

# BIKE MARKET

2015 Spring Edition

**UPDATE**

**Taiwan Bicycle Exports  
Drop Again in 2014**

**2015 Taipei Cycle d&i Award  
Winners Announced**

**King Liu: You Have To Be  
The Only One To Be No.1**

**Tony Lo: Creating Differentiation  
is the Only Way to Succeed**

**William Cheng on  
the Merida Experience**

**Wally Chen on the Building of  
the Maxxis Global Family**

**Kenda's Global Positioning  
and Sports Marketing**

**Joy's Succession and  
Path to Listing**

**SR Suntour Enjoying  
Healthy Growth**

**Fritz Jou Takes the Path of  
Differentiation**

**Fuji-Ta and Aima Form  
Strategic Alliance**

**Evaluation and Testing of  
Nine Types of Road Bike Tires**

**Seven Bicycle Trails for  
Escaping the Summer Heat  
in Taiwan**

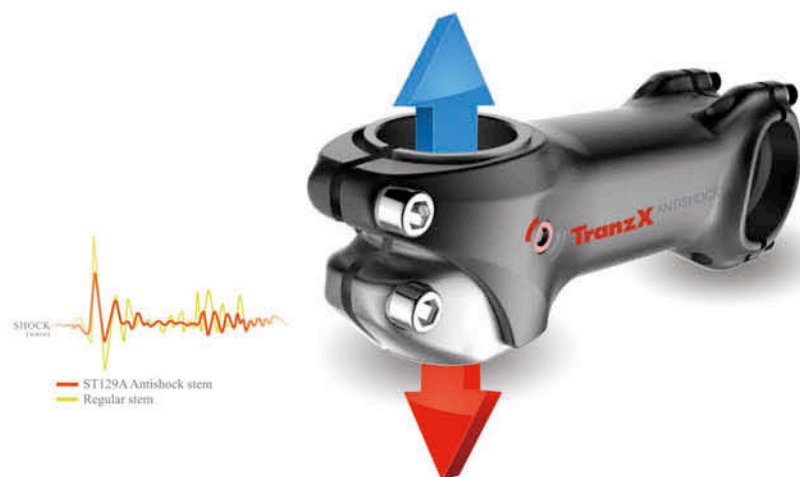




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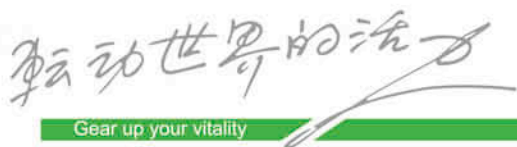
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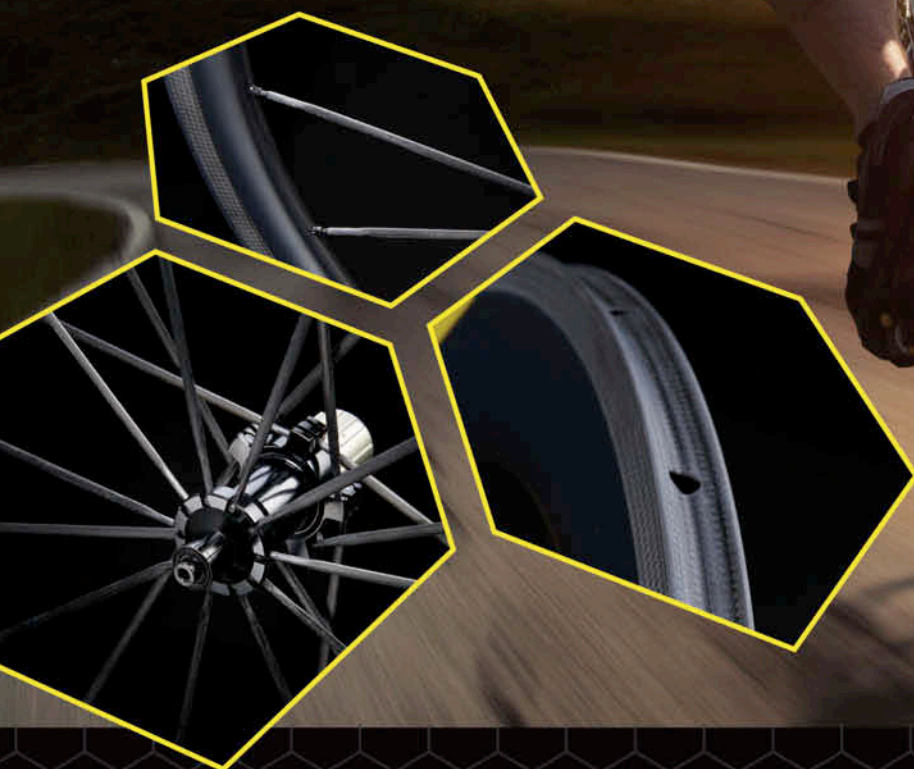
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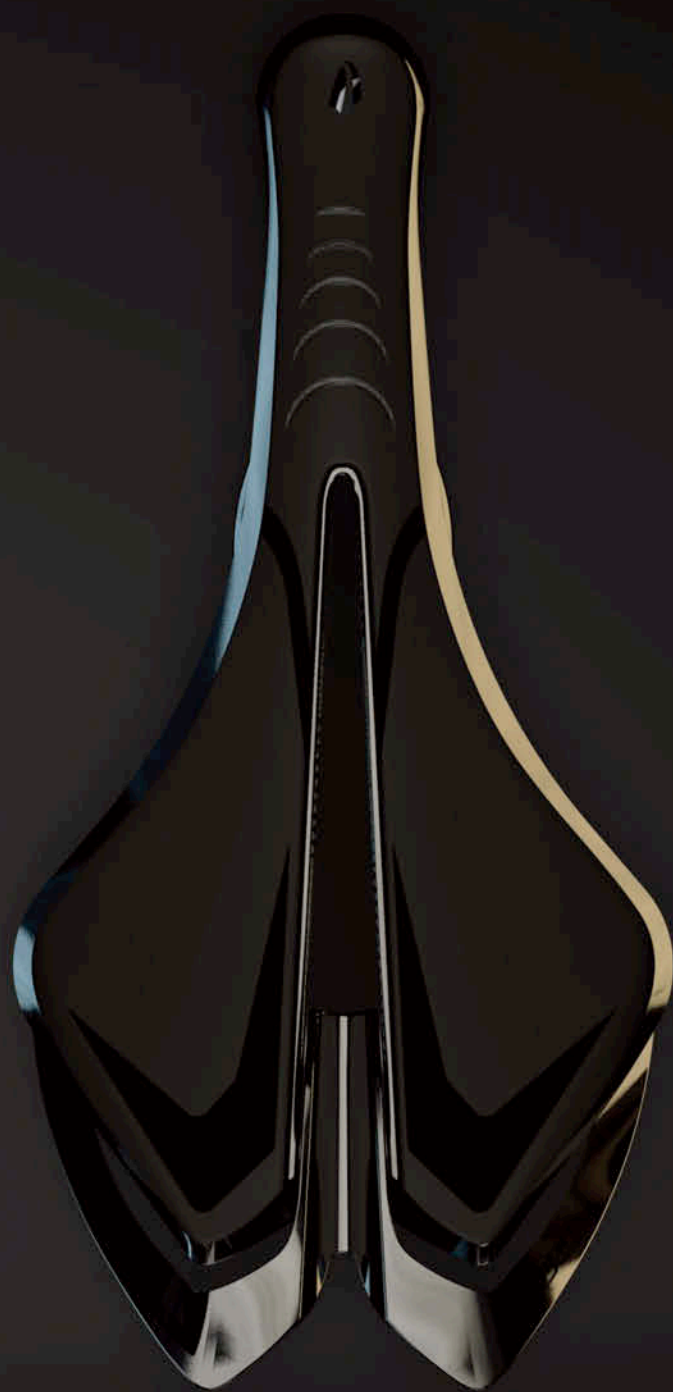
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2015 Spring Edition



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Quiet and serene, Tefuye Ancient Path is located Alishan, Chiayi County and has a total length of 6.32 km. Since its earliest times, it has been a hunting trail for the Tsou aboriginal tribe who lived nearby. Later the Japanese made a railway along the trail for logging, and although the railway has long been abandoned, the trail still retains some of the tracks and bridges. Today, Tefuye Ancient Path is a perfect shady track for cyclists to enjoy some of Taiwan's most picturesque woodland scenery.

Photo: Ned Wu



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▲KMC- X-SL DLC chain.



► Wheel Giant and CHC performed a joint testing of nine road bike tires from seven international brands.



▲ The trophies on display in King Liu's office show his achievements both to cycling and the bike industry.



▲ Alex President, Alex Chen (right) and General Manager Sally Hsieh (left) introduce various special features of the company's bike wheels to Taiwan President, Ma Ying Jeou.



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▲ From left to right: Merida Benelux General Manager, Peter Koperdraad; Merida President, Michael Tseng; Merida R&D Center Developer of Products, Jurgen Falke and Merida Deputy Manager, William Chang.



▲ Kenda Vice President, Jimmy Yang has a forward-looking, international outlook, and is the leading strategist of Kenda's sports marketing efforts.





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# Digital Integration: A Time of Opportunity



Grace S. Ruan

Last year Taiwan's bicycle exports again fell below the 4 million mark. According to customs statistics, Taiwan exported 3.75 million bicycles in 2014, a reduction of 1.96% compared to 2013. Even though the average unit price of these exports rose by 1.85%, increasing from US\$450 in 2013 to US\$459 in 2014, the industry must take the steady reduction in export volume seriously.

Attention should be paid to the Thai market. Thailand imported 56,200 bikes from Taiwan in 2014, an increase of 44% compared to 2013. Thailand has enjoyed significant economic growth during the last few years. The tariff on Thai bicycle exports to the EU rose from the original 10.5% to 14.5% (the same as the tariff on Taiwanese bicycles) on January 1, 2015, and this will inevitably have an impact on the competitiveness of Thailand's bicycle exports to the EU.

China's bicycle exports in 2014 were healthy; while 84 million bicycles were produced, 60 million of those were exported, representing a growth of close to 10% compared with 2013. E-bike production fell slightly to roughly 35 million units in 2014, but e-bike exports surged to 1.11 million from 820,000 units in 2013, this was largely due to the growth of the Southeast Asian market. When providing the above figures, CBA Chairman Ma Zhongchao also noted that Chinese bicycle firms are working hard to achieve innovation and adopt advanced technologies, and hope to establish a low-carbon, high-end bicycle industry.

Tire manufacturers face some major obstacles when

establishing new plants; beyond requiring ample funds and adequate technology, the availability of manpower is even more important. In the face of increasingly fierce global competition, Cheng Shin, Kenda, and Hwa Fong have managed to steadily expand their capacity and establish new plants; these companies are currently paying particularly close attention to the Southeast Asian market. China's Chaoyang has also established a plant in Thailand, which has boosted its competitive advantage. The United States imposed countervailing duties and anti-dumping tariffs on auto tires from China in November of last year and January 2 of this year; since the two duties together amount to close to 32%, the sale of Chinese tires in the United States has been seriously impacted. Fortunately, tire manufacturers had taken precautionary measures at an early date, including establishing plants in Vietnam and Thailand, and some firms even have plans to establish plants in Indonesia. The tire industry has clearly taken risk management to heart. This issue will give readers a deeper understanding of current management thinking in the Asian tire industry.

The Taipei International Cycle Show is the highlight of the year for Taiwan's bicycle industry, and is a major event for the global bicycle industry. This year's Taipei show will include even more bicycle products with integrated electronics and digital applications than ever before, and these products' user-centered designs will provide cyclists with an even more comfortable and better cycling experience.



# Taiwan Bicycle Exports Drop Again in 2014

Text: Robert Hornsey

The draft statistics of Taiwan's bike exports in 2014 recently released by the Taiwan Bicycle Association (TBA) show that, once again, both the total volume and total value of complete bike exports (excluding e-bikes) dropped, while average value rose, although the amount of change from 2013 was under 2% in all cases.

Exports of complete bike units fell 1.96% from 3,827,032 in 2013 to 3,751,920 in 2014—the fourth year in a row the number of complete bicycles exported from Taiwan has dropped. The average value of exported bikes rose 1.85% to US\$458.99, up from US\$450.64 in 2013. 2014 was the sixteenth year in a row that this figure has risen, and the average value of a Taiwan bike

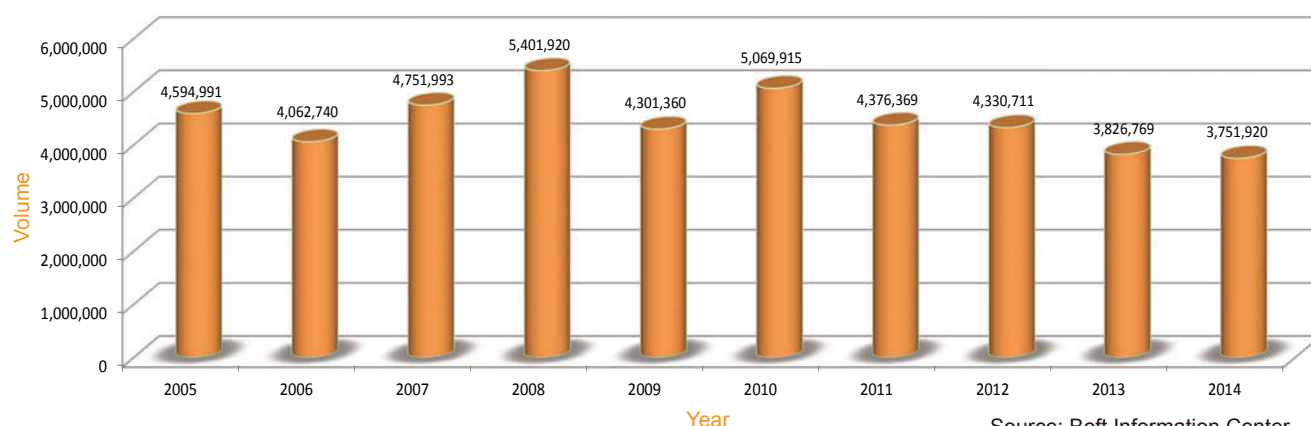
is now nearly three times what it was just ten years ago. The increase in average value canceled out the decrease in units to leave the total value of 2014 exports at US\$1.72 billion, just 0.15% down on 2013.

Taiwanese industry representatives are disappointed by the drop as 2014 should have been a good year for bike exports with many major markets well in control of inventory levels and experiencing the clement weather conducive to healthy bike sales. As it is generally accepted that a total export volume of 4 million complete bicycles is needed to keep the Taiwanese bike industry in healthy growth, this year Taiwan bike industry members will be looking at ways to halt the decline of export volume.

## EU

Nearly 60% of bicycles units manufactured in Taiwan are exported to the EU. Reduced inventory levels, clement weather and other favorable sales conditions in Europe led to 4.84% rise in unit exports to the region in 2014, rising from 1,983,888 units in 2013 to 2,079,937 units in 2014. A 7% drop in unit exports to Germany in 2014 was more than made up for by increases to other main export countries including the Netherlands, UK, Belgium, Spain and Sweden. Unit exports to the UK increased nearly 5% to 588,032 bikes, while the total value of exports to the Netherlands rose 6.24% to US\$221,185,464.

## Taiwan 10-Year Complete Bike Export History (by quantity)



Source: Boft Information Center



## USA

Complete bike exports to the USA, Taiwan's single biggest export country, fell 6.29% in 2014 to 596,990 units. Average unit price of exports rose by 6.21% from the 2013 value to US\$668.11, this led the total value of exports this year to remain similar to 2013 with a slight drop of 0.48% to US\$398,854,719.

## Other Areas

While many exports to other countries followed in similar vein as the EU and USA showing a small decline in the volume of exports and a slight rise in the average value, two noteworthy countries are Japan and China. Exports to Japan rose in terms of quantity—240,616 units, a 6.25% rise from 2013; however, the average unit value fell 6.31%

to US\$396.11. Exports to China plummeted over 45% with only 136,845 units shipped there in 2014; average unit value however, skyrocketed to US\$569.33, 67.51% up from an average value of US\$339.87 in 2013.

## E-Bikes

Export figures show a large hike in e-bike units to the European Union in 2014, jumping by a huge 87.2% to 57,477 units from 30,704 units in 2013. Although the average price of the e-bikes fell over 15% from US\$599.56 from 2013 to US\$507.51 in 2014, total value of exports in 2014 was US\$29.17 million—an increase of over 58% from 2013's total value of US\$18.4 million.

Germany was by far the largest EU recipient of e-bikes exported from Taiwan, more than doubling the amount of

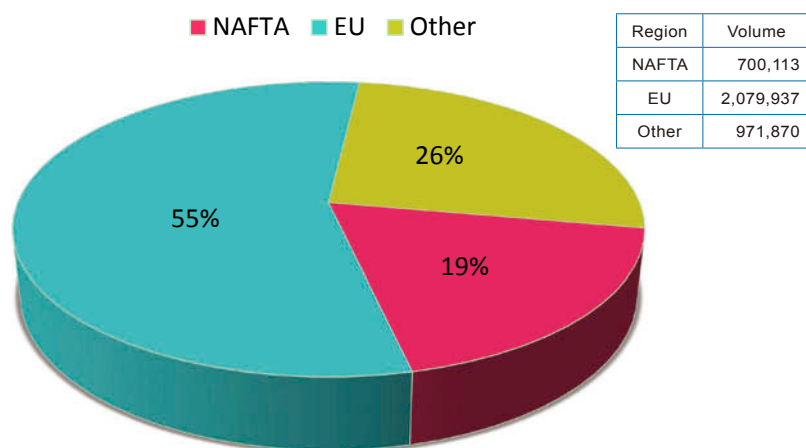
units shipped in 2014 to 47,376 from 23,038 in 2013—an increase of 105%. The total value of exports to Germany increased to US\$20,903,629, a growth of 67.32% from US\$12,493,311 in 2013. Average export price per unit to Germany dropped by 18.64% to US\$441.23 from an average value of US\$542.29 in 2013. In terms of volume, total exports of e-bikes from Taiwan to Germany in 2014 represented 82.43% of Taiwan's total EU exports, and over 71% of Taiwan's global e-bike exports.

Other EU countries, such as Netherlands and UK followed in a similar vein showing large percentage increases in export unit volume and total value, and a slight drop in average unit value—albeit with much smaller figures than Germany.

## Parts

Taiwanese export statistics for bicycle parts in 2014 looked much more favorable than those of complete bikes, showing a substantial increase in both volume and total value. Last year, Taiwan exported a total of 48,843,430 kg of parts—an increase of 12.78% over 2013 export figures. Total value jumped by 13.08%, breaking the billion dollar mark with a rise to US\$1,034,930,463—up from US\$915,225,207 in 2013. 🌟

## Export Destination Areas (by quantity)



Source: Boft Information Center / Taiwan Bicycle Association



# Taiwan Bicycle Exports for 2014

## 2013/2014 Taiwan Bicycle Exports to Major Countries

CCC CODE: 87120010902 (Other Bicycles) & 87120010109 (Folding Bicycles)

2013/2014	2014 Units	2013 Units	(%)	2014 Value (US\$)	2013 Value (US\$)	(%)	2014 Average Price (US\$)	2013 Average Price (US\$)	(%)
<b>NAFTA</b>	<b>700,113</b>	<b>736,835</b>	<b>-4.98%</b>	<b>466,272,966</b>	<b>465,902,033</b>	<b>0.08%</b>	<b>666.00</b>	<b>632.30</b>	<b>5.33%</b>
USA	596,990	637,090	-6.29%	398,854,719	400,765,861	-0.48%	668.11	629.06	6.21%
Canada	91,669	91,119	0.60%	60,229,246	60,534,500	-0.50%	657.03	664.35	-1.10%
Mexico	11,454	8,626	32.78%	7,189,001	4,601,672	56.23%	627.64	533.47	17.65%
<b>EU</b>	<b>2,079,937</b>	<b>1,983,888</b>	<b>4.84%</b>	<b>724,434,889</b>	<b>703,625,881</b>	<b>2.96%</b>	<b>348.30</b>	<b>354.67</b>	<b>-1.80%</b>
Netherlands	392,329	364,106	7.75%	221,185,464	208,184,663	6.24%	563.78	571.77	-1.40%
Germany	275,140	296,381	-7.17%	91,677,538	100,619,463	-8.89%	333.20	339.49	-1.85%
Spain	71,436	63,489	12.52%	35,816,724	27,601,628	29.76%	501.38	434.75	15.33%
United Kingdom	588,032	560,294	4.95%	167,496,432	156,321,891	7.15%	284.84	279.00	2.09%
France	15,317	14,357	6.69%	5,664,622	6,942,558	-18.41%	369.83	483.57	-23.52%
Italy	63,986	46,800	36.72%	24,390,429	26,850,891	-9.16%	381.18	573.74	-33.56%
Belgium	124,391	125,596	-0.96%	74,540,866	73,740,147	1.09%	599.25	587.12	2.07%
Denmark	77,439	88,702	-12.70%	19,514,148	21,342,999	-8.57%	251.99	240.61	4.73%
Portugal	18,775	38,604	-51.37%	1,137,933	2,167,787	-47.51%	60.61	56.15	7.93%
Greece	17,907	11,051	62.04%	1,549,592	1,777,544	-12.82%	86.54	160.85	-46.20%
Ireland	8,864	13,114	-32.41%	1,577,445	1,981,046	-20.37%	177.96	151.06	17.81%
Luxembourg	1,542	2,509	-38.54%	2,925,605	4,044,070	-27.66%	1,897.28	1,611.83	17.71%
Austria	4,949	10,043	-50.72%	1,328,868	3,137,417	-57.64%	268.51	312.40	-14.05%
Sweden	181,933	152,016	19.68%	25,540,390	25,939,970	-1.54%	140.38	170.64	-17.73%
Finland	43,703	25,746	69.75%	9,705,542	5,495,275	76.62%	222.08	213.44	4.05%
Poland	58,489	51,968	12.55%	10,028,417	11,204,998	-10.50%	171.46	215.61	-20.48%
Czech Republic	19,268	18,691	3.09%	5,547,555	6,143,414	-9.70%	287.92	328.68	-12.40%
Hungary	9,485	1,408	573.65%	878,946	329,374	166.85%	92.67	233.93	-60.39%
Malta	25	49	-48.98%	16,774	5,516	204.10%	670.96	112.57	496.03%
Slovenia	20,429	15,405	32.61%	6,876,369	3,821,170	79.95%	336.60	248.05	35.70%
Slovakia	540	23	2247.83%	58,001	25,144	130.68%	107.41	1,093.22	-90.17%
Estonia	4,781	6,107	-21.71%	940,218	1,150,193	-18.26%	196.66	188.34	4.42%
Latvia	67,355	51,215	31.51%	14,301,570	10,247,131	39.57%	212.33	200.08	6.12%
Lithuania	3,473	16,405	-78.83%	740,462	3,185,337	-76.75%	213.21	194.17	9.80%
Cyprus	673	1,178	-42.87%	92,691	105,704	-12.31%	137.73	89.73	53.49%
Romania	4,894	4,764	2.73%	306,387	323,428	-5.27%	62.60	67.89	-7.79%
Bulgaria	20	-	-	5,710	-	0.00%	285.50	-	0.00%
Croatia	4,762	3,867	23.14%	590,191	937,123	-37.02%	123.94	242.34	-48.86%
<b>EFTA</b>	<b>96,283</b>	<b>99,842</b>	<b>-3.56%</b>	<b>55,374,571</b>	<b>66,136,854</b>	<b>-16.27%</b>	<b>575.12</b>	<b>662.42</b>	<b>-13.18%</b>
Switzerland	22,226	28,354	-21.61%	22,203,578	30,465,081	-27.12%	998.99	1,074.45	-7.02%
Norway	71,872	69,430	3.52%	32,754,371	35,296,080	-7.20%	455.73	508.37	-10.35%
Iceland	2,185	2,058	6.17%	416,622	375,693	10.89%	190.67	182.55	4.45%
<b>Other Major Countries</b>	<b>782,515</b>	<b>914,553</b>	<b>-14.44%</b>	<b>432,201,454</b>	<b>445,704,514</b>	<b>-3.03%</b>	<b>552.32</b>	<b>487.35</b>	<b>13.33%</b>
Japan	240,616	226,471	6.25%	95,310,157	95,753,856	-0.46%	396.11	422.81	-6.31%
United Arab Emirates	5,364	6,492	-17.38%	2,451,108	2,422,957	1.16%	456.96	373.22	22.44%
Brazil	23,004	19,898	15.61%	17,364,467	10,988,040	58.03%	754.85	552.22	36.69%
Argentina	827	1,136	-27.20%	331,226	368,268	-10.06%	400.52	324.18	23.55%
Chile	13,068	11,687	11.82%	6,926,605	5,935,614	16.70%	530.04	507.88	4.36%
Australia	107,464	141,327	-23.96%	88,390,541	111,119,062	-20.45%	822.51	786.26	4.61%
Israel	14,187	11,455	23.85%	9,054,200	6,452,697	40.32%	638.20	563.31	13.30%
China	136,845	250,316	-45.33%	77,910,617	85,075,670	-8.42%	569.33	339.87	67.51%
South Korea	63,141	80,621	-21.68%	39,701,715	41,093,102	-3.39%	628.78	509.71	23.36%
Russia	27,378	45,245	-39.49%	10,888,880	14,822,455	-26.54%	397.72	327.60	21.40%
Ukraine	6,107	12,219	-50.02%	1,816,306	3,627,208	-49.93%	297.41	296.85	0.19%
New Zealand	53,474	32,206	66.04%	29,658,772	23,760,311	24.82%	554.64	737.76	-24.82%
South Africa	12,204	12,725	-4.09%	12,975,414	13,446,643	-3.50%	1,063.21	1,056.71	0.62%
Columbia	9,145	6,516	40.35%	7,177,964	4,958,200	44.77%	784.91	760.93	3.15%
Indonesia	3,626	6,866	-47.19%	2,164,648	4,108,736	-47.32%	596.98	598.42	-0.24%
Malaysia	9,856	10,352	-4.79%	6,999,579	7,083,766	-1.19%	710.18	684.29	3.78%
Thailand	56,209	39,021	44.05%	23,079,255	14,687,929	57.13%	410.60	376.41	9.08%
<b>Other countries</b>	<b>93,072</b>	<b>91,914</b>	<b>1.26%</b>	<b>43,807,950</b>	<b>43,228,954</b>	<b>1.34%</b>	<b>470.69</b>	<b>470.32</b>	<b>0.08%</b>
<b>Total</b>	<b>3,751,920</b>	<b>3,827,032</b>	<b>-1.96%</b>	<b>1,722,091,830</b>	<b>1,724,598,236</b>	<b>-0.15%</b>	<b>458.99</b>	<b>450.64</b>	<b>1.85%</b>

Source: BOFT Information Trade Information System/Taiwan Bicycle Association



# Taiwan 24-year Export History

C.C.C. Code: 87120010 (Bicycles)

Year	Quantity (Units)	Value (US\$)	Avg-Price (US\$)	Year	Quantity (Units)	Value (US\$)	Avg-Price (US\$)	Year	Quantity (Units)	Value (US\$)	Avg-Price (US\$)
1991	9,831,048	1,095,860,538	111.47	1999	7,782,869	760,273,775	97.69	2007	4,751,993	1,054,523,932	221.90
1992	8,427,073	972,903,468	115.45	2000	7,534,350	821,365,285	109.02	2008	5,401,920	1,387,879,172	256.92
1993	8,621,303	1,044,805,655	121.19	2001	4,796,148	536,190,083	111.80	2009	4,301,360	1,249,730,028	290.54
1994	8,751,660	988,425,812	112.94	2002	4,219,038	523,835,383	124.16	2010	5,069,915	1,502,680,604	296.39
1995	9,064,129	1,066,415,794	117.65	2003	3,884,872	582,986,585	150.07	2011	4,376,369	1,662,770,944	379.95
1996	9,484,005	982,374,761	103.58	2004	4,384,756	720,883,341	161.41	2012	4,330,711	1,805,620,179	416.93
1997	8,826,513	862,355,008	97.70	2005	4,594,991	918,747,141	199.63	2013	3,826,769	1,723,953,633	450.50
1998	9,388,311	896,992,757	95.54	2006	4,062,740	839,412,156	206.61	2014	3,751,920	1,722,091,830	458.99

Source: BOFT Information Center

## Taiwan Top 10 E-bike Export Areas (2014)

	2014 Units	2013 Units	(%)	2014 Value (US\$)	2013 Value (US\$)	(%)	2014 Average Price (US\$)	2013 Average Price (US\$)	(%)
EU	57,477	30,704	87.20%	29,170,091	18,409,014	58.46%	507.51	599.56	-15.35%
Germany	47,376	23,038	105.64%	20,903,629	12,493,311	67.32%	441.23	542.29	-18.64%
NAFTA	5,391	3,942	36.76%	6,416,518	5,995,836	7.02%	1,190.23	1,521.01	-21.75%
USA	4,793	3,590	33.51%	6,009,095	5,843,835	2.83%	1,253.72	1,627.81	-22.98%
Netherlands	4,283	2,351	82.18%	3,948,249	3,163,684	24.80%	921.84	1,345.68	-31.50%
Denmark	2,405	3,470	-30.69%	1,353,736	1,811,365	-25.26%	562.88	522.01	7.83%
EFTA	2,060	1,501	37.24%	2,021,074	2,183,715	-7.45%	981.10	1,454.84	-32.56%
Major Countries	1,242	1,012	22.73%	1,014,914	706,193	43.72%	817.16	697.82	17.10%
Switzerland	1,212	1,491	-18.71%	1,609,183	2,173,140	-25.95%	1,327.71	1,457.51	-8.91%
United Kingdom	976	12	8033.33%	855,242	11,572	7290.62%	876.27	964.33	-9.13%

Source: BOFT Information Trade Information System/Taiwan Bicycle Association



# Taiwan Bicycle Parts Exports by Item (2014/2013)

Item	2014 Amount(kg)	2013 Amount(kg)	(%)	2014 Value(US\$)	2013 Value(US\$)	(%)
<b>85121010001</b> Electrical lighting equipment of a kind used on bicycles	273,881	259,040	5.73%	12,122,530	8,599,345	40.97%
<b>85121020009</b> Electrical visual signalling equipment of a kind used on bicycles	78,116	97,096	-19.55%	5,171,436	5,726,909	-9.70%
<b>87149120007</b> Other frames and forks, and parts thereof	11,899,755	9,654,641	23.25%	430,126,798	368,034,181	16.87%
<b>87149200108</b> Wheel rims	2,201,433	2,029,361	8.48%	31,340,431	35,005,187	-10.47%
<b>87149200206</b> Wheel spokes	925,685	820,807	12.78%	5,324,636	5,300,962	0.45%
<b>87149200304</b> Wheel rims and spokes	826,972	941,733	-12.19%	27,168,524	23,294,084	16.63%
<b>87149310007</b> Hubs, other than coaster braking hubs and hub brakes	890,947	731,141	21.86%	30,674,851	21,052,177	45.71%
<b>87149320005</b> Free-wheel sprocket-wheels	338,205	286,783	17.93%	7,900,729	6,033,866	30.94%
<b>87149410006</b> Caliper brakes and parts thereof	339,253	408,368	-16.92%	5,519,694	6,412,818	-13.93%
<b>87149490009</b> Other brakes and parts thereof	6,204,865	5,947,100	4.33%	100,952,859	97,574,600	3.46%
<b>87149500007</b> Saddles of cycles	2,099,715	1,829,537	14.77%	27,021,082	24,510,284	10.24%
<b>87149610004</b> Pedals and parts thereof	3,038,852	3,086,208	-1.53%	42,833,416	40,254,885	6.41%
<b>87149620002</b> Crank-gear and parts thereof	3,644,209	2,695,362	35.20%	48,000,609	43,812,504	9.56%
<b>73151100209</b> Roller chain of bicycles	2,879,468	2,614,900	10.12%	33,248,125	28,567,050	16.39%
<b>87149990111</b> Bicycle derailleurs	480,308	453,515	5.91%	28,459,592	24,102,676	18.08%
<b>87149990120</b> Free wheel of bicycles	1,093,101	867,972	25.94%	25,899,983	18,974,242	36.50%
<b>87149990139</b> Axle of bicycles	352,849	355,682	-0.80%	1,936,568	1,811,405	6.91%
<b>87149990148</b> Handle-bar stems of bicycles	564,125	484,846	16.35%	15,706,452	14,087,916	11.49%
<b>87149990157</b> Seat tube, top tube and down tube of bicycles	742,956	701,358	5.93%	23,098,683	19,386,418	19.15%
<b>87149990166</b> Handle-bar of bicycles	1,446,755	1,348,897	7.25%	35,644,645	31,881,363	11.80%
<b>40115000008</b> New pneumatic tires, of rubber, of a kind used on bicycles	5,752,998	5,126,404	12.22%	67,232,429	63,279,860	6.25%
<b>40132000003</b> Inner tubes, of rubber, of a kind used on bicycles	2,768,955	2,566,199	7.90%	29,546,391	27,522,475	7.35%
<b>Total</b>	<b>48,843,403</b>	<b>43,306,950</b>	<b>12.78%</b>	<b>\$1,034,930,463</b>	<b>\$915,225,207</b>	<b>13.08%</b>

