platform to communicate with peers, CO2MUTER serves as a motivating digital companion. Intuitive handling as well as an appealing user interface, characterizes both mobile and web components, creating a digital experience for the user.



Innovation Award

Entry Name	1DRY2
Category	Clothing and accessories
Country	Germany
Designer	Bianca Gabriel
Description	1DRY2 is a changeable garment. Put it on as an elegant light coat in good weather, and convert it quickly and easily in case of rain into a perfectly tailored overall. Stay completely dry and safe on your bike with this single piece of clothing. The coat features an integrated rear light, a chain guard, and reflecting stripes. The jacket also allows the rider to wear a helmet under the hood. Properties of the chosen 3-layer laminate by SympaTex include: 100% waterproof, perfect climate management, PTFE free, eco tex 100, bluesign certified, and sustainably manufactured in a green production chain.



Innovation Award



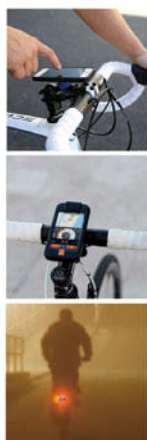
Entry Name	Musical Pedicab
Category	Bicycles
Country	Taiwan
Designer	Yao Ying-Ling Yang Chia- Hui Hsu Meng-Yin Lu Guan-Ling
Description	When a child is riding the pedicab, the pedicab will play music from a built-in music box. The wheels will drive the drum to generate wonderful melodies, stimulating senses such as visual, touch, and sound. Children will learn by riding the pedicab, facilitating their mental health and physical development.

Innovation Award

Entry Name	Emergency bicycle
Category	Bicycles
Country	South Korea
Designer	Sun min Park
Description	In the event of an emergency, patients require quick first aid as rapid delivery can increase the survival rate by 70%. If you use the Emergency bicycle, there is no need to worry about riding on narrow streets and in traffic jams. It is a bicycle that can be of crucial help in accident and emergency situations.



Innovation Award



Entry Name	Reminder light
Category	Clothing and accessories
Country	Taiwan
Designer	Chang Yen-Wei
Description	Although riding bikes is great for public transportation, turning may cause road users trouble because of the lack of warning signals that the bike gives. According to traffic regulations, bike riders must give prompt signals before turning. This design combines a phone's GPS with the bike's tail lights. It can also help to plan cycling routes. Bluetooth connects the rider's phone with the bike's tail lights and thirty meters before turning, the signal light will automatically appear to indicate the intended direction of turning.

Innovation Award

Entry Name	HCL-PRAM
Category	Bicycles
Country	China
Designer	Cao Lei Wang Hong-chao
Description	This simple product design allows for conversion from baby carriage to children's bicycle. The design allows the product to grow with the child, reduces the need to use increased resources, and reduces family spending when raising a child.



Innovation Award

Entry Name	Silence
Category	Bicycles
Country	Taiwan
Designer	Huang Yi-Sin
Description	Silence is an e-bike designed for deaf people. Its radar becomes an additional sensory organ. The electricity station of Silence provides uninterrupted power for its radar and warning lights. The radar detects the location and speed of rear objects within a 10m radius while riding. This data will be transmitted to the computer to predict the movement of rear objects on the path. Then, the computer instructs to display 3 different color lights informing the rider to read the condition of the road. Riders will have more time to deal with the next movement while cycling. Silence is the best partner for a deaf cyclist.



Innovation Award

Entry Name	RUSH
Category	Bicycles
Country	Switzerland
Designer	Roger Herzog
Description	RUSH is a fully integrated e-bike which is designed for longer distances and urban commuting. Due to the sandwich construction, it is possible to integrate all technical components in between the frame elements. A strong engine, combined with an electrical gearbox which is placed in the center of the bike, a powerful battery pack and a big controller interface are merged together into one unit. The formally adopted kickstand is also a fully-functional lock as well. When the kickstand is down, the e-bike is electronically blocked, which is very helpful for quick stopovers.





