

# BIKE MARKET

2015 Autumn Edition

**UPDATE**

## South Asia - Burgeoning Bicycle Opportunities

**Taiwan Bike Exports  
Jump 22%**

**Disparate Mid -  
Year Results from Europe**

**USA Bike  
Imports Surging**

**A Look at the Chinese  
Bicycle Industry Today**

**Chen Shiu Hsiung Leads  
Cheng Shin into a New Era**

**Test Results for Six  
MTB Chainwheels**

**Giant Introduces Next  
Generation TCR Bikes**

**Merida Re-Engineer  
the Ninety-Six**

**Taiwan's Latest New  
Products Gallery**

**A&J: Firmly Rooted in  
China & SE Asia**

**UCC Set Up New Factory  
in Huaian**

**KMC China HQ and R&D  
Center Groundbreaking**

**Ming Cycle to Fire up  
New Plant by Year-end**



# Shock Absorbing for ANY Terrain

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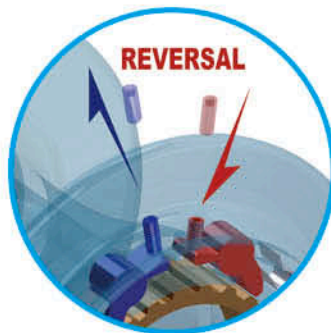
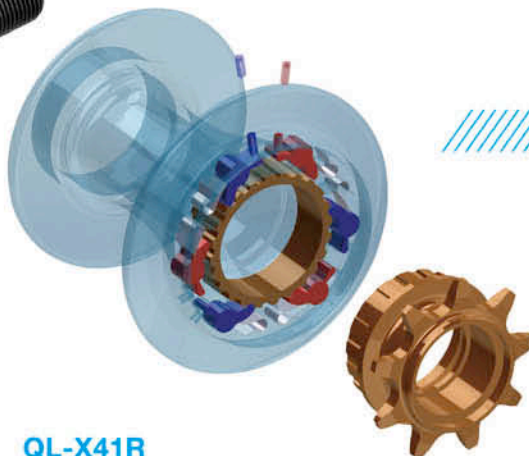
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# Easy and Fast , New Concept for making Reversal !

You don't actually need any tools to remove the driver.



## QL-X41R

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Axle Material : Cr-Mo  
Flange PCD : L : 51 / R : 53MM  
Sealed Bearing : 4pcs  
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2015, 2014, 2013, 2012, 2011, 2010, 2009  
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**R30**

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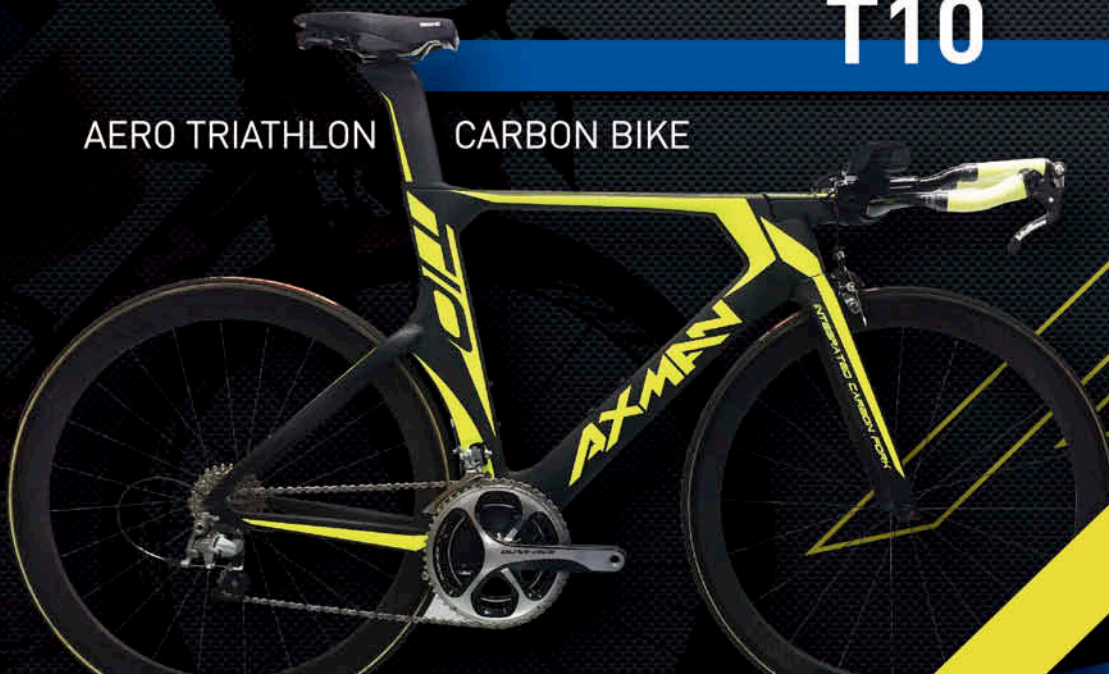
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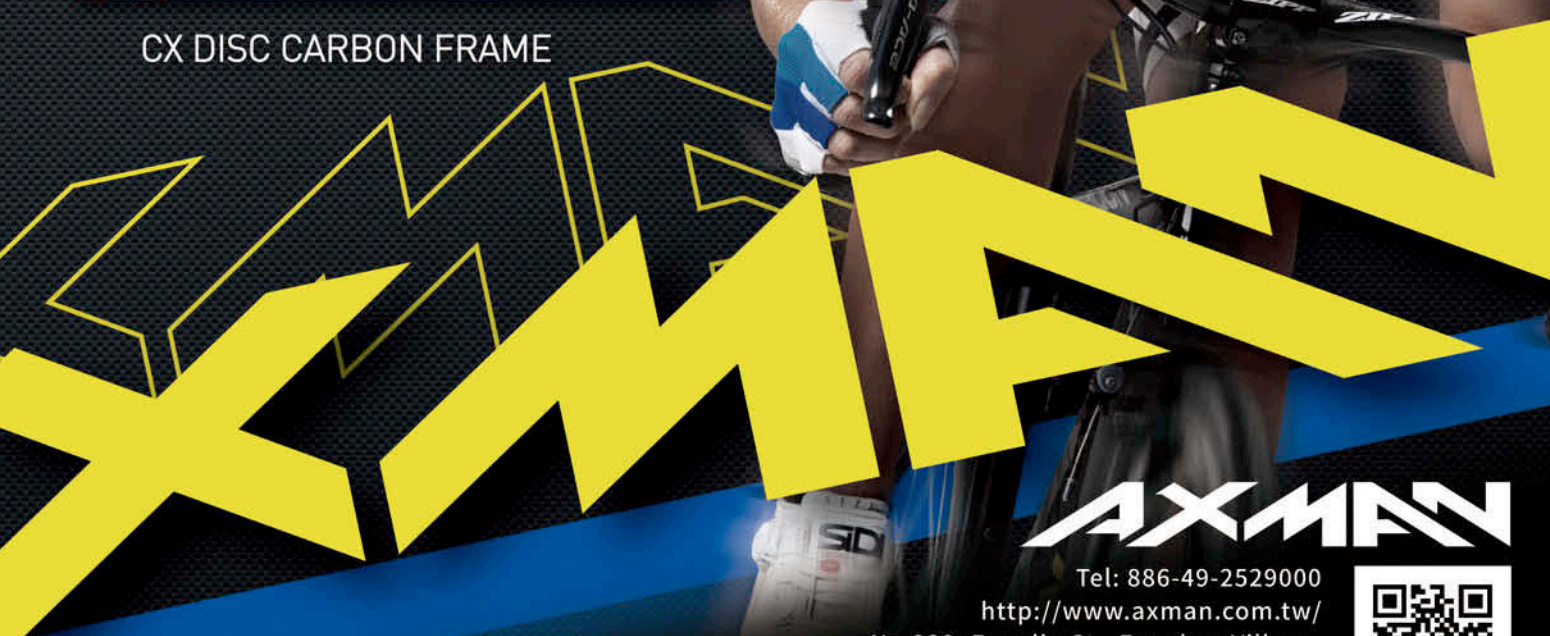
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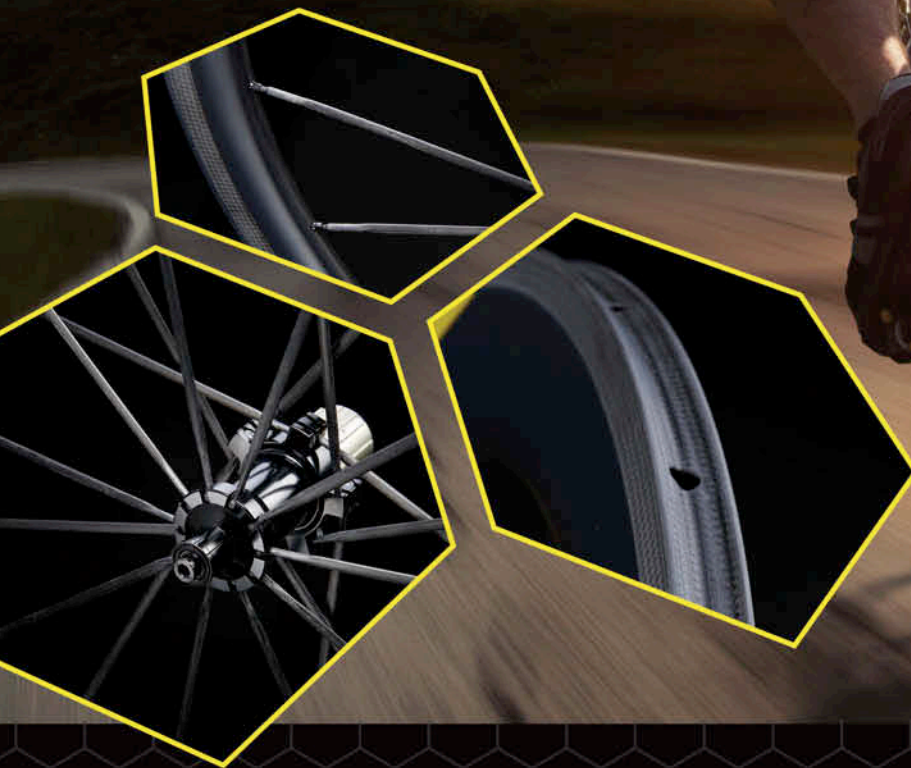
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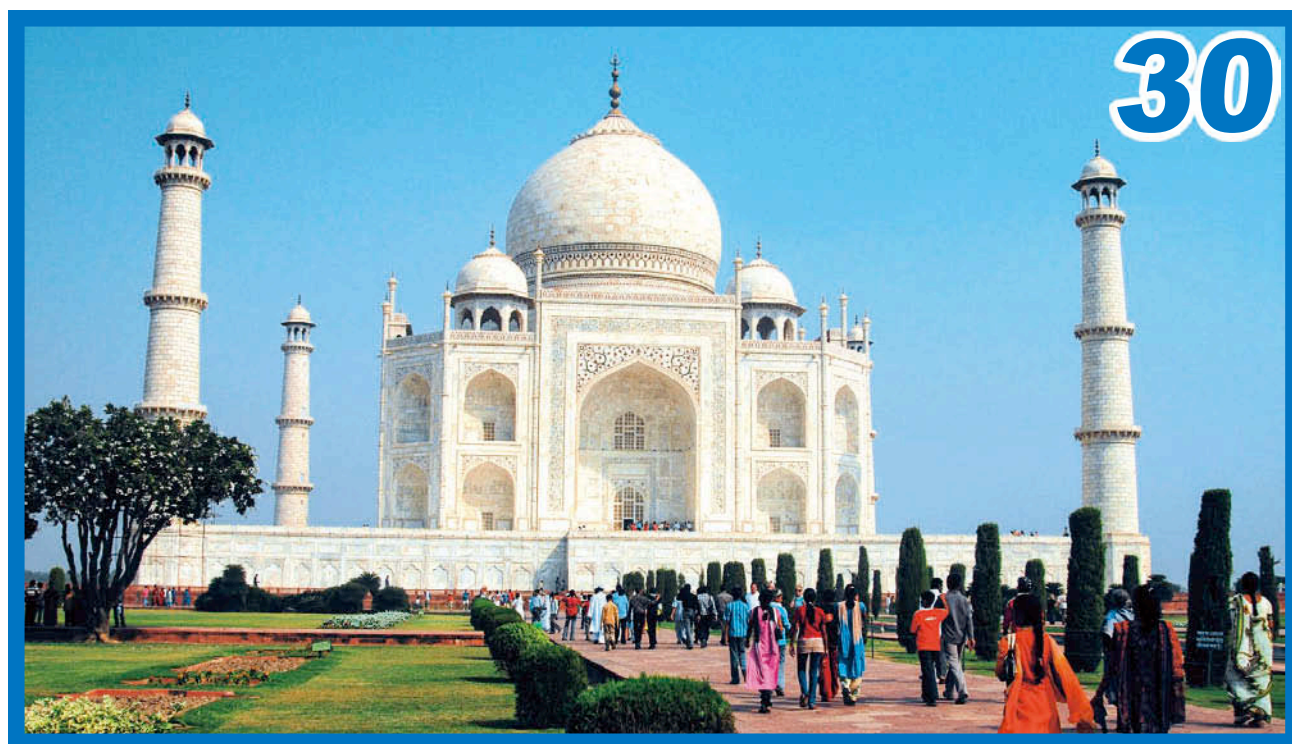
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**Head Office:** 193 Tze-Chiang Rd., Changhua City 50095, Taiwan

**Tel:** 886-4-7350500, 7360794~5

**Website:** <http://www.biketaiwan.com>

**E-mail:** [tbs@mail.wheelgiant.com.tw](mailto:tbs@mail.wheelgiant.com.tw)

**Sales Dept. Fax:** 886-4-7357860

**Editorial Dept. Fax:** 886-4-7360789

**Taipei Branch Office:** 7F., #80, Fushing North Rd., Taipei, Taiwan

**Tel:** 886-2-27522477, 27400737 / **Fax:** 886-2-27733028

**Advertising:** Pelin L. Lee

## China Offices

**Shanghai Branch Office:** No. 1111, Building A, No. 18, Weiye Road, Kunshan Development Zone, Kunshan, Jiangsu, China /

Room 1802 Building 2, No. 999, Bailu South Road, Kunshan Dist., Jiangsu, China.

**Tel:** 86-512-57515789, 86-512-57516309 **Fax:** 86-512-57515789-8199

**Shenzhen Branch Office:** Room 2230-2231, Jin Xiu Jiangnan, Meilong Rd.,

Longhua Town, Baoan Dist., Shenzhen, China. 518000

**Tel:** 86-755-81789589 **Fax:** 86-755-81789590

**Tianjin Branch Office:** Room 3403, Unit 1, Building 17, Merchants Diamond Hills,

Olympic Sports Center East, Weijin South Road, Nankai District, Tianjin, China

**Tel:** 86-22-28137969

**Ningbo Branch Office:** Room 2003, Building 1, Homei Garden No.666, Yang-

muqi Road, Ningbo, Zhejiang, China

**Tel/Fax:** 86-574-88210669

**U.S. Branch Office:** 3630 W. Pioneer Pkwy., Suite 127, Arlington, TX 76013, U.S.A.

**Tel:** (817) 860-7299 **Fax:** (817) 860-7499

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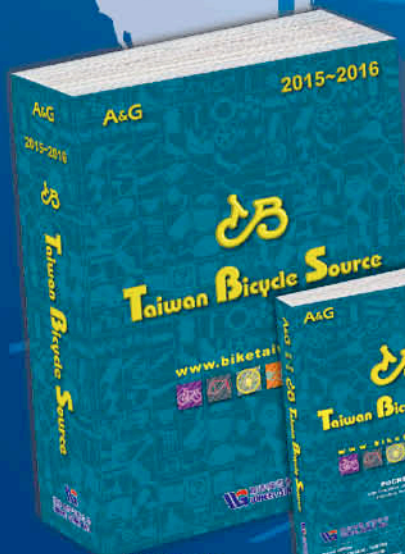
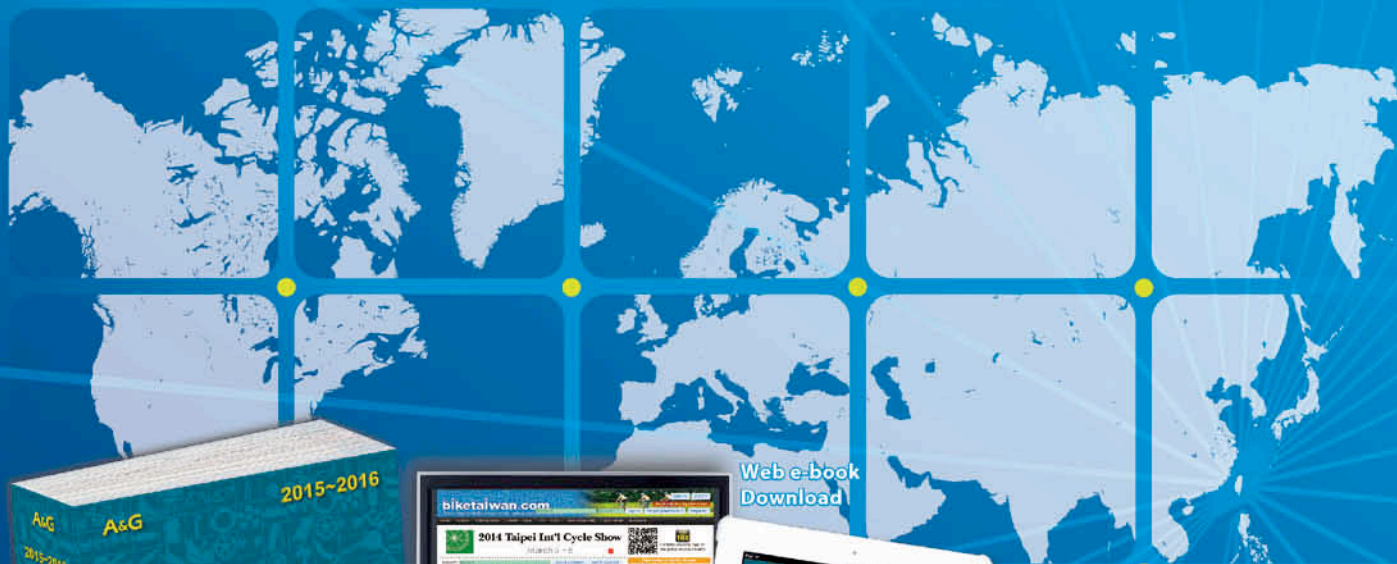
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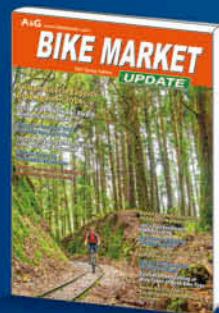
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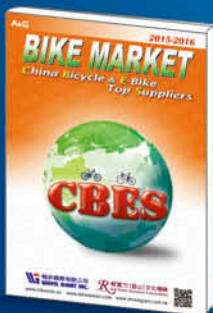
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CBES



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Cycling Update



Bicycling



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

Shanghai Tel: 86-512-57515789  
Ningbo Tel: 86-574-88210669

Tianjin Tel: 86-22-28137963  
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# The Boundless Promise of Southeast Asia



The depreciation of the euro has caused importers' costs to increase, and has served to discourage imports. As a result, numerous manufacturers in Taiwan and China are not optimistic about the year's economic prospects. Nevertheless, Taiwan's bicycle exports increased significantly—by 22%, during the first half of 2015. Exports to the US rose by 24.5% from 283,368 bicycles during the first half of 2014 to 352,676 bikes during the first half of this year. And despite a weak Euro, exports to the EU rose by 32.5% from 936,798 units during the first half of last year to 1,241,409 units during the first half of 2015.

The currencies of such Asian countries as China, Japan, Korea, Thailand, Malaysia, and Indonesia have also depreciated significantly, which has boosted their exports. The US dollar has recently become the strongest currency, which reflects the United States' role as an investment haven. It is worth noting that the major depreciation of the Chinese yuan in early August has induced widespread concern on the part of financial firms and investors. China's domestic bicycle sales fell by 20-30% during the second half of last year, and no improvement has been seen during the first half of 2015. This situation has triggered a price war, and all brands have been forced to take part. On the other hand, somewhat more optimistic observers assert that there are too many brands, and a process of elimination is normal; after which the stronger

companies will maintain steady shares of the market.

The Southeast Asian market has grown significantly in recent years. According to a World Bank report, Southern Asia was the world's fastest-growing area during the final quarter of 2014. This region's leading bicycle exporters consist of Bangladesh, India, and Sri Lanka. In ASEAN, assisted by TPP and favorable tariff rates, Vietnam has targeted the US and Canadian markets. As a result, numerous Taiwanese firms, including members of the bicycle industry, performed fact-finding visits and assessed investment prospects in Vietnam during 2015. Due to the high cost of land, rising wages, and labor shortages, Taiwanese firms operating in China have become increasingly interested in Vietnam. Of course, many of these firms are also attracted by the huge 642 million-person market and development potential of the ten ASEAN states. Thailand, often dubbed the "Land of Smiles," is another ASEAN member. Although Thailand is under military rule, and suffered mass demonstrations and major floods two years ago, the country's situation had been improving steadily. Nevertheless, the bomb blasts that killed 22 and wounded at least 123 persons in a busy area of Bangkok on August 17 have shattered the recent calm, and the Thai tourist industry and economy will inevitably suffer major setbacks.

*Grace S. Ruan*



# South Asia – Burgeoning Bicycle Opportunities

Text: Editorial Dept.

Consisting of Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan and Sri Lanka, South Asia is an ethnically diverse region with a total population of about 1.7 billion people.

According to a World Bank report earlier this year, as of the last quarter of 2014, South Asia's economy has become the fastest-growing region in the world.

India is the largest & fastest growing major economy in the region and makes up almost 82% of the South Asian economy.

Estimated bike production in the area is approximately 17~20 million bicycles per year, the vast majority of which are low-value bikes destined for domestic, often rural, use. Export of bikes outside the region make

up a relatively small segment of South Asian production capacity, and yet while three major exporting countries of the region—India, Bangladesh and Sri Lanka, are hampered by differing circumstances, the bike industries of each country offer huge potential for bike industry growth.





## Bangladesh - Increasingly Export-Oriented

With a population of 156 million people, Bangladesh is a developing country with a moderate rate of GDP growth (about 6%). Situated in one of the most fertile regions on Earth, agriculture plays a crucial role in its economy, however, this is increasingly led by export-oriented industrialization. The country is close to self sufficient in the agriculture sector with record progress in export. Recently, the country has overcome a power crisis, and is set to attain self sufficiency soon to boost up industrial growth.

The Bangladesh government-created Export Processing Zones offer numerous incentives for investors to open factories.

Additionally, Bangladesh also benefits from the Generalised System of Preferences in European and Japanese markets, and is endowed with Most Favored Nation status from the United States.

### Clear split in manufacturing

The Bangladesh bicycle industry is split in two distinct groups: Modern export-oriented OE manufacturers, and small cottage-style bicycle and component industries catering exclusively to the domestic market. Due to the large differences in market needs, these two supply chains have only limited interactions, and for the most part operate indepen-

dently of each other. In general, local component suppliers cannot produce parts of the quality required for export-oriented OEMs, who are thus required to either manufacture components by themselves, or source from abroad.

### Export market created by anti-dumping tariffs

Bicycle exporters from Bangladesh rely heavily on preferential market access to the European market resulting from anti-dumping duties of 48.5% being placed on bicycles originating from China. According to a World Bank report published in 2013, the growth of the bike



Meghna President, Mizanur Rahman.



M&U Cycles President, Moshiur Rahman Litton.



Alita President, James Yeh.



Firefox President, Pradeep Mehrotra.

export industry in Bangladesh is linked directly to the EU's first imposition anti-dumping duties of 30.8 per cent on bicycles originating from China in 1993. The anti-dumping measures created an opportunity for both existing producers and new investors to export to the lucrative European bicycle market.

The first foreign firm to invest in Bangladesh was Alita (BD) Ltd. who set up production facilities in Chittagong Export Processing Zone with an investment outlay of US\$ 2 million. Currently, Alita employees 250 people and produces 200,000 bikes annually, all of which are exported to Europe.

Meghna Group was the next company to enter the export market. The Group had many years experience manufacturing parts and bicycles for the local market. Meghna currently has two factories dedicated to manufacturing bicycles for export, two for the local market, and five factories for producing bicycle components.

After the EU took away GSP+ status from Sri Lanka due to human rights violations,

## Bangladesh Bicycle Exports to the EU

Year	Units	% Change	Total Value	Average Value
2005	283,931		€ 15,033,876	€ 52.95
2006	379,049	33.50%	€ 19,728,090	€ 52.05
2007	355,591	-6.19%	€ 18,600,271	€ 52.31
2008	373,725	5.10%	€ 22,704,405	€ 60.75
2009	423,377	13.29%	€ 28,861,153	€ 68.17
2010	504,072	19.06%	€ 37,147,983	€ 73.70
2011	426,470	-15.40%	€ 32,422,374	€ 76.02
2012	472,355	10.76%	€ 41,458,911	€ 87.77
2013	534,057	13.06%	€ 45,427,065	€ 85.06
2014	660,113	23.60%	€ 54,982,314	€ 83.29

Source: Eurostat

Firefox closed its manufacturing plant in Sri Lanka, and moved it to Bangladesh to avail itself of lower duty benefits. Under majority stakeholder, Pradeep Mehrotra, Firefox currently produces about 200,000 bicycles, mainly for export to Europe.

M&U Cycles was established by, Moshiur Rahman Litton—one of the brothers who had initially founded Meghna Group. Its has a production plant in Ghazipur which has recently expanded in capacity to over 200,000 bicycles a year, most of which are exported to Europe.

The latest major entrant in the field is the huge Bangladeshi food-products conglomeration, Pran RFL which recently set up a bicycle plant in its industrial complex in Habiganj. Currently

manufacturing about 150,000 bikes annually, Pran RFL have the capacity to increase this to 500,000.

## Exports

While the majority of Bangladesh's exports are in the textile sector, bicycle exports are the single largest product export within Bangladesh's engineering sector.

Bangladesh exported bicycles worth \$112.89 million in 2013, up from around \$105 million in 2012. Since the EU's anti-dumping duties against China first started, bicycle exports have grown steadily in terms of both volume and value. Bangladesh exports nearly exclusively to European markets,

in particular the UK, which in 2014 received over 50% of Bangladesh's total bike exports.

In recent years imposition of higher anti-dumping duties against China, and European Commission's transshipment rulings against bike manufacturers in competing South Asian countries have helped Bangladesh exports grow significantly.

**Foreign Sourcing Issue**

Although labor costs in Bangladesh are considerably cheaper than those in China, bicycle manufacturing is relatively capital intensive, while the share of labor costs in the production of a bicycle is quite low. Since a large part of the costs of producing bicycle comes from the

raw material and parts, many companies manufacture some of their own components in-house, however, the lack of a local base of suppliers of export-quality parts and components creates significant problems for OEM manufacturers. Components need to be sourced from foreign markets. adding to the export price of the bikes which can be 10-20% higher than China's export prices.

Foreign sourcing also leads to a negative impact on lead times. While Chinese exporters can rely on a vast local supplier base that enables them to source parts and components within a few days, Bangladeshi firms must source a large proportion of parts and components from abroad, which can take up to a month af-

ter all the required paperwork and shipping. Bangladeshi exporters' lead times to the UK market are estimated to be 30-50% longer compared to Chinese exporters.



Life is tough for many Bangladeshis, many children rely on selling goods on the street to make an income.



Alita's factory located in Chittagong Export Processing Zone.



One of Meghna's manufacturing plants.



Bangladesh people are moderate and self-content. Men often wear traditional lungi.



Chittagong is Bangladesh's largest port and second largest city.



## Sri Lanka – Waiting for Trade Winds

Geographically, Sri Lanka shares many similarities to Taiwan. Both are islands that have a population just over 20 million. Both economies are, to a certain extent, driven by foreign trade. However, unlike Taiwan, Sri Lanka's main exports are not engineering based, but agricultural. Nevertheless in the past two decades, the Sri Lankan bicycle industry has been growing, albeit on something of a roller-coaster ride. Unlike India, Sri Lanka does not have a particularly large domestic market for bicycles; most production is currently destined for export to either the EU or Indian markets. As such, Sri Lankan bike exports tend to rise and fall with duty tariffs imposed

by these markets.

### Roller-coaster Exports

At the turn of the century the developing Sri Lankan bike industry was exporting just over 100,000 bicycles to the EU. In 2005, Sri Lanka gained GSP+ status from the EU, and exports to the region started to take off in earnest, jumping by nearly over 50%. In the following years, exports to the EU continued to thrive, growing

rapidly until by 2010, Sri Lanka was exporting over 1,200,000 bicycles to the region. However, in 2010, GSP+ status was withdrawn by the EU over allegations of human rights abuses. The bike industry lost its 0% duty tariffs



Sri Lanka tea is famous throughout the world.

and the following year, exports to the EU dropped by 20% to just under 1,000,000 units. Trade held steady at that level for the next couple of years until the EC trade commission ruled that certain companies in Sri Lanka were transshipping bicycles that originated in China to the EU. The EC imposed a 48.5% anti-dumping duty on all Sri Lankan bike exports to the EU, with the exception of three companies—Asiabike, BSH Ventures and Samson Bikes. (Since 2015, City Cycle is also excepted.) As a direct result, exports plummeted nearly 60% to around 400,000 units in 2013.

Trade with Sri Lanka's other major bicycle export market, India, has, to a large extent, mirrored the rise and fall of its trade with the EU. As Sri Lankan companies found trade with the EU difficult they have instead focused their attention on exporting to India. Colombo-based City Cycle, for example, used to export half a million bicycles to the EU in 2010 under GSP+, but saw this number drop to 250,000 under GSP, and all but dry up under the European Commission's transshipment ruling. In the past two years City Cycle have grown their exports to India, and other markets, to reach annual exports of 200,000 units. Earlier this year the EC ruled that City Cycle had not transshipped bicycles originating in China into the EU, and allowed the company to once more export under normal duty tariffs.

### Sri Lankan Export of Complete Bicycles (87120030) to the EU

Year	Export units	% Change
2000	109,299	
2001	80,266	-26.60%
2002	97,110	21.00%
2003	203,294	109.30%
2004	247,136	21.60%
2005	352,078	42.50%
2006	514,659	46.20%
2007	564,324	9.70%
2008	703,647	24.70%
2009	976,683	38.80%
2010	1,201,198	23.00%
2011	958,574	-20.20%
2012	946,438	-1.30%
2013	391,957	-58.60%
2014	388,582	-0.90%

Source: Eurostat



Asiabike General Manager, Isthiark Farook is the third generation of his family in the bike industry.

### Export orientated players

Asiabike Industrial Limited was formed in 1994, and currently employs a workforce of 350 people to produce all types of bikes for export to the European Union and other countries. The company's annual production is about 300,000 bicycles, of which approximately 75% are exported to the EU, and 25% to India.

Based in Colombo, Samson Bikes (Pvt) Ltd. was established in 1998 and produces approximately 200,000 bicycles



There are over twenty companies in the DSI Samson Group. (Right) General Manager, Kavinda Rajapaksa with International Marketing Manager, Ranjith Samaraweera (center).

per annum, also mainly for the European market.

City Cycle Industries began as a small-scale industry in 1985. With their current 275,000 square feet of factory working area in Panadura, the company manufactures over 200,000 bicycles

mainly destined for India, Africa and the Middle East.

BSH Ventures, originally a venture between a Bangladeshi, Sri Lankan and a Dutch company, opened a manufacturing plant at Biyagama Export Processing Zone in 2012. The company currently produces about 100,000 bicycles a year.

## Eagerly Waiting

Sri Lanka offers several advantages in bicycle production and export over its neighboring countries in South Asia. The country doesn't suffer from India's dual issues of inconvenient access to ports which are located far away from bicycle production plants; nor its heavy import duties of foreign components in an effort to protect its own domestic market. Sri Lanka is also considerably closer to lucrative European markets—lead times from Sri Lanka are estimated to be two weeks quicker than those from Bangladesh.



Asiabike's office in Sri Lanka.



Wheel-truing jig in Asiabike's plant.



Frame painting at Asiabike's factory.

The key issue affecting the ebb and flow of the Sri Lankan bicycle industry over the next few years is likely to remain the imposition of EU duties. Earlier in 2015, Government parties set about discussing the return of Sri Lanka to GSP+

status. Those bike companies that are exempt from the EU's 48.5% anti-dumping duties are thus eagerly awaiting return to 0% duty that goes with GSP+ status, and historically this has led to a 20% rise in Sri Lankan based imports into the EU.



Young Great International General Manager, Jack Lin (fifth from left) has built up good relationships in the South Asian market.



## India – Firmly Rooted in Traditions

With a population of 1.2 billion, India is the second most populous country in the world behind China. It is seventh largest economy in the world by GDP, managing an average 7% growth rate over the past two decades, and according to Finance Minister, Arun Jaitley, replaced China as the world's fastest growing major economy in the last quarter of 2014.

Approximately 110 million households in India own a bicycle, fed by a domestic bicycle industry that produces roughly 13 million bicycles annually, of which around 2.5 million units are ordered by the government for various welfare schemes. This volume of production puts

India as the world's second largest bicycle producer, once again behind China—and by some way.