Source: BOFT Information Trade Information System/Taiwan Bicycle Association



# Taiwan Bicycle Parts Imports by Item (2014/2013)

Item	2014 Amount(kg)	2013 Amount(kg)	(%)	2014 Value(US\$)	2013 Value(US\$)	(%)
85121010001 Electrical lighting equipment of a kind used on bicycles	110,824	80,925	36.95%	2,415,734	1,964,779	22.95%
85121020009 Electrical visual signalling equipment of a kind used on bicycles	28,301	26,709	5.96%	1,011,456	628,964	60.81%
87149120007 Other frames and forks, and parts thereof	13,023,764	12,973,896	0.38%	392,865,268	400,025,462	-1.79%
87149200108 Wheel rims	1,078,954	1,138,176	-5.20%	26,344,858	25,629,915	2.79%
87149200206 Wheel spokes	210,469	191,135	10.12%	5,463,167	4,717,195	15.81%
87149200304 Wheel rims and spokes	566,923	448,540	26.39%	17,018,649	15,300,266	11.23%
87149310007 Hubs, other than coaster braking hubs and hub brakes	2,148,602	1,870,810	14.85%	31,839,177	27,324,333	16.52%
87149320005 Free-wheel sprocket-wheels	788,999	686,556	14.92%	24,388,937	21,461,596	13.64%
87149410006 Caliper brakes, and parts thereof	333,419	287,410	16.01%	8,988,215	8,286,773	8.46%
87149490009 Other brakes and parts thereof	2,888,342	2,715,917	6.35%	101,238,178	89,039,486	13.70%
87149500007 Saddles of cycles	2,319,583	2,034,661	14.00%	27,832,008	25,369,860	9.71%
87149610004 Pedals and parts thereof	962,404	931,373	3.33%	6,470,912	5,608,513	15.38%
87149620002 Crank-gear and parts thereof	3,535,089	3,211,685	10.07%	67,941,752	60,943,476	11.48%
73151100209 Roller chain of bicycles	2,637,037	2,086,306	26.40%	16,430,928	13,571,009	21.07%
87149990111 Bicycle derailleurs	1,768,127	1,680,918	5.19%	87,867,102	89,869,936	-2.23%
87149990120 Free wheel of bicycles	286,410	374,152	-23.45%	4,529,903	4,587,117	-1.25%
87149990139 Axle of bicycles	121,115	47,171	156.76%	735,626	244,391	201.00%
87149990148 Handle-bar stems of bicycles	627,798	639,795	-1.88%	8,915,301	9,722,738	-8.30%
87149990157 Seat tube, top tube and down tube of bicycles	993,133	926,525	7.19%	14,115,626	13,786,585	2.39%
87149990166 Handle-bar of bicycles	884,443	933,806	-5.29%	10,845,031	11,300,268	-4.03%
40115000008 New pneumatic tires, of rubber, of a kind used on bicycles	3,222,068	3,167,692	1.72%	30,787,723	27,980,290	10.03%
40132000003 Inner tubes, of rubber, of a kind used on bicycles	657,307	637,836	3.05%	4,080,977	3,651,486	11.76%
Total	39,193,111	37,091,994	5.66%	\$892,126,528	\$861,014,438	3.61%

Source: BOFT Information Trade Information System/Taiwan Bicycle Association





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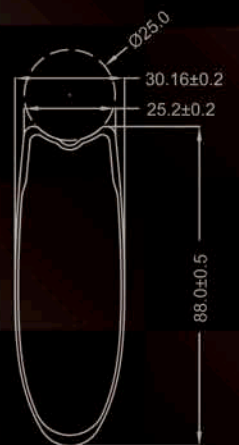
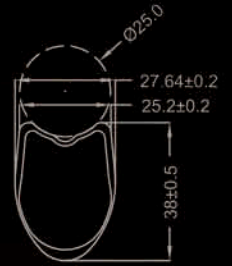
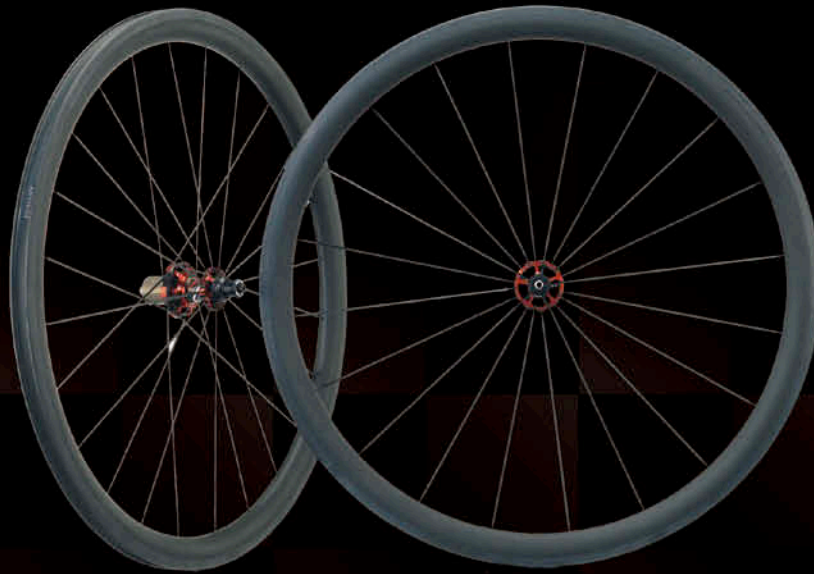
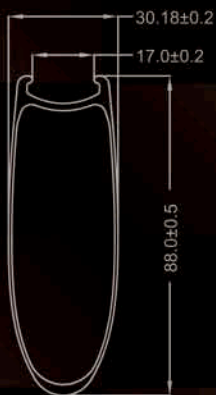
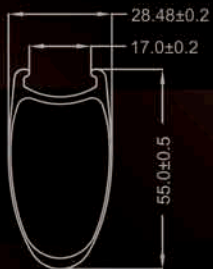
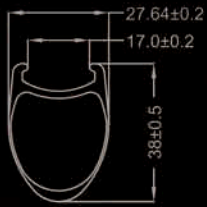
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1K 3K 6K 12K 24T 30T 40T 50T 60T T-MAX CFPF PU Shell EPSS STTF



# 2015 Taipei Cycle d&i Award Winners Announced

Text: Editorial Dept.

An international panel of judges have selected the 57 new products from 10 different countries as winners of 2015 Taipei Cycle d&i awards. Of these, five were honored with the coveted gold awards and one was honored with the new 'gold award-young enterprise'—given in special recognition to an enterprise established after Jan 1st, 2011.

2015 is the fourth consecutive year the Taipei Cycle d&i bicycle design competition has been organized by TAITRA, TBA and iF Design Asia. 209 entries from 15 different countries were entered into the competition in one of four separate categories—bicycles, components & parts, peripherals & accessories and e-bikes. This year, the number of international entries grew 37% from 2014, showing that the competition is drawing more and more global attention as a platform for presenting upcoming products to the cycling industry.

Winners of the Gold Awards include: Mindbike, a bike from TS Design in Japan which can be assembled and disassembled with bolts; a bluetooth equipped pump for reading tire pressure on an smartphone from Airace



▲ An international panel of judges selected 57 products from 209 entries to receive the prestigious d&i award: (From left to right) Gideon Loewy, Norbert Haller, Cesare Sun, Michael Steen, Ulrike Saade and Georg Todtenbier.

Enterprises; Topeak's Transformer series pump/bike stand; Stromer's widely-acclaimed ST2 digitally connected e-bike and Dutch company, Protanium's plywood e-bike. The young enterprise gold award was given to Singapore-based Bamboobee for their DIY bike bamboo frame kit.

Judges noted a trend that many entries this year featured innovations that integrate electronic devices or digital applications with complete bikes. They also suggested that the need of ordinary riders such as house-

wives and students, rather than just professional cyclists, should also be taken into consideration in designing or choosing materials for cycles in the future, in order to make cycles user-friendly and truly a part of everyday life.

Awards will be presented at the 2015 Taipei Cycle Pre-Show Press Conference on March 17th, and winning entries will be on display at the 2015 Taipei Cycle Show March 18th through 21st on the 1st floor of the Taipei World Trade Center Nangang Exhibition Hall.



# Bicycles



## TSDesign Mindbike

Mindbike was created based on a brand-new concept in which the whole body of the bicycle can be assembled and disassembled only with bolts, due to its aluminum extrusion frame (design right registered and patented) joint structures. Changing frame length facilitates the assembling of bikes for adults or kids. It is like modular furniture. Mindbike, with its production methods, is definitely an eco-friendly product with a reduced environmental burden. Big cutbacks on required transportation energy are realized in comparison with conventional bikes due to its knock-down structure. Since major parts are made of recyclable aluminum alloy, disassembling, reuse and recycling are far easier.



## Ghost Lector WC

Following in the tradition of building high-end hardtails, Ghost have introduced a new version of their legendary Lector. The race-oriented lightweight carbon hardtail featuring 29" wheels shares the aggressive, cutting edge design with its multi-award-winning counterpart Riot, and expands Ghost's new breed product line. In the past, the name 'Lector' was used to mark the best models in the Ghost Bikes portfolio. Now, with several innovative technical solutions, stunning 'stealth' appearance and exceptional light weight, this is a product that truly deserves the right to possess the Lector name all by itself.



## Merida Reacto Team-E LTD

The controversial characteristics of aerodynamic quality, orientation towards propulsion and noticeable saddle-comfort are almost impossible to incorporate within one carbon frame-concept. Despite these hurdles, Merida's Reacto offers a perfect synthesis of wind-tunnel proved aero-performance, high stiffness values for direct power-transfer and energy saving, as well as exceptional comfort. To celebrate the 2014 UCI Road World Champion Rui Costa and his third consecutive success as overall winner of the Tour de Suisse, Merida has created a limited edition of Rui's winning bike with original team specification components sporting his personal signature.



## Tern Verge X18

From the sport-racing geometric frame to the ultra-strong 20" aero wheels, the Verge X18 delivers a complete road-bike experience in a small, light, foldable package. Equipped with an American Classic hub and a smooth TIG-welded hydroformed frame, the Verge X18 weighs just 10.4 kg. The bike features a Syntace VRO 47 stem, Kinetix Pro X drop bars and a set of Kinetix Pro X Aero wheels. These hand-built wheels boast an exclusive alloy composition, tall 42 mm profile and Sapim CX-Wing bladed spokes. Every detail on the Verge X18 has been meticulously selected to create a true road bike experience with a folding bike profile.



# Bicycles



## Douze V2 Series

Douze Cycles has created a new level of cargo bike; convenient, comfortable and flexible to move and transport. Available in 3 different lengths, the V2 Series cargo bikes can be used for different types of professional applications or family-related purposes. The V2 series, offers two major innovations: A quick release system allows a bike to split into two parts in a matter of seconds. The steering by cables provides exceptional maneuverability, allowing the fork to turn over 75° to the right and left. This global design project combines aesthetics and innovation in the creation of a new generation of cargo bikes.



## Pacific Cycles Reach

Reach is a full suspension, 20"-wheel bicycle with a user-friendly fold and pack option. Geometry, gear ratio, weight and performance are designed to match full-size road bikes. The URT-system (unified rear triangle) combines a smooth, comfortable ride with responsive pedaling stiffness.



## Aster Bikes F35

The goal in the developmental process of the F35 was to design the fastest road bike, with the emphasis on the bike head and down tubes, matching the inverted triangle of the frame body to give riders the best low wind resistance. The frame's streamlined modeling offers the ultimate riding experience, while the fork emphasizes the double chamber technology system for high stiffness yet comfortable riding.



## Syrinx International 2-in-1 Balance Bike Scooter

The Syrinx 2-in-1 Balance Bike Scooter grows with a child. The Balance Bike Mode assists children as young as 3 years old to start from walking, and then to progress to running and cruising. This will enhance their movement and balance. The soft wheels also facilitate a smooth ride on any type of road surface. As the child grows, the Syrinx Balance Bike can easily be changed into a two wheel scooter via the QR system. This kid-powered scooter teaches critical coordination skill and lets kids enjoy scooting during their developmental stage. The rear wheel brake allows for quick and easy stopping.

# E-Bikes



## Protanium EcoFriendly

The wood used for the Ökovänlig, meaning 'environmentally friendly', is PEFC certified plywood, harvested in an environmentally friendly way and manufactured in Germany. This e-bike has specially designed aluminum parts that turn two plywood panels and two wheels on the Ökovänlig. The easy-to-remove Protanium lithium battery sits in the plywood sandwich construction. The Ökovänlig e-bike complies with EN and ISO standards. The Ökovänlig e-Bike comes in a cardboard box with a manual for easy do-it-yourself assembly to reduce transport costs.



## Stromer ST2

The ST2 is the first worldwide digitally connected e-bike. It is connected via a built-in SIM card with the Internet and can communicate via myStromer App with any smartphone. Furthermore, it is equipped with Bluetooth, GPS and GSM, so that the location of the ST2 can be tracked at any time via Geolocator. The myStromer app offers even more features, such as tuning, anti-theft protection, checking battery charge status, and the service booklet. With its high-performance battery for increased range, a powerful motor for greater speed and an integral daytime running light for great safety, the ST2 has everything a rider needs for relaxed commuting.



## Protanium After5

Protanium's After5 is one of the world's lightest 45 km/h speed e-bikes. It is a premium quality bike for anyone demanding luxury equipment at the highest level. The frame is made of autoclave carbon fiber with a layer of Kevlar fiber to give the frame additional strength to handle the forces from the powerful carbon fiber/aluminum motor. The frame and front fork, as well as other parts, are produced by using the autoclave method, and the bicycle components are made of carbon to reduce the weight of the bicycle.



# Components + Parts



## Bamboobee

### Bamboobee Build It Yourself (BIY) Bike Kit

The Bamboobee Build It Yourself (BIY) Bike Kit not only aims to provide owners with the joy of cycling, but also the satisfaction of building a own bicycle from scratch! This bamboo bike kit combines urban lifestyle with nature, offering riders the chance to cruise around the city on a unique, bamboo-framed bicycle that you built by themselves.



## Yaban

### SLA 11

Yaban's SLA 11 speed chain's unique thinner plate design creates a larger inner space for cassette sprockets to enter and detach more smoothly, noiselessly and with higher shift accuracy. The arc guide block design on the inner plate makes the roller movable, which leaves room for the teeth to enter the cassette sprocket, and keeps the chain stably on the teeth without creating sway or friction with the sprocket. With DHA Chromium Carbide heat treatment, the hardness of the pins and rollers are up to HV1500.



## Smaller International

### Folding Handlebar

A multinational patented folding handlebar design has finally solved the problem of parking a bicycle in a limited space. In about three seconds and a mere four steps, the handlebars can be extended out or folded into a fastened position without much effort. The structure is strong enough to pass the most difficult test of EN14766 for mountain bikes.



## Apro Tech

### Soul Ripper

Soul Ripper is a new generation multi-featured MTB with a changeable suspension system allows riders to switch between two kinds of suspension systems—OIC (with virtual pivot point) and SPL (with a four bar system), via the switch bar. These two suspension systems have distinct kinematics, whereby the rider can choose the most suitable one for different trails. A second feature is the adjustable rear travel which is designed to allow riders to easily control the bike features for different kinds of trails. Internal cable routing gives the soul ripper clean and stylish looks.



## Foss Worldwide

### Magnetized Hub

With two 20-tooth ratchets, the Foss Hub can overcome the structural limitation of bikes. The traditional 3 or 6 teeth ratchets usually result in stress concentration due to single tooth engagement, whereby the hub can easily get stuck and damaged. Two opposite high precision 20-tooth ratchets engaged mutually and securely at all times via the attraction of permanent magnets. Foss Magnetized Hub prevents the malfunction of the general hub caused by spring fatigue or rust; it can also endure up to 150°C of high temperature and facilitate assembly and maintenance by the rider.

# Components + Parts



## Link Chance International Hawkvi Edge 20ACS

This wheel rim design features high precision flash welded joints, 6011-V special alloy material, CNC milling and MOA (Micro-Arc Oxidation) surface treatment. Braking force and durability are significantly enhanced. With 4mm diameter carbon fiber spokes, Double Lock System, extra nipples locking onto the sides of the hubs, 2:1 spoke proportion system and titanium nipples, the design of the spoke structure improve both durability and stiffness, without the need of high spoke tension. Other features include a wider hub flange distance and wider bearing allocation, oversized axles and bearings, double lock hub and entire 7075 alloy hub.



## Gold Ti Enterprise Molasses Wheel Axle

The tools required for repairing a tire are a tire lever, a sleeve of a gas nozzle valve, a wrench with an extension rod, a tool for roughening the inner tube surface of a tire and a tool for pressing a tire patch. When a wheel set is disassembled, you will need all of these tools. Now all of these tools are included in a locking handle of a super molasses wheel axle. With a locking force of 2693 Nm and weighing only 37 grams, the frame with the wheel set is firmly integrated to ensure proper structural vehicle performance.



## FSA K-Force Light BB386 EVO

FSA has once-again revolutionized the top-of-the-line K-Force Light road crankset. This next-generation crankset has gone through a complete redesign from-scratch, in order to increase stiffness, maximize power transfer, optimize shifting precision and decrease weight. The crankset implements a novel 5-arm asymmetric (ABS) spider which incorporates the crankarm as a critical interface juncture. The result is an extremely attractive product that has already proven itself in the Pro Peloton. The new FSA K-Force Light ABS crankset represents the pinnacle of FSA innovation and technology for the discerning cyclist.



## Hubsmith HS-R035F/R

HS-R035 hubs are designed to capitalize on a 'hub shell structure' design. The hub shell is manufactured by precision machining and tight integration, enabling the driving force to convey 100% power. The hub can be customized with one to four types of color arranged for overall visual matching with the bike.

## Kind Shock Southpaw

The Southpaw is an under-bar remote specifically designed for bikes with 1x drivetrains. Sold as an accessory only, Southpaw uses an innovative split clamp, allowing for 4-axis adjustment for perfect ergonomics and feel.



## Shanghai Tianma Vancom Rubber Linear Inner Tube - Quick Change

The Linear inner tubes are straight tubes designed with a joint to lock the two ends together thereby removing any gap. The joint system is designed with a tongue on one side and a groove on the other end allowing for inner tube changing without having to remove the wheel. No more hassle and getting dirty when taking off the brakes or the chain off the gears to take off the wheel kit, and no worry about how to put them back on. Additionally, the joint lock system prevents any major wear and tear, and lasts a long time. Linear inner tubes are perfect for cyclists who need a quick, easy solution. The tubes are also great for bikes with bolt-on wheels such as BMX, fixie bikes and internal geared hubs.





# Components + Parts



## Tern Kinetix Pro X

Kinetix Pro X takes 20-inch wheels to the next level. For high-profile strength and aerodynamics, Kinetix Pro X wheels are built with forged Sapim straight-pull aero spokes in a patented Rolf low-count paired-spoke pattern. Custom designed front and rear hubs with precision CNC machined flanges deliver superior spoke alignment. Hand-built and hand-trued, a Kinetix Pro X wheel weighs just 1100 grams. Kinetix Pro X wheels fit all Tern 20-inch models and other bikes with a 74/135 mm width.



## Controltech Affilado

Some things turn heads because of their beauty, others because of their singularity, and still others because of their speed in passing. Affilado turns heads for all of these reasons. Embodying the same enduring philosophy from 25 years ago, Affilado evolves the connection between riders and bicycles. One-piece construction offers both a feathery lightweight and a connected feel to the chassis, while a tuned carbon saddle shell offers just the right compliance.



## WTB 27.5+ System

WTB created a new wheel size that fits within existing, available standardization with its new WTB 27.5+ System. Using a wide, WTB 27.5" TCS rim and a large, WTB 2.8" TCS tire, the overall diameter of the WTB 27.5+ System becomes 28.6". This allows riders to use WTB's 27.5+ System within 29" bicycles they already own. No new parts, aside from the wheels, are necessary.

WTB's 27.5+ System combines the supple traction and smooth riding characteristics of plus sized tires with the available and accessible standardization of 29" bicycles, creating a transformative ride for existing bicycles.



## Controltech Aero Cockpit Plus

ControlTech's new Aero Bar offers rest pads with 30% additional comfort for lower arms via adjustable multi-position pads. The full carbon aero-bar with hollow design offers superior aerodynamic profile. High-strength, and increased durability. The design of the main body structure helps to keep the Aero Bar stable.



## WTB Trailblazer

To understand the WTB Trailblazer 2.8 27.5" TCS tire, one must understand what it isn't: it isn't inclusive only to this model. The same frame, fork and components are used on an existing 29er; you simply need to put on the wide 27.5" wheels and WTB Trailblazer tires. An entirely new ride quality and supple sensation are achieved using existing components and bicycles within the market.

WTB combined existing available standardization with ingenuity, creating the uniquely accessible Trailblazer tire.

# Components + Parts



## **Tribull Precise** **Heat Sink Cool Brake Pad**

This unique patented brake pad is distinguished from current ordinary pads. The forged cooling pinned backing plate and a high performance organic compound offer superior performance. The simple artistic and technological look also make it very eye-catching. More importantly, it greatly reduces the heat built up within the brake system. The wear and tear of the lining is also reduced due to heat control.



## **Dahon** **4D Quickpark Stem**

Paired with one of Dahon's patented folding pedal designs, riders get a sturdy bike that goes from 3-D to 2-D in seconds, and stores almost completely flat. Created to flatten protruding handlebars for ease of parking and transport, the Quickpark stem offers minimal weight gain and no loss of ride quality over traditional bikes. The adjustable rise and angle stem with memory function to help the rider set the optimal angle is quick and easy to operate.



## **Velocite** **Venn REV 35 TCC**

Venn REV 35 TCC carbon wheels are the first wheels in the world to take advantage of automated filament winding technology in their manufacture. The traditional method of manufacturing carbon rims involves manual carbon patch layup, leading to suboptimal fiber placement, as well as large structural and performance variability from rim to rim. The filament winding fiber placement is performed by a computer-controlled machine which delivers lower cost of production, faster manufacturing speed, greater manufacturing accuracy, higher process repeatability, and better overall rim performance.



## **Wellgo** **GFX**

The outer cage of this pedal is designed with an angle which helps clipping into the claw faster and easier. A protection cover at the end of the pedal prevents damage when hitting rocks, while a big platform with replaceable pins prevents slipping off the pedal. The Brevity Claw design is great for mud clearance and offers easy maintenance.



## **Sunny Wheel** **Light Handle**

Light Handle is a 5-in-1 tool that combines primary and secondary handle bars, warning lights, rear view mirror and reflective plates all in one tool to reduce the clutter of bicycle parts while adding to both bicycle aesthetics and safety features. Warning lights alert those approaching from the rear and sides, while reflective plates provide additional safety. The adjustable rear view mirror has a reflective plate at the front, and can be folded away to reduce wind resistance.



# Components + Parts



## HL Corp Aero DD

Aero DD integrated the D-shape front cap with D-type main body to obtain superior aerodynamics and handling comfort for flat-type handlebars. The D-type Front Cap, with clamping bolt at the bottom, makes the front cap look smooth and clean without any concave or convex areas. The D-shape body reduces vibration for comfortable handling while the Aero Smooth front cap offers superior aerodynamic performance.



## HubsMaster Cyber Motions

Integrated torque & speed sensors are designed with a built-in micro-generator, the battery can be charged at any time for longer durability. It mainly provides riders with real-time cycling data on speed, power, distance and calories; supports ANT+ wireless transmissions, and integrates ANT+ peripheral devices, such as cycling computer and heart rate transmitter. The App provides GPS, map, time, and route tracking information which can be shared on community networks. The cassette is compatible with Shimano, SRAM and Campy systems, and supports Quick Release (QR).



## Joy Industrial (Novatec) Factor 326

2015 full carbon mountain bike wheels set Factor-326 is newly developed straight pull-type high-transmission ultra-lightweight wheels set. In addition, the rim braking surface uses a Protex formula for extra strength and to increase heat and abrasion resistant. The specialized carbon fiber formation of the 26mm deep and 23mm internal-width rim enables riders to embrace aerodynamics and nimble handling. The spokes are fully made from carbon fiber. This innovative wheel weighs just under 1,421g.



## T&K Enterprise TK-R3-S01

The T&K titanium road frame is made with a unique processing, which includes titanium spiral tubing, precision casting and automatic welding. The stress-concentration angles of the frame involve head tube, seat tube and BB casting-in-one and the frame is made from stronger 6/4 titanium. This proprietary process allows for lighter and stiffer construction by removing or adding material from these three parts. The circular tube-to-tube welding joints are away from the stress concentration and executed by automatic welding. Automatic welding enhances the productivity and quality of the frames.



## Outrajel (Nexell) Nexo

Nexo, the micro cell-tech tire from Nexell, made from compounded an macro-molecule elastic material, is about to overthrow the stereotype of solid tires being heavy and unsafe. Nexo is 40% lighter than solid PU tires. After rolling 50 km at 40 km/hr, deformation of the Nexo is less than 1 mm and its abrasion less than 2%. Nexo satisfies market needs for burst-proof, inflation-free and air-light solid tires with diversified colors. The t-bolt, created to firmly fit Nexo with all rims, has passed the 70 kg pressure test. It keeps Nexo in the center of the rim to secure against tire fall-off when the bike makes a turn or travels over stones.

# Peripherals & Accessories



## Topeak Transformer Series

Topeak's Transformer series pumps are brilliantly designed to be used together as a pump and bike stand. The support legs can be extended to offer greater stability, while tool-free adjustable hooks provide a custom fit for bike frames. A top-mounted chronograph inspired gauge offers great visibility, and an extra-long hose easily reaches the front wheel; all these features make for the perfect partner for bike maintenance and storage. The Transformer X is an integrated version, while Transformer XX is a detachable version and Transformer RX is a compact, bike vacation/travel ready version with a carry bag.



## MID Bike Bike Stand

MID observed a variety of rack designs on the market, and found that most racks feature horizontal placement, occupying a large space of around L150 X W50 cm for each lot. In order to offer hobby cyclists a space-saving and also nice-looking rack with innovative design for space-limited residence, MID racks, made from stainless steel, not only permit easy horizontal or upright parking, but also save a third of the space (L90 x W50 cm).



## Teng Keng Enterprise D2R Trainer

The new generation D2R trainer applies Bluetooth technology that enables you to easily control and monitor your workout results on smart phones and tablets. Simply select a route anywhere around the world and hop on the D2R trainer with the D2R patented mechanical design, and you can experience lifelike riding anytime. The trainer works with Run On Earth App, which is integrated with Google Maps, for 3 excellent map viewing modes: Street, Map and Satellite and is available in 8 languages.



## Airace iGauge iVeloce Road

This CNC aluminum mini-pump is blue-tooth enabled allowing the pump pressure to be read via App "iGauge" on smart mobile devices. The pump also features a Thumb-Lock Clever Twin-Valve for easy engagement. Offering fitting for Schrader, Presta, Dunlop & E/V valves, the Presta valve won't be separated when the pump head leaves the bike.



## Chance Good Super Lava

Super Lava is a compact, eco-friendly rechargeable headlight which can emit up to 300 lumens output. Its aluminum alloy light cap is created based on efficient thermal design to disperse the extra heat.

It features a lifted spot projection angle to provide much-needed illumination for users, and also to enhance side visibility. Furthermore, the low battery indicator gives riders a friendlier choice for adjusting the lighting mode. This water resistant light is also equipped with a tool-free bracket which can be mounted on either handlebar and helmet.



# Peripherals & Accessories



## Yuen I Parking Ring

This unique ring design enables the hanging a bike by its saddle without damaging the bike. The clear arc supporting tube avoids pedal interference and makes parking much easier. In addition, the anti-theft design with the smart U-lock hook fits different types of locks, perfecting the parking stand. The compact design makes it highly suitable for public facilities, parks, railway stations, bike lanes and parking facilities of buildings, while also making the appearance of the space much more interesting.



## Vincita Seminyak 27

Seminyak 27 is a multifunctional water-proof bag designed for urban riders. It is a seamless messenger bag which takes 30 seconds to completely transform into a pannier. The anatomically designed jacket comes with an EVA shell to protect the rider's back. It has a unique double closure system (roll top and side buckle) which gives the rider easy access. The circular shape is aesthetically designed to suit the wheel, rather than detracting from the look of the bike by adding bulk. Seminyak 27 is a versatile bag designed to fit standard bikes as well as some folding bikes.



## Birzman Snap-It Apogee

By transcending valve types, tire systems and suspension forks, Snap-It Apogee stands at the very pinnacle of innovation, representing a paradigm shift in the world of inflation. It offers universal access to the various valve types, and transports air from your pump to both tubular and tubeless tire systems with unimaginable grace and efficiency. The Snap-It Apogee offers both Presta and Schrader compatibility with a simple shift of the outer chamber, and an ultra secure connection to the valve.



## Woho Bike WOKit

The patented design of the WOKit multi-tool securely locks the wrench to a carabiner body, so that the carabiner body becomes an extended handle. It's a compact bicycle tool that features 18 commonly-used tools; it's the only tool in its class to include a high-leverage 15 mm wrench for axle nuts and pedals.

## Super B Precision Tools TB-PF25 Home Mechanic Wheel Truing Stand

This portable design offers small, mobile workshop and home mechanics a simple and lightweight truing stand. Specifically designed for compact storage, transportation, quick and easy setup, repairing buckled wheels and building new ones, operating is simply a matter of opening the frame, folding out the gauges before mounting the wheel. Flip-able holders and adjustable precision truing caliper allow working on front and rear wheels for accurate truing. Suitable for wheelsets from 16" thru 29".

# Peripherals & Accessories



## Sunrising Xbat

The design objective of the Xbat lights was to make an environmental friendly bike light system for cyclists. Xbat lights have no battery, an integrated dynamo generates the electric power automatically when the bike is rolling and are turned on automatically during the ride. The user can easily fit Xbat lights on virtually all bike types—the Xbat model D is designed to mount on a quick release skewer of disc brake bikes, while Xbat with V-kit is designed for bikes with rim brakes.



## Tmax Strategy & Marketing Slo'o Cycling Pants

Slo'o Bike to Work Cycling Pants were designed to offer proper style and function for the growing population of cities that like to ride a bicycle to work. They combine the look of ordinary working pants with padded cycling pants via an easily-removed patented cycling pad, allowing cyclists to ride to work without having to change their pants. Removing the pad makes the pants wearable in an office setting. Moreover, riders can choose different pads for long distance or city rides.



## Topeak Prep Station Pro

The Topeak PrepStation Pro is an ingeniously organized repair station for upgrading, tuning or rebuilding any bicycle. The self-contained toolbox rolls on integrated wheels for easy movement around a cycling race or event. 55 pro quality shop tools in five stacking tool trays rise to a convenient height and rotate on a central column to provide complete access to all tools. Two component trays and a large base compartment provide ample storage for spare parts, cleaning supplies and any other extras a mechanic might need.



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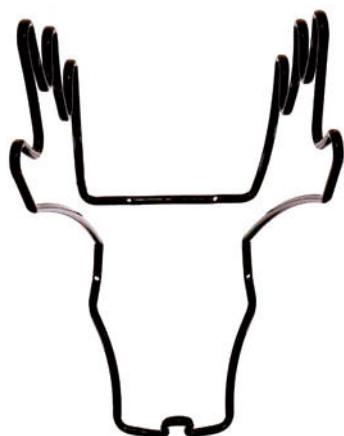
DEFENDER™ iGLOW X

## Topeak iGlow Series

Topeak's commitment to innovation with the latest technologies and materials is epitomized by iGlow Series, an ingenious accessory which integrates a super bright LED with an optical fiber element to glow on different selected accessories such as MiniRocket iGlow pump, DeFender iGlow X fender, AeroWedge iGlow saddle bag, and iGlowCageB water bottle cage and bottle, providing up to 360 degree visibility, and alerting motorists and other cyclists to the riders' presence.



# Peripherals & Accessories



## Mobikfly U Rack

The U-Rack allows users to effectively utilize home and storage space, while creating a beautiful decorative effect. Developed by designers with passion and boutique-like taste for bicycles. Different locations of the reindeer's antlers can be used to mount different bike models, or even hanging clothes, helmets, key rings or any other home supplies.



## Abus Innovativ Lock Bracket

Abus, lock features 17mm overlapping steel shells to protect the inner steel cable while a PVC-coating prevents damage to the bicycle's paintwork. The steel shells and the supporting elements of the locking mechanism are made of special hardened steel. The lock features a Fidlock magnetic bracket for effortless mounting and easy removal of the lock from the bracket, and the fabric sleeve is especially suitable for non-round frames.



## Thule RoundTrip Pro

The Thule RoundTrip Pro solves one of the biggest challenges when traveling with a bike by integrating a world class work stand into the case itself. Cyclists can unpack their bike and set it up as if it were on an assembly stand at a bike shop or home. The integrated work stand will fit virtually any type of bicycle, is lightweight and easy to move with ergonomic handles and large, durable wheels. When not in use, the durable side panels and bottom base can be removed and tucked away for "out of the way storage."



## Thule Sprint

The Thule Sprint bike carrier combines convenience and patented safety technologies, making it the most complete fork mount carrier for maximum bike protection. The unique patented AcuTight knob "clicks" when optimal hold is reached, controlling the torque going into the bike frame and ensuring the bike is secured. Road Dampening Technology (RDT) elastomers are imbedded in the rack attachments to absorb road shock and vibrations, and a ratcheting wheel strap with RDT quickly and easily secures the rear wheel without damaging the rim.



## Thule RoundTrip Traveler

The Thule RoundTrip Traveler is made from tough nylon Ripstop material, and has a rugged tarpaulin interior that is both durable and easy to clean. The bike case embodies smart solutions, such as the integrated mounting system that secures the bike in an upright position during travel. The bike case has external wheel pockets that can fit up to 29" wheels and multiple internal pockets to stow items while transporting the bike. Integrated wheels and multiple handles let users move the bike case easily.