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Carbon Frame: FM066

Type: Road 700C

Sizes: 45/48/50/52/54/56/58/60CM

Headset: 1-1/8" & 1-1/2" Weave: UD

SUPER LIGHT * EPS



Carbon Frame: FM196

Type: MTB 27.5ER (650B)

Sizes: 15.5"/17.5"/19"/20.5"

Headset: 1-1/8" & 1-1/2" Weave: UD

SUPER LIGHT * EPS



Carbon Frame: FM206

Type: Road 700C

Sizes: 45/48/50/52/54/56/58/60CM

Headset: 1-1/8" & 1-1/8" Weave: UD

NEW * SUPER LIGHT



Carbon Frame: FM316

Type: Road 700C

Sizes: 45/48/50/52/ 54/56/58/60CM

Headset: 1-1/8" & 1-1/2" Weave: UD

NEW * SUPER LIGHT EPS



Carbon Frame: FM256

Type: MTB 29ER

Sizes: 15.5"/17.5"/19"/21"

Headset: 1-1/8" & 1-1/2" Weave: UD

NEW * SUPER LIGHT



Carbon Frame: FM266

Type: Cycle cross

Sizes: 48/50/52/54/56/58CM

Headset: 1-1/8" & 1-1/2" Weave: UD

V brake & Disc Brake

SPECIAL TT DESIGN



Carbon Frame: FM086

Type: TT Frame

Sizes: 45/49/52/54/56CM

Headset: 1-1/8" & 1-1/8" Weave: UD

SPECIAL 29ER DESIGN



Carbon Frame: FM056

Type: MTB 29ER

Sizes: 5.5"/17.5"/19"/21"

Headset: 1-1/8" & 1-1/2"

Weave: 3K/12K/UD

SUSPENSION 650B



Carbon Frame: FM156

Sizes: 16"/18"/20"

Type: SUSPENSION 27.5ER (650B)

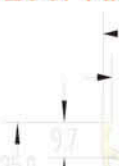
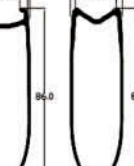
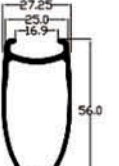
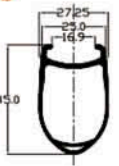
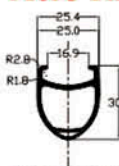
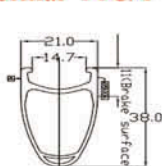
Headset: 1-1/8" & 1-1/2"

Weave: 3K/12K/UD

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SC-010

material: Al 6061-T6 forge+CNC
dimension: 38-51mm



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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



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- *Patented "EZ-out" pads
- *Fluid: Mineral
- *Perfect for XC, TRAIL, AM



160

Taiwan by Bike: The Formosa 900

Text: Joe Henley & Photos: Ned Wu



Though it's off the usual backpacker trail in Southeast Asia, Taiwan is starting to see a rise in tourist numbers year on year. The federal government, as well as several home-grown bicycle businesses on the island, want people to see Taiwan the slow and steady way from the seat of a bike. In order to encourage people to do so, the Formosa 900 was created. The yearly event held in early November sees hundreds of riders

from around Taiwan and countries all over the world complete a round-the-island circuit of just over 900 kilometers over the course of nine days. This year I had the privilege of taking part, so if you're wondering what to expect, read on.

Before we get started, a little about myself. I'm a novice cyclist, to be generous. By that I mean I used to be heavily into cycling as child, first as a BMX bike racer during my grade

school years, then as a cross country rider during my teens. Then, later in life, as a career and other interests took hold, cycling somehow fell by the wayside. Before I knew it, it had been the better part of a decade since I had spent any significant time on a bicycle. The 2013 edition of the Formosa 900 was to be my reintroduction to this former sporting passion of mine, and I went into it about as green and untrained as one could possibly be.

Fortunately for me, the entire logistical side of the trip was left to the organizational team, consisting of the Taiwan Tourism Bureau, the Cycling Lifestyle Association, and Giant Bicycles, among others. It was this consortium of dedicated groups that mapped out the routes for the various teams setting out from cities around Taiwan, booked us into comfortable hotels, planned our daily meals, provided group leaders to keep us all on schedule, and accompanied us from start to finish in support vehicles laden with bike repair supplies and much-needed healthy snacks and drinks during our frequent stops along the way. In short, they made sure we would want for nothing during our journey.

All we had to supply was the pedal power, and we would need plenty of that.