### India's big four

India's bike industry is dominated by four companies—Hero Cycles, TI Cycles, Atlas Cycle and Avon Cycles.

Based in the central Indian city of Ludhiana, Hero Cycles is India's largest bicycle producer. Incorporated in 1956, the company has a manufacturing capacity of 7.5 million bicycles per year from facilities located in Ludhiana (Punjab), Bihar & Ghaziabad. The company produced 5.5 million bicycles in FY2014 with a turnover of Rs 2,000 cr

(US\$317 million). Hero Cycles has an overall market share of about 35%, and has a nationwide distribution network of over 2,200 dealers. Hero also exports to various countries in the Middle East, Africa and Asia. Unfortunately, On August 13th of this year, Hero Cycle founder, Mr. O.P. Munjal passed away, aged 86.

TI Cycles was established by the Murugappa Group in 1949. Currently TI has the capacity to manufacture 4 million cycles a year at three plants across India—Chennai in the South, Nasik in the West and Noida in the North. Due to open in June 2016, the company is currently constructing an additional plant

in Punjab with a capacity of 1 million bicycles per year. TI primarily sells its bicycles through a domestic distribution network of around 1,500 dealers.

Atlas Cycle Industries Ltd was founded in 1951, and the company has grown to currently manufacturing approximately 2 million bicycles per year. Atlas sells its bicycles mostly to the domestic market, with some exports to the Middle East, Asia, and Europe.

Incorporated in 1951, Avon Cycles Limited is Avon Group's flagship company with its head office and manufacturing plant located at Ludhiana. The bicycle facility is spread over a land site of 145,000 square meters, and produces about 1.5 million bicycles annually which are sold mainly through a domestic dealer network of 2000 authorized dealers.

## Indian share of bicycle production

Company	% Share
Hero	33%
TI	26%
Atlas	18%
Avon	11%
Other	12%

Source: TERI - Pedalling Towards A Greener India.

According to The Energy and Resources Institute (TERI), between them, these four companies have a combined share of 88% of India's total annual bicycle production. The remaining 12% are produced by comparatively much

smaller / newer players. About 3,000–4,000 small and medium-sized companies produce components to meet the needs of the large bicycle manufacturers.

## Domestic sales dominated by low-value models

The domestic demand for bicycles in India mainly comes from rural areas. According to TI Cycle Chief Operations Officer, K. R.Chandrasekaran, the bicycle market is dominated by sales of roadster bikes selling for US\$65-100—accounting for 55% of all domestic sales. MTB with a price of US\$75-150 account for 20% of the market share, while children's bikes of US\$50-150 account for 15%. Ladies city bikes priced at about US\$75-150 account for 10% of Indian domestic sales. With domestic demand for bicycles essentially concentrated toward low-income population and child segments of the bike market—user categories that are highly price sensitive, manufacturers find it difficult to raise prices, and must instead to look ways to cut costs.

In addition, the bicycle industry has various guidelines developed by Indian Government which it must follow. Bicycle manufacturers may not increase the prices without prior approval of the government. Additionally, the distribution margin—including commission agent, sole distributors and dealers, should not exceed 15 percent of sale price.

The industry as a whole is under pressure to keep costs down, which in turn tends to hinder the development and production of higher-end, export-quality components.

## Imports & Exports

The Indian bicycle industry largely caters to the domestic market, the level of exports by manufacturers is quite low. Indian bicycle companies export only about 5% to 7% of their annual production to two low-end (standard/children segments) markets, in Africa and South Asia. In 2013 approximately 1.1 million bicycles were exported by Indian manufacturers. 54% of total exports were destined to African markets, 26% to South Asia, and just 14% exported to Europe.

## India Bicycle Exports

Year	Volume
2008	790,000
2009	915,000
2010	620,000
2011	900,000
2012	1,150,000
2013	1,080,000

Source: DGCI&S

While the exports have grown at an average rate of about 10% per year in the last five years, India's bike imports, primarily from China, have grown at a much faster rate—25% per annum over the same period. In 2012, India imported 1.7 million bicycles with a total value of Rs180 crore




(US\$38.5 million). To protect the domestic market, bicycles originating from China currently have to pay a 30% duty tariff, while small parts and components are charged at a 20% rate.

**Key Issues**

Indian manufacturers have a very small share in global high- and medium-value bicycle exports. Similar to bike exporters in neighboring Southern Asian countries, Indian manufacturers are unable to source high, export-quality small parts domestically. Additionally, components sourced from abroad are subject to 20% import duties, costs can often reach 40% more by the time various taxes and countervailing duties have been included.

A further problem is that much of India's bike industry is based in Ludhiana, in the Northern state of Punjab, and is consequently a large distance from the main port of Mumbai. Domestic transportation in India is relatively expensive—one recent survey has even showed that it cost more for a bicycle to be shipped from Ludhiana to Mumbai than it did to be shipped from Mumbai to Germany.

These two issues combine to make India uncompetitive in the global market for mid-level and high-level bikes. 



Hero Cycle, General Manager, S.K. Rai.



Hero co-chairman and Managing Director, Pankaj Munjal (right) talking with Vietnam Auto Motorcycle Bicycle Association Vice-chairman, Dr. Nguyen Hau Son.



Vijay Munjal left Hero Cycle a few years ago to establish Hero Eco.



Atlas Cycle's two General Managers, Gautam Kapur and Girish Kapur are twins.



Avon Cycle President, Onkar Singh Pahwa (third from left) with his brother (center) together with the Avon management team.



TI Cycles COO ( Domestic Business ), K.R. Chandrasekaran.



→ Avon Cycles office building.



TI Cycles DGM ( International Sourcing ), S. Senthil Kumar Raja.



← Assembly line at Hero Cycles.



Hero Cycles' have modern and advanced facilities.



Atlas Cycle bicycles.



Frame testing at Hero Cycle.



Avon Cycle's assembly line.

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GEAR: SHIMANO ALIVIO 9SPD  
BATTERY: LI-ION 3C 36V X 11AH 3C BATTERY  
MOTOR: 350W BRUSHLESS BIG POWER MOTOR  
CAPACITY: 45KM



## FIN 26

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



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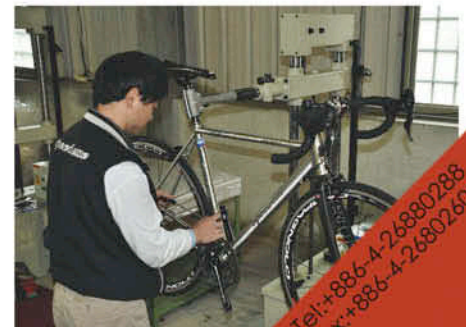
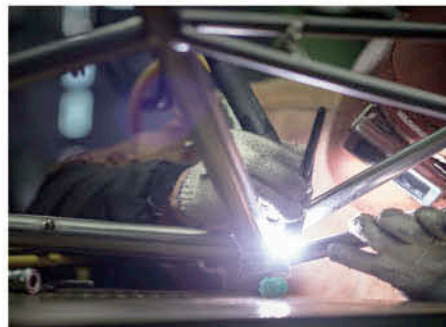
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# Taiwan Bike Exports Jump 22%

At the beginning of the year there was some concern in the Taiwanese bike industry at figures showing Taiwan's bicycle exports had dipped below the 4 million mark in 2014. However, the first half of 2015 has seen Taiwan exports rebound vigorously.

Text: Editorial Dept.

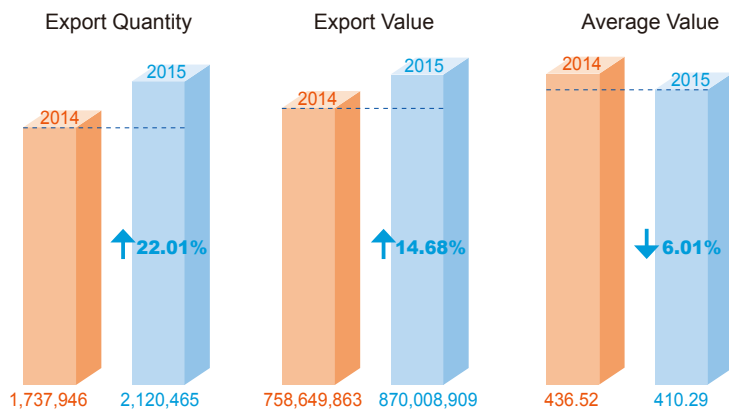


According to the latest figures released by the TBA, Taiwan exported 2,120,465 complete bicycles in the first six months of 2015, a big jump of over 22% from the same period last year. The average export value per bike dropped 6% to

US\$284.86, a result of pressure from the weak euro. Regardless of the lower average value, total value of complete bike exports was still over US\$870 million—a healthy 14% increase on the US\$758 million exported in the same period last year.

## US

The US remains Taiwan's single biggest bicycle export destination in terms and value. Taiwan exported 352,676 complete bicycles to the US in the first six months of the year—up 24.46%



**Global Taiwanese exports**

Export Quantity - 1st half 2015 (units)	2,120,465
Export Quantity - 1st half 2014 (units)	1,737,946
% Change	22.01%
Export Value - 1st half 2015 (\$)	870,008,909
Export Value - 1st half 2014 (\$)	758,649,863
% Change	14.68%
Average Value - 1st half 2015 (units)	410.29
Average Value - 1st half 2014 (units)	436.52
% Change	-6.01%

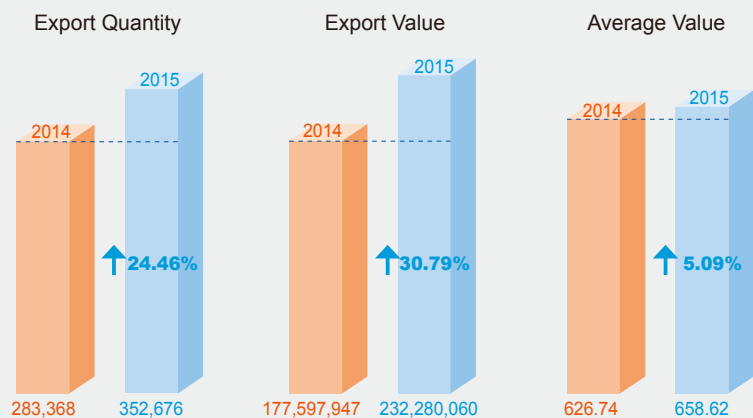
Source : Taiwan Bicycle Association

from the same period last year. With the average price per bike rising 5.09% to US\$658.62. The total value of complete bicycle exports rocketed 30% from 2014 to over US\$232 million.

**EU**

The TBA figures also show significant developments for complete bike exports to the EU—Taiwan’s largest market region. Perhaps unsurprisingly, with the current weakened state of the Euro currency, the average price of bicycle exports fell sharply by over 12% to US\$284.86. However, the quantity of complete bicycles exported to the EU in the first half of 2015 soared by nearly 33% from the same period in 2014 to 1,241,409 units. Despite the falling average bike price, total value of bike exports to the EU rose 16.49% to over US\$353 million.

Within the EU, The Netherlands remained the largest des-



**Exports to US**

Export Quantity - 1st half 2015 (units)	352,676
Export Quantity - 1st half 2014 (units)	283,368
% Change	24.46%
Export Value - 1st half 2015 (\$)	232,280,060
Export Value - 1st half 2014 (\$)	177,597,947
% Change	30.79%
Average Value - 1st half 2015 (units)	658.62
Average Value - 1st half 2014 (units)	626.74
% Change	5.09%

Source : Taiwan Bicycle Association

tinuation for exports in terms of value, while the UK held number one spot in volume. Exports of complete bikes to the UK skyrocketed in the first six months of this year with 369,628 units shipped, a whopping 49% increase compared to the same period last year. Although average value of bikes shipped to the UK fell significantly by over 18%, total value still jumped to US\$85 million—up 21% from last year’s

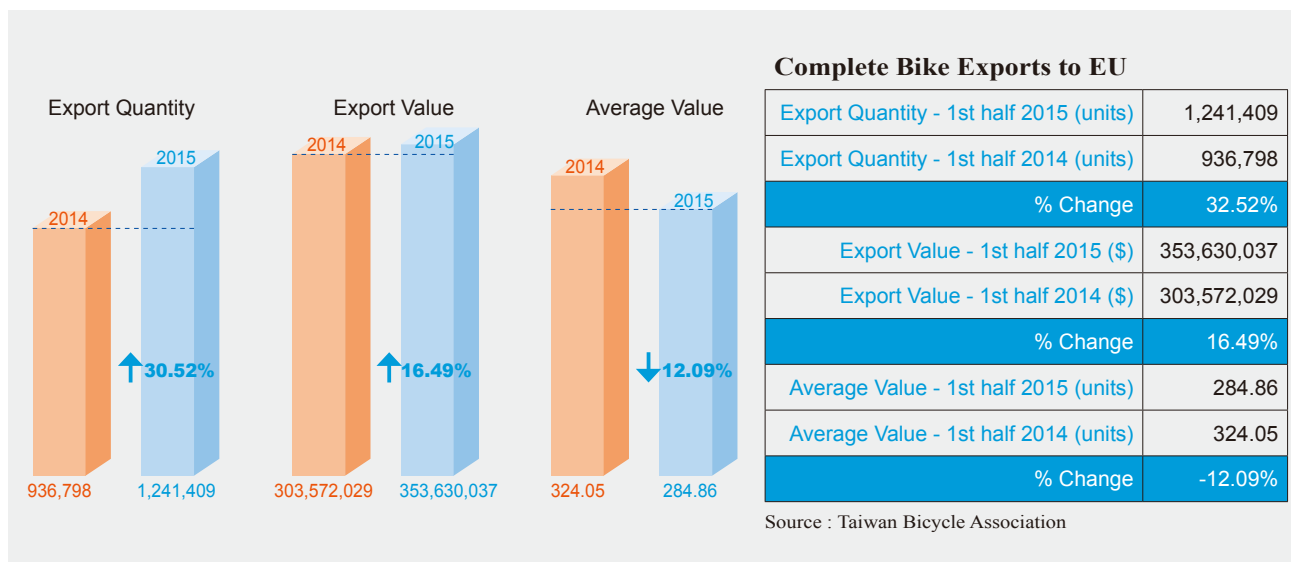
US\$70 million.

Complete bike exports to the Netherlands rose by over 20% to 195,735 units; with a total value of over US\$101 million; this represented a rise of 14.69% of total value in the first six months of 2014, and shows the average price dropped 4.49% to US\$297.88.

Bike exports to Germany followed a similar pattern with 146,406 complete units

shipped—jumping 29.76%; the average price falling 8.40% to US\$297.88 per unit, while total value rose significantly to US\$43 million—up by 18.86% from the same period in 2014.

Likewise, most other countries in the EU followed a similar trend of increasing sharply in volume and total value while dropping somewhat in average unit value. One notable exception was Italy where this trend was greatly



Country	Netherlands	UK	Germany	Belgium	Sweden	Spain	Italy
Export Quantity - 1st half 2015 (units)	195,735	369,628	146,406	70,383	138,885	30,841	75,278
Export Quantity - 1st half 2014 (units)	163,000	247,514	112,824	51,436	104,869	34,652	12,843
% Change	20.08%	49.34%	29.76%	36.84%	32.44%	-11.00%	486.14%
Export Value - 1st half 2015 (\$)	101,911,368	85,630,184	43,611,865	34,570,162	19,393,508	14,208,241	12,491,418
Export Value - 1st half 2014 (\$)	88,857,771	70,607,359	36,690,617	26,734,404	14,845,061	15,134,629	7,664,200
% Change	14.69%	21.28%	18.86%	29.31%	30.64%	-6.12%	62.98%
Average Value - 1st half 2015 (units)	520.66	231.67	297.88	491.17	139.64	460.69	165.94
Average Value - 1st half 2014 (units)	545.14	285.27	325.2	519.76	141.56	436.76	596.76
% Change	-4.49%	-18.79%	-8.40%	-5.50%	-1.36%	5.48%	-72.19%

Source : Taiwan Bicycle Association

### Taiwan bicycle exports to Asia

Country	Japan	S. Korea	China	Thailand
Export Quantity - 1st half 2015 (units)	132,226	50,261	48,396	32,086
Export Quantity - 1st half 2014 (units)	101,116	33,439	90,481	17,179
% Change	30.77%	50.31%	-46.51%	86.77%
Export Value - 1st half 2015 (\$)	53,296,370	28,193,298	28,520,838	16,002,919
Export Value - 1st half 2014 (\$)	39,175,286	19,718,604	49,604,330	7,699,506
% Change	36.05%	42.98%	-42.50%	107.84%
Average Value - 1st half 2015 (units)	403.07	560.94	589.32	498.75
Average Value - 1st half 2014 (units)	387.43	589.69	548.23	448.19
% Change	4.04%	-4.88%	7.50%	11.28%

Source : Taiwan Bicycle Association

exaggerated; average price plummeting 72% to US\$165.94—down from US\$596.76, while unit volume exploded to over 75,000 units—up 486% from the same period in 2014.

### Other Countries

In Asia, Taiwan's exports to Japan increased significantly in both value and volume. 132,226 complete bicycles were exported to Japan in the first half of this year—a large increase of 30.77% over the 101,116 units sold in the same time frame last year. Total value of bike exports jumped by 36.05% to over US\$53 million indicating that average price per unit has also risen slightly.

Once again, Taiwan's exports of complete bikes to China fell dramatically—by over 46% to 48,396 at an average value of

US\$589.32. South Korea imported more bikes from Taiwan than China with 50,261 units, up 50% from the same period last year. Taiwan also continues to export more bikes to Thailand increasing to 32,086 units at an average value of US\$498.75 per unit.

### Components

According to the latest figures, Taiwan also increased its export of parts and accessories to other countries, both in terms of volume and value. Total volume increased slightly to just over 24 million kg—a slight increase of 2.27% compared to the first six months of last year, while the total value rose by 9.16% to just over US\$520 million. Meanwhile import of components into Taiwan also increased by 15.78% to just over 20 million kg in terms

of volume and by 19.02% to over US\$458 million in value.

### E-Bikes

Taiwan's exports of e-bikes, while still small, continues to grow in both value and volume. In the first six months of the year Taiwan exported 33,867 e-bikes globally—up 27.14% on exports over the same period in 2014. The average unit export value rose to US\$627.29—an increase of 15.37%. Total export value of e-bikes exported from Taiwan was over US\$21 million—a leap of 46.68% over the same period in 2014.

Germany remains the largest importer of Taiwanese e-bikes, however, Taiwan's e-bike exports to the Netherlands increased sharply.



# Disparate Mid-Year Results from Europe

Text: Editorial Dept.



According to the 2014 Industry and Market Profile recently published by European Industry Association, CONEBI, sales of complete bicycles in EU increased slightly last year to reach a total of just over 20 million units sold. The general consensus was that healthy urban-mobility and e-bike markets helped buoy-up sales more stagnant segments in many countries. For 2015 the EU is having to face the additional problem of a weak Euro that some industry pundits have estimated will af-

fect the cost of bicycles by up to 20%. With the weakened Euro, 2015 should be the ideal year for European manufacturers to increase production. Not only will European-made bikes be cheaper in many international markets, bikes imported from outside the EU will also be more expensive. However, signs so far are indicating that the situation is not so black and white. Just over half way into the year, Preliminary import data, and bicycle manufacturers mid-year financial reports are beginning to

paint something of a picture on the EU bike market in 2015.

## Mid-year company reports

Accell recently announced that global bicycles sales in the first half of 2015 had dropped slightly to 985,000 units sold compared to the 1,018,000 sold in the same period last year. A press release made reference to a mild but windy and rainy spring season, and a 5% decline in unit sales in the Netherlands. Despite the decline, the European-



based Group was able to increase turnover from its global bicycle segment to € 432.7 million in the first six months of 2015—up 12% from € 387.7 million in the first half of 2014. According to Accell, the reason for this was the increased sales of higher priced sports bicycles and e-bikes.

Canadian-based Dorel Sports, whose brands include Cannondale, Schwinn, GT and IronHorse, reported a global revenue US\$480 million for the first six months of the year, down by US\$46.6 million or 8.8% from US\$526.6 million in the same period last year. A Dorel press release attributed the decline to European dealers purchasing inventory in the first quarter ahead of price increases implemented in April as well as the strong dollar.

In its mid-year financial statement, Merida announced global sales of 1,187,500 units in the first six months of the year up 3.72% from the same period in 2014. A company statement announced that growth in both unit sales and sales revenue in both Europe and the US had been offset by decreased sales in a weak Chinese market. Global sales revenue of the whole Merida group was US\$407 million, up 6.41% from the prior year period. Merida also noted that the weak Euro had had an adverse effect on company profits.

Without making any comments about market conditions, but presumably also suffering from a weakened Chinese mar-



ket, Giant Manufacturing posted global sales of US\$928 million for the first half of the year—a 2.8% increase on last year's half-year revenue of US\$902 million.

### Export/import statistics


At the time of going to press EU import data was only available for the first four months of the year, however, during that period imports into the EU have increased in volume by 3.5% for the first four months of 2015 compared to the same period last year.

Taiwan Bicycle Association released data showing that in the first six months of the year, Taiwan's export of complete bicycles to the EU have shot up by nearly 33% compared to 2014. The figures also revealed that the average value of exported bikes had fallen sharply by 12%.

### E-bikes continuing to brighten the European bike market

In 2014, the EU E-bike market continued to outperform other segments of the market. In their 2014 Industry and Market Profile, Conebi estimated that nearly 1.14 million e-bikes were sold throughout the EU. All signs seem to point to the e-bike market continuing to shine in 2015.

Accell Group have specifically pinpointed increased sales of e-bikes in the first half of this year as the main reason for its increased operating profit. A company press release stated that turnover from electric bicycles increased by 20%, largely due to strong growth in Germany.

Recent reports from the Netherlands also suggest that, sales of e-bikes have been buoyant during the first few months of the year. 



# USA Bike Imports Surging

Text: Editorial Dept.

With a total of 18 million bicycles sold in the US in 2014—up 11% from 16 million the year before, last year’s verdict on the American market was variously described as either nearly stagnant, or a good comeback. For 2015, YTD import data is available that shows definite healthy growth compared to this time last year.

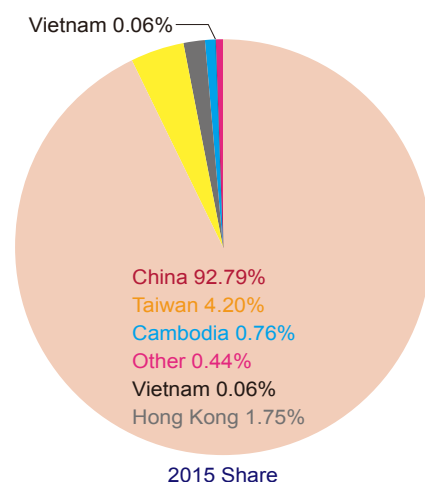
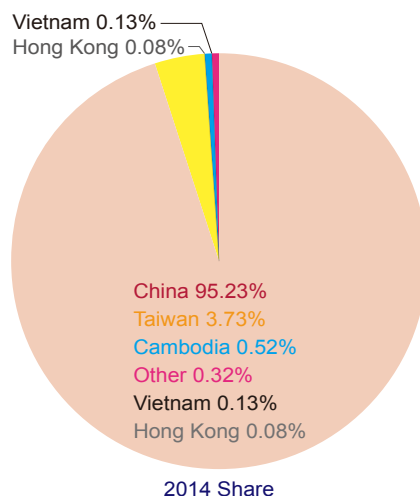
According to the U.S. International Trade Commission import data, 9,522,779 complete bicycles have been imported into the US so far this year, a large 12.72% increase on the 8,448,179 units that were imported during the same period last year.

China was, of course, still the prime exporter of bikes into the US, shipping 8,835,210

bikes—over 95% of all bicycle imports; a 9.83% growth compared to the 8,045,210 bikes imported over the same period in 2014. An even larger increase can be seen in the number of bicycle imported from Taiwan so far, it’s 399,742 units representing a 26.8% jump over last year. The number of bikes imported from Hong Kong also shot up

to 166,820 bicycles so far this year, up from a mere 6,608 units shipped in the same time frame in 2014.

The USITC figures are backed up by recently released data from the Taiwan Bicycle Association showing a 24.46% increase in complete bike exports to America (352,676 bicycles) in the first six months of 2015.



## 2015 YTD bicycle imports into US by quantity

Country	2014 Import Quantity	2015 Import Quantity	% Change	2014 Share	2015 Share
China	8,045,210	8,835,814	9.83%	95.23%	92.79%
Taiwan	315,226	399,742	26.81%	3.73%	4.20%
Hong Kong	6,608	166,820	2424.52%	0.08%	1.75%
Cambodia	43,679	72,653	66.33%	0.52%	0.76%
Vietnam	10,604	6,082	-42.64%	0.13%	0.06%
Other	26,852	41,688	55.25%	0.32%	0.44%
<b>Total</b>	<b>8,448,179</b>	<b>9,522,779</b>	<b>12.72%</b>		

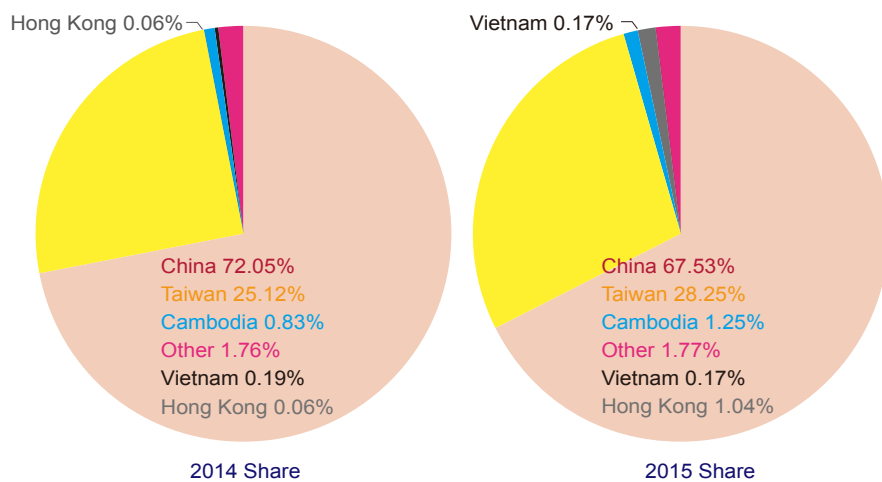
Source: U.S. International Trade Commission

When viewing the figures in terms of value, the growth rate is even more dramatic. Total import value of complete bicycles into the US has already reached over US\$858 million so far this year—an 18.77% growth compared to the same period in 2014. Imports from all major supplying countries increased in dollar value, with bikes from China totaling over US\$579 million—a 11.3% rise from the same period last year, and bicycles imported from Taiwan totaling over US\$242 million—a jump of over 33%. Again this USITC is mirrored in the TBA's six-month export figures which show a similar—30+% jump in total value

of bike exports to the US for the first half of 2015.

While, between them, China and Taiwan continue to dominate imports in both volume and value, the average value of each bicycle imported from Taiwan so

far this year was over US\$606—approaching 10 times the average value of a bike imported from China. It also means that Taiwan's share of US bike imports has risen to 28.25% in terms of total value.



Country	2014 Import Value	2015 Import Value	% Change	2014 Share	2015 Share
China	520,885,354	579,772,291	11.31%	72.05%	67.53%
Taiwan	181,585,654	242,555,861	33.58%	25.12%	28.25%
Hong Kong	411,913	8,891,307	2058.54%	0.06%	1.04%
Cambodia	5,977,355	10,729,932	79.51%	0.83%	1.25%
Vietnam	1,369,277	1,448,217	5.77%	0.19%	0.17%
Other	12,706,603	15,204,052	19.65%	1.76%	1.77%
<b>Total</b>	<b>722,936,156</b>	<b>858,601,660</b>	<b>18.77%</b>		

Source: U.S. International Trade Commission

2015 YTD bicycle imports into US by average unit value

Country	2014 Average Price	2015 Average Price	% Change
China	65	66	1.35%
Taiwan	576	607	5.33%
Hong Kong	62	53	-14.50%
Cambodia	137	148	7.92%
Vietnam	129	238	84.40%
Other	473	365	-22.93%
<b>Total</b>	<b>86</b>	<b>90</b>	<b>5.36%</b>

Source: U.S. International Trade Commission

# Asia Bicycle Alliance Established

Text & Photos: Editorial Dept.



▲ On May 5th, 2015 representatives of bicycle associations from ten countries officially established the Asian Bicycle Association.

On May 5th, one day before the official opening of Shanghai Cycle Show, representatives of bicycle associations from China, Taiwan, Japan, India, Vietnam, Turkey, Philippines, Korea, Indonesia and Russia met to officially establish the Asia Bicycle Alliance (ABA).

Aimed at promoting cooperation in the region and developing the Asian bicycle industry, the alliance was proposed by the China Bicycle Association and Taiwan Bicycle Association, and was jointly initiated by the Bicycle Association (Japan) and the All India Cycle Manufacturers Association.

At the conference, attended by industry and Government officials from 10 countries and regions, all representatives adopted the articles of the Asia Bicycle Alliance and the list of members of the Presidium.

Mr. Ma Zhongchao, Chairman of the China Bicycle Association was elected as Chairman of the ABA, while Mr. Tony Lo, Chairman of Taiwan Bicycle Association; Mr. Keiji Watanabe, President of Bicycle Association (Japan) and Mr. Arun Alagappan, President of All India Cycle Manufacturers Association were elected as Vice Chairmen of the ABA.

Ms. Huo Xiaoyun, Vice-Chairman of the China Bicycle Association was elected as Secretary General of the ABA.

Additionally, Mr. King Liu, Chairman of Giant; Mr. Yoshizo Shimano, Honorary President of Bicycle Association (Japan) and Mr. O. P. Munjal, President of Hero Cycle were elected as Honorary Consultants of the ABA.

The alliance, with its secretariat based in Shanghai, was defined as an open, non-official, non-binding and non-profit platform to advocate and promote information sharing, and cooperation, facilitate technical progress,




▲ The ABA was founded after being first jointly proposed at a cross-strait symposium held at Kinmen in 2013. CBA Chairman Ma Zhongchao (left) with TBA Chariman, Tony Lo.



▲ The alliance is chaired by Ma Zhongchao (left) while of Ms. Huo Xiaoyun (right) was elected as Secretary-General.

maintain industry security and develop industry culture. The ABA

aims to play a significant role in the composition of a new chapter

in the common development of the Asian bicycle industry. 

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The world of Taiwanese bike products at your fingertips.



# A Look at the Chinese Bicycle Industry Today

Text: CBA

China produced 83.05 million bicycles in 2014, an increase of 1.3% compared with the previous year, and 62.02 million of these were produced by major bicycle manufacturers. China's e-bike output reached 35.51 million, a decrease of 3.9% compared with 2013, of these, 29.04 million were produced by major manufacturers. In 2014, production of lithium battery e-bikes in China reached a new high of 3.01 million, representing an increase of 30.2%. Chinese firms also produced a total of 10.67 million electric tricycles, an increase of 44.9% compared to the previous year. A total of roughly 390 million bicycles and 191 million e-bikes are in use throughout China.

had low exports due to the Lunar New Year's holiday, export volume and value grew steadily for several months starting in March, and export volume and value set new records.