# Huizhou Flybike Sports Equipment Co., Ltd

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

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

Tel: 86-752-3562676

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



Special TT: FM086

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



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

Racing 700C: FM396/FM436

Size: 44/47/51/54/57 cm

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

Cyclecross FM286 Disc brake

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

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

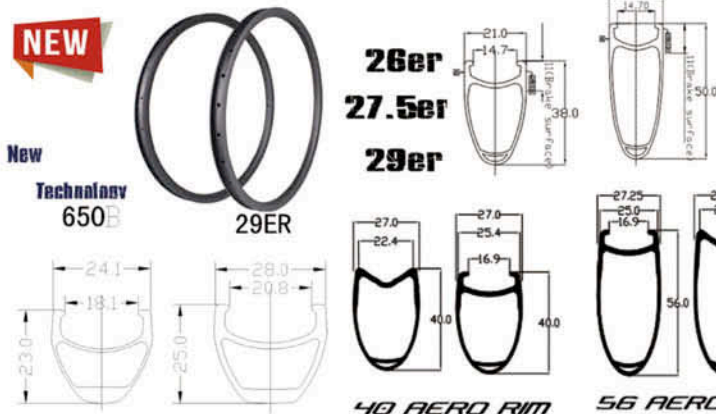
## Carbon Rims Clincher & Tubular

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

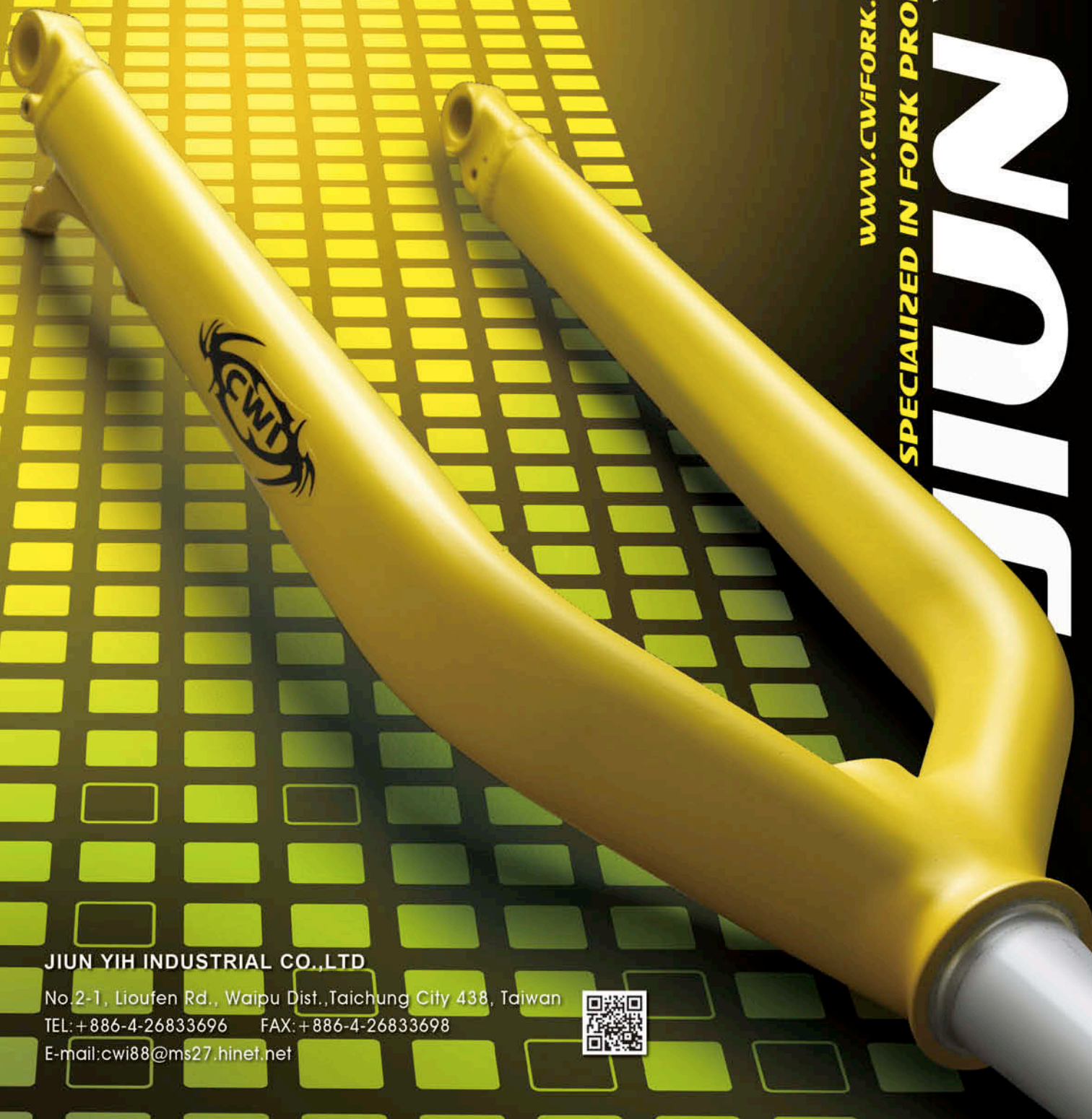
Model: 30C/35C/45C Clincher







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# King Liu: You Have To Be The Only One To Be No.1

Text & Photos: Editorial Dept.

King Liu, president of Giant, has said that he didn't know who he was until the age of 50, and he didn't understand management strategy until he was 60. At the age of 70, he was freed from his passion, and at the age of 80 he doesn't feel that he's old. The Socrates of the bicycle world, Liu recently launched his new book 'You Have to be the Only One to be No.1,' in which he mentions that the process of seeking to become the only one is more important than fighting to be number one. He states that flaunting being number one will only make a person become conceited, and believes that we must accumulate many 'only ones' before we can become number one. Liu told us that completing a cycling trip around Taiwan at the age of 73 was his most valuable achievement, and the most meaningful thing that he has done was when he promoted the world's most successful YouBike experience at the age of 80.

At the age of 81, King Liu still rides a bicycle every day as an investment in his health. Liu says that it is inevitable that one encounters many irritating issues in managing a business, but it is rather easy to find solutions when he is riding with a calm mind. Cycling has been very helpful to his business management; not to



▲► The trophies on display in King Liu's office show his achievements both to cycling and the bike industry. Inset: The cover of King Liu's recently published book, You Have To Be The Only One To Be Number One.

mention that cycling keeps him young, which in turn makes him more eager to learn new things.

## Getting to know himself

Liu told us that it wasn't until he was 60 years old that he finally learned that making money

is one of the most superficial goals of one's life. He stated: "I was fearless when I was young, but I didn't have enough willpower. I switched jobs every two or three years, and only wanted to engage in a business that would make me the most money. I finally ended up devoting my full attention to managing my bicycle business. The turning point in my business can be attributed to my persistent searching, getting to know myself, and understanding my products and business throughout a learning process. Because of that, my life began to take root and I started putting my past knowledge to good use. It can be said that I was transformed from a businessman to an entrepreneur. The biggest change was to get to know myself." Liu stressed that it is very hard for us to really understand ourselves, and knowing ourselves is a long road, just like cycling, and no one can do it for us.

### Transcending limits

Due to poor health, Liu started cycling when he was 73 years old. In the beginning, it was very tough. However, he discovered himself and reclaimed his health after completing a bicycle trip around Taiwan. Liu threw himself into bringing cycling culture to his company and Taiwan when he went back to work after this experience. He did another ride around Taiwan at the age of 80, and even rode the Shimanami-Kaido route in Japan. Through

these cycling experiences, Liu came to a new realization about himself and life. He believes that sometimes being a little muddled can help us to transcend our limits; on the other hand, if we set limits on our physical capabilities, then we won't be able to move forward.

### Reputation is more important than money

For sure, it is a fault to not make a profit when you are managing a business. However, the final goal of making money is to benefit our society, to bring satisfaction, recognition, joy, or benefits to the people who buy products by providing quality and service that exceed consumers' expectations. Working toward these aims is the most basic element for a successful business. Liu believes that if you put making money first, and are in a hurry to grab as much profit as you can, you won't be able to expand your business or make products that exceed consumers' expectations. Compared with money, Liu cares more about reputation, his responsibilities to his employees, shareholders and society, and especially, customer satisfaction.

### YouBike

Looking back on his journey through life, the thing Liu is most grateful for is that he chose to enter the bicycle business. His waistline would have expanded con-

tinuously, and he wouldn't have good health or a sense of achievement, if he had chosen to make hamburgers. Because of his love for bikes and sense of mission to society, he threw himself into the development, establishment and promotion of the YouBike system. Thanks to his perseverance and attention to users' perceptions and experiences, YouBike has become synonymous with public bicycles in Taiwan. The success of YouBike has induced many cities around the world to come to Taipei and learn from this experience. It is not too far-fetched to say that YouBike has become another well-known brand name for the Giant Group, in the wake of the Giant, Liv, and Momentum brands. For the 81-year-old Liu, the pleasure of being alive is his sense of achievement, not making vast amounts of money.

### Construction of a new headquarters

Hoping to make Giant a business that will last for generation after generation, and in order to attract more talented people to join the team, King Liu has invested NT\$1.5 billion in a global headquarters and R&D center located in the Central Taiwan Science Park. The construction of this building is expected to be finished by the end of 2018, and Giant will then move its headquarters from Dajia to the Central Taiwan Science Park. With the move, the Giant Group will pass a new milestone. 



# Tony Lo: Creating Differentiation is the only way to Succeed

Text & Photos: Editorial Dept.

After completing his 7th cycling trip around Taiwan last year Tony Lo, TBA Chairman and CEO of Giant, accompanied his wife on a cycling trip to Wuling (elevation of 3,275 meters—the highest point that can be reached by a paved road in Taiwan) to celebrate her birthday in early March this year. The 66-year-old Lo told us that while there is no absolute connection between cycling and a person's age, cycling is very good for health and delays the aging progress. Lo is the best proof of this connection, and he is more than happy to promote cycling.

In the face of a decline in bicycle exports and competition from Southeast Asian countries, Lo stated that the bicycle manufacturers in Taiwan have to figure out their global position and actively create differentiation in order to be able to come out as winners in this round of global competition.



The global economy continued a gradual recovery in 2014. According to customs statistics, a total of 3,751,000 bicycles were exported from Taiwan in 2014, which represented a slight decline of 1.96% compared with the previous year. Taiwan's total export value in 2014 was US\$1.722 billion, which was about the same as the figure for 2013. The average unit price was close to US\$458.99, which represented a growth of 1.85% compared with 2013. Among exports, 2,079,000 bicycles were exported to EU, an increase of 4.84%; 596,990 bikes were exported to the United States, a decrease of 6.29%; 240,616 bikes were sold to Japan, a growth of 6.25%; and 136,845 bikes were sold to China, a significant drop of 45.33%. Although Taiwan's export volume continues to decline, this is very normal, as the volume supplied by other areas is gradually growing. Taiwan is actively involved in innovative R&D, and has switched its focus from quantity to quality. In order to maintain its competitiveness, Taiwan must aggressively create differentiation and added value in the future.

### TBA activities

This year's Taipei International Cycle Show will feature 3,300 booths from 1,120 companies. To encourage innovation and design, this year's Taipei Cycle d&i Awards has been organized jointly by TBA and the Taiwan

External Trade Development Council (TAITRA). A total of 210 items have been signed up to participate in the competition, and this number is up by 15%. The Formosa 900 will continue to be held, and the number of participants is expected to surpass 1,000 persons. Organizers hope that more companies from Taiwan and overseas will sign up for the event, so that their employees can get a better understanding of cycling and Taiwan.

### ABA

The Asian Bicycle Alliance (ABA), which was jointly founded by TBA and CBA, is inviting bicycle associations from Japan, Korea, Vietnam, Philippine, Russia, and Turkey to attend its inaugural conference in Shanghai during May of this year, and it will also hold an annual meeting in the fall. The ABA hopes to integrate the bicycle industry in Asia and promote cycling culture.

### Sales revenue set new record

The Giant Group sold 6.6 million bicycles in 2014, which brought in record-breaking revenue of NT\$60.2 billion (approximately US\$1.95 billion), and represented growth of 10.86%. Thanks to successful sales in Europe, the United States and other parts of the world in 2014, especially in the case of high-end bike exports, manufacturers in Taiwan chiefly producing high-



▲ CEO Tony Lo holds a cautiously optimistic viewpoint for this year's overall outlook.

end bicycles almost couldn't meet demand. Giant's Kunshan plant almost reached full capacity last year; as a result, production capacity will be expanded this year. European and American markets, which saw the most sales growth in 2014, are expected to continue to grow this year. This strong sales growth is mainly attributed to high-end bikes, which will bring up the average unit price this year. Although Giant's sales growth in China wasn't as strong as in previous years, steady growth is still expected. Giant is cautiously optimistic about prospects for this year, and revenue is expected to see 5-10% growth.

Except for its Australian subsidiary, which made the same revenue as during the previous year, Giant's other markets all saw growth in 2014. The largest growth came from Giant Europe, followed by Giant North America. This growth can be attributed to its innovative products, which have found favor among consum-




ers, and the fruit of many years of working on distribution. Thanks to the availability of public bike sharing schemes throughout Taiwan, many people have now started to ride bikes. The main theme for Giant at this year's Taipei International Cycle Show is relevance to life, and it is exploring whether the public will re-assess the value and role of bikes in the post-YouBike era.

## A new peak in life

With seven cycling trips around Taiwan under his belt, cycling is a routine practice for Lo. However, it wasn't so easy to challenge Wuling. Wuling has an elevation of 3,275 meters, and is

considered the highest point that can be reached by road in Southeast Asia. On March 2, 2015, in the rain at a chill 2 degrees, Lo accompanied his wife Mimi on a cycling trip to Wuling to celebrate her birthday. His love for his wife is plain for everyone to see, which

is very admirable. One thing Lo discovered during the trip is that thanks to his bicycle's excellent performance and his regular cycling, he was able to reach Wuling at the age of 66. After this experience, Lo is even more convinced of the benefits of cycling. 



▲ Tony Lo (right) rode a bicycle with his wife, Mimi (center) to Wuling to celebrate her birthday. His adoration of his wife is easy for all to see.

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Continuing Pursuit of Innovation

# William Cheng on the Merida Experience

Text & Photos: Editorial Dept.

The Merida brand, ranked eighth among Taiwan's 10 largest international brands in 2014, had a brand value of US\$347 million, and was the sole brand whose value has increased steadily during the previous five years. Merida also remains dedicated to continued improvement. With brand value increasing by 137% over the past five years, and the group's revenue constantly setting new records, Merida's superb performance was not dependent on chance.

## Brand strategy

The spectacular success of Merida's brand strategy in recent years is actually the result of 43 years of accumulated experience. According to Merida Assistant General Manager, William Cheng, Merida has emphasized providing excellent quality for reasonable prices since more than 20 years ago, and focuses its efforts on process innovation, new materials, and development of products with new functions and uses. The company has gradually strengthened its independent R&D capabilities and product innovation capacity; it is constantly innovating and perfecting frame design, while also providing major sponsorships to



cycling teams. Merida has been very active in sports marketing, and the achievements of the athletes it sponsors have successfully propelled it to the international stage. With such a high-profile brand, the company's marketing efforts have been exceptionally successful.

Apart from continuously maintaining a high level of product quality, enhancement of brand value also requires constant innovation and progress. Merida is the sponsor of Italy's world-class Lampre Merida team, and it takes advantage of these top international sportsmen to test its product quality and enhance the global recognition of its brand.

### Output in 2014

Merida's revenue reached a new high of NT\$27.2 billion (approximately US\$877 million) in 2014, and this figure represented 8% growth compared with the previous year. Merida's output of 2.39 million bicycles was slightly up by 1.63% compared with 2013. The statistics reveal that Merida's average unit price also increased. Looking ahead, Merida hopes to maintain some degree of output growth in 2015, and will strive to achieve a 5%-10% increase in revenue.

### The China market

In spite of the fact that China's demand for bicycles dropped during 2014, Merida's bicycle

sales in China still topped the 1 million mark, although sales volume slipped by 8% compared with 2013. Nevertheless, starting from the fourth quarter of last year, Merida's Chinese sales displayed positive growth compared to the same period of the previous year. Merida is cautiously optimistic about sales in the Chinese market during 2015, and projects a small degree of growth. It plans to strengthen its product line, and increase emphasis on road bikes and straight-handlebar hybrids. At the same time, Merida will embark on a capacity expansion plan involving its new Nantong plant in Jiangsu, and expects to increase the plant's capacity from 250,000 bicycles last year to 350,000 this year.

### E-bike plant to begin trial production in June

Merida's e-bikes are chiefly aimed at the European market, and have a mid-/high-end positioning. These e-bikes are currently produced at Merida's German plant, which has an annual output of 8,000-10,000 units. The e-bikes are chiefly equipped with Bosch components. Because of the plant's limited annual capacity of only 20,000 e-bikes, Merida has also embarked on setting up a dedicated assembly line in Taiwan. The first stage of this plan consists of the establishment of a frame production line, which is slated to begin pilot production in June of this year. Initial out-

put is projected to be 3,000 units annually, and the frames will be equipped with Shimano's Step system.

### Sponsorship of the movie "To the Fore"

Last year, Merida was invited to sponsor the cycling movie "To the Fore," and it responded by providing over 400 bicycles for use in filming. The Lampre Merida team also took part in movie production. Merida hopes that this movie will induce even more people to appreciate the appeal of cycling. The passion, persistence, and fearlessness of the lead rider in the film are completely aligned with Merida's image, which also inspired the company to sponsor top Taiwanese rider Feng Chun Kai.

### Taipei show B2B2C

At this year's Taipei Cycle Show, apart from B to B marketing of its new products, Merida also plans to add a consumer facet, which is in keeping with its emphasis on interaction with the general public. Publicity for the cycling movie "To the Fore" will accompany the display of commemorative bicycles from the movie, and Merida will also introduce a special edition Feng Chun Kai bike.





# Wally Chen on The Building of the Maxxis Global Family

Text & Photos: Editorial Dept.

With its annual revenue of NT\$129.0 billion (approximately US\$4.16 billion) and a brand value of US\$367 million, there's no surprise that Cheng Shin Rubber enjoys great popularity in global markets. A low-key, practical, and insightful person, GM Wally Chen has built up a highly coherent Maxxis global family and brand culture via sports marketing and its 'Maxxis T3+2+1' management targets. Wally Chen's leadership perceptiveness can be seen from the details of his management of each brand.

## Smart Sports Marketing

Maxxis enjoys highly effective sports marketing. The fact that its brand continues to appear at competitions, and even at some major championships, has greatly amplified its brand name and quality image. As the brand started out in Atlanta, Maxxis initially sponsored the Atlanta Braves. In its first year under Maxxis' sponsorship, the Braves brought home the Major League Baseball championship. Maxxis also sponsored the Los Angeles Lakers as its first sponsorship in the NBA; and that year



▲ Cheng Shin Rubber GM, Wally Chen: "There's no shortcut to success, and what you can do is to listen to customers and plan for the future while keeping pace with the times."

the Lakers also brought home the championship. In addition, Maxxis has also sponsored Liverpool Football Club—one of the most successful teams in Europe. To show its gratitude, the team specially sent a greeting card written in Chinese wishing Wally Chen a happy Chinese New Year. What's more, Maxxis continuously sponsored the New York Yankees for six years, and the Maxxis' logo can be seen clearly when the Yankees play at home. According to Chen, sponsoring sports that require large amount of money and have high visibility is a very effective means of pro-

moting a brand. It is also a declaration to customers that Maxxis is a competitive and large-scale international brand. Maxxis also spare no effort in their support of Taiwanese players, including Jeremy Lin and Chien-Ming Wang. For many years, Maxxis has been sponsoring whichever team these 'hometown boys' play for.

## The Triple 3 Plan

Wally Chen noted that, apart from spending time effectively, the key for brand marketing is to continue to adjust marketing strategies and put down

deep roots in Taiwan based on the growth of the brand and different markets. Chen's "Triple 3 Plan" consists of three strategic targets (continuous innovation, globalization, and steady growth) which are centered on the Maxxis group (including employees, dealers, suppliers, and consumers). In the plan, three management targets (100% quality, 100% service and 100% trust) are adopted to attain strategic objectives. Finally, three operating methods have been set up in accordance with each management target forming a comprehensive management system which helps realize maximum performance for the entire Maxxis global family. Triple 3 stresses a "win-win" relationship, in which Maxxis provides 100% quality and service to its dealers and in turn earns 100% trust. The

same principle also applies to the relationship between dealers and consumers: as long as the dealers provide 100% quality and service to their consumers, the former will naturally earn 100% trust from the latter.

## Building a Successful Maxxis Global Family

Wally Chen considers culture to be the key to a success-

► Wally Chen likes to play saxophone and play tennis to relieve his on-the-job stress.



▲ Local cultural characteristics were fully on display at the 2014 Maxxis Asian and African distributor Conference. GM, Wally Chen (center). Lenny Lee (center right), Assistant manager of Cheng Shin, is in charge of preparation for construction of the Indonesian plant.





▲ A large number of distributors attended Maxxis' Asia and Africa annual conference in Bali.

by the warm and enthusiastic interaction and strong cohesiveness shown at this conference. Chen also emphasizes, "There's no shortcut to success, and what businesses need to do is to listen to their customers and plan for

the future, while keeping pace with the times."

### New Asian Factories

In order to expand its Southeast Asia market and pro-

vide real-time service to customers, Cheng Shin has been actively speeding up its positioning in this market. For instance, it is investing US\$400 million in the construction of an Indonesian plant, which will become the company's third production base in the Southeast Asia region. Lenny Lee, Assistant Manager of Cheng Shin's Indonesia plant, stated that the new plant will occupy 35 ha, and be located in the GIIC Industrial Park in Jawabarat (about 60 km from Jakarta). The reason for choosing this site is because it is close to automobile and motorcycle factories, including Suzuki and General Motors. The construction of this plant will start in mid-May, and production is expected to begin



▲ Maxxis's annual Asian and African distributor conference is held in a different country every year. In 2014, the conference was held in Bali, Indonesia, and gathered 200 Asian and African dealers together under the same roof.





in mid-2016. In the beginning, motorcycle tires will be the main product, with auto tires joining the production lineup later. The plant's daily production capacity for motorcycle and automobile tires is expected to be 40,000 and 16,000 tires respectively.

At the end of 2014, to fur-

ther meet the needs of OE automobile and motorcycle customers, Cheng Shin decided to set up a plant in Gujarat, India. The company is currently actively planning for construction on the 43 hectare site. Planned production capacity is similar to that of the new Indonesian plant. India

has a population of 1.2 billion and its economic growth reached 7% in 2014. Twenty million motorcycles are sold in India every year, which shows the country's great market potential.

## ASPIRE: Secret for Success

In the face of a changeable and uncertain business environment, Wally Chen has proposed the 'ASPIRE' concept, which stands for Accountability, Speed, Passion, Innovation, Real-time, and Ethics. He hopes that ASPIRE will become the company's secret for success, and that the Maxxis group can advance together toward its targets. 🌀

► In order to promote Maxxis brand popularity, the company has launched a line of peripheral soft products. The picture shows Maxxis' red wine. The design of the logo is derived from the name "Wally."





# "Life in Motion": Kenda's Strength Through Marketing

Text & Photos: Editorial Dept.

Kenda has made tires for more than five decades. Thanks to the higher unit price of auto tires, Kenda's sales have grown rapidly, and auto tires sales now account for 40% of the company's total revenue. Motorcycle and bicycle tires each accounts for 25% of the company's sales, and industrial tires account for 10% of sales. According to Kenda President Ying Ming-yang, Kenda's development stresses both depth and breadth. In the past, the large numbers of the company's bicycle tires, especially 23 tpi and 30 tpi specifications, were sold to the mass market. However, the company later shifted to the IBD and repair market, which required a higher level of quality. As a result, sales of Kenda's ultra-thin inner tubes and high-unit-price tires, such as 60 tpi and 120 tpi specifications, have continued to climb.

## Brand value

When it comes to the importance of the company brand, Vice President Jimmy



▲ Kenda President, Ying Ming Yang's strategic ability and operating skills have won much admiration.

Yang noted that one thing that made a deep impression on him was when Nike signed Michael Jordan and Tiger Woods as its brand spokesmen. Even though it invested 10-20% of its revenue in advertising and marketing, its gross profit ratio reached as high as 50-60%. This example taught Yang that a company can create product value through good branding and marketing. Kenda later signed up John Tomac as its

product and brand spokesman, and this decision led to excellent results.

## Life in Motion

Kenda's marketing concept is built on "Life in Motion." Tires play an important role in biking culture. For that reason, Kenda hopes to make its tires a part of everyday life. One point of emphasis in Kenda's adver-

tising is that tires have a close connection with individuals and families, and tires are connected with everyone's life. When people open their garage doors, they are sure to see at least one or two Kenda tires, regardless of whether they are bicycle, motorcycle, auto, or hand truck tires.

## Sports marketing

Advertising can be divided into two aspects: brand awareness and brand image. Brand awareness can be achieved through roadside advertisements, T-Bars along highways, newspaper and magazine ads, and events and races that increase the exposure of Kenda tires. For instance, Kenda is burnishing its brand image through sponsorship of YouBike, its concern for the underprivileged, and support for charitable organizations. These actions have ensured that consumers have come to know Kenda's active involvement in public interest activities.

To take a few familiar examples, Kenda sponsored the Cannondale Pro Cycling Team, and has been a long-time sponsor of major races such as the Tour de Taiwan and Tour of Beijing. Kenda also regularly sponsors countless small races and other teams in the United States, Europe (Germany, Russia, and Italy), Taiwan, Latin America (Colombia, Brazil, and Chile) and Mainland China. In general,



▲Kenda Vice President, Jimmy Yang has a forward-looking, international outlook, and is the leading strategist of Kenda's sports marketing efforts.

Kenda's sponsorships consist of the exchange of money and products for exposure of the Kenda logo on the cyclists' uniforms.

Kenda's sponsorship of golfers goes back to 2001, when it sponsored the American golfer Ben Curtis, who took home first place at the British Open in 2003. Afterwards, Kenda began to sponsor other players. For instance, in Taiwan, Kenda sponsors golfer Lu Hsiao-ching. Lu ranked third among golfers in Japan in 2013, and won three tournaments in 2014. As a result, Lu climbed from third place to second in terms of annual prize money, and received a total of ¥100 million, which set a new record for Taiwanese female

golfers in Japan. Thanks to her extraordinary performance, the Kenda logo gained considerable exposure in Japan.

It's worth mentioning that Kenda sponsored the New York Knicks NBA team at the time when popular Taiwanese basketball player, Jeremy Lin played center for the team. After Lin moved to the Houston Rockets the following year, Kenda switched its sponsorship to Houston, so that audiences in Taiwan could see the Kenda logo when they watched Lin play. On top of that, Kenda also sponsored the Cleveland Cavaliers in 2015. There are two reasons why Kenda decided to sponsor Cleveland: a geographical affinity with Kenda's Ohio subsidiary and the return of the best-known NBA player LeBron James to Cleveland. Kenda was the leading sponsor at the opening game in November, which gave Kenda a high level of exposure on the basketball court and online. Thanks to LeBron James' fame, Kenda's brand appeal was broadcast around the world.

Kenda's American subsidiary is located in Columbus, Ohio. In 2008, Kenda began sponsoring the Ohio State University football team, which has always been one of the top collegiate teams in the United States. The Kenda logo is shown repeatedly every time the big screen at the stadium replays highlights,



which make sure that all spectators are aware that Kenda is the team's sponsor. Although an underdog and dark horse, this team captured first place in the nation in 2015.

### Cultivating the European market

Kenda's US subsidiary has already been in existence for 33 years, currently employs 500 people, and has established distribution warehouses and offices in eight regions. Since the US has been an important global market since an early date, and is known for its versatile marketing and advanced design concepts, Kenda mostly targeted the US market in its global marketing efforts, and only gradually shifted its attention to the Taiwan and China markets. Never-

theless, over the last few years, Europe has become a trend setter in its own right. Apart from possessing a huge market, European brands and cyclists have demonstrated outstanding performance. Because of this, Kenda hopes to rely on its American experience to succeed in the European market, and it opened a European office in 2014.

### Establishing an Akron R&D center

In order to develop high-unit-price tires, Kenda established an R&D center in Akron, Ohio in 2014. This center is complementary with the company's R&D center in Taiwan. "The leading US tire brands formerly had headquarters in Akron," explained Jimmy Yang, "and it remains a stronghold of

the global tire industry." Kenda's R&D center is staffed by over ten professional personnel; apart from contributing to auto tire development, the center is also using its growing technical expertise to significantly improve other aspects of tire technology.

In addition, Kenda is paying close attention to ways of reducing tire rolling friction, and has made some recent technical breakthroughs in this area. For instance, in the case of road bike tires, after performing realistic testing, Kenda was able to reduce the rolling resistance coefficient of its tires to a level on a par with that of the world's leading brand.

### Increasing investment in global production facilities

In the process of globalization, Kenda has captured major shares of several important markets, including the US and China. Furthermore, in light of the growing importance of the Southeast Asian market, Kenda established a factory in Ho Chi Minh City, Vietnam in 1997. This plant, which produces mainly motorcycle tires and secondarily bicycle tires, has served as a springboard for Kenda's entry into the emerging regional market.

Over the last few years, Kenda has also paid increasing attention to the Indonesian market. Indonesia has a population



▲ Kenda US center, located in Columbus, Ohio, sponsors the local Ohio State University football team. Kenda's logo in the 120,000 seater stadium is very eye-catching.

of 240 million and abundant supplies of natural rubber. Because the country's GDP has been growing steadily recently, Indonesians have been buying more vehicles of all types, and this market is destined to greatly surpass the Vietnamese market in the future. Kenda, therefore, recently decided to establish a plant to the southwest of Jakarta. This plant, which occupies an area of nearly 30 hectares, is expected to begin production by the end of the year. It will initially produce mostly motorcycle tires, but also some bicycle tires. Daily production during the first phase will be 20,000 motorcycle tires and 10,000 bicycle tires, and it is hoped to increase output to 50,000 tires a day during the second phase.

Kenda's American auto tire sales grew substantially during 2014. Although Kenda is currently impacted by the Sino-US anti-dumping and countervailing duties, which could cause it to face tariffs of close to 32%, Kenda's Taiwan plant established an auto tire production line 5 years ago, and this plant's supply to the US has not been affected. However, because the plant's capacity may be insufficient to meet steadily increasing demand in the North American market, Kenda has decided to establish a new plant occupying 38,000 square meters in Yunlin County.

Kenda's Shenzhen plant

was established in 1989. The company was recently forced to relocate this plant due to local urban planning measures. Fortunately, Kenda also wish to expand capacity, and therefore decided to establish its new Huizhou plant, which will occupy 130 ha. The plan for the plant has passed EIA procedures, and production is expected to begin soon. Kenda's Kunshan plant was established in 1994. This plant was established as part of the company's drive to develop truck and auto tires. Since this plant is also forced to relocate because of urban renewal, Kenda has found a 170-ha parcel of land that it can use as a new site. Although Kenda is currently emphasizing the Asian market, it will not rule out establishing new plants in Eastern Europe, North America, or inland China if this is the most effective approach to supplying local markets.

### Looking ahead to 2015

Because of the falling price of raw materials, tire prices have recently dropped by approximately 8-10%. While this caused the tire industry to suffer a widespread drop in sales during 2014, Kenda Group sales still managed to reach NT\$33.3 billion (approximately US\$1.07 billion), which represented a small amount of growth compared with the corresponding

figure of NT\$32.4 (US\$1.05 billion) in 2013.

According to Deputy GM Chen Chao-jung, who is in charge of plant operations, Kenda's strength is its steady management and ability to supply the products its customers want. Because of falling raw material prices last year, retail prices of tires have also dropped by roughly 10%, and most tire companies have experienced falling sales. For its part, Kenda expanded its cooperation with assembly plants, and made deliveries to the Toyota system for the first time last year. Kenda had also already entered the Honda system, and its sales to Honda had been growing steadily. Furthermore, sales of Kenda's motorcycle tires in India have been growing, and its bicycle tire sales in Europe have made some gains. As a result, the company has managed to maintain at least slight growth under unfavorable conditions. Chen believes that Kenda's big advantage is its high quality and reasonable prices, which allow it to maintain a steady market share. In addition, because it diligently maintains the company president's business philosophies of "sincerity, quality, service, and innovation," as well as diligence, it has been able to successfully solve all the problems that it has confronted.





Steady Development, Global Positioning

# Joy's Succession and Path to Listing

Text & Photos: Editorial Dept.

On January 1, 2015, Joy Group officially set in motion the first of its three-year-term leadership succession mechanisms, with the appointment of Tate Chen—formerly General Manager of Joy Group's Shenzhen plant, as the first CEO. In addition, as part of its pursuit of sustainable management, Joy's stock was listed on Taiwan's over-the-counter exchange on December 8, 2014, and the company's stocks will be traded in November 2015. Furthermore, Joy's Taiwan operations headquarters, with its 'green building' design concept, and will be completed in August this year.

In order to facilitate seamless assumption of control over the group by the younger generation, Steven Chen, the founder and chairman of Joy who has played a very critical role in the company's steady development and remarkable performance, officially initiated Joy's leadership succession mechanism on January 1, 2015. The strategy involves senior managers serving alternately as CEO of the group for three-year terms. The purpose of this policy is to accumulate management experience and se-



▲ With his own distinctive philosophy on business management, Joy Chairman, Steven Chen is optimistic and enterprising.

lect the most optimal leader, with the ultimate goal of sustaining the group's development. Steven Chen has stated that the succession will not be restricted to his sons; instead, everyone stands a

chance of being chosen. Chairman Chen is staying active in spite of having stepped back from company operations; Chen currently spends 30% of his time at the company, with the rest of his

time focusing on social programs. He plans to put more effort and time into public welfare in the future, which will also be a plus for the Joy Group's image and reputation. As for his expectations of the new CEO, aside from granting full authority, Chen also clearly outlined four major goals: (1) continued growth; (2) steadily increasing sales; (3) even better profits; and (4) an EPS satisfying investors' expectations.