So on the morning of November 9th, my team and I set out from Taipei City Hall in the capital following a few inspirational words from Mayor Hau Long-Bin and Giant Bicycles CEO Tony Lo, who would be making his fifth circumnavigation of Taiwan. Among the teams setting out were a group of senior citizens, doing a shorter expedition of five days compared to our nine-day round trip. Perhaps most inspirational of all, a team of physically disabled riders had also signed on, moving themselves around the island on specially modified bikes propelled by hand cranks. In all, over 300

riders took part in the 2013 trip, the oldest of which was an astonishing 78-years-old, proving that cycling truly is a sport for people of all ages and backgrounds.

On average, my team would cover around 100 kilometers per day, but on the first day we eased into things with a ride of just over 70 kilometers over the Central Mountain range to a hot spring town called Jiaoxi on the east coast. The gradual ascent of around a thousand meters was a challenge for me, just getting back into the sport after such a long absence, while veteran cyclists in our group many years my senior, including Mr. Lo, a man in his early sixties, seemed to complete the climb with the utmost ease. Regardless of the



- ◀ The team conquered the challenging Taipei-Ilan Highway to reach the first rest stop.
- ▲ TBA Chairman Tony Lo enjoyed cycling with his wife and son.
- ▶ After successfully taking on the challenge of Shou Ka, the team arrived at Cry Lake which is filled with white ginger lilies.





▲ Following in the way of the leader team, the European media rode the most iconic routes in four days.



▲ With a wide field of vision, Mr. Brown Avenue put team members in a cheerful mood.

strain, the exertion was well worth it. Reaching the precipice of the range, you are rewarded with a stunning mountaintop view all the way to the eastern coastline, with flooded rice paddies and the sea providing an idyllic backdrop for the long, exhilarating descent. With day one in the books, many riders retired to the hot spring pool at our hotel in Jiaoxi for a relaxing soak to soothe any first-day aches and pains.

As would remain the routine for the trip, we arose the following day at 6 a.m. for breakfast. Following that we all met downstairs for a quick stretch and warm-up before heading back out on the road again. The previous day had been tough physically, but everyone was all smiles, nonetheless, eager to embrace the challenge again. Day two would take us to Ruishui in Hualien County, another day spent in awe-inspiring mountain

surroundings to rival any other on the planet. More ascents were punishing on the legs but a good way to tune up our bodies for what was to come. While day three, another ride of over 100 kilometers to Zhiben in Taitung County, passed in similar scenery as we made our way further south, it was on the fourth day that all this practice in climbing hills would truly pay off.

Getting to Checheng in sunny southern Pingtung County



▲ On the third day, the riders could not help but stop and take pictures of the beautiful rice fields alongside the roads.



▲ Under a cloudless blue sky, the newly painted red Silou Bridge is an eye-catching sight.



▲ On the eighth day, the leader team visited the headquarters of Giant in Dajia, Taichung. The staff prepared lots of snacks and hot drinks.

on the fourth day of the Formosa 900 would prove to be no easy task. Standing in our way were four separate climbs back across the Central Mountain Range, the last of which was a steep 500-meter ascent that would slow our team's pace to a crawl and have riders spread out far and wide along the narrow mountain road. But this was a blessing rather than a curse, as we each got to enjoy the peaceful, quiet solitude of the mountains largely undisturbed by traffic, or each other. It gave me a moment to enjoy the splendor of the tree-covered peaks alone, staring up at the low-hanging clouds enveloping the summits in gray mist, and enjoy the view all the way to the east coast for a final time. Every one of us, even a relative beginner such as myself, was up to the challenge, and once again we were rewarded with a blissful downward roll through remote

mountain villages, many exhibiting brightly painted murals showcasing the region's rich aboriginal culture.