The product structure of Chinese bicycle exports has remained stable, and there has been little change in the proportions

of different types of bicycles among exports during the most recent three years. The proportion of unlisted bicycle exports decreased slightly, while those of racing bicycles and mountain bikes increased to a certain degree. It is notable that exports of racing bikes and mountain bikes, which are indicative of product

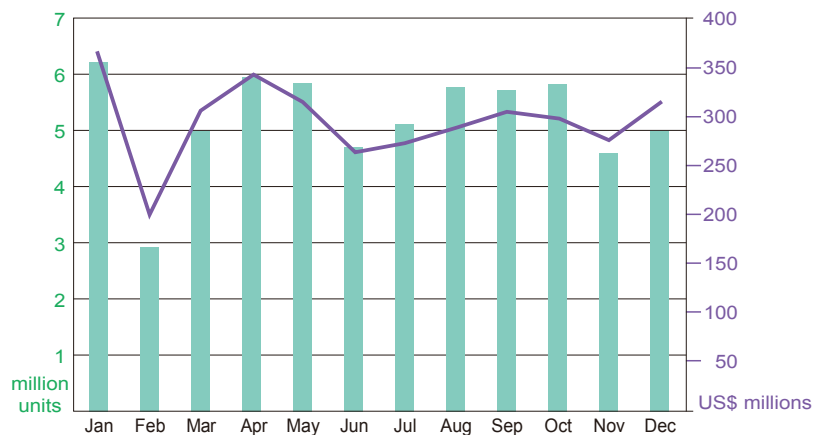
## Import/export performance

### 1. Bicycles

#### Exports:

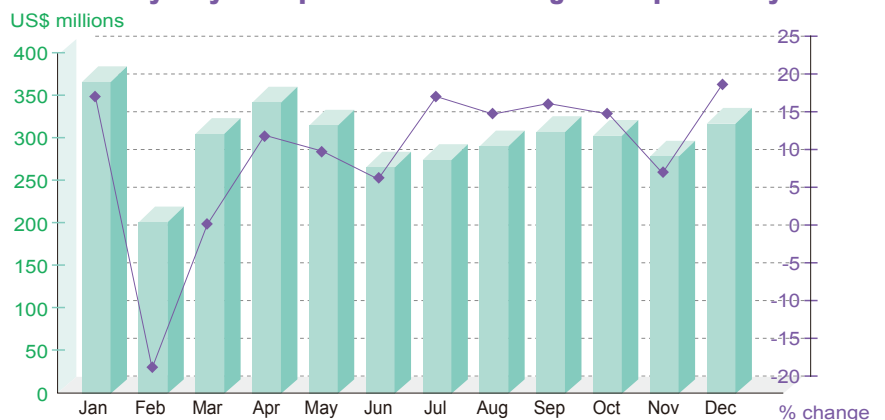
China's bicycle exports numbered 62.65 million in 2014, up by 10% compared to 2013. Chinese bicycle exports earned revenue of US\$3.54 billion, an increase of 11.7% compared to the year before. With regard to monthly export volume and value, apart from February, which

2014 monthly bicycle export volume and value



Source: General Administration of Customs of the People's Republic of China

2014 monthly bicycle export value and change from previous year



Source: General Administration of Customs of the People's Republic of China

## 2014 bicycle export statistics by type

Bike Model	Export Volume (millions)	% Change	Export Value (US\$ millions)	% Change	Average Price (US\$)	% Change	% Share of Exports
Road Racing	0.29	128.7%	50.9	27.4%	170.3	-44.3%	0.5%
MTB	9.42	11.0%	893.1	4.6%	94.8	-5.7%	15.0%
16, 18 & 20" Bikes	7.49	5.8%	257.4	8.0%	34.3	2.0%	12.0%
Other Off-Road Bikes	0.09	89.6%	14.3	125.2%	156.2	18.8%	0.1%
Under 16" Bikes	19.7	19.1%	571.7	31.4%	29.0	10.3%	31.5%
Other Bikes	25.60	4.0%	1,752.2	9.8%	68.4	5.6%	40.9%
Total	62.65	10.0%	3,539.7	11.7%	56.5	1.5%	100.0%

Source: General Administration of Customs of the People's Republic of China

## 2014 bicycle exports by region

Country	Export Volume (millions)	% Change	Export Value (US\$ millions)	% Change	Average Price (US\$)	% Change	% Share of Exports
USA	17.64	11.2%	987.79	9.0%	56.0	-1.9%	28.2%
Japan	7.41	-2.1%	678.40	1.9%	91.5	4.1%	11.8%
Indonesia	6.07	-2.3%	199.17	-7.2%	32.8	-5.0%	9.7%
Russia	2.27	-3.3%	131.94	-5.3%	58.0	-2.1%	3.6%
Korea	1.90	17.3%	150.29	18.3%	79.0	0.9%	3.0%
Canada	1.53	27.8%	103.01	28.0%	67.0	0.2%	2.5%
Australia	1.36	2.5%	105.16	5.2%	76.9	2.6%	2.2%
Malaysia	1.29	-1.7%	57.83	14.6%	44.7	16.6%	2.1%
UAE	1.20	31.6%	57.41	50.6%	47.7	14.4%	1.9%
Saudi Arabia	1.18	35.6%	35.65	41.5%	30.2	4.3%	1.9%
Total	41.89	6.7%	2,506.70	6.8%	59.8	10.0%	66.9%

Source: General Administration of Customs of the People's Republic of China

technology and added value, enjoyed relatively large increases. While racing bike exports grew by 128.7% compared to 2013, the average export unit price was only US\$170.3, representing a dramatic fall compared with the average unit price of US\$305.7 during 2013, and was less than half the average unit export price of similar bikes made by Taiwanese firms. The average unit price of exported whole bicycles was US\$56.5—up by 1.5% and the highest average unit price in recent years.

The leading markets for Chinese bicycles remained generally the same, but with a few changes. Exports to the US continued to grow, while exports

to Japan decreased for the third consecutive year. While exports to Indonesia fell slightly, this country is still a major market for Chinese bicycles. The US, Japan, Indonesia, and Russia are China's dominant export markets, accounting for more than half of all Chinese bicycle exports, and basically can be expected to maintain their market shares. Exports to Western Asian countries such as the UAE, Saudi Arabia, and Iraq have grown quickly, and have become major export markets. With regard to the Indian market, since high import tariffs have kept many Chinese products out, China exported only 430,000 bicycles to India last year, which was only

a quarter of Chinese exports to India at their peak.

### Imports:

China imported 187,000 old bicycles in 2014—a drop of 34.6% compared to the year before. Bicycle imports were valued at US\$91.53 million, which was a fall of 4.7% compared to 2013. Import bicycles had an average unit price of US\$488—roughly equivalent to RMB 3,003 and representing an increase of 45.7%.

## 2. Bicycle parts

### Exports:

China's bicycle part exports were valued at US\$2.63 billion in 2014—an increase of 19.6%

compared to 2013. Exports generally grew throughout the year; apart from large fluctuations in January and February, growth remained relatively high throughout other months.

Exports of various types of parts all enjoyed significant growth. Products that accounted for relatively large shares of part exports, such as forks, cranks, and other parts, all enjoyed high levels of export growth, and chain wheel exports more than doubled.

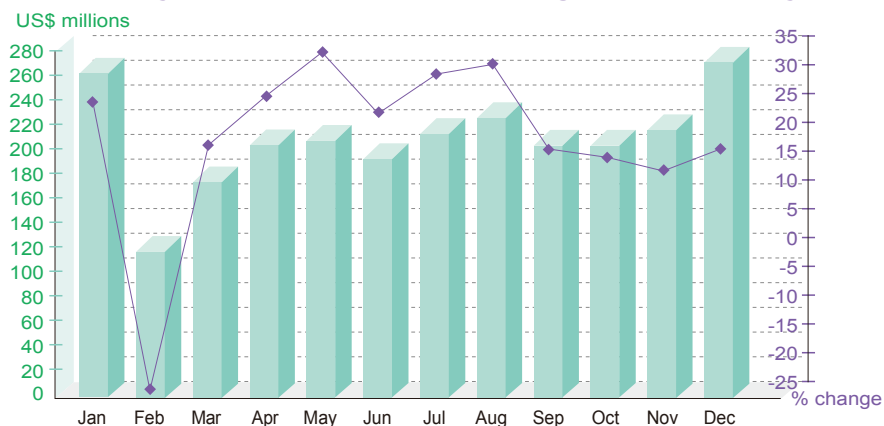
The chief export markets for Chinese bicycle parts continue to increase. As much as 80% of exported bicycle parts go to the Asian and European markets, and Asia's share of exported parts grew by 21.7% in 2014. The top 10 recipients of Chinese bicycle parts by value have remained mostly constant. Notably, the value of parts exported to the Netherlands jumped by 43.7% compared to 2013. Bicycle part exports to Brazil and Indonesia fell by a certain degree.

### 2014 parts export by type

Item	Volume (Tonnes)	% Change	Value (US\$ millions)	% Change	% Share
Chains	24,267.2	7.9%	53.22	15.7%	2.0%
Non-motorized bicycle frames and forks	128,931.2	9.9%	1,073.09	14.9%	40.7%
Non-motorized bicycle wheel rims	24,807.2	1.6%	109.36	12.8%	4.2%
Non-motorized bicycle spokes	33,207.9	7.9%	59.27	16.1%	2.2%
Non-motorized bicycle hubs	10,293.9	33.5%	67.37	28.7%	2.6%
Non-motorized bicycle freewheels	14,444.2	6.5%	62.31	20.9%	2.4%
Non-motorized bicycles sprockets	785.4	104.7%	4.58	73.5%	0.2%
Non-motorized bicycle brakes	36,007.5	11.6%	162.99	18.8%	6.2%
Non-motorized bicycle saddles	37,835.0	16.7%	149.43	34.1%	5.7%
Non-motorized pedals	19,215.2	11.6%	53.57	23.2%	2.0%
Non-motorized cranksets and chainrings	50,006.0	22.3%	125.65	23.1%	4.8%
Other parts and accessories	178,076.3	19.7%	713.49	24.1%	27.1%
Total	/	/	2,634.38	19.6%	100.0%

Source: General Administration of Customs of the People's Republic of China

### 2014 monthly parts export value and change from previous year



Source: General Administration of Customs of the People's Republic of China

#### Imports:

China's bicycle part imports had a value of US\$600 million in 2014—an increase of 25.2%.

### 3. E-bikes

#### Exports:

China exported 1.11 million e-bikes in 2014, representing a growth of 35.8% from 2013. These e-bike exports were valued at US\$440 million, which was an increase of 40.5%. The average unit price of exported e-bikes was US\$400.3, which was up by 3.5%.

China's e-bike exports broke through the one million mark for the first time in 2014. E-bike exports to Asia reached 560,000, which was up by close to 100% compared with the year before. China exported 340,000 e-bikes to Europe, rising 19.5% from 2013. The top 10 export markets for Chinese e-bikes (including five countries in Asia and five in the West) account for a total of 69.8% of all e-bike exports. E-bike exports to Vietnam grew by 251.3% in 2014, enabling Vietnam to surpass the



### 2014 parts export by region

Country	Total Value (US\$ millions)	% Change	% Share
Taiwan	380.11	7.2%	14.4%
Germany	177.89	20.0%	6.8%
Netherlands	145.84	43.7%	5.5%
Hong Kong	126.48	15.3%	4.8%
Brazil	104.20	-12.2%	4.0%
Italy	102.01	3.7%	3.9%
Russia	95.23	29.1%	3.6%
Japan	93.96	26.2%	3.6%
Indonesia	92.98	-0.2%	3.5%
Mexico	79.42	14.0%	3.0%
Total	1,398.17	12.6%	53.1%

Source: General Administration of Customs of the People's Republic of China

United States and become the leading market for Chinese e-bikes. China's e-bike exports to Israel have grown for two consecutive years, allowing Israel to pass the Netherlands and become the fourth largest Chinese e-bike market.

### Outlook for 2015

#### 1. Industry sees grounds for optimism

The Chinese economy entered a new phase in 2014, and the bicycle industry's development also entered a new stage. But in spite of many uncertainties, the industry maintained stable overall growth. The core revenue of the industry as a whole (including bicycles and e-bikes) grew by 10.3%, and profit increased by 16.1%. In comparison, the core revenue of all light industry grew by 8.7%, and profit increased by 5.2%, showing that the economic performance of the bicycle industry was better than that of light industry as a whole.

In particular, while China's

e-bike output had initially grown at a double-digit rate, this growth slowed to a single-digit pace in 2013, and became negative growth in 2014, showing that the industry has reached its high-water mark. We can see from last year's industry survey, that the leading companies have relied on their improved technology and product innovation to maintain production and sales growth. In contrast, small manufacturers producing low-quality, low-price products are finding it harder to remain profitable, and their market share has shrunk. Looking ahead to the future, stagnant or slightly falling e-bike output will be a new reality for the industry. In response, increased production will gradually give way to improvement of quality. If companies apply effort to improvement of quality and performance, the e-bike industry should still enjoy bright prospects.

#### 2. Diversification and development of overseas markets

Record exports of both

bicycles and e-bikes laid a solid foundation for the continued growth of the industry throughout the year. Complete bicycle exports surpassed the 60 million unit mark for the first time, while export value exceeded US\$3.5 billion, and e-bike exports grew by 35.8%. Although the global economic recovery is still shaky, and demand in international markets remains weak, companies are making vigorous efforts to tap foreign markets, and export volume and value should continue to grow and set further records.

Propelled by China's "One Belt and One Road" strategy, exports to countries and areas throughout Central Asia, Southeast Asia, Southern Asia, and Western Asia will increase rapidly, giving these export markets some of the greatest growth potential.

China exported a total of 10.25 million bicycles to the ASEAN countries in 2014, which was an increase of 4.6% compared with 2013. In spite of the European Union's stiff anti-dumping tariffs, China still exported 1.33 million bikes to the EU in 2014, and this figure was up by 54.9%. As much as 80% of China's parts exports were shipped to Europe and Asia. This year the cycle industry must take advantage of the opportunities presented by China's "One Belt and One Road" policy, and the establishment of the Asia Bicycle Alliance, to further increasing its bicycle and parts exports.

Analysis of e-bike ownership in China indicates that the market is approaching saturation. Exports can make use of production capacity and can force companies to upgrade and shift to new markets. Last year, China's e-bike exports totaled 1.11 million. Asian countries such as Vietnam, Israel, Japan, Indonesia, and the Philippines have become major export markets, and accounted for 450,000 (40.2%) of China's total e-bike exports. On December 31, 2014, the Executive Meetings of the State Council decided to increase the value-added tax rebate for e-bikes, which gave a strong signal to the bicycle industry to step up exports as much as possible. E-bike must take advantage of this opportunity, continue to pursue high quality and high added value products, while also taking active steps to boost exports and soak up excess capacity.

### 3. Rise of network thinking

Germany's "Industry 4.0" and the "China manufacturing 2025" strategy highlight the start of a fourth industrial revolution led by smart manufacturing. In order to satisfy consumers growing demand for individualization and diversification, the bicycle and e-bike industries must embrace innovative production models, make a shift from large-scale batch production to large-scale customization, and also move from conventional manufacturing to a combination of production


and service. China must keep up with the world's newest manufacturing trends, and rely on network thinking to incorporate numerical, network, and intelligence features throughout the R&D, design, manufacturing, sales, and service stages if it wishes to promote the upgrading of the bicycle and e-bike industries.

Such major Internet companies as Baidu, Xiaomi, and Le TV, as well as various opinion leaders, have tested the water in the bicycle and e-bike industries. The advanced network, big data, and cloud computing technologies brought by these companies have also brought new thinking and platforms to the bicycle industry. The entry of these companies will propel bicycles to a higher and smarter level through mutual cooperation and promotion. At the same time, use of the Internet of Things, wireless Internet, and interactive communications technologies will provide smart e-bikes with even more user-friendly functions.

Such innovative sales methods such as micro-marketing, mobile e-commerce, and online shopping platforms have begun emerging in China. Apart from offering online and offline sales models and an interactive shopping shipping experience, these methods also offer an awareness function that should not be ignored. In 2015, Chinese firms should engage in in-depth analysis and study of Internet sales models, strive to resolve prob-

lems that arise when combining virtual and physical models, and expand their markets online.

### 4. Three transformations and two improvements

According to statistics from the major producing areas of Tianjin, Jiangsu, Zhejiang, and Guangdong, bicycles fetching prices of more than RMB 1,000 account for close to 10% of total sales, and companies hope to increase this to 20% or more. The industry faces a new reality this year, and must make progress in such challenging areas as structural adjustment, upgrading, technological innovation, brand development, and market cultivation. Accordingly, the industry must doggedly pursue innovation, accelerate structural adjustments, shift its development direction, actively adapt and reform, vigorously seize opportunities for growth, take "quality improvement, increased performance, and upgrading" as its overall objectives, and ultimately seek healthy, stable growth throughout the industry. The "three transformations and two improvements" proposed by CBA Chairman Ma call for the diversification and branding of bicycles, a shift toward higher grade, increased export unit prices, and production of lightweight, smart e-bikes with lithium batteries. In addition, the e-bike industry must continue to increase its export ratio and the market share of e-bikes with lithium batteries. 



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No.314-1, Sec. 1, Chung-San Road, Tachia Dist., Taichung City, Taiwan 43750

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Website: www.bev-intl.com Executive:Johnson Huang



← **BVC-096**

Gravel Racing Frame Set  
In 47, 50, 53, 56 & 59cm  
Tire Clearance: 700\*40c  
Dropout: 12\*142mm



**FCC-610** →

Matching Fork For BVC-096  
Post Mount Disc Brake  
Dropout: 12\*100mm Through Axle

**BVR-095** →

Flat Mount Disc Brake  
In 45, 47, 50, 53, 56 & 59cm  
Dropout: QR Type & 12\*142mm  
Through Axle Convertible



↓ **HBC-5014**

Monocoque Road Handle Bar  
Size: C-C 40, 42 & 44cm  
Drop: 120mm  
Reach: 75mm



↓ **HBC-5106**

Monocoque Rise Bar  
Rise: 15mm / Backsweep: 9 Degree  
Size: 31.8mm \* 780mm



**FRC-614** →

Flat Mount Disc Brake 700c Road Fork  
1-1/8"~1.5" Taper Steerer  
Dropout: QR Type

**HBC-5006** ↑

Monocoque Flat Bar  
Backsweep: 9 Degree  
Size: 31.8mm \* 780mm  
Finish: UD Glossy or Matt



**BCN-024-14**

CNC Seat Clamp  
Height: 14mm  
Available Sizes: 31.8mm  
And 34.9mm



**BCA-003-27.2**

Bottle Cage Holder On Seat Post  
For Seat Post Size 27.2mm  
2pcs = 1set



**BCA-003**

Bottle Cage Holder On Seat Post  
Available For Seat Post Size  
31.6 & 30.9mm / 2pcs = 1set



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## VIGOR-STEPS

SHIMANO E-BIKE FRAME



## E-GO-PINION

650B PINION GEAR-BOX FRAME



## QB-ES650B

BOSCH SYSTEM SUSPENSION FRAME

TRAVEL: 130MM

MATERIAL: AL6061

SIZE/WEIGHT: 19"/3.4KG

C-T: 483MM

H/T:  $\varnothing 49.95^* \varnothing 60.9$

T/T:  $\varnothing 48.1^* 1.6/1.0/1.4t$

D/T:  $\varnothing 53^* 2.0/1.2/1.8t$

S/T:  $\varnothing 34.9^* 2.1/1.8t$

S/S:  $\varnothing 31.8^* 1.5t$

C/S:  $\varnothing 27^* 2.0t$



## QB-DH

26" DOWNHILL SUSPENSION FRAME

TRAVEL: 200MM

MATERIAL: AL6061

SIZE/WEIGHT: L/3.44KG

C-T: 390MM

H/T:  $\varnothing 50^* \varnothing 62$

T/T: 643-W636\*1.5/1.8t

D/T: 643-WS008\*1.8t

S/T: 643-030024

S/S:  $\varnothing 33^* 1.8/1.6t$

C/S:  $\varnothing 27^* 2.0t$



## IBEX 650B

SUSPENSION DESIGN IS FULL ACTIVE 4 BAR SYSTEM

TRAVEL: 150MM

MATERIAL: AL6061

SIZE/WEIGHT: M/2.98KG

C-T: 460MM

H/T:  $\varnothing 50^* \varnothing 62$

T/T:  $\varnothing 40^* 2.0/1.6t$

D/T: 643-030012\*1.7/1.2/1.8t

S/T:  $\varnothing 34.9^* 1.65/1.4t$

S/S:  $\varnothing 31.8^* 1.5t$

C/S:  $\varnothing 27^* 2.0t$



## SPIRIT LUG

700C ROAD FRAME

MATERIAL: COLUMBUS SPIRIT/CR-MO+LUG

SIZE/WEIGHT: 53CM/1.86KGS

C-T: 530MM

H/T:  $\varnothing 31.8^* \varnothing 29.4$

T/T: COLUMBUS  $\varnothing 28.6^* 0.75/0.45/0.9t$

D/T: COLUMBUS  $\varnothing 31.75^* 0.75/0.45/0.9t$

S/T: COLUMBUS  $\varnothing 28.6^* 0.6/0.8t$

S/S:  $\varnothing 14^* 0.7t$

C/S:  $\varnothing 22.2^* 0.8/0.6t$





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



Super Light MTB 27.5ER:FM406  
 Size: 15.5" /17.5" /19" /20.5"  
 Headset: 1-1/8" & 1-1/2" Weave:UD



Super Light MTB 29ER:FM416  
 Size: 15.5" /17.5" /19" /21"  
 Headset: 1-1/8" & 1-1/2" Weave:UD



Fat Bike: FM366  
 Sizes : 15.5"/17.5"/19"/20.5"  
 Material:Carbon  
 Headset-top:1-1/8"  
 Headset-down:1-1/2"  
 Weave: UD



Weight:780g-950g  
 Super Light Road 700C: FM066  
 Sizes: 45/48/50/52/54/56/58/60 cm  
 Headset: 1-1/8" & 1-1/2" Weave:UD



E-BIKE<shimano motor>:FM426  
 Size:15.5" /17.5" /19"  
 Headset: 1-1/8" & 1-1/2" Weave:UD



FM436<V-BRAKE>  
 <Shimano 9010>  
 FM396<D-BRAKE>  
 <Flat mount>



FM266<V-BRAKE>  
 FM286<D-BRAKE>



Racing 700C: FM396/FM436  
 Size: 44/47/51/54/57cm  
 Headset: 1-1/8" & 1-1/2" Weave:UD

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

Model(Frame): FM336 27.5ER/FM356-29ER  
 Type : ALL-MOUNTAIN  
 Sizes :15.5"/17.5"/19"/20.5"  
 Material:Carbon  
 Headset-top:1-1/8"  
 Headset-down:1-1/2"  
 Weave: UD

## Carbon Rims Clincher & Tubular

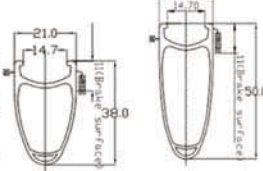
The aero rims can effectively reduce sidewind, and offer easy control at high speed.

Model:38C/40C/50C/56C/86C Clincher  
 Model:38T/40T/56T/86T Tubular  
 Model:30C/35C/45C Clincher

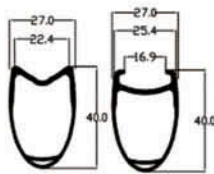
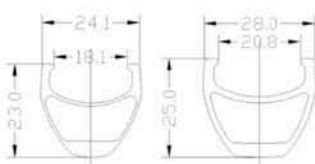
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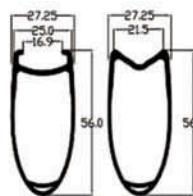
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 29ER



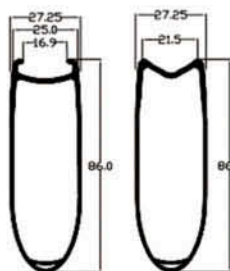
New Technology 650B



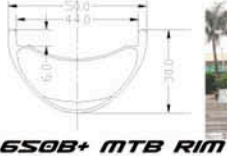
40 AERO RIM



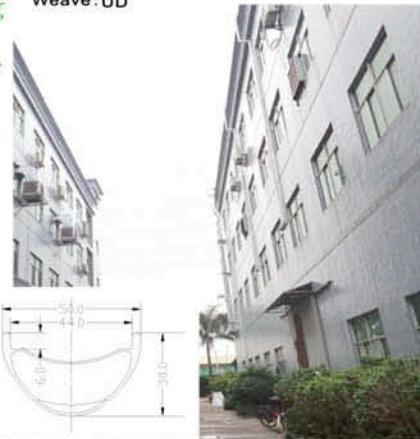
56 AERO RIM



86 AERO RIM




650B+ MTB RIM




Model: **Y15R02**   
 Material: Stainless  
 Type: 700C Racing Frame  
 W/ 1-1/8 Intergrated Head Tube,  
 Oval Top Tube/ Seat Stays  
 and Bi-oval Down Tube  
 Brake system: Caliper Brake  
 Size: By order




Model: **Y15R04**   
 Material: Stainless  
 Type: 700C Racing Frame  
 W/ 1-1/8 Intergrated Head Tube and  
 Tapered Top Tube/ Down Tube  
 Brake system: Caliper Brake  
 Size: By order

Model: **Y15R03**   
 Material: Stainless  
 Type: 700C Racing Frame  
 W/ 1-1/8 Intergrated Head Tube,  
 Tapered Top Tube and  
 Bi-oval Down Tube  
 Brake system: Caliper Brake/  
 Flat Mount  
 Size: By order



Model: **Y15T01**   
 Material: Stainless  
 Type: 700C Touring Frame  
 W/ Tapered Top Tube and  
 Down Tube  
 Brake system: Flat Mount  
 Size: By order



Model: **Y15M02**   
 Material: Stainless  
 Type: 27.5+ MTB Frame  
 W/ Bending Top Tube,  
 Down Tube and Seat Tube,  
 W/ Replacement Dropouts  
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 Brake system: Post Mount  
 Size: By order







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MATERIAL:Reynolds853(725/525/520 or CR-MO 4130DB tube optional)



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Wheel: 24/26"



**ES446-MLO/UNDER**  
Wheel: 26/700C"

**ES-003**  
TYPE: 700C ROAD FRAME  
MATERIAL: REYNOLDS853



**ES440-UNDER**  
Wheel:20"



**ES245-HLO/MLO**  
Wheel:24/26/27.5/29"

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



EF-5065



EF-5062



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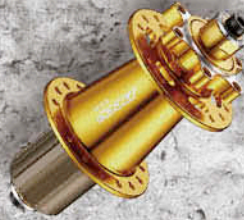
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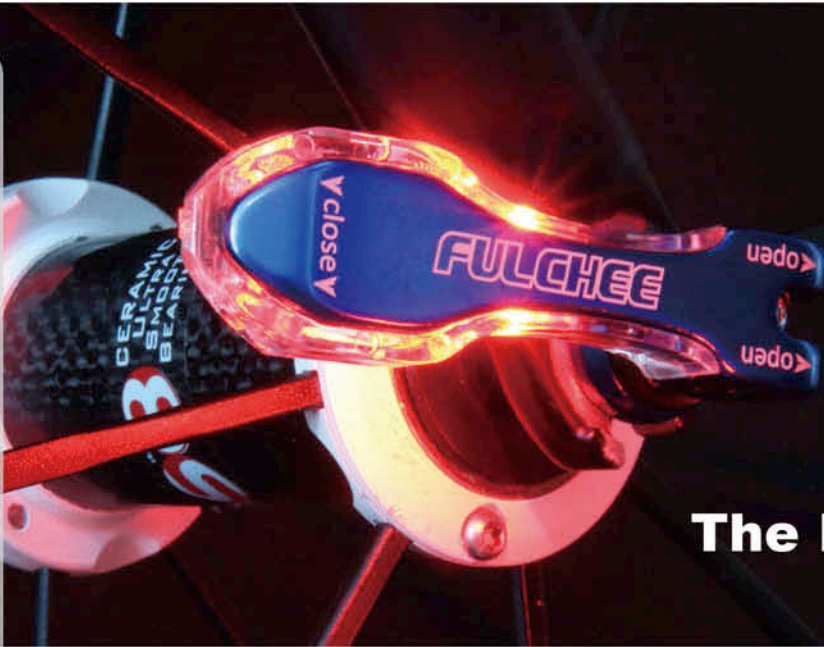
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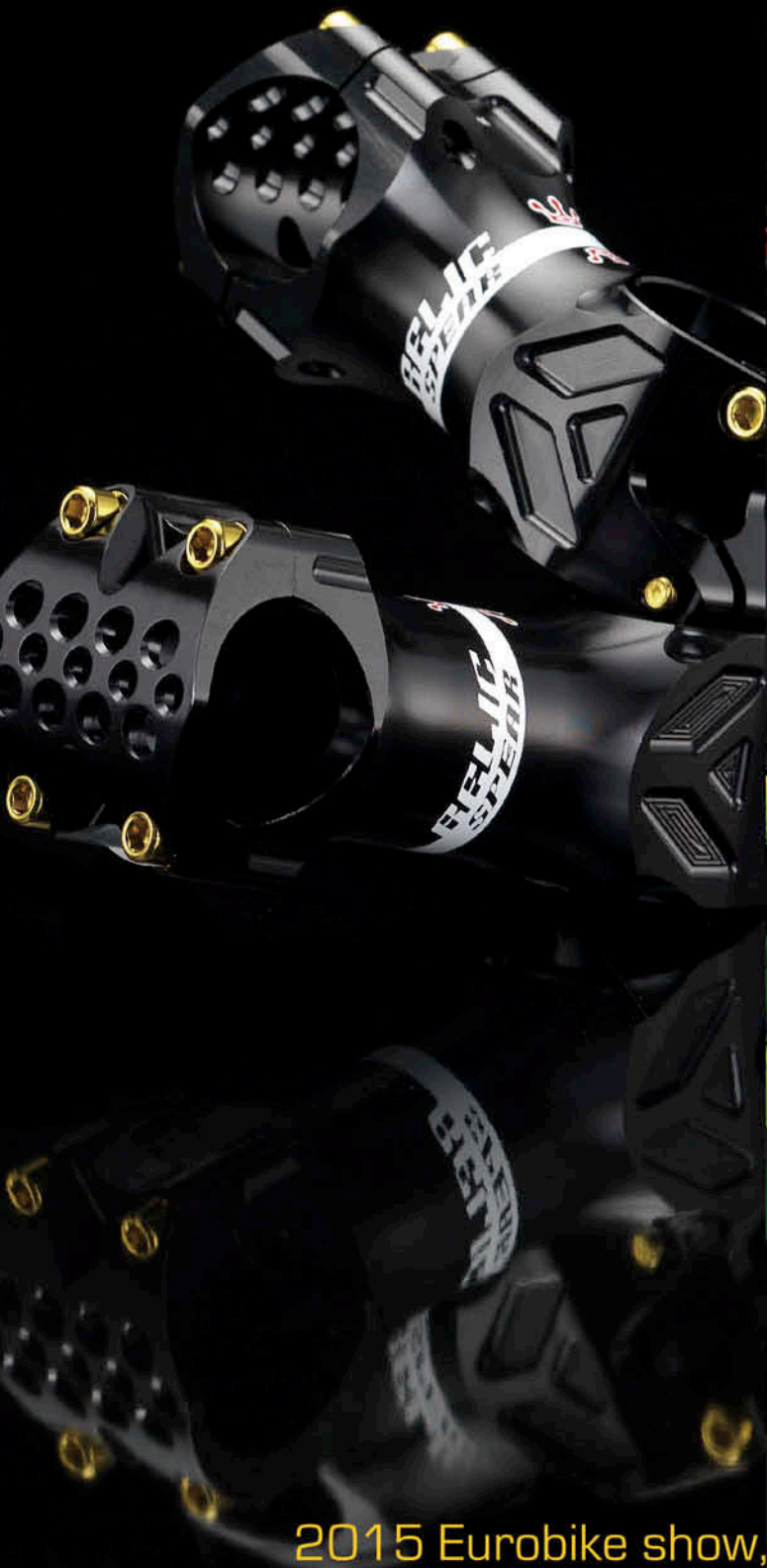


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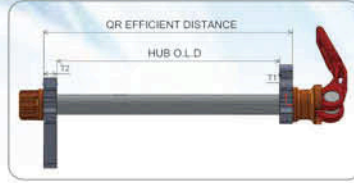
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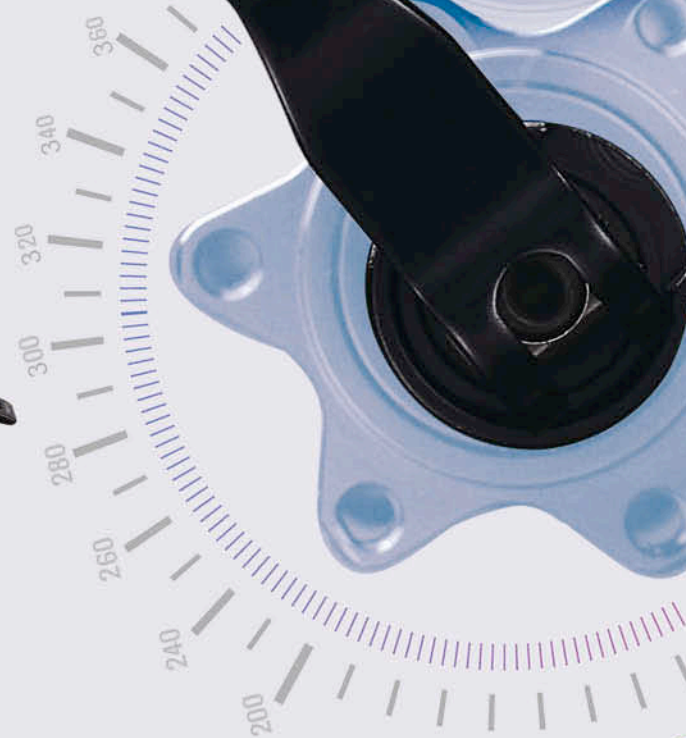
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A Focus on Chinese Roads

# Chen Shiu Hsiung Leads Cheng Shin into a New Era

Cheng Shin is noted for the down-to-earth approach, honest management and vigorous innovation that makes it an industry leader. Cheng Shin has been making tires in the Chinese city of Xiamen for 26 years, and company President, Chen Shiu Hsiung has relied on his outstanding leadership and management skills to achieve new output and revenue records at Cheng Shin (XM). As a result, Cheng Shin tires are market leaders and Cheng Shin is one of China's best-known tire brands. In recent years, Chen Shiu Hsiung has not only continued to promote innovation in the field of tires, but also expand into recreational, leisure, and educational products. Thanks to its abundant added value, Cheng Shin's tires play a diversified benchmark role in the market.

Text & Photos: Editorial Dept.



▲Caption Cheng Shin President, Chen Shiu Hsiung holds company mascot, Pumpy.