## Pursuing Corporate Transformation

Steven Chen has his own distinctive philosophy and beliefs when it comes to business management. He explained that a successful business manager must possess six characteristics, foresight, sharpness, audacity, tolerance, compassion, and enthusiasm for public welfare. He has continued his learning, and practice of these six characteristics throughout his 40 years in business, and hopes to pass them down to his four sons.

A person with great foresight, Chen has been actively engaged in preparation for listing Joy Group for three and half years. Chen stressed that pushing a company to be listed is not about exchanging stocks for cash, but rather the listing process should facilitate a better corporate system and sustainable management. CEO Tate Chen noted that the listing is a very effective tool for improving a company's



▲ Joy Chairman, Steven Chen has great expectations for the company's top executives, hoping that each can take a turn as CEO to enhance their management capabilities. From left: Jeffrey Tsai, CMO Jeff Chen, Steven Chen, Tate Chen, Shawn Chen.

internal strengths. Unlike those companies that engage in backdoor listing, all employees in Joy Group stood firm and continued to work together for the last three and half years. As a result, the entire company is full of energy and efficiency, and everyone has been transformed into a warrior, which is perhaps the biggest reward from the listing process.

## Dynamic Branding

Joy's main products consist of bicycle hubs, which account for a 19% share of the global market. As a result, Joy is the largest bicycle hub producer worldwide. In recent years, Joy has actively extended its market reach, and its wheelsets and electric motors have attracted the

most attention. Joy's two major business divisions are its bicycle division and electric power division. All of Joy's three regional plants—in Taiwan, Shenzhen, and Kunshan, have their own specific positioning, product lines and markets, making Joy a three-in-one team with precise divisions of labor.

In response to the possible need to relocate its Kunshan Plant, Joy has already purchased a roughly four hectare site. Plans call for a new plant to be constructed on the site during the second half of this year, and completion and the start of production are slated for the second half of next year. The new plant's main products will consist of electric motorcycles and e-bikes. Joy's Shenzhen Plant has been





▲ Under Joy's new leadership succession mechanism, Tate Chen—GM of Joy's Shenzhen plant, takes over as Joy Group CEO.

enjoying sales growth of over 10% every year. In response to its growing number of customers, the plant has continuously fine-tuned its production lines. In addition, the company plans to lease a new plant, which is expected to bring about a significant increase in production capacity. Furthermore, spokes will be added to production lines, and will be chiefly for the company's own use.

At present, the ratio of OE production to products bearing the company's brand names is 6:4. Under the leadership of Jeff Chen, Chief Marketing Officer, Joy has aggressively promoted its company brands, including Joytech, Novatec, Factor, Dienatronic, E-Ram, and Pantec, all of which have enjoyed excellent sales. "In the past, our main markets were in Europe and the United States," noted Jeff

Chen. "However, our marketing strategy now targets the global market. Apart from engaging in continuous innovation, obtaining technical patents, and meeting market demand, Joy also hopes to actively expand into new markets and make its brand image younger and more vibrant." The Marketing Director also hopes to gain insights on consumers and the market via cycling. As Chen put it: "You need to use the product in order to make the best product."

## 2015 New Product Highlights

Being optimistic about the development of e-bikes, Joy has launched E-Ram, a mid-mounted motor system that has been patented worldwide. This product is the lightest and smallest mid-

mounted motor for e-bikes. In addition, modification of the bicycle frame is not required for motor installation. The motor can be mounted on all bikes with standard BSA bottom bracket specifications. When used with an intelligent app, the E-Ram can record and display riding parameters on a smartphone, allowing intelligent management of cycling performance.

E-3 Cycles use the Dienatronic hub motor, which can improve endurance, increase efficiency, and reduce noise. The motor is available with either mechanical shifting or electronic multistage shifting, and is suitable for any kind of terrain and slope. This product series uses high-tech lithium batteries, which allow repeated charging and discharging, and is environmentally friendly. The products are also equipped with real-time braking and power cutout systems, have a parking lock function, and are available with complete bicycle designs.

► Joy's internationally patented mid-mounted motor system, E-Ram.

▼ E-3 Cycles use Dienatronic hub motors.



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# SR Suntour Enjoying Healthy Growth

Text & Photos: Editorial Dept.



▲ Aged 70, SR Suntour President, Daisuke Kobayashi still leads the company with great vitality.

Despite lingering recession, SR Suntour still managed to grow its revenue by 10% during 2014, reaching NT\$6.5 billion (approximately US\$210 million). On top of that, SR Suntour's Kunshan plant enjoyed even higher revenue growth rate of 30%. Company President Daisuke Kobayashi is happy to explain that reasonably priced and consistent-quality suspension forks, shock absorbers, and chainwheel & crank sets, along with excellent after-sales service, has helped SR Suntour

stand out among its many competitors, and gain favor with complete bike manufacturers.

According to Kobayashi, apart from its Taiwan plant, SR Suntour currently also have manufacturing facilities in Kunshan and Shenzhen. The three plants employ 400, 400, and 800 people respectively. With products targeting the mid- and high-end markets, SR Suntour's chief markets comprise of Europe—accounting for 60% of sales, the United States—accounting for 30%, and other areas—ac-

counting for 10%. The company's 10% sales growth can be attributed to excellent product performance, stable quality, and reasonable prices. As a result, many assembly plants in Europe and the United States switched to SR Suntour's products last year. Highly visible in growing quantities in both European and American markets, SR Suntour products have established an excellent brand image.

Sales manager Vance Lai added that excellent after-sales service is another important element in the company's success. SR Suntour's maintenance centers throughout Europe, including locations in Germany, Belgium and France can provide quick, convenient service, enhancing the brands competitiveness.

## Strengthening e-bike components

SR Suntour's new 2016 products display a laser focus on consumers needs. Apart from a manufacturing and assembly cost advantage, the company also maintains exacting quality control. In addition to parts and accessories for 27.5" mountain bikes, SR Suntour's leading prod-

ucts now include Enduro and e-bike components, and it hopes to take advantage of its momentum in the European and American markets to spur the growth of its e-bike components.

Although e-bike components currently account for approximately 5% of SR Suntour's sales, their reliable quality has earned favorable reviews among European and American customers. The company's largest market for its e-bike components is still Europe, where it makes up for small volume with high unit prices. Some customers are currently cooperating with SR Suntour by making fixed annual orders, and it hopes to win over even more customers in the future. Japan is the company's second largest market, and will be a major future target. Due to the fact that President Kobayashi is Japanese, he can easily understand the needs and preferences of the Japanese market. With SR Suntour brand's Japanese roots, it is readily accepted by Japanese consumers, as a result, Kobayashi is confident that the company can make significant inroads into this relatively closed market. Kobayashi wants to see e-bike components growing to account for 10% of SR Suntour's sales, ultimately hoping bike parts and e-bike components will each account for 50%. Another goal is to have SR Suntour listed on the Taiwan stock exchange within two years.




▲ Kobayashi hopes to list SR Suntour on the Taiwan stock exchange within two years.



▲ Sales manager Vance Lai points out that excellent after-sales service is the key to sales growth.

## Planning for listing

Although Kobayashi is over the age of 70, he has retained a youthful attitude, and displays a youngster's enthusiasm for cycling. In the past, he completed a cycling trip around Taiwan with other A-Team members, and has

continued riding ever since. He also believes that personally using products is the best way to really understand their advantages and disadvantages. Agility and innovation have enabled SR Suntour to maintain its leadership position. 



# Fritz Jou Takes the Path of Differentiation

Text & Photos: Editorial Dept.

Without a bit of pressure, things will not be done properly. According to Fritz Jou, the low-key, unassuming president of Fritz Jou, the company has shifted from its policy of maintaining operations in Taiwan to a strategic alliance with Tianjin Fuji-Ta's, but it continues to keep a 100% focus on OEM production and display original business approaches. Thanks to long-term enhancement of core competence, pursuit of differentiation, and development of high added value products, Fritz Jou has maintained its leadership in the ferociously competitive OEM market, and its consistently excellent sales have won the industry's esteem.

The Fritz Jou Mfg. Co., Ltd. was founded in 1983 by Chou Chi-nan, the father of current company president, Fritz Jou. Having watched his father working in bike shops since the time he was a child, Fritz Jou gained a deep appreciation of and passion for bicycles. His company has long been geared toward the OEM market, and currently has three production lines and 400 employees. Targeting products that other companies make poorly, don't want to touch, or



▲ Fritz Jou has relied on differentiation to continuously strengthen its competitiveness.

cannot produce, Fritz Jou does its utmost to satisfy customers' varied needs, and always seeks to surpass customer's expectations.

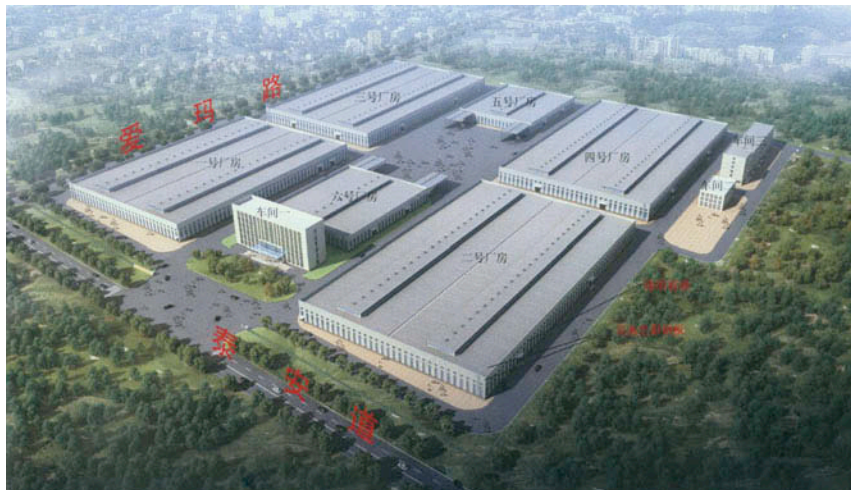
As a result, the company has staked a lasting claim to its share of the fiercely-contested OEM market.

## Customization department

Fritz Jou assembled a total of 185,000 bikes in 2014, which earned revenue of NT\$4.0 billion (approximately US\$129 million), and it hopes to produce 220,000 bikes and earn NT\$5.0 billion (US\$161 million) in 2015. The key to successfully achieving this goal of nearly 20% growth will be the company's successful creation of differentiation. Fritz Jou has specially established a customization department to provide customization services, and it accepts orders of as small as 10,000 bicycles. In addition, it has also successfully developed precision mechanical arms for use on its production lines; this reliance on automation has helped improve quality while also ensuring greater flexibility and competitive prices. Looking ahead to the future, Fritz Jou will strive to further enhance efficiency by producing customized products in quantifiable patterns.

## Mutual support and cooperation

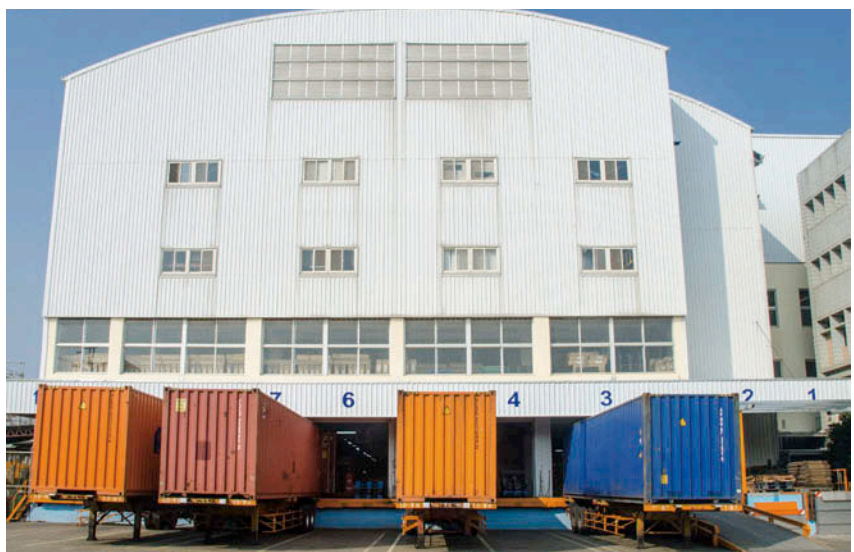
After long having maintained operations in Taiwan and avoiding the move to China, Fritz Jou announced in 2014 that it would embark on a cooperative venture with the Tianjin Fuji-Ta Group. According to this agreement, the two companies would jointly establish the Rex Sports Group in Tianjin. According to President Jou, Fritz Jou currently



▲ An aerial view of the Rex Sports Group facilities.

gets an average unit price of US\$800 for its exported bikes, and focuses its attentions on the IBD market. In contrast, Tianjin Fuji-Ta gets only US\$50 for its exported bikes, and almost exclusively targets the mass market. The two companies can therefore have a highly complementary relationship. Fritz Jou will hold 51% of equity in the Rex Sports Group, and Tianjin Fuji-Ta will hold 49%. The new company will initially emphasize exports, and will target the IBD market.

The Rex Sports Group plant will occupy a 60-hectare site, and expects to begin production in June 2015. It will have two production lines, and annual capacity is projected to rise from 200,000 bikes in 2015 to 500,000 bikes in 2016. The company's products will be chiefly exported to the United States, and not to Europe. President Jou emphasizes that they hope to avoid overproduction, and seek to ensure that all products meet the needs of the market and customers.



▲ In 2015 Fritz Jou aims to produce 220,000 units.



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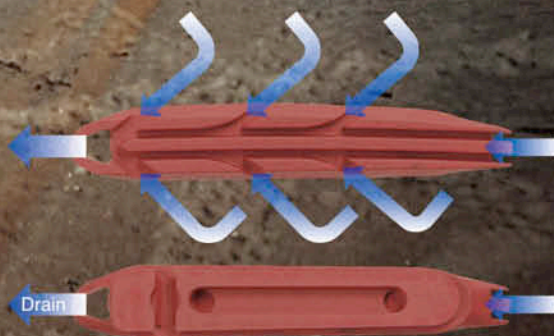
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Water flows along the  
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# Evaluation and Testing of Nine Types of Road Bike Tires

Text & Photos: Editorial Dept.

This road bike tire test report includes nine tires from seven brands. Three individual tires of each type were provided for testing, and all tires were new products. One tire was subjected to objective static measurements and dynamic testing at the CHC laboratory, and the remaining two tires were turned over to professional cyclists for subjective road testing. The resulting information was combined with the product features and product profile provided by the manufac-

turers to determine which road bike tire offered the best overall performance.

## Testing method

All tires were broken-in before testing. After the tires were mounted on wheels, a weight of 64 kg was applied to the tires. The tires were tilted right and left at an angle of  $12^\circ$  while rotating at 25 km/hr, and the wheels rolled on rollers for 100 km.



### A. Overall weight

An electronic balance with an accuracy of 0.01 g was used to measure tire weight.



### C. Rolling resistance

After the tires were mounted on wheels, the wheels were placed in tangential contact with a 100 kg inertia wheel, and a 35 kg weight applied. A motor was used to turn the wheels until they reached a speed of 30 km/hr, and the wattage used to drive the wheels was recorded. The lower the value, the lower the rolling resistance.



### D. Puncture time

After the tires were mounted on wheels, the wheels were placed on a vibrating test machine, and a 30 kg weight applied to the tires. An iron plate 0.5 mm in thickness was placed where the tires contacted the ground, and the wheels were vibrated with an acceleration of 2 g and frequency of 10 Hz. The time until the inner tubes were punctured by the iron plate was recorded.



### B. Maximum static friction

After the tires were mounted on wheels, the tires were fixed so they could not rotate, and a weight of 35 kg was applied to the tires. The tires were put in contact with a glass sliding platform, and the weight needed to pull the platform was measured. The higher the resulting value, the better the tires' traction.



### Road testing by cyclists

Professional cyclists were engaged to perform road testing during their regular practice times using identical frames and wheels. The cyclists used each brand of tires in sequence, and rode the same routes under the same conditions. Afterwards, the cyclists shared their impressions concerning traction and road feel.

### 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.





## KENDA Kountach

### Features

These tires are used by the Cannondale professional team and have a slick surface epitomizing extreme speed. They employ the newest R2C rubber compound for road bikes, as well as Iron Cloak Belt puncture protection structure. The tires' fine tread pattern and composite R2C compound increase cornering stability and the tires' visual appeal. Suitable for both front and rear wheels.

### Cyclists' assessment

#### Wu Po-hung ★★★★★

**Traction:** The tires had average traction and rolling resistance; cornering stability was outstanding.

**Road feel:** The feel was excellent, and there was no sense of drag when cruising at high speed.

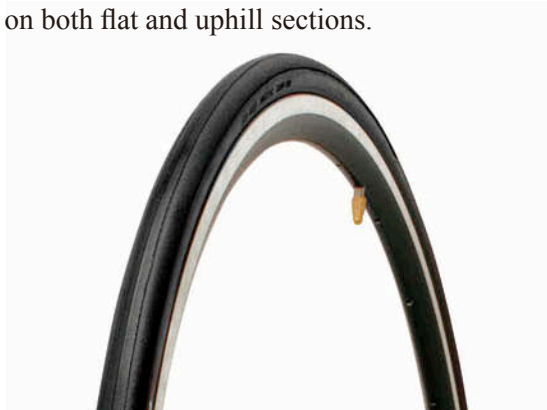
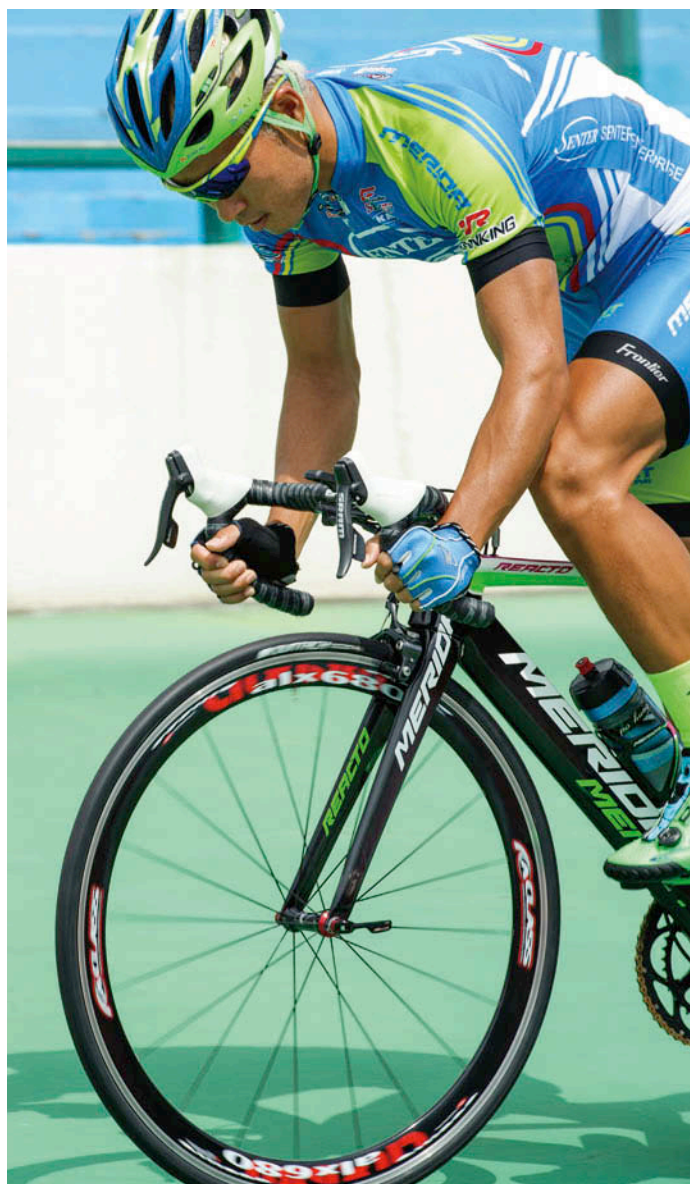
**Other:** A poor grip on fine grit; no feeling of adhesion when riding at slow speeds.

#### Hu Che-wei ★★★★★

**Traction:** Very good, excellent.

**Road feel:** Highly responsive; does not feel stiff or uncomfortable when riding.

**Other:** These tires feel especially agile and smooth-rolling, and they give no impression of drag whatsoever. Performance is outstanding on both flat and uphill sections.



Spec	
Tread pattern	Slick
Braiding density	120 tpi
Recommended pressure	125 psi
Specs	700x23, 700x25C
Colors	Black, red, green, blue
CHC Lab	
Measured weight	203 g
Maximum static friction	30 kg
Rolling resistance	26.31 w
Puncture time	Greater than 10 min.

## Maxxis Dolomites



### Features

Named after one of Italy's great mountain ranges, Dolomites tires are designed with a down-to-earth "do-it-all" philosophy. The slick central surface band dramatically increases traction when accelerating, and the aerodynamic drainage pattern on the shoulders boosts grip and cornering stability when riding in wet weather. Very suitable for both conquering high peaks and high-speed lowland cruising, Dolomites are ready to help riders surmount any difficulty!

### Cyclists' assessment

#### Wu Po-hung ★★★★★

**Traction:** There seemed to be a bit of slipping when I encountered poor road conditions on downhills. Traction during cornering was excellent when riding on flat roads.

**Road feel:** The road feel was excellent. Friction felt minimal when cruising at a fairly fast speed.

#### Hu Che-wei ★★★★★

**Traction:** Very good, superb.

**Road feel:** Highly responsive, no stiffness, very comfortable.

**Other:** Outstanding performance on both flat and uphill sections.

Spec	
Tread pattern	Slick center + drainage on shoulders
Braiding density	60 tpi
Recommended pressure	Maximum 130 psi
Specs	23C, 25C
Colors	Black, red, blue
CHC Lab	
Measured weight	247 g
Maximum static friction	33 kg
Rolling resistance	25.31 w
Puncture time	Greater than 10 min.





## Continental Grand Prix

### Features

The legendary Continental Grand Prix not only witnessed the start of a new era in competition tires during the late 1980s, but is also still synonymous with quality and performance. The newest Grand Prix relies on a PolyX mesh layer and BlackChili synthetic compound for a perfect blend of puncture resistance, smooth handling, durability, and traction. The modern design aesthetics and tread wear indicators ensure even finer overall performance. Made by hand in Germany, this product line includes folding and non-folding tires in the classic 23-622 racing bike size and many other sizes.

### Cyclists' assessment

#### Wu Po-hung ★★★★★

Traction: Superior traction when cornering on downhills; no sticky feel.

Road feel: Some feeling of drag and considerable friction when cruising at high speed.

#### Hu Che-wei ★★★★★

Traction: Very good, outstanding.

Road feel: Highly responsive. Slightly stiff, but smooth rolling with not much drag.

Other: The steep tread angle ensures stable steering. Inspires confidence on downhills; an outstanding performer on flat and uphill sections.



Spec	
Tread pattern	Slick
Braiding density	3/180 tpi
Recommended pressure	110-120 psi
Specs	700x23C
Colors	Black
CHC Lab	
Measured weight	294 g
Maximum static friction	34 kg
Rolling resistance	25.46 w
Puncture time	Greater than 10 min.

## Hutchinson Fusion 3 Kevlar Pro Tech



Spec		CHC Lab	
Tread pattern	Slick	Measured weight	206 g
Braiding density	127 tpi	Maximum static friction	26 kg
Recommended pressure	115-125 psi	Rolling resistance	25.04 w
		Puncture time	9 min.
Specs	23C		
Colors	Gray, white, yellow, blue, red, pink, black		

### Features

The Fusion 3 Kevlar Pro Tech is a multi-functional, high-performance tire, and is both lightweight and highly puncture resistant. Kevlar synthetic fibers protect the side walls and provide excellent flat resistance, at a weight of only 210 g. The tread has a three-layer composite design, the center layer employs hard rubber for abrasion, cut, and puncture resistance, and lower rolling resistance. The layer outside that is made from softer composite rubber, and serves as an interface compound for a smoother transition. The soft rubber outermost layer ensures traction on winding roads, and maintains agility and safety when cornering. This design thus strikes an optimal balance between traction, performance, and reliability.

### Cyclists' assessment

#### Wu Po-hung ★★★★★

**Traction:** There is no feeling of slipping when cornering on downhills. Allows turns on flat roads without much slowing down.

**Road feel:** The feel is superb. There is no drag whatsoever during high-speed cruising, and there is very little friction.

**Other:** Eases impacts on bad roads; excellent shock-absorbing qualities.

#### Hu Che-wei ★★★★★

**Traction:** Very good, excellent.

**Road feel:** Highly responsive; not at all stiff or uncomfortable when riding.

**Other:** Superior performance on both flat and uphill roads. Many colors are available, making the tires very suitable for cyclists who like distinctive color combinations.



## Innova Pro Hadar

### Features

Aimed at competitive cyclists, these tires feature a high-strength compound with a dual formulation, as well as a resilient Kevlar band. Puncture-resistant material is also available. The lightweight structural design offers outstanding rolling resistance, explosive acceleration, high straight-line stability, and good resistant to lateral slippage, while providing a sense of safety and great handling.

### Cyclists' assessment

#### Wu Po-hung ★★★★★☆

Traction: Excellent traction during downhill cornering, but a tendency to adhere grit.

Road feel: Some drag during fast cruising, which makes riding seem to require greater effort. Friction is fairly significant.

Other: Excellent performance on both flat and uphill road sections.

#### Hu Che-wei ★★★★★★

Traction: Very good, outstanding.

Road feel: Highly responsive. The tire material does not feel excessively stiff.

Other: Rides very well on both flat and uphill sections. An excellent performer in wet weather.



Spec	
Tread pattern	Slick
Braiding density	180 tpi
Recommended pressure	100-130 psi
Specs	23C
Colors	Black
CHC Lab	
Measured weight	177 g
Maximum static friction	26 kg
Rolling resistance	22.16 w
Puncture time	Less than 1 min.

## Schwalbe One



Spec	
Tread pattern	Slick
Braiding density	127 tpi
Recommended pressure	85-145 psi
Specs	23C, 25C, 28C
Colors	Black
CHC Lab	
Measured weight	197 g
Maximum static friction	29 kg
Rolling resistance	24.53 w
Puncture time	3 min.

## Features

Following many years of effort, Schwalbe has recently introduced an all-new composite, OneStar Triple Compound capable of achieving a low rolling resistance. The OneStar Triple Compound relies on special polymer materials to strike an optimal balance between rolling resistance, traction on wet surfaces, and durability. The tires do their job of transmitting force to the ground with aplomb, and the new compound is even more effective at preventing cuts.

## Cyclists' assessment

## Wu Po-hung ★★★★★

Traction: Superior traction, and also highly stability during downhill cornering.

Road feel: Not much drag during high-speed riding, maintains speed well.

Other: The slick tread means cyclists must take special care when riding in rainy weather.

## Hu Che-wei ★★★★★

Traction: Very good, outstanding.

Road feel: Highly responsive; there was some slight discomfort when riding, but nothing very obvious.

Other: The steep tread angle ensures smooth cornering. Confidence-inspiring on downhills. Flawless performance on flat and uphill roads.





## Maxxis Relix

### Features

Relix is the latest and greatest tire to come out of Maxxis' long line of varied, high-performing products. Employing the lightest 170 tpi SilkShield layer, the Relix offers light-weight puncture protection from the side wall to the tread, and is highly resistant to damage to the tread or side. The laser-carved pattern resembles the scales of a python. While tightly clutching the ground, the tires also provide ultra-low rolling resistance.

### Cyclists' assessment

#### Wu Po-hung ★★★★★

Traction: Smooth and stable on flat roads, during cornering, and on downhill corners.

Road feel: Not much sense of drag, and little friction.

#### Hu Che-wei ★★★★★

Traction: Very good, outstanding.

Road feel: Highly responsive, feels light and agile on flat and uphill sections. The tire compound makes riding very comfortable.

Other: The tread pattern is unique, and looks like it belongs on recreational tires, but the tires would also be outstanding for training.



Spec	
Tread pattern	Laser-carved, low rolling resistance pattern.
Braiding density	170 tpi
Recommended pressure	Maximum 145 psi
Specs	700x23C, 700x25C
Colors	Black (dual compound) black-green (3C compound)
CHC Lab	
Measured weight	213 g
Maximum static friction	25 kg
Rolling resistance	28.8 w
Puncture time	Greater than 10 min.

## Kenda Kriterium Endurance



### Features

The Kriterium Endurance is Kenda's sturdy specialized road bike training tire. The pattern is aerodynamically designed, and the tires employ Kenda's dual-layer Iron Cloak Belt puncture resistance technology and a K-shield extra-thick flat-protection layer to minimize the chance of a flat. The relatively thick tread design ensures sturdiness and a long life. Suitable for front and rear wheels.

### Cyclists' assessment

**Wu Po-hung** ★★★★★

**Traction:** Some sense of slippage on downhill corners; control was average when cornering on flat roads.

**Road feel:** There is noticeable drag when cruising at high velocity, and friction is fairly significant.

**Hu Che-wei** ★★★★★

**Traction:** Average.

**Road feel:** Highly responsive. The tire material feels a bit uncomfortable when riding, and there is a slight feeling of drag.

**Other:** Great performance on flats and uphill.

Spec	
Tread pattern	Slick
Braiding density	120 tpi
Recommended pressure	125 psi
Specs	700x23C, 700x25C
Colors	Black
CHC Lab	
Measured weight	282 g
Maximum static friction	27 kg
Rolling resistance	32.74 w
Puncture time	Greater than 10 min.





## Chaoyang Tire Cobra

### Features

Jointly developed by Chaoyang Tire and the RTS-Santic Racing Team, Cobra tires are aimed at both everyday training and high-level racing. Employing a dual-compound formulation, the tires are a perfect blend of low rolling resistance and high traction. The tread pattern features a high curve top design offering an extraordinary sense of speed, and the highly flexible side wall compound makes riding more comfortable. The side walls' grooved pattern not only provides excellent drainage, but also prevents slipping, and ensures a high degree of control when cornering. The ultra-light construction of the tires limits their weight to a mere 205 g. Chaoyang's highest-grade Dino Skin protective layer adds a high level of puncture resistance.

### Cyclists' assessment

#### Wu Po-hung ★★★★★

**Traction:** Good control when cornering at high speeds on downhills, and also performed superbly on flat sections.

**Road feel:** Maintains velocity well and exhibits little drag when cruising at high speeds.

**Other:** The tires have insufficient durability in the long-term.

#### Hu Che-wei ★★★★★

**Traction:** Very good, excellent.

**Road feel:** Highly responsive, no excessive stiffness, very comfortable, feels very nimble when swerving.

**Other:** Fine performance on uphill and flat roads. Because of the slick tread, cyclists must take care in wet weather.



Spec	
Tread pattern	Slick tread, fine drainage grooves on side walls
Braiding density	120 tpi
Recommended pressure	100-120 psi
Specs	23C
Colors	Black
CHC Lab	
Measured weight	208 g
Maximum static friction	34 kg
Rolling resistance	24.78 w
Puncture time	5 min.





HER JIUNN CHENG ENTERPRISE CO.,LTD.



DR-250



DISC-01



DISC-19



DISC-23



DISC-21



DA-21



DP-36



DMP-341



DA-400



DP-20



DP-15



P-80X



Bicycle/Sports



▲ MTB-XC 650B



▲ MTB-29

▲ ROAD-GOLD



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### S3x6J

700c for Road bike  
weight: 1551g  
rim high: 30mm  
rim material: Al-6069-T6  
front spoke: 20-274mm  
rear spoke:  
16-276mm/8-268mm  
front hub:  
rear hub: 24-(2:1) build



### S3X6Z

700c for Road bike  
weight: 1370g  
rim high: 25mm  
rim material: Al-6069-T6  
front spoke: 18-278mm  
rear spoke:  
14-298mm/7-275mm  
front hub: 18-radius  
rear hub: 21-(2:1) build



### SHX005

700c for Fixed gear  
weight: 1701g  
rim high: Al:35mm  
rim material: Al-6069-T6  
front spoke: 20-266mm  
rear spoke: 24-281mm  
front hub: 20-radius  
rear hub: 24- cross3



**I-PLUS DESIGN CO., LTD.**

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E-mail: rock@i-plusdesign.com.tw

## ROAD



### S3x6J FH/RH

weight: 90g+207g  
front hub: 20-radius  
rear hub: 24- (2:1)



### S3x6Z FH/RH

weight: 90g+203g  
front hub: 18-radius  
rear hub: 21- (2:1)

## MTB



### S4x8E FH/RH

weight: 213g+214g  
front hub: 24- cross3  
rear hub: 24- cross3

## Fixed Gear



### SHX002 FH/RH

weight: 201g+274g  
front hub: 20- cross3  
rear hub: 24- cross3



### SHX005 FH/RH

weight: 253g+312g  
front hub: 20-radius  
rear hub: 24- cross3



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# ***BENGAL***

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# Bicycle Products Among Taiwan Excellence Award Winners

Text: Editorial Dept.

Winners of the prestigious Taiwan Excellence Award, the design award given to Taiwanese products with exceptional R&D, design, quality and marketing features, have been announced. Companies in the bike industry that have received the award include: Ming Cycle, Darfon Innovation, China Motor Corp., Joy, Giant, Merida,

Kenda, Taya, KMC, Formula and TCV Industrial.

Organized by Taiwan External Trade Development Council (TAITRA) on behalf of the Ministry of Economic Affairs, 2015 marks the 23rd year that the Taiwan Excellence Awards have been presented. This year a total of 1115 entries from 448 companies representing all Tai-

wanese industries were entered into the competition, of those 489 products from 215 companies received an award, and the right to use the Taiwan Excellence symbol in marketing efforts.

On April 5<sup>th</sup> 2015, judges will further select the most outstanding 28 award-winners to receive Gold and Silver awards.