The following day, we moved on to the southern port city of Kaohsiung, now forced onto a busy highway through a far more cramped urban environ-

ment. It was in stark contrast to the beautiful and bucolic surroundings of the days that preceded, but there are many sides to every country, and Taiwan is no exception. That night, we remarked on the fact that our Taiwan odyssey was over halfway finished, and the homestretch had



▲ On the seventh day, the cycling team arrived at Changhua. Nearly a hundred people from SR Suntour, Liow Ko, and Wheel Giant came to show their support.

begun. Not that we were in any rush to see it completed. Every day was filled with stops for rest and relaxation. Once every 20 to 30 kilometers, or roughly once per hour, the group would stop for water and snacks, and to allow any riders in back to catch up to the group, ensuring that no one was ever left behind. Truth be told, many of us took turns being the rider in back, depending on how we were feeling physically or mentally on any given day. The stops allowed us time to sightsee, enjoy local food, and take in wonders both natural and man made. In Mudan, we stood before the towering Mudan Reservoir, decorated in bright aboriginal artwork. In Dajia, Taichung County, we took some time at a temple for the goddess of the sea, Mazu, and watched the

faithful sending their prayers and offerings to her. And in Madou, Chiayi County, we stopped to observe some Japanese colonial era architecture at an old sugar factory turned recreation area. Though the trip was heavily focused on getting from one stop to the next, there was always time to stop and soak up some local culture and history.

While the eastern portion of the trip is defined by the mountain scenery, the western segment is dominated by largely flat terrain as you make your way north through the central city of Taichung, to Hsinchu County, and then finally back into New Taipei City, formerly known as Taipei County, and then into Taipei City once more. As much of the population of approximately 23 millions lives on the western side of

Taiwan, the backdrop is mostly urban, though there are stretches of countryside and farmland. Once you reach New Taipei City, a final climb greets you as you rise over the lip of the bowl that is Taipei City, and glide victorious back into the metropolis where the journey began. Every one of the riders who began the Formosa 900 with my team completed the trip, myself, the token rookie, included. It was both a physical and mental challenge, but the breathtaking scenery I got to experience coupled with the friendships forged as we pedaled from one city to the next made it all incredibly worthwhile.

If you would like more information, or want to sign up for the 2014 Formosa 900, log on to <http://formosa900.giant.com.tw/>.



▲ The team visited Dajia Mazu Temple to pray for the success of the Taiwan cycling tour.

► TBA Chairman Tony Lo accomplished the cycle around Taiwan again. Here he is happily pictured with his Giant Propel bike, which he used during the tour.





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Exploring Taoyuan County's Fengshukeng

Text & Photos: Editorial Dept.



Route: Fengshukeng forest road and the nearby Zhongkeng forest road.

Suitable bicycle type: XC-AM MTB.

Equipment: Helmet, gloves, pads, front and rear lights, repair tools, spare tire, air pump.

Clothing: Air-permeable sweat-wicking clothing, sunglasses providing wind protection, windbreaker, simple raincoat.

Difficulty: ★★☆☆☆, the route features continuous uphill and downhill.

Conditions: Packed earth path, passing through forest.

Type of riding: Cross-country forest road.

Precautions: Since there are few cross-country walkers and the route is complex, riders should ideally go with a companion.

Supply points: Urban areas of Taoyuan, Xinzhuang, or Guishan.

Cross-country Heaven

Formerly known as Fengshukeng and located in Guishan Township, Taoyuan County, Fengshu Village was named after the sweet gum trees that once grew in this valley. However, due to changing times and extensive development, there are currently very few sweet gum trees still growing in Fengshukeng. Situated between the Linkou and Taoyuan terraces, Fengshukeng is a typical hilly area. Although the area is only half an hour from Taoyuan City by bike, because the western edge of the area is adjacent to Mt. Hutou Park—a preferred destination for Taoyuan residents—there are relatively few hikers in Fengshukeng, and cross-country cyclists can have this expanse of mountain forest almost all to themselves.

Our group of cyclists passed the entrance to the Fengshukeng forest road around 8:30 on a Sunday morning. After rounding two bends, the city streets gave way to countryside, with fields and ditches bordering the road on either side. Surrounded by hills and low mountains, our mood quickly lightened. Some of our comrades recalled that, at other times of the year, the valley is filled with emerald rice fields and large patches of blooming cosmos. The entrance to the forest road is next to the base of one of the hills.

Enjoying Downhill Thrills

After a continuous uphill section of approximately 1 km, we reached the summit, and from there enjoyed a relatively easy downhill stretch. The whole way was shaded by trees, which

▲ The roads are lined with charming rural scenery in the countryside around Fengshu Village.