**M**anufacturing tires is a capital-intensive, technology-intensive and labor-intensive industry. When selecting its first overseas production

site in 1989, Cheng Shin chose to locate its plant in the Chinese city of Xiamen, which has a language, climate and customs similar to those in Taiwan. Not only

did Cheng Shin make Xiamen the location of its beachhead in China, but it was also the first listed company from Taiwan to invest in China.

## Emphasizing road safety

Road conditions in China can vary wildly; asphalt roads, gravel roads, roads through deserts, grasslands and snowy wastelands can all be found. Cheng Shin's focus on Chinese roads ensures that users stay safe while driving or riding. Cheng Shin has consequently introduced tires intended to maintain safety in specific road conditions. Taking the "Grassland King" tires as an example, Chen noted that some livestock-raising associations use motorcycles to herd their stock, but found that the sidewalls of many tires are easily damaged when riding in the grasslands. After Cheng Shin sent personnel to observe conditions in the field, it discovered that objects out on the prairies indeed tended to cut tires. Cheng Shin therefore introduced the Grassland King tire, which is still one of the company's most popular products. And although the Grassland King is only one of Cheng Shin's products, the company has consistently maintained a very serious and responsible dedication toward consumers' safety, and actively strives to resolve consumers' long-term problems. As a result, Cheng Shin has won consumers' lasting trust.

## Building a hundred-year company

Cheng Shin (XM) currently produces 470,000 tires of all types every day, and has an an-

nual output of more than 130 million tires. Of these, 80% are sold on the domestic market, and the remainder are exported to Japan, the US, the Netherlands, France, Germany, Italy, and northern Europe. Targeting the European market, Cheng Shin recently established its CST Europe subsidiary in Amsterdam in order to better serve its European customers and consumers; this company currently has four employees, and engages in marketing, distribution, and product sales. Cheng Shin's Xiamen headquarters and plants occupy more than 3.5 million square meters, and the six plants employ approximately 12,000 persons. The company has revenue of close to RMB 12.0 billion and approximately 2,000 distributors, and more than 40,000 shops throughout China display the Cheng Shin tires logo.

## Embracing cultural creativity

Expected to open by the end of 2015, the Cheng Shin Tire Museum is located in Xiamen's beautiful Shuanglongtan Scenic Area, which is approximately 30 minutes by car from the Cheng Shin (XM) plant. The establishment of this museum has long been a dream of President Chen Shiu Hsiung, and Chen noted that after the Chinese government saw Cheng Shin's management ability and long-term commitment to social welfare, it provided land in the Shuanglongtan Scenic Area for use by Cheng Shin. The

Cheng Shin Tire Museum consists of a main building and an auxiliary building. The third floor of the main building faithfully explains the tire manufacturing process, and the second floor introduces Cheng Shin's corporate history and culture. The museum will enhance the effectiveness of the Cheng Shin brand and further increase the breadth and depth of consumer awareness. The corridor leading between the main and auxiliary building is a green, environmentally-friendly concept area developed by Cheng Shin.

A multifunctional race facility that is already in use is located next to the museum, and is currently the site of many bicycle and motorcycle races. This facility can be used by cross country motorcycles and bicycles, and lets users enjoy the fun of racing. Cheng Shin further plans to build a go-kart track, hotel, and resort during the second phase of development, which will enhance the area's recreational functions and make it a magnet for families in conjunction with the local Shuanglongtan Recreation Area. Cheng Shin's orientation is thus shifting away from an exclusive emphasis on tires and toward a greater variety of services.

## Vigorous innovation in a traditional industry

According to Chen Shiu Hsiung, Cheng Shin takes tire manufacturing as its core business area, and believes in lively

marketing interaction with consumers. Cheng Shin thus uses many channels to create awareness of the company. Cheng Shin relies on advertising, sports sponsorships, and its tire museum to add cultural creativity and a lively image to its brand, making it even more appealing to consumers.

Cheng Shin's current sports marketing includes sponsorship of such perennial favorites as the Netherlands' Ajax football team and the NBA's San Antonio


Spurs. Cheng Shin further sponsors various kinds of bicycle and motorcycle races, which further enhance its brand visibility. Finally, Cheng Shin tires or its "Pumpy" mascot can be seen on over 50 airport and highway advertising billboards throughout China.

The cool and appealing "Pumpy" mascot is Cheng Shin's ambassador. Pumpy has not only successfully highlighted Cheng Shin's professionalism, but also shows how it has injected new

life into a traditional industry through its young, fashionable style.

### Setting a target of RMB 20 billion for 2020

In line with the company motto of "sincere management and quality above all," Chen Shiu Hsiung emphasizes that "ask for Cheng Shin for daily peace of mind" is not just a mere slogan, but actually expresses Cheng Shin's hope that its products can ensure consumers' riding safety.

Responding to current trends, Cheng Shin produces 4" fat tires and 27.5+ specialized tires. Since the supply of e-bike tires cannot meet demand, President Chen noted that Cheng Shin (XM) has set a target of RMB 20 billion revenue for 2020, and also mentioned the company's stage 4 plans for the Jimei and Zhangzhou plants. These two plants are currently still in their first stage, but will be expanded in the future. With plenty of plant development experience under his belt, Chen Shiu Hsiung said that establishing and expanding plants is just "routine business"; although it is tedious, it has to be done. As Chen reminds us, while Cheng Shin is in a traditional industry, honest management and innovation are the only ways to advance. 



▲ Both a main and an auxiliary building are expected to be open in Cheng Shin's tire museum by the end of 2015.



▲ The racetrack is already in use, and has already held a number of races.

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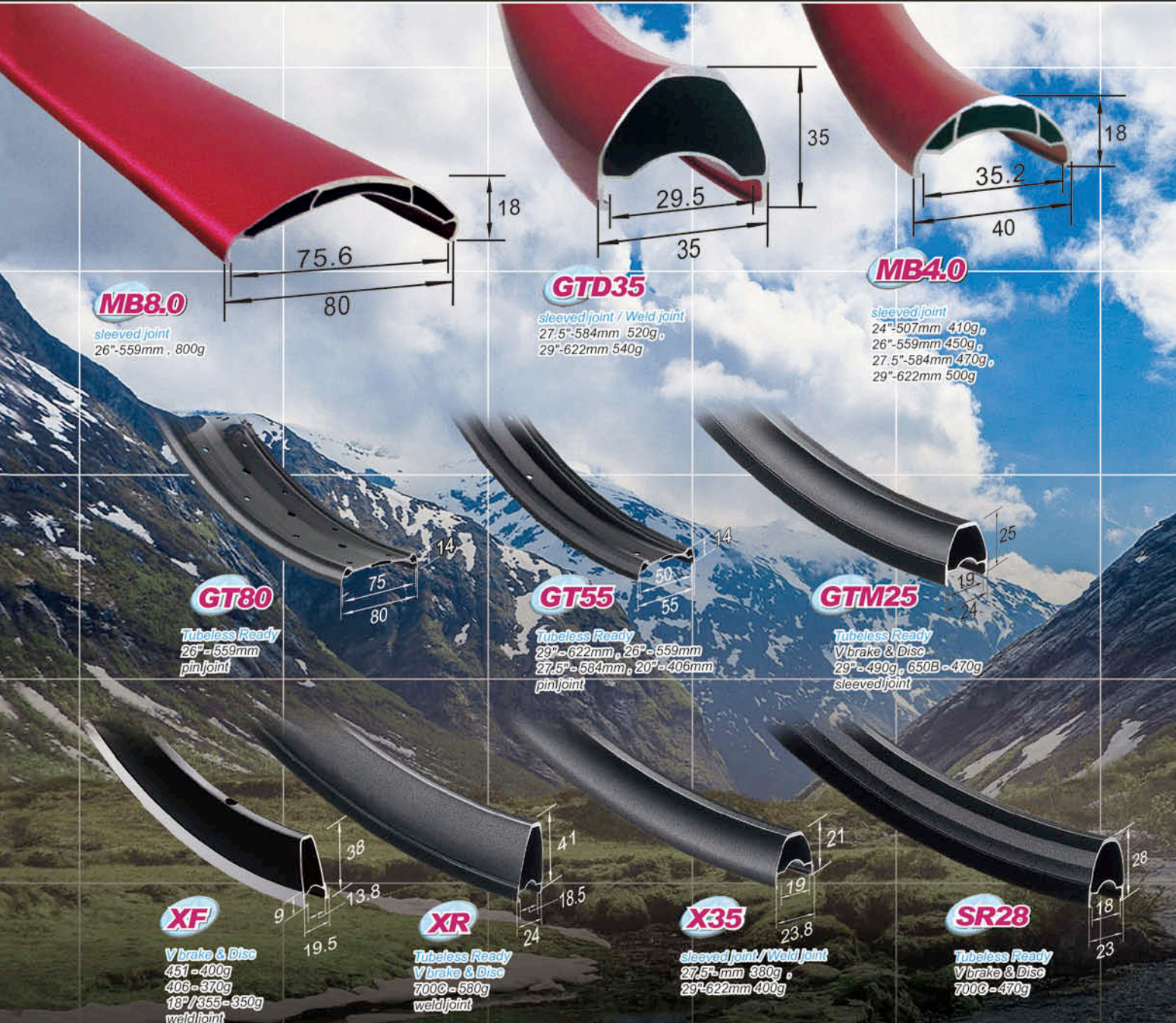
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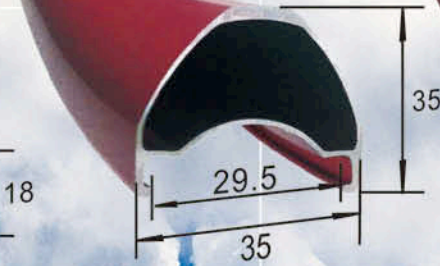
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sleeved joint  
 26"-559mm . 800g



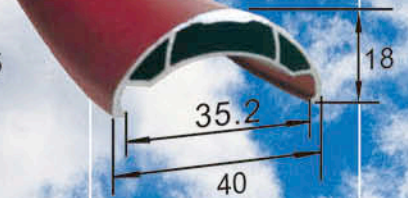
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**MB4.0**

sleeved joint  
 24"-507mm 410g,  
 26"-559mm 450g,  
 27.5"-584mm 470g,  
 29"-622mm 500g



**GT80**

Tubeless Ready  
 26"-559mm  
 pin joint



**GT55**

Tubeless Ready  
 29"-622mm, 26"-559mm  
 27.5"-584mm, 20"-406mm  
 pin joint



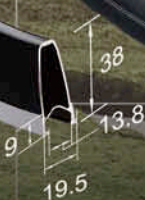
**GTM25**

Tubeless Ready  
 V brake & Disc  
 29"-490g, 650B-470g  
 sleeved joint



**XF**

V brake & Disc  
 451-400g  
 406-370g  
 18"/355-350g  
 weld joint



**XR**

Tubeless Ready  
 V brake & Disc  
 700C-630g  
 weld joint



**X35**

sleeved joint / Weld joint  
 27.5"-mm 380g,  
 29"-622mm 400g



**SR28**

Tubeless Ready  
 V brake & Disc  
 700C-470g



**HR30**  
 700C - 480g  
 650C - 460g  
 sleeved joint

**HR3D**  
 700C - 460g  
 sleeved joint

**HR25**  
 20" - 406mm & 451mm  
 18" - 355mm  
 16" - 349mm  
 sleeved joint

**GT16**  
 700C - 410g  
 650B - 400g  
 sleeved joint

**F20**  
 700C - 400g  
 sleeved joint

**T25**  
 700C - 480g  
 sleeved joint

**GTD30**  
 29" - 520g  
 650B - 480g  
 26" - 470g  
 sleeved joint

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DA-21



DP-36



DMP-341



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#### 38C-TRS-25

Material  
HTG Carbon T700  
Spokes  
18/20/24/28H  
ERD  
Ø563  
Weight  
470±15g



ROAD

#### 38T

Material  
HTG Carbon T700  
Spokes  
18/20/24/28H  
ERD  
Ø563  
Weight  
410±15g



ROAD

#### 50C-TRS-25

Material  
HTG Carbon T700  
Spokes  
18/20/24/28H  
ERD  
Ø539  
Weight  
515±15g



ROAD

#### 50T

Material  
HTG Carbon T700  
Spokes  
18/20/24/28H  
ERD  
Ø539  
Weight  
450±15g



ROAD

#### 60C-TRS-25

Material  
HTG Carbon T700  
Spokes  
18/20/24/28H  
ERD  
Ø519  
Weight  
550±15g



ROAD

#### 60T

Material  
HTG Carbon T700  
Spokes  
18/20/24/28H  
ERD  
Ø519  
Weight  
490±15g



ROAD

#### 85C-TRS-25

Material  
HTG Carbon T700  
Spokes  
18/20/24/28H  
ERD  
Ø469  
Weight  
640±15g



ROAD

#### 85T

Material  
HTG Carbon T700  
Spokes  
18/20/24/28H  
ERD  
Ø469  
Weight  
580±15g



ROAD

#### FB85-17 26"

Material  
Carbon T700  
Spokes  
28/32H  
ERD  
Ø538  
Weight  
560±15g



FATBIKE

#### 22SV-27.5/29

Material  
Carbon T700  
Spokes  
24/28/32H  
ERD  
Ø558/Ø596  
Weight  
345±15g/  
365±15g



MTB-XC

#### 24SV-27.5/29

Material  
Carbon T700  
Spokes  
24/28/32H  
ERD  
Ø554/Ø592  
Weight  
420±15g/  
445±15g



MTB-AM

#### 24CV-27.5/29

Material  
Carbon T700  
Spokes  
24/28/32H  
ERD  
Ø554/Ø592  
Weight  
435±15g/  
460±15g



MTB-AM

#### 27.5 PLUS

Material  
Carbon T700  
Spokes  
24/28/32H  
ERD  
Ø570  
Weight  
485±15g



MTB-PLUS



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# Test Results for Six MTB Chainwheels



When pedaling, the vertical force of your entire body passes through the cranks and chainwheels; which products can most faithfully transmit every ounce of power?

Text & Photos: Editorial Dept.

These tests examined six commercial chainwheels from First, FSA, Lasco, Samox, Shimano and SR Suntour, with the chainwheels and cranks being subjected to testing as a single unit. Products were limited

to dual-ring (the large chainring was limited to 36T) MTB chainwheels, and cranks with a length of 175 mm for use with 68 BC 1.37×24 bottom brackets and bearings. Because all testing was performed on testing machines

and involved the use of jigs, and no peripheral parts could affect product performance, no individual parts were used in all tests.



## Content of CHC laboratory tests

### A. Weight measurement

The chainwheels were placed on an electronic balance with an accuracy of 1 gram to obtain the weight of each chainwheel/crank unit (including bottom bracket) in units of grams.



### B. Stiffness testing

In line with EN testing setup criteria, the bottom bracket axle and cranks were installed on a jig, with the cranks in a horizontal position. A chain was then mounted on the chainwheels to restrict the motion of the cranks, and a stiff pedal jig was installed. A vertical force of 100 kgf was applied, and the left and right sides were tested; after recording the displacement, the stiffness was calculated as -100 kgf/dis-

placement, where the greater the value, the better the stiffness.



### C. Weight to stiffness ratio

Stiffness (N/mm) divided by weight (g) yielded the correlation between product stiffness and weight, which can help users to understand whether a product maintains stiffness as its weight decreases, and whether the degree of stiffness reflects the materials from which the product is made. The higher this value, the better the stiffness ratio, which is calculated to the fourth decimal place.

## 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.



Shimano XTR FC-M9000



The Hollowtech II second-generation hollow crank set is designed for cross-country racing and features a hollow internal molded structure (left crank) and highly durable chainrings. These chainwheels provide excellent stiffness, weight, and durability, and ensure highly efficient pedaling. They are compatible with all XTR chainrings; the single-ring model is made of stainless steel, and the middle ring of the three-ring model and both rings of the two-ring model are made of titanium alloy. The FC-M9000 provides single-ring and two-ring options, and different gear ratios are available: 2×11: 34-24T, 36-26T, 38-28T; 1×11: 30T, 32T, 34T, 36T. The Hollowtech II has a relatively narrow Q-factor (158 mm).

Shimano XTR FC-M9000	
Design features	Designed for competition; light weight and narrow Q-factor
Chainwheels material	Chainrings: Outer: titanium alloy, aluminum alloy & carbon fiber. Inner: ring aluminum alloy
Cranks material	Aluminum alloy
Colors	XTR series colors

CHC laboratory testing data	
Actual weight	683 (g)
Stiffness-non-transmission side	71.118 (N/mm)
Stiffness -transmission side	113.821 (N/mm)
Stiffness ratio-non-transmission side	0.104 (N-mm/g)
Stiffness ratio-transmission side	0.167 (N-mm/g)

Samox TAF26-231AA



These chainwheels are 3D forged to accommodate different leg types, and feature a lightweight, high-stiffness design. The chainwheels are paired with a hollow chromoly all-CNC-machined axle and are made of 2014 lightweight aluminum material. The chainwheels as a whole take advantage of these materials' light weight and stiffness to ensure faster and more accurate shifting. Samox' superior combination of lightness and stiffness gives these chainwheels a sense of power and beauty, and they are much sought-after by major brands worldwide.

SAMOX TAF26-231AA	
Design features	Light and stiff; union of power and beauty
Chainwheels material	2014 lightweight aluminum
Cranks material	6061 aluminum forged
Colors	Black (other colors available)

CHC laboratory testing data	
Actual weight	904 (g)
Stiffness-non-transmission side	76.146 (N/mm)
Stiffness -transmission side	117.085 (N/mm)
Stiffness ratio-non-transmission side	0.084 (N-mm/g)
Stiffness ratio-transmission side	0.130 (N-mm/g)

FSA K-Force Light



FSA's top-end K-Force Light chainwheels/crank set features Spider one-piece molding. The 11-speed chainwheels include single-ring, double-ring, and three-ring options, with each ring having a thick-thin tooth design that is completely compatible with a 1 x 11 configuration. Ultra-light high-strength carbon fiber composite material achieves light weight and high strength. After many years of constant improvement, these new-generation chainwheels boast a highly-evolved shifting design, and shifting up or down is quiet and fast.

FSA K-Force Light	
Design features	Combines light weight and high strength
Chainwheels material	AL7075 aluminum alloy
Cranks material	Carbon fiber
Colors	Red & white/gray & black

CHC laboratory testing data	
Actual weight	600 (g)
Stiffness-non-transmission side	65.993 (N/mm)
Stiffness -transmission side	92.192 (N/mm)
Stiffness ratio-non-transmission side	0.110 (N-mm/g)
Stiffness ratio-transmission side	0.154 (N-mm/g)

Lasco FM682 GOX



All-new laterally-angled teeth ensure that the chain meshes precisely with the chainwheels when shifting, which allows cyclists to complete shifts quickly before heavy pedaling. The deep grooves and special angles on the backs of the chainwheels also enable smooth and dependable gear changes. And to make sure that the chain does not get off-track in rough riding conditions, the special angle design ensures that the derailleur can keep the chain in the correct location when shifting.

LASCO FM682 GOX 36/22	
Design features	Optimized upshift/downshift chain contact point design; faster and smoother shifting
Chainwheels material	6061 aluminum alloy /T6
Cranks material	6061 aluminum alloy /T6
Colors	Red/black/white

CHC laboratory testing data	
Actual weight	974 (g)
Stiffness-non-transmission side	81.395 (N/mm)
Stiffness -transmission side	115.976 (N/mm)
Stiffness ratio-non-transmission side	0.084 (N-mm/g)
Stiffness ratio-transmission side	0.119 (N-mm/g)

First-MH




The cranks feature a one-piece forged 6066 aluminum alloy design, and the chainwheels are made from imported European aluminum. The heat treatment of the aluminum alloy ensures standard hardness, conductivity (EC value), and crystallization. While maintaining high strength, the chainwheels also achieve an ultra-light weight of 772 g (not including BB), and meet EN14766 impact resistance testing requirements. The four-point index shifting design further yields precise, smooth, and quick shifting. These chainwheels and cranks are particularly suitable for the explosive bursts of speed needed to take the lead in a race. The unique tooth design reduces load on the chainwheels and increases chain life. The extra-wide tooth pockets can accommodate different chain distances, and ensure maximum transmission torque.

FIRST-MH	
Design features	Precise shifting, fast up- and down-shifts
Chainwheels material	7075 aluminum alloy
Cranks material	6066 aluminum alloy
Colors	Black

CHC laboratory testing data	
Actual weight	885 (g)
Stiffness-non-transmission side	85.590 (N/mm)
Stiffness -transmission side	107.221 (N/mm)
Stiffness ratio-non-transmission side	0.097 (N-mm/g)
Stiffness ratio-transmission side	0.121 (N-mm/g)

SR Suntour CW-XCM-D

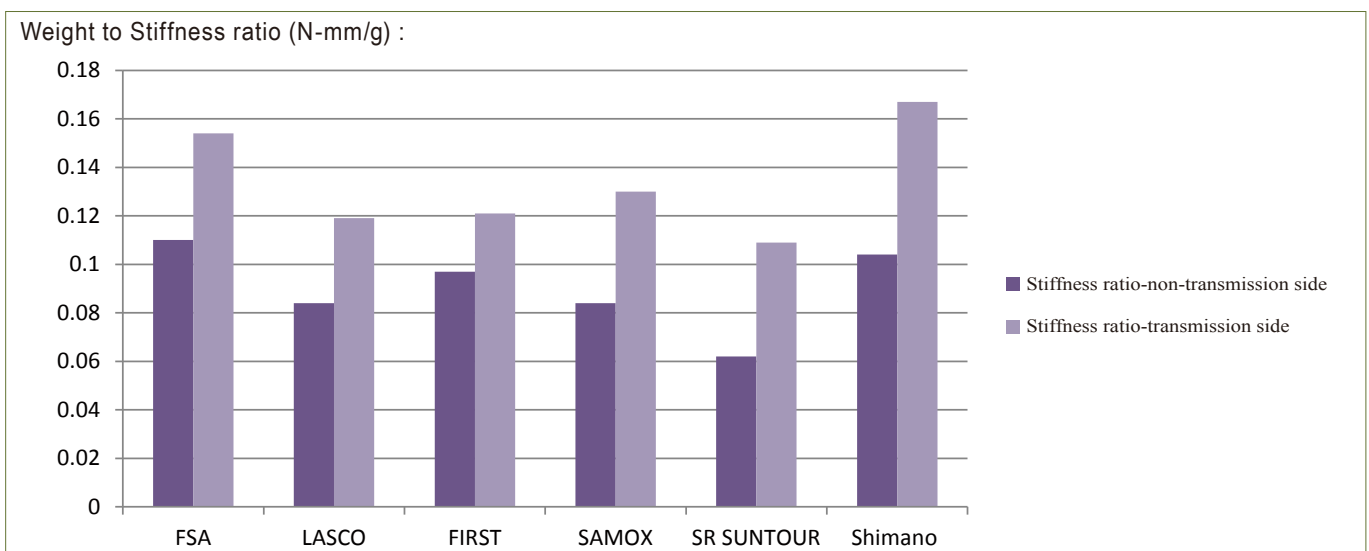
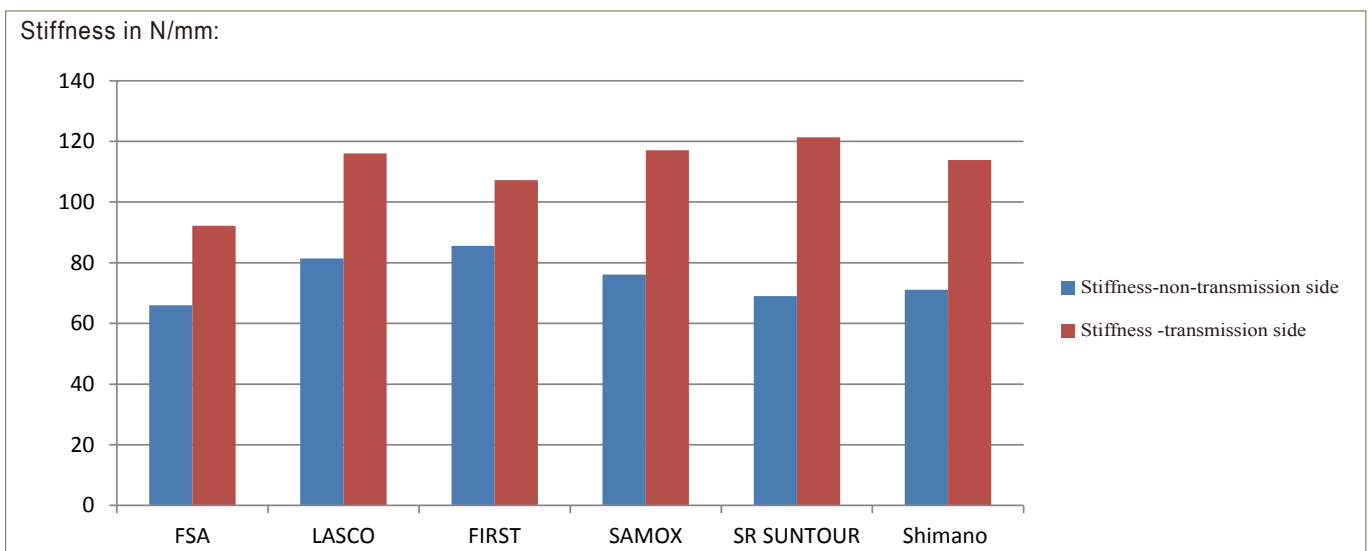
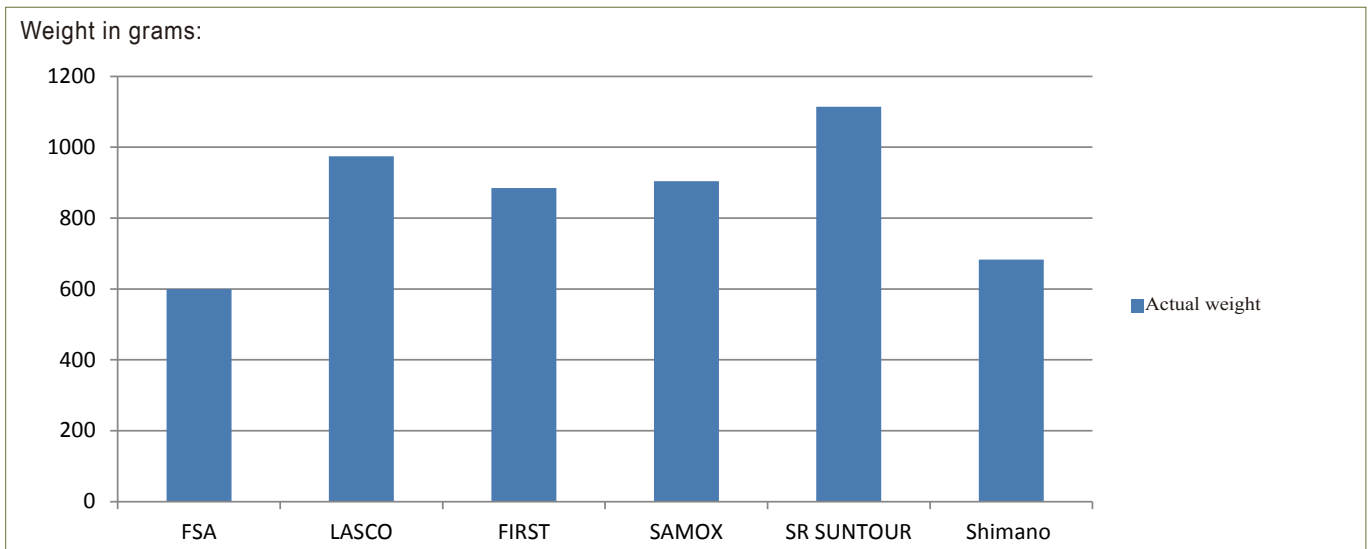


This ten-speed two-ring chainwheel and crank set allows the chainwheels to be easily detached. The cranks offer rectangular hole and octagonal hole design options; assembly is extremely easy and shifting is very smooth. 

SR Suntour CW-XCM-D	
Design features	Two-ring type, 10-speed chainwheels
Chainwheels material	Chainrings: aluminum alloy; small ring: steel
Cranks material	Aluminum alloy
Colors	Black Powder Coat

CHC laboratory testing data	
Actual weight	1,114 (g)
Stiffness-non-transmission side	68.966 (N/mm)
Stiffness -transmission side	121.287 (N/mm)
Stiffness ratio-non-transmission side	0.062 (N-mm/g)
Stiffness ratio-transmission side	0.109 (N-mm/g)

### The test data chart of six MTB chainwheels





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L	F	LS	<b>F</b>	FF
HOLLOW PLATE	FULL PLATE	SEMI-FULL PLATE	FULL PLATE	AERO PLATE

**POWERING**

## SELECT DRIVE OUTPUT

W1T	W2T	<b>W3T</b>	W4T
+7%	+10%	<b>+15%</b>	+20%
±1T	±2T	<b>±3T</b>	±4T



## 3D SELECT CRANK

	<b>RIDEA POWERING</b> 4-ARMS crankset with B.C.D. 110mm
	SHIMANO 8800/9000 4-ARMS crankset with B.C.D. 110mm
	3-ARMS crankset with B.C.D. 110mm
	3-ARMS crankset with B.C.D. 110mm
	RIDEA POWERING 3-ARMS crankset with B.C.D. 110mm
	SRAM NEW 3-ARMS crankset with B.C.D. 110mm
	CAMPAGNOLO 4-ARMS crankset
	CAMPAGNOLO SUPER RECORD 3-ARMS crankset with B.C.D. 110mm
	CAMPAGNOLO SUPER RECORD 3-ARMS crankset with B.C.D. 110mm

## SELECT BB

<b>BB 29</b>	BB29 Cranks with BB30 bottom bracket
<b>BB 24</b>	BB24 Cranks with BB30 bottom bracket
<b>BB 30</b>	BB30 Cranks with BB30 bottom bracket

## 3D SELECT SPIDER

	<b>4 ARMS</b> Cranks for CHAIN RINGS in B.C.D. 110mm		<b>5 ARMS</b> Cranks for CHAIN RINGS in B.C.D. 110 B.C.D. 130
--	---	--	---

## 3D SELECT SPIDER COLOR



## SELECT LENGTH

155	160	165
167.5	170	172.5
<b>175</b>	177.5	180

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OEM Precision CNC Machining



GoPro Multi Mount  
Clamp dia: 31.8, 34.9mm



CNC Ultralight Stem Cap and Bolt  
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With Titanium alloy bolt (7g)

35MM Bar  
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back sweep: 9° /  
up sweep: 5°



CNC Ultralight Stem Spacer  
5mm(2g)/10mm(3.5g)



AM Stem  
Bar bore: 31.8mm, 35.0mm  
Extension: 35mm, 45mm



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- 3 Free Wheel** • PPA (WIB) 28T, 30T, 32T suitable for intergear or coaster brake.
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### China Company Info.

Shanghai Office

Tel: 86-21-59102920

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Dongguan Factory

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# Giant Introduces Next Generation TCR Bikes

Text: Editorial Dept.

Giant, has introduced a new lineup of its award-winning TCR road racing bikes. Developed with its pro team

riders, the enhanced new TCR bike lays claim to best-in-class stiffness-to-weight ratio. Alongside the legendary road bike, Gi-

ant also introduced a new high performance road WheelSystems and a state-of-the-art line of innovative saddles.

## 2016 TCR Range



Engineered, designed and developed to be the most well-rounded high-performance road racing bike in the world, the 2016 TCR range features new composite frame

technologies and advanced manufacturing techniques to offer competitive road riders every advantage for all-around road racing performance.

The new range of composite TCR models includes three series: TCR Advanced SL, TCR Advanced Pro and TCR Advanced.

## TCR Advanced SL



The flagship series of the new range is the TCR Advanced SL. The handcrafted frameset, made with Giant's premium 'Advanced SL-grade' composite, offers the greatest stiffness-to-weight ratio in its class. Every tube

shape, junction and layup technique was strategically re-engineered to reduce weight without sacrificing stiffness.

The new frameset is 12 percent lighter than the previous generation. The toptube, seat-tube, integrated seatpost and seatstays

feature minimalistic profiles, while the 'PowerCore' bottom bracket has each been refined to maintain the stiffness and efficiency that the TCR range is known for.

New for 2016 is the 'Variant

Integrated Seatpost' design, which allowed Giant engineers to balance compliance and efficiency for a superior race-tuned ride quality.

'Compact Road Design', a Giant innovation that changed the landscape of performance road bikes when it was first launched in 1997, helps give the new TCR Advanced SL the agile, responsive handling that Giant pro racers demand. And an all-new 'Advanced SL-grade composite fork' shaves 30 grams of weight while at the same time boosting stiffness and better positioning the lower headset bearing for an optimal transfer of force from the 'OverDrive 2' steerer tube to the 'MegaDrive' downtube.

## TCR Advanced & Advanced Pro



The TCR Advanced Pro series is built around a hand-crafted Advanced-grade composite frameset including a full composite fork and ‘OverDrive 2’ steerer tube. This series features the new ‘Variant seatpost’ (non-integrated) for a race-tuned feel, and many of the same core frame technologies as the TCR Advanced SL series including MegaDrive, Power-Core and all-new internal cable routing.

Finally, the TCR Advanced series features the same Advanced-grade composite frame as the TCR Advanced Pro, but with a composite fork and hybrid ‘OverDrive’ steerer tube.