## Giant Manufacturing Co., Ltd.

### Defy Advanced SL

Developed in combination with Giant's pro race team, the Defy Advanced SL has been described as a fabulously comfortable and responsive ride with stunning performance. Handcrafted with Giant's premium Advanced SL-grade composite, the Defy Advanced SL features more rounded tubes to increase compliance and reduce fatigue on long rides and less-than-perfect roads. Its oversized and tapered OverDrive

2 steerer tube improves cornering performance and its MegaDrive downtube and PowerCore bottom bracket deliver sharp handling and pedaling efficiency. Innovative technologies including disc brakes and the D-Fuse integrated seatpost to reduce road vibration, combine with other high quality components to produce a smooth 7 kg endurance road bike that can climb, corner and sprint all day.



**Giant Manufacturing Co., Ltd.**

## Liv Thrive CoMax

Liv's Thrive CoMax is a women-specific flat-bar road bike, engineered with the all-new CoMax composite technology. It is both lightweight and comfortable giving riders an agile, yet comfortable cycling experience even over long distance rides. The bike's geometry blends the speed and efficiency of a drop-bar road bike with a more confident upright positioning, while the CoMax frame technology produces road-smoothing comfort that's further boosted by a composite seatpost to reduce road vibration. Liv Thrive CoMax comes fully equipped with hydraulic disc brakes front and rear.



**Merida Industry Co., Ltd.**

## Reacto Series

Using wind tunnels and scientific data, Merida's Reacto Series has been designed from the ground up to be aerodynamically optimized. The frameset is sculpted accordingly, making extensive use of a truncated aerofoil shape that Merida calls its 'NACA fastback profile', and can save a rider up to 20 watts of power if riding at 50mph. This is the bike that Merida's World Tour Lampre-Merda team use, and they have proven its speed through many stage and race wins.





### Merida Industry Co., Ltd.

## One Twenty Series

Merida's One-Twenty Series of trail bike's name comes from the rear suspension having 120mm of travel utilizing Merida's floating shock construction where the lower mount moves together with the system. This design offers both very sensitive response characteristics and clean aesthetics. The One Twenty Series has been designed as a fast trail bike equally at home both up- and downhill. The 27.5" wheels offer reduced rolling resistance and improved traction and stability, while internal cable routing offers a clean look and effectively prevents 'ghost shifting' and cable movements.



### Ming Cycle Industrial Co. LTD.

## STRiDA Carbon

With a truly unique triangular frame designed for an erect riding position and best-in-class visibility, the Strida Folding Bike blows any major competition out of the water as a means of effortless urban and leisure transportation. The Strida is all about elegance, and uses a Kevlar greaseless belt drive system instead of the regular oily chain and gears found in bicycles. Now riders can comfortably bike around town without worrying about oil spray and chain grime. The effortless folding design is like no other in its simplicity, the Strida will fold in under 5 seconds, without having to do much work, thanks to the bike's magnets that come into action. Its short wheelbase makes it easily blend in with pedestrian traffic. When folded, it is smaller still, offering the smallest footprint for any full-sized folding bike. The Strida rolls easily and doesn't need to be carried when folded.



**Darfon Innovation Co.**

## BESV Lion LX1 e-Bike

The BESV Lion LX1 e-bike from Darfon Innovation has already won many international design awards, and it is not difficult to see why. The unique sporty-looking design with its curved tubes, absence of seat tube, internal cable routing and battery hidden inside the frame exudes style and sleek sophistication. However, the Lion LX1 excels in features as well as looks. Incorporating an advanced direct motor placed on the e-bike's rear wheel, the Lion's direct motor design delivers greater efficiency, as less than 20 percent of the motor's power is lost during use, resulting in exceptional power provided to the rear wheel. The drive system has four levels of torque assist, including a smart mode that automatically adjusts power levels to deliver optimum comfortable performance. The use of high quality componentry—Tektro Auriga hydraulic disc brakes, Shimano XT rear derailleurs, Schwalbe tires and an integrated back-lit LCD dashboard which incorporates LED lighting, compliment both the performance and aesthetics of this outstanding e-bike.


**TCV Industrial CO., LTD.**

## TCV-T701

TCV Industrial's innovative 2-in1 folding tricycle is designed to aid development of attention, balance and coordination in children from three- to five-years-old. The tricycle also serves as an aid in learning to ride a bike by developing a child's riding confidence. By integrating multiple functions, the tricycle can serve as a balance bike, running bike or a tricycle, according to the development of the child. The patented pedal design allows the balance bike to be converted into a tricycle in just a few seconds, while thanks to a folding mechanism, the bike is both compact and easy to transport.







### Kenda Rubber Industrial Co., LTD.

## K1127B

The Honey Badger DH Pro (K1127B) is the downhill version of Kenda's popular 'Honey Badger' mountain bike tire. Made from a blend of two of Kenda's best performing downhill and all-mountain compounds, the Stick-E compound down the center offers increased rolling speed while the RSR compound across the transition and shoulder tread maximizes grip. This combination gives an all-round performance that is suitable for the most aggressive of Enduro courses while still being tough enough to tackle a technical downhill. The tire also features Kenda's new Light Gravity Casing option to save weight, a 3-piece casing protection to resist punctures, and is also optimized for tubeless performance. The sidewalls are further supported with a butyl insert for increased strength and pinch flat resistance, and a Kevlar bead ensures that the tires are both more portable and easier to change. The result is a tire that will excel at Downhill, All-Mountain, or Enduro riding.



### Formula Engineering Inc.

## Helix

Formula Engineering designed their Helix wheelsets as a complete system rather than just a group of separate components, resulting in a aesthetically-pleasing and highly aerodynamic wheel. The use of a lock-in mechanism for assembling the carbon spokes to the rim ensures against over-torquing during assembly and adjustment, while at the same time increasing rigidity and reducing weight. The use of oversized nipples on the hub end joints not only neutralizes the rotational torque transfer to the rim end joint and creates balance on the spokes, it also offers unique aesthetic design to the entire wheel.

Front and rear hubs utilize both shape and materials to increase the lifespan and performance of the Helix. The hubs take advantage of ceramic bearings and finely-tuned spoke positions to create an optimal ratio of spoke-count giving cyclists an unparalleled smooth, yet fast, ride.


**Formula Engineering Inc.**

## Lupo 168

The oversized hub flanges and eye-catching lacing patterns are immediately noticeable on Formula Engineering's 27.5 Lupo wheelsets; however, these wheels also offer cyclists other, less obvious advantages. The full carbon tubeless rims feature a combination of threaded nipple and unthreaded spoke that increases the overall tensile strength of the wheel, while the aluminum nipples in the spoke holes decrease friction between spoke and hub spoke hole. Apart from the traditional 21T/24T ratchet design, a 39T ratchet design offers cyclists quicker engagement. The oversize flange on the drive side of the rear hub means that shorter spokes can be utilized, further increasing wheel stiffness.

**KMC Chain Industrial Co., LTD.**

## X11SL / X10SL

KMC's X-SL DLC chain offers superior performance, greater durability and smooth, accurate shifting on a wide range of systems. The chain's high tensile strength and rigidity allow efficient transmission of pedal power through the drivetrain, while KMC's XX Bridge and Optimal Chamfering Design provide accurate and speedy shifting. Unsurpassed Riveting Geometry and Durability Tech manage heavy loads and provide the longest chain life. KMC's investment in premium coating technology and color development have paid dividends to create breakthroughs in extending both chain life and looks. Ambassadors for the X-SL DLC include several Olympic Medalists and World/Continental/National Champions.





### Taya Chain Co., LTD.

## EVO-Light 101

The breakthrough structure of EVO-Light chains not only brings incredible weight saving, but also several other high-profile benefits to triathlon bikes. Unique U-shaped plates offer continuous lubrication to support the best chain running performance. The EL chain also solves the annoying noise issue which caused by the vibration between the moving roller & plate. The T pin is designed to overlap the side plate hole so that the riveting strength is increased by over 250 kgf, and Diamond Hard Treatment provides extra durability. The EL chain, with its advanced roller-less structure, creates an unprecedented 15% weight reduction compared to other currently available roller chains.



### China Motor Corporation (CMC)

## MCC-3625D/ BDB-3611/ STB-6831BG DSB-2212BB/ SSB-2200BB

CMC's new generation GreenTrans' mid-motor drive systems for MTB, trekking and road bikes have already attracted much interest and discussion in the bike world. With 17 patents in the USA, China and Taiwan, and more to come from Europe, the system is crammed with technological innovations. The motor incorporates the iTorqueSensor and RPM sensor detecting bilateral pedaling force and providing instant power-assistance when needed. Precision manufactured gears inside the central motor allow for substantially diminished noise levels, and with a weight of under 4 kg, the mid-motor systems offer a high power, ultra-quiet, yet low-weight method for pedal-assisted cycling.



### Joy Industrial Co., Ltd.

## Factor-23

Novatec Factor 23 are Joy Industrial's premium line of complete wheelsets boasting the pinnacle of technology from the leading wheel maker. High compaction, custom-tooled carbon fiber rims reinforced with Novatec's proprietary Matrisilk structural reinforcement are mated to a 6-pawl cassette body rear hub designed for lightening-fast engagement. The super-light, super-smooth Factor 23 wheelsets are engineered with the concept of delivering power from the rider to the ground as quickly and efficiently as possible.

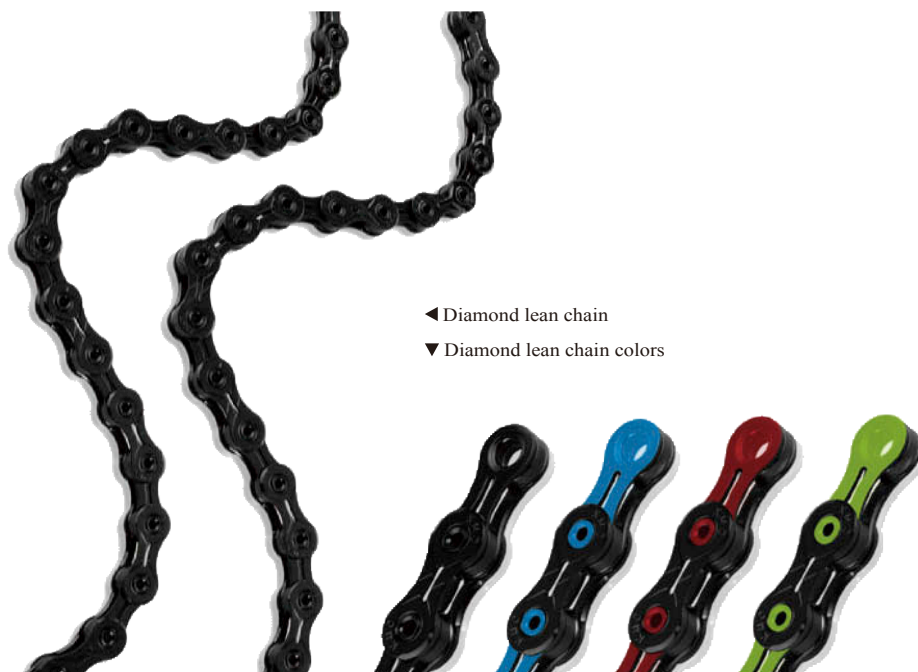


# KMC New Generation Diamond Lean Chain Upgraded

Text: Editorial Dept.

Imbued with the company's technological strength and award-winning innovativeness, KMC's Diamond Lean Chain (DLC) raised the bar for chain excellence. With its race-proven pedigree, the DLC provided both a more acute shifting response, and heightened acceleration efficiency to give cyclists an enhanced riding experience beyond compare.

The significant upgrade of the new generation Diamond Lean Chain is its advanced 'diamond-like' durability. Through a unique thermal treatment, KMC



▲ team cjr -AMETS TXURRUKA

has increased chain roller hardness by 150%, and pin hardness by 67% - both of which are essential to extended chain life, through a unique thermal treatment. It is not only chain life that benefits from this 'diamond-like' durability, together with the low friction coating applied to the chain, smoother chain interaction with all drivetrain parts is also achieved providing riders with enhanced shifting performance.

## Performance, compatibility and aesthetically advanced

KMC's Diamond Lean Chain also offers riders and bike manufacturers an outstanding

level of both compatibility and aesthetics. The addition of DLC colors to the standard black help draw attention to frame design and style, while the intricate chain plate design of the DLC enables wider shifting margins which create more a acute shifting response and a more convenient shifting adjustment, allowing the chain to run smoothly on all systems and in all conditions.

With the advances KMC's DLC chain is bringing to the table, it is perhaps of little surprise that 2015 Tour de France team, Team MTN Qhubeka and Vuelta a Espana team, Caja Rural-Seguros RGA both choose DLC for coming race season.





# SR Suntour Unveils 2016 Products

Text & Photos: Editorial Dept.

SR Suntour have introduced their new 2016 product line-up addressing the needs of riders of electrically-assisted, enduro and 27.5" bicycles. New products for these currently popular bike trends include rear shocks, front suspension forks, cranksets, and an e-bike conversion kit.

## 27.5" suspension forks

SR Suntour's Rux and Durolux series are new forks designed exclusively for 27.5" MTBs. The Rux 27.5" suspension forks offer 200 mm travel for downhill bikes. The Durolux 27.5" series of suspension forks include models with 160, 170 and 180 mm of travel, and feature an integrated design that solves a past drawback of ties being needed to attach fenders to the bike. The 2016 Durolux forks allow fenders to be attached with screws, thereby improving overall aesthetics. (OEM manufacturers can choose whether they want fenders included or not.)

The Axon series, intended for XC riding, was renamed the Axon Elite series for 2016. Suspension forks in the Axon series provide 80 mm or 100 mm travel options for 26", 27.5" and



▲ Enduro enthusiasts have been provided with the new Durolux suspension forks.



▲ With 200mm of travel, the Rux is ideally suited for downhill bikes.

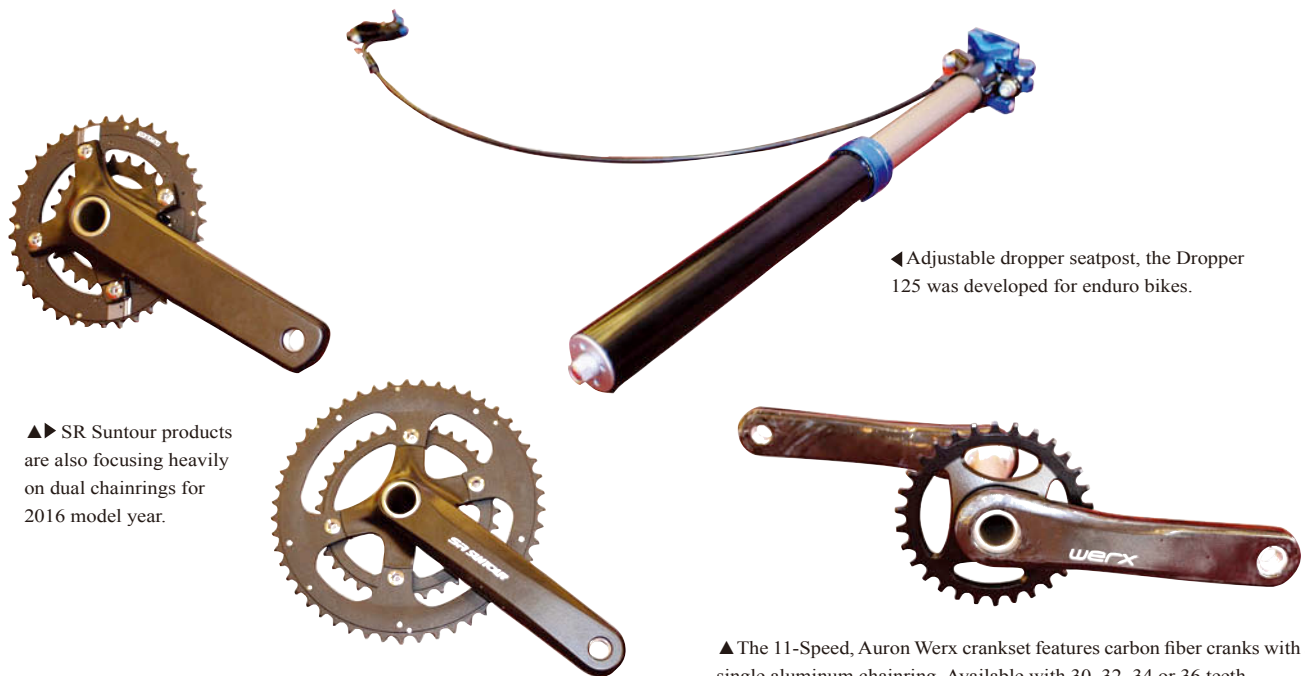


◀ Duair shocks are also suitable for use on Enduro bikes.

29" bikes. SR Suntour's former Epixon XC QLC series has been renamed the Axon series for the 2016 model year. The Raidon 650B+ fork, which targets serious XC riders, will be adapted for 27.5" bikes during the 2016 model year, and will offer 100 mm and 120 mm travel. SR Suntour also have new rear suspension products—Duair and Unair.

## Enduro

During model year 2016, apart from continuing to introduce dual-ring chainwheels, SR Suntour also plans to introduce the single-ring 1x11 Auron Werx crankset for 2016; Features include cranks made from carbon fiber available in lengths of either 170 or 175 mm, while the



▲ SR Suntour products are also focusing heavily on dual chainrings for 2016 model year.

◀ Adjustable dropper seatpost, the Dropper 125 was developed for enduro bikes.


▲ The 11-Speed, Auron Werx crankset features carbon fiber cranks with a single aluminum chainring. Available with 30, 32, 34 or 36 teeth.

chainring has CNC aluminum alloy teeth. The Auron Werx is aimed at the enduro market, and is available in options of 30, 32, 34, and 36 teeth. The two-ring XCM-AX-D offers 36-22 teeth or 38-24 teeth, and is compatible with 9- and 10-speed shifting systems. The three-ring XCM-AX-T is similarly aimed at 9- and 10-speed shift systems, offers 48-36-26 teeth, 44-32-33 teeth, and 40-30-22 teeth options, with crank lengths of either 170 mm or 175 mm. The cable-operated

Dropper-125 adjustable seat post has travel of 125 mm, and is available in 31.6 mm and 30.9 mm diameter options; weight is less than 500 grams.

### E-bike conversion kit focuses on E-MTBs

With e-bikes currently the big success in bike markets around the world, and sporting electric-assisted bicycles continuing to gain market acceptance, SR Suntour have put a lot of

effort into developing a conversion kit for MTBs, especially for enduro and freeride cyclists who would most appreciate the motor assistance on uphill. The conversion kit utilizes a rear wheel drive motor, with the design offering superior heat dispersion properties to avoid overheating or other heat-related problems. With the kit's sensor integrated into the large chainring, and the control box combined with the battery, the entire kit has a very sleek and tidy appearance. 



▲ For E-MTBs, SR Suntour's rear wheel drive motor offers outstanding heat dissipation properties.



▲ With the sensor integrated into the large chainring, and the control box integrated into the battery the whole bike has a sleek and tidy appearance.



Success at the Age of Ten

# ADK Rolls out New Products for 2015

Text & Photos: Editorial Dept.

**F**ounded in 2004, ADK Technology Ltd. specializes in the manufacture of high-end carbon fiber frames, front forks, and rims, and upholds a belief in 'never give up' and '1+1>2' philosophies. ADK currently operates plants at Huizhou in China and Chingshuei in Taiwan, and has maximized production efficiency through a policy of adapting to local conditions.

## Superior new materials and processes

ADK's management team maintains a youthful attitude, and is eager to accept and master such new materials as Textreme, Toray T1000, T1100, and Mitsubishi MR70. ADK also makes extensive use of F1-grade carbon fiber hollow-core/solid-core EPS technology, vacuum preforming, and automated EPS processes. It also employs aviation-grade digital cutting machines, high-end drilling and boring machines with robot arms, high-end CNC electronic boring machines, and X-ray inspection equipment. As a result, ADK's products are guaranteed to be the summit of perfection.

The company's planned

new product lines include road bike frames, mountain bike frames, triathlon bike frames, full suspension frames, city bike frames, fat tire bike frames, e-bike frames, front forks, handlebars, cranks and rims. Its ultimate objective is to fully satisfy its customers' needs and ensure that the appeal of its carbon fiber products reaches to every corner of the bicycle industry.

## New products

Applying 'seven-in-one competition equation' technology, the Project 1000 competition-level triathlon bike offers breathtaking performance. With multi-element carbon fiber technology, the bike achieves minimal wind resistance and optimal aerodynamics through the use of hidden brake mechanisms and cable routing, stems, handlebars, and front forks with one-piece aerodynamic designs, and a one-piece hidden seat clamp. A Shimano Di2 integrated electronic shift system enhances shifting efficiency and riding control. Finally, the use

of ultra high pressure Textreme carbon fiber technology developed in Sweden and ADK's most advanced production technology achieve an extremely stiff tube wall structure.

Targeting current market trends, ADK's aggressive STRI wheels boast a highly aerodynamic design, and employ top-grade aviation-quality, high-stiffness, high-strength 30-ton carbon fiber, which is used in a symmetric laminated angular structure with continuous fibers in order to achieve greater strength and rigidity. In addition, EPS high-pressure 3D molding technology ensures an optimal structure through the application of internal and external pressure, and clincher bead high-



▲ The STRI Series wheelsets utilize the best aerospace grade 30 ton material matched with a symmetrical laminated structure and continuous fiber to give the overall structure both high strength and rigidity.

pressure modular hard compression molding technology ensures a structure with no deformation, no hot-spot delamination, and no valve fiber breakage. With a completely sealed, continuous-fiber structure, stress and dynamic properties are evenly distributed throughout the wheels, which are entirely free from structural fault zones. The HTG carbon fiber material can be used in high-speed, high-pressure, high-density situations. Furthermore, thanks to the use of 4D/12 server-operated mechanical arms, various spoke angles and offset holes can be completed in one operation, and 360° precision synchronous boring ensures that holes match up



▲ADK Project 1000 a competition-level triathlon racing bike offering superior aerodynamics for maximum multi-position drag resistance. With many aggressive high speed design features, it is one of the best triathlon bikes ever.

perfectly. Finally, aviation-grade X-ray structural inspection ensures the highest level of quality control.

The wheels are available

in tubeless, tubeless ready, and clincher versions, and can accommodate tires with the newest mainstream 25-28 mm width specifications.



## 2015 Major Cycle Shows 國際自行車展

Show Name 展會名稱	Place 地點	Date 展會日期
Taipei Int'l Cycle Show 台北國際自行車展	Taipei, Taiwan 台北	03/18 - 03/21
China North International Cycle Show 中國北方國際自行車展	Tianjin, China 中國 天津	03/27 - 03/29
India International Cycle, Fitness & Outdoor Sports Expo 印度國際自行車&健康戶外運動展	Ludhiana India 印度	04/03 - 04/05
Bangkok Bike 曼谷自行車展	Bangkok, Thailand 曼谷	04/30 - 05/03
● The China Int'l Bicycle Fair 中國 (上海) 國際自行車、電動車展	Shanghai, China 上海	05/06 - 05/09
Inabicycle 印尼雅加達國際自行車運動器材展	Jakarta, Indonesia 雅加達	05/14 - 05/17
● Eurobike 德國國際自行車展	Friedrichshafen, Germany 福吉沙芬	08/26 - 08/29
● Interbike 美國拉斯維加斯國際自行車展	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
Unibike 西班牙自行車展	Madrid, Spain 馬德里	09/20 - 09/22
Kielce Bike Expo 波蘭展	Kielce, Poland 凱爾采	09/24 - 09/26
The Cycle Show 英國自行車展	Birmingham, UK 伯明罕	09/24 - 09/27
Brasil Cycle Fair 巴西自行車展	São Paulo, Brazil 聖保羅	09/27 - 09/30
● International Bangkok Bike Show 曼谷國際自行車展	Bangkok, Thailand 曼谷	10/01 - 10/04
Asia Cycle 亞洲自行車精品博覽會	Kun Shan, China 中國 昆山	10月
Asia Bike Trade Show 亞洲自行車展覽會	Nanjing, China 南京	10/09 - 10/12
● Bici-Expo 墨西哥自行車展	Mexico City, Mexico 墨西哥	10/23 - 10/25
● Taichung Bike Week 台中自行車週	Taichung, Taiwan 台中	10/20 - 10/23
● Cycle Mode Int'l Show 日本國際自行車展	Tokyo, Japan 東京	11/06 - 11/08
8th Shenzhen International Bicycle Festival 第八屆深圳國際自行車嘉年華	Shenzhen, China 中國 深圳	11/13 - 11/15

● Wheel Giant is authorized to sell space and organize group exhibitions at these shows.  
代表輪彥代理組團之展會。洽詢專線：04-7350500

● Wheel Giant is an official partner of Taichung Bike Week. 輪彥公司協辦。



# Yaban's SLA 11 Speed Chain Reaps Industry Praise

Text: Editorial Dept.



## Innovative features

Among the winners of this year's Taipei Cycle d&i awards was Yaban's SLA 11 Speed chain. The innovative design of the SLA 11 Speed offers numerous advantages to cyclists. An angled cutaway arc in the middle of the outer plate face on each link serves to guide the sprocket teeth smoothly and quickly into the link, locating the teeth snugly during both shifting and riding. This unique feature ensures that cyclists get reliable and accurate shifting with smooth chain take up and ultra-low noise levels while riding.

Increased link thickness at the sides of the inner plate faces boost both the individual link and the overall chain strength, while the increased hardness and thick-

ness of the DHA chromium carbide heat-treated pins and rollers greatly enhance the chains' wear resistance.

## Design advantages

In addition to these advantages, the chain also employs Yaban's Superior Lubricating Aid (SLA) technology. A Ni-PTFE (Teflon) coating on inner plates help reduce friction and part wear further increasing the chain's already superior smoothness and durability.

The SLA 11 Speed also utilizes Yaban's popular Quick Release Safety Links system. The system not only allows for the quick release of the link,



▲ Yaban's new QR System offers consumers a fast and safe quick release design.

but also the use of four distinct safety blocks that have been DHA heat-treated to increase both the strength and the safety of the links.

The design features of Yaban's chain are not only winning international awards, Yaban has also received very positive customer feedback and market praise for the advantages the SLA 11 Speed is bringing to cyclists. 🌀

# 2015 TAIPEI CYCLE d&i Award



Enjoy the  
**Perfect Luxury**  
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**Hummer Like Power**

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Taipei Cycle Show Booth

**K1216**



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

## **YABAN CHAIN INDUSTRIAL CO., LTD**

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E-Mail : [ybn@yaban.com](mailto:ybn@yaban.com)  
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Vietnam Factory and Steel Coil Center  
E-Mail : [ybn@yaban.com.tw](mailto:ybn@yaban.com.tw)



# Cyclist Safety Systems Gaining Traction with Car Manufacturers?

Text: Editorial Dept

It is widely accepted that the key to increasing cycling participation amongst the general public is road safety. The 'catch 22' of this situation is that one of the major factors leading to increased safety for cyclists is an increased number of cyclists on the roads. Cycling associations around the world are putting efforts into pressurizing governments into developing transportation systems and networks that will protect cyclists, and while their efforts are seeing at least some degree of success, development of safer riding environments for cyclists can often be slow.

With most cyclist fatalities and injuries involving automobiles, it must be with some relief that January 2015 saw two car manufacturers, Volvo and Jaguar Land Rover, release major developments aimed at reducing cycle-related accidents.

## Jaguar's Bike Sense

Jaguar Land Rover's 'Bike Sense' safety system use colors, sounds and touch inside the car to alert drivers to potential hazards and prevent accidents involving bicycles and motorbikes.

Sensors on the car detect when another road user is approaching and identify it as bi-



▲Jaguar's bike Sense detects when cyclists approach and warn the driver with a matrix of amber and red led lights.

cycle or motorbike. Bike Sense then makes the driver aware of the potential hazard before the driver sees it. Rather than using a generic warning icon or sound, which takes time for the driver's brain to process, Bike Sense uses lights and sounds that the driver will instinctively associate with the potential danger.

To help the driver understand where the bike is in relation to their car, the audio system will make it sound as if a bicycle bell or motorbike horn is coming

through the speaker nearest the bike, so the driver immediately understands the direction the cyclist is coming from. If a bicycle or motorbike is coming up the road behind the car, Bike Sense will detect if it is overtaking or coming past the vehicle on the inside, and the top of the car seat will extend to 'tap' the driver on the left or right shoulder. The idea is that the driver will then instinctively look over that shoulder to identify the potential hazard.

As the cyclist gets closer



▲Door handles will light up and vibrate if the driver tries to open a door when Bike Sense detects a passing cyclist.

to the car, a matrix of LED lights on the window sills, dashboard and windscreen pillars will glow amber and then red as the bike approaches. The movement of these red and amber lights across these surfaces will also highlight the direction the bike is taking.

Bike Sense would also be able to identify hazards that the driver cannot see. If a pedestrian or cyclist is crossing the road, and they are obscured by a stationary vehicle for example, the car's sensors will detect this and draw the driver's attention to the hazard using directional light and sound.

If the driver ignores the warnings and presses the accelerator, Bike Sense will make the accelerator pedal vibrate or feel stiff, so the driver instinctively knows not to move the car forwards until the hazard has been avoided.

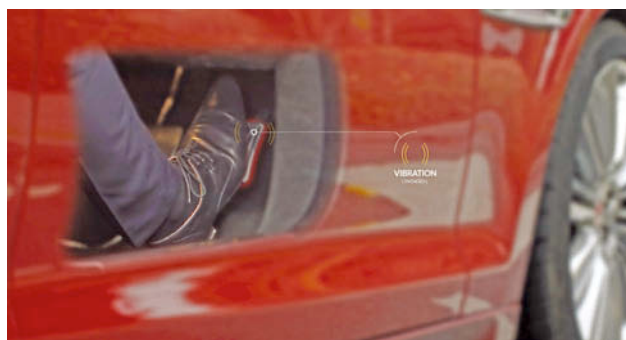
Bike Sense will also help prevent vehicle doors being opened into the path of bikes when the vehicle is parked. Bike Sense would warn all passengers of an approaching cyclist, motorbike or car through sound and

light inside the vehicle. If any passenger continues to open the door, the door handle will light up, vibrate and buzz to alert them to the danger.

### Volvo & POC connect cycle helmets with cars

Since spring 2013, all new Volvo cars have been equipped with an auto-brake system for cyclists. The system, uses radar and camera to detect cyclists and, based on advanced sensor technology, can apply full automatic braking should the car come close to a collision.

In January 2015, at the International CES in Las Vegas, Volvo Cars in combination with protective gravity sports gear manufacturer, POC and Ericsson presented an innovative safety technology that connects drivers and cyclists for the first time ever. The technology consists of a connected car and helmet prototype that will establish 2-way commu-



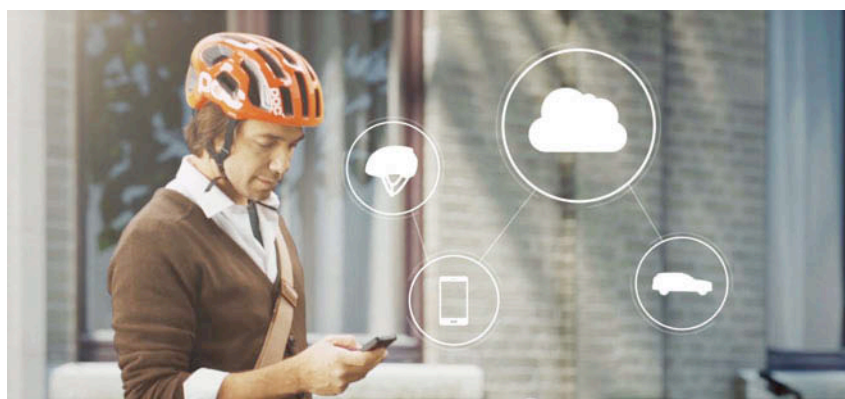
▲Jaguar's safety system can also make the accelerator pedal vibrate.

nication offering proximity alerts to Volvo drivers and cyclists and thereby avoid accidents.

Using a popular smartphone app for bicyclists, like Strava, the cyclist's position can be shared through the Volvo cloud to the car, and vice versa. If an imminent collision is calculated, both road users will be warned, enabling them to take the necessary action to avoid a potential accident. The Volvo driver will be alerted to a cyclist nearby through a head-up display alert—even if he happens to be in a blind spot. The cyclist will be warned via a helmet-mounted alert light.

Volvo believe that the all-Swedish, cloud-based safety concept has exciting development opportunities that they hope will ultimately help save lives across the whole spectrum of unprotected road users.

Cyclists around the world must all be hoping that other automobile manufacturers will follow these two company's lead, by looking hard at using modern technology to make the world's roads safer for all vulnerable users.



▲Volvo's safety system calculates whether an accident is imminent and warns the driver.



# New Product Gallery

Text & Photos: Editorial Dept.



## 3T Cycling S.r.l.

### 3T Eye

3T Eye is an handlebar-mounted digital display that supports navigation and training. It monitors the outputs both of training aids communicating via ANT+ and smartphones communicating via Bluetooth. 3T Eye's

miniature, line-of-sight display means there's no need for riders to take out their phone to check data. Key training data is always visible, while costly and fragile smartphones are kept securely out of harm's way. A free app for the 3T Eye is available for download.

+39-035-4943451

[www.3tcycling.com](http://www.3tcycling.com)



## Apex Creative

Apex' latest seatpost design is a cartridge based system offering a long service life, easy maintenance and customized return speed specification. The one-piece integrated forged inner post offers outstanding strength and stiffness, while the new, user-friendly, expanding wedge saddle clamp system is easy to install, adjust and fasten.

+886-4-26623598

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



## Apex Products

### MHL Taylor T-326 Frame Bag

Apex' latest model in its exquisite line of frame bags is manufactured from genuine leather and cotton canvas. Mea-

suring 11" x 7 3/4" x 4" (28cm x 20cm x 10cm) the luggage carrier bag is available in colors of chocolate, khaki or black.

