

# BIKE MARKET

2016 Autumn Edition

**UPDATE**

## A New Force in Europe: Portugal's Bicycle Valley

**E-bike Sales Continue to  
Drive European Bike Market**

**Over-Supplied US Market**

**Taiwan First-Half 2016  
Global Bike Exports Slump**

**Dedicated E-MTB Groupset & Drives**

**Tektro Celebrates 30th Anniversary**

**Brexit & the Bike industry**

**Axman Opens New Plant**

**TBW Stresses Commitment**

**Taiwan New Product Gallery**

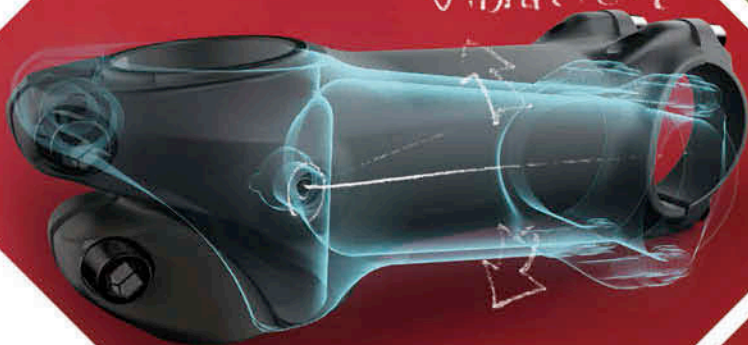
**Procycle in the Philippines**

**Anti-Dumping Against  
China Set for Change?**



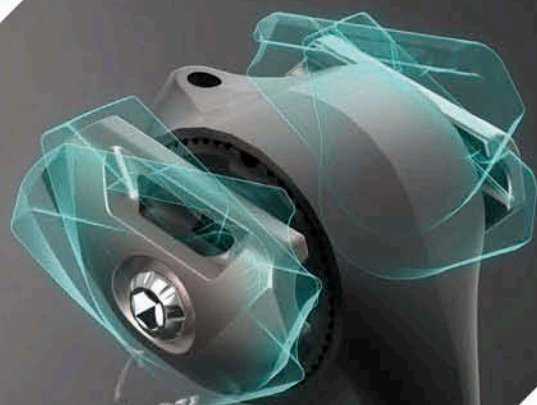


vibration



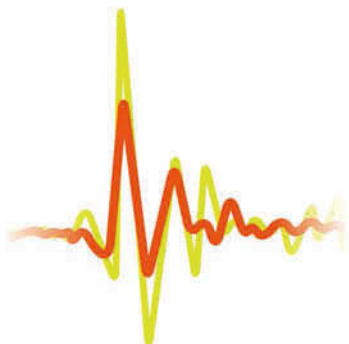
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Rabbit  
inside

SHOCK  
(wave)



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— Regular stem

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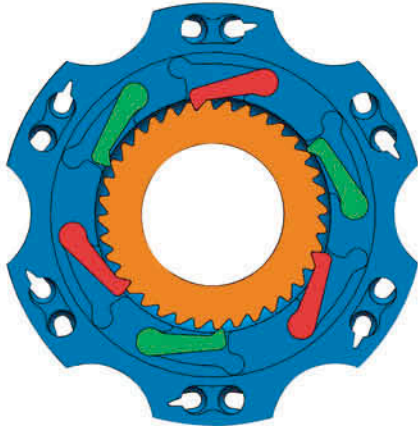
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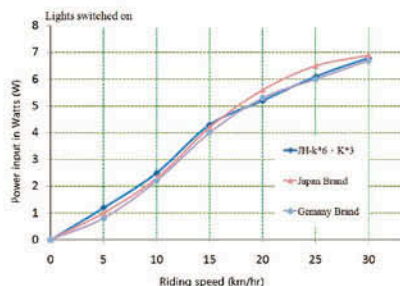
AC-6V3W

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JH (Chun Hong precision cooperation Ltd.) announces that KT Taiwan has been appointed as JH's exclusive worldwide agent and recommended service provider for bike.

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Passion



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The next clear direction after AXMAN company moved to the new plant follows:

*Focus on custom-made products, continues to make full use of AXMAN existing advantages and expand to develop high-end products customer services.*

# 2016

A. Manufacturing process advantage: Vertical integration of the various components suppliers, focusing on program-controlled lead time progress, and continually improving on the process of manufacturing, it aims to shorten delivery.

*\* Assemble line features: focus on designing optimum operating convenience for the group of employees. A hundred percent complete assembling all of the products with precise adjustments.*

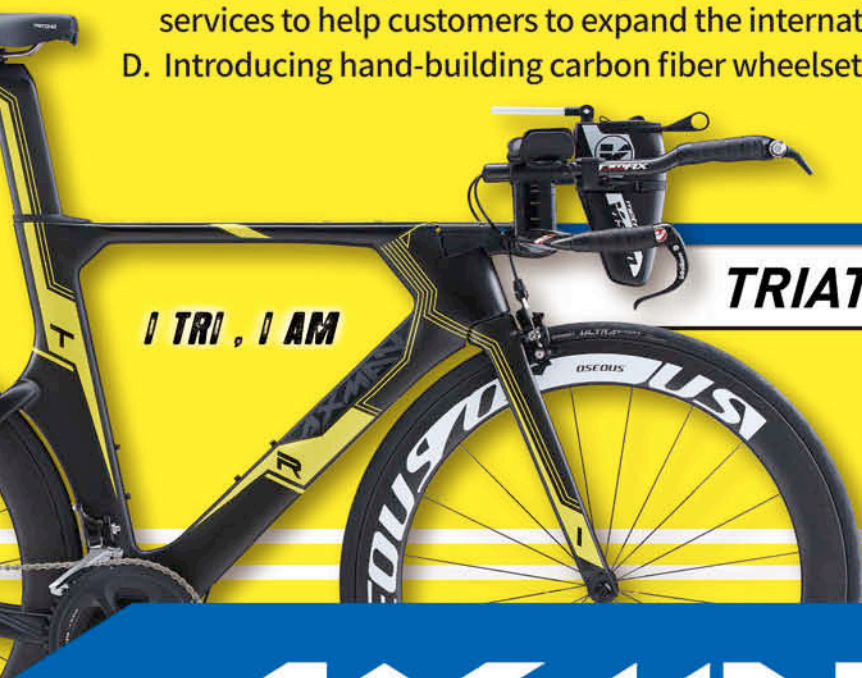
*\* Paint line features: with clean painting and labeling production line working with robot spraying and painting all of the products.*

B. Quality advantage: focus on improving the quality from the beginning of R&D, considering the efficiency of the process control.

*1. Control frame design and production. 2. Delicate coating line establishment. 3. Precise assembly, right side up bike adjustments.*

C. Logistics management advantages: providing cost-effective and rapid logistics warehousing services to help customers to expand the international distribution.

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- The transmitter will send a signal to a smartphone and buzz when the bike is moved.
- Effective transmission range: 100 meters (open sight)
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  - (2) Tail light: Constant lighting, Fast flashing, Slow flashing.
  - (3) Bike finder: Help to find bike with buzzer or flashlight.
  - (4) Map: Position recording function via app.
- Show battery / anti-theft / tail light / bike finder / power status on free app download.
- Built-in rechargeable lithium battery or AAA battery (optional).
- Battery can last for 14 days. (standby mode)
- RPM sensor + bike computer (optional)



Auto Link



Light



Rainproof



Buzzer



Vibration



Map



Setting



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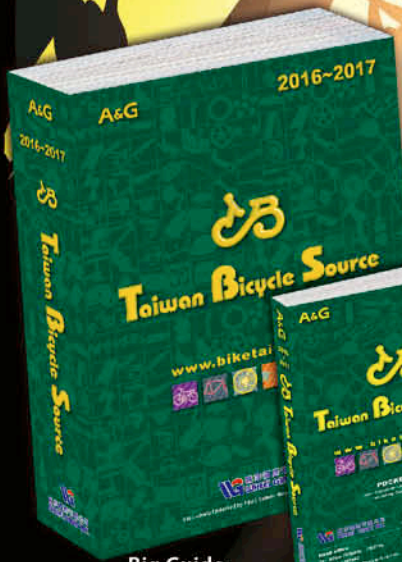
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## Hearty Facts for Healthy Deals.



Bike Market Update (Chinese)



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Outside



Cycling Update



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# Taiwan Bicycle Source

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# Real Strength is the Only Route to Success



The bicycle industries of Taiwan and China were both affected by the recession, and most manufacturers' sales shrank by 10-35%. According to the TBA draft statistics, Taiwan's bicycle export volume and value during the period from January to July of 2016 shrank by 26.61% and 21.43% compared with the same period of 2015. Exports to the United States fell by 30.20% compared with the same period last year, while exports to the EU fell by 26.36%. In contrast, the average unit price of exported bicycles during the period from January to July of 2016 was US\$459.94, which was up by 7.06% compared with the average unit price of US\$429.61 during the same period of 2015. The major growth in e-bike exports was a bright spot in this gloomy situation, and the 81,344 e-bikes exported during the period from January to July of 2016 represented an increase of 120.93% compared with the same period of 2015.

In Europe the media has reported that the EU may end its anti-dumping duties on Chinese products in March 2019. Although the EU feels that this will depend on whether China obtains "market economy" status this year, and the results will be disclosed when the time comes, revocation of the anti-dumping duties will give the Chinese bicycle industry a green light to expand its European market, and the Taiwanese bicycle industry will face a strong new competitor.

The European bicycle industry is trying hard to increase bicycle production within the EU, with supply chain flexibility programs. Recently a group of Asian bicycle component suppliers were

invited by Decathlon to visit Portuguese bicycle factories and were impressed with the automated equipment and factory management they saw there. The output of Portugal's bicycle industry soared from close to 900,000 units in 2014 to 1.99 million units in 2015, which has made Portugal the EU's third-largest bicycle-producing nation. The Portuguese cities of Aveiro, Agueda and Porto, have become the country's "bicycle valley." We believe that the outlook for bicycle manufacturing in Portugal is promising, but may be a cause of concern for the Cambodian cycle industry.

Whether the bicycle trade shows during the second part of the year, including the Eurobike, Interbike, Verona, Poland, and Madrid shows, can stimulate bicycle sales still remains to be seen. Taichung Bicycle Week (TBW) has continued to raise its profile, and has been growing at a rate of 30% annually. TBW is now the world's most important and professional OEM trade show, and many European customers negotiate specifications and place orders during TBW. Because the show is geared to meeting the needs of major bicycle brands, the time of the show continues to be moved forward. While it was previously held in early November, it was moved to October 20-23 last year, and has been moved forward by another two days this year, to October 18-21. Looking ahead to the remainder of the year, we wish the European and American shows, and TBW, the greatest of success.

# *A New Force in Europe:*



# Portugal's Bicycle Valley

Text & Photos: Grace S. Ruan





The Dom Luis metal arch bridge spans the Duoro River. Originally built in 1886, the upper level is a track for electric trains, while the lower level is shared by cars and pedestrians.

In 2015, a total of 22 million bicycles and e-bikes were sold in the EU. Taiwan is the EU's major bicycle supplier, exporting over 2.2 million bicycles to the EU in 2015. However, due to such factors as lower shipping costs, shorter delivery times, no currency exchange losses and European policies promoting manufacturing, local manufacturing in Europe is increasingly coming into favor. In this situation, Portugal's Bicycle Valley is attracting more and more companies, and its solid foundation, extensive use of automated production, and achievement of synergy through clustering are worthy of admiration.

The Portuguese bicycle industry has drawn considerable attention in recent years. Portugal produced 900,000 bicycles in 2014, making it the EU's seventh

largest bicycle producer at that time. Since then, in 2015, it has leaped into 3rd place with a bicycle output of 1.9 million units, putting it behind only Italy and Germany. Portugal accounted for 1.9 million of the 20 million bicycles produced in the EU during 2015. Portugal's main bicycle production sites are in the cities of Aveiro—with the largest output, and Porto. Located in Porto, RTE is the country's largest bicycle producer. RTE manufactured approximately 1.1 million bicycles in 2015, is the industry's greatest advocate of automation, as well as Portugal's leader in terms of management and production efficiency. Portugal's second-largest bicycle assembler is Maias, which produced 335,000 bicycles in 2015. These two companies both supply Decathlon. Additionally,

there are about 10 to 12 bicycle assembly plants in Portugal, and over 40 more parts and accessories manufacturers. As Portugal is close to Spain, Spanish brands BH and Orbea perform manufacturing at Agueda. Because European bicycle production technology is relatively advanced, automation is widespread, most factories are close to each other, and the vast majority of plants use robots, etc. Efficiency is high, quality stable, and labor costs low. Most of the factories employ approximately 120-150 people, while the RTE plant employs 650.

The re-emergence of the Portuguese bicycle industry during the last few years can chiefly be attributed strong government support and dedicated efforts to recruit more companies. With plentiful government support, and many EU brands seeking

OE production, the industry is rapidly gaining in vigor. Portugal's bicycle industry has a solid foundation of production technology, and an increasing grasp of the quality concept. As a result, the industry is advancing and upgrading rapidly, and attracting participants from the Asian bicycle industry, which are helping to boost Portugal's output. Wage levels vary throughout Europe. Portuguese wages are relatively low by European standards—the minimum wage is set by law at €530 per month, most factory workers receive monthly wages of €530-600. Workers pay for 11% of social insurance, and companies pay 23.75%. Land generally costs around €15 per square meter.

### A high degree of automation

The author found many Portuguese people to be naturally



Aveiro is famed for its colorful gondola-style boats.

optimistic, enthusiastic, content, and cheerful. Portuguese production technology is consistently excellent, and the bicycle industry continues to grow in vitality. Looking ahead to the future, even more bicycle producers can be expected to move to Portugal, which will enable them to reduce shipping costs, shorten delivery times, and avoid exchange risk. In addition, EU companies also

hope to provide more local employment opportunities, and are therefore steadily increasing their percentage of locally sourced parts. This trend is having the greatest impact on frames, forks, and rims, which the industry needs in large quantities. Since the local assembly firm RTE expects to begin producing frames and forks before the end of the year, Asian manufacturers can



A group picture at the Maias factory.