## Giant WheelSystems

Along with the TCR range, Giant also unveiled a new line of its high-performance WheelSystems featuring a number of unique innovations targeting efficiency, control and durability. Similar to the TCR bike range, the new WheelSystems have been engineered and developed to provide the ultimate stiffness-to-weight ratio for all-around road performance.

The WheelSystems play an integral role in the TCR’s total race bike performance, and to understand exactly how the frameset and WheelSystem complement each other, Giant engineers developed a new test that factors in frameset and wheelset stiffness to yield a combined pedaling stiffness-to-

weight ratio result. The combination of the TCR Advanced SL and SLR 0 WheelSystem scored the highest combined stiffness-to-weight ratio among key competitors.

The most notable technology in the new WheelSystems is called ‘Dynamic Balanced Lacing’ (DBL), which employs innovative spoke tensioning to optimize wheel stiffness and strength when the wheel is in its dynamic state. ‘DBL’ wheels place more leverage on the “pulling” spokes, less on the “pushing” spokes. When the wheel is static, the opposing spokes have different levels of tension. When a rider applies pedaling force, spoke tension balances out to produce



a stiffer, more efficient wheel.

Beyond DBL, new Giant WheelSystems also include proven ‘Optimized Anchor Point’ technology, which boosts lateral wheel stiffness, and cutting-edge composite manufacturing techniques to deliver superior strength, durability and braking performance.

## Giant Saddles


Giant also revealed a new lineup of performance saddles with an innovative new solution to achieving the perfect fit. Designed using Giant’s ‘Dynamic Cycling Fit’—an overarching design philosophy that focuses on creating gear that functions best while in motion—the new saddles, including the Contact SLR and Contact SL, are each available in three different shapes based on the unique angle and conditions of a rider’s pelvis while riding.

A saddle selection process and

evaluation, which can be carried out by Giant retailers, measures and analyzes the individual saddle fit needs of a cyclist while pedaling. The results of that evaluation, which vary according to physiology and riding style, determine whether the rider’s “Pelvic Contact Condition” is Forward, Neutral or Upright. From there, the perfect saddle can be chosen.

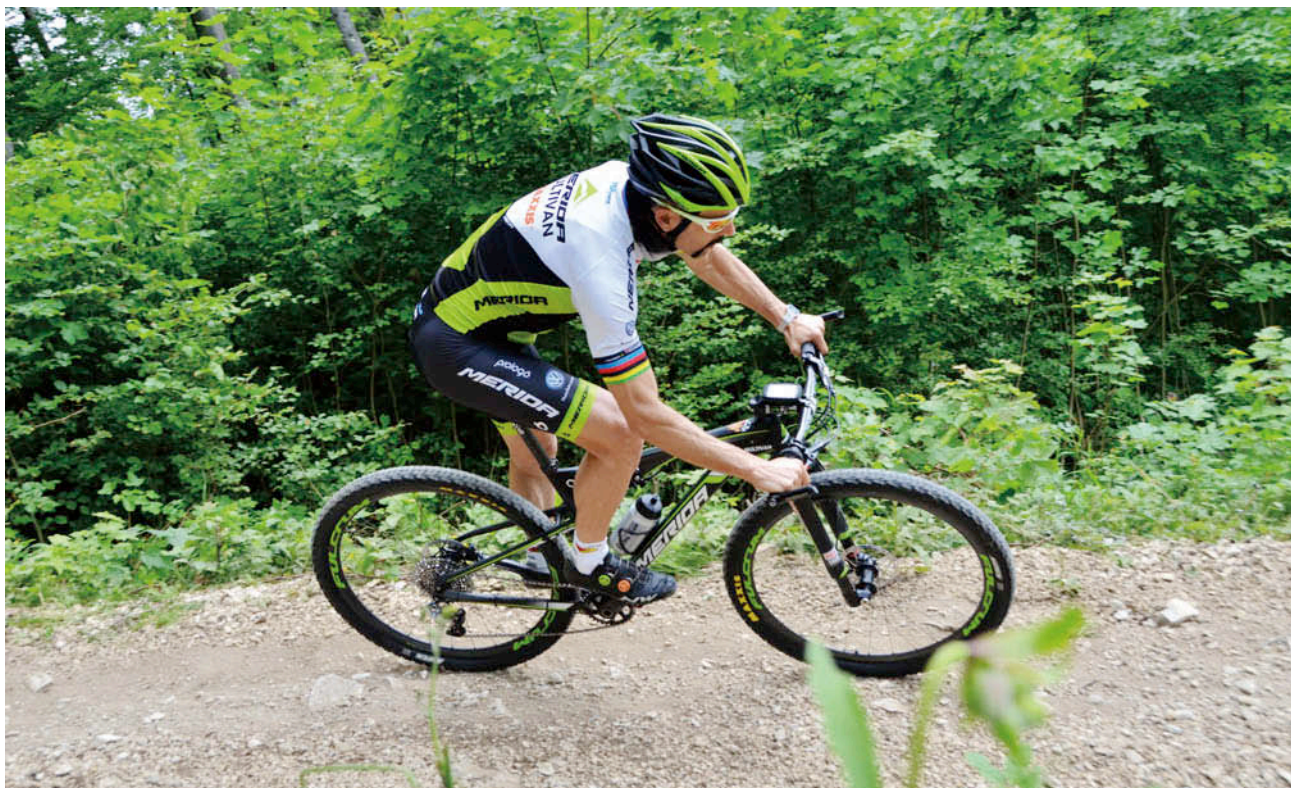
Another innovative technology in Giant’s performance saddle is called ‘Particle Flow Technology’,



which uses free-flowing particles in two separate pockets to reduce pressure points by more than 20 percent. And all Contact SLR and Contact SL saddles feature pressure relief channels, ‘MicroTex Comfort Wrap’ and abrasion-resistant panels. 

# Merida Re-Engineer the Ninety-Six

Text: Editorial Dept.



For 2016, Merida, who have been a dominating force in Cross Country racing for some years, have completely re-engineered a full suspension bike with a deep history in the XC World Cup—The Ninety Six.

The engineering team involved the Multivan Merida Biking Team riders early in the development of the new Ninety-Six to revamp the bike series with more sporty geometry and efficient suspension suitable for all riders, from pro racers to those who are simply looking for an

outstanding bike with excellent performance and a clean design.

One of the most obvious changes is the relocation of the shock to below the top tube. Cable routing for the shock's remote can be shorter, and thus lighter and more efficient. More fundamental is that the Ninety-Six comes with size specific wheel sizes—29er from size Medium upwards and 27.5" from size Medium downwards (medium is available in both wheel sizes).

## The technologies

The lightest frame configuration will be the CF 5 with about 1900 grams (final weight t.b.a.). Just below it is the CF 4 level which shares the same rear triangle as the CF 5, but the main triangle is a little bit heavier. The entry level carbon Ninety-Six is the CFA level which has the same front triangle as the CF 4 and the rear triangle of the aluminum version. The latter still has a carbon rocker link.

To guarantee that the sus-



pension performs equally well in all sizes, the locations of the pivots stay the same for one wheel size (M.O.R.E. technology). For the 29er, the pivots are located higher than on the 27.5". This way, bigger riders can easier reach the shock and smaller ones have more standover clearance. This also has positive effects on the aesthetics.


The Ninety-Six also features different suspension travel for different wheel sizes: The 29er version has 96 mm rear & 100 mm front travel; while the 27.5" version: 110 mm rear & 100 mm front travel. The additional travel compensates for the smaller wheels and offers more traction and safety on challenging terrain.

All Ninety-Six models feature internal cable routing, but with a few differences: On the aluminum version the brake and remote shock cable still run externally, but the carbon levels feature completely internal routing, even for the shock. They also showcase Merida's new "Smart Entry" technology. Plugged inlets actually clamp the cables which can be mounted under tension and thus will not rattle. The clamps are even interchangeable for different set ups.

Merida's Race Link suspension system makes for a very lightweight chassis. The key element of this new system is its compact, lightweight carbon rocker with a, nevertheless, im-



pressive leverage ratio. Uphill performance and 1x11 optimization were key factors in developing Race Link. The pedal kick-back value with 13.2/15.6 mm (29"/27.5") is impressively low. That it is a single pivot with linkage design makes the Race Link

perfect for 1x drivetrains. The distance between the main pivot and the point where the chain force activates the rear sprockets does not change, which ensures that the chassis works without bobbing in all gears. 

# All-New Cannondale CAAD12

Text: Editorial Dept.



▲C16 EliteRoad ITA

Cannondale, a premium brand of Cycling Sports Group, and part of Dorel Industries, Inc., have introduced the latest evolution in their CAAD series of alloy road racing machines, the all-new CAAD12.

By utilizing their System Integration approach to design, where frames, forks and key components like cranks and seatposts are all developed together, and their advanced SmartForm Alloy construction techniques, Cannondale has created a CAAD12 system with all of their trademark rigidity, but at a weight and with a level of comfort previously deemed impossible.


The combination of the radically redesigned SmartFormed 6069 alloy frames, the all-new one-piece carbon Speed Save forks and new 25.4mm seatposts saves up to 200 grams over the already extremely light CAAD10. With the additional weight savings of

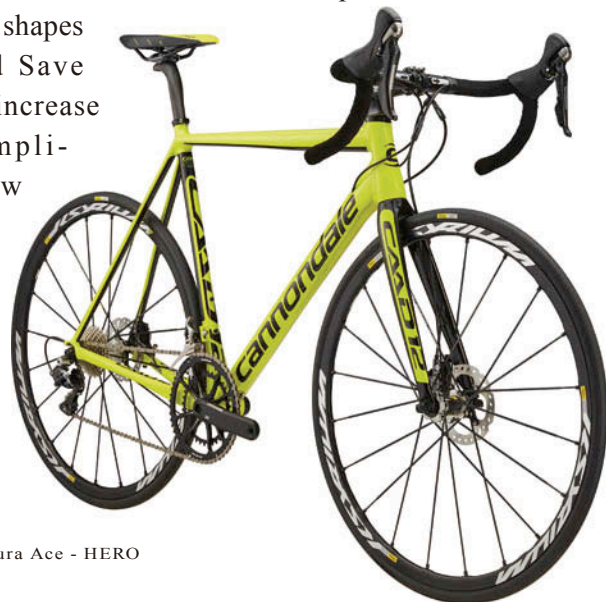
the HollowGram and Cannondale Si cranksets, the CAAD12's complete system weights can be hundreds of grams lighter than the competition.

For improved acceleration and sharper handling, a wider BB30 bottom bracket shell, asymmetrical oversized chain stays and flared seat tube increase BB stiffness-to-weight by 13%, while a new hourglass-shaped head tube and modified top tube and down tube increase head tube stiffness-to-weight by 10%.

And finally, the new Speed Save fork offers 10% more compliance than previous CAAD10 forks but, in what's perhaps the most impressive bit of new engineering, the redesigned tube shapes of the Speed Save rear triangle increase vertical compliance of the new CAAD12 by

more than 50%! This new Speed Save Micro-Suspension system delivers a level of control and comfort previously unimaginable in a high performance aluminum chassis.

"We've got a unique relationship with this metal" said Scott Rittschof, Senior Vice President and General Manager of Cannondale. "We basically kick-started the whole high-performance aluminum thing over 3 decades ago and haven't let up since. Each new generation of our CAAD (Cannondale Advanced Aluminum Design) bikes has defined the state-of-the-art in aluminum technology and now, with the CAAD12, we're introducing a bike that is so advanced, such a quantum leap forward, that it is going to fundamentally change how people think about aluminum performance." 



▲CAAD12 Disc Dura Ace - HERO

# KMC Introduce Mid-Motor Chain

Text: Editorial Dept.



▲KMC e-bike chains offer longer chain life, higher torsion and greater stress resistance.


Mid-drive motors are inherently rigorous on chains, and high-performance mid-drive e-bikes generate more power putting even greater stress on the chain. With the majority of increasingly popular “speed” pedelecs equipped with these motors which transfer immense torque through the chain when shifting, KMC has developed a series of e-bike specific, torsion resistant chains to manage these extreme drivetrain conditions—the X-eBike Series.

The direct force from the mid-motor to the cassette causes

an enormous strain load on the chain which means a stronger and more durable chain is crucial. KMC has contended with this by combining 20% upgraded durability with the highest Pin Power on the market to ensure longer chain life, higher torsion and greater stress resistance for the KMC X-eBike Series Chains – X11e, X10e and X9e. Additionally, following the X series structure design, the X-eBike series also achieve great shifting performance on Bosch and other e-bike drivetrain systems.

The X-eBike series chains

are available in KMC’s EPT coating to provide further protection for the chains. Following all environmental standards (RoHS, REACH, CPSIA, etc.), the EPT treatment technology improves the chain protection by completely coating all the components and forming both a comprehensive and durable anti-corrosion surface made to stand up to the most adverse environments.

KMC X-eBike Series Chain in EPT models are: X11e (EPT), X10e (EPT), X9e (EPT). 

# Union Sport Launch New Saddles

Text & Photos: Editorial Dept.

In order to create new excitement, the hundred-year-old company, Union established the new Union Sport brand in 2014, including new brand imagery and design. Union Sport is aimed at the US high-end market, and the first wave of products will be saddles.

## An American design team

According to Union Sport Brand Supervisor, Howard Wu, a professional American design team will handle all brand elements, including products, packaging, marketing and concepts, and the design of the current saddles is the result of repeated brainstorming and confirmation.

Wu also notes that saddles are the highest and most eye-catching part of a bicycle and can therefore be considered a bicycle's focal point, and the center of viewer's attention. Because of this, the rear part of Union Sport saddles feature a striking auto-style tail fin concept. Apart from memorable styling, this also improves the saddles' aerodynamics. The saddles' colors are adopted from well-known bicycle brands and athletic shoes, which makes these trendsetting saddles even more appealing.



▲Marwi CEO, Patrick Pai (left) and Union Sport Brand Supervisor, Howard Wu (right) eagerly look forward to the formal introduction of Union Sport saddles on the market.

## Double Pivot System

A double pivot system is another notable feature of Union Sport saddles. This system is composed of four elements: an outer layer, foam filler, gel and a honeycomb framework, combining to provide exquisite comfort and outstanding support. "Klammer" material is used at the rear of the saddle, which features slightly upturned ends. The saddles offer superior comfort even when professional cyclists are sprinting or tackling steep climbs.

Union Sport's current saddles comprise of the Harz and Saale models, which respectively target MTB and road bikes. Each

model comes in three different grades: the introductory model has a titanium alloy saddle rail and composite/foam material; the mid-grade model has a carbon fiber rail, composite material and high-end foam. The high-end model has carbon fiber rails, is made from all carbon fiber material, and has a weight of 170 grams. Wu emphasizes that the brand is not pursuing light weight at all cost, but wants to create products that are functional and have a sense of design, which is the only way they will be able to carve out a niche in the US market.

## Formal introduction at Interbike

Union Sport looks forward to holding a new product introduction and marketing conference during Interbike, which will be held in September 2015. When the time comes, consumers will be able to view the Harz and Saale models for the first time, and the company plans to introduce a

further three sizes by the end of the year. The saddles come with after-sales service, and as long as consumers register their product numbers online within 60 days of purchasing a saddle, they can purchase a new saddle at only 40% of the normal price if their original saddle breaks in normal use within the next two years. 🌀



▲Harz (upper) and Saale (lower) are intended for use on MTBs and road bikes respectively.

# richmond Lightweight Bicycle Range

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

Today, Richmond bikes are lighter, faster and more advanced than ever, promising cyclists the ride of a lifetime. Richmond bikes are made in a high-end factory in Taiwan, controlled and

tested by a expert engineers.

The Richmond bike combines ultra light weight with pure elegance for a perfect blending of European and Taiwanese design cultures.

All Richmond bikes come in a variety of different models and builds to satisfy all riding styles and weight preferences. 🌀

Text: Editorial Dept.



▲Strada SL 1



▲X-Monta SL 27.5 0



▲X-Fat SL



**racingbros**

# Racingbros: Cutting Edge Technology

Text: Editorial Dept.

Established in Taiwan in 2006, Racingbros has thrived under the guidance of General Manager, Vincent Chen, alongside a team with many years of suspension system experience under its collective belt. Racingbros has successfully developed products including suspension forks for Harley-Davidson motorcycles and aftermarket suspension components for MTBs. They have also won a strong following in both Europe and the US. The company's newest products include the Lycan Edge wiper kit and the TCA kit rear shock absorber upgrade components. Thanks to Racingbros' groundbreaking technology and costly materials, these products can dramatically reduce friction and enhance MTB performance.



▲ Racingbros' Lycan Edge wiper kit can dramatically reduce friction.



▲ Apart from employing a high-density foam ring and CNC fabricated steel washers, the all new Lycan Edge utilizes an exclusive Teflon layer on its inner wall to reduce friction by 40%.

## Lycan Edge

Racingbros has devoted extensive attention to finding ways to reduce shock absorber friction. After introducing its warmly-received first-generation "Lycan" products, Racingbros has now developed its all-new "Lycan Edge" series. Apart from employing a high-density foam ring and CNC fabricated steel washer, the

product's inner wall employs an exclusive Teflon layer. Roehrig testing equipment is used to inspect these products, which can reduce friction by a dramatic 40% and also provide an excellent seal. Racingbros is currently applying for patents to the tech-

nology used in the Lycan Edge series. Lycan Edge components can be used on Fox, Rockshox, and X Fusion shocks; apart from the existing 32 mm specification, Racingbros plans to introduce various sizes to fill out its product line. Distributors have been ship-



▲ The TCA kit uses the costly special material, Turcite A, imported from the US, to make abrasion-resistant pivots with a silky smooth action.

ping the products to maintenance centers throughout Europe and the US.

### TCA kit

Apart from ensuring that the shock absorbers on MTBs have smooth action, it is also cru-

cially important to ensure that the pivot can move freely. In view of the fact that the original pivots tend to be too tight, Racingbros uses the costly special material, Turcite A, which is imported from the US, to make smooth-action, abrasion-resistant pivots. Because the manufacturing pro-

cess employs precision cutting, and not ordinary plastic injection molding, Racingbros are able to achieve even more superb quality and smoother pivot motion; even when no lubricant has been added.



# 戶外探索 Outside

Outside magazine from Wheel Giant promotes environmental protection, recreation, health and co-existence with nature. Articles and tips in Outside help readers boost exploration skills and broaden their outdoor living perspectives. Content includes information on rock climbing, mountaineering, camping, river tracing, fishing, bike exploration, kayaking, orienteering, spelunking, and so much more.

**Get up. Get moving. Get Outside !!**

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# Gravel Bikes – What’s Different?

Text: Editorial Dept.

While ‘gravel-grinding’ may be a relatively new term to describe riding a bike on unsurfaced roads, the concept certainly isn’t. In fact, bicycles were ridden on unsurfaced roads long before surfaced ones. However, from what started out as a minority cycling activity, endurance racing on the long straight unsurfaced roads of the American mid-west a couple of years ago, gravel races have been gaining popularity, and spreading outside its native North America. Today, most major bicycle manufacturers offer bikes suitable for gravel-grinding—although they often prefer to market their products under the adventure cycling category.

Before purpose-made bikes were available many riders would use cyclocross bikes on the long gravel races, and even today some people still claim that a cyclocross bike can be perfect for gravel-grinding. However, manufacturers are increasingly building bikes dedicated to carrying a rider for hours—if not days, over long unsurfaced roads. While cyclocross races generally last for little over an hour on courses with numerous twists, turns and obstacles where riders often need



▲ Stevens cyclocross bike.



▲ Giant gravel bike - Anyroad.

to dismount, gravel racing can go on for many hours, or even days, over long straight roads. It is unsurprising then to find that

the rider comfort and stability in gravel bikes takes precedence over the nimbleness and power transfer of rigid cyclocross bikes.



## Frame Geometry

Although cyclocross and gravel bike frames share some similarities, primarily increased chainstay and seatstay clearance for wider tires, there are several key differences that reflect the gravel race concept of riding for long periods on unsurfaced roads. The short, stiff cyclocross frame geometry is replaced with a more stable and comfortable frame with a longer wheelbase. Longer chainstays, lower bottom brackets, and slacker head tube angles can all be found on many gravel bikes. These tweaks in geometry add to the bike's stability by increasing the length of the wheelbase and giving the bike a less 'skittish' feel than traditional road or cyclocross bikes. Longer headtubes give riders a more comfortable upright riding position while simultaneously allowing them to more readily reach the drop position on the handlebars.

The toptube also differs. On cyclocross bikes, the underside of the toptube will usually be flat, as riders often need to dismount and carry their bikes. This is not necessary on gravel bikes, however, the toptube will be often sloped to allow for more a comfortable increased stand-over height.

Bottom bracket height is a somewhat contentious issue on cyclocross bikes; some arguing that a lower BB lowers the center of gravity, while others say the lower center of gravity is less important than the higher pedal

clearance off the ground. The issue is less relevant on gravel bikes, with most brands opting for a lower bottom bracket compared to either road or cyclocross bikes.

## Components

The major difference in components between cyclocross and gravel bikes is with the tires—both in size and design. While cyclocross bikes commonly use tires over 30 mm wide, most dedicated cyclocross bikes will not accept tires wider than 38 mm. Many gravel riders prefer wider tires up to 700 x 40C—or even MTB tires, for the increased cushioning the extra air volume provides. The wider tires of course require greater clearance between both chainstays and seatstays.

Tire manufacturers have been busy developing new products for this burgeoning cycling category. Gravel roads come in many different flavors, but in the sports home territories of the American mid-west, many of the roads are composed of flint gravel with sharp edges that can, and will, give riders frequent punctures, and can also tear into sidewalls. As a result, dedicated gravel bike tires usually have some form of additional puncture protection for both tread and casing, even if it is just extra material.


Over recent years, disc brakes have been gaining popu-

larity in both road and cyclocross categories, they are however, very much a *de rigueur* feature on gravel bikes.

As with both road and cyclocross bikes, drop handlebars are necessary both to provide extra hand positions on long rides, and also for hunkering down against headwinds that are often encountered on the plains of America's mid-west. However, many manufacturers have taken to spec'ing shallow drops allowing riders to get down into the drop position easier.

Another nod to the extended nature of gravel riding are the additional on rack and water bottle mounts that manufacturers add to their gravel bikes, neither of which, are necessary in short cyclocross races.

## Unique optimization

Although gravel-riders in its modern incarnation may well have started out adapting their cyclocross bikes to ride for long hours over flinty roads, the rising popularity of the races is leading to an increasing number of manufacturers developing bikes that are specifically designed for the unique conditions of gravel racing. Gravel bike development is not just a clever marketing trick to get riders to buy more bikes, but is a natural optimization in response to the demands of the unique conditions of gravel racing. 

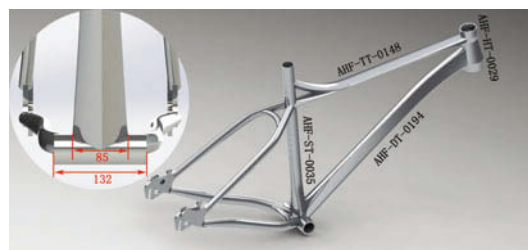
# Taiwan's Latest New Products Gallery

Text & Photos: Editorial Dept.

## ADVANCED FORMING

### AHF-DT-0194

Advanced Forming's AHF-DT-0194 downtube is designed to solve a problem that many good fat bike designers might encounter: The width of the downtube's BB side on normal bicycles doesn't fit the design of the fat bikes. To overcome the problem the AHF-DT-0194 is wider on the BB side, adding strength and fitting designs better. Advanced Forming's



streamlined downtube is 85mm on the BB side, and has a large and smooth side surface to ensure that brands & logos can be seen easily.

☎ 86-755-27133861~4

🌐 www.aft-sz.com/



## ACCORD

### ACC-FT301

Accord's latest ACC-FT301 frame features 3Al-2.5V titanium butted tubes that have been heat treated. The frame, with Scotch Brite finishing, is available in custom sizing and with an optional 1-1/8" to 1-1/2" tapered headtube.

☎ 886-2-27069019 / 27030549

🌐 www.accord.com.tw

## AGUILA

### AB-356 carbon road(A-Top)

Aguila AB-356 road bike show feaures a carbon sole for increased strength and decreased weight. Compatible with the Look System, the top-level race shoe also features an A-top lacing system. The AB-



356 is available in shoe sizes from 38 to 47.

☎ 886-4-24729589

🌐 www.aguila.com.tw

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- Report generation and data storage
- Results comparison



✉ easytruing@gmail.com

🌐 www.easytruing.com / www.easytruing.com.tw

## ALLIED

A child's first riding experience is an important one for both parents and child. Allied's Modz tricycle helps to ensure that the experience is a positive one. Apart from focusing on basic safety considerations, Allied's prime area of focus was to ensure that the Modz tricycle had a good folding method. The tricycles are simple to use, easy to fold and convenient to be taken anywhere.

☎ 886-2-25868606

🌐 www.modzcycle.com





## APEX

### Carbon 27.5 Full Suspension Down Hill

The VPP suspension system offers good performance in pedal kickback. Lev-ratio and anti-squat design provides low pedal bobbing, good handling and a comfortable rear frame. The rear dropout is for 150mm x 12mm thru axles, and rear travel is 205mm. The frame is compatible with both internal and external cable routing, and BSA bottom brackets.

☎ 886-4-26623598

🌐 www.apexcreative.com.tw

## A-RIM

### AMT-R27

A-Rim's AMT-R27 is designed for cyclocross bikes. The design allows more riders to ride on a wider variety of route and terrain conditions without having to worry excessively about sacrificing speed or performance. The weight is 440 grams (ETRTO 622 x 17C).

☎ 886-4-7698086

🌐 www.a-rim.com.tw



## ASSIZE

### AS-600

Assize's new AS-600 is available with 8 functions, 11 functions and 14 functions. The AS-600 is packaged in a window box.

☎ 886-2-29067202



## ASTER

### 007

Aster's 007 road racing bike is compatible with inner cable routing and BB86 bottom brackets. The frame weighs in at just 1050 grams (49cm). Headset dimensions are 1-1/8" (upper) and 1-1/8" for (lower), and bottom bracket is BB86. Available sizes include 46, 49, 52, 55, 58cm.

☎ 886-4-24613659

🌐 www.asterbikes.com

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🌐 www.arixworld.com.tw

## B. A. & W.

### AP-09 FULL CARBON RACING FRAME SETS

BA&W's AP-09 carbon road racing frame sets come in sizes of 46, 48, 50, 52, 54, 56, 58, and 60 cm. The bikes feature an F-09c full carbon fork and a full carbon aero-shape seatpost. They are compatible with BB86 bottom brackets, Di2 groupset and 1-1/8~1-1/2 headsets. The AP-09 is compatible with both 10mm x 130mm QR skewers and 12mm x 142mm thru axles. A disc brake compatible version is also available.

☎ 886-2-28736998

🌐 www.bawintl.com

🌐 www.javabikes.com



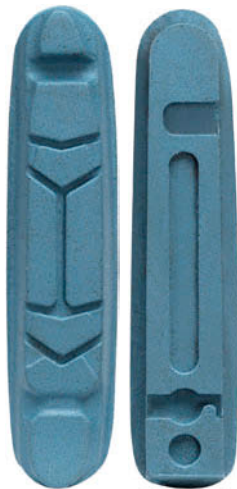
## BARADINE

### 468-PRO

The 468-PRO brake pads from Baradine have been specifically developed for use with carbon rims. At 55mm long, the pads feature a special design that quickly drives water away from the braking surface, and cleans away any crud. The buffer design allows for rim release and reduces braking noise. 468-PRO braking pads are compatible with Campagnolo, Shimano and other common brands of brakes.

☎ 886-4-7112650

🌐 [www.baradine.tw](http://www.baradine.tw)



## BENGAL

### ARES PRO

The Ares Pro from Bengal is a hydraulic disc brake designed to be extremely lightweight. With forged aluminum cylinder and caliper, the design features a two-piece lever clamp for easy assembly. The brake is operated with mineral oil and features an EZ-adjust hose connector. Overall the brake is a great choice for many different styles of riding, from cross-country to downhill. The Ares Pro is available in green, red, royal blue, and black.

☎ 886-4-7203979

🌐 [www.bengalperformance.com.tw](http://www.bengalperformance.com.tw)

## BEVATO

### BCN-231

BCN-231 from Becato are mounts for Garmin 200/500/800/1000 bike computers. The mounts are available in red, orange, yellow, white, black, grey, blue.

☎ 886-4-26886780

🌐 [www.bev-intl.com](http://www.bev-intl.com)



### Freehub body Titanium

Driver 6 pawls/48 point engagement (for Road)  
Driver 6 pawls/54 point engagement (for MTB)  
Bearings: three (Shimano 11S)



☎ 886-4-25681568-9

🌐 [www.bitexhubs.com](http://www.bitexhubs.com)



## BION



☎ 886-2-29953081

🌐 [www.bion-sport.com](http://www.bion-sport.com)

## BN'B RACK

### BC-3816-3

BC-3816-3 is a tow ball mounted bike carrier clamping onto an ISO 50mm tow ball. The locking feature allows the bike to be locked to the carrier, and the carrier to be locked to the car. The patented clamp system allows for quick installation. TUV certificate no: NR1105130029.

☎ 886-4-26832568

🌐 [www.bnbrack.com](http://www.bnbrack.com)

🌐 [www.kingroof.com](http://www.kingroof.com)



## CHERN SHIANQ

### SPORTS BOTTLE/CAGE

Chern Shianq's bottles are very flexible and squeezable, comfortably fitting into riders' hands. The bottles, proudly made in Taiwan, feature a leak-proof push/pull cap and are 100% BPA free. The designs will fit most water bottle cages.

☎ 886-6-6992373

🌐 www.chernshianq.com



## CIAN FA

### PNP(P.T.F.E.) INNER CABLE

The great aesthetics of Cian Fa's inner cable can enhance the appearance of any bike. PNP(P.T.F.E.) coating offers improved smoothness and ultra-low friction while operating. The tension strengthened cables work best with slick stainless material.

☎ 886-4-22785526

@ sales@marsone-cable.com



## CHIN HAUR

### VH-2162

This dual drive hub has been designed for tandem bicycles. Weighing just 635 grams the rear alloy body has 2 single way bearings and 4 sealed bearings. R.O.C.Patent No.: M471376

☎ 886-7-7011621~5

🌐 www.chinaur.com.tw



## CO-LUCK

### GM-55BT

The iGauge Road Mini Pump from Co-Luck features an aluminum handle and barrel with an extractable hose. However the design pump with its ability to connect to a smartphone via bluetooth 4.0, pump pressure can be easily

read on a free iGauge app on the riders phone. The battery (CR2032) located at the end of handle is changeable, and pump features Thumb-Lock Clever Twin-Valve for locking tightly to Schrader, Presta and Dunlop valves. Max. pressure is 120 psi.

☎ 886-4-24934676

🌐 www.giyo.com.tw



## CHING CHERN

### CC#957

Ching Chern's CC#957 tail fender is for use with 1 1/4~1 3/8, 700x26C~36C tires and is compatible with fender tail 803F.

☎ 886-4-8852429

🌐 www.chingchern.com.tw



## CHOSEN

### Close Drive System:

With Chosen's Close Drive System riders will no longer hear the click, click, click of a traditional freewheeling bike. Chosen have redesigned the hub system so that the ratchet only opens to drive the hub when the rider is pedaling forward. When pedaling stops, the ratchet closes resulting in almost no

ratchet noise or friction. The design also provides a greater efficiency in transmitting power to the hub. Chosen's patented design is available for almost any single or multi-speed bicycle type including: BMX, MTB, road and folding bikes.

☎ 886-4-7588777 / 7588889

🌐 www.chosen-hubs.com





## CO-UNION

### CB-3824SI



Co-Union's CB-3824SI grips are 125mm long and made from silicone. Logo laser-etched/transfer printing available on request.

☎ 886-6-2338551~9

🌐 [www.counion.ttnet.net](http://www.counion.ttnet.net) / [www.counion.com.tw](http://www.counion.com.tw)

## DANKEN

### SPX005472-A Reflective Socks

Danken's high visibility reflective socks increase safety when riding at night. With stretch arch support and a breathable grid knit that is lightweight for speedy drying, the socks are both soft and very comfortable to wear.



☎ 886-2-28883070

🌐 [www.danken.com.tw](http://www.danken.com.tw)

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SHELL WITH DIFFERENT FLEXIBLE AREAS TO ABSORB THE STRESSES

☎ 886-2-27993337

🌐 [www.activeddk.com](http://www.activeddk.com) / [www.strace.tw](http://www.strace.tw)

## DNM

### AO-42RC

The AO-42RC shock from DNM is adjustable in three ways: preload, compression, rebound.

☎ 886-4-22706191

🌐 [www.dnmshock.com](http://www.dnmshock.com)



## E-Z'S WIN

### Wide clincher rim

E-Z's Win's 60mm depth clincher type rim and 27.8mm the body width increases rim's torsion, resulting in better cornering performance. This design characteristically maintains the rim's existing aerodynamic profile. At the same time the rim's extended depth profile gives added momentum for more speed. Furthermore the rims extended body shape improves suspension performance.