+886-4-26991719

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



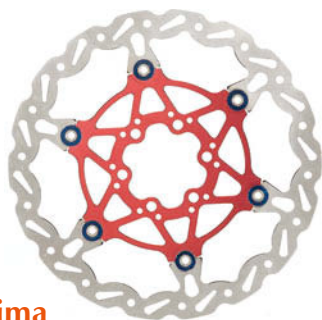
## Ashima

### ISO Thermal

The reason for Ashima developing the ISO Thermal was because their R&D found that disk brake systems were prone to overheating during long distance downhill riding, leading to weak braking power. Ashima's disc brake pads dissipate heat effectively.

+886-4-7260496

www.ashima.com.tw



## Ashima

### Flotor Rotor

Flotor is designed to avoid uneven force being applied to brake pads and to deliver the pressure from the caliper to the brake disc completely. Eventually, it enables brakes to reach nearly 100% optimal performance. Available in 140~203 mm diameters.

+886-4-7260496

www.ashima.com.tw

## BAOCH

### B7 Cutoff Line

For 2015, Boach's new B7 offers an increased maximum brightness of 600 lumens with a very wide angle of illumination. With an aluminum-magnesium alloy shell the product is extremely light weight—only 90g. With the addition of a 2600mAh lithium battery, the light weighs



in at just 120 grams and can provide up to 10 hours of use. The B7 is suitable for installation on road or mountain bikes, and is a top choice for city, country or night riding.

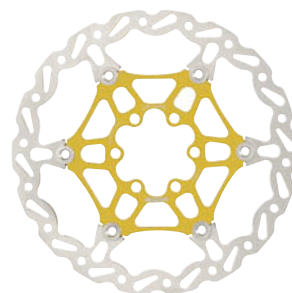
+886-4-8358936

www.baoch.com.tw

## Baradine

### DB-06 FB

Baradine's DB-06 disc brake rotor offers excellent heat dissipation properties, as well as both high strength and light weight. The floating performance design features an SUS410 outer



disc and a 7075 – T6 inner disc, and is available in diameters of 160 & 180 mm.

+886-4-7112650

www.baradine.com.tw

## Bengal

### Ares5

Ares5 is a hydraulic disc brake with mineral fluid and forged from aluminum with side push design ensuring that both strength and durability is reliable. A two-piece holder makes it easier to assemble and disassemble the master cylinder. The brake also features an EZ-adjust hose connector which is adjustable up to 180 degrees, and PVDF low-inflation hose. As a result,



handling and feeling on the braking hand is better and smoother. The Ares5 is perfectly suited not only to XC and AM riding but also for FR and DH.

+886-4-7203979

www.bengalperformance.com.tw



## Baradine

469

This brake pad features Baradine's outstanding water discharge design allowing water to flow along the surface texture to the rear opening where it can es-



cape. The design of the 469 also offers a weight reduction.

☎ +886-4-7112650

🌐 www.baradine.com.tw

## Cardiosport

### Heart Rate Transmitter

Cardiosport are launching a dual Bluetooth smart and ANT+ 'Duplex' heart rate transmitter at the 2015 Taipei Cycle show. Weighing in at just half an ounce (13 grams) the Duplex transmits heart rate to phone apps, bike computers watches and other de-



vices, yet still manages 900 hours life from the coin cell battery.

☎ +886-6-723-2226

🌐 www.cardiosport.com

## e.Bike

### e.Bike one piece upper bag

e.Bike used the new fabric technology, "Nike Flyknit" to design their new series of toptube bags. e.Bike can combine over eight colors into one piece of the fabric allowing them to decide the color and pattern on the bag when they sketch it. The company's new design and production technologies allow for a reduced time from design to mass production.

☎ +886-4-26863211

🌐 www.bags.com.tw / www.trueeast.com



## E-Ma International Corp.

### Silic1

Silic1 grip/bar tape utilizes medical-grade silicone to protect against residual plasticizing agents and harmful substances remaining on the surface. The tape is suitable for all weather without the need for glue ensuring against stickiness and delamination to bring riders the most comfortable riding experience.

☎ +886-4-7686040

🌐 www.emabearing.com



## Enchess International

### EIC-6136 Full Body Armor

Eic-6136 full body armor is Enchess' newest product for 2015. It has anatomic lightweight and high impact plastic plate pieces on the shoulder, elbow, chest and back. A breathable nylon mesh for the main body fabric provides a comfortable, well-ventilated fit, while the zipper system ensures ease of taking on and off. Personal items may be secured to the armor with Velcro straps.

☎ +886-2-37652577

🌐 www.enchess.com



## Evolving Concepts

### Fat Bike Series

Evolving offers many kinds of frame, styles and materials for their fat bike line. All components can be customized in sizes of 20", 24" and 26".

One bike in the line, the EC 3.0, features a lightweight aluminum frame which Evolving believe is lighter than any other fatbike by

several pounds. There's no way around the fact that all fat bikes are a little heavy, but they aren't built to win an XC race, they are

built for fun and adventure.

+886-4-25394067

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



## Fulchee

### Anti-Theft Quick Release

For years quick releases have been giving riders a fast and easy way to install and remove wheels from the bike frame, unfortunately thieves are also able to remove wheels quickly. Fulchee have designed a QR with an anti-theft device at the end. The design enables riders to take

advantage of the convenience of a QR system, at the same time as preventing thieves from removing the wheels.

+886-4-25605818

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



## GMD

### Powwow

The Powwow is GMD's latest fatbike round-profile tire. Its open tread pattern is directional with L-type knobs providing excellent traction and control for low-speed fatbike riding. A bridge design connects every block increasing the overall strength of the tire. The Powwow also offers riders easy cornering and good braking control.



+886-49-2762306

[www.gmd-tire.com.tw](http://www.gmd-tire.com.tw)

## Guee

### G-mount

The G-mount integrates a bike computer and action camera mount as well as including a built-in rechargeable LED light, but weighs in at a scant 90 grams. Made from full-aluminum CNC machining, G-Mount gives riders a neat & lightweight bracket solution, suitable for Ø31.8 mm handle bars. The 4 built-in super-bright LEDs, charged through a micro USB cable, allow for use either as a bike light or a fill light. The light functions in either constant and flash mode, with up to 7 hours of run-time per charge.

+886-4-23263155

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





### Keith Bike

#### Rotary Cheetah

The Cheetah is the premium model in the Keith bike range, with the main design highlight a multi-layer coating of two bright and exuberant colors criss-crossing the top and down tubes. The black asymmetrical chic color mix and aerodynamic blocks are



similar to a Cheetah's skin pattern.

+886-2-28110355 Ext. 103

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

### Kuota

#### Khan

New HM carbon fiber 1K and, in particular, new moulding concepts have contributed to this unique bike. The project has been developed to improve vibration damping, yet still grant excellent torsional stiffness, which is extremely popular with professionals-who helped to develop



and test the product. The result is inspiring, and the frame weight in size M is just 860 grams (painted frame and metal parts included).

+886-6-2705258

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



### Mega

#### Inertia wheels

Mega's Inertia series of wheels come in a wide range of designs, sizes and construction materials allowing for the perfect choice of wheel for the riding application. Rims are available in clincher, tubular, and tubelss designs with sizes of 21 mm, 23 mm and 25 mm. The wheels are also available with either full carbon construction for speed, and with carbon / aluminum construction for tougher riding conditions.

+886-4-26358080

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

### Lezyne

#### Road Drive Medium

The Lezyne Road Drive is a high pressure hand pump made entirely of aluminum for precise and lightweight construction. The barrel, handle, piston, end caps and pump mount are all custom CNC machined. The high pres-



sure design makes this an excellent frame pump replacement, easily inflating tires to riding pressure with fewer strokes. It comes equipped with Lezyne's ABS Speed Flex Hose, which can inflate both Presta and Schrader valves.

+886-958-918805

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

## Hope Industrial

Bearings are the soul for reaching outstanding performances. Combining technologies and high precision, Hope aims to meet exactly what customers needs with perfect quality.

+886 2 26893111

[www.hope-group.com/](http://www.hope-group.com/)



## NANOO

### Nanoo-12SD

The Nanoo-12SD is the latest in Jeann's popular and well-received range of folding bikes. The Shift Drive is equipped with a 2 SP crankset which offers an extremely wide gear ratio while retaining all the convenient features of the original bike.

+886-49-2253116

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



## Seven Cycles

### 622 SLX

The 622 SLX is the culmination of more than two decades of bike building experience, a sculptural blend of titanium and carbon fiber. The carbon fiber makes it light and stiff, while the titanium gives the bike a lively ride quality, and a durability that belies its aesthetic appeal. The end product is race ready, but at home on any group or solo ride.



+886-6-2705258

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



### Rikulau

#### Kratos - Extra Strength Stainless Steel Tubing

Kratos is based on C630 stainless steel developed and patented by Carpenter, USA. Its corrosion resistance is the best among all heat hardened stainless steel alloys, while also having a very balanced tensile strength (nearly 1300

MPa) and ductility. Due to its extremely good workability, the material has been widely adopted in many different fields including petrochemical, nautical, defense, aerospace and even nuclear. Kratos has the same property as Reynolds 931; however, as K6 is made and heat treated in Taiwan, tube selection is larger than 931. Therefore, with proper choice of tube size and thickness, K6 is



suitable for frames of different functions.

☎ +886-4-26805328

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



### Shengli Spring

#### Bikes use ABS

Bicycles need an anti-lock braking system just as much as a car, and with that in mind, Shengli Spring have developed a proportional synchronous braking system for bicycles that will help promote rider safety. In the very beginning, when squeezing the brakes lever, the will transmit the brake force separately to the rear wheel and front wheel with the ratios of 1:0. And, gradually increasing the brake force to the rear wheel and front wheel with the ratios of 3:7.

☎ +886-2-2984-3983 (#15)

🌐 [www.shengli-spring.com.tw](http://www.shengli-spring.com.tw)

### Socle

#### TMA-B57

Socle's cup holder is manufactured with a 6061 aluminum alloy mounting system and is compatible with handlebars with an outer diameter of 20mm to



26mm. The holder is made from UV-treated ABS plastic with an inner diameter of 79 / 81.5 mm.

☎ +886-4-8684207

### XTRM

#### Tour 2.0 Tacky

XTRM's Tour 2.0 Tacky is a bicycle bar tape made from an environmentally-friendly PU material. The tape utilizes 3M Scotchguard material to provide cyclists with a no-slip, moisture-absorbing tape for their handlebars.



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# President Ma Ying-jeou Tours Alex

Text & Photos: Editorial Dept.



▲ Alex President, Alex Chen (right) and General Manager, Sally Hsieh (left) introduce various special features of the company's bike wheels to Taiwan President, Ma Ying Jeou.

In order to gain more insight into the transformation and development of Taiwan's bicycle industry in the face of global competition, Taiwan President Ma Ying-jeou paid a special visit to Alex Global Technology—parent company of Alex Rims and A-Class Wheels.

Founded in 1992, the company has grown steadily from an original three employees to its

current size of about 400. A new factory will come on line this year, and the number of employees continues to grow. Company President, Alex Chen credits exceptional employees for the rim and wheel manufacturer's rapid expansion. In 2001, Alex was honored at the 10th National Award of Small and Medium Enterprises and the National Invention Award. In 2003, it collabo-

rated with Germany's Canyon in the design of its Smolik Pro series wheelsets, which won the World Design Award. The Alex-sponsored athlete Gunn-Rita Dahle Flesjå won the mountain bike championship at the 2004 Olympics. In 2010, Alex's aluminum alloy forged truck rims passed Germany's TUV certification.



▲ (From left to right) Dr. Ming-Ji Wu, Director General of Taiwan's Industrial Development Bureau; Taiwan's Minister of Economic Affairs, John Chen-Chung Deng; Taiwan President, Ma ying-jeou; Alex President, Alex Chen; General Manager, Sally Hsieh and Assistant Manager, Robert Hong.

## A hidden champion

During his visit, President Ma praised Alex Chen for his integrity, sincerity, and many impressive achievements, such as promotion of innovative R&D, investment of 10% of company revenue on R&D, commitment to use of the best equipment and production of the highest-quality

products, increasing market share and concern for employees. Ma noted "Alex possesses exceptional intuition, keen insight and precisely-targeted policies. The way Alex executes its strategies, including domestic production, expansion of exports, and assumption of the role of market leader, parallels Taiwan's industrial development, and the company's transformation during the last 30 years reflects the process of how Taiwan's enterprises have striven for success in the face of obstacles."

The Taiwanese President quoted the perspective of the German management guru, Hermann Simon, when he stated that the reason Germany was able to make a name for itself on the world stage wasn't because of Mercedes-Benz or BMW; instead, it was because of its small and medium enterprises, which

don't have large capital, but possess top-notch technology and command leading market shares worldwide. President Ma noted that this perspective has been adopted by the Ministry of Economic Affairs in its selection of Taiwan's "Hidden Champions," of which Alex is one. He also judged that considering Alex's market share in the area of aluminum bicycle rims is almost 60%, and its R&D costs account for 10 to 12% of revenue, Alex's ambition to become a market leader is clearly in evidence.

Moving positively into the future, Alex plans to continue to promote industry-academic collaboration, provide scholarships, enhance technical and vocational training, foster intelligent manufacturing manpower, develop a professional aluminum alloy production/R&D center, and create a cultured and happy enterprise. 🌀



▲ Alex President, Alex Chen (right) presents Taiwan President, Ma ying-jeou with a unique customized wheelset.



# Giant & Lu Hai Executives Honored with Awards

Text & Photos: Daphne Chen



▲ Former Taiwan Vice-President Vincent Siew (left) presents Lu Hai President, Wu Chin-lu (right) with the Technological Upgrade Award.



▲ Former Taiwan Vice-President Vincent Siew (left) presents Giant Greater China Area CEO, Young Liu (right) with the Exemplary Domestic Sales Award.

Giant CEO for the Greater China Area, Young Liu and Lu Hai President, Wu Chin-lu were accorded high honors in the Management Institute in Taipei's (MIT) 2014 Outstanding Taiwanese Firms in China Awards. Young Liu was accorded the Exemplary Domestic Sales Award and Wu Chin-lu received the Technological Upgrade Award at a presentation ceremony held in Taipei on November 21st 2014.

## Exemplary Domestic Sales Award: Young Liu

Giant has been involved in the Chinese market for over 20 years, and is currently the best-selling bicycle brand in China. Young Liu, CEO for Greater China Area, has been in charge of plant development and domestic sales since going to China over two decades ago, and has acquired extensive practical ex-

perience. A believer in a humane management style and the value of innovation, Liu has orchestrated Giant brand's rise to become the leading bicycle name in the Chinese market. Among the many achievements made during Liu's time in charge, Giant was the first to develop the student bicycle market in China, the first to use 3-meter light box banners, the first to make use of bus body advertisements, and the first to establish brand specialty stores combining recreational and sports cycling. In addition, Liu has also vigorously promoted cycling, making a major contribution to the establishment of cycling culture in China. Throughout his career, Liu has consistently emphasized the business philosophy 'rooted in Taiwan, developed China, and marketed worldwide.' He is determined to create and offer products and services with the best overall value and hopes

to initiate a new era in bicycle culture while meeting the needs of consumers worldwide.

## Technological Upgrade Award: Wu Chin-lu

In 1980, the Lu Hai company was founded in Chang Hua by six brothers from the Wu family. The company specializes in producing its own tire valves and rubber bases, which it sells, together with externally-purchased accessories, to major tire manufacturers. The company is known for its 'Hexagon H' logo, and has expanded its operations to Taiwan, Xiamen and Kunshan in China, as well as to Indonesia. Lu Hai sells its products in over 90 countries and areas throughout the world. Lu Hai, which was formally listed on Taiwan's stock exchange on December 25, 2013, has invested in China for 25 years, and is currently the

world's leading specialized tire valve manufacturer, dominating the two-wheeled vehicle (both bicycles and motorcycles) tire market. In the future, apart from focusing on its specialty tire valves, Lu Hai plans to explore related areas such as tire pressure gauges, and the rubber and metal

processing technologies needed in the production of tire valves. It has been included among the '100 leading rubber parts manufacturers in China', and has also received such honors as 'Fujian Province Famous Brand' and 'Xiamen Ten Leading Happy Companies'. Lu Hai has acquired

high-end equipment from Germany, Italy, Switzerland, and Japan in an effort to maintain its strength, and has continuously engaged in technological upgrading, R&D, and the pursuit of innovation as a means of maintaining its competitive advantage. 🌀

## King Liu and C.H. Chien Honored with TBA Lifetime Achievement Award

Text: Editorial Dept

At the Taiwan Bicycle Association 8th term's fourth Joint Meeting of Management and Supervisors held on August 15th 2014, Giant Manufacturing Chairman and TBA Honorary Chairman, King Liu together with Fairly Industries President and TBA Honorary Advisor, C. H. Chien were both honored with Lifetime Achievement Awards.

80-years-old last year, King Liu founded Giant Manufacturing in 1972. Formerly the Chairman of Taiwan Bicycle Association during the first and second terms and Executive Director of Taiwan Transportation Vehicle Association, King Liu has also been honored with the Hong Kong-based Chiang Chen Outstanding Entrepreneurial Leadership Award, Special contribution Award for promoting Taiwan's international brands and Ernst & Young Entrepreneur of the Year Lifetime Achievement Award. At 73-years

old, King Liu completed his first cycling tour around the island of Taiwan, before being appointed as Presidential advisor for Taiwan's Government at the age of 75. At the age of 80 he cycled around Taiwan once again and was awarded with an honorary doctorate from Asia University.

78-year-old C. H. Chien founded Hong Yi Industrial Co. in 1970 and Fairly Industries in

1977. Chien has formerly served as the Executive Director of the TBA and as Executive Director of Taiwan's Transportation Vehicle Association. The entrepreneur has also previously been honored with a Golden Merchants Award, and Excellent Director of the Chinese National Federation of Industries' Mining Group as well as numerous other awards. 🌀

(Source: TBA)



▲ Giant President King Liu(left) and Fairly President C. H. Chien(right) are honored with TBA Lifetime Achievement Awards.



# Merida Product Focus Returning to MTBs

Text & Photos: Editorial Dept.



▲ From left to right: Merida Benelux General Manager, Peter Koperdraad; Merida President, Michael Tseng; Merida R&D Center Developer of Products, Jurgen Falke and Merida Deputy Manager, William Chang.

Since its founding as a bicycle production plant offering high quality frames over 40 years ago by Ike Tseng, Merida has grown steadily, marketing its own brand name and opening multiple facilities in China and Europe. Today under the guidance of Ike's son Michael, Merida has become one of Taiwan's top ten international brands, and one of the world's leading bicycle brands.

## Open New R&D Center

2014 proved to be no exception to Merida's history of continued development and expansion, with the opening of the Merida R&D Center in Magstadt, Germany. Previously the company presence in Europe comprised of Merida Europe, which focused on both looking after the needs of racing teams and product development. However, for many customers the name 'Merida Europe' led to two misconceptions. Firstly, that the division was a distributor of Merida products,

and secondly that its focus was solely on the European market. The creation of Merida R&D Center in Germany makes it clear that the division is developing product for global markets not just European ones. While Merida Europe will continue to focus on the needs of all the company's bike teams including Lampre-Merida and Multivan Merida, the product designers at the R&D Center will help develop Merida products for global markets. Currently 10 designers work in the

R&D center cooperating closely with input from Merida's racing teams, and coordinating their efforts with developers at the company's production bases in Taiwan and China.

### Focus on MTB

For the past two years Merida has focused a large part of its design energy into cutting-edge road bike designs. The development of new technologies such as the Nano-matrix carbon technology and X-tapered headtubes have led the Lampre-Merida team to great success in many of the world's most prestigious cycling events. For 2015, product development will turn its focus, once more, towards MTBs with the development of an ultra-light full suspension cross-country bike. The carbon fiber frame will weigh in at under 700 grams, and both frame and fork together will weigh under 1 kg. Merida plan to




▲ Merida R&D Center in Germany works closely with their racing teams to develop product for global markets.

launch their new line of MTBs in May 2015.

### New department for E-bikes

With the growth of the e-bike market worldwide, Merida are expanding the facilities at their Taiwan headquarters with a new department dedicated specifically to e-bikes and pedelecs. The four story office is due to

be opened in the spring of 2015. The new facilities will have the capability to assemble complete e-bikes within the headquarters. Merida currently assembles about 6,000 bikes a year in Germany, and it is hoped that the new facilities in Taiwan will enable the company to put a much greater emphasis on production of many different types of power-assisted bicycles, including more sporty full suspension e-MTBs. Developer of Products at Merida R&D center in Germany, Jurgen Falke noted. "Actually, we are not interested in the lower or entry level markets as we will find it to difficult to compete at lower price levels due to transportation costs. We will be looking mainly at mid to higher-end markets."

In 2015 it is estimated that the new factory will only produce 10,000 e-bikes, however capacity will increase to 30,000 units in the following years. 



▲ 2015 sees Merida turning its focus once again to MTB product lines.



# Richard Tsai, Winner of the Model of Taiwan and Overseas Entrepreneurs Award

Text & Photos: Editorial Dept.



▲ Taiwan Vice President, Wu Den-yih (left) presenting the Model of Taiwan & Overseas Entrepreneurs Award to Richard Tsai (right).



▲ DDK President, Richard Tsai (left) received the 23rd Model of Taiwan and Overseas Entrepreneurs Award with DDK Marketing Director Joy Song (right).

**R**ichard Tsai, President of Active Interna, received the 23rd Model of Taiwan and Overseas Entrepreneurs Award from the Youth Career Development Association.

## Remaining calm in the face of crisis

Under the leadership of Richard Tsai, Active Interna's second plant has been constructed

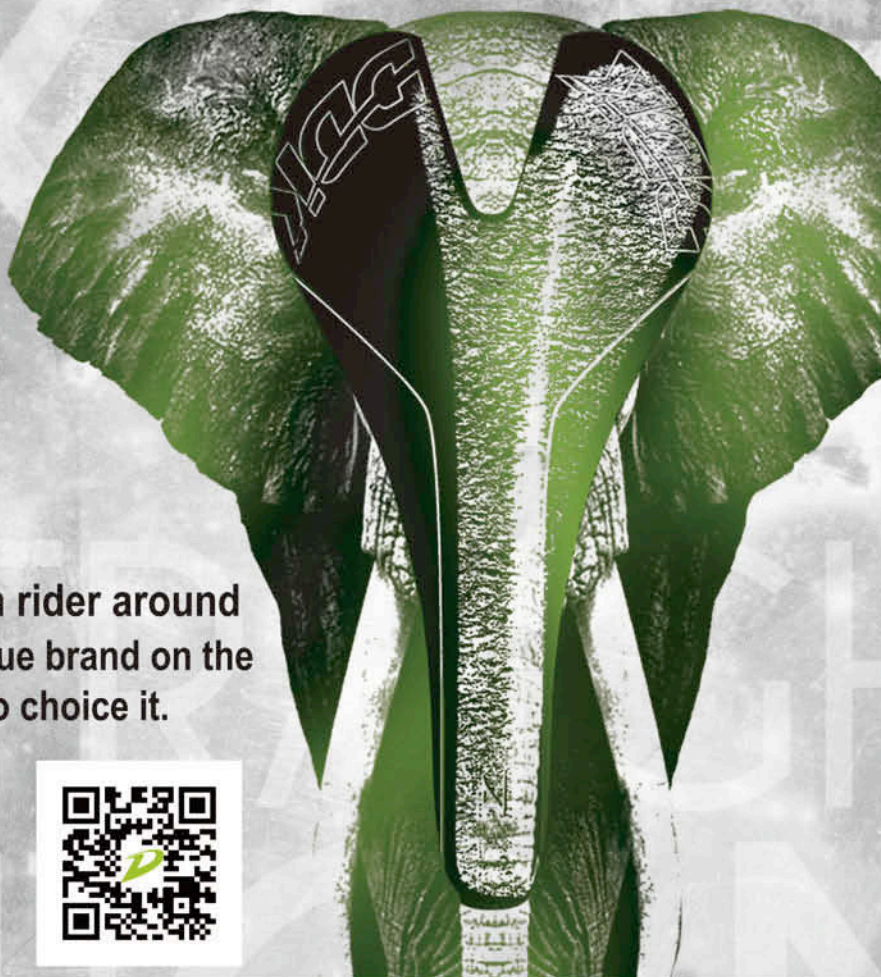
in Vietnam. Active Interna suffered huge losses in the wake of the May 13 anti-Chinese protests in 2014. Richard Tsai, who went to Vietnam 15 years ago with nothing but a suitcase, lost everything he had worked so hard for during the previous 15 years. However, Tsai turned this crisis into an opportunity, and didn't give in or blame fate; instead, he demonstrated the indomitable, ever-optimistic spirit of a Tai-

wanese entrepreneur, and said to himself: "This is an opportunity given by God to rethink plant layout and risk management." In order to disperse risks, apart from purchasing a 70,000-square-meter site for a plant in Vietnam, Richard Tsai is also actively preparing to establish a plant in Taiwan, in the hope of achieving even stronger international competitiveness.





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A Female Leader in the World of Tires

# Duro President Tiffany Su Puts Company Back on the Path to Success

Text & Photos: Editorial Dept.

Since she took the helm at Hwa Fong Rubber (HFR) in 2013, President Tiffany Su (Su Ming Fen) has gone from being an outsider with little understanding of tires, to a female conquering general who ended three consecutive years of losses. Wheel Giant recently had the opportunity to visit the HFR President to look into the secret behind her success.

## First grasping the situation, then devising a strategy

Having successfully reversed HWA's losses, President Tiffany Su emphasizes: "There are no magical gifts from heaven; everything takes hard work! The biggest challenge I faced in the beginning was that there are many, many tire specifications, and on top of that I didn't have a degree in engineering. So I told myself that as long as had passion and enthusiasm for my work, there would be no unsolvable problems. I also knew I had to maintain my stubborn persistence,



▲ HFR President, Tiffany Su believes that as long as there is passion and enthusiasm in a person's heart, even the greatest difficulties can be overcome.

and be fast, accurate and sure in my decisions." In order to get up to speed as quickly as possible, Su got personally involved in every aspect of the company's business—communicating frequently with buyers, impressing customers with her precise knowledge of tires and making intensive efforts to understand the market's needs.

She also forged up- and down-stream strategic alliances in other industries, secured bank financing, reduced capital increases, obtained compensation of RMB 239 million for relocation of the Changshu plant and improved process automation. She further rewarded employees by increasing salaries for new hires by

3% and boosting the company's profit sharing ratio from 2.5% to 5%. Thanks to all these actions, she successfully reversed HFR's losing streak and set the company on the road to profitability.

In spite of the impact of relocation of the Changshu plant and the Sino-US anti-dumping and countervailing duties affairs, HFR managed to earn revenue of NT\$6.86 billion (roughly US\$218.5 million) in 2014. Although this represented a drop of 8.42% compared with 2013, the company's gross profit ratio increased from 11.55% in 2010 to 23.1% during the first three quarters of 2014, and net earnings after tax went from negative to positive during the most recent five years. In addition, the EPS of HFR's Thai subsidiary rose from 2 baht in 2010 to 4.9 baht in 2013. Tiffany Su has further displayed her talent as a fundraiser by earning the sympathy and support of banks through her sincere appeals. As a result, Su was awarded the Asia Pacific Entrepreneurship Award (APEA) in 2014.

HFR has 1,000 employees in Taiwan, and its operations include Dacun plant, Huatan plant, Pinghe plant, and Taipei Headquarter. These facilities are chiefly responsible for development and design of tires meeting the market's needs, and custom production of products specifically aimed at customers' demands. HFR's first and second



▲ In 2014, HFR President, Tiffany Su won the Asia Pacific Entrepreneurship Award (APEA). (Photo: Duro)

plants in Thailand employ 1800 persons, and chiefly produce bicycle tires, motorcycle tires, small agricultural and industrial tires, and beach & ATV tires, etc. These tires are mostly sold in the ASEAN countries and other markets. In 2013, the Thai subsidiary derived 38% of its revenue from domestic sales and 62% of its revenue from exports. HFR's China Company and HFR Suzhou Company employ 850 persons. HFR also has a US Company in Georgia employing 20 persons.

#### Four major business strategies

HFR has adopted four major business strategies: The first consists of innovative R&D,

which involves active R&D innovation, brainstorming and development of products with varied specifications and functions without any preconceived limits. The second consists of exacting quality control, which includes the spirit of doing things right the first time, elimination of useless processes and establishment of optimally efficient supply chain processes. The third consists of capacity expansion, including increase in economies of scale, enhancement of sales revenue and profitability, active enlargement of capacity, shortening of delivery times and raising of service efficiency. The fourth consisted of cost cutting, which includes establishment of standardized systems, full-scale improvement of parts, inventory, delivery, yield





DB-7048

The smooth tread profile of Duro's DB-7048 Dorado substantially reduces rolling resistance, while the tire's diamond tread pattern design on the shoulder enhances cornering stability.



DB-9040

Duro's DB-9040 'Big D' features many small bumps amid the large knobs of its tread pattern giving the perfect properties for riding on hardpack, sand or snow. The high density lightweight structure of the tire keeps the weight under 1 kg for faster riding.

rate performance reduction in unnecessary waste of resources.

In addition, HFR will continue to rely on its inherent strengths to expand its markets. First, it plans to consolidate its hold on the small tire market and expand into large tire niches, continue to sell Taiwan-made products in Taiwan to maintain its grip on the market, and actively promote its Duro and Quick brands in overseas markets. Second, it will increase its equipment and boost production capacity. Apart from adding to production equipment at its Taiwan plants, HFR plans to establish a third plant in Thailand, which is expected to enter production in 2016. After it begins operation, this plant will chiefly produce agricultural and industrial tires, and is expected to contribute NT\$500 million (approximately US\$15.9 million) in annual sales revenue. Furthermore, in conjunction with the relocation of its China plant, HFR plans to take advantage of the opportunity by increasing investment, and looks forward to resuming mass production by the



DB-7077

Sparque tire utilizes advanced adhesive with silica to provide superior grip on any road surface, while the continuous smooth center tread pattern decreases rolling resistance.



DB-1077

The tubeless ready DB-1077 Infidel tires squared knob profile, low-hardness rubber compound and special anti-puncture material help MTB riders achieve maximum performance.

third quarter of 2015. When the time comes, the relocated plant is projected to contribute NT\$1.1 billion (approximately US\$34.9 million) in annual revenue. The company is conducting a careful assessment of possible plants in Cambodia and Romania, and hopes these plants will respectively consolidate its position in the ASEAN market and mark its formal entry into the European and local emerging markets. Third, in line with its plans to establish cross-industry alliances and expand other sources of income, HFR is cooperating with Ming Cycle to jointly develop the Ascent bicycle brand, which will target the mid-/high-end market

in Thailand.

## Hans Rey to serve as spokesman

HFR's Duro brand emphasizes Dependable, Utility, Rapid, and Outstanding. In order to strengthen global brand recognition, HFR has specially engaged Hans Rey—the father of extreme mountain biking, to serve as brand spokesperson, and has signed a 2015-2017 multinational sponsor cooperation contract with Rey. HFR hopes that this move will boost Duro's reputation in the market, and ensure that the Duro brand gives global buyers a superior impression

# A-Team Efforts Rewarded

Text & Photo: Editorial Dept.



▲According to Chairman Robert Wu, the A-Team will continue to express the spirit of teamwork, aiming to lead the industry forward with a solid, steady pace.

The A-Team held its third seasonal meeting on 23 January 2015 in which it summarized overall performance in 2014, and also invited Sean Chen, a former President of the Executive Yuan, and Peter Wang, a former CEO of Wyeth Taiwan branch, to share their insights and experiences in life with the members.

## 2014 industry performance review

Based on Taiwan's bicycle export performance in 2014, the A-Team observed that the average bike unit price had once again achieved a record level, up to USD\$458.99. Compared to the price of just USD\$150.14 in early 2003 when A-Team had just founded, this equates to a growth

rate of 205.7%. Average export value of bicycles to Japan had grown by 270.8%, and average export value of bikes to North America had risen by 249%—a remarkable rate of growth for both countries. Based solely on average unit price, the New Zealand and Australia region had the highest value at US\$688.58, followed by North America at US\$666. The rise in average export price shows the excellent results that the A-Team has been continuously striving for, and the added value of Taiwanese bicycle products. The value of exported components had also risen very steeply over the past 11 years and now stands at a total of over US\$1 billion.

## “By Platform”, “By Progress” and “By Popularization”

Over the past 12 years, A-Team members have successfully implemented many major improvements to their core competitiveness including the introduction of Total Quality Management (TQM), Toyota Production System (TPS) and Total Productive Maintenance (TPM). These “3T” systems have aided in reinforcing both management and production systems, and in developing a more advanced level of bicycle products.

The group's next mis-

sion is to arrange courses “By Platform” on subjects such as Core Competitiveness, Business Strategy, Support System, Environmental Changes, and Organizational Culture. Renowned national professionals (academic) and entrepreneurs (practical) will be invited to lecture together with the members' leaders to share and exchange their experiences.

Additionally, in order for the A-Team to create a greater level of industry influence, it hopes to play the role of “locomotive of the industry”, by also arranging courses “By Progress” and “By Popularization” to reinforce safety and activity involvement, and assist members in self-reinforcement and innovation. A course in lean manufacturing and ‘3T’ courses will run once per month, with members' manager-to-be and new employees as core participants. Partners will also be invited to attend the courses, in efforts to bring ‘3T’ to the industry, and enhance the overall strength of the bicycle industry.

In the face of a challenging global market, the A-Team aims to show a spirit of member cooperation going forward. The A-Team believes Taiwan's bicycle industry will become stronger and more powerful through this highly competitive environment, as “opportunity is there for the people who are ready to take it.”