Aveiro and Agueda are bicycle production centers.



Decathlon's Purchasing Director, Didier Morelle.

expect to face declining orders.

The author recently visited RTE, and was deeply impressed by its extensive automation and well-planned production processes. The author also had great admiration for President Jorge Salgado's dedicated, hands-on attitude;

Salgado spends every day looking for ways to make breakthroughs, achieve even greater levels of in-house content and efficiency, ensure even better quality and attain a competitive position that cannot be replaced even if buyers only consider prices. The RTE plant's highly-automated painting of rims, frames, and front forks and integrated assembly processes, definitely make it a role model worth learning from for the bicycle industry in Taiwan and China.

The Portuguese bicycle industry has made the cities of Aveiro, Agueda and Porto its headquarters, and the Spanish firms BH and Orbea have plants in Agueda. Bicycle companies maintain excellent relationships with the cities' local governments. The Portuguese bicycle association—ABIMOTA—plays

an important role in product testing. In order to boost quality and create value, the association is actively recruiting more companies.

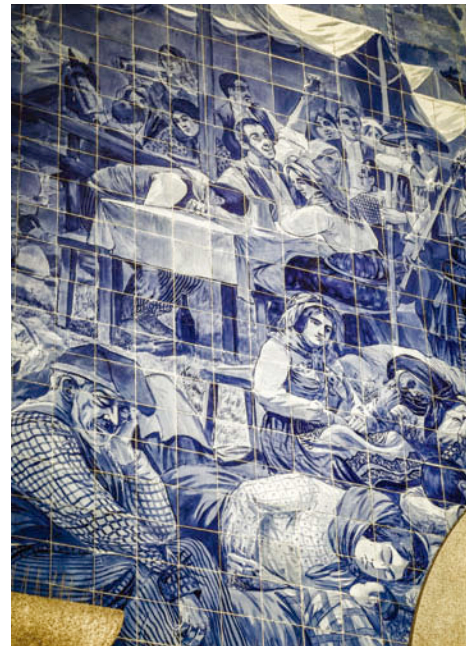
Together with local government, they are encouraging other companies to set up facilities. From Taiwan and China, Fritz Jou and Cronus have already invested in facilities in Portugal. Additionally, Liow Ko will start a cooperation with RTE to produce forks at the end of this year. In the future, other companies will invest in facilities in Portugal.

As more and more companies establish production sites in Portugal, bicycle industry clusters are beginning to take shape. The Portuguese bicycle association ABIMOTA previously joined forces with local governments to vigorously recruit firms and to promote the country as "Bicycle Valley." The





Sao Bento railway station in Porto is known for its artistic tile panels that depict the history of Portugal.



On the left bank of the Douro River, Cais da Ribeira shows off the architectural heritage of Portugal.



Travellers often pause to enjoy the tile wall panels in Porto's train station.

association later switched to the concept of “Bike Value Portugal,” which emphasizes innovation, value, and hopes to attract even more bicycle firms to Portugal’s bicycle industry clusters. The French company Decathlon recently invited personnel from the bicycle industry in Taiwan and China to Portugal for a fact-finding tour that left everyone amazed at Portugal’s progress. Already some Taiwanese companies are considering reducing the amount

of factories they have in China, and are considering setting up production facilities closer to other markets such as Europe.

The following is an account of five bicycle plants and five parts and accessories plants visited by the author, as well as the actions taken by the ABIMOTA bicycle association, and two automotive and motorcycle parts and surface treatment plants.



## Assembly plants



CEO Jorge Salgado is always looking for ways to make good even better.

### RTE

Portugal's bicycle industry has begun attracting attention during the past few years. The largest bicycle assembler, RTE, has an annual output of roughly one million bicycles, and is one of Decathlon's most important suppliers. With Decathlon's consent, 30 bicycle industry personnel from Taiwan, China, and the EU, plus members of the Spanish and Portuguese bicycle associations, recently toured the RTE plant, but were not allowed to take photographs inside. The visitors were deeply impressed by RTE's automated production, human resources management, and 19-story automated warehouse. The visiting group expressed the greatest admiration for President Jorge Salgado's management methods and automated production.

RTE was established in

1983, and at that time specialized in the application of powder coatings. The company began performing automotive painting in 1991, and began assembling bicycles in 1996, in the first year assembling approximately 40,000 bikes. RTE's second bicycle assembly line began operation in 2003, which increased the company's output to 300,000 bicycles per year. A third assembly line was added in 2008, which further upped annual capacity to 1 million bikes. RTE began manufacturing rims in 2011, and it has an annual capacity of 50,000 sets of rims. In 2015, RTE assembled 1.1 million bicycles, produced approximately 1.8 million rims, and painted 1.1 million frames, 320,000 front forks, and 800,000 rims. The company anticipates that its bicycle output will reach 1.2 million units in 2016, and has set a target of 1.5 million bikes for 2017. The RTE plant occupies 25,000 square meters, and its automated warehouse occupies

1,700 m<sup>2</sup> and has 19 levels (30 meters in height)—a showcase for how companies can take advantage of smaller sites by expanding vertically. To the best of our understanding, RTE plans to begin producing frames and forks around the end of this year; these will be produced via a strategic alliance and joint ventures with Taiwanese firms. RTE's front forks will be produced in cooperation with Liow Ko, a manufacturer based in Changhua, Taiwan. The Taiwanese partner will bear responsibility for technology and development matters, and RTE will be in charge of production.

According to President Salgado, RTE employs 650 persons and has annual revenue of around €180 million. This factory currently contains six assembly lines, and employees' uniforms are entirely white, which gives them a very clean appearance. RTE produces 20", 24", 26", 27.5", and 28" bikes, and its leading products consist of MTB's



Outside RTE's facilities in Porto.



RTE CEO Jorge Salgado (left) and RTE Technical Director, Fernando Ribeiro (right).

and children's bikes. The company supplies 100% of its output to Decathlon. Among RTE's MTBs, the company expects to produce 600,000 of its R340 model this year, and has set an annual target of 100,000 units for its R500 model. Each assembly line is manned by 30 employees; each line can assemble 700 bicycles daily, and can assemble as many as 90 in one hour. As a result, the plant can produce as many as 35,000 bicycles each week. RTE comes out with new models each year, and is introducing 5-6 new designs this year, including two models aimed at women. Plans call for RTE to produce 100,000 steel frames by the end of 2016, and target capacity is 300,000 frames annually. The company will give its frames blue powder coatings, but also use a liquid green finish. The plant's painting line can paint as many as 750 frames per hour, and can paint 1,600 frames daily. The painting line is operated by robot arms, but workers assist by strengthening attention to some dead areas. Decals are applied after frames are painted, and employees per-

form inspection.

Transart Graphics. RTE's rim production has also been automated. The 1.8 million sets of rims used by the company in 2015 included 80% made in-house and 20% aluminum rims purchased from the nearby firm Rodi. RTE can produce up to 500 rims per hour; rim stamping is fully automated, and rims are automatically stamped on both sides. According to our understanding, parts used by RTE are almost entirely purchased through Decathlon (90% of these parts are from Asia, and only a few local parts are purchased by RTE. During the last few years, European bicycle firms have been shifting production back to Europe, which is creating jobs and providing economic benefits. In the future, there will be many more opportunities to purchase large-volume products locally. Asian firms should take prompt steps to address this trend. RTE's

form inspection. Approximately 80% of the decals are from the EU, including from Spain, and 20% are imported from the Taiwanese firm

19-level (30 meter high) warehouse employs an impressive amount of automation. In addition, the plant's operating processes have been designed with ergonomics in mind, and plant personnel have little need to bend over. The systematic procedures not only ensure a smooth workflow, but also ensure that employees don't have to rush around. Each plant area displays working hours, yield rate, defect rate, and the state of output. Quality control figures are prominently displayed on computer screens, reminding workers to maintain working efficiency.

In his role as company president, Jorge Salgado is constantly trying to make breakthroughs, challenge his limitations, and boost value and efficiency. Technical Director, Fernando Ribeiro is Salgado's capable helper. The steadily-developing RTE is currently establishing an insurmountable advantage. Although it has no sales or purchasing manpower, RTE's formidable management and manufacturing talent ensures that it has plentiful room for future development.



RTE supplies 100% of its product to Decathlon. Decathlon Purchasing Director, Didier Morelle (left) and RTE CEO Jorge Salgado (right).

## Maias

Maias was the first OEM producer in Portugal to supply products to Decathlon, and the two companies have a cooperative relationship that goes back 20 years. Maias has three assembly lines and two painting lines (80% powder coating, 20% liquid paint). It produced 335,000 bicycle frames (steel) in 2015, and frame size ranges from 16" to 20". Maias also produces its own rims. This company specializes in children's bikes; 80% of its bikes have steel frames, and 20% have aluminum frames. The company has been occupying its current 5,000 m<sup>2</sup> plant for 15 years; the plant's three assembly lines offer an annual capacity of 200,000 children's bikes and approximately 120,000 adult bikes. The plant is staffed by approximately 1,500 employees during the busy season, and 900 employees during the slow season. The plant has a two-shift system. Maias assembles around 30 different models. Having started out producing wheels for sporting goods, Maias began working as

an OEM producer for Decathlon 20 years ago, and sells 100% of its bikes to Decathlon. According to Maias Manager, Luis Santiago,

his company has maintained an annual growth of 30-40%, and is Portugal's second largest bicycle manufacturer.



From left: Decathlon Taiwan Manager, Helen Lin; Maias GM, Rui Tavares and Ming Cycle (Changzhou) Sales Manager, Maggie Chuang.



Maias Administrator, Luis Santiago.



Outside the Maias factory.



A Maias assembly line.



Wheel building in the Maias factory.



The majority of bicycles are kids bikes.



Orbita CEO, Jorge Santiago.

## Orbita

Established in 1971, Orbita has already been in existence for 45 years, and has an annual bicycle output of 30,000-40,000 units. Because of its purchase of Miralago in 2015, Orbita has had to put considerable effort into reorganization and integration, and consequently only assembled 25,000 bikes in 2015. The company has three main shareholders.

Its old plant occupied 25,000 m<sup>2</sup>, and the newly-acquired Miralago plant occupies 18,000 m<sup>2</sup>. Orbita also has a 6,000-square meter warehouse. The company currently employs 150 persons. According to manager Jorge, Orbita can assemble up to 60,000 bicycles annually, produces around 35,000 frames each year, and also produces saddles, with a saddle output of 20 per minute.



From left: Decathlon Production Team Manager, Miguel Freitas; Decathlon Purchasing Director, Didier Morelle; Orbita Administrator, Paul Rodrigues and Orbita CEO, Jorge Santiago.



Orbita wheel sets.



KMC Vice President, Deborah Wu and Orbita CEO, Jorge Santiago.



The Orbita factory site.



Welding.

## Esmaltina

Esmaltina has an annual output of 200,000 bicycles, and is Portugal's third largest bicycle assembler. Its plant occupies 12,000 m<sup>2</sup>, and its bicycles are chiefly supplied to stores and hypermarkets such as Carrefour, which purchases approximately 70,000 bikes annually. Another 50,000 units are supplied to the sporting goods brand Berg, which is popular with consumers in Portugal and Spain. Esmaltina also supplies bicycles to other stores. Established in 1968, Esmaltina was founded by the father-in-law of current GM, Paulo Lemos. According to Lemos, his company sells its bicycles to a small number (20) of distributors.

Esmaltina is currently building a new plant, which affected its output in 2015, when it only assembled around 150,000 bikes. The new plant will be completed before the end of 2016. QC Manager, Claudio Costa noted that output may reach 200,000 units in 2016. The parts used by Esmaltina are ob-

tained from China (40%), Taiwan and Japan (10% each), and the EU (30%). Many parts and components are supplied by Golden Wheel (TJ), and Golden Wheel (TJ) also imports red wine from

GM Lemos for sale in China. According to Lemos, output of trekking and city bikes has been gradually increasing, and MTB's currently account for 30% of the company's output.



Esmaltina General Manager, Paulo Lemos.



Stock in the Esmaltina warehouse.



Esmaltina QC Manager, Claudio Costa and Hsin Lung Sales Manager, Roger Lee.



The interior of the Esmaltina factory.



An assembly line at the Esmaltina plant.

## Portubike(Cronus)

After the Chinese-owned Cambodian plant of Cronus failed to obtain the EU's GSP last year, it established a factory in Portugal. Named Portubike, this company, currently has two assembly lines in facilities occupying approximately 9000 m<sup>2</sup>. Using many parts imported from China, Portubike produced about 85,000 OEM bicycles for European brands this year. With CEO, Eddie Ecclestone and General Manager, Deng Yongqian at the helm, the company employees between 65 and 105 staff—depending on seasonality.

Portubike has a target output of 200,000 bicycles in 2017, and, with the intent of offering Cronus bikes built in Portugal to distributors in the EU, are cur-

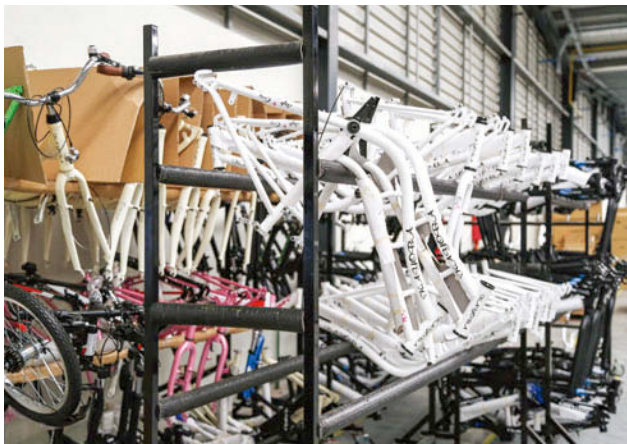
rently looking for distributors in the EU. The company is also in discussions to buy land adjacent to their current factory to expand production further even more.



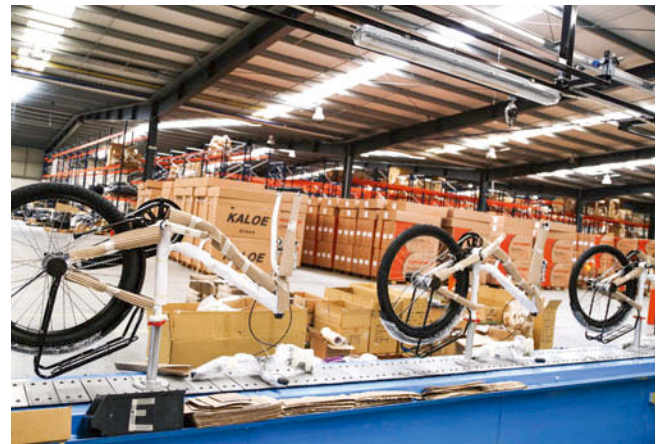
Portubike General Manager, Deng Yongqian.



Portubike CEO, Eddie Ecclestone.



Bicycle frames.



Factory assembly line.



Factory assembly line.



The exterior of Portubike's plant.

## Parts and accessories producers

### Triangle's

Three years ago, customers in the Netherlands and Germany recommended to Rodi President, Armando Levi that his company should begin producing frames. Levi began researching how to manufacture frames, and established Triangle's in August 2015 for that purpose.

Triangle's chiefly produces aluminum frames, and has a target annual capacity of 500,000 frames. Triangle's plant occupies 185,000 m<sup>2</sup> and has 65,000 m<sup>2</sup> of outdoor areas. The plant's shell has been completed, and heat treatment and other automated equipment will be installed before the end of July. Equipment



From left: Miranda President, Joao Miranda; Rodi President & CEO, Armando Levi Silva and Ciclo Fapril GM, Vital Almeida.

such as cutting machines will be gradually installed, and plans call for pilot production to begin in September, followed by formal mass production in October.

Triangle's has invested €20 million in a fully-automated production system, President Levi emphasizes that the company will be able to produce one frame every 1 min. The plant will have 17 automated machines performing production tasks, and will employ 110 people, who will work two shifts daily. The first batch of employees are currently receiving training. Triangle's expects to produce 150,000 frames in 2017, and it looks forward to producing 450,000 units annually by the time full capacity is reached in May 2018. Because e-bike sales in the European Union are continuing to grow, Triangle's also hopes that e-bike frames will account for 70% of its output in 2018. According to President

Levi, Triangle's will provide customers all round service in the future, and products seek to combine safety and quality. Some prototype frames have been sent to Germany for testing, and Portugal's ABIMOTA is also performing testing work. Production will begin after quality and safety have been confirmed.

Triangle's original founder, Rodi President Levi spent three years performing research. Because frame manufacturing requires a high level of technological expertise, and can't be mastered merely by throwing money at the problem, Levi persuaded Ciclo Fapril GM, Vital Almeida and Miranda President, Joao Miranda to join him. The three founders get together each month for dinner and to discuss the details of the Triangle's joint venture. After more than two years of intensive efforts, the three managers reached a consen-



Triangle's three investors outside the company factory.



sus to establish Triangle's. Levi holds a 68% share in the company, while Vital Almeida and Joao Miranda each hold 16%. The company has been named "Triangle's" because there are three partners. Levi is the company's president, Luiz Pedro is the general manager, and the three partners are all members of the Board of Directors. Revenue is expected to reach €2 million in June and July of 2017.

Triangle's will be the EU's largest aluminum frames producer, but will purchase small parts from China. The company also plans to flexibly produce some parts on its own. President Levi is very confident in Triangle's competitiveness, and stresses that although prices will be 15% higher than imports from Asia, EU customers will still go for Triangle's products in view of the short delivery time, low shipping costs,

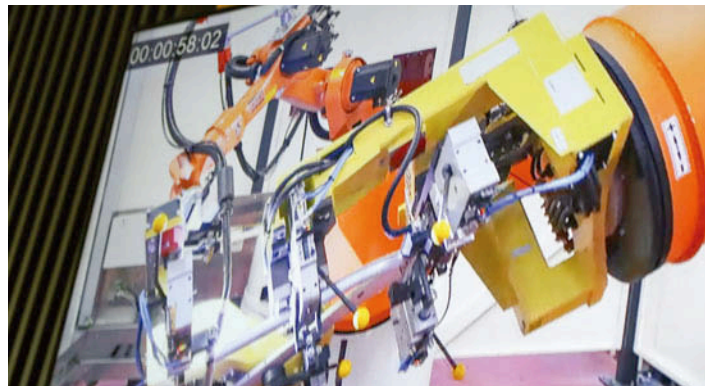
no exchange losses, and ability to avoid investing large amounts in imports. According to observations, Accell plans to purchase frames from Triangle's. Levi also noted that Triangle's will be glad to provide assistance to any firms establishing operations in Aveiro, and welcomes more companies that wish to begin producing in Portugal.



Triangle's GM, Luis Pedro.



Three partners, Rodi President & CEO, Armando Levi Silva (far left); Ciclo Fapril GM, Vital Almeida (second from right) and Miranda President, Joao Miranda (far right) in a meeting with Triangle's GM, Luis Pedro (second from left).



With its fully-automated facilities, Triangle's can produce one aluminum frame every one minute.



The Triangle's site will boast the EU's largest aluminum frame production.

## Rodi

With an annual output of 4 million sets of aluminum rims, Rodi is a family company that was established by the grandfather and father of current President Levi. Armando Levi is responsible for management of Rodi's rim plant and kitchen utensil plant, his daughter is in charge of the sink plant, and his brother manages the lamp factory.

Rodi's aluminum rims are mainly intended for use on trekking and city bikes, which account for 80% of output, while MTB rims account for 20%. The company's main markets are mostly in the EU (90%), with Germany and the Netherlands together accounting for 60%, followed by Spain, Portugal, and Belgium. Employees number 125 persons, and annual sales are roughly €16 million. The Rodi kitchen utensil plant has 125 employees and annual sales revenue of €25 million. Rodi insists on using the finest equipment to produce products with the highest possible quality, and strictly controls the quality of all production processes.



Rodi President, Armando Levi Silva.



Rodi President, Armando Levi Silva has a detailed look at products.



Inside the Rodi factory.



Automated machinery in the Rodi factory.



Alignment checking.



Rodi rims have an excellent reputation in the EU.

## Miranda

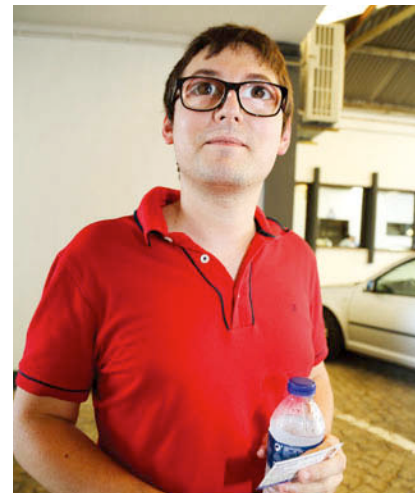
Miranda many bicycle parts and components, including freewheels, cranks, seat tube, levers, brake systems, and lights and also produces motorcycle parts. While it once emphasized motorcycle parts, the company now focuses on bicycle products. Miranda has relied on automated equipment to resolve labor problems, and employees currently number approximately 160 people. The company's plant occupies 15,000 square meters, and a new plant will provide 1,200 m<sup>2</sup>. President Joao Miranda is also a

Triangle's shareholder, and his son, Joao Filipe Miranda, serves as Miranda's marketing manager. Thanks to a combination of the

son's youthful new thinking and the father's accumulated experience, Miranda is currently rising to a new level.



Miranda President, Joao Miranda.



Miranda President's son, Marketing Manager, Joao Filipe Miranda.



Accell Group COO, Jeroen Snijders Blok (left) and Miranda President, Joao Miranda (right).



Automated equipment.



Many discussions were held during the visit.



Outside the Miranda plant.

## Ciclo Fapril

In existence for 51 years, Ciclo Fapril was established in 1965, and produces major products including hospital beds (41%), energy products (18%),

auto products (16%), motorcycle products (11%), exercise equipment (6%), and bicycle and other products (8%). Ciclo Fapril is another family enterprise, and its current General Manager is Vital Almeida. Employees number

around 200 persons, and bicycle-related products include hand-made saddles (5,000), cranks, and steel frames (400,000). Vital Almeida is also a Triangle's shareholder.



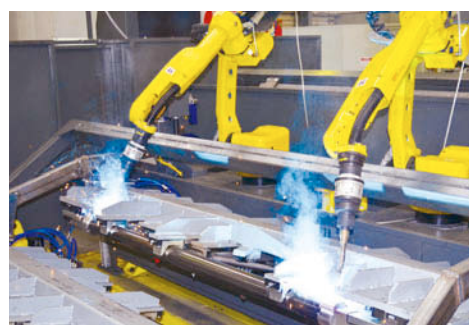
Decathlon Purchasing Director, Didier Morelle; Ciclo Fapril GM, Vital Almeida and SRAM GM, Joao Pires.



Ciclo Fapril laser tube.



Automated welding machines.



Automated welding machines.



Ciclo Fapril factory interior.



Outside the Ciclo Fapril facilities.



Painting line.

## SRAM

SRAM purchased a Portuguese plant in 1988. This plant occupies 6,000 m<sup>2</sup>, and employs 140 people. SRAM benefited from Taiwan's Industry 4.0 program, and now has eight plants worldwide. The Portuguese plant chiefly produces chains, including chains for bicycles, motorcycles, and automobiles, which are mostly sold on the aftermarket. SRAM produce 5 million meters of chain annually in their Portugal factory. The plant also assembles carbon fiber wheels, and has an annual output of approximately 30,000 sets.

General Manager, Joao Pires has spent 21 years at SRAM, and is also a director of the ABIMOTA bicycle association. However, Pires will be transferred to SRAM's Taiwan plant at the end of August, where

he will serve as the company's General Manager for Asia. The new General Manager in Portugal will be Isabel Gomes, who has served at SRAM for 23 years.

Visitors to SRAM's Portuguese plant felt that the plant's production, management, and automated processes were very productive. Although the plant is fully mechanized, the production lines are very quiet, and the

noise of machinery is absent. The plant's heat treatment furnace is already 38 years old, and was designed by the company; it is disassembled each year for maintenance. Employees perform their own inspections, which are followed by random testing (5QC). Products are sold to the EU market (40%), the US (40%), and China (20%).



SRAM Materials Manager, Isabel Gomes.



SRAM General Manager, Joao Pires.



Heat treatment furnace.



SRAM Portugal factory.



SRAM's Portuguese plant mainly produces chains, but also assembles carbon fiber wheels.

## Polisport

Polisport chiefly produces accessories such as children's saddles and safety helmets, and seeks to combine safety and comfort. Polisport relies on both automated equipment and its employees, and has designed its own testing instruments. It produces motorcycle products (40%), bicycle products (40%), and other products (10%). Annual sales total approximately €35 million, and it sells roughly €25 million worth of products to Decathlon each year. CEO and President, Pedro Araujo is a big sports fan,

and also has great enthusiasm for his work. He has been seeking international partners in recent years, and is cooperating with a Hong Kong firm in the produc-

tion of helmets. This collaboration is helping Polisport increase its product lines and boost its competitiveness.



From left to right: Decathlon Production Team Manager, Filipa Figueiredo; Decathlon Purchasing Director, Didier Morelle; Polisport CEO & President, Pedro Araujo and Polisport Marketing Director, Paulo Freitas.



Inside the Polisport factory.



Portugal's ABIMOTA LEA General Secretary, Joao Medeiros.

## ABIMOTA LEA

ABIMOTA LEA is the Portuguese bicycle association, and was established on July 1, 1975. It has 94 members, 75% of which are in the bicycle industry. Because current Director, Joao Pires has been transferred by his company to Taiwan, the association will soon select a new director. The association's Secretary-General is Joao Medeiros. ABIMOTA has its own museum, and also has testing

instruments used to help customers perform testing and pass certification. ABIMOTA certification is recognized in the European Union.

ABIMOTA is extremely active in recruiting more companies to Portugal, and is happy to provide investment information and arrange visits with city governments. The Mayors of Aveiro and Agueda are strong supporters of the bicycle industry and hope to boost the value of Portuguese bicycles.



Laboratory equipment.



The ABIMOTA office.

## CONEBI & AMBE



CONEBI General Manager, Manuel Marsilio.



AMBE General Secretary, Carlos Nunez.



Didier Morelle (left) and Mayor of Agueda Municipality, Gil Nadais.

## Garland

Garland is Decathlon's shipping and warehousing partner in Portugal. Management of stocks is highly-automated, and defective products are housed in a special area.



Garland Sales and Distribution Director, Tiago Matosinhos introduced warehousing and shipping to everyone.



Hsin Lung Shenzhen plant CEO, Hsueh Hu Liao (left), on the right is Garland Senior Sales Manager, Roger Lee.



Inside the warehouse.



Ming Cycle Manufacturing Dept. Manager Alan Hu stands in front of Ming Cycle's boxed frames.



## MTV-MEN

FRAME: 26 ALLOY EMTB FRAME  
BRAKE : HYDRAULIC DISC BRAKE  
GEAR: SHIMANO ACCERA 8SPD  
BATTERY: INTERNAL LI-ION 5C 48VX11AH BATTERY  
MOTOR: 500W BRUSHLESS HUB MOTOR  
CAPACITY: MAX SPEED FUNCTION 45KM

## CHANTE

FRAME: 700C ALLOY FRAME  
BRAKE : HYDRAULIC DISC BRAKE  
GEAR: SHIMANO ACCERA 8SPD  
BATTERY: LI-ION 3C 36VX11AH BATTERY  
MOTOR: 250W BRUSHLESS HUB MOTOR  
CAPACITY: MAX SPEED FUNCTION 45KM



## FEMANO

FRAME: 700C ALLOY FRAME  
BRAKE : HYDRAULIC DISC BRAKE  
GEAR: SHIMANO ACCERA 8SPD  
BATTERY: LI-ION 3C 36VX11AH BATTERY  
MOTOR: 250W BRUSHLESS HUB MOTOR  
CAPACITY: MAX SPEED FUNCTION 45KM

## HALLEY

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







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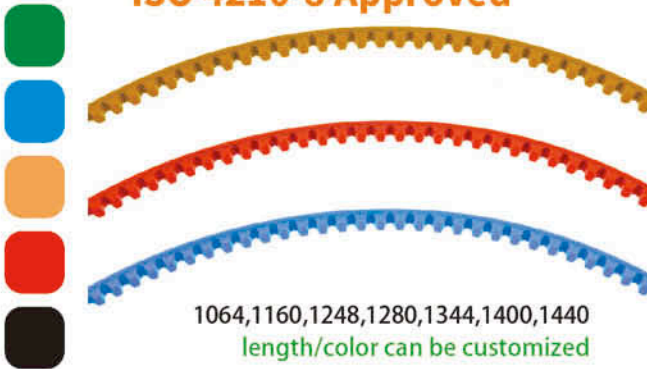
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848,1000,1120,1168,1200,1240  
1264,1280,1304,1312,1344,1368,1400  
length can be customized

## 大齒盤 Chain wheel

## Alloy / PPA(Plastic steel) 鋁合金 / 塑鋼

ISO 4210:2014 APPROVED



AL/78T



AL/65T



AL/70T



AL/72T



PPA/80T



PPA/60T

AL鋁合金:65T,70T,72T,78T,80T

PPA塑鋼:48T,60T,66T,80T

Size/color can be customized

## 後齒盤 Rear wheel

## Alloy / powder metallurgy / PPA(Plastic steel)

## 鋁合金 / 粉末冶金 / 塑鋼

JIS D9418 Approved



AL/28T



AL/30T



AL/28T



AL/30T



powder metallurgy/28T



powder metallurgy/28T



PPA/30T



PPA/28T



freewheel

AL鋁合金:28T,30T

powder metallurgy粉末冶金:28T

PPA塑鋼:28T,30T

### Inner derailleur

AL鋁合金Inner derailleur 3,5speed:28T,30T  
PPA塑鋼Inner derailleur 3,5speed:28T,30T

powder metallurgy粉末冶金Inner derailleur 3,5speed:28T  
AL鋁合金Inner derailleur 3,5,7,8,11speed:32T

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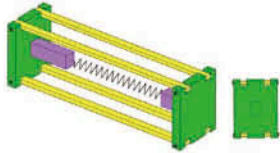
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gordon.chen@welltransco.com

# Twin-Frame Bicycle Patents on Sale

Market and Price	Title (名称)	Filed	Period (专利期限)	Process and Certificate
<b>U.S.A.</b> Total US\$ 600,000	Dual Riding and Driving Tricycle	2009.5.22	2011.6.28~2028.6.9	No.12/312,684 US7,967,312 B2
	Dual Riding and Driving Tricycle	2009.7.23	2011.1.25~2028.6.9	No.12/507,914 US7,874,566 B1
	Twin-Frame Bicycle	2010.6.11	2012.4.3~2028.6.9	No.12/814,203 US8,146,937 B2
<b>P.R.O.C.</b> Total US\$ 300,000	并骑式脚踏车	2008.6.10	2011.11.9~2028.6.9	CN101678870A 发明第 859756 号
	并列式脚踏车	2009.3.24	2013.2.6~2029.3.23	CN102036873A 发明第 1132402 号
	双车架脚踏车	2011.4.15	2013.5.1~2031.4.14	CN102275622B 发明第 1188273 号
<b>European Union</b> Total US\$ 600,000	Twin-Frame Bicycle Patent Application: 11161941.7	2011.4.11		Representative number: EPA 97530 Publication number: 2394896

## Bicycle and Bicycle



One articulation mechanism is disposed between a primary bicycle body and an auxiliary bicycle body, wherein the mechanism serves in synergy an parallelogram and a spring counteracts the deformation of the mechanism to maintain equilibrium. Both ends of the mechanism will be fixed on the bicycle bodies with two screws, the spring tension will be adjusted with another screw. Therefore, when bicycles turn or move on uneven surface, it can still keep moving stably, but will not overturn.

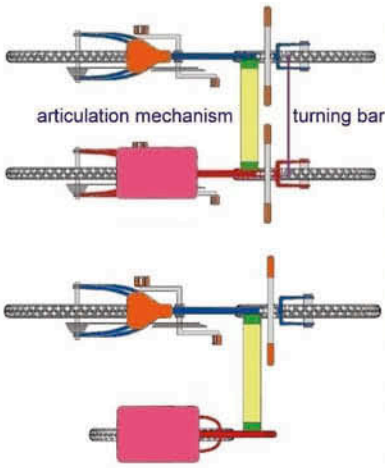


Both the primary bicycle and the auxiliary bicycle are ordinary bicycles. The juxtaposing link contains a turning bar, an articulation mechanism and a connecting rod.

If the auxiliary bicycle is rode by an adult, a supplementary handlebar can be installed on the connecting rod. It can be provided for child, the elder or the handicap to ride.



## Bicycle and Sidecar



It is convenient and comfortable for riders to carry their child or pets out to go for a bike ride. Young children are physically unable to

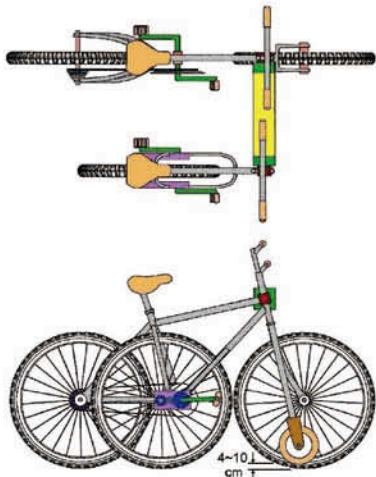
pedal the bicycle. Likewise, pets have no ability to step on the pedal of a bicycle, so it is economic and convenient for select a unicycle or, alternative, unicycle driven by motor.

make choices according to their needs. If a child is seated, a dinner plate can be installed on the connecting rod that is between the mechanism and the bicycle body.

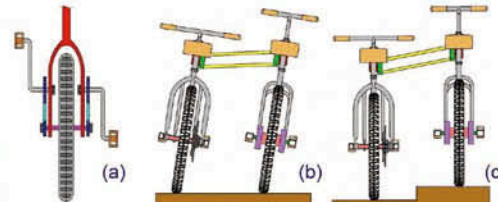
The primary bicycle is responsible for the safe operation of the vehicle. The design of this model allows the user to



## Dual Riding and Driving Tricycle



- |          |          |
|----------|----------|
| 1 lock   | 1 loose  |
| 2 adjust | 2 adjust |
| 3 loose  | 3 lock   |
- tricycle mode      bicycle mode



- (a) pedals drive wheel through gear unit
- (b) turning right
- (c) uneven ground



# E-bike Sales Continue to Drive European Bike Market

Text & Photos: Editorial Dept.

Despite euro currency devaluation, 2015 proved to be a stable year for the EU bike industry. According to figures published by CONEBI in its annual Bicycle Industry and Market Profile, 20,751,000 bicycles and E-bikes were sold in the EU during 2015, a 2% increase on the 20,340,000 sold in 2014. Of these, 13,149,000 were produced in the 28 countries of the European Union—up over 10% on the EU’s bicycle production total of nearly 12 million in 2014.

Sales of E-bikes were a large contributing force to the health of bike market in Europe. According to CONEBI’s figures, EU e-bike sales rose by over 19% last year to 1,357,000 units. 70% of these were sold in just three countries—Germany, Netherlands and Belgium. However,

as the various bicycle industry associations in the EU have been releasing national bicycle statistics throughout 2016, most of them share one thing in common – Bicycle sales are flat, and E-bikes sales are flourishing. Since 2010, e-bike sales in Europe have more than doubled.

## Increasing Import Value

According to data from Eurostat, the EU imported a total of 8,195,210 bicycles and E-bikes from outside the EU in 2015, this is a small 1.7% increase from the 8,055,933 units imported in 2014. However, of this total quantity, 720,883 were E-bikes, a large 71% increase from the 420,249 E-bikes imported into the EU in 2014. The total value of imported bikes and E-bikes into the EU in

2015 was €1,525,895,722. This was a hefty 25.8% increase on the €1,212,731,738 total value of bikes & E-bikes imported into the EU in 2014.

Of the above 2015 total import quantities, 7,474,327 units were bicycles, 2% down from the quantity of bicycles imported into the EU in 2014. However the average value per unit rose to €166 resulting in total value of bicycles (not including E-bikes) into the EU of €1,238,418,147, an increase of over €200 million (8.8%) over 2014. The top two extra-EU originating countries for EU bike imports in 2015 were Taiwan with a 25% share and Cambodia with a 19% share by quantity; and a 47% and 25% share respectively by total value.

**EU 4-year History of Bicycle & E-bike Extra-EU Imports by Quantity**

Imported Category	2012 (units)	2013 (units)	2014 (units)	2015 (units)	2014~2015 % Change	2015 % Share	Average Value (€)
Bicycles	8,334,315	7,463,510	7,635,684	7,474,327	-2.11%	91%	€166
E-bikes	364,609	405,708	420,249	720,883	71.54%	9%	€399
Total	8,698,924	7,869,218	8,055,933	8,195,210	1.73%		

Source: Eurostat

**EU 4-year History of Bicycle & E-bike Extra-EU Imports by Total Value**

Imported Category	2012 (€)	2013 (€)	2014 (€)	2015 (€)	2014~2015 % Change	2015 % Share	Average Value (€)
Bicycles	1,095,429,666	1,017,113,087	1,031,770,033	1,238,418,147	8.80%	81%	€166
E-bikes	194,413,123	155,191,509	180,961,705	287,477,575	58.86%	19%	€399
<b>Total</b>	<b>1,289,842,789</b>	<b>1,172,304,596</b>	<b>1,212,731,738</b>	<b>1,525,895,722</b>	<b>25.82%</b>		

Source: Eurostat

**EU 4-year History of Originating Countries for Extra-EU Bicycle Imports by Quantity**

Country of Origin	2012 (units)	2013 (units)	2014 (units)	2015 (units)	2014~2015 % Change	2015 % Share	Average Value (€)
Taiwan	2,425,945	1,879,522	1,861,679	1,839,612	-1.19%	24.6%	€314
Cambodia	947,033	1,393,440	1,208,399	1,380,148	14.21%	18.5%	€226
Philippines	651,876	793,039	912,196	849,357	-6.89%	11.4%	€48
Bangladesh	472,355	534,057	661,468	747,867	13.06%	10.0%	€99
China	450,224	581,372	444,290	495,542	11.54%	6.6%	€51
Thailand	657,320	644,882	686,817	466,479	-32.08%	6.2%	€90
Tunisia	446,180	346,192	424,239	424,486	0.06%	5.7%	€79
Sri Lanka	946,438	391,957	388,861	379,442	-2.42%	5.1%	€54
Turkey	209,460	241,023	307,238	315,483	2.68%	4.2%	€144
India	163,029	201,158	202,974	197,061	-2.91%	2.6%	€42
Indonesia	623,905	248,626	168,843	163,257	-3.31%	2.2%	€142
Vietnam	108,875	64,772	118,768	103,511	-12.85%	1.4%	€180
Other	231,675	143,470	249,912	112,082	-55.15%	1.5%	€209
<b>Total</b>	<b>8,334,315</b>	<b>7,463,510</b>	<b>7,635,684</b>	<b>7,474,327</b>	<b>-2.11%</b>	<b>100%</b>	<b>€166</b>

Source: Eurostat

**EU 4-year History of Originating Countries for Extra-EU Bicycle Imports by Value (€)**

Country of Origin	2012 (€)	2013 (€)	2014 (€)	2015 (€)	2014~2015 % Change	2015 % Share
Taiwan	590,808,979	494,938,885	485,794,573	576,780,980	18.73%	46.6%
Cambodia	173,201,140	245,573,540	233,742,567	312,349,506	33.63%	25.2%
Bangladesh	41,458,911	45,427,065	55,104,703	73,718,049	33.78%	6.0%
Turkey	21,420,085	28,083,242	36,430,290	45,473,576	24.82%	3.7%
Thailand	44,867,913	47,507,142	54,552,760	44,812,887	-17.85%	3.6%
Philippines	28,900,323	34,591,871	38,889,107	40,717,693	4.70%	3.3%
Tunisia	29,884,273	22,379,903	27,870,504	33,516,164	20.26%	2.7%
China	21,386,543	20,528,866	18,008,232	25,135,943	39.58%	2.0%
Indonesia	57,370,122	28,071,848	19,038,001	23,168,741	21.70%	1.9%
Sri Lanka	44,540,023	18,170,431	18,446,058	20,642,636	11.91%	1.7%
Vietnam	14,362,155	9,368,360	17,983,483	18,628,675	3.59%	1.5%
Other	27,229,199	22,471,934	25,909,755	23,473,297	-9.40%	1.9%
<b>Total</b>	<b>1,095,429,666</b>	<b>1,017,113,087</b>	<b>1,031,770,033</b>	<b>1,238,418,147</b>	<b>20.03%</b>	

Source: Eurostat

Extra EU imports of E-bikes rose dramatically in both total quantity and total value in 2015. A total of 720,883 E-bikes were imported into the

EU in 2015. This is a big 71% increase from the 420,249 units imported in 2014, and over 50% of the 1,357,000 units reported by CONEBI to be sold in the EU

in 2015. The total value of E-bikes imported rose by 58.9% to 287,477,575, indicating that the average value per unit imported was €399.

## EU 4-year History of Extra-EU E-Bike Imports by Quantity

Country of Origin	2012 (units)	2013 (units)	2014 (units)	2015 (units)	2014~2015 % Change	2015 % Share	Average Value (€)
China	296,602	343,812	340,267	533,065	56.66%	73.9%	€356
Vietnam	15,751	18,582	37,892	74,259	95.98%	10.3%	€539
Hong Kong	259	1,787	463	51,275	10,974.51%	7.1%	€110
Taiwan	18,169	23,313	21,335	39,126	83.39%	5.4%	€634
Switzerland	273	352	883	14,223	1,510.76%	2.0%	€1,399
Japan	31,078	13,007	16,994	4,218	-75.18%	0.6%	€1,406
Other	2,477	4,855	2,415	4,717	95.32%	0.7%	€341
<b>Total</b>	<b>364,609</b>	<b>405,708</b>	<b>420,249</b>	<b>720,883</b>	<b>71.54%</b>		<b>€399</b>

Source: Eurostat

## EU 4-year History of Originating Countries for Extra-EU E-Bike Imports by Value (€)

Country of Origin	2012 (€)	2013 (€)	2014 (€)	2015 (€)	2014~2015 % Change	2015 % Share
China	122,397,160	112,886,299	130,421,590	189,561,645	45.35%	65.9%
Vietnam	11,995,678	9,260,454	16,477,398	40,024,985	142.91%	13.9%
Taiwan	10,241,734	12,943,327	13,278,483	24,787,758	86.68%	8.6%
Switzerland	285,463	207,308	1,006,996	19,904,318	1,876.60%	6.9%
Japan	47,339,188	16,890,673	18,652,064	5,928,600	-68.21%	2.1%
Hong Kong	200,744	772,289	165,374	5,661,418	3,323.40%	2.0%
Other	1,951,144	2,229,146	957,786	1,606,836	67.77%	0.6%
<b>Total</b>	<b>194,413,123</b>	<b>155,191,509</b>	<b>180,961,705</b>	<b>287,477,575</b>	<b>58.86%</b>	

Source: Eurostat

## Poor weather and over-supply affecting 2016

CONEBI's 2015 EU bicycle production figure of 13,149,000 units combined with Eurostat's 2015 extra-EU imports data of 8,195,210 gives a total of

21,344,210 bicycles and E-bikes supplied to the EU market in 2015. CONEBI's EU sales figure of 20,340,000 units would tend to suggest that the EU market became over-stocked in 2015.

Although, EU production data for first half 2016 are not

available so far, import data from Eurostat show that extra-EU imports of bicycles were down by over 7% in total quantity in the first four months of 2016. First-half 2016 financial reports from both Shimano and Accell have referred to over-supply in Europe



affecting sales this year. Both of these companies also alluded to the poor weather seen by many European countries in the earlier part of the year affecting sales.

Imports of E-bikes are continuing to rocket upwards. 352,072 E-bikes have been imported into the EU in the first months of 2016—an 80% increase on the quantity imported during the same period in 2015. In the first four months of this year, nearly one in every eight bicycles imported in the EU was an E-bike.

Jan to Apr 2016 Bicycle and E-Bike Imports into the EU by Quantity

	Jan~Apr 2015	Jan~Apr 2016	% Change
Bicycles	2,923,478	2,540,119	-13.11%
E-bikes	195,517	352,072	80.07%
Total	3,118,995	2,892,191	-7.27%

Source: Eurostat

Jan to Apr 2016 Bicycle and E-Bike Imports into the EU by Total Value

	Jan~Apr 2015	Jan~Apr 2016	% Change
Bicycles	€494,391,360	€468,040,280	-5.33%
E-bikes	€100,498,742	€153,681,564	52.92%
Total	€594,890,102	€621,721,84	4.51%

Source: Eurostat

## Country Briefings

### Germany



German Bicycle industry association, ZIV reported this year that the mobility behavior of the Germans is changing rapidly, particularly in urban areas. The car is becoming less the transport mode of choice, while the bicycle is becoming more popular.

2015 was a successful year for bicycles in Germany, with ZIV estimating the annual turnover of the bicycle, parts and components industry at approximately € 5 billion. 4.35 million bicycles and E-bikes were sold in Germany in 2015—a growth of 6.6% from the previous year. The e-bike boom is continuing un-

abated. In 2015, 535,000 E-bikes were sold—an 11.5% growth on 2014's 480,000 units. Proportionally, 12.5% of all bicycles sold in Germany are E-bikes.

German municipal and federal government continue to develop greater infrastructure for bicycles and E-bikes. Last December saw the opening of the first section of a 100km bicycle 'autobahn' through the heart of the heavily-populated Ruhr valley. Other German cities are now also looking at developing better cycling infrastructure.

So far in 2016, conditions have not been ideal for continuing the growth of bicycle sales in Germany which saw less inclement weather in the first part of the year. According to Eurostat, in the first four months of this year German imports of bicycles (ex-

cluding E-bikes) were down by 10% in total quantity and down by about 1% in total value compared to the same period in 2015.

### UK



According to CONE-BI figures, just over 3.5 million bicycles were sold in the UK in 2015. Eurostat import data shows that the UK imported nearly 3.2 million bicycles at an average value of €151.03. While growing slightly in 2015, UK domestic production of bicycles remains a tiny percentage of

overall bike sales.

The Brexit referendum result to leave the EU affected both share prices and the value of the pound. Although many share prices have now recovered, the pound remains at levels approximately 12% lower than pre-referendum levels. Bicycle importers, distributors and retailers are raising prices in the face of increased supply costs.

An estimated 20 to 25% of all bicycles sold in the UK are through the country's largest bicycle retailer, Halfords. Affected by the Brexit referendum and struggling to shore up sales in its bicycle division Halford's share prices have fallen by over 30% in the past 12 months. Halford's, along with many in the UK bike industry will hope successful results for the UK in the Tour de France and Olympic cycling events will translate into increased participation and bicycle sales in Britain.

Earlier this year the two largest UK online retailers Wiggle and Chain Reaction announced their intention to merge. The combined businesses are expected to have an annual turnover in excess of £300 million.

In the first 4 months of 2016, bicycle imports into the UK from outside the EU were down by 16% in total quantity, and 5% in total value compared to the same period last year according to Eurostat data.

## The Netherlands



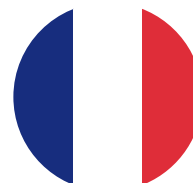
While the total quantity of bicycles sold in the Netherlands fell slightly, an increase in the average price per bike meant that total sales volume of bicycles for the country also increased during 2015.

According to Dutch industry associations BOVAG and RAI a total of 983,000 new bikes were sold in the Netherlands in 2015. This represents a fall of 6.4 percent from 2014 and a drop to under 1 million units for the first time in recent years. However, total turnover from bicycle sales rose to €899 million aided by the particularly strong growth of e-bike sales which now represent almost one in four of the new bikes sold in Holland.

Last year a total of 276,000 new E-bikes were sold, up 23.6 percent over the previous year. RAI also noted the ever increasing variety of E-bikes being sold, with folding bikes, cargo bikes and road bikes all becoming available with electric assist.

According to the latest data available for Eurostat, the first 4-months of 2016 have seen bicycle imports (non-electric-assisted) from outside the EU decrease by over 12% in total quantity and 1% in total volume compared to the first 4 months of 2015.

## France



Figures released by the French bicycle & sporting goods industry associations, Univelo and FPS show slight growth in the French bicycle market in 2015.

According to the figures released a total of 2,996,015 bicycles were sold in France last year—up 0.5% from 2014. The depreciation of the Euro against the US dollar led to the average price per bicycle increasing by 4.5% to €331. Total value of complete bikes sold on the French market was €961.6 million—also an increase of 4.5%. The total value of bicycle parts and accessories sold in 2015 also rose by 4.5% to 728.9 million euros.

As in other European countries, E-bikes are also continuing to gain popularity in France. According to the Univelo data, a total of 102,000 E-bikes were sold in 2015—and increase of over 30% for the 2014 figure of 78,500 units.

The quantity of bicycles (not including E-bikes) imported into France from both inside and outside the EU in the first four months of 2016 have increased by 22% compared to the similar period in 2015 according to Eurostat data. Total value of bicycle imports in the time frame have increased by 6%.

## Italy



According to data from CONE-BI, a total of 1,653,709 bicycles were sold in Italy during 2015, 2.24% down from the 1,695,000 bicycles sold the previous year. Of these, 56,189 units were E-bikes. Total value of bike sales last year remained the same as 2014 at €488 million.

In terms of quantity, Italy remains as the EU's largest manufacturer of bicycles, however, in 2015 bicycle production fell by 14% to a total of 2,344,000 units, down from 2,729,000 the year before.

## Spain



According to figures released by Spanish bicycle industry association, AMBE, 1,103,839 bicycles were sold in Spain last year. Although this is just 1.4% over the 1,089,000 bicycles sold in 2014, the total value of all bicycles products sold in Spain during 2015 was €1,471 million, over 8% up compared to 2014.

In previous years, sales of E-bikes have been slower to take off than in more northerly

European countries, however, 2015 saw E-bikes sales rocket up by over 39% with nearly 25,000 units being sold at an average value of €1,461. (see complete Spanish Bike market report on page 58)

In the first four months of 2016, total imports of complete bicycle (excluding E-bikes) into Spain are down by over 7% compared to the same period in 2014, according to Eurostat data, while the total value of those imports is up by over 7%.

## Portugal



EU bicycle manufacturers, Accell and Decathlon have joined forces with European bike industry publication, Bike Europe in efforts to encourage suppliers to set up production/warehousing facilities within the EU in order to decrease supply times. Portugal's 'bike valley' in Agueda has been a major focal point for these programs.

Last year, according to CONEBI statistics, 1.9 million bicycles were manufactured in Portugal, up from 720,000 in 2014—a 163% increase. (See complete report on Portuguese bike industry on page 26)

However, according to Eurostat, bicycle exports from


Portugal in 2015 remained at a roughly similar level to 2014 - around 1.4 million units at an average per unit export value of approximately €133.

## Switzerland



Recent statistics released by VeloSuisse, the association of Swiss bicycle suppliers, reveal that in a predominantly flat overall Swiss bicycle market, E-MTBs are showing the most market growth.

According to the released data, a total of 323,059 bicycles were sold on the Swiss market last year, down slightly from the total sales of 325,908 units in 2014. However, E-bikes continue to be proving popular, especially E-MTBs of which 19,687 were sold in 2015, a 43% increase from 2014 sales of 13,697 units.

E-bikes in general continued to gain market share over non-powered bicycles in the Swiss market. The city bike category was able to maintain market share, while the city e-bike share grew compared to the previous year. 



# Healthy Spanish Bike Market Boosted by E-bike Sales

Text & Photos: Editorial Dept.

2015 turned out to be a stable year for the bike market in Spain. According to figures released by Spanish bicycle industry association, Asociación de Marcas y Bicicletas de España (AMBE), 1,103,839 bicycles were sold in Spain last year. Although this is just a 1.4% over the 1,089,000 bicycles sold in 2014, the average value of bicycles rose by 6% to €451, and the total sales value of all new bicycles sold in Spain during 2015 was close to €530 million.

According to AMBE, total sales of bicycle products components, clothing and P&A was €1.47 billion, up a healthy 8.62% from 1.35 billion in 2014. The bicycle sector now represents

over 23% of all sporting goods industry sales in Spain.

## Categories

Traditionally cyclists in Spain have tended towards sportive and MTB bikes. While MTB bikes continue to be the top selling type of bicycle with a 46% share of the market, this decreased by 1.69% compared to 2014. Road, Urban and E-bike categories all increased market share in 2015. While the sales of e-bikes rose by nearly 40%, the overall market share for e-bikes is still rather small in Spain compared to other European countries, with just 24,652 units sold in 2015.



The Barcelona public bicycle system has been in use since 2007.

Category	Volume	Change	Share	Average Price	Total Value
MTB	513,714	-1.69%	46%	€613	€314,906,682
Road	68,273	20.54%	6%	€1526	€104,184,598
Urban	107,702	13.25%	10%	€220	€23,694,440
Juvenile	389,546	-1.78%	35%	€130	€50,640,980
E-bikes	24,604	39.35%	2%	€1461	€35,946,444
<b>Total</b>	<b>1,079,235</b>			<b>451</b>	<b>€529,373,144</b>

Source: AMBA

## Sales Channels

Specialty bicycle dealers continue to be the major sales channel within the Spanish retail market. Last year the number of bicycle retailers grew 8.74% to 3,048 dealers. Specialty stores accounted for 75.6% of bicycle sector sales in 2015 holding a large market share over multi-sport chains such as Decathlon, Sprinter and Forum which accounted for 14.4% of bike sector sales. Hypermarkets such as Carrefour and El Corte accounted for 9.1% of bike sales value in 2015.

Channel	Share	Change
Specialty dealers	76.5%	+12.6%
Multi-sport chains	14.4%	-6.3%
Hypermarkets	9.1%	-2.8%

Source: AMBA

## Import / Export / Production

According to EU import statistics, Spain imported 1,079,865 bicycles (excluding e-bikes) with a total value of €223.5 million last year. Of these, 184,944 units originated from outside the EU, with an the average import price per bike of just over €223, the total value of

bikes imported from outside the EU was just over €41 million—a slight increase from the €39 million total value imported in 2014. The biggest exporting country of bikes into Spain is Portugal which, according to Eurostat data, exported 555,939 units (excluding e-bikes) to Spain with an average value of €154 in 2015.

According to Eurostat,

Spain exported 425,463 bicycles (excl. e-bikes) in 2015, this continued the recent downward trend in Spanish export of bicycles which in 2012 stood at 664,138 units.

According to the latest information supplied by CONEBI, 355,000 bicycles were manufactured in Spain during 2015. 🌐

	2013	2014	2015	2015 Total Import Value	2015 Average Unit Import Value
Import	1,060,457	1,208,006	1,079,865	€233,502,077	€219
Export	542,691	456,803	425,463	€98,947,633	€259
Domestic Production	375,000	356,000	355,000		

Source: Eurostat & CONEBI. (Import and export data is for HS87120030 only and do not include e-bikes.)



# Over-Supplied US Market

Text & Photos: Editorial Dept.

The National Bicycle Dealers Association (NBDA) described 2015 as a stable year with retail sales of bicycles, components and accessories totaling \$6.2 billion. This figure shows a slight increase from the \$6.1 billion in 2014 and \$5.8 billion in 2013.

According to United States International Trade Commission (USITC) data, just over 17 million bikes were imported into the US during 2015, 4% down from the 17.8 million complete bicycles imported in 2014. The total imported value of complete bicycles last year was over \$1.6 billion, a rise of 11.2% over the 1.45 billion total value imported during the same period in 2014. The vast majority of these imported bikes were from China and Taiwan. In value, 67% was from Chinese imported bikes and 28% from Taiwan.

## Over-Stocked Market

It appears that brands and suppliers over-forecast in 2015 and built up inventory through the year and resulted in record high levels by year end and a carry over that has led to dis-

counting and “aggressive” selling methods going into 2016 – and a reduction in the quantity of bicycles ordered and imported into the U.S.

Total U.S. imports of bicycles in the first six-months YTD 2016 were down nearly 11 percent in units compared to 2015, dropping to 8,495,154 bikes of all wheel sizes from 9,533,023 YTD in 2015. During this period the volume of bike imports from

China dropped by 11.4% while those from Taiwan plummeted by a whopping 31%.

The total dollar value of bike imports for all wheels sizes fell by over 18% during the first six months YTD of 2016. A total value of \$701,856,764 complete bicycles have been imported so far in 2016 compared to \$859,216,345 in the same period of 2015.

### 6-month YTD 2016 bicycle imports into US – by volume

Region	2015 YTD	2016 YTD	% Change
China	8,839,273	7,830,222	-11.42%
Taiwan	405,945	278,669	-31.35%
Hong Kong	166,820	243,358	45.88%
Cambodia	72,033	75,152	4.33%
Other	48,952	67,753	38.41%
<b>Total</b>	<b>9,533,023</b>	<b>8,495,154</b>	<b>-10.89%</b>

Source: USITC

### 6-month YTD 2016 bicycle imports into US – by total value (US\$)

Region	2015 YTD	2016 YTD	% Change
China	\$579,985,026	\$484,740,369	-16.42%
Taiwan	\$243,017,519	\$173,869,330	-28.45%
Hong Kong	\$8,891,307	\$12,140,083	36.54%
Cambodia	\$10,584,859	\$11,367,103	7.39%
Other	\$16,737,634	\$19,739,879	17.94%
<b>Total</b>	<b>\$859,216,345</b>	<b>\$701,856,764</b>	<b>-18.31%</b>

Source: USITC

The average dollar value of a bicycles imported into the U.S. in the first six months YTD 2016 were also down, dropping to an average of 82.62 so far this year compared to \$90.13 during the same period last year. The average imported value of bicycles from Taiwan however, rose once again, for the first time going over the 600 dollar-per-unit mark.

While 2016 isn't looking like the worst year for U.S. bicycle imports over the last decade, it is beginning to look like a counter to the high bicycle imports of 2015.

### A difficult year for all

The US bicycle media has been awash with news of bicycle companies restructuring business models (laying-off workers), consolidating sales channels (dropping distributors / brands) and offering poor financial results.

Most recently, Dorel Industries announced that the companies Sports segment—including the brands of GT and Cannondale, made an operating loss of \$44 million in the first six-months of the year, and that Dorel Sports would be laying-off 4% of global workforce in efforts to ensure future profitability. Dorel are not the only bike industry company laying off workers. So far this year, SRAM, Specialized, Giant USA and Halway Lambert have all announced layoffs. Last year, Accell North America reduced its workforce by about 30 percent

6-month YTD 2016 bicycle imports into US – by average bicycle value (US\$)

Region	2015 YTD	2016 YTD
China	\$65.61	\$61.91
Taiwan	\$598.65	\$623.93
Hong Kong	\$53.30	\$49.89
Cambodia	\$146.94	\$151.25
Other	\$341.92	\$291.35
Total	\$90.13	\$82.62

Source: USITC

when it ended sales of Lapierre bikes and consolidated warehousing. While showing healthy sales and profits in Europe, Accell's latest financial report showed a drop in revenue for North America in part caused by two major bankruptcies of multi-sports chains in North America.

### Changing retail landscape

As has been well documented, the retail landscape in America is changing. Numerous factors, including the coming-of-age of the millennial generation, and the ever-increasing rise in e-commerce has made it increasingly difficult for traditional bike stores to make a profit. 2016 is seeing this trend continue. Trek's announcement of its intention to go 'omnichannel' by selling bikes over the internet last year, caused much heated discussion. However, Giant USA soon followed suit with their own e-commerce program. In 2016, both Raleigh and most recently, Kona have also announced intentions to sell

bicycles online. It seems safe to say that this trend is set to continue and we can expect to see other brands adopting online selling programs in the near future.

Some traditional 'brick and mortar' outlets have been struggling in 2016—particularly noticeable in the sport chain sector. Last year, sporting goods chain, City Sports filed for bankruptcy and closed 27 stores throughout the United States. The company owed assets of between 10 and 50 million, some to bicycle companies like Accell. In March of this year, Sports Authority also filed for bankruptcy and subsequently closed all of its 463 stores. At the time of filing for bankruptcy, Sports Authority had 14,000 employees. Then in May of this year, Vestis Retail Group filed for bankruptcy and closed its 47 Sport Chalet stores. Some bike store owners in the US have noted that their bicycle sales have been affected by liquidation sales of bikes from these closing stores.



# The Brutal Truths... and What Suppliers Can Do About Them!

Text: Jay Townley

On April 14, 2016 Jerry Stritzke, the CEO of REI challenged the American bicycle industry at the Bicycle Leadership Conference by asking: “Who in the bicycle industry is going to talk about the brutal truths?” We think it’s time to start the discussion about the Brutal Truths and what suppliers in America and Asia can do about them... and invite you to join us!

Before starting I would like to point out that...this is just the beginning of an ongoing discussion of the brutal truths about the American bicycle business...and is the first in a series of articles and Gluskin Townley Group we-

binars and podcasts about this ripe and vitally important subject.

In this article we will focus on the supply side and what brands, manufacturers and suppliers can do about the brutal truths. If you have any questions about the history, research or factual data supporting any of the” truths” or our opinions about them let us know!

## Bicycles and Cycling losing their Relevance with American Consumers!

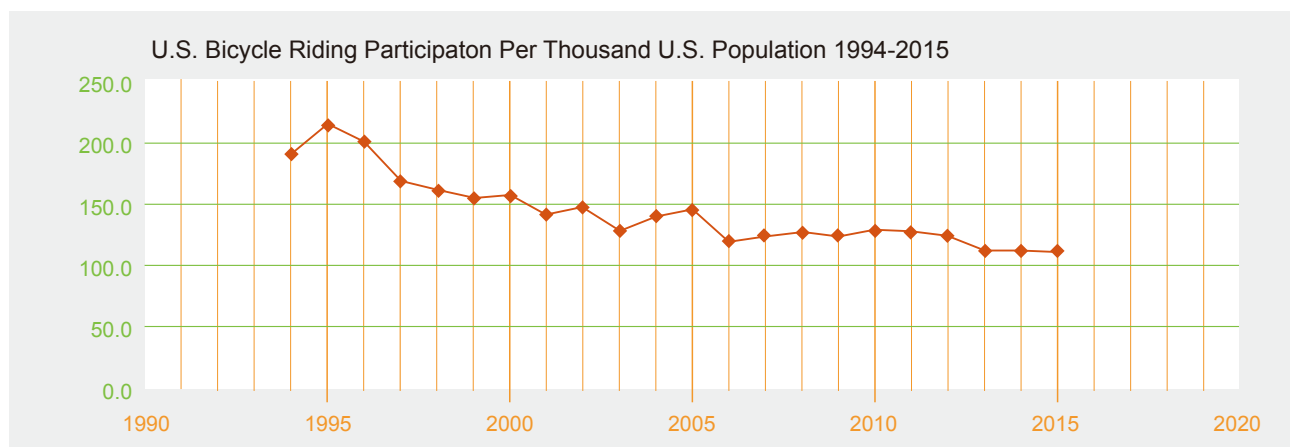
The first Brutal Truth we want to discuss is the finding that...bicycles and cycling have lost their relevance with Ameri-



▲ Bicycle industry analyst and one of the senior partners of industry consultants, Gluskin Townley Group, Jay Townley has had his fingers on the pulse of the US bike industry for over 50 years.

can consumers.

We arrived at this conclusion over the last twenty years or so. The chart below has been



Source: National Sporting Goods Association; U.S. Census Bureau; Gluskin Townley Group projections and estimates.



evolving for years and has been featured in the NBDA U.S. Bicycle Market Overview annual Reports and during our Super Seminar presentations at Interbike, as well as published in numerous articles and as a part of our webinars over the last four years.

What this chart shows is U.S. bicycle riding participation per 1000 U.S. population over the last 22 years - from 1994 through 2015.

In 2015 the leading American bicycle advocacy / business trade association, PeopleForBikes published bicycle riding participation research that it conducted during the last quarter of 2014. The report that was presented to the global business found a much larger incidence rate of American bicycle riding participation and accordingly a much larger per 1000 U.S. population than what we have been presenting over the last twenty years based on the annual re-

search work and findings of the National Sporting Goods Association (NSGA).

One of propositions advanced by PeopleForBikes in framing its overall principals of explanation for its bicycle riding participation research and the methodology it employed is that they keep hearing reports of bicycle riding participation increasing in cities and city centers.

We agree, and we also receive reports of people in the bicycle business “seeing more people riding bicycles” particularly in the bigger cities. However, it isn’t a simple matter to accurately survey and quantify these reports and the kind of funding required has not been made available - even by NSGA or PeopleForBikes that spent a considerable budget on the research it conducted and published.

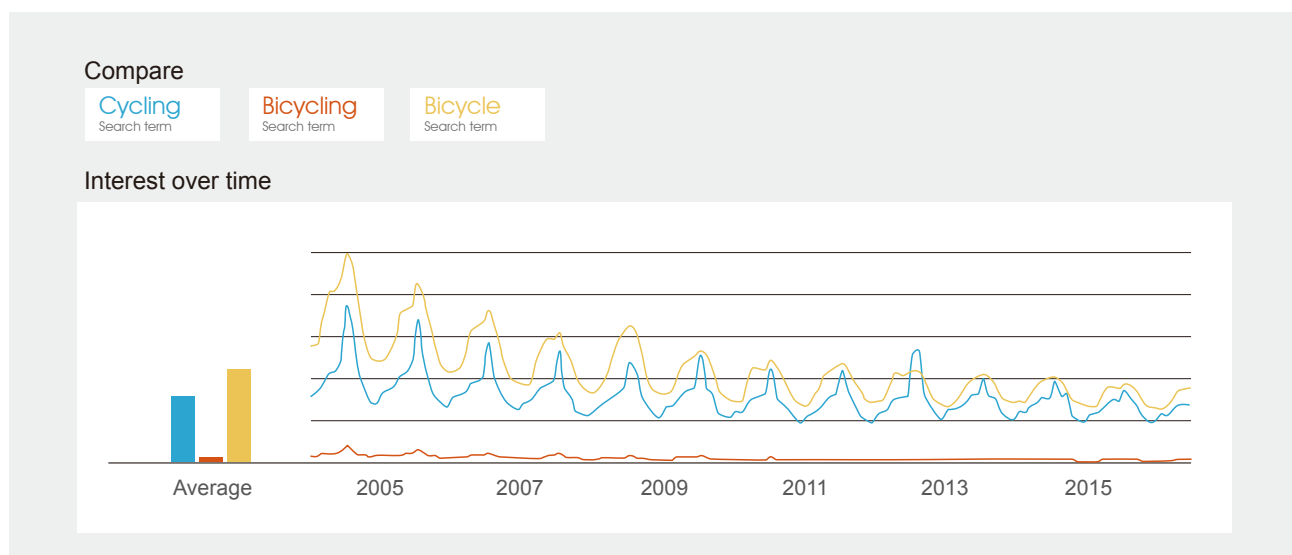
What we are basing our conclusion on is decades of annual research employing the

same consistent methodology - as shown in the chart.

The main-stream American bicycle business would like a different result and the one time bicycle riding participation research it conducted (at least so far) is, we believe, an example of Cognitive Dissonance.

### Cognitive Dissonance

What scientific evidence shows is...we, human-beings filter information, data and evidence when it challenges our strongly-held beliefs. We use what are called “post hoc maneuvers” to reframe anything inconvenient to our original position. We question the validity of the evidence, or the credentials of the people who discovered it, or their motives, or the research methodology employed...or anything and everything about any inconvenient truth presented.



Source: Google and Rick Vosper

The more information that emerges to challenge our perspective, the more creatively we search for new justifications, and the more entrenched we become in our prior view.

This tendency, as we said, is called "cognitive dissonance," or I don't want to hear it! However, this inconvenient brutal truth is among several that have to be recognized, acknowledged, objectively discussed and acted on if the traditional, main-stream American bicycle business wants to survive, in its present form, going forward.

The chart on the previous page was recently provided by Rick Vosper and it has been a real eye-opener!

What it shows is a Google search of the terms: Cycling, Bicycling and Bicycles from 2005 to the present.

What this also shows... is a history of declining Google searches, over the last 11 years for the terms Cycling, Bicycling and Bicycles! We submit that this is further evidence of the declining relevance of bicycles and bicycling to Americans!

We have heard the arguments that "relevance" doesn't matter as long as there are enthusiast cyclists who will keep buying high-end performance bicycles and related gear - but the enthusiast sub-culture has changed and is being changed by the inevitability of American demographics and the empowerment of the consumer by the In-

ternet and the pervasive technology of the digital age!

The bottom line is... American bike shops are struggling to make a fair profit as fewer and fewer consumer walk through their front doors and more of those that do walk in - leave without buying, but go to another channel of trade to make their new bicycle purchase!

### **What can the bicycle business supply side - in the u.s. and in asia - do about bicycles and bicycling losing their relevance in america?**

To begin with the solution, we think, is obvious - actively, aggressively and intelligently promote bicycles and bicycling to the American public! This - however is much easier said than done.

### **The American bicycle business needs to pull together and fund and form an all inclusive not-for-profit trade association focused on promoting bicycles and bicycling!**

Emergence of The20Collective is an indication that there are those in the American bike business that "get-it" and are searching for ways to motivate all the bike business players in supply and retail to develop sources for the required funding for promoting bicycles and bicycling... and employing that funding effectively.

The solution for funding that has been proposed is interesting and I am sure many in the supply side have noticed that they aren't being asked to put any of their wealth on the line - because the effort is to get specialty excise tax legislation passed and signed into law that will place a federal tax on the sale of bicycles and certain accessories that the IRS and the Treasury will turn over to the American bicycle business to spend on promoting bicycles and bicycling.

While it will take a while to really find out if this approach is viable The20Collective appears satisfied that the big players and associations are flying to Washington to meet up with professional lobbyists to get the special bike business excise tax off the ground and rolling through the congress.

With this said, I do believe the supply side companies, both old established firms and newcomers, in North America and Asia can do the American bicycle business a huge favor by getting involved in forming an inclusive umbrella not-for-profit organization like the BIA and set about collecting funding from the bike business companies and the retailers and establish modern governance and a professional staff to spend that money according to an approved plan with appropriate oversight to effectively promote bicycles and bicycling in Amer-

ica - and sell more bicycles and all related products and services as the result!

**Flat sales of new bicycles in the U.S.!**

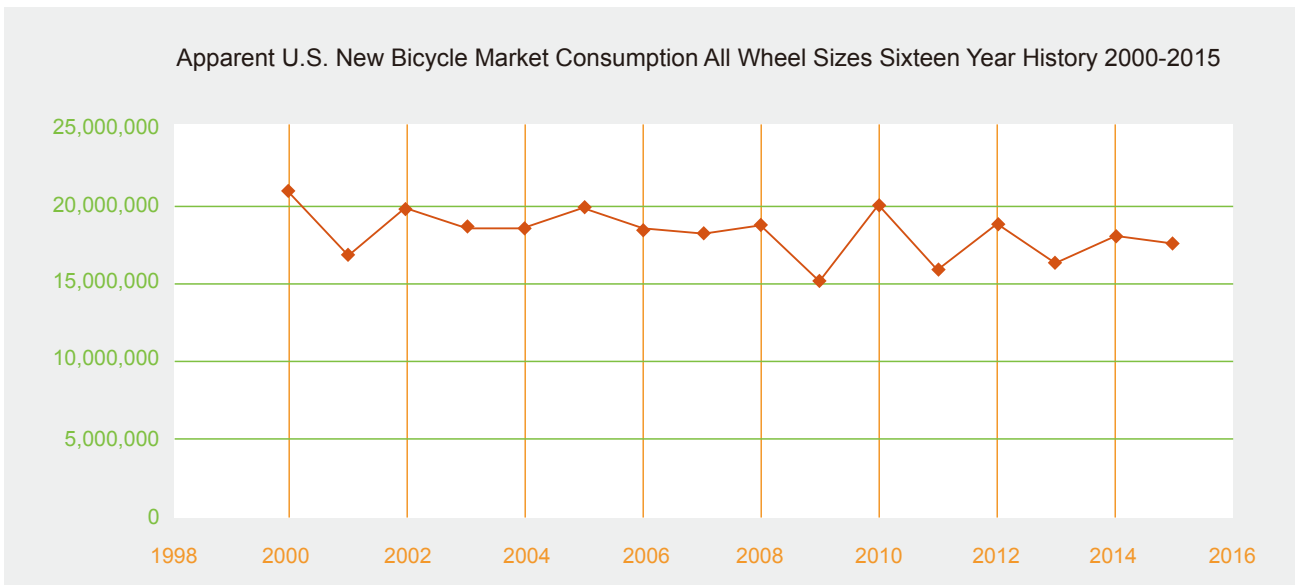
The Brutal Truth that we talk about and write articles and editorials about the most - is: Sales of new bicycles are flat

in the U.S. and have been since 2000 - when the American bicycle business decided to shift from bicycling as an activity to bicycling as a sport.

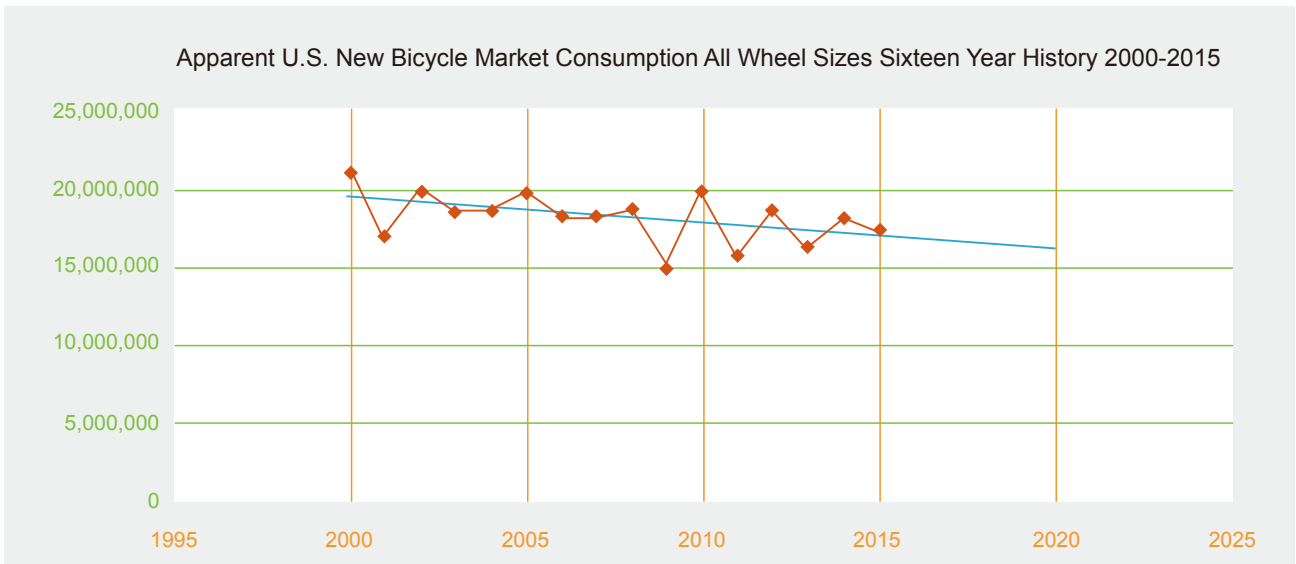
The chart, below shows apparent U.S. new bicycle market consumption of all wheel sizes of bicycles over the last 16 years from 2000 through 2015.

Apparent market consump-

tion is inclusive of all bicycles sold into retail. This means shipments / sales to retailers and includes what retailers sell to consumers and the inventory they are holding. This method has the advantage of being the same method the American bicycle industry used to track sales for decades - allowing trend analysis from the period after World Wide

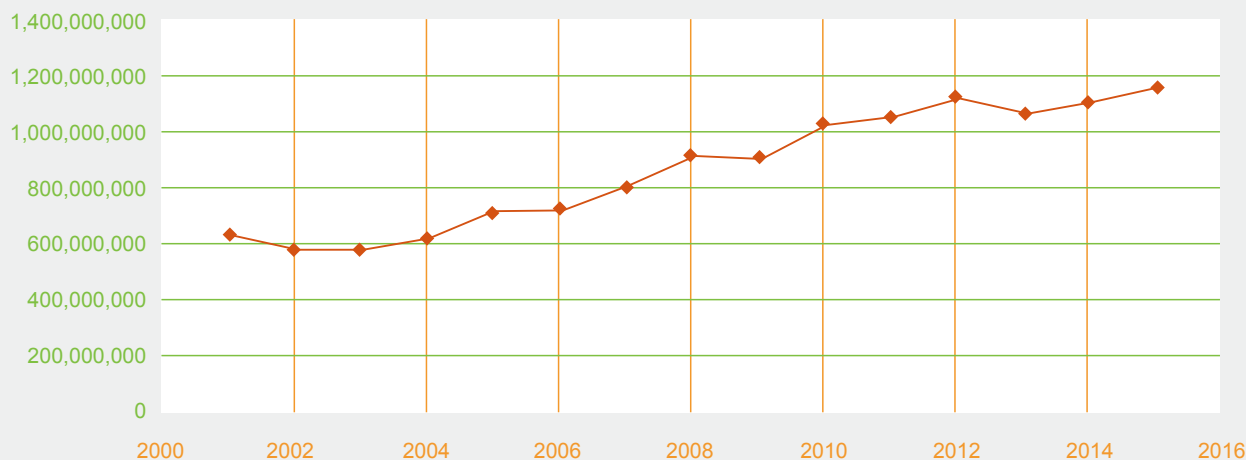


Sources: U.S. Department of Commerce Import Statistics for 2000-2015; The Bicycle Council market estimates for 2000; The Gluskin Townley Group 2001-2015.



Sources: U.S. Department of Commerce Import Statistics for 2000-2015; The Bicycle Council market estimates for 2000; The Gluskin Townley Group 2001-2015 with a trend line added to 2020

Supplier Sales of New Bicycles at wholesale value to American Bike Shops 2000 thru 2015



Source: Bicycle Product Supplier Association (BPSA)

It up to the present.

The chart beneath it shows apparent U.S. new bicycle market consumption of all wheel sizes over the last 16 year history - with a trend line project out to 2020. Where the American bicycle business is headed, in the short-term, over the next 5 years, including this year, is very obvious.

As the flat nature of the American bicycle market data mounted over the last 16 years and more data and information emerged to challenge the conventional wisdom, one of the counter points that has been repeatedly made is dollars are more important than units and the per thousand relevance data based on units.

The chart above shows supplier sales of new bicycles at wholesale value to American Bike Shops over the last 16 years from 2000 through 2015 - and

yes, the dollars do steadily increase!

This is very creative justification that supports the view that as long as the dollars keep increasing there is really nothing to worry about! This is "cognitive dissonance" at its very best - because as the dollars have increased - the typical American bike shop has not made a profit on the sale of a new bicycle over the same 16 years!

As we have pointed out many, many times before - the increase in dollars has been a benefit up stream from American bike shops - but the benefit of the increase in dollars has not, for the most part, found its way into bike shops cash registers!

### What can the supply side do about...flat sales of new bicycles in the u.s.?

First, the basic advocacy

programs and initiatives since 2000 have to continue because they represent the foundation of the infrastructure required to grow bicycling in America.

The good news is...when the President signed HR 22, or the FAST Act into law on December 4, 2015, turning it into Public Law 114-94, it was not only retroactive to October 1st, 2015, but also spelled out in detail the amount of federal funding that will be available for bicycle facilities and programs for the next five years - from 2016 through 2020!

This changed the world of American bicycle advocacy from one that had been continually lobbying for the next years funding extension or amount - to one of crafting and shaping the bicycling facilities and bicycle programs that the available federal funding will be spent on over the next five years - because the

funding amount is a done deal!

**How much funding are we talking about here?**

From 2011 through 2015, or the last five years, American bicycle advocacy was able to lobby for and get a total of \$4 billion, or an average of \$795 million per year for each of the last five years.

The FAST Act, now Public Law 114-94 provides a total of \$4.2 billion in federal Funding for bicycle facilities and programs over the next five years - from 2016 through 2020, or an average of \$844.0 million per year.

Keep in mind that the \$4 billion, or the average of \$795 million spent per year over the last five years - combined with the amounts spent going back to 2000 haven't moved the needle and have resulted in the flat sales of new bicycles we have seen in the previous charts for the last sixteen years! However, these expenditures of federal funding have created the infrastructure foundation required to grow bicycling in America.

Next, to build on this foundation the supply side needs to aggressively pursue the actions recommended in the previous section to turn around the loss of relevance of bicycles and bicycling - but flat sales of new bicycles in the U.S. requires something more.

**So, lastly the American bicycle business, with the help and participation of its Asian suppliers needs to come together and add to a non-profit trade association focused on promoting bicycles and bicycling - form a stand-alone not-for-profit education foundation.**

I know, there already is a not-for-profit advocacy organization and a separate not-for-profit education foundation, but there focus is advocacy and what is proposed here is a not-for-profit trade association, funded by the bicycle business and focused on promoting bicycles and bicycling - and a stand-alone not-for-profit educational foundation that would provide education and training to both consumers through the existing public education system and all aspects and all sectors of the American bicycle manufacturing, distribution and retail businesses.

One of the objectives of the proposed not-for-profit education foundation is to understand American demographics, consumer trends, specialty retail trends and technical, communication, and transportation trends along with weather patterns and organizing, presenting and teaching all of these essential elements to the whole of the current and future American bicycle business and including an ongoing forecasting methodology and system.


Individual companies and independent bike shops can

choose or invent their own business models that are best suited to their vision and their market space, neighborhood and community, but the national not-for-profits, and bicycle business network that supports them, sets the uniform certification standards that in turn can be promoted to the American public.

**Promote diversity and inclusiveness!**

While the bicycle business struggles with the need for inclusive, properly funded and effective national not-for-profit trade organizations that represent the totality of the American bicycle business - suppliers, including those in Asia can get behind and promote bicycling for everyone - not just the enthusiasts, but everyone!

In 2015 the League of American Bicyclists published *Bike Shops For Everyone*, and this report presents strategies for making bike shops more welcoming to women and all Americans and represents an excellent starting point.

Becoming inclusive and welcoming everyone is essential to the success of the American bicycle business going forward and a key element in what the North American and Asian supply side can do to about flat sales of new bicycles in the U.S. It is no longer about the bike, it's about the experience! 

# Taiwan First-Half 2016 Global Bike Exports Slump

Text & Photos: Editorial Dept.

At the end of 2015, many in the Taiwanese bike industry predicted that 2016 would be a difficult year, and so far this year that certainly proving to be the case. Draft statistics recently made available by Taiwan Bicycle Association (TBA) show that in the first six months of 2016, global exports of complete bicycles (not including e-bikes) were down by over 27% compared to the same period in 2015, and exports of bicycle components and accessories were down by 6%. The only small bright spot was that Taiwanese manufactur-

ers had more than doubled their exports of electric-assist bikes.

From January to June 2016, 1,526,344 bicycles were exported from Taiwan, 27.3% down from the 2,099,824 bicycles exported over the same period last year. The average export value of these bikes increased by 8.19% to US\$ 448.00, and the total export value was US\$683,804,332—down 21.35% from US\$869,472,934 total value exported in the first six months of last year.

It may be fair to point out that during the same period in 2015 last year, exports from Tai-

wan were at exceptionally high levels as buyers in Europe were stocking up in advance of price hikes to counter the weakened Euro, while buyers in the US over-estimated demand. This resulted high inventory levels in many countries. Exports in 2015 curtailed severely in the second half of 2015 and the first half of this year. Nevertheless, the TBA's draft figures are still down from levels the Taiwan industry was hoping to see.

**First-half 2016 – Taiwan bicycle exports – by region**

	Bicycle Export Volume (Units)			Bicycle Export Value (US Dollars)			Average Bicycle Value (US Dollars)		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
NAFTA	287,973	405,437	-28.97%	\$195,369,618	\$266,523,150	-26.70%	\$678.43	\$657.37	3.20%
EU	885,255	1,223,881	-27.67%	\$290,110,120	\$353,393,683	-17.91%	\$327.71	\$288.75	13.49%
EFTA	47,732	54,901	-13.06%	\$26,492,198	\$32,800,182	-19.23%	\$555.02	\$597.44	-7.10%
Other Major Markets	267,927	373,521	-28.27%	\$153,867,852	\$197,816,884	-22.22%	\$574.29	\$529.60	8.44%
Other	37,457	42,084	-10.99%	\$17,964,544	\$18,939,035	-5.15%	\$479.60	\$450.03	6.57%
<b>Total</b>	<b>1,526,344</b>	<b>2,099,824</b>	<b>-27.31%</b>	<b>\$683,804,332</b>	<b>\$869,472,934</b>	<b>-21.35%</b>	<b>\$448.00</b>	<b>\$414.07</b>	<b>8.19%</b>

Source: TBA draft statistics

## Europe

Once again, the EU remained the top export destination, although exports to nearly every European country fell sharply. Most notably, sales of complete bikes to UK fell by 47.3%, to the Netherlands by 22%, to Sweden by 21% and to Germany by 13%.

According to the TBA's draft figures, a total of 885,255 complete bicycle were shipped to the EU between January and June this year, down from 1,223,881 during the same period in 2015. The average export value per bike increased sharply by over 13% up to US\$327.71—up from US\$288.75. The average value of bicycles to the UK jumped dramatically by over 47% from US\$231.52 to US\$340.88. The total value of complete bicycles exported to the EU was US\$290,110,120, down 17% from US\$353,393,683 total value exported in the first half of 2015.

## North America

The United States was still the biggest single export destination for Taiwanese manufactured bicycles. According to the TBA's draft figures, in the first six-months of 2016, Taiwan exported 287,546 complete bikes—down 27.4% from 405,437 exported in the same period of 2015. The average exported bike value increased from US\$659.39 to US\$677.13, and the total exported value dropped by 25% from

### First-half 2016 – Taiwan bicycle exports – by region

	2016	2015	% Change	Average US\$ Value
USA	255,546	352,025	-27.41%	\$677.13
UK	194,832	369,628	-47.29%	\$340.88
Netherlands	153,492	195,735	-21.58%	\$503.14
Germany	124,217	143,190	-13.25%	\$314.28
Sweden	108,884	137,882	-21.03%	\$147.15
Japan	88,031	132,221	-33.42%	\$476.06
Italy	71,041	72,275	-1.71%	\$188.49
Belgium	62,721	70,383	-10.89%	\$560.91
S.Korea	52,136	50,261	3.73%	\$553.87
China	39,833	48,396	-17.69%	\$617.05

Source: TBA draft statistics

### First-half 2016 - Top Ten Bicycle Export Destinations by Total Value (US\$)

	2016	2015	% Change
USA	\$173,038,287	\$232,120,947	-25.45%
Netherlands	\$77,227,436	\$101,842,117	-24.17%
UK	\$66,414,467	\$85,577,520	-22.39%
Japan	\$41,908,436	\$53,272,849	-21.33%
Germany	\$39,038,641	\$43,586,704	-10.43%
Belgium	\$35,180,956	\$34,554,671	1.81%
S. Korea	\$28,876,820	\$28,179,943	2.47%
China	\$24,579,135	\$28,499,500	-13.76%
Canada	\$20,106,776	\$32,030,716	-37.23%
Australia	\$20,022,998	\$23,774,302	-15.78%

Source: TBA draft statistics

US\$232,120,947 in the first half of 2015 to US\$173,038,287 during the first half of 2016.

## Asia

In Asia, the situation was similar. Taiwanese bicycle exports to Japan were down by 33%, while exports to China and Thailand fell by 17% and 49% respectively. Only bicycle export volumes to South Korea held firm with a slight increase of 3.7%.

With a total of 52,136 bicycles at an average value of US\$560.67 per bike exported there during the first six months of this year, South Korea is now the second largest export destination in Asia for Taiwanese-made bicycles. Japan remained as Asia's largest importer of Taiwanese bicycles. 88,031 units were exported to Japan at an average value of US\$476.06 from January to June of 2016.

## E-bikes exports rising

The only rays of sunshine for Taiwanese manufacturers in the TBA's draft figures are with e-bike exports. Taiwan more than doubled the total volume and nearly quadrupled the total value of e-bikes it exports around the world in the first six months of 2016 compared to the same period in 2015. Although, previously Taiwan's export of e-bikes

represented only a tiny percentage of its total bicycle exports, the reduced bicycle exports from the first half of this year coupled together with the higher general export value of e-bikes mean

that for for the first six months of 2016, the total value of e-bikes accounted for nearly 10% of all Taiwanese complete bicycle exports.

### First-half 2016 – Taiwan bicycle exports – by region

	2016	% Share	2015	% Share
E-bikes exported	\$71,315,202	9.4	\$21,227,647	2.4
Bicycles exported	\$683,804,332	90.6	\$869,472,934	97.6

Source: TBA draft statistics

### First-half 2016 bicycle & e-bike export volumes

	Bicycle Export Volume (Units)			Bicycle Export Value (US Dollars)			Average Bicycle Value (US Dollars)		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
Netherlands	31,165	5,822	435.30%	\$29,146,027	\$4,592,015	534.71%	\$935.22	\$788.73	18.57%
Germany	10,801	16,442	-34.31%	\$8,477,920	\$8,059,664	5.19%	\$784.92	\$490.19	60.13%
USA	10,070	1,840	447.28%	\$15,662,009	\$1,585,637	887.74%	\$1,555.31	\$861.76	80.48%
UK	6,767	990	583.54%	\$2,287,096	\$478,075	378.40%	\$337.98	\$482.90	-30.01%
Other	10,742	6,571	63.48%	\$15,740,135	\$6,510,242	141.77%	\$1,465.29	\$990.75	47.90%
Total	71,560	33,679	112.48%	\$71,315,202	\$21,227,647	235.95%	\$996.58	\$630.29	58.11%

Source: TBA draft statistics

The lion's share of Taiwanese e-bikes were exported to Europe, where electric-assist bicycles are enjoying ever-rising popularity. However, the TBA's figures from three countries particularly stood out as being exceptional.

Taiwan's e-bike exports to the Netherlands rocketed from 5,822 units in the first half of 2015 to 31,165 in the same period

this year. During that time-frame, the average export value per bike increased by 58% from \$630.29 to \$996.58. Both in terms of volume and value, Taiwan exported more e-bikes to the Netherlands than any other country.

Export volume to Germany fell 16,422 to 10,801 units. However, as the average value increased substantially from \$490.19 to \$784.92, the total ex-

ported value to Germany actually rose slightly from \$8,059,664 to \$8,477,920.

Exports to the USA grew to a substantial amount in the first half of 2016. Taiwan exported 10,070 e-bikes to the USA during this period. At an average export value of over US\$1,555 per bike, the total export value amounted to \$15,740,135





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Type: 28" E-BIKE Frame  
Material: Alloy 6061  
H/T Size: 1-1/8" Integrated  
Shimano System E-6000  
Battery Location: Carrier  
Code: DLFA005-28500



## MODEL: E2

Type: 27.5" E-BIKE Frame  
Material: Alloy 6061  
H/T : 1- 1/8" X 1.5" Taper Head-Tube Integrated  
Shimano System E-6000  
Battery Location: D / T  
Code: DLFM002-27.5483



## MODEL: 16-MTB-26003

Type: 26" Fat BIKE Frame  
Material: Alloy 6061  
H/T Size: 1- 1/8"  
BB Size: 100mm



## MODEL: 16-MTB-27502

Type: 27.5" Plus Frame  
Material: Alloy 6061  
H/T size: 1- 1/8" X 1.5"  
Taper Head-Tube  
BB size: 83mm



## MODEL: 16-MTB-27503

Type: 27.5" MTB Frame  
Material: Alloy 6061  
H/T Size: 1- 1/8" X 1.5"  
Taper Head-Tube  
BB Size: 68mm



## MODEL: 16-RC-700C02

Type: 700c ROAD Frame  
Material: Alloy 6061  
H/T Size: 1- 1/8" X 1.5" Taper Head-Tube  
BB Size: 68mm



## MODEL: 16-RC-700C03

Type: 700c ROAD Frame  
Material: Alloy 6061  
H/T Size: 1- 1/8"  
BB Size: 68mm



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MATERIAL: AL6061

WEIGHT: 3.44KG

C-T: 390MM



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 Wheel size: 700C  
 Use: Racing bike  
 Dropout: Forged  
 Weight: 547g  
 Option: Pivot / Roller /  
 IS mount /  
 Post mount



### OS-D466

Steerer tube: 1-1/8" Alloy(6061)  
 Blade: Ø43 Alloy(6061)  
 Wheel size: 700C  
 Use: Racing bike  
 Dropout: Forged  
 Weight: 605g  
 Option: Pivot / Roller /  
 IS mount /  
 Post mount



### OS-E655

Steerer tube: 1-1/8" Alloy(6061)  
 Blade: Ø50 Alloy(6061)  
 Wheel size: 28"  
 Use: Electric/Trekking bike  
 Dropout: Forged  
 Weight: 841g  
 Option: Pivot / Roller /  
 IS mount /  
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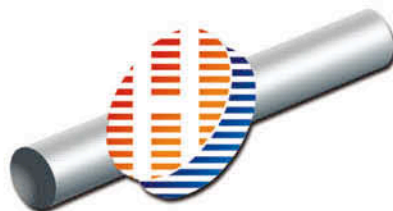


### OS-E1205

Steerer tube: 1-1/8" Alloy(6061)  
 Blade: Ø50 Alloy(6061)  
 Wheel size: 26"  
 Use: eFat Bike  
 Dropout: Forged  
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 Option: Pivot / Roller /  
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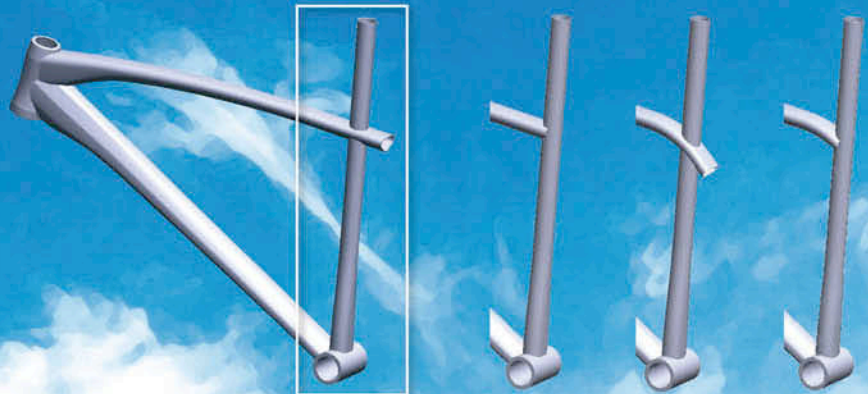
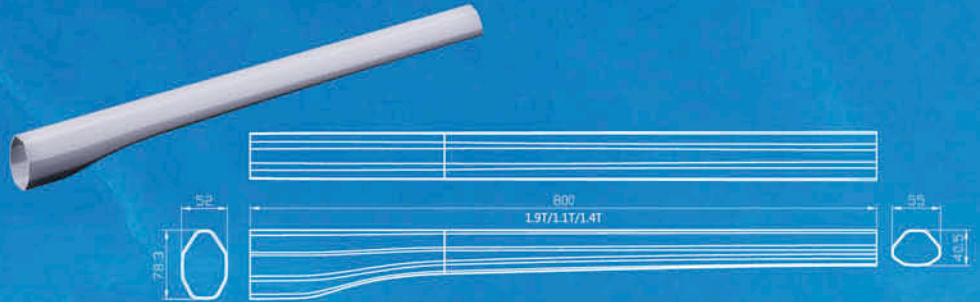
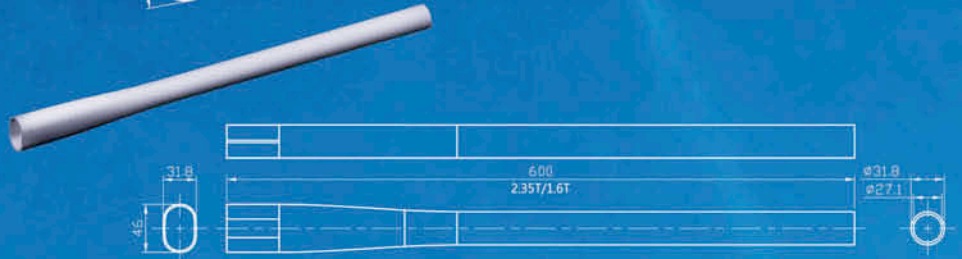
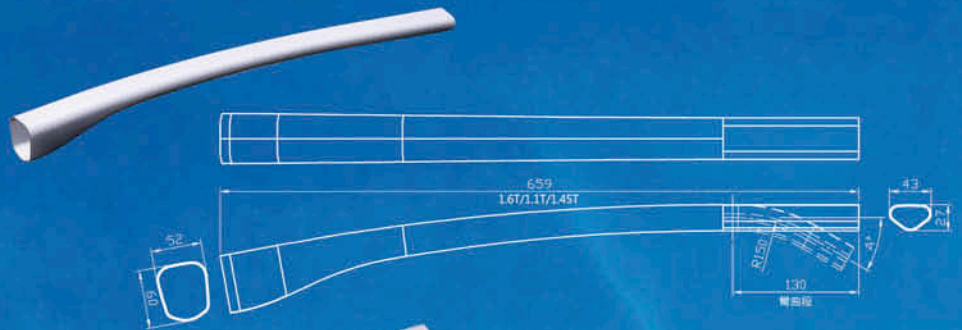
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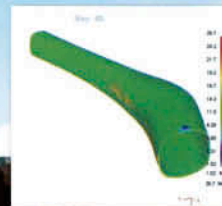
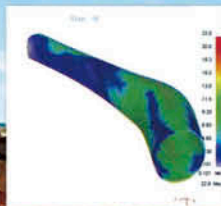


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