☎ 886-4-25652598

🌐 [www.full-tech.com.tw](http://www.full-tech.com.tw)



## FEDERAL

### Response TtT

Designed around an alternating thick / thin tooth pattern and made from fully CNC 7075 alloy, Response TtT chainrings help to create a dependable and highly efficient drivetrain. The rings are available in sizes varying from 26 to 36T to suit rider style and terrain. The added option of oval rings will help riders who wish to conquer the steepest climbs.

☎ 886-4-25322789

🌐 [www.response-products.com](http://www.response-products.com)



## FIRST BICYCLE

### R-CT1

The R-CT1 is a narrow-tooth single-speed chainring for road bikes. It provides superior performance at holding the chain and prevents it from dropping. 100% CNC'd from AL7075, the chainring is available in options of 38, 40 and 42T.



☎ 886-4-26815039

🌐 [www.firstcomponents.com](http://www.firstcomponents.com)

## FIVE BIG

### Freewheel

Five Big's freewheel is cold forged and CNC'd from Cr-Mo. Models are available 16, 17 and 18T for trial bikes; 13, 14, 15, 16, 17 and 18T for BMX bikes; 5H (4H) for tandems ; 30T for fixed gear bikes and 30T for belt drive bikes. The freewheel is available as screw, cassette or wave mounting.

☎ 886-4-24930238

🌐 [www.smtbike.com.tw](http://www.smtbike.com.tw)



## FULCHEE

### F04-10 (Anti-Theft Nut)

Although quick releases have offered cyclists a fast and easy way to install and remove wheels from bicycle frames, they also unintentionally increase the risk of wheel or frame theft. Fulchee's QR features an anti-theft design on the nut end to not only keep the convenient use of bicycle quick releases but also to prevent thieves removing wheels from the frames using common tools.

☎ 886-4-25605818

🌐 [www.fulchee.com](http://www.fulchee.com)



## FRANWHEEL

### BT-1330FADU-FS

Vantly's 20" foldable baby trailer features an alloy frame with adjustable handlebar. Available for bike trailers, strollers and joggers, all comply with EN15918 and EN1888 standards.

Loading weight is 16kg + 16kg + 3kg = 35kg

☎ 886-4-26811511

🌐 [www.vantly.com.tw](http://www.vantly.com.tw)



## GENG HUNG

### GH-565 Magnetic rollers trainers

Geng Hung's training rollers are suitable for 18"-28" bikes, enabling users to get into top shape for cycling. The rollers are specially shaped to guarantee better control of position, and high quality cylindrical bearings ensure many years of trouble free and quiet operation. The roller trainer is very practical, light, manageable, easy to use and takes up little space. The frame can be folded for easier storage or carrying.

☎ 886-4-7511586

🌐 [www.ghbike.com.tw](http://www.ghbike.com.tw)

## GIGANTEX

### CP012 Mono-Integrated-Spoke-System (M.I.S.S)

The M.I.S.S helps serious bikers to achieve their utmost biking pleasure. The unique spoke/web/hub transmission system eliminates unnecessary friction among parts which connect the spokes, hub, and rim body into a wheel. A more direct response to the rider's power input drives this wheel system and consequently less energy is consumed when riding with this wheel set. The use of carbon fiber materials to make spoke/web/hub body helps to increase spoke stiffness, enhance aerodynamic effect, reduce weight and, more importantly, create a better looking wheel system. M.I.S.S. Carbon Spoke System is so far the only wheel set which combines stiffness, stability, light weight, fast acceleration and beauty all in one wheel.

☎ 886-4-8873818

🌐 [www.gigantex.com.tw](http://www.gigantex.com.tw)





**GG**

**GG-R1**

GG's cable actuated hydraulic road disc brake offers smooth and safe braking performance. The patented brake is produced from forged aluminum and CNC procedures, uses non-corrosive mineral oil and is ultra lightweight. The dual piston design makes it easy to adjust the position of the rotor.

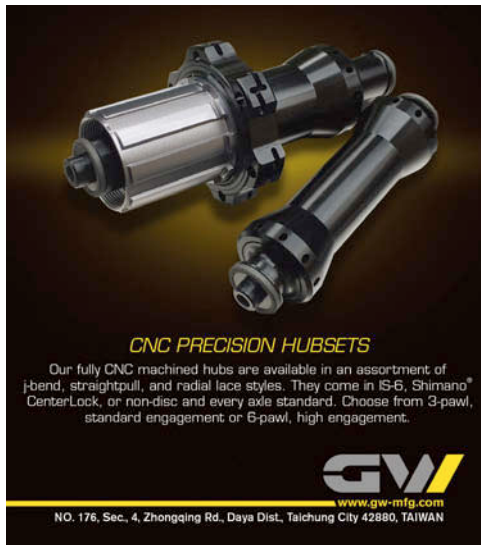
☎ 886-4-7710565

**GUEE**

**AERO-X**

Designed with adjustable wings, the Guee's Aero-X can be mounted on both aero and round seat posts. The Aero-X is a smart brake light that comes with braking sensing technology. When braking the light will increase in intensity and start to flash, allowing other road users to understand that the cyclist is braking. The light also offers a wide

**GLORY WHEEL**



☎ 886-4-25669968

🌐 www.GW-mfg.com



**gquee**

visibility angle, is easy to mount and quick to charge.

@ info@idsasia.biz



**GUMONDER(GMD)**

**FAT BIKE TIRE POWWOW G810**

The open tread pattern of this Gumonder tire is directional with L type knobs and a round profile. The L-type knobs are suitable for fat bikes' low riding speed and provide excellent control. A bridge design connects every block ensuring the fat tire is much stronger, offering easy cornering and good braking control.

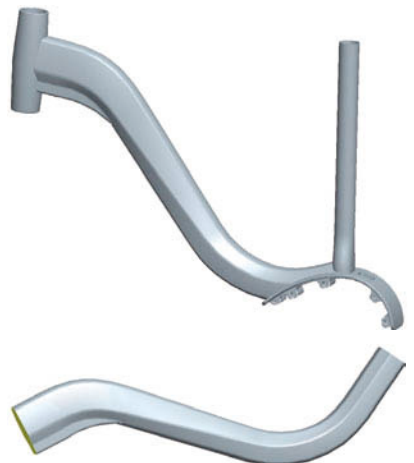
☎ 886-49-2762306

🌐 www.gmd-tire.com.tw

**HUA HSINES**

**HH-D91-8062**

Hydroformed downtubes



☎ 86-755-27225278

🌐 www.huahsines.com.tw



**HAFNY**

**HF-600 / 605**

Hafny HF600 & 605 grips offer ergonomics and stylishness that enhance both the value and practicality of a bike. The special design V-system makes the grip easily

lock onto the handlebar. Both grips and bar-ends can be independently adjusted to suit preference

☎ 886-4-26883285

🌐 www.hafny.com.tw





## HUBSMITH

### HS-R035

HS-R035F/R hubs are designed to capitalize on Hubsmith's 'hub shell structure' design. The hub shell is manufactured by precision machining and tight integration, enabling optimal conveyance of driving force. The hub can also be customized in different colors for overall visual design with bikes. HS-R035R weighs 250 grams, HS-R035F weighs just 142 grams.

☎ 886-4-25379168

🌐 www.hubsmith.com



## JANG HORNG

### JH-401+1 Windmill Bell

Jang Horng's windmill bell features an alloy top on a plastic base with a dimension of 75mm. Packaging is one piece per box, and 50 pieces per carton. Net weight is 4 kg and gross weight is 5 kg. The specifications are 22.2mm 25.4mm 31.8mm.

☎ 886-4-7697835

🌐 www.janghorng.com.tw



## JHEN HONG

### NC nailed Lightweight QR clamps

Jhen Hong's lightweight QR clamps are made from 7075 aluminum with a 64 titanium screw. Available in sizes of 31.8mm and 34.9mm, the QR's weigh just 25 grams and come in colors of black, red, gold and blue.

☎ 886-4-7612052

## IDEATION

### TOOL

#### TL-CTFD040

Ideation's TL-CTFD040 is a folding tool with 10 functions including: 2, 2.5, 3, 4, 5, 6, and 8mm hex wrenches. Also included in this useful tool are a T25 Torx wrench and both star and



flat-head screwdrivers.

☎ 886-2-28825255

🌐 www.ideation.com.tw

## JETSET

### HC-531S

Jetset's HC-531S are available in 27.5" (584x48) and 24" (507x48) sizes. A 27.5+ option is also available.



☎ 886-4-7526232

🌐 www.jetsetrims.com

## JEE ANN

NANOO is the innovative entirely aluminum-made folding bicycle, which is able to fold in 10 seconds and is transportable on its own wheels. Thanks to the architecture of the frame, you can easily transport it while it's bent because, unlike other models of the same category, there's no need to lift the bike; you just have to let it flow with your hand on the handlebars. This characteristic makes the NANOO bike unique and

allows it to be particularly functional for daily movement. Indeed it can be carried everywhere, from apartment to office, market or even restaurants, without risk of a theft.

☎ 886-49-2253116

🌐 www.jeeann.com.tw



## JIANG DING

### 9H-0151

Shimano motor case



☎ 886-6-5976037  
 🌐 www.jdforging.com

## LEKUMA

### E-Ride

The E-Ride folding e-bike from Lekuma is a graceful urban-mobility solution. With its streamlined frame, smart folding system, electric motor and assisted moving wheel, this folding pedelec is small, easy-to-use, smart and extremely comfortable to ride. The E-Ride can be conveniently and quickly folded to fit onto any type of public transport.



☎ 886-4-22513649  
 🌐 www.lekumabike.com

## JIEN YUAN

### A3470

Jien Yuan's A3470 single ring crankset feature 3D hollow forged crank arms with a pedal insert. Made from aluminum 6066, crank lengths come in 170, 175 and 180mm. The set also features a 24.0mm Cr-mo hollow spindle and M18 alloy spindle bolt. Chainrings are CNC'd from 6061 aluminum and are available with 40, 41, 42, 43 or 44 teeth.



☎ 886-4-8910628 / 8910629

## LIH JAW



### LJ-9080 series

(Recommended for securing bicycles, E-bikes, scooters and gates)

- Made of heat treatment alloy steel to resist saw, cutters and hammers.
- The shackle is covered by PVC protection
- Tensile strength is up to 3500~4500 kgs
- Approved by SBSC, FG
- Anti-theft cylinder
- Special in lock flexibility design
- Easy storage with bracket

☎ 886-6-3552181 🌐 www.lihjaw.com.tw

## LINK BICYCLE

### LK-FR1301

Link Bicycle's LK-FR1301 is a Cr-Mo endurance fixie/road lug frame with a classic design. Featuring exquisite welding craft, the frame is available with customized tubing and geometry.



☎ 886-4-8296433 🌐 www.linkbike.com

## KING ROOF

### BC-7832-4K

BC-7832-4K is a hitch mounted bike carrier fitting on 2 inch receiver hitch. The arms fold down when not in use, and the hitch rack tilts down to allow for rear access. The stretchable bike holders and UV resistant straps help offer a superior protective fit for bikes.



☎ 886-4-2683-2568 ext.203  
 🌐 www.kingroof.com

## KENLAN

ITEM#220

NO.220

### PLASTIC HAND PUMP WITH TANK

- Dimension: 686(L)x282(W)x104(D)mm
- Cylinder: 495(L)x35(φ)mm
- Weight: 775g
- Pressure: 120psi(8kg/cm<sup>2</sup>)

☎ 886-2-27252318

🌐 www.coido.com



## KUN TENG

MADE IN TAIWAN ONLY

### Easy and Fast , New Concept for making Reversal !

You don't actually need any tools to remove the driver.



### QL-X41R

Spoke hole : 14/ 32 , 36  
 Axle Dim : M14(Hollow ID5.2)X110X175,180MM  
 Axle Material : Cr-Mo  
 Flange PCD : L : 51 / R : 53MM  
 Sealed Bearing : 4pcs  
 Weight : 505g  
 Driver : L 3 + R 3 with 6 spring, one piece forged driver  
 BMX for 8T,9T,10T,11T 1/8" & 3/32"



☎ 886-4-25661311

🌐 www.Q-Lai.com / www.O-Lite.com.tw

## LOONEY-MAX

RU-9265

Looney-Max's alloy wings are compatible with any rack.

☎ 886-4-8811960

🌐 www.rubis.com.tw



## MAXWAY

Y15R03

Maxway are introducing a 700C stainless steel road racing frame. Featuring a 1-1/8 integrated head tube, a tapered top tube and a bi-oval down tube. The frame is available in either caliper or flat mount. A variety of sizes are available by order.

☎ 886-4-26815668



🌐 www.maxway.com.tw

🌐 www.maxone.com.tw

## MEKKEM

POC28

Mekkem's POC28 is a full carbon seatpost with carbon fiber rail clamp and titanium bolts. The OD is 27.2/31.6mm, and available lengths are ψ27.2: 300~350mm and ψ31.6: 300~420mm. The post weighs just 169 grams (OD31.6-350mm).

☎ 886-4-25611016



## MICROLITE

☎ 886-2-25035696  
 🌐 www.microlite.com.tw



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 SINCE 1972  
 Reflective Materials

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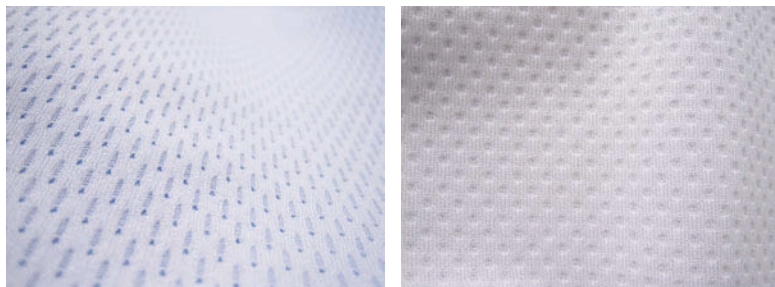
**Features**  
 Microlite produces thin reflective tape with strong stickiness. This product can provide you with a fashionable and useful nighttime safety device. These materials can be utilized in a variety of products, including bags, clothes, shoes, umbrellas, raincoats, helmets, and bicycles.

You can have fun and be creative by designing your belongings to suit your own preferences. Try it now!

**NEW!!**  
 DIAMOND SERIES

## MTC

MTC's UPF 50+ material offers excellent wicking properties and is suitable for sublimation. The material is suitable for any kind of cycling apparel.



☎ 886-4-8763780

## NAN HAI

### NH-992/993

Nan Hai's NH-992 / 993 are wheel chair / tricycle hubs. The hubs utilize a 12 mm cro-mo axle. The entire hubs weigh 355 grams for 992, and 328 grams for 993.



☎ 886-4-25567147~8  
 🌐 www.nanhai-hubs.com

## OTION

### SG (Saddle Grip)

Otion saddle grips serve two functions: to increase grip and to reduce pressure. Otion's grip can be positioned in any of the three contact points between rider and bike—saddle, pedals and hoods, to not only decrease

soreness from riding but also increase grip. The grips allow for secured pedaling power to be applied, enhancing power transmission from rider to bike.

☎ 886-4-22787312



## MING TAY



**MING TAY**

**U LOCK**  
 • MT-5000 • MT-621 • MT-5100S • MT-5203

**CABLE LOCK**  
 • MT-203 • MT-168 • MT-2503 • MT-181

**DISC LOCK**  
 • MT-625 • MT-620H • MT-635

**CHAIN LOCK**  
 • MT-5000C Chain plus • MT-3001 Chain plus • MT-5300S Chain plus

☎ 886-6-2564151  
 🌐 www.mingtay.com.tw

## NANOWIN



☎ 886-7-6248889  
 🌐 www.nanowin.com

## PAN TAIWAN

### Jaguar Adapter

The adapter's Jaguar shape with up & down loading is designed for Garmin & Bryton devices, but can be customized to load other brands of computers. The aluminum 6061 adapter is available in either black or silver, and with weights of 65, 58 and 52 grams depending on model.

☎ 886-2-82265199

🌐 [oem.pantaiwan.com.tw](http://oem.pantaiwan.com.tw)



## RONG BANG



☎ 86-512-57615299

🌐 [www.rongbangcn.com/](http://www.rongbangcn.com/)

## PRESTINE

### PT-186

Prestine's integrated headset, PT-186 features an alloy cover (8mm height) with an alloy cone bearing. The outer dimension is 48mm with a  $\psi$ 39.8 crown race. The upper is 1 1/8" and lower 1.5" ( $\psi$ 28.6x41.8x51.8x39.8).

☎ 886-4-25591888

🌐 [www.prestine.com.tw](http://www.prestine.com.tw)



## PRIME AERO

### CR-DX008-SK2

A 40/40T rear sprocket featuring a two-piece design made for a stable and durable drivetrain. The teeth are made from very strong Cr-mo heat treated steel and the body from AL6066 for its stiffness and lightness. Riders can challenge steep climbs and modify their Shimano cassette with the Mage SK2 40/42T sprockets. Recommended for 1x and 2x drivetrain systems. Comes with longer B-tension screws and redesigned 16T sprocket (CR-S005-16) for smoother shifting and tooth ratio. For installation take out the 15T & 17T sprocket and install the 16T between the 13T and 19T. Add the 40/42T after the largest sprocket.



### HB-MB016-CC

Prime Aero's triple butted eccentric handlebar utilizes Fourier's Control Curve Technology (CC) for absolute control and ergonomic comfort. The control curve bend at the hand grip area serves as an arch support for the hands. Riders benefit from less hand fatigue and greater comfort in all riding positions, creating confident control. Flip over to adjust by +/- 5mm.



☎ 886-4-25391989

🌐 [www.mrcontrol-bike.com](http://www.mrcontrol-bike.com)

## QUAXAR

**TUBELESS SYSTEM**

No Mess, Easy Conversion of Non-Tubeless Rims & Tires to Tubeless



**PRO TUBELESS KIT**

Enough to convert 4 wheels with spares of sealant for maintenance

**UTKP01(Road / Cyclocross)**

- \* 400 ml Sealant
- \* 50 ml Sealant Injector
- \* 20mm x 20m Sealing Tape
- \* 4 x Universal Presta Anodized Alloy Valves

**UTKP02(MTB)**

- \* 400 ml Sealant
- \* 50 ml Sealant Injector
- \* 25mm x 20m Sealing Tape
- \* 4 x Universal Presta Anodized Alloy Valves

☎ 886-47-510082  
 🌐 www.quaxarengineering.com

## RUBAR

### Shadow Stone 50c

Rubar's Shadow Stone 50C is a 700C road carbon fiber & aluminum clincher wheel set with a 50mm profile. Featuring black stainless steel spokes and with 20H front and 24H rear hubs, the wheel weighs in at 1770 grams.



☎ 886-4-24633258  
 🌐 www.achimay.com.tw

## SHUZ TUNG

Shuz Tung make OEM and ODM tubes for bicycles, motorcycles, cars and fitness equipment. The company adopts CAM simulation technology to shorten developing time & increase accuracy rate.

☎ 886-4-26831886  
 🌐 www.shuztung.com



## SAMOX

☎ 886-4-8314959 / 8312586  
 🌐 www.samox.com.tw

### BHM10-20801C

Samox' hollow forged alloy crankarm is stiff and rigid. The 2-in-1 full CNC 53/39T double chainring features an rigid outer chainring of 8mm thickness structure. Precision shifting performance is achieved by specific shifting pin design. BB30 spindle system.



## SHOU MENG

### HighbredLux3

Safety Lights.

☎ 886-4-7878868  
 🌐 www.owleye.com.tw



## TAIWAN HANBIN

Taiwan Hanbin's hydraulic dropper seatpost has been designed to provide reliable actuation. Available in OD: 30.9mm / 31.6mm and travel of 100, 115, 125 and 135mm, the dropper post comes in options for either external or internal routing systems.



☎ 886-04-26110058  
 🌐 www.fastace.com

## TAIWAN POLLY

### Conqueror

The conqueror is an alloy frame 26" MTB. Features include: A speed disc brake, Zoom aluminum handlebar, stem and seatpost, KMC C70 chain and Feimin pedals. The 26" x 1.75 wheels have aluminum double wall rims come, Kenda K1177 tires and steel hubs from Shunfeng.



☎ 886-4-25671146  
 🌐 www.baoliltd.com

## SPEEDFORWARD

### CLASSIC 11

Speedforward's Classic 11 features a perfect collocation of straight pull technology for the spokes.



☎ 886-4-8828716  
 🌐 www.speed-forward.com

## TEKTRO

The Spyre is a dual-piston mechanical disc brake that offers superior performance and is a snap to set up. The standout feature of the brake is the dual piston actuation, where both pads actuate providing even and precise clamping force,



which translates into even pad wear with easy and hassle free adjustments. All of this in a incredibly thin and slender package that works with any of the drop bar levers on the market. Available with 140mm or 160mm rotor.

TRPSlate T4 are lightweight 4-piston mountain bike brakes designed for cross-country and trail riding. The prominent feature of the Slate T4 is its four piston caliper, which offers better braking performance, increased modulation and more efficient heat dispersion. The lever is also Matchmaker and I-Spec compatible allowing easy integration with any shifting system. Available as a brake unit only with the option to select desired rotor size separately.



☎ 886-04-7683999  
 🌐 www.tekro.com

## TOP PATTERN

### KT-325R 2S

Use: Cruiser, Commuter, Kids, Urban,  
 Features: Internal 2 spd Coaster Brake  
 Body: Steel  
 Freewheel: 18T/20T/22T sprocket  
 Rolling System: Balls Retainer  
 Axle: Cr-Mo Steel  
 Axle Dim: 3/8" \* 112mm \* 155mm  
 Weight: 1323g  
 Spoke: 14G 36  
 Flange PCD: 63mm  
 Flange Spacing: 55mm  
 Ratio: 1:1.3  
 Shift Angle: 45°/60°  
 Brake Angle: 60°/75°



☎ 86-755-27726748 / 27726758

🌐 www.ktgroup.net



## TRANS GLOBAL

### Neon outfits

Trans global's neon outfits offer 360 degree reflection visible at distances of over 500 meters. The clothing is made without any material that is harmful to either people or the environment, and are water repellent and wind-resistant. The lightweight range of clothing are also both breathable and non-toxic. Available in a range of brilliant colors.

☎ 886-2-27255600

## TUNG KENG

### SC-100 e-scooter

Developed in conjunction with ITEM design studio from Spain, the lightweight aluminum frame weighs just 12 kg, yet can support a rider of 100 kg. Featuring a quick kick-folding patented design the scooter becomes quite compact so riders can take it with them wherever they go



☎ 886-4-25321000

🌐 www.dkcity.com

## TRIBULL PRECISE



UNEE CREATIVE PRECISION CO., LTD. – ( www.uneeecycle.com ) a skilled and experienced team delivers excellent products based on advanced and innovated technology. Patented Unique Cool Pads equipped caliper to optimize the brake system. More than that, the DUAL sides action mechanical caliper delivers stable and smooth brake force. Superb feeling when enjoy cycling. Please visit our website and check with our sales people for further details!

☎ 886-4-7771179 🌐 www.tribull.com.tw

## TRUE EAST

### B41831

True East's pannier backpack for use on rear carriers features a quick release system and two side pockets. The dimensions of the backpack are 11" x 5-1/2" x 23".



☎ 886-4-26863211

🌐 www.trueeast.com



## U-LIX

### UL-Q3

Because of U-Lix' stand additional dropout mounting position, the UL-Q3 is one of the most reliable quick stands available on the market. It can be used for any 26"-29" bike and is installed with the original quick-releases of the bike without damaging the frame.

☎ 886-4-7631668



## VENZO

### Elemento 29er & Elemento 650B

Venzo's alloy MTB frame comes in 29" & 27.5" versions, each with a post mount brake system. Weight is just 1.40 kg.



☎ 886-4-26877447

🌐 www.venzobike.com

## WINRIDE

### CB7 Chain Breaker



Winrides chain breaker multi-tool has 12 functions. The chrome plated tool offers saved storage space and increased available leverage of the handling grip in a compact and easy to carry tool. Contents can be changed according to customer requests.

☎ 886-4-22715565

🌐 www.imb2b.com/ebook/catalog/winride/

## V-GRIP

### V-LED2PH

V-Grips V-LED2PH saves energy by only using one LED. There are two modes, steady and flashing, and the battery is USB rechargeable. The V-LED2PH is available in shoe or arm options.



☎ 886-6-5935168

🌐 www.v-grip.com.tw

## XON

### XPL-03

Xon's XPL-03 is a full CNC pulley.



### M12 \*142

Xon's M12 \*142 quick release is compatible for Shimano, SRAM, Syntace and DT-Swiss.

☎ 886-3-3830530

🌐 www.xonbikes.com



## YABAN

### New SLA 11 Speed Chains

SLA11 Speed Chain has a unique thinner plate design which creates larger inner space for cassette sprocket entering and departing with smoother, noiseless and high shifting accuracy. The arc guide block design on the inner plate makes the roller movable which will make room for the teeth of cassette sprocket to enter and keep the chain stably on teeth without friction. The design also prevents the chain from falling off when turning backward. The pin power is over 350kgf (4 times higher than EN standard). The pins and rollers are treated with DHA Chromium Carbide heat treatment up to HV1500. Furthermore, the Teflon-coated inner plate will reduce friction giving the chain a high durability of 6000~8000 kilometers.



### Titanium Chain

The desire for lightweight products is an irreplaceable trend. To fulfill this desire, Yaban have introduced the Titanium Chain series which can save more than 30% weight compared to traditional chains. Processed with Ni-PTFE Teflon coating, SLA Superior Lubricating Aid, and DHA Chromium Carbide hardening treatment, the titanium chains have remarkable shifting performance and outstanding durability two times longer than normal chains. Titanium chains are now available for 11, 10 and 9 Speed drive train systems.

☎ 886-6-5932704 / 5934546  
 🌐 www.yaban.com



## YING PAIO



☎ 886-2-28124515  
 🌐 www.yingpaio.com.tw

## YONG QING

### NECO 1

Headset with cable collecting device the cables are hidden in the tube, which not only improves the aesthetic appearance of the bicycle, but also enhances riding safety.



Height: 28.8mm  
 Finish: silver, black  
 Size: 1-1/8"-1.5" front fork tube  
 Material: alloy  
 Shis norm: ec44/28.6 zs56/30  
 ☎ 886-4-23323966  
 🌐 neco.rovebike.com

## YU HUB

### BR-02R

BR-02R is a rear hub for BMX racing bikes. Equipped with a driver system for 72 clicks, 6 pawls to give faster engagement making sure the time gap at the start point can be controlled. The BR-02R is M10\*36H\*110W, bolt type, with sealed bearings for 4 piece, shimano alloy cassette with 16 tooth cog. Flange PCD is 58 and 45mm.

☎ 886-4-8811738  
 🌐 www.yuhub.com.tw





# TITANIUM

**Freehub body Titanium with 3 Bearings.  
No deformation & No rust**



Made in Taiwan

ENRICH YOUR  
CYCLING LIFE

IMAGINATIVE  
TRAVEL

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**SILENCE HUB**  
ITEM NO. A5137BQ

The all new C4 Free-Coaster from Chosen features unique 4 Rail design combining the driving and clutching functions 4 corresponding rails can automatically activate the free-coaster hub.

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+886-4-7588-889



S4x8E MTB  
F 213g/R 214g

SHX005 Fixed gear  
F 253g/R 312g

SHX002 Fixed gear  
F 201g/R 274g

S3x6Z Road  
F 90g/R 203g

S3x6E Road  
F 103g/R 207g

S3x6J Road  
F 90g/R 207g



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SEP 16~18. 2015 AT INTERBIKE BOOTH NUMBER : **9217**



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INTRODUCING

# ALPINE

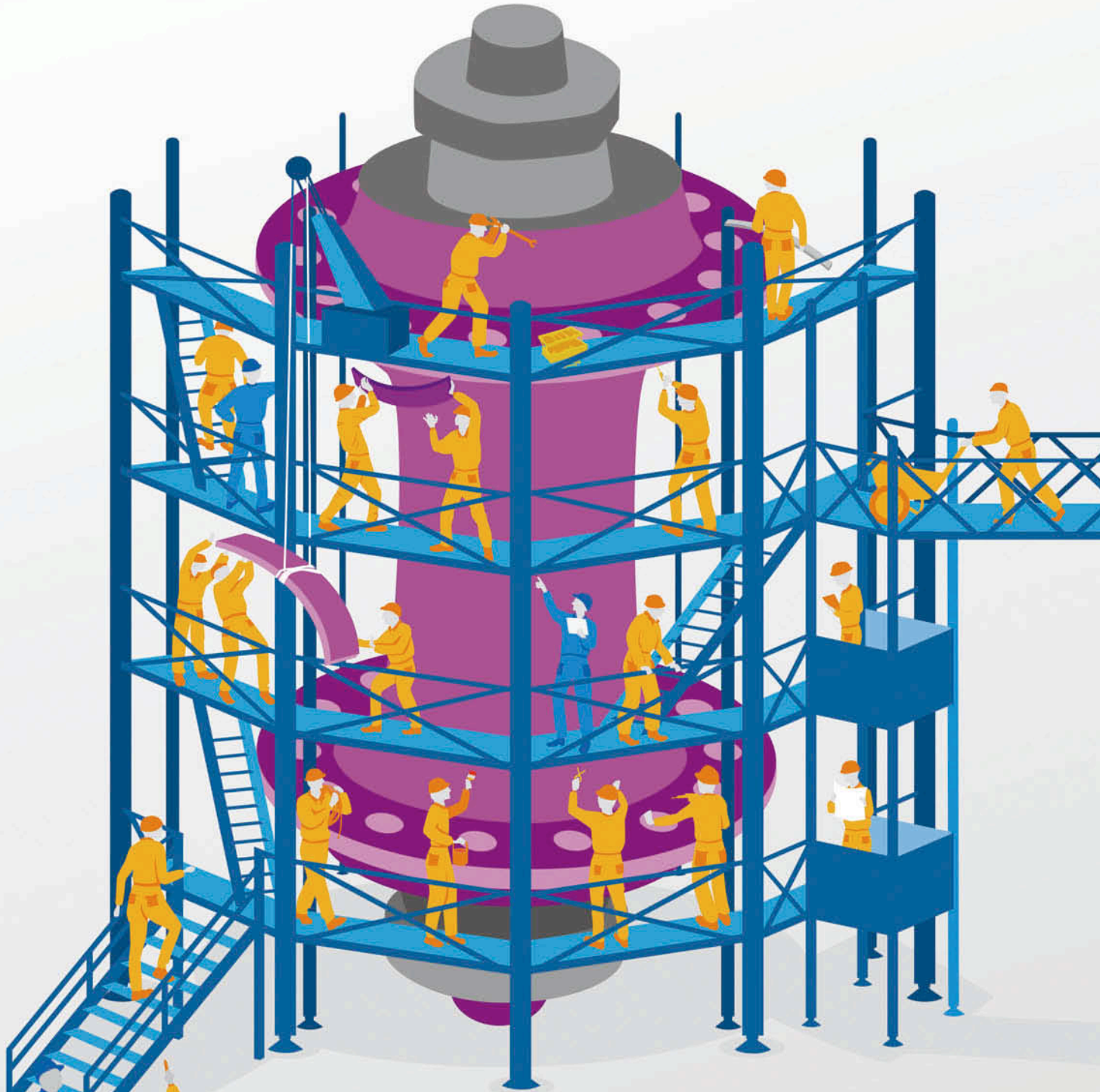
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FAX: 06503.730391  
Email: [wangsheng@hcm.vnn.vn](mailto:wangsheng@hcm.vnn.vn)

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TT	████████	████████	████████
Cyclocross	████████	████████	████████
Gravel	████████	████████	████████

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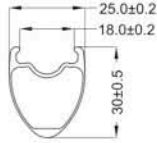
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E-mail: [kenneth@adktec.com](mailto:kenneth@adktec.com) / [alex@adktec.com](mailto:alex@adktec.com) Contact: Kenneth Yen / Alex Chen  
No. 2-2, shenging Rd., Qingshui Dist., Taichung city 436 Taiwan  
No.792, Sec. 2, Taiwan Blvd., Xitun Dist., Taichung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



**MODEL: AKRI12-WH(F/R)**  
MTB 27.5" Carbon Tubeless Ready rim  
Deep profile 30mm  
3K/UDM Finish  
MTB 27.5" 24/28 holes  
O.L.D(F/R)-100mm/135mm  
Alloy Hub 6061-T6,SB or Shimano,SRAM  
Spoke 14/15G stainless

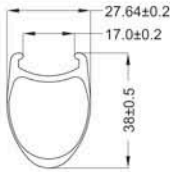


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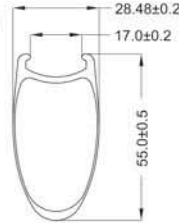
**NEW**

**MODEL: AKRI13-WH(F/R)**  
700C Carbon Clincher/MTB 29" rim  
Deep profile 38mm  
UDM Finish  
700C 20/24 holes  
O.L.D(F/R)-100mm/130mm  
Alloy Hub 6061-T6,SB or Shimano,SRAM,Campagnolo  
Spoke 14G stainless



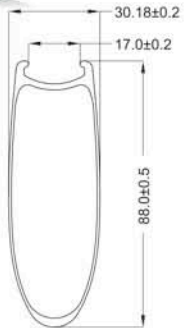
**NEW**

**MODEL: AKRI14-WH(F/R)**  
700C Carbon Clincher rim  
Deep profile 55mm  
UDM Finish  
700C 20/24 holes  
O.L.D(F/R)-100mm/130mm  
Alloy Hub 6061-T6,SB or Shimano,SRAM,Campagnolo  
Spoke 14G stainless



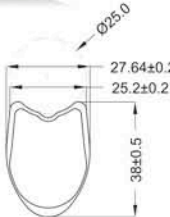
**NEW**

**MODEL: AKRI15-WH(F/R)**  
700C Carbon Clincher rim  
Deep profile 88mm  
UDM Finish  
700C 20/24 holes  
O.L.D(F/R)-100mm/130mm  
Alloy Hub 6061-T6,SB or Shimano,SRAM,Campagnolo  
Spoke 14G stainless



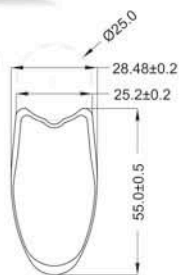
**NEW**

**MODEL: AKRI16-WH(F/R)**  
700C Carbon Tubular rim  
Deep profile 38mm  
UDM Finish  
700C 20/24 holes  
O.L.D(F/R)-100mm/130mm  
Alloy Hub 6061-T6,SB or Shimano,SRAM,Campagnolo  
Spoke 14G stainless



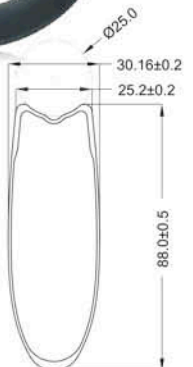
**NEW**

**MODEL: AKRI17-WH(F/R)**  
700C Carbon Tubular rim  
Deep profile 55mm  
UDM Finish  
700C 20/24 holes  
O.L.D(F/R)-100mm/130mm  
Alloy Hub 6061-T6,SB or Shimano,SRAM,Campagnolo  
Spoke 14G stainless



**NEW**

**MODEL: AKRI18-WH(F/R)**  
700C Carbon Tubular rim  
Deep profile 88mm  
UDM Finish  
700C 20/24 holes  
O.L.D(F/R)-100mm/130mm  
Alloy Hub 6061-T6,SB or Shimano,SRAM,Campagnolo  
Spoke 14G stainless





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SIZE	WEIGHT (g)
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26" / 559x64	980g (W/Circle CutOut)
24" / 507x64	882g (W/Circle CutOut)
20" / 406x64	787g (W/Circle CutOut)



### HC-3579

SPOKE FINISH OPTIONS JOINT | 32H 36H COLOR W/Eyelets PINNED

SIZE	WEIGHT (g)
26" / 559x76	1170g
26" / 559x76	1050g (W/Circle CutOut)
26" / 559x76	940g (W/Circle CutOut)
24" / 507x76	885g (W/Double Circle CutOut)



### HC-5799 **NEW**

SPOKE FINISH OPTIONS JOINT | 32H 36H 64H COLOR W/Eyelets PINNED

SIZE	WEIGHT (g)
26" / 559x93	1055g (W/Circle CutOut)



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# A&J Firmly Rooted in China & SE Asia

Text & Photos: Editorial Dept.