Maintaining Stable Development

# Ming Cycle Active in Global Distribution

Text & Photos: Editorial Dept.

In 2014, Ming Cycle's increase in sales was not particularly large, nearly unchanged from the previous year however, the company's turnover increased by 7% to 8%. General Manager (Changzhou), Kun Huang Hung said, "Last year, the main impact on business was in the domestic market. Currently Ming Cycle main business is in export, with domestic sales only accounting for 1% or 2% of our business."

Ming Cycle mainly export to North America, Japan, Russia and the European markets. The company's products previously focused on mountain bikes, however last year they started to invest heavily in road, recreational and comfort bikes. In the past couple of years, the company received feedback that the MTB trend was declining, and the proportion of city, recreational and comfort bikes was growing, so Ming Cycle's export product lines were adjusted to follow the needs of the market.

Introducing the factory, GM Hung explained that the first plant, being the eldest, had the more mature production lines. Currently, there are two production lines, that are capable of batch produc-

tion. The second plant has three production lines, including a Decathlon assembly line. Construction began on a third plant, covering an area of 120 acres in 2014. The main body of the new plant has basically been completed, and operations will be start in September this year. In the first phase, four production lines will be put in; two aluminum frame welding lines and two assembly lines.

In regard to its products, Ming Cycle will increase marketing and promotional activities for the Strida. Previously there was only one model of Strida, however, in the future Strida will operate as a brand and have more production and development models. As a brand agent, Ming Cycle has not changed much this year, continuing with the main brands of Mongoose and Kelly. In 2015 Kelly's frame sizes and price will be adjusted, however both will be adjusted in accordance with the mainland Chinese market, especially for the entry-level bikes.

In 2015, Kun Huang Hung hopes that Ming Cycle will grow its turnover by around 10%, with an increase of around 3% to 5% in quantity. In the fourth quarter the new plant will start production, hoping to build 70,000 to 80,000



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

bikes. In the domestic market, the company expects to add about 40 stores with a smooth growth in each store to stabilize its long-term survival. For its foreign markets, the company also hopes for steady growth. Ming Cycle has already cooperated with Decathlon for nine years. Ming Cycle are also increasing their investment in e-bike products. At this year's Taipei Cycle show the company's main focus will be on e-bikes. Currently, all Ming Cycle's e-bikes are exported, with the China plant supplying the North American and South Asian markets, and the Taiwan factory supplying the European market. 

# Innova Celebrate 20th Anniversary

Text & Photos: Editorial Dept.

With its brand and corporate name taken from the word 'Innovate', Innova strives to progress and innovate every year, and take bold steps towards the challenges of the future.

## Team Sponsorship

At various events around Taiwan, it is easy to spot the blue green jerseys of the Innova team. They come from Southern Taiwan's Lin Yuan high school team which Innova have sponsored for over 10 years. Assistant General Manager, Dean Huang recalls that when they first met, Innova had a chance to understand the team's shortage of funds, with tire supplies needing to be constantly replaced. So after discussions with Innova General Manager, Tony Hsieh, sponsorship of the team began in 2006 with the goal to contribute to the community and encourage cycling at a grass roots level. By providing unlimited amounts of tires, and sponsorship money at various

events, Innova allows the riders to worry less about finances and focus more on their efforts in international competitions.

## Bengbu plant

In China, Innova production is currently split between the Pinghu plant in Zhejiang, the Bengbu factory in Anhui and Guangzhou's Fu Hua factory. In accordance with industry inland movement policy and the Pinghu plant meeting local governments urban renewal plans, warehousing and business bases will be changed. As there was no extra land around the Fuhua plant, Innova decided to set Bengbu factory as their main production center in China, with plans for a bicycle and motorcycle tire production areas and an R&D center. With a total floor area of over 7,000 square meters, the entire plant area utilizes a green environmentally-friendly design concept—over 9,000 planted



▲ Innova's General Manager, Tony Hsieh (left) and Assistant General Manager, Dean Huang (right).

trees create a forest park-like area, allowing employees to maintain a pleasant work mood.

## Continuous innovation

Reflecting back on the past 20 years, General Manager Hsieh feels Innova's path has been fairly smooth, with currently only a few companies focusing on producing bicycle tires. Over the years, Innova has accumulated a lot of technology such as R&D proprietary material, this technology has allowed Innova to produce Bell foldable tires at a more reasonable price, and hypermarkets to synchronize packaging for foldable tires—greatly reducing storage space and increasing convenience of checkout. Innova expect to design more innovative and creative products and patented technologies in the future, making cycling more convenient and safer.



▲ Innova's Bengbu plant and R & D center located in Anhui Province.





# New Dates for 2015 Taichung Bike Week

Text & Photos: Editorial Dept.

**T**aichung Bike Week (TBW) 2014 proved to be a great success, once more attracting record numbers of participants. After the show, organizer's attention turned to 2015, and ensuring that the event has even more relevance and importance for the OE bicycle industry.

Originally, the timing of Taichung Bike Week was most suitable for European OE product managers, however, in 2013 the event dates were brought forward to the start of November in an effort to be more useful for earlier North American production decisions. Although this did result in

an increase in North American industry visitors, the timing was still too late for many US product managers.

After this year's show, TBW organizers tried to get as much feedback as possible before deciding the best dates for the 2015 event. They contacted many industry professionals, and held polls of visitors and exhibitors to guide them, before finally deciding that moving TBW forward again would prove popular with even more North American and European companies. As a result, 2015 TBW is being brought forward by two weeks to Oct 20th to 23rd 2015.



▲ Taichung Bike Week's key promoter and organizer, Steve Fenton.

Organizers believe that this change will improve the relevance of the event for the OE bicycle industry as a whole. 🌀



▲ Global bike industry dignitaries gathered for a VIP dinner in Taichung.

# Team Giant-Alpecin Launched in Berlin

Text & Photos: Editorial Dept.

In January, Team Giant-Alpecin and Team Liv-Plantur were presented to the media, key sponsors and partners, as well as special guests from various important stakeholders within the sport of cycling. The presentation was held at the French Embassy in Berlin.

As well as announcing both teams, a new look and feel was presented with race kit designs which visually capture the teams' sporting DNA. The full line-up of sponsors and partners was also confirmed, with title partners Giant and Alpecin being joined by the international tour operator, Sunweb as a key partner.

Team Giant-Alpecin general manager, Iwan Spekenbrink said ahead of the launch: "Today is an important day for cycling with the first World Tour team

registered in Germany in five years. This team continues to work with a young group of riders and can continue to grow within our elite sports environment based on the Keep Challenging approach and principles. Alongside this we will also have a focus on helping the development of German talent in the sport, and with it aiding the regrowth of cycling in Germany."

Team Giant-Alpecin – founded by Iwan Spekenbrink in 2008 – currently consists of 27 riders from nine countries and belongs to the highest tier



▲ Giant Global Marketing Manager, Tom Davies (left) with Alpecin CEO, Eduard R. Dörrenberg (right) pose for photos at Alpecin headquarters.

in cycling, the UCI WorldTour. Alongside the men's team sits the women's outfit, Team Liv-Plantur consisting of ten riders, from five countries.

Giant CEO, Tony Lo commented, "The first year of our partnership has exceeded our expectations and we are looking forward to the coming season. It not only allows us to keep developing and testing the most competitive products on the highest stage, but it also allows us to connect with our customers and for them to relate to the professionals at a material level." 🌀



▲ The new Giant-Alpecin and Liv-Plantur Teams were presented in Berlin.



# New EU Industry Association Formed - CONEBI

Text & Photos: Editorial Dept.

## COLIBI and COLIPED Merge

Earlier this year, the Association of the European Two-Wheeler Parts' and Accessories' Industry (COLIPED) and the Association of the European Bicycle Industry (COLIBI) officially merged to become CONEBI—the Confederation of the European Bicycle Industry.

Although the decision to merge the two industry associations was taken in November of 2014, the registration of CONEBI became official with the publication of its articles of association in the Annexes to the Belgian Official Journal at the beginning of January 2015.

Mr. René Takens of the Accell Group NV was unanimously elected as President of the merged association, with Mr. Erhard Buechel, of Büchel & Co. Fahrzeugteilefabrik KG and Mr. Massimo Panzeri of Atala Spa unanimously elected as Vice Presidents, and Ms. Sacha Boedijn of RAI Association as Treasurer.



▲ René Takens, CEO of Accell Group was unanimously elected as President of the new CONEBI.

## Maximizing Strength

CONEBI's aim will be the growth of the bicycle, EPAC and P&A industries and of the development of cycling culture in Europe. CONEBI will combine the efforts that have been put forward by COLIPED and COLIBI over the past decades in order to have maximum strength in representing its members' interests.

It will keep on maintaining regular contacts with European policy makers and authorities,

the European standardization body—CEN, industry and mobility experts, the international press as well as with other associations that pursue common objectives. CONEBI will also be responsible for the preparation of the European Bicycle Industry & Market Profile (BIMP) published every year to provide its stakeholders with in-depth insights into the European bicycle market. 🌀



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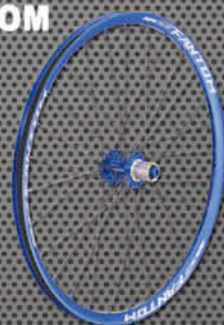
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## Specialized Present 40th Anniversary Supplier Awards

Text & Photos: Editorial Dept.

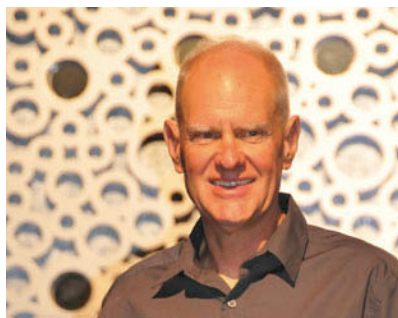
On Nov 7th, the final day of Taichung Bike Week, Specialized Bicycle Components organized its annual Thanksgiving dinner for the company's suppliers. This year, celebrating 40 years since its founding in 1974, the company organized a cycling event and a golf tournament in Taichung. In the evening Specialized held a 35-table thanksgiving dinner in Taichung's Zhan Hua Garden Hall to show their appreciation to all global suppliers, and present awards to the most outstanding companies.

Hosting the dinner, Specialized Founder and Chairman, Mike Sinyard thanked the attending suppliers for the past 40 years of cooperation and noted that the most important 40 years were still to come.

Specialized Executive

Vice President, Bob Margevicius praised the innovations of suppliers and encouraged them to

dig deep, have belief in, and perseverance with their ideas of the future.



▲Specialized Chairman, Mike Sinyard expects the most important 40 years are still to come.



▲Specialized Executive Vice President, Bob Margevicius encouraged the industry to dig deep and have belief in their future ideas.



▲Cycling activities split into two courses depending on the number of miles to be ridden. Participating industry members had much fun riding. (Photo: Specialized)



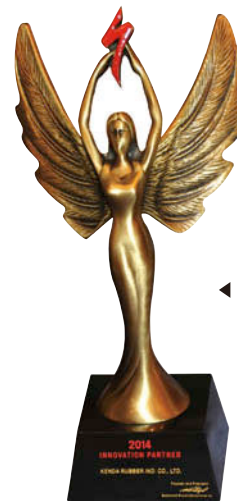
After the dinner awards were presented to 11 suppliers who had shown excellence in various fields as Specialized suppliers:



▲ Specialized's energetic management team recognized the best suppliers in differing fields.



▲ Best Overall Supplier – Merida



◀ One of the beautiful trophies awarded by Specialized.



▲ Most Improved Supplier – Asama



▲ Most Responsive Supplier – HDI

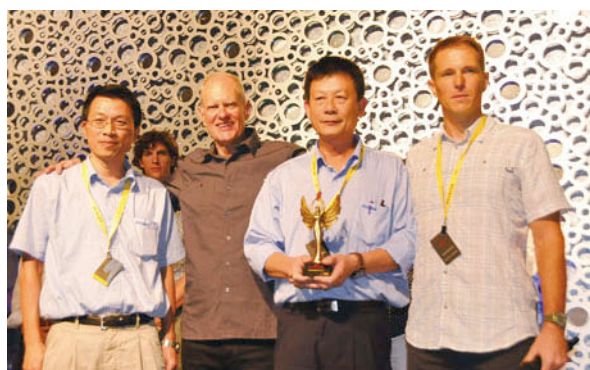




▲ Formula Engineering General Manager, Yu Wen Yang receives the Most Responsive Supplier award.



▲ Most Innovative Supplier – HKS



▲ Best Rapid Development – Kenda



▲ Best Execution – Continental Freight



▲ Most Innovative Products – JD



▲ Most Innovative Manufacturing Improvement – Kinesis



▲ Best New Innovative Supplier – Praxis



▲ Best Quality Improvement – Topkey





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



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



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



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



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

**ES-003**

TYPE:700C ROAD FRAME  
MATERIAL:REYNOLDS853



**ES-440**  
WHEEL:20"



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



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



**EF-2364D**



**EF-2359D**



**EF-2362**



**EF-3124-1**



**EF-3123-3**



**EF-5062**



**EF-1215-5**



**EF-5065**



# Buddy wins 2015 IBDC Gold Award

Text: Editorial Dept.



Over the past 19 years, The International Bicycle Design Competition (IBDC), organized by the Cycling & Health Tech Industry R&D Center and sponsored by the Department of Industrial Technology, has received over ten thousand entries from 86 different countries. Many of the winners have gone on to set global market trends in the bike industry, or rejuvenate product categories.

This year, judges have chosen 19 innovative products from six countries entered into one of three categories—bicycles, components, and clothing & accessories as award winners. Prize-win-

ning nominees will be presented with Gold, Silver, Merit and Innovation awards at a ceremony held on Wednesday, March 18th at Taipei Cycle Show.

After the awards ceremony, starting at 2:00 PM, IBDC organizers will hold the 2015 International Bicycle Forum, with the theme of 'Vision of Taiwan Cycling Industry'. The forum will consist of multiple events and activities covering different aspects of the bicycle industry spread over the following two days, including: a 'Bicycle Innovative Services and Creative Business Planning' presentation and electric bicycle seminars.

Specially invited guest speakers at the forum include: Mr. King Liu, Chairman of Cycling Life-Style Foundation, Mr. Tony Lo, Chairman of Taiwan Bicycle Association. Mr. Rong-Jin, Chen, Vice-Minister of Economic Affairs. Ms. Shu-Ti, Qiu, Director General of Health Promotion Administration, Ministry of Health and Welfare Ms. Hui-Yu, Zhong, Chief Secretary of Department of Transportation, Taipei City Government. These honorable guests represent their own fields of expertise and they will, after their respective presentations, stay behind to chat with attendees.





## Gold Award



Title of Entry	Buddy
Category	Bicycles
Country	Germany
Designer(s)	Philipp Schaaake
Description	The Buddy is an innovative concept of design combining an electrical bike and a self-chargeable trailer. The trailer, which houses two rechargeable modules, provides the electricity to propel the bicycle as well as to make the bicycle a transportation vehicle for refrigerated objects.



## Silver Award



Title of Entry	WCF (Wing Corkscrew Folding)
Category	Bicycles
Country	Taiwan
Designer(s)	Hung Ju, Lee
Description	WCF is an electric, foldable bike design based on the concept of a wing corkscrew. It's ease of use comes from the folding mechanism which is capable of fast folding and deployment. The design is targeted at short-distance cyclists' movement in urban areas as it is easy for them to carry and store when taking mass transit systems and arriving at destinations.



## Special Award



Title of Entry	Handle Barsket
Category	Components
Country	Germany
Designer(s)	Cornelius Comanns
Description	Barsket is a new design in urban bike accessories that combines the bike and the basket. With the brakes and the gear shifting allowed to mount on the handle as usual, the design concept of the bike basket is like a handbag for small items, in which the cyclist can put his/her personal belongings and keep them within his/her sight.





**Excellent Award**

Title of Entry	Eon
Category	Bicycles
Country	Australia
Designer(s)	Hamish Buttle
Description	The Eon bicycle is designed to be very functional and to fit seamlessly into the emerging modern context. It is manufactured with increased functionality by using a pressed aluminum frame that is seam welded. It will also increase rider functionality by adding a rear camera that links to cellular devices on the handle bar providing a live link to oncoming traffic. Twin rear lights are also designed into the frame to increase safety and are used to imitate those of a car. Eon also has a pedal assist motor to follow the trend of the electric bike into the future.



**Excellent Award**

Title of Entry	Bicycle: D
Category	Bicycles
Country	Korea
Designer(s)	Kyung chan, Hwang / Song kyou, Jin / Min hyun, Han
Description	Bicycle: D is designed specifically as a cargo bicycle to be used in developing countries (such as Congo, Tanzania, and Rwanda). Consideration in designing was not only given to price of product but also to the possibility of structural adaptation of the frame to respond to the demand of cargo carrying.



**URBAN JUMPER**

**Excellent Award**

Title of Entry	Urban Jumper
Category	Bicycles
Country	Taiwan
Designer(s)	Larry Chen
Description	The Urban Jumper is a folding e-bike designed mainly for connecting with public transportation. Its modular design allows for three modes of usage: bicycle, e-scooter and hybrid. With a detachable power-booster and crank set, it's easy for riders to switch mode to suit their requirements.



**Excellent Award**

Title of Entry	Spaceket
Category	Bicycles
Country	Taiwan
Designer(s)	Yi-Sin Huang
Description	Spaceket is a bicycle designed specifically for commuters and those traveling short distances. For these people, there is hardly any better bicycle than Spaceket to help them, as it uses the space in a lean and efficient way by means of "folding storage" that integrates both the demand for space and that of the cyclist.



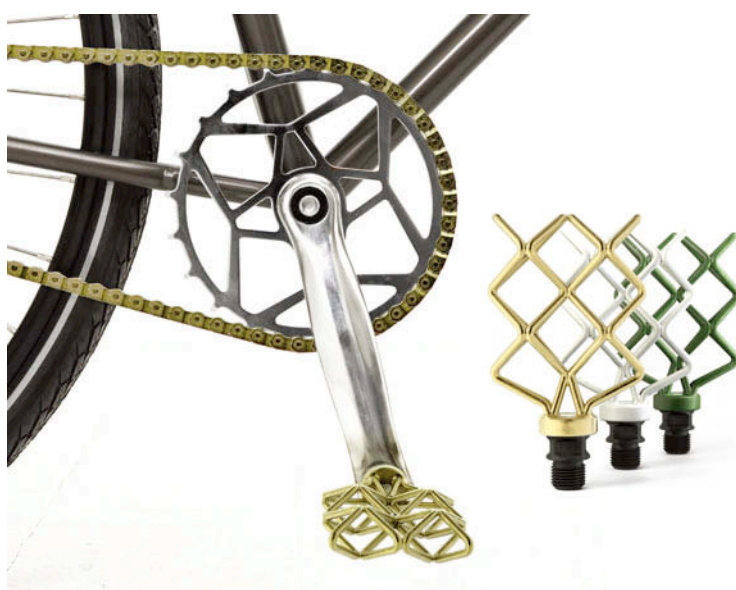
## Excellent Award

Title of Entry	Wing Cycle
Category	Bicycles
Country	Taiwan
Designer(s)	Lin Jian Ming
Description	A bicycle with a new type of structure that, unlike the conventional diamond shape, is created from the concept of a frame mimicking the wings of a flying bird. The frame comprises mainly of "steel wires" which support body weight; and the tubing of the frame owes its streamline design to the auxiliary steel wires to incorporate their function.



## Merit Award

Title of Entry	Banten
Category	Bicycles
Country	Australia
Designer(s)	Ailie Hansen
Description	The Banten features a mustache handlebar. A headlight with powerful beams sits to the front of the bike, while at the back two small, yet powerful downwards angled lights project red lines the rider commutes at night. A storage space with buckles comes with the super formed frame, and a U-lock is also incorporated within the frame.



## Merit Award

Title of Entry	Lattice Pedals
Category	Components
Country	Germany
Designer(s)	Cornelius Comanns
Description	Lattice Pedals are constructed from only four pieces of bent chromoly steel wire, a bearing housing and the standard thread connector. The bent wires form a three dimensional lattice that makes the structure incredible stiff while being exceptionally light—under 200 grams. The unique axis free design replaces the two tiny inside bearings normally used on pedals, with one over-sized, much more wear-resistant outside bearing. Lattice Pedals have been specifically designed for the urban cycling market where the bike itself has become a fashionable accessory.





## Merit Award

Title of Entry	Citcom Bicycle
Category	Bicycles
Country	Australia
Designer(s)	Jordan Runciman
Description	Citcom was designed to be easily manufactured, so as to reduce production and material costs. It re-imagines the traditional bicycle frame structure, by combining an alloy twin-tube frame with a plastic lug system. The design is modest, so as to remain indifferent to individual bike styles and preferences, and accommodates a larger buyer market as a blank canvas. Citcom's handlebars can be replaced with a variety of bends to suit different riding styles, and the belt drive can be removed by first removing the rearmost lug. Industrial design heavily influences modern design, and Citcom aims to reflect this movement.

## Merit Award

Title of Entry	Cruiser (Police Patrol Bike)
Category	Bicycles
Country	Taiwan
Designer(s)	Chen-Wei, Hsu
Description	The Cruiser is an electric patrol bicycle designed specifically for tourist areas. It carries the hard- and software combination of navigation and camcorder. In addition to the ease of battery changing, the front and rear lamps are designed in symmetry to be easily recognizable and detachable to become flashlights. They also provide mobility and convenience, increasing both safety and image in tourist areas.



## Merit Award

Title of Entry	Bicase
Category	Clothing + Accessories
Country	Taiwan
Designer(s)	Wu Meng Ru/ Hsu Tai Lin / Hsiung Wei Ling
Description	The Bicase is designed for bicycle commuters. When the bike is unfolded, the middle part will be the storage space for briefcases and other accompanying items. After the bike is folded, it can be packed simply by pulling down the storage bag above it to convert it into a bike carrying bag. It allows you to not only get on and off the public transportation easily, but also to carry the bike into the office as a briefcase.





## Merit Award

Title of Entry	Flat Tire Warning Light
Category	Clothing + Accessories
Country	Taiwan
Designer(s)	Hsiang-Han Hsu / Jhih-Jie Wang / Tzu-I Wen / Yih-Wenn Luo
Description	The Flat Tire Warning Light is a design combining tire pressure sensing chips, LED technology and vibration power generating chips. Light is displayed in one of three different colors according to the level of tire pressure (flat tire / under-pressure / normal) informing the user of a flat tire immediately when it flashes red. It also indicates the valve location clearly at night by means of a light source and gives a bike greater visibility night via a green LED circle. The light converts vibrations from the bike while riding into electrical energy to power the system.



## Merit Award

Title of Entry	X-Cole
Category	Bicycles
Country	Australia
Designer(s)	Sam Pringle
Description	The smart collapsing frame of the X-Cole design enables riders to halve the size of the bike without removing too many components. The design includes a quick release front tire for extra room. This bike is less awkward to lift and will securely fit in a small car. The X-Cole is a quick system that has only a few steps (with the help of some smart quick clamps and spring loaded components).

## Merit Award

Title of Entry	Redback
Category	Bicycles
Country	Australia
Designer(s)	Patrick Tran
Description	The Redback is a light-weight aluminum-made commuter bicycle. Its saddle is designed in combination with a concealed compartment for securely storing personal items like keys, wallet and cell phone. Inside the frame pipes is a rechargeable set of batteries which supplies power to the built-in lamps and allows charging other electronic devices through USB ports. A unique, built-in lock can lock the bicycle to any public bike rack.







## Merit Award

Title of Entry	LOK
Category	Bicycles
Country	Slovakia
Designer(s)	Barbora Tobolova
Description	LOK is small folding bicycle with 16 inch wheels. The folding system and saddle transformation allow the whole bicycle to be locked anywhere. This bicycle uses less space for parking and utilizes the saddle as a lock. It is designed to fold into a compact form, facilitating both transport and storage. This bicycle, enriched with an electric motor, could be a new possibility for urban bike-sharing schemes.

## Merit Award

Title of Entry	Pleasure Infancy
Category	Clothing + Accessories
Country	Taiwan
Designer(s)	Aston Wu / Carrie Lin
Description	The Pleasure Infancy is a infant stroller designed to attach to bicycles as a side cart. Pleasure Infancy gives babies the pleasure of riding, while allowing moms to get around, go shopping, go on a picnic together with their babies. Pleasure Infancy can be easily detached from the bicycle when the user wants to walk, so that the babies' travel is not restricted.



## Merit Award

Title of Entry	Standcycle Power Meter
Category	Clothing + Accessories
Country	Taiwan
Designer(s)	Alston Hsiao
Description	Standcycle power meter is capable of measuring and displaying riding data in real-time. Using the instant data on the power meter, both coaches and cyclists can better understand the condition of cycling, allowing them to be able to set out corresponding riding and training programs. It also provides cyclists with more efficient information on riding by avoiding sensing errors and a heartbeat strap's delay in showing heartbeats.



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# Fuji-Ta and Aima Form Strategic Alliance

Text & Photos: Editorial Dept.

In order for Tianjin to escape its image as a producer of only low-end bikes, Tianjin Fuji-Ta is joining forces with Tianjin Aima Technology in a consolidation move that will reshape the bicycle and e-bike industries. By combining their individual strengths and integrating their resources, the two companies hope to achieve greater synergy and effectiveness.

## Win-Win

Pairing their mutual advantages and promoting cooperation, the consolidation of the Fuji-Ta Group and Aima Group seeks to give the two companies new directions in marketing and business strategies. According to Fuji-Ta Chairman Jian Sheng Xin, Fuji-Ta specializes in bicycles, while Aima is the leading e-bike brand in China. By pairing strength with strength, the two parties can tap their individual strong suits, in a move that will have a positive effect on their capacity, quality, and retail prices.

In the wake of the recent move, all of the Aima Group's bicycle brands will be owned and operated by the Fuji-Ta Group. Fuji-Ta has invested RMB 150 million in a 51% equity stake, while Aima holds 49%.



▲Fuji-Ta CEO, Jian Sheng Xin expects the alliance will help change the image of Tianjin's bicycle industry.

Conversely, all e-bike brands originally owned by the Fuji-Ta Group, including Fuji-Ta and Battle, will be authorized to the Aima Group for long-term use and management, and these two brands will still continue to exist. The two companies are investing RMB 50 million in the establishment of "Aima Sporting Goods," in which Aima will hold a 51% share and Fuji-Ta a 49% share. The partners hope this will become China's largest OEM e-bike plant, and are not ruling out cooperation with foreign brands.

The two groups will remain largely unchanged after this consolidation move, which formally

took effect on February 1, 2015. Furthermore, Fuji-Ta's cross-shareholding with Phoenix also went into effect on the same date. As a result, Fuji-Ta, which has an annual output of 11.6 million bikes and sales of RMB 6.7 billion, may expand production to 14 million bikes in 2015, surpassing the combined bicycle production of Bangladesh and India.

The partnership of Fuji-Ta and Aima—both major players in their respective industries, will ensure that Fuji-Ta can specialize in bicycles, particularly the OEM market. Chairman Jian Sheng Xin hopes that Fuji-Ta can become the bike industry's Foxconn, and, apart from maintaining its share of the mass market, can also make inroads into the IBD market. By embracing high-end bikes, Fuji-Ta can catalyze the further development of Tianjin's bicycle industry.

While the integration of both companies' most beneficial resources is well intended, the process will be complex and arduous. One of the first steps will be for Fuji-Ta to release the Fuji-Ta and Battle e-bike plants, which will enable Aima to take over and implement a new business model.



# Bafang See Substantial Growth in Exports to Europe

Text & Photos: Editorial Dept.



▲ Suzhou Bafang Electric GM, Qing Hua Wang attaches great importance to innovation and product quality.



▲ Bafang are very active in the European market. From left: Bafang Europe GM, Jack Brandsen; Marketing Director, He Xian Bing; Technical Manager, Bart van Den Boom and Sales Manager, Joe Jiang.

From its founding in 2003, Suzhou Bafang Electric has targeted its mid-high end products at a European market renowned for its consumer demand of high quality. After 10 years of hard work striving for market acceptance, the company is now receiving many nods of satisfaction from its customers.

In 2014, Bafang's exports increased 36% exceeding 500,000 drive system sets with a total value of over RMB400 million sold mainly to the European market. Bafang General Manager, Qing Hua Wang expressed his satisfaction that the company had met its growth objective and gave credit to the brand's marketing strategy.

With the bicycle market being relatively sluggish in the face of global economic malaise, Bafang held its faith with continued heavy investment in innovative R&D and brand promotion, to the extent that it has now become a global supplier for entire drive systems, holding important roles in the fields of high-quality electric motors, while emphasizing the development and production of batteries, sensors, controllers, cables and human-machine interfaces.

In its European marketing efforts, Bafang have taken a dual track of localization and specialization. Firstly, investing in an office in the Netherlands, then later establishing an after-sale technical head-

quarters in Germany. This has allowed Bafang to close the distance to its customers, provide seamless integration of information and technology and to offer customers better and faster service levels.

To keep up with European market demands, at the end of August 2014 Bafang released a technology-leading, second generation mid-mounted motor developed specifically for the local market. Qing Hua Wang stressed "Bafang's goal is to provide innovative, high-quality products to give cyclists a comfortable riding experience. We will face every challenge bravely in our efforts to develop new breakthrough products and set new standards for the industry." 🌀



Transformation and Upgrading

# Dr. Zhaoyang Wang Breathes New Life into Phoenix

Text & Photos: Editorial Dept.

Thanks to a series of consolidation, transformation, and upgrading measures, the old bicycle brand Phoenix is gradually beginning to show new life. After acquisition by the Meile Group the brand is becoming a new force to be reckoned with. Company helmsman and CEO Dr. Zhaoyang Wang has played a critical role in this transformation.

## Adjustment and transformation yield fruitful results

According to Dr. Wang, he had the old brand reputation as well as many other difficulties to deal with simultaneously after taking the helm at Phoenix. Among the various changes he has made include adjustments to mechanisms, strategies, teams, technologies, management models, and the company's adaptation to a market economy. 2013 and 2014 were the two most crucial years in Phoenix's transformation and upgrading. During those two years, its brand positioning was reestablished, and market-appropriate, high-quality products



▲ Dr. Wang has breathed new life into Phoenix since he took over as CEO.

were introduced, which aligned its brand more closely with its vision. The old Phoenix brand was given new life and a new concept during this period. Although Phoenix had a broad customer base, high visibility, and a great reputation, the public still saw it as an undifferentiated transportation tool. Today, the brand signifies style, health, and recreation.

Phoenix's product structure

has drastically changed after its transformation. In the case of exports, old models account for only 20% of production, while new models account for 80%. The company is shifting away from the Asian and African markets that predominated in the past, and has established beachheads in the European and American markets. Although export volume has increased only mod-

estly, export value has risen more significantly. Models with export unit prices of over US\$100 now account for more than 80% of exports. As for its domestic marketing, it is moving from simple commuting bikes to higher-end leisure and sporting models, which now account for more than 60% of the company's bikes. One development that is especially worth mentioning is the fast pace of the evolution of its children's bikes which were only launched in 2012 and reached a peak in 2014. Phoenix's development target is to transform itself from a volume leader to a product leader, and ultimately assume brand leadership.

## Meile Group

Dr. Wang has great confidence and pride in the Meile Group, firmly believing that family management offers unmatched cohesiveness. The Group also has a great breadth of talented employees performing



▲ A retro Phoenix model.

their own respective functions, resulting in high efficiency. CEO Wang stated that there are many businesses under the umbrella of the Meile Group, including real estate, financial services and eyeglasses. The group is led by seven individuals who studied abroad and came back to manage the family business. Thanks to their high level of education and attention to business, even though the group's operations are wide ranging, these managers

have administered each business with ease.

There are three stages in Meile Group's comprehensive future plans. This first stage is to upgrade overall industrial operations; the second stage is to move toward the ultimate markets, and promote two-way communication with consumers; and the final stage is to enhance the capitalization of its manufacturing operations and then embark on a modernization campaign. 🚲



▲ Production lines at the Danyang plant.



▲ Rim assembly at the Tianjin plant.



# Chaoyang 'Arisun' Brand Growing Rapidly

Text & Photos: Editorial Dept.

While economic conditions were less than ideal during 2014, Chaoyang was affected very little, and even enjoyed growth in sales volume. Because of falling prices, however, overall sales revenue only remained level, and revenue from bicycle and e-bike tires fell by 2%. Bicycle tires account for 13-14% of Chaoyang's overall sales.

Chaoyang's products include auto, truck, motorcycle, and bicycle tires. Last year's figures show that the company's "Arisun" high-end brand is continuing to enjoy steady sales, and was not affected much by the economy. The company sold close to 20 million tires for two-wheeled vehicles last year, and this figure has been growing at the impressive rate of 30-40% annually.

Chaoyang made appropriate strategic changes in response to market conditions in 2014. For instance, after gauging users' needs and developing new products, it adjusted its production lines, strictly controlled quality and emphasized products with a high performance-to-price ratio that targeted market needs. "In shaky economic times, Chaoyang has relied on its quick reflexes to respond to market changes and maintain sales," emphasized



▲ General Manager Jian HuaTao is vigorously entering international markets and expanding brand marketing.

General Manager, Jian HuaTao. "Opportunities can be found and created in times of crisis."

## Moving into overseas markets

Chaoyang established sales subsidiaries in Europe, the United States, and South America during 2013, enabling it to take the pulse of these markets at close hand. Chaoyang's Thai plant plans to ship its first batch of auto tires on June 1, 2015, and will later begin producing motorcycle and bicycle tires aimed at the Southeast Asian market. Its high-end brand Arisun, created with input from the company's US design team, is

chiefly geared toward the American and European markets.

Chaoyang's R&D center was originally entitled the Department of Technology, but later became a full-fledged R&D center after the company's products gradually increased and it recruited more research personnel. Since its promotion, the R&D center has made many changes, and has transformed the company's strategy from one of following the market to one of developing and designing products that can lead markets. All products enter mass production only after repeated testing. Finally, by accelerating the introduction of new

products, the R&D center has helped Chaoyang to gain a jump on its competitors.

## Sports marketing

Chaoyang introduced its all-new "TIR" line of mountain bike tires at the Shanghai International Cycle Show. In 2015, it plans to develop products targeting the mid and low-end markets, and will rely on products with a high performance-to-price ratio to drive sales growth.

Apart from making extensive use of media advertisements, Chaoyang is also trying its hand at sponsoring teams in order to boost its brand exposure and rep-




▲ In 2011, Chaoyang won Specialized's Best Vendor award.

utation. The teams that it sponsors have achieved outstanding results and have already begun enhancing the company's expo-



▲ Chaoyang's fat bike tires.

sure, while at the same time providing testing opportunities and helping Chaoyang to improve its road bike tires. 

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# Tianjin Shunda Comes Into Its Own

Text & Photos: Editorial Dept.

A specialized producer of bicycle and motorcycle spokes and nipples, the Shuhn Lih Group has long upheld a business philosophy and service spirit of high quality, high efficiency, and putting customers first, and the market has rewarded the company's dedication.

The Shuhn Lih Group not only possesses the well-known SLE spoke brand, but has also become a model for the industry with its exacting quality control and quest for economies of scale. All stages of manufacturing, from raw material to finished product and painting, are subject to strict control procedures (including Japan's JIS metalworking standards). The group employs superior No. 45 steel throughout its

automated production processes, and tests product strength using universal tensile strength instruments. It has also adopted "72 hour" electroplating and spray-painting technology better than the industry standard. After many years of development, including the establishment of its Shunjiu plant in Shenzhen and Shunde plant in Kunshan, under the leadership of General Manager F.T. Chen, the group established Tianjin Shunda in Tianjin in 2012 in order to serve northern China's bicycle industry. Work began on the Tianjin Shunda plant in 2013, and the first phase of the plant was completed and began production in October 2014.



▲General Manager, F.T. Chen pilots the company in its future developments.

## A division of labor between three plants

The plan for the Tianjin Shunda plant calls for registered capital of US\$5.0 million and to-

tal investment of US\$15 million. The plant occupies a 17 hectare site, and has 28,000 square meters of floor space. Investment in the first stage of plant construction has been roughly RMB 70 million; this site occupies 7.5 ha and will employ over 100 persons. Monthly output was 400,000 sets during the pilot production stage in November and December of 2014, and monthly output rose to 1.2 million sets after stable production began in January 2015. The large new plant has acquired the mature production technology and management models perfected at the group's Shenzhen (700,000 sets/month, 240 employees) and Kunshan (900,000 sets/month, 300 employees) plants, and has also adopted more scientific methods and greater economies of scale. The plan uses raw materials including steel, stainless steel, iron, copper, and aluminum wire to produce various types of spokes and nipples for bicycles and e-bikes. It also employs the principles of electroplating, electrophoretic deposition, and anodization in respective finishing lines. In



▲ Fully automated equipment occupy a large proportion of the facility.

2014, the Shunjiu plant in Shenzhen and the Shunde plant in Kunshan had a combined output of 1.3 million sets per month, and enjoyed annual sales of RMB 200 million (bicycle products accounted for over 90% of sales revenue, and domestic sales and exports each accounted for one half). The Tianjin Shunda plant is expected to earn revenue of RMB 120 million in 2015.

### Going all out

Due to the depreciation of the Japanese Yen this year, the period from November 2014 to April 2015—which is usually

the high season for bicycles in Japan—had noticeably slower sales than in the past. According to General Manager F.T. Chen, in order to support the development of the bicycle industry in Northern China, which is centered on Tianjin, the group plans to establish a second brand, which will be exclusively aimed at the domestic market, and will allow the group to better serve manufacturers in China. The group plans to rely on its outstanding product R&D, sales, and superior technology, as well as the outstanding Tianjin Shunda team, to provide customers with even better efficiency and all-round service. 🌀



▲ Fully automated processing equipment.



▲ SLE spokes have a good reputation around the world.





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## M65D M65D/U

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252g/pr, 3B/crmo



## M5001CK

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410g/pr, 3B/crmo



## M833C

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345g/pr, 3B/crmo



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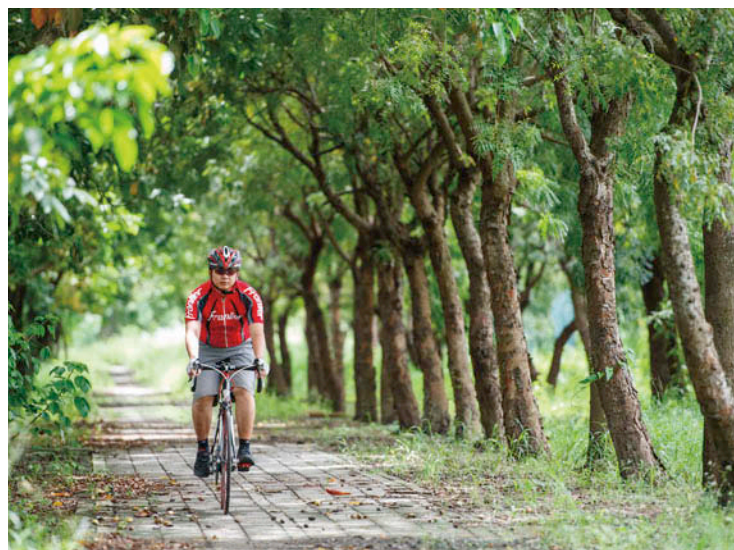
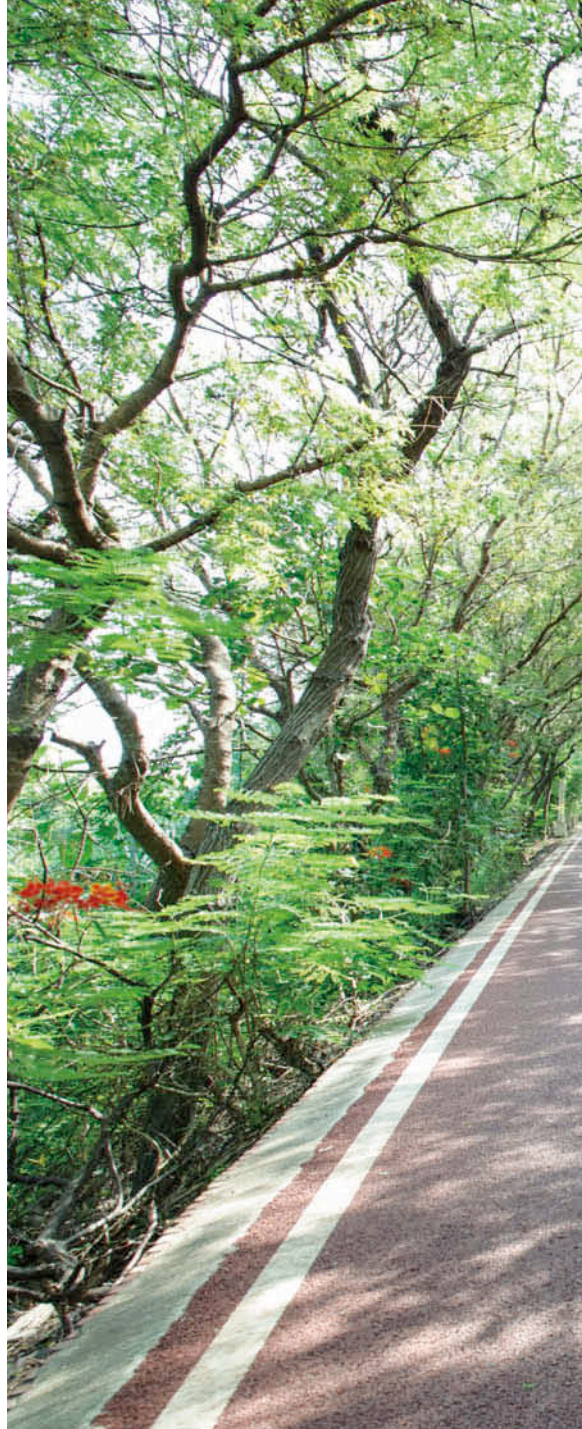




# Seven Bicycle Trails for Escaping the Summer Heat in Taiwan

Do you sweat buckets and almost have heat stroke every time you visit Taiwan in the summertime? The well-known bicycle magazine Cycling Update has made a special effort to find seven trails in Taiwan letting you escape the scorching summer heat and have a comfortable and refreshing cycling experience.

Text & Photos: Editorial Dept.











## Houfeng and Dongfeng green bike paths



Shigang Dam and the Dajia River.

### Houfeng Bike Path

The Houfeng Bike Path has a total length of 4.6 km. The path's starting point is near Fengyuan on Highway 4 stretching to Houli Stables at its end. Thanks to its asphalt pavement, the bike path is easy to ride on. The path only has a short stretch of hilly section. The bike path was built along Taiwan railway's old mountain route, and the natural scenery along the way is lush and varied. The most unique feature of the bike path is the cool 1,273 meter-long Tunnel Nine,





The steel lattice steel bridge has a total length of 382 meters.



1,273 meter-long Tunnel Nine.



Dongshih Hakka Cultural Museum is located in what was originally the old Dongshi Train Station.

letting riders experience a long underground trail. If you enter the tunnel from the north, you will see the 382 meter-long steel lattice bridge once you emerge from the tunnel; this bridge crosses the magnificent Dajia River and connects Houli and Fengyuan.

## Dongfeng Green Passage







With a total length of 12 km, Dongfeng Green Passage starts near Fengyuan on Highway 4 and ends at Dongshih Hakka Cultural Museum. The asphalt pavement ensures an optimal cycling experience, with the entire bike path shaded by trees and without any noticeable hills. The

path was formerly the Dongfeng Railway, which was built in 1958 as a branch line of Taiwan's Mountain Line Railway, and chiefly transported lumber, agricultural and industrial products. This line was also once a means of transportation for Dongshih

and Shigang residents. After the last train ran in 1991, the line remained disused for 10 years, until the Taichung County Government made it the first abandoned railway line in Taiwan to be converted to a bike trail.



### Trail information

 Trail mileage	12 + 4.6 km (one way)
 Suitable types of bike	Road bikes, XC mountain bikes, city bikes and trekking bikes
 Type of route	Bike path (paved surface)
 Degree of difficulty	★
 Recommended gear	Helmet, gloves and headlight
 Temperature considerations	Tunnel and tree shade





# Taitung Forest Park



Green forest and lapping water create a fairytale atmosphere.

Taitung Forest Park has the reputation of being Taitung's back garden. The park is spacious and landscaped with many casuarina trees, the most common coastal windbreak trees in Taiwan. Due to the dark color of the trees, their abundance and secluded location, the park is also known as the Black Forest. The park has two entrances; the main entrance to the park from Zhongshan Road, and the Sea-

side Park entrance to the east on Datong Road. Both entrances have large parking lots, which makes the park convenient for those who bring bikes on their cars.

Taking Zhonghua Road as a center line, the park is divided into two areas—the Pipa Lake Forest Park and Egret Lake Ecological Park. Pipa Lake is a natural lake formed by an underground spring along the Beinan River. It draws many birds due to its dense shade, secluded location, and proximity to the ocean. Egret Lake Ecological Park, on

the other hand, is a man-made lake, and the lakeshore has been laid out based on ecological engineering methods. A waterside plaza, lake-viewing pavilion and a scenic bridge can be found in the surrounding area. In spite of its thinner vegetation, the park is spacious, and visitors can enjoy a view of the entire forest park from an observation lookout above the levee. To access the two parks, visitors should take the shaded green corridor under Zhonghua Bridge, and should remember to go slow.



## Trail information

Trail mileage	10 km
Suitable types of bike	Road bikes, mountain bikes and trekking bikes
Type of route	Bike path (paved surface)
Degree of difficulty	★
Recommended gear	Helmet and gloves
Temperature considerations	Tree shade



# Balaka Highway

**D**esignated County Road 101A, the Balaka Highway is also known as the Bailaka and Bailiujia Road, and has a total length of 10.74 km. The highway was constructed in six months by engineering troops in 1952, and was originally used as a combat readiness route. It currently serves as a connecting road between Beixinzhuang, Sanzhi District, New Taipei City and Yangmingshan. Traffic is usually light, and Class A buses are prohibited. Thanks to its good road conditions, Balaka Highway is considered a standard road bike route, and is a popular riding route for cyclists

in Northern Taiwan.

We recommend MRT Hongshulin Station (elevation of 20 meters) as the starting point, because it is convenient for people bringing bikes in their cars, as well as those who bring bikes on the Metro. The route ends at Erziping Tourist Service Station (elevation of 840 meters). The entire distance is 21 km. The weather on the mountain is changeable, so cyclists should bring a raincoat and make sure to turn on head and tail lights when riding. Cyclists can reach the Balaka Highway's starting point at Singhua Police Station from Highway 2 and then turn onto

County Route 101.

After getting on the Balaka Highway, riders will notice that the scenery along the way is highly variable. Apart from bamboo groves, shade provided by the tall trees protects bikers from the scorching sun, and the air is consequently very cool and refreshing. Cyclists should pay special attention to safety because some sections of the highway have only one lane; some turns can be narrow, and there are also numerous hairpin turns. As the elevation gets higher, the countryside around Sanzhi comes into view. The beautiful summit is shaded by thick forest.

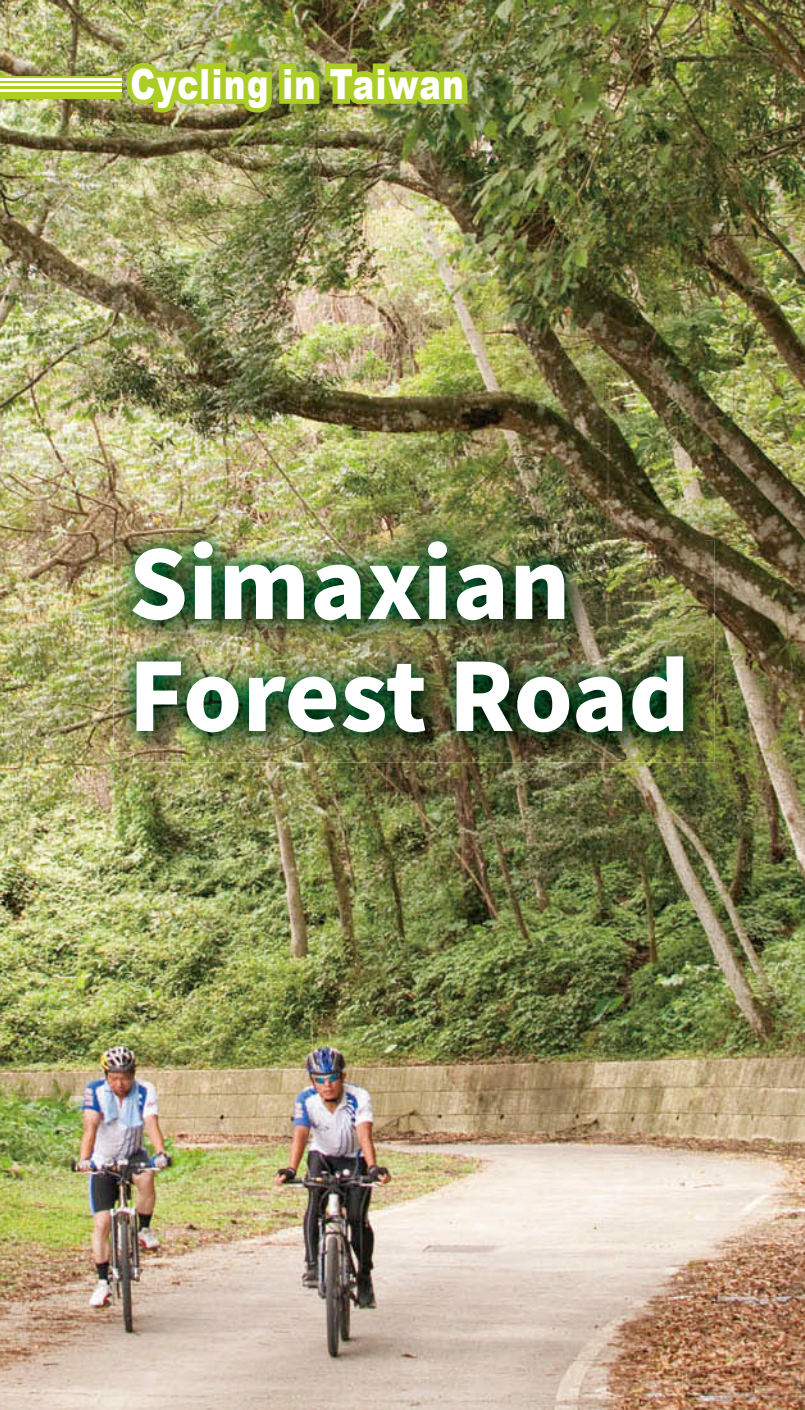


## Trail information

Trail mileage	21 km (one way)
Total elevation gain	828 m
Suitable types of bike	Road bikes and XC mountain bikes
Type of route	County road (paved surface)
Degree of difficulty	★★★★
Recommended gear	Helmet, gloves, head/tail light, raincoat, eye protection and maintenance tools
Temperature considerations	Tree shade and low elevation



# Simaxian Forest Road



Located in Tai-an Township, Miaoli County, Simaxian Forest Road has passed through the home territory of the Atayal indigenous people since the Japanese colonial period, and is also the major road to the 1,900-meter Xuejian Recreation Area. The view along the road is spectacular and the air is refreshing. However, falling rocks and road erosion often occur after torrential rain near the Zhongxing Checkpoint, so we recommend that riders enter by way of the car route from Zhuolan.

We recommend Ziyou Elementary School, Heping District, Taichung as the starting point (elevation of 550 meters). Based on the type of riding you plan to do, cyclists can choose between the recreational route and challenging route. The end point for the recreational route is at Shilin Dam (elevation of 610 meters), and the length is 10 km. Riding along Dongqi Road and past Taoshan Village and Daguang Village, cyclists get a taste of Atayal culture. The challenging route is the extension of the recreational route. The route's end point is at the Xuejian Visitor Center (elevation of 1,890 meters), and the route has a length of 35 km. After leaving Shilin Dam, while riding along Daan Industry Road, riders will pass through Xiangbi Village and Meiyuan Village. The road becomes noticeably hilly after you pass by Meiyuan Elementary School, and is very suitable for riders who like to be challenged and want to test their hill-climbing ability. As the elevation gets higher, the temperature grows cooler. Cyclists can continue toward Xuejian after turning onto Simaxian Forest Road. Xuejian gets its name from the view of the often-snow-clad ridge culminating in Mt. Xue, which is visible from here.



## Trail information

Trail mileage	10 km (recreational route); 35 km (challenging route)
Total elevation gain	1,513 m (challenging route)
Suitable types of bike	Road bikes and mountain bikes
Type of route	Industry road (asphalt and cement surface)
Degree of difficulty	★★★★★
Recommended gear	Helmet, gloves, head/tail light, raincoat, eye protection and maintenance tools
Temperature considerations	Mid-low elevation



The last half of the challenging route contains major uphill segments.



# Guanzailing Loop Road

**G**uanzailing is one of the four major hot springs in Taiwan, and has over a century of history. Guanzailing Scenic Area is a very important “fitness center” for local cyclists. Even though its elevation doesn’t compare with that of many mountain roads, the ride is still very challenging due to the rapid elevation gain within a short distance.

The Guanzailing Loop Road consists of County Road 172B, County Road 175 and County Road 172. With a spacious parking area, Daxian Temple (elevation of 168 meters) is the recommended starting point. Apart from being a convenient

spot for people bringing bikes in their cars, the temple also serves as a symbol of good luck for many riders. The loop as a whole proceeds in a counterclockwise direction, and the total distance is 14.5 km. After setting off, riders quickly confront steep sections, which will test their stamina. Cyclists should pay close attention to the twisting hairpin turns accompanied by the steep slopes. Because the inner part of a curve can be the steepest, cyclists should watch out for approaching cars from behind when swinging into the middle of road, as well as for oncoming cars that might cross into their lane.

Cyclists arrive at Biyun

Temple after riding for 4 km, and reach the highest point 1 km after passing by Fire and Water Spring (elevation of 535 meters). Because the slope profile of the loop is shaped like Mount Fuji, after reaching the summit, cyclists will encounter a long downhill section that requires continuous braking. Even worse, some sections are classified as dangerous descent, so riders must be extra careful. After turning onto County Road 175, cyclists will reach the hot spring hotel area, and after turning onto County Road 172 and then returning to County Road 172B, riders will arrive at the starting point at Daxian Temple after a final 1 km uphill.



## Trail information

Trail mileage	14.5 km
Total elevation gain	375 m
Suitable types of bike	Road bikes and XC mountain bikes
Type of route	County road (asphalt)
Degree of difficulty	★★★
Recommended gear	Helmet, gloves and head/tail lights
Temperature considerations	Tree shade and low elevation







## Dasyueshan Forest Road

Once used to bring lumber out of the mountains, Dasyueshan Forest Road spans Dongshih District and Heping District in Taichung City, and possesses rich forest resources and natural ecology. This route has the highest degree of difficulty among the seven bike paths.

Dongshih River Park (elevation of 336 meters) is the recommended starting point, and the Dasyuehshan Forest Recreation Area fee collection station (elevation of 2,013 meters) the end point. Overall length is 36 km. The first 7 km consists of a gentle

climb, which is followed by a long uphill section from 7 km to 28 km. The road is noticeably steeper here, but thanks to the dense tree shade, the riding experience is quite comfortable. The elevation already reaches 1,000 meters at the 17 km mark, and cyclists will have forgotten about the summer heat at the bottom by that point. However, riders should watch out for altitude illness as the elevation gets higher and the air becomes increasingly thin.

The downhill ride is even more difficult than going up,

because the long miles of downhill present a big challenge to cyclists' agility and stamina. For this reason, a bit of rest and relaxation are recommended before heading down. Dasyuehshan has a tendency to be foggy after 11 am, and cyclists should therefore watch out for hazards caused by poor visibility. It is recommended to wear a windbreaker because of the high speed of going downhill. Furthermore, cyclists should bring a raincoat, in case they run into an afternoon thundershower.







There is no lighting inside the Henglingshan Tunnel.



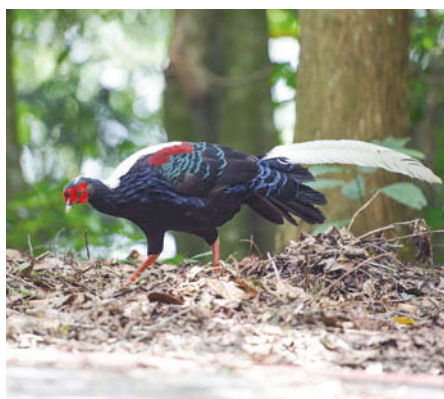
Take a break, have a drink and enjoy the pleasures of nature.



Green mountains and blue sky.



With a little luck, it is possible to find evidence of Taiwan's unofficial national bird, the Mikado Pheasant, at the bird sanctuary.










Grate drain covers can be seen along the way.



Gazing at the Xinshe Terrace from a distance.



### Trail information

 Trail mileage	36 km
 Total elevation gain	1,795 meters
 Suitable types of bike	Road bikes and XC mountain bikes
 Type of route	General road (paved surface)
 Degree of difficulty	★★★★★
 Recommended gear	Glasses, helmet, gloves, head/tail light, windbreaker and maintenance tools
 Temperature considerations	Tree shade and mid-low elevation



# Tefuye Ancient Path



Watch your footing on the slippery wooden plank path.

Located in Alishan Township, Chiayi County, Tefuye Ancient Path extends from Zizhong on the Alishan Highway (Highway 18) in the east to Tufeye Village near the Tsou indigenous village of Dabang in the west. The entire route is 6.32 km and was once a hunting path of the Tsou Tribe. Due to the rich timber resources in the area, the Japanese later built the Shanshui

railway line to transport logs along this route. This later became a branch of the Dongpu Lumber Railway, which was abandoned in the 1970's when logging operations stopped. In 2000, the Chiayi District Forest Office restored the path and preserved some of the railway, ties and trestle bridges.

The ancient path has an elevation of 1,798 to 2,282 meters, so the temperature is very comfortable. Sunlight is mostly

blocked by the shade provided by giant Taiwan Hinoki cypress, yellow cypress and fir. The first half of the path is very gentle, and is no different from a flat lowland road. The path surface mostly consists of gravel and wooden planks, and the latter tend to be slippery. The entire path is rich in ecological resources. After the first 3.7 km, cyclists will reach the end of the railway; the last 3 km consists of steps leading to Tefuye village. 🌀



## Trail information

📏 Trail mileage	6.32 km (around 4 km to the end of the railway)
🚲 Suitable types of bike	XC-AM full suspension mountain bikes
🗺️ Type of route	Mountain trail (gravel surface, railway, wooden plank path and steps)
📊 Degree of difficulty	★★★
🧰 Recommended gear	Eye protection, helmet, gloves, head/tail light, jacket, raincoat and maintenance tools
🌳 Temperature considerations	Mid elevation and forest



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# British Diplomat Gets on Bike for Formosa 900

Text & Photos: Editorial Dept.



▲Joining Giant CEO, Tony Lo and other bike industry members in one of the groups in 2014 Formosa 900, was Deputy Director of the British Trade and Culture Office, Damion Potter.

On November 8th last year, 435 riders from a wide range of backgrounds, set off on the annual Formosa 900 tour of Taiwan. One of the few Western participants in the Taiwan Bicycle Association-arranged, nine-day event was Deputy Director of the British Trade & Cultural Office in Taiwan, Damion Potter.

Giant CEO, Tony Lo had invited the British diplomat to take part in the tour when he visited Giant headquarters last year

as part of a foreign representative offices delegation. Damion saw the potential of the ride to gain a deeper understanding of Taiwan and its culture, and to network with some of Taiwan's bicycle industry members, while also getting back in shape—a perfect combination of work and pleasure.

Although he had enjoyed riding a bike in his youth, family and work commitments had eaten into Damion's free cycling time,

to the extent that the 40-year-old now describes his physique as “closer to Ricky Gervais than Bradley Wiggins.” Nevertheless, with the support of both family and work, Damion committed himself fully to the ride. He gave a series of local press and radio interviews, and even decided to turn his trip into a charity ride by collecting sponsorships in aid of the famous UK charity, Children in Need.



## An Amazing Experience

From the very start of the tour, Damion was impressed with the organization. “Having support vehicles in front and behind looking after riders, in regards to traffic as well as roadside repairs, was very important to me as a novice rider, and gave me confidence,” enthused the British official. “As the team was a mixture of novice and experienced cyclists of differing ages, many were able to offer advice, especially over the hardest first few days as I adjusted to cycling 100 km a day.”

Coming to the tour as both a foreigner in Taiwan and an outsider to the world of cycling, Damion was also impressed by the warmth and friendliness of everyone involved in the tour. Teammates went out of their way to welcome him into their small cycling family, explaining various aspects of Taiwanese culture, food and geography along the way. “In the evenings, everyone would invite me to their table, and we would often sit around after dinner chatting for hours. I didn’t just make business or diplomatic connections, I made genuine friendships—and ate some great food.”

After leaving Taipei, the route first took the cyclists south down the West Coast of Taiwan, before crossing over the mountains to the less-populated East Coast, and heading north back to Taipei. “Cycling around Taiwan

was a totally different feeling than being in a car,” commented Damion. “To cycle through aboriginal villages and then into industrial towns gives a whole new perspective on Taiwan. Being able to cycle with the Pacific Ocean on your right hand-side and mountains on your left, and cycle through yellow fields with stunning mountain backdrops was an amazing experience.”



▲ Giant CEO, Tony Lo and BTCO Deputy Director, Damion Potter hold one of the many posters Damion brought with him to promote various aspects of the UK.



▲ On rest breaks, teammates delighted in introducing Damion to many delicious examples of Taiwanese food.



▲ Touring Taiwan on a bicycle allowed Damion to see Taiwan in a new light—“An amazing experience.”





▲Cyclists on the Formosa 900 ride through some of Taiwan's stunning, but less frequently visited backdrops.

### Expectations Exceeded

On November 17th, Damion arrived back in Taipei, having pedaled over 900 km around the island. Strong encouragement from friends, family and colleagues via social media, as well as the support of organizers and teammates had helped him to push through his aches and weariness, leaving Damion with a real sense of accomplishment, both on a personal and a work level.

The success of the tour exceeded all of Damion's expectations. "We achieved a very in-depth outreach," concluded Damion. "As a career diplomat, I am here to promote the UK, to try to promote business in both directions. Spending good times with important Taiwanese busi-



▲Riders stop to pose for group photos on the beautiful Bolang Avenue.

ness personalities and officials was already very good, but I also had a chance to really engage with Taiwan, and to see its people and culture. Sometimes diplomacy is as easy as riding a bike."

Damion hopes to take part in the event again this year, even

if just for a few days; and encourages others, both locals and visitors to get on their bikes and discover the beauty and culture of Taiwan. "Touring Taiwan on a bicycle allowed me to see the island for what it is, and I am very grateful for it."





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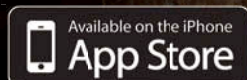


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## Bike Market Update (BMU)

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.

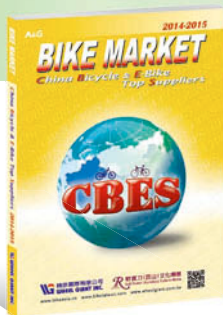


## Official Chinese Guide to the Tour de France

Wheel Giant publishes the only authorized Chinese-language version of the *Official Guide to the Tour de France*. This lavishly-illustrated publication features extensive information and penetrating analysis, and has become indispensable for Chinese-speaking fans worldwide. Content includes routes and details of each stage, degrees of difficulty, strength comparisons of the competing riders, team strategies, and analysis of yellow jersey winners.







## China Bicycle & E-Bike Top Suppliers (CBES)

Opening up China's bike industry for international business, CBES is a full directory of products and contact details, making it easy to get in touch with potential suppliers and manufacturers.

<http://www.biketaiwan.com>

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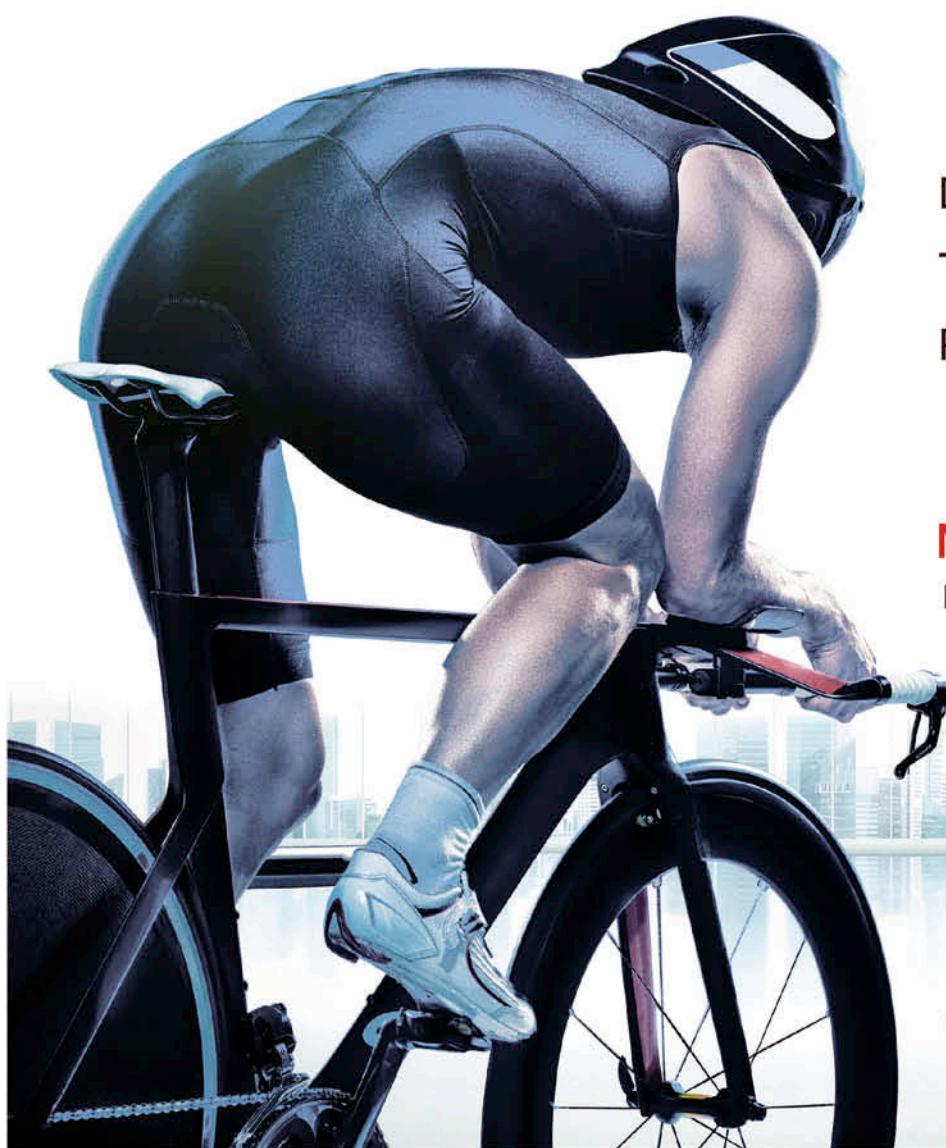


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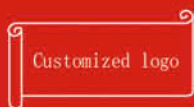
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