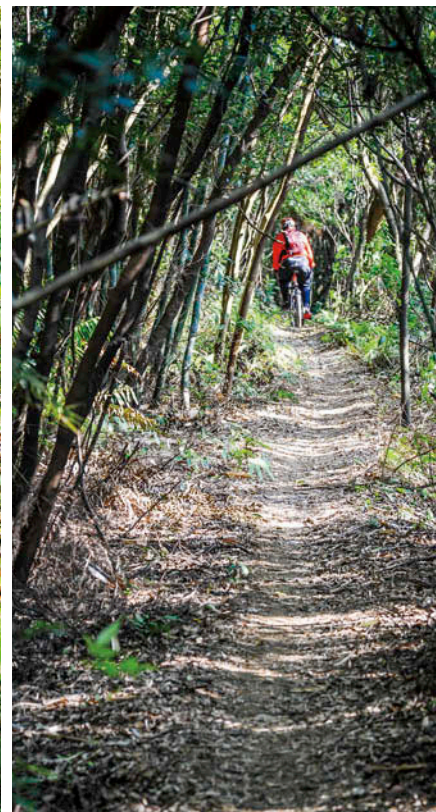


blocked most of the direct sunlight, and a gentle breeze blew. The ride as a whole was very comfortable. No hikers were encountered along the way, and we felt that we were in cross-country heaven. Around the middle of the route we encountered two places where there is a noticeable drop-off; the novices and more laid-back riders walked their bikes through the sections, while the more skilled and bolder cyclists simply dove through them. Without much more effort, we soon arrived at the forest road's exit.

Zhongkeng Forest Road

Because of the relatively short mileage of the Fengshukeng forest road, most members of our group had also decided to ride the nearby Zhongkeng forest road. After leaving the Fengshukeng forest road at Lane 469, Zhongkeng Street, we turned left and followed the road all the way to the highest point, where the entrance to Zhongkeng forest road was on the right. After turning onto Zhongkeng forest road, we soon had a panoramic view of the area, and gazed at the tea plantations that covered the entire mountainside like terraces. It is said that the owner of these tea plantations is also an avid cyclist!

After taking numerous photographs of the tea-covered mountainsides, we continued on our way, and soon encountered a power line. The paths encir-



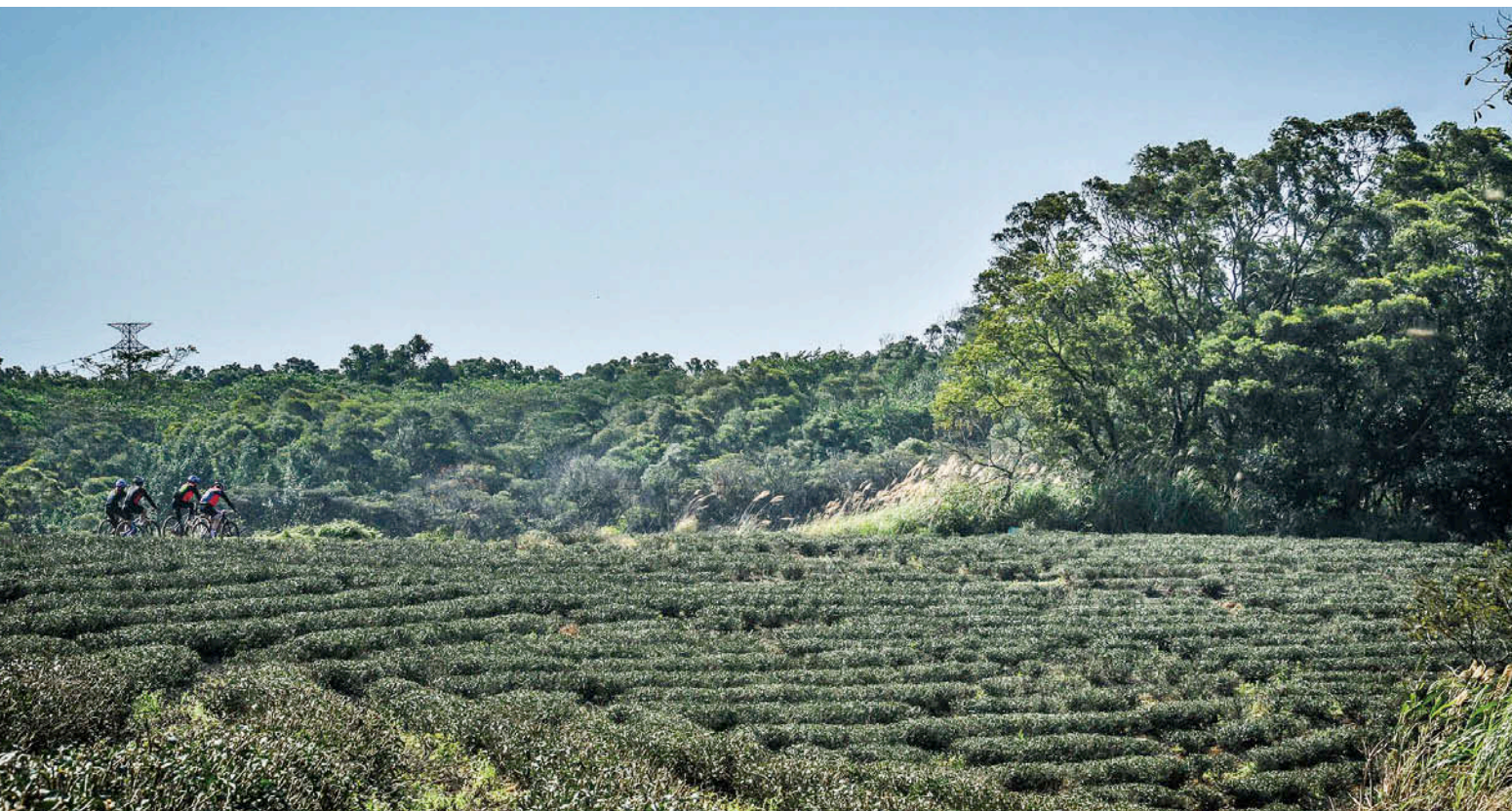
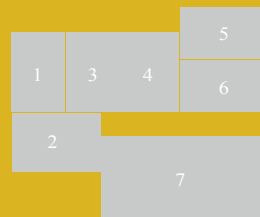
cling this spot provided some pleasant riding. There are many alternative routes paralleling the downhill back end of the Zhongkeng forest road, and their level of difficulty is not very high. We

finally returned to the asphalt road through a hidden path near a private residence on Zhongkeng Street, which took us back into the concrete jungle.





- 1 Exploring narrow winding paths is a big part of the fun of cross-country cycling.
- 2 If the steepness is too high, a friend can help you!
- 3 Although this hill was quite long, the slope was quite gentle.
- 4 Powerline pylons at Zhongkeng.
- 5 After leaving Fengshukeng, the riders followed a small country path to Zhongkeng.
- 6 One of the team tackles, an almost vertical slope!
- 7 The smell of tea around the plantations is profoundly relaxing.



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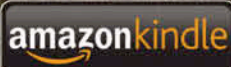
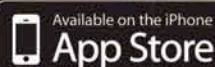


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時間 / Period

2014年10月21-23日 / October 21-23 2014

地點 / Location

大台中國際會展中心
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主辦單位 / Organizers



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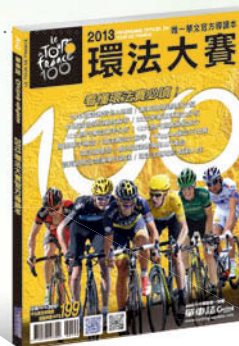


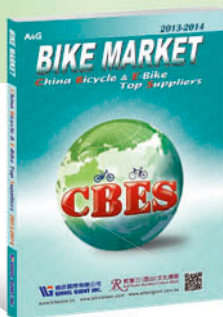
Outside

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.

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WS-607

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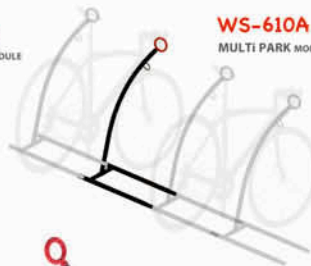
WS-610 System Outdoor display/parking stand

- saddle position fitting
- Locking design for burglarproof function

WS-610D SPEED RACK MODULE



WS-610A MULTI PARK MODULE



WS-610W WALL Mount



WS-610



WS-610C GROUND MODULE



WS-610B SMALL WHEELERS Self Standing Rack



WS-912 Outdoor parking stand

- w/Labor-saving device (gasoline cylinder labor-saving module)
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- Locking design for burglarproof function



WS-406 Series High intensity design



- Suitable for most wheel sized under 29"
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- Tough structure ensure tightly fit while lift bikes
- Extra clamp length for easier derailleur adjusting

PATENTED

WS-416JA

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- Fitted for bikes from 20" to 29"

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woodii
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WS-916

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- For high end bikes indoor exhibition
- Adjusting the width between acrylic plates by sleeves



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M41A

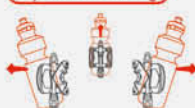
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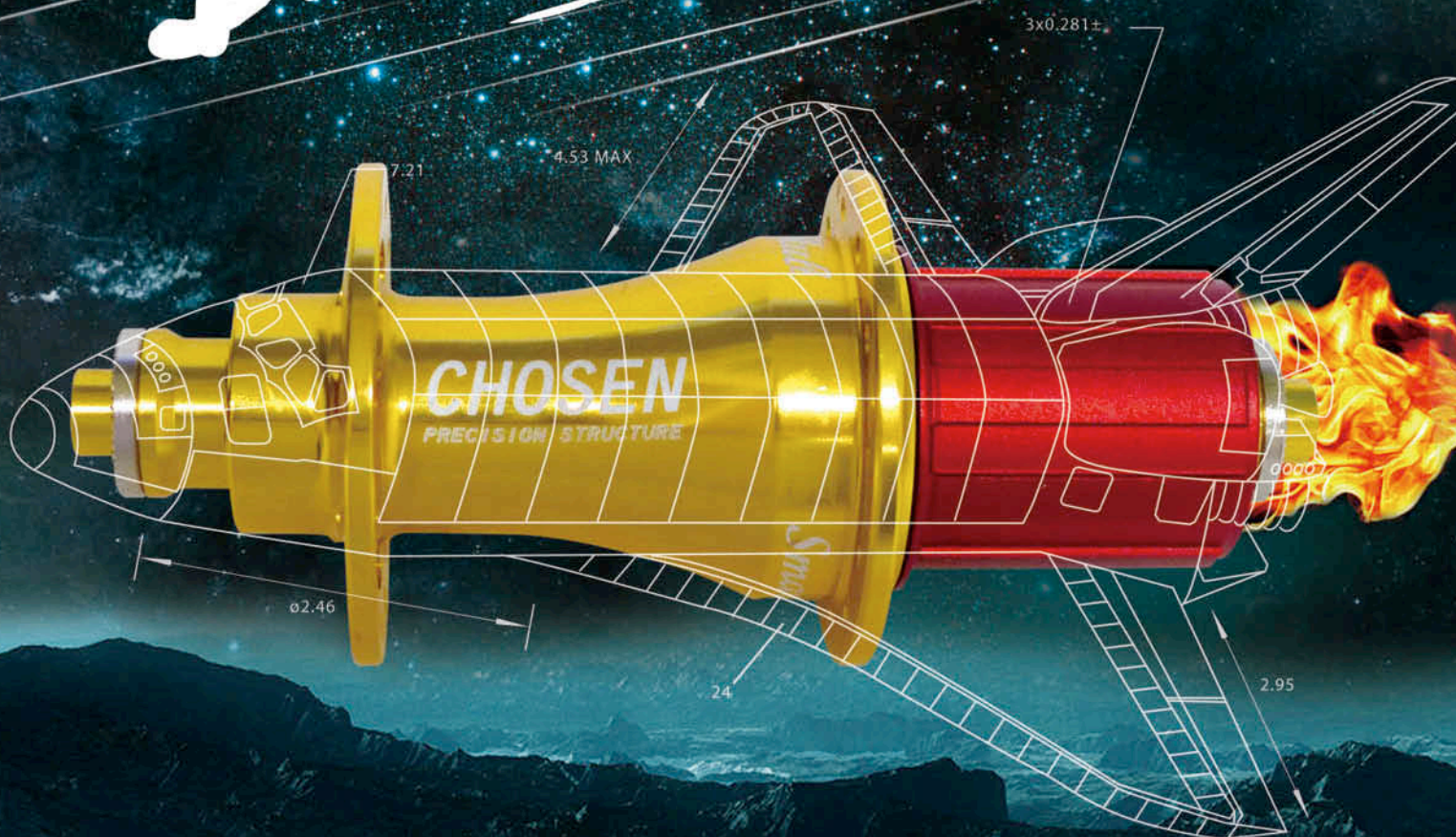
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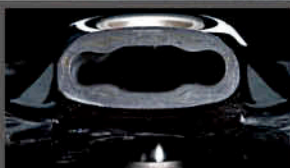
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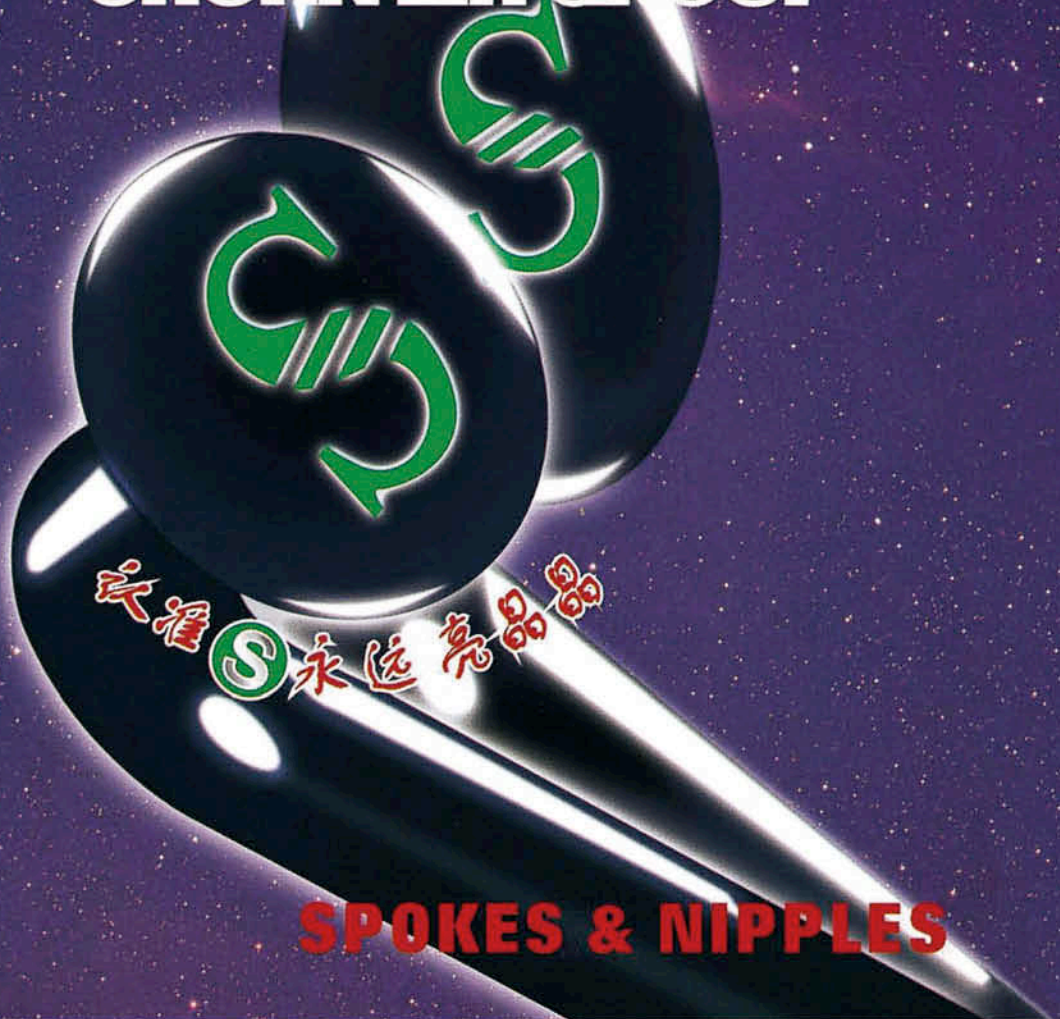


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