Although most of the Taiwanese bicycle manufacturers that moved offshore at an early date established plants in China, A&J Enterprise Co. Ltd., was attracted to Southeast Asia, and initially established a plant in Vietnam to produce products for export to Europe. Afterwards, when the European Union imposed anti-dumping duties on Vietnamese-made bicycles, A&J sold its Vietnamese plant to another Taiwanese firm, and then established a plant in Cambodia in 2005. After intensive efforts in Cambodia over the course of a decade, A&J has achieved significant results, and has successfully shifted to manufacturing mid-/high-end models. Thanks to putting strong emphasis on high quality and steady management, A&J has won the trust of its global customers. In order to meet orders, apart from its exist-

ing plant in Cambodia, A&J has recently established new plants in Vietnam and Huaian, China.

A&J's Cambodian plant occupies 70,000 square meters, and has four production lines. This plant produced roughly 600,000 bicycles in 2014, and generates revenue of NT\$5.0 billion (approx US\$153 million) annually from bicycles with an average unit price of around US\$270.

Many prominent European and American brands have established partnerships with A&J, which has proved itself worthy of its customers' trust and support. According to A&J President, Arthur Hsu, the company focuses exclusively on development of its core specialty, makes sure business is handled properly, and devotes great effort to ensuring that factory quality, productivity, and timeliness of deliveries are constantly improving. A&J has



▲ A&J President, Arthur Hsu has strong personal views concerning the market.

adopted management SOPs several times over the past few years, which has enabled it to sharply reduce costs and lessen overtime expenditures. In addition, its local employees are becoming less prone to going on strike, which has boosted productivity. A&J can meet its customers' delivery



▲ The A&J Bicycle Experience Outlet formally opened in Huaian's Qinghe District on May 2.



▲ A&J's 70,000-square meter Cambodian plant.

requirements more than 90% of the time, and it has continued to make its operations more efficient, which has given global customers even more confidence in A&J's products. A&J's Cambodian plant currently employs approximately 1,900 workers, and there are a total of nearly 2,000 persons at the plant when management staff is included.

Responding to the needs of global markets, A&J has established new plants in Vietnam and

the city of Huaian in China's Jiangsu Province. The Huaian plant occupies 66,000 square meters, and will chiefly produce bicycles for sale on the domestic Chinese market and e-bikes for export to the European and American markets. A total of 400-500 employees will initially bear responsibility for production, painting and assembly duties. The plant's e-bikes will employ Shimano components, and unit prices are expected to be around €2,500-3,000. The

plant will also produce bicycles for sale on the domestic Chinese market under the company's Exodus brand name. A first direct sales shop opened in Huaian on May 2, 2015, and President Hsu has noted that A&J will initially sell its bicycles in China via company shops and franchise bicycle shops. Plans call for the establishment of ten company shops and a number of franchise shops in Jiangsu Province



## Top Pattern's New Huaian Plant to Open Next Year

Text & Photo: Editorial Dept.

The city of Huaian, located in China's Jiangsu Province, has been actively recruiting manufacturers during the last few years, and a number of Taiwanese firms have located there. For example, Top Pattern (SZ) has already broken ground on a new plant in Huaian. This 48,000-square meter plant is on a five-hectare site located adjacent to UCC's plant. The new plant is along a major road, and has a good environment. Top Pattern plans to hold an opening ceremony on the final day of the 2016 Shanghai Cycle show.

Top Pattern has operated in Shenzhen for many years, and has established an outstanding reputation in China. Company President, Eric Chen is devoted



▲ Top Pattern President, Eric Chen (left) and his son, Daniel Chen outside the company's new plant in Huaian.

to quality and R&D, and Top Pattern's products are widely accepted in Europe, the US, Canada, Latin America, and Southeast Asia. The company currently em-

ploys 500 people, and has an annual aluminum hub output of 15 million units, steel hub output of 12 million units, and a foot brake output of 5 million units.



# Continuing Evolution for ADK Wheel

Text & Photos: Editorial Dept.

Founded in 2004, thanks to the outstanding performance of its high-tech carbon fiber frames in several Tour de France stages and World Cup victories, including numerous new records, the ADK Group has established a reputation for consistent quality and excellence over the past ten years. Apart from the successful establishment of its Huizhou plant in China, the company is determined to keep its roots in Taiwan by upgrading its Chingshui plant. ADK hopes to take advantage of its technology and R&D achievements to produce high-end carbon fiber rims chiefly in Taiwan.



▲ (From left) ADK Deputy Manager, Kai Lin; COO, Kenneth Yen; Sales & Marketing President, Nancy Peng and Plant Manager, Bryan Suen.

## Carbon Fiber Rims

According to ADK COO, Kenneth Yen, the future will see an even greater trend toward carbon fiber rims, and the demand for high-end rims will continue to grow. Using its successful carbon fiber rim making experience in China, ADK officially transferred the company's rim production lines back to its Taiwan plant between 2008 and 2009. At present, rims account for 50% of the Taiwan plant's total sales. In early 2015, ADK developed 10 major products, including its currently popular aero and disk brake road

bike rims. All of the company's products result from a systematic development process that focus on both styling and function. During Taichung Bike Week, ADK plans to introduce clincher, tubeless ready, and beadless clincher (hookless) carbon fiber rims suitable for MTB 27.5" plus, 29" trail, and enduro specifications.

## THHE rim technology results in top-quality rims

ADK rims utilize THHE technology, which involves four

high-tech industry processes yielding a lighter weight, superior heat and wear resistance and greater structural durability:

1. Swedish Textreme spread tow fiber is an ultra-thin fiber that is used in F1 racing products. ADK also uses this technology in its championship frames, and is introducing it in its carbon fiber rims.
2. High TG is a heat-resistant resin molded at the high temperature of 210°C, and can prevent heat damage to rims.
3. HAV nano fiber is a composite material that not only offers



▲ ADK, determined to keep its roots in Taiwan, has upgraded its Chingshui plant.



▲ ADK Group put many years of expertise in carbon fiber frame technology into the development and manufacture of its high-end carbon fiber wheels.

heat resistance, but also increases wear resistance.

4. ADK has applied EPS high-temperature one-piece internal molding technology (also used in high-end frames) to rim production. Because this method involves 360° core molding, it can resolve the problem of dead angles in ordinary bag molding, and achieve stronger and more solid structures.

Furthermore, ADK has also developed an automated 12-axis spoke hole processing machine with mechanical arms. This machine can automatically drill internal and external holes at the same time, and can perform eccentric hole drilling with various angles and deflections. Apart from using upgraded production technology, ADK has also established strategic alliances with such spoke and hub manufacturers as Sapim and DT-Swiss, and the companies' joint R&D and

production have enhanced the precision and quality of the resulting wheels.

### Improving development and testing technology

According to Kenneth Yen, in response to increasingly strict testing standards in Europe, and in order to meet international standards at the development stage, ADK has introduced a ISO and DIN testing unit that can test temperature increases during braking and ensure zero heat-warping of rims. The company has replaced its past CEN standards with ISO international standards, and performs tests of vibration, fatigue, and deflection. Moreover, the company has also invited a top-notch UCI designer to develop a multi-angle UCI impact testing machine ensuring compliance with regulations. To achieve optimal quality, ADK

performs rigorous structural development and production control using aviation and medical X-ray testing instruments during mass production, ensuring consistent quality from development to mass production.

### Teamwork

ADK employs a team management model involving professional managers, and has made the joint development of superior products its overriding goal. ADK possesses a highly effective team with members from Taiwan specializing in such areas as management, technology, and production. ADK's "made in Taiwan" spirit seeks to convey its pride in Taiwan and spirit; its values are those of Taiwan, and it relies on the spirit of Taiwan to enhance its high-end image. 🌀

# Neco Launches Differentiated New Products

Text & Photos: Editorial Dept.

Located in Wufeng District, Taichung, Neco not only occupies a modern office building, but has also taken advantage of a rich local ecology by building a pavilion, a pond, and a water-wheel. The company also raises chickens and pigs, and grows more than 20 varieties of crops, including litchis, passion fruit, longans, and jaboticaba, which makes this a green ecological factory.

## Intelligent headset hidden cable routing

Neco's R&D team has developed the Neco headset with hidden cable routing. A cable hole made between the upper and lower cups allows the brake and gearshifting cables to pass through. This ensures that the cables will be hidden as they run through the frame and head tube allowing for better aesthetics and protection, reducing wind resistance, and ensuring a neat appearance. For its part, the Neco 3 intelligent mobile power supply employs an extruded alu-

minum handle and has a removable design. The power supply is hidden inside the head tube, and has a simple structure. It is highly compatible, has a protective cap to keep out moisture and dust, and has a capacity of 3,000 mAh. Neco is currently entering the Neco 3 in various design competitions, and has high hopes of winning awards. In the future, Neco will continue to incorporate GPS functions and apps in order to create products offering maximum utility.



▲Neco Wang, president of Neco, has high expectations for the highly differentiated new Neco1 and Neco3 products.



▲ The exterior of Neco's office building in Taiwan has a modern flair.



## Diversified chainwheels and headsets

Neco's chief products include headsets, bottom bracket sets, and pedals. As the market grows increasingly mature, Neco has begun developing and designing chainwheel and crank sets during the last few years. It is also continuing to improve its production technology, and has begun testing the waters in Taiwan's OE market. Major chainwheel and crank set products include the KA401 and KA501, which are designed for use on MTBs and road bikes. In the future, Neco hopes to gradually enter the mid-/upper-end market. Apart from this, Neco is also looking into the development of chainwheel and crank sets for track bikes. The company looks forward to taking advantage of its tooth-tip processing technology to provide high-stiffness products with highly competitive prices. Many young cyclists hope that the products will be widely available, and consider them to be functional and attractive. Neco has listened to consumers, and has developed stunt bike headsets that are attractive, appealing, and fun.

According to Neco President Neco Wang, Neco has four production sites in Taiwan and China, and these are located at Wufeng, Taichung; Guangdong (SDI Corporation); Jiangsu (Jurongzhi plant) and Tianjin (Jinghai plant). These plants have



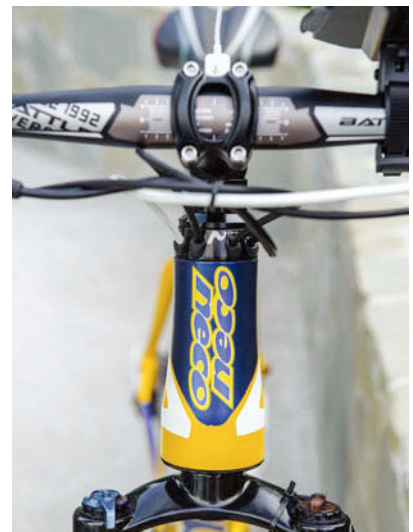
▲ The park-like area outside the plant contains rich flora and fauna, and has more than 20 varieties of crops—This is the "happy farm" of President Wang's mother.



► The Neco 3 intelligent mobile power supply employs a removable design and is hidden in the top tube; it can be used for many purposes and has a capacity of 3,000mAh.



had varying sales levels, but the company's sales as a whole have remained steady, and grew by 5% during the first half of 2015. With the highly differentiated new Neco 1 and Neco 3 products showing great promise, Neco's future looks bright.



▲ The Neco 1 headset with hidden cable routing not only eliminates cable tangles, but also exemplifies the brand image.

◀ Neco has embarked on chainwheel and crank R&D and design during the last few years, is continuing to improve its production technology, and possesses tooth-tip processing expertise.



▲ Numerous young cyclists consider Neco's products to be both functional and attractive. Neco has introduced stunt bike headsets that look good and work well.

# A-Team: Leading Towards Excellence

Text: Editorial Dept.

Taiwan's A-Team held its 5th seasonal meeting on July 24th, 2015. At the meeting in addition to sharing related industrial information with its members, Franz Chen, founder and CEO of Franz Porcelain, and Prof Rung-Tai Lin, chairman of Taiwan Design Center spoke about the importance of innovation design and communication including different domains for brand establishment and future

development of enterprise.

J.D. Components Co., Ltd, Alex Global Technology Inc. and Cheng Shin Rubber Ind. Co., Ltd also shared their experiences in their domains, and of trends in industry development.

A-Team Chairman, Robert Wu says, future trends of the bicycle market were discussed from a Global Strategic Business Report with the belief that the Asia-Pacific market area is grad-

ually growing and will exceed 50% of global market in 2020. China will continuously occupy nearly 50% of the market, and India will take an attention-worthy 20%. Furthermore, the A-Team sees electric-assisted bicycles as a growing market segment and hopes to help the Taiwan bicycle industry make best of chances in the global market for electric-assisted bicycles and smart bikes.



▲ A-Team President, Robert Wu (left) thanked the Taiwan Design Center Chairman, Rong Tai Lin (right) for sharing information on the importance of innovative design and brand building.



▲ A-Team President, Robert Wu (left) presented a gift of gratitude to Franz Porcelain CEO, Franz Chen (right), for sharing his culturally creative ideas and successful experiences.

## Sharing from members

At the meeting, Alex Global Technology Inc., Cheng Shin Rubber Ind. Co., Ltd and J.D. Components Co., Ltd shared their opinions of technology developments, brand culture and industrial trends. Alex Global Technology mentioned that there were 90 to 110 wheel manufacturers in China—seven times the quantity in Taiwan. In the face of these overwhelming numbers, Alex vertically integrated their product process and quality, and also established a research and development center for training, making the enterprise deeper in core technology, production facilities and improving market competitive strength. The company also extended product lines to diversify their market development.

Cheng Shin Rubber shared their enterprise culture which is based on the concept of “Home”, emphasizing trust in employees, suppliers and customers as their premise. In addition, the company focused on developing the management target of 100% quality, 100% service and 100% trust on safety to achieve strategic target on continuous innovation, internationalization and stable growth for the entire MAXXIS family. In brief, win-win is the ultimate goal for Cheng Shin Rubber.

J.D. Component shared their market observation showing opportunities in the international



bicycle industry and also mentioned the good prospect offered by electric-assisted bicycles. The company also foresees the increased importance of electronic components and development of related parts to the market. J.D. Component also made progress on the integration of smart electric bikes with smart handheld devices.

### Performance Process of Three Main Ideas: “By Platform, By Progress and By Popularization”

The A-Team’s developing strategy, “By Platform” focuses on arranging courses for members providing knowledge similar to the information shared by Franz Chen, founder and CEO of

Franz Porcelain with Rung-Tai Lin, Chairman of Taiwan Design Center who spoke of successfully implementing “Cultural Creation” in products and finding products that “Touch your heart”, “Inspire your imagination,” “Enrich your life” and “Express your feeling”.

“By Popularization” courses are for manager candidates, new comers and cooperating suppliers. The first stage of the TPM course finished on June 25. The second stage of TQM courses started on July 17 and focuses on factory work and manager candidates training. The A-Team hopes to make all attendants a seed trainer that can apply their training in practice and further spread their knowledge to every factory, making bicycle industry the driving force of Taiwan industry. 🌀



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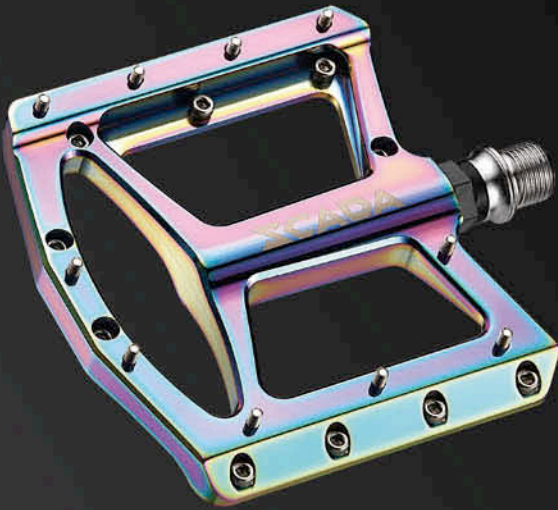
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**SC-BC650** / 388 g/pair



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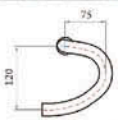
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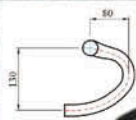
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2. MORE STABLE
3. MORE COMPETITIVE

## STRENGTHEN HANDLEBAR



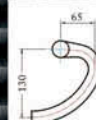
### ADZE-FR89

Material: Carbon Fiber  
Bar center: 31.8mm  
Width: 400, 420, 440mm  
Weight: 205gm (for 420mm)



### ADZE-FR37

Material: Carbon Fiber  
Bar center: 31.8mm  
Width: 400, 420, 440mm  
Weight: 210gm (for 420mm)



### ADZE-FR31

Material: Carbon Fiber  
Bar center: 31.8mm  
Width: 400, 420, 440mm  
Weight: 210gm (for 420mm)



### ADZE-FM05

Material: Carbon Fiber  
Bar center: 31.8mm  
Rise: 15mm  
Backsweep: 9°  
Width: 660mm-750mm  
Weight: 195gm (for 700mm)



### ADZE-FA31

Material: Carbon Fiber  
Bar center: 31.8mm  
Rise: 0  
Backsweep: 9°  
Width: 580mm-750mm  
Weight: 180gm (for 700mm)



### ADZE-FAT

Material: Carbon Fiber  
Bar center: 31.8mm  
Rise: 0  
Backsweep: 4°  
Width: 580mm-750mm  
Weight: 180gm (for 700mm)

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e-mail: carbon.advance@msa.hinet.net



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 Tel:886-4-8651616 Fax:886-4-8651751 E-mail:h616@ms69.hinet.net  
 www.hershengcycle.com.tw



**HS-RA-100**

Material	ALLOY
Bar bore	26、31.8mm
Width	390-440mm
Drop	150mm
Reach	98mm



**HS-RA-125-2**

Material	ALLOY, STEEL
Bar bore	25.4、26mm
Width	390-440mm
Drop	125mm
Reach	80mm



**HS-RA-105-2U**

Material	Alloy
Bar bore	25.4、26、31.8mm
Drop	125mm
Width	390-420mm



**HS-RA-02-10**

Material	ALLOY, STEEL
	CR-MO
Bar bore	25.4、26mm
Width	390 - 500mm



**HS-878**

Material	Crmo 11 or 13
Butted DB	heat-treatment
PG	Steel, Crmo, Alloy
Width	680、712、720mm
Raise	203、209、216mm
Back sweep	12°



**HS-9101**

Material	Forged 6061 T6 Alloy
EXT.	90.100.110mm
Bar bore	31.8mm
Diam	28.6mm
Height	42mm
Angle	±7°
N.W	156g(100L)



**HS-801-WAR**  
**HS-801-WA**

Material	Wood, Alloy clamp
Width	340mm until 420mm
Bar bore	25.4mm
EIV	ISO 4210



**HS-626-H**

Material	Crmo
EXT.	80-120mm
Bar bore	25.4、26mm
Diam	25.4、28.6mm
Height	66mm
Angle	±10°



**HS-720**

Material	Crmo
EXT.	80-100mm
Bar bore	25.4、26mm
Diam	22.2、25.4mm
Length	160mm
Weld	Smooth



**HS-27D**

Material	Steel, Crmo
EXT.	80-120mm
Bar bore	25.4、26mm
Diam	22.2mm
Length	150mm
Angle	-5°、-10°
Weld	Smooth



ISO 8098 / ISO 4210

HER SHENG

**Our Company has Micro-Computer Testing Machinery to Guarantee Our Handlebars and Stems Pass European Standards. All of our products are made in Taiwan.**



# MUTATION



2015 EUROBIKE  
August 26th – August 29th

**FLN**

Booth-FG-B8/1



MAY 6-9, 2016

Scale : 150000m<sup>2</sup>/7500booths

# CHINA CYCLE 2016

The 26<sup>th</sup> China International Bicycle Fair  
China International E-bike & Parts Fair 2016  
Shanghai International Outdoor Cycling Products Fair 2016  
China International Motorcycle & Parts Fair 2016

*Venue : National Exhibition and  
Convention Center (Shanghai)*



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CrazyCycling

**CONTACT : Shanghai Xiesheng Exhibition Co., Ltd.**

Tel : +86-21-32513000 Fax : +86-21-32513220 Mr. Dai Xianjun (Stanley) dxj@e-chinacycle.com

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Pro-C1960EP1

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skype : propalm5  
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**VICTOR**  
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assembling  
instruction



Demo  
Video

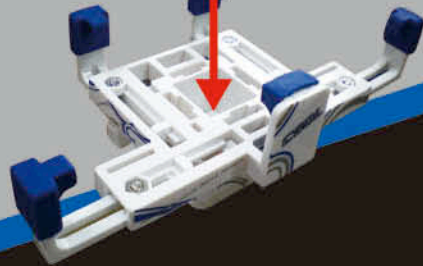


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2016

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Ø 31.8MM

HANDLEBAR  
**LGH-N06**



Ø 35MM



Ø 31.8MM / Ø 35MM  
EXT 35MM

STEM  
**LGS-7939**



Ø 35MM  
EXT 25MM / 30MM

STEM  
**LGS-7735**



3D FORCE

Ø 31.8MM / Ø 35MM  
EXT 45MM / 60MM

STEM  
**LGS-7740**

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**Technical features**

- Open hydraulic disc brake system
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- Master cylinder with reach adjustment
- Patented "EZ-out" brake pad replacement
- Window for driver easily inspect if pads have worn, clean and mud out
- Perfect for XC, TRAIL, AM

**2 Piece Rotor**



# Logan

THE ULTIMATE CONTROL SYSTEM



# HD brake

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Easy installation, adjustment and maintenance

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Free angle of hose connector for varied frames.

Easy pads replace from top.

### LEVER

Carbon fiber lever blade. Tool free reach adjustment.

Two pieces hinged bracket.

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▲ Aluminum alloy combined with palisander bar. With the combination of the modernity of contemporary aluminum forging technology and the classic of elegant palisander wood



▶ 3D Forged Stem  
Extension: 80,90,100,110,120mm  
Bar Bore: 31.8mm  
Angle: +/-6°  
Height: 40mm  
Weight: 150g(100mm)



▲ Forged Aluminum Caliper Brake  
With Patented Quick-Release Mechanism  
Dimension: 47mm-57mm  
Weight: 160g/pc



▲ Forged Aluminum Arms  
Bar Bore: 31.8mm  
Weight: 188g



◀ Resin Bracket And Forged Aluminum  
Lever With Qr Mechanism  
Suits Side Pull Caliper  
Weight: 137g/pc

**XING JYE INDUSTRIAL CO.,LTD.**

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12-14 Oct. Taiwan Hardware Show Taichung, Taiwan

20-23 Oct. Taichung Bike Week @ J2 EverGreen Hotel, Taiwan



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# YI ZHAN

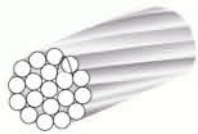
## Cable Housing & Wire

● **BRAKE Outer Housing: 2P 5mm**

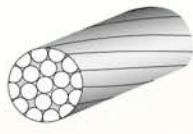
● **GEAR Outer Housing: SP 4mm**



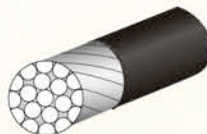
### ● Inner Wires Specifications



GAR(Galvanized steel)  
STR(Stainless steel)

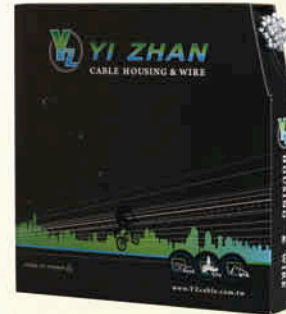


GAS(Slick-galvanized)  
STS(Slick-Stainless)



PTF-GAS(Teflon Slick-galvanized)  
PTF-STS(Teflon Slick-Stainless)

Inner Wire A/M set 100PCS / BOX



### Outer Cable And Inner Wire A/M Set



YZ-A40-Z6



YZ-E2-Z6



PTF-STS/RED



YZ-10563

1.5mm X 2100mm 7X7 & 6X9 2PCS / BOX

### Outer Cable A/M set 50M/ BOX



### ● End Cap

▶ End Cap L : 23mm



5mm YZ-15501 15502 YZ-15508 15509

▶ Gear Sealed End Cap L:15mm



YZ-15431S YZ-15432S



YZ-14303 14304 14305 14306 14307

▶ Gear End Cap L : 13mm



YZ-13431 YZ-13432

▶ Brake End Cap L : 15mm



YZ-15576 YZ-15575

▶ In-Line Adjuster



YZ-082805-R YZ-082805

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### FOR GEAR HOUSING WEIGHT

The test Housing length:	300mm
	Weight
Ordinary Housing	9.5 g
AL-SP Housing	6.5 g

# Ming Cycle to Fire up Changzhou Plant by Yearend

Text & Photos: Editorial Dept.

Ming Cycle currently has plants in Taiwan and China. The Taiwan plant has an annual capacity of 300,000 bikes, employs 260 persons, and produces various bicycle types on an OEM basis for leading brands in Europe and the United States; the plant's bicycles are sold in 40 countries throughout Europe, North America, Oceania and Asia, and the company's large sales team provides highly customer-oriented service.

Ming Cycle has invested US\$36 million in the construction of a third plant in the Chinese city of Changzhou. Work on this plant, which will have a planned annual capacity of one million bicycles, began in June 2015, and it is expected to be completed and enter production by the end of the year. On July 10, Ming Cycle held a 15th anniversary celebration for its original Chinese plant.

## Plans for the three plants

According to Ming Cycle President, Tai Shan Chang, the Changzhou plant represents Ming Cycle's largest single factory investment during the 25



▲ Tai Shan Chang, president of the Ming Cycle Group, gives a speech at the anniversary event.

years since the company was founded. After it comes online, the new plant will boost Ming Cycle's annual capacity to 2.5 million bicycles, which will have a value of roughly NT\$10 billion. When it is up and running, not only will the new facility be the largest bicycle assembly plant in the Changzhou, but it will also leapfrog Ming Cycle's plant in Taiwan. The Changzhou plant will have an initial site area of 8 hectares, and will include several aluminum frame welding lines, painting lines, and assembly lines. The company plans to differentiate its first and second Changzhou plants, acquire



▲ Kenda Vice President Jimmy Yang congratulates Ming Cycle in his speech.

cutting-edge equipment, further improve product quality, and make exquisitely-styled high-tech products. Ming Cycle is aim-





▲ Ming Cycle (Changzhou) General Manager, Kun Huang Hung.

ing at OEM orders for bicycles priced over US\$200, and expects to rely on its highly competitive prices and even better quality to meet the requirements of major international brands.

### Plans for stock listing in Taiwan

Ming Cycle's first and sec-

ond Changzhou plants occupy a total of 15 hectares and have a total of 90,000 square meters of floor space. There are currently steel frame welding lines, aluminum frame welding lines, five painting lines, and five assembly lines. Total production capacity is 1.5 million bicycles, and the plants have recently been running at full capacity. Ming Cycle's

decision to establish a third plant at Changzhou was motivated by the fact that there is an extensive bicycle supply chain—including factories producing such major products as aluminum tubing, chains and tires—located within a 100-kilometer radius of Changzhou, and it is only 1-2 hours by car or bus from Changzhou to such other major cities as Wuxi, Taicang, and Kunshan.

Ming Cycle sold a combined total of approximately 1.42 million bicycles last year, and the group had total sales revenue exceeding NT\$6.7 billion. Throughout the past 25 years, Ming Cycle has ranked third among Taiwanese bicycle manufacturers—behind only Giant and Merida. Finally, President Tai Shan Chang has let it be known that Ming plans to apply for listing on the Taiwan Exchange in 2017 as a class F stock. 🌀



▲ Foreign co-operating partners give gift to Ming Cycle Chairman, Tai Shan Chang (fourth from right) and the company's shareholders.



# UCC to Set Up New Factory in Huaian

Text & Photos: Editorial Dept.

In order to have a better arrangement and development in China, UCC chosen to set up a second production plant in Huaian seat in east China. UCC's new factory occupies a land area of 100 acres, is expected to be completed before the end of next year.

At the meeting, UCC Chairman, Richard Lin stated that 2015 marked the 25th anniversary of UCC, and that the building of the Huaian plant was a milestone for UCC, as well as a

new beginning.

## Steady growth and rational distribution

UCC was founded in 1990, in Guangzhou's Economic Development Area, with the aim of producing mid/high-end sports bicycles. Covering an area of over 16,000 square meters, the company currently has more than 450 employees, producing 400,000 bikes annually and exports products to Japan, the

United States, Australia, New Zealand, Switzerland, Canada, the EU and other countries. In 2008, UCC started selling their bikes in the Chinese market, and in 2013, passed the milestone of 100,000 annual bike sales. In 2014, UCC's solid product quality and brand reputation helped the company to grow even against a background of overall sales decline in the bike industry.



# KMC China HQ and R&D Center Ground-breaking

Text & Photos: Editorial Dept.



**K**M C Group, the world's largest bicycle chain supplier, held a groundbreaking ceremony for their new operations headquarters and R&D center on May 8, at Taicang, China. With it the KMC Group officially launched the next few years layout for development in mainland

China. The development plan is divided into three stages. The first stage calls for the completion of the HQ and R&D Center construction by the end of 2016. The second stage should see the final setting up of the R&D center by the end of 2017. The third stage is for the KMC Group to

consolidate and expand its manufacturing business group.

KMC Group strategic investment partners including Shimano, Giant and Merida were among the guests offering congratulations. 🌀



▲ KMC President, Robert Wu hosted the groundbreaking ceremony for Group HQ and R&D center in mainland China.



▲ KMC China General Manager, Daniel Wu.



▲ (From left) KMC CEO, Charles Wu; Deputy General Manager, Deborah Wu and Kent CEO, Arnold Kamler.



INTERBIKE BOOTH NO.31226  
EUROBIKE BOOTH NO.A5-413

HighbredLux 3



# Safety Lights

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# Side guard

Patent License



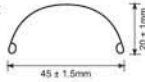
CC#011



CC#957



Tire : 1 1/4-1 3/8, 700x28C-38C  
 Material : Alloy  
 Compatible with fender tail 803F



CC#959



Tire : 1 1/4-1 3/8, 700x28C-38C  
 Material : Alloy  
 Compatible with fender tail 803F



CC#675

For 36T, 38T, 40T, 42T  
 Material : Alloy & Steel  
 Tolerance ± 1.5mm



CC#711

For 38T  
 Material : Alloy & Steel  
 Tolerance ± 1.5mm



STAY-P



STAY-H

Stainless Steel  
 4mm/Outside



# Fender

鋁合金電鍍系列

PET INSIDE WITH ALLOY STRIPS



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Fender-L01



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LM-50-E 雙色



LM-37-E

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2. It can be used in any 26"-29" bike .
3. It is installed with the original quick-release of the bike.
4. Still remaining two good points-length adjustment and no hurting to the frame



**UL-Q3**

**NEW**



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1. Most reliable "Quick stand" (Pass Japan Industry Standard)
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4. No touching the frame, so no hurting the frame.



**UL-Q5**

**NEW**



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STAINLESS Rear Rack



★ **RU-9295C**  
CRMO Rear Rack



★ **RU-9188**  
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**QEE**

**RUBBER HOLDER WITH PAD**

**Quick Release**

**No.8009-1-8-2RR**  
**WITH RUBBER HOLDER AND PAD**  
**& Quick Release**  
**FOR LOADED 3BIKES**  
**With 6 pcs strip, Plastic**  
**Adjuster**  
**color : Black or Silver**

**ALUMINUM RACK**  
**SIZE: 100cm x 120cm**  
**or OTHERS.**  
**ITEM NO. 6012-8A**



# BIKE CARRIER



# ROOF RACK

**CAPACITY MAX. LOADING : 100KGS**

**FOR CAR WITH**  
**SIDE RAIL BAR**  
**ITEMNO.6007-7G**  
**ALUMINUM**  
**SIZEA; 48" OR**  
**OTHERS.**

**ITEM NO.8009-1-10RR**  
**BIKE CARRIER**  
**FOR TOW BALL**  
**WITH RUBBER HOLDER AND PAD**  
**& Quick Release**  
**LOADING : 2 BIKES**  
**MATERIAL: STEEL**  
**COLOR: SILVER**

## TOWER POPULAR INDUSTRIAL CO., LTD.

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FORGING SIDEBAR

13 functions

Chrome Plating



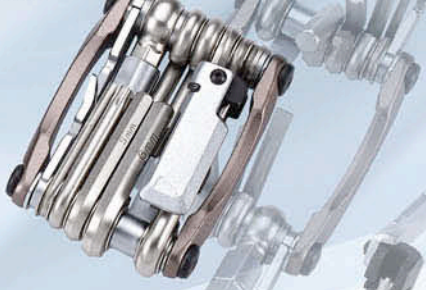
ITEM:FP2S131AY16

Contents:  
HEX 2/2.5/3/4/5/6/8/10 mm, PH2, SL4, Torx T25, TORX T10+T30 (Double end bits)

### FTH BITS SYSTEM

FORGING SIDEBAR

22 functions



ITEM:FTH1N22681AY6CB7

Contents:  
HEX 2/2.5/3/4/5/6/8/10mm, Torx T25, PH2, SL5, Double end bits (Torx T10+T30), Spoke wrench 3.23/3.3/3.45/3.96/SHIMANO Hex 4.6/MAVIC M7, Pad spreader, tire lever, Chain breaker for 8/9/10 speed

8 functions



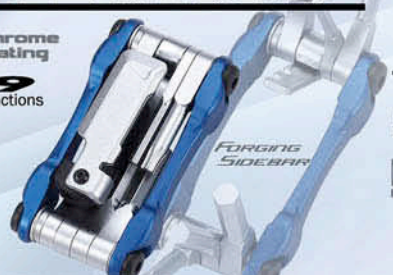
ITEM:FTH1N088Y23CB7

Contents:  
Hex 3/4/5/6mm, Torx T25, PH2, SL5, Chain breaker for 9/10/11 speed

### FE BITS SYSTEM

Chrome Plating

9 functions



ITEM: FE1S0904Y9CB7

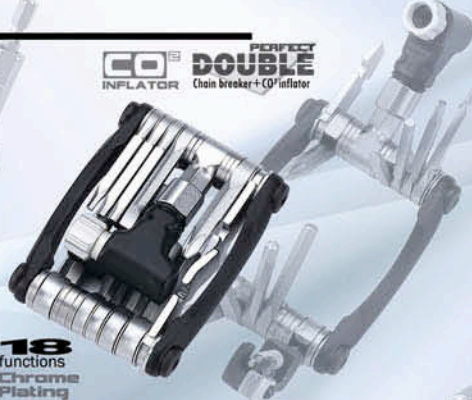
Contents:  
Hex 3/4/5/6mm, Torx T25, PH2, Spoke wrench 3.3/3.45, Chain breaker for 9/10/11 speed

CO<sup>2</sup> INFLATOR

PERFECT DOUBLE Chain breaker+CO<sup>2</sup> inflator

18 functions

Chrome Plating



ITEM:FP2S18662Y6CB7R4

Contents:  
HEX 2/2.5/3/4/5/6/8mm, Torx T25, PH2, SL4, Spoke wrench 3.23/3.96/SHIMANO Hex 4.6/MAVIC M7, Pad spreader, Tire lever, Chain breaker for 9/10/11 speed, CO<sub>2</sub> inflator.

13 functions



ITEM:FTH1N132Y23CB7

Contents:  
HEX 2/2.5/3/4/5/6/8mm, Torx T10/T25, PH1/2, SL5 Chain breaker for 9/10/11 speed

9 functions



ITEM:FTH1N0904Y9CB7

Contents:  
Hex 3/4/5/6mm, Torx T25, PH2, Spoke wrench 3.3/3.45, Chain breaker for 9/10/11 speed

FORGING SIDEBAR

9 functions

Chrome Plating

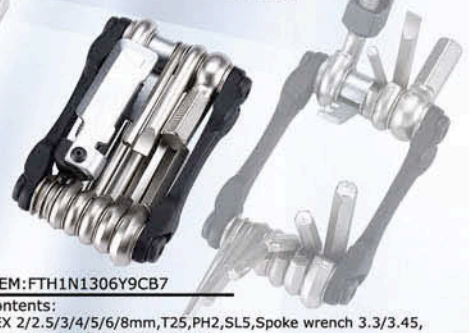


ITEM: FP2S0904Y9CB7

Contents:  
Hex 3/4/5/6mm, Torx T25, PH2, Spoke wrench 3.3/3.45, Chain breaker for 9/10/11 speed

FORGING SIDEBAR

13 functions



ITEM:FTH1N1306Y9CB7

Contents:  
HEX 2/2.5/3/4/5/6/8mm, T25, PH2, SL5, Spoke wrench 3.3/3.45, Chain breaker for 9/10/11 speed

### FE BITS SYSTEM

FORGING SIDEBAR

13 functions

Chrome Plating



ITEM: FE1S1307BY14CB7

Contents:  
HEX 2/2.5/3/4/5/6/8mm, SL5, Double end bits (PH2+Torx T25), Spoke wrench 3.3/3.45, Chain breaker for 9/10/11 speed

FORGING SIDEBAR

16 functions

Chrome Plating



ITEM: FE1S16661BY19

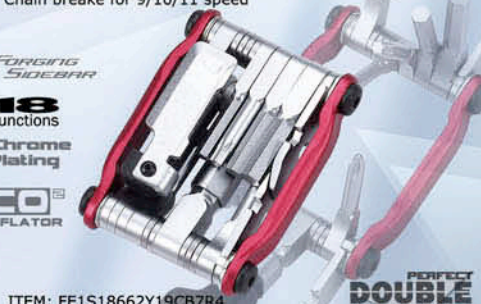
Contents:  
Hex 2/2.5/3/4/5/6/8mm, SL5, Double end bits (PH2+Torx T25), Spoke wrench 3.23/3.96/SHIMANO Hex 4.6/MAVIC M7, Pad spreader, Tire lever

FORGING SIDEBAR

18 functions

Chrome Plating

CO<sup>2</sup> INFLATOR



ITEM: FE1S18662Y19CB7R4

Contents:  
HEX 2/2.5/3/4/5/6/8mm, Torx T25, PH2, SL5, Spoke wrench 3.23/3.96/SHIMANO Hex 4.6/MAVIC M7, Pad spreader, Tire lever, Chain breaker for 8/9/10 speed, CO<sub>2</sub> inflator

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YP1001TR

YP1002TG



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YP3207AT



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YPCO2-103T



T6BC



T9BC



YP897BC



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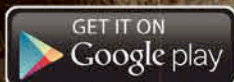
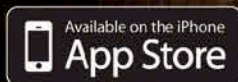
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# Mixed Messages from the UK

Text: Editorial Dept.

Traditionally, as well as geographically, sitting apart from continental Europe, the UK is sometimes seen to be lacking in the cycling industry, history and culture of its European neighbors. Yet, the UK is Europe's biggest importer of bicycles, second only to Germany in the number of annual bike sales. Recent success of British cyclists at international sporting events since 2012, the implementation of popular bike-sharing, bike-to-work schemes and the continued development

of cycling infrastructure have led to headlines suggesting that cycling is rapidly gaining popularity in the UK. Yet despite these news stories, national surveys and import statistics suggest that growth rates in both bike sales and bike-usage are, at best, minimal.

The UK's Department for Transport estimates that 15% of adults cycled at least once per month for any purpose, and about 9% of the population of England cycled at least once a week. (Source: DfT / Active People

Survey, 2015) At 10.3%, the proportion who cycle for recreation is noticeably higher than the 6.5% who cycle for utility purposes.

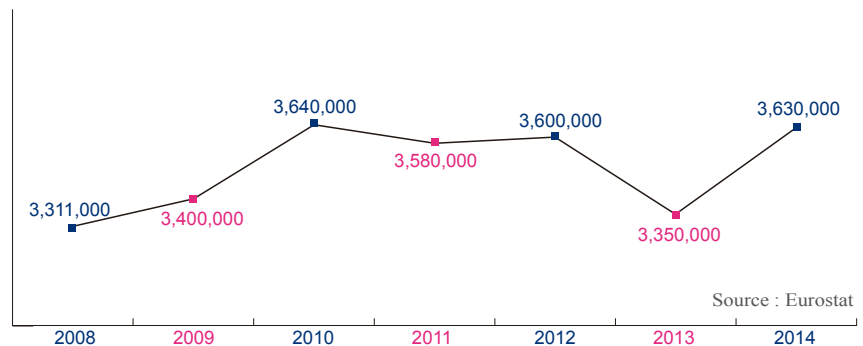
Of the adult residents who cycle at least once per month, London has shown a significant decrease in cycling, over the 4 years from 2010/11 to 2013/14, from 15.7% to 14.2%.

Another survey, by Sport England, showed that 2,059,800 people participated in cycling at least once per week from April 2014 to March 2015, this is down from the 2,110,700 for 2013/2014.

## UK bicycle sales

Year	Coliped Estimate of all UK Bicycle Sales	% Change
2008	3,311,000	
2009	3,400,000	-2.69
2010	3,640,000	7.06
2011	3,580,000	-1.65
2012	3,600,000	0.56
2013	3,350,000	-6.94
2014	3,630,000	8.36

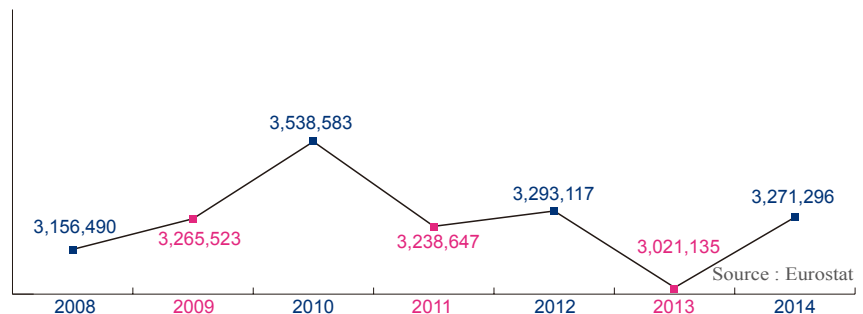
Source : Eurostat



## UK imports of complete bicycles (87120030)

Year	Bicycle Units	% Change
2008	3,156,490	
2009	3,265,523	3.45%
2010	3,538,583	8.36%
2011	3,238,647	-8.48%
2012	3,293,117	1.68%
2013	3,021,135	-8.26%
2014	3,271,296	8.28%

Source : Eurostat



### Origination of UK bicycle imports (87120030)

Origin	Volume	% Share	Total Value (€)	% Share
Philippines	538,396	16.50%	22,539,969	5.50%
Taiwan	517,636	15.80%	96,165,328	23.40%
Bangladesh	376,615	11.50%	31,036,198	7.60%
Other EU	363,969	11.10%	117,386,263	28.60%
Thailand	361,702	11.10%	24,805,588	6.00%
Tunisia	361,500	11.10%	23,763,543	5.80%
Cambodia	335,170	10.20%	63,434,723	15.40%
Sri Lanka	189,536	5.80%	9,702,878	2.40%
India	72,291	2.20%	2,860,534	0.70%
Vietnam	54,878	1.70%	9,834,442	2.40%
Other	99,603	3.00%	9,344,085	2.30%
<b>Total</b>	<b>3,271,296</b>		<b>410,873,551</b>	

Source : Eurostat

### Sales & Imports

The UK cycle industry does not collect any data on production or sales, however, as there is very little domestic manufacturing, import statistics equate, to a large extent, with consumer sales.

According to findings by Conebi's 2015 profile of the UK bike market, around 3.63 million cycles were sold in Britain in 2014. While this is an 8% increase from 2013, it is still at approximately the same levels as 2010, 2011 and 2012.

Data from Eurostat shows that in 2014 imports rose by a healthy 11.7%, yet this volume is still down from the amount imported in 2010.

In 2014, the Philippines overtook Taiwan to become the number one exporter of bicycles

to the UK in terms of volume. Taiwan was also the second top exporter behind the EU in terms of total value.

### Production

Since the Raleigh bicycle plant in Nottingham closed at the beginning of the century, large scale production of bicycles in the UK has collapsed, and has left only a handful of manufacturers producing a limited number of bikes. However, recently the UK's Office of National Statistics released figures that showed sales and production of British-built bikes leaped almost 70% in 2014. According to the ONS, the value of sales of UK-manufactured bicycles reached £60.2m in 2014, up from £35.6m in 2013. This positive growth is also reflected


in the volume of cycles produced—up 69.8% year-on-year to 120,000 units, and more than double the amount produced in 2011. Brompton in London and Pashley in Stratford-upon-Avon are the biggest remaining bicycle producers in the UK, while a handful of smaller companies are also spread over the country.

### Sales Channels

Sales channels in the UK show a large level of polarization, with a small number of larger chain stores controlling a large portion of the market. The car and bicycle chain-store, Halfords, controls approximately one third of the market with sales of around one million bikes through over 400 stores.

Online retailer Wiggle continues to grow and outperform brick and mortar rivals, and is now the UK's second largest retailer in terms of total turnover.

Supermarkets such as Asda and Tesco, as well as Sports chain-stores such as JJB Sports and Sports Direct target sales of budget and entry-level bikes.

Across the country, over 1000 independent specialty bike shops do business. Evans Cycles—recently acquired by ECI Partners, is the largest with 43 dedicated cycling stores. 

# Polygon Aiming for a Beachhead in China

Text & Photos: Grace S. Ruan

The Insera bicycle plant in Indonesia originally focused on exports, and produced bicycles on an OEM basis for leading brands in the US and Europe. Aware of the importance of having a brand and its own channels, Insera introduced its own Polygon brand at an early date, and began opening its own stores in 1997. After many years of hard work, Insera successfully established sales channels, and it currently has 300 distributors, of which 200 are in Indonesia, and the remainder are in Singapore and Vietnam.

For more than two years, Indonesia's bicycle sales have

been plummeting. According to Insera General Manager, Weng Chung-liang, although Indonesia remained in a recession during 2014, the worst is over, and the future looks increasingly bright. Insera produced 400,000 bicycles in 2014, of which 55% were sold on the Indonesian market, and the remainder exported. Because Insera is a stickler for excellent quality and brand value, the Polygon brand has grown steadily. During the most recent two years, although Insera's output has fallen, it has devoted even greater attention to Polygon and its channels. In addition, Insera has set its sights on China's vast market. In-



▲ Insera GM, Weng Chung-liang believes his brand, Polygon has a promising future in the China market.



▲ At the 2015 Shanghai Cycle Show, Polygon displayed their latest models of bicycles.

sera's corporate culture includes insistence on R&D, constant innovation, and excellent service and quality, and it also boasts outstanding production technology and management. Having established extensive channels throughout Indonesia and Southeast Asia, Insera has now taken aim at the Chinese market. Hoping to rely on its clear-cut positioning and emphasis on quality, as opposed to quantity, to gain a beachhead in China. Insera is actively seeking distributors. 🌀



# Changzhou Bridgestone Inaugurates New Factory

Text & Photos: Editorial Dept.

Japan's Bridgestone is the world's largest tire and rubber product manufacturer, and is also one of the top 500 enterprises in the world with group sales last year amounting to US\$ 36.5 billion. The Group's Bridgestone Cycle Co., Ltd. is Japan's largest bike company, holding first place in bicycle sales for many years with a 15% share of the market. In 2014, global sales amounted to 1.1 million bicycles and e-bikes with a turnover of US\$ 350 million.

In December 1994, Bridgestone Cycle set up a factory in Changzhou occupying a land area of 54,000 square meters. The original plant covered an area of 30,000 square meters, yet because this was not enough, a further 10,000 square meters was added in a second plant in 2001. Since then the plant has continued to grow. In order to meet growing capacity requirements, in 2012 it was decided to move the entire plant from Taishan Road Industrial Area to Huanghe West Road Technology Park. On August 27, 2013 the first foundation stone was laid. With a total investment of US\$150 million, the new plant was built on ap-



▲ Bridgestone's new 146,000 square meter factory in Changzhou.

proximately 146,000 square meters of land, about 10km from the high-speed railway station. The modern factory occupies 80,000 square meters and was completed in March this year. After trial production in April, the factory began operations in May, doubling production capacity from 500,000 to 1 million bicycles per year. On May 8, to celebrate the 20th anniversary of Changzhou Bridgestone's construction and completion of the new plant, Bridgestone held a commissioning ceremony at the Changzhou plant attended by Bridgestone's management, Changzhou's Deputy Mayor, Fang Guoqiang, other local leaders and over 300 guests from the cycling world.

Bridgestone Cycle's former President, and also Director

of the Japan Cycling Association, Keiji Watanabe just stepped down from his post earlier this year. The newly appointed President, Shinichi Sato, first entered Bridgestone's tire department in 1973, and was redeployed to the bike sector last year. In his speech, he said that he will continue to adhere to Bridgestone Cycle's philosophy of providing safe, secure and high-quality bicycle products to improve the quality of people's lives, and contribute to the culture of development.

Going forwards in the next 20 years, Bridgestone President, Yasushi Ota expects that a continuous upgrading process will enhance competitiveness and value of Bridgestone's products.



# Kent Set to Host Suppliers

Text: Editorial Dept.

**B**icycle Corporation of America, which is 100% owned by Kent International Inc., is hosting a 2-day open day for bicycle parts manufacturers from Asia at their factory in Manning, South Carolina—about 80 miles from Charleston, South Carolina. The purpose of the event, held on September 21st and 22nd, is to show the benefits of manufacturing low to medium range priced bicycles in high volume in the United States.

On Day 1, September 21, Kent will hold tours of the BCA factory which is ahead of sched-

ule, and already producing over 20,000 bicycles per month, a volume that Kent CEO, Arnold Kamler expects to increase to 30,000 bicycles per month in 2016 and 40,000 bicycles per month in 2017. Several different divisions of the South Carolina State and Local Governments will also be in attendance to explain the benefits and incentives of moving to South Carolina.

On September 22, The Governor of South Carolina, Nikki Haley, will be visiting the BCA factory to meet and greet visitors. Under Governor Haley's leadership, South Carolina is on



▲ Chairman of Kent International Inc., Arnold Kamler.

the move—Boeing expanded its factory in the Lowcountry, Mercedes-Benz' first full van manufacturing plant in North America will call South Carolina home, BMW's largest factory in the world is located in the upstate and most recently, Volvo announced plans to build its first North American plant in South Carolina.

Also on Sunday 22 September, Kent will also be arranging for suppliers to visit the port of Charleston as well as holding a dinner party in Charleston.

So far, 15 part makers have indicated that they will be attending the event, at which several professional translators, fluent in English and Mandarin, will be on hand to help visitors if required. Mr Arnold Kamler is also offering to show visitors some of the local real estate to get an idea of prices.



▲ Kent has annual sales of about 3 million bicycles, mostly supplied by China General who are also minority stakeholders. Pictured are China General President, Ge Yali (right) and his son.



▲ Kent's BCA production line in S. Carolina already surpasses 800 bikes per day.

“When we started, there were many questions we had as to whether this was a good decision, but no longer,” enthused Kent CEO, Arnold Kamler. “We are committed to this and will be

installing a state of the art powder coating installation beginning in October of this year which will be operational by next April. After that, we will begin welding our own frame and forks using

automation and robotic welding.” Kent International currently has annual sales of approximately 3 million bicycles, mostly supplied by China General, who are a 49% stakeholder in the company. 🚲

## Taiwan Bicycle Source

# 2015 Major Cycle Shows 國際自行車展

Show Name 展會名稱	Place 地點	Date 展會日期
● Interbike 美國拉斯維加國際自行車展	Las Vegas, USA 拉斯維加斯	09/16 - 09/18
Expo Bici 義大利帕多瓦國際自行車展	Padova, Italy 帕多瓦	09/19 - 09/21
Kielce Bike Expo 波蘭凱爾采國際自行車展	Kielce, Poland 凱爾采	09/24 - 09/26
Brasil Cycle Fair 巴西自行車展	São Paulo, Brazil 聖保羅	09/27 - 09/30
International Bangkok Bike 曼谷國際自行車展	Bangkok, Thailand 曼谷	10/01 - 10/04
Asia Bike Trade Show 亞洲自行車展覽會	Nanjing, China 南京	10/09 - 10/12
● Taichung Bike Week 台中自行車週	Taichung, Taiwan 台中	10/20 - 10/23
Bici Expo 墨西哥自行車展	Mexico City, Mexico 墨西哥	10/23 - 10/25
● Cycle Mode Int'l Show 日本國際自行車展	Tokyo, Japan 東京	11/06 - 11/08
8th China Int'l Bicycle Festival 中國國際自行車嘉年華	Shenzhen, China 深圳	11/13 - 11/15

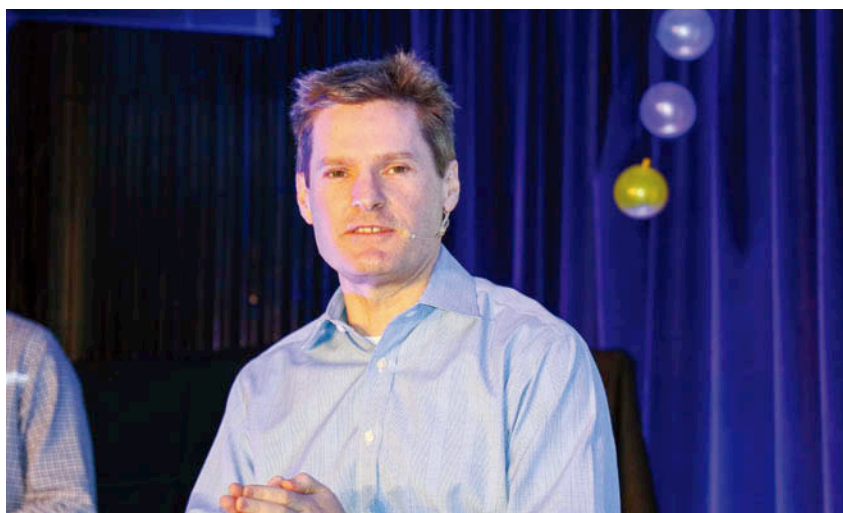
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# CSG 2015 Awards Dinner

Text & Photos: Daphne Chen

The Dorel Sports Group, which has the Sugoi, Cannondale, GT, Schwinn, Mongoose, and Caloi bicycle brands under its flag, held a global distributor conference in Taichung on March 21 and 22. It was followed by an awards dinner on the evening of March 22.

**D**orel Sports Group markets bicycles in 52 countries, has 46 distributors, and has established subsidiaries in Chile, Brazil, Britain, Europe, Japan (Cannondale), and Taiwan. Dorel Sports' vendors number 46, and chiefly consist of Taiwanese firms. According to Dorel Sports CEO, Peter Woods in his speech at the Awards Dinner, Dorel Sports sold 5 million bicycles last year, setting an all-time high, and its revenue grew by 15%. Sales in the EU, Britain, and Japan all set new records. Building on this success, the group hopes to reach the 6 million mark next year. Awards were given out to last year's best distributor for each brand at the dinner, as well as awards to the best and most innovative vendors. The eight award-winning vendors consisted of Taiwan Hodaka, FullTech, TTC, FSA, A & J, Uni-Victor, Southern Cross, and Durashox. 🌀



▲ Dorel Sports Chairman and CEO, Peter Woods.



▲ Indonesia's Wim Cycle won the Cannondale Dealer Marketing Excellence Award, accepted on behalf of the company by the President's daughter, Anne Widjaja (second from right).

CSG Award Winners



▲Taiwan's Hodaka was awarded the frame category's Excellence in Innovation Award, accepted by Sales Manager, Huang Chung Kai (second from left).



▲Southern Cross AGM, Carisa Lin (second from left) and Dolly (center) took the stage to receive a Supplier Excellence Partnership Award.



▲ FSA won the Excellence in Development Award in the components category, FSA European General Manager, Claudio Marra (third from right) and FSA Department Head, Douglas Chiang (third from left) accepted the award.



▲Univictor Chairman, Michael Chen (third from right) and AGM, Daniel Wu (second from left) accept the Supplier Excellence Partnership Award.



▲Fulltech received the component category's Excellence and Innovation Award.



▲Duroshox received the New Business Development Award.



▲Ten Tech President, KT Chang (second from left) accepted the Excellence in Development Award in the frame category.



▲A&J Assistant Manager, Hsiao Shu Chuen (second from left), and AGM, Sunny Yeh (third from left) accepted a New Business Development Award.



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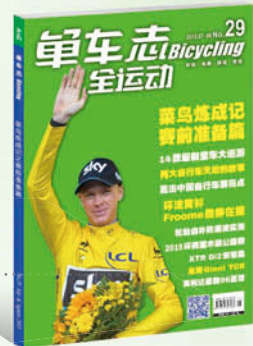
## Bike Market Update (BMU)

BMU provides industry information and market news from Taiwan, Mainland China, and Asia. Published in English twice a year and bimonthly in Chinese, BMU brings you the most thorough reports and information on the business hotspots of the world.



## Cycling Update (Traditional) for the Taiwan market & Bicycling (Simplified) for the China market

Aimed at the cycling public and consumer bicycle market in the Greater China region, this multifaceted consumer magazine features bicycle repair DIY, health features, competition activities, profiles of ultimate bicycles, and more. It is currently the only consumer marketing tool of its kind in the Greater China area.



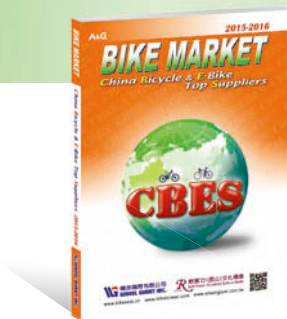
## Outside

Wheel Giant's *Outside* magazine promotes health, environmental protection, recreation, and co-existence with nature. Articles and tips in *Outside* help readers boost exploration skills and broaden their outdoor living perspectives. Content includes information on mountaineering, rock climbing, camping, river tracing, fishing, bike exploration, kayaking, orienteering, caving, and so much more.

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Wheel Giant publishes the only authorized Chinese-language version of the *Official Guide to the Tour de France*. This lavishly-illustrated publication features extensive information and penetrating analysis, and has become indispensable for Chinese-speaking fans worldwide. Content includes routes and details of each stage, degrees of difficulty, strength comparisons of the competing riders, team strategies, and analysis of yellow jersey winners.





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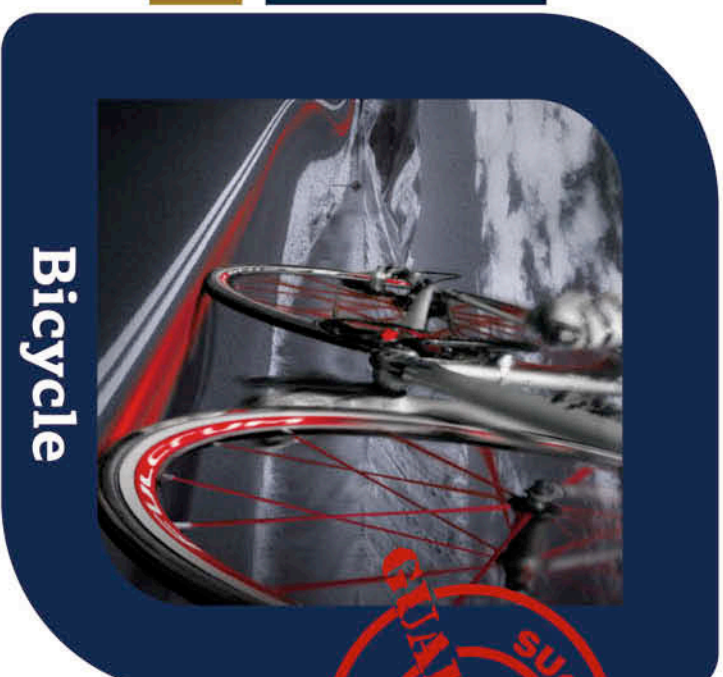


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## ROAD RACE 2X115 ETERNAL-721C-TT

**Crank Length:** 170,172.5,175mm  
**Crank Material:** Forged AL-6061-T6  
**Crank Finish:** HP Black Ano.  
**Chaining:** 52-36T/50-34T  
**Chaining Material:** AL-7075-T6  
**Chaining Finish:** 100% CNC Mach,  
 Black Sand Ano.  
**Compatibility:** 11S  
**Chainline:** 43.5mm  
**BCD:** 110mm  
**Q/F-factor:** 160/129mm  
**Weight:** 946g(50-34T,170mm)



PW-BB88+



PW-BB86

## FEATURES

- ★ NEW SHAPE MAXIMIZES STRENGTH WHILE MINIMIZING WEIGHT
- ★ NEW CHAINRING PINS IMPROVE SHIFTING FOR SMOOTH AND ACCURATE SHIFTS

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- ★ NEW COLD FORGED SHAPE MAXIMIZES STRENGTH WHILE KEEPING WEIGHT DOWN
- ★ COORDINATED ANODIZED COLOR ACCENTS

## MTB RACE 1X115 CHARM-36T-TT

**Crank Length:** 170,175mm  
**Crank Material:** Forged AL-6061-T6  
**Crank Finish:** Black Sand Ano.  
**Chaining:** 36T/34T/32T  
**Chaining Material:** AL-7075-T6  
**Chaining Finish:** Black Sand Ano.  
**Compatibility:** 11S  
**Chainline:** 50.4mm  
**BCD:** 104mm  
**Q/F-factor:** 171/141mm  
**Weight:** 935g(36T,175mm)



PW-BB73+



PW-BB92



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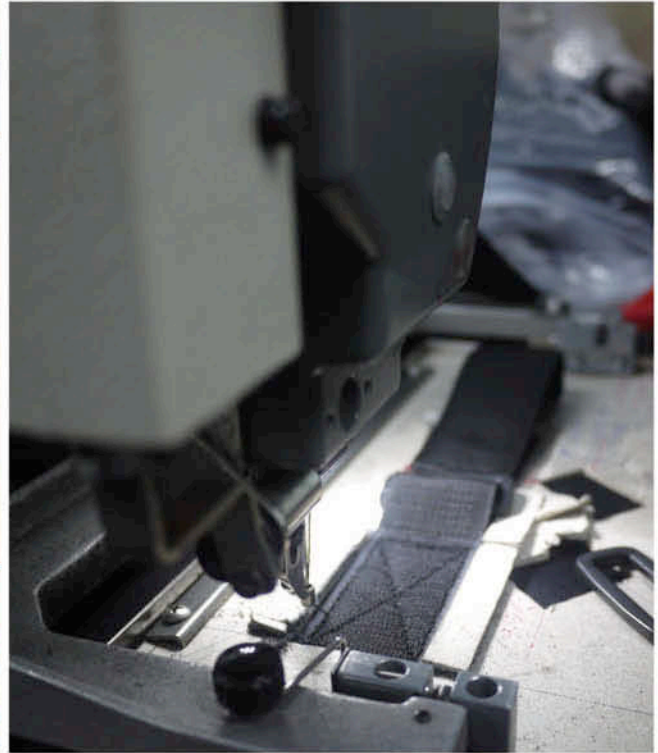
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Linking Map



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- The transmitter will send a signal to a smartphone and buzz when the bike is moved.
- Effective transmission range: 100 meters (open sight)
- There are 4 modes:
  - (1) Anti-theft: Use a message, buzzer, vibration to notify.
  - (2) Tail light: Constant lighting, Fast flashing, Slow flashing.
  - (3) Bike finder: Help to find bike with buzzer or flashlight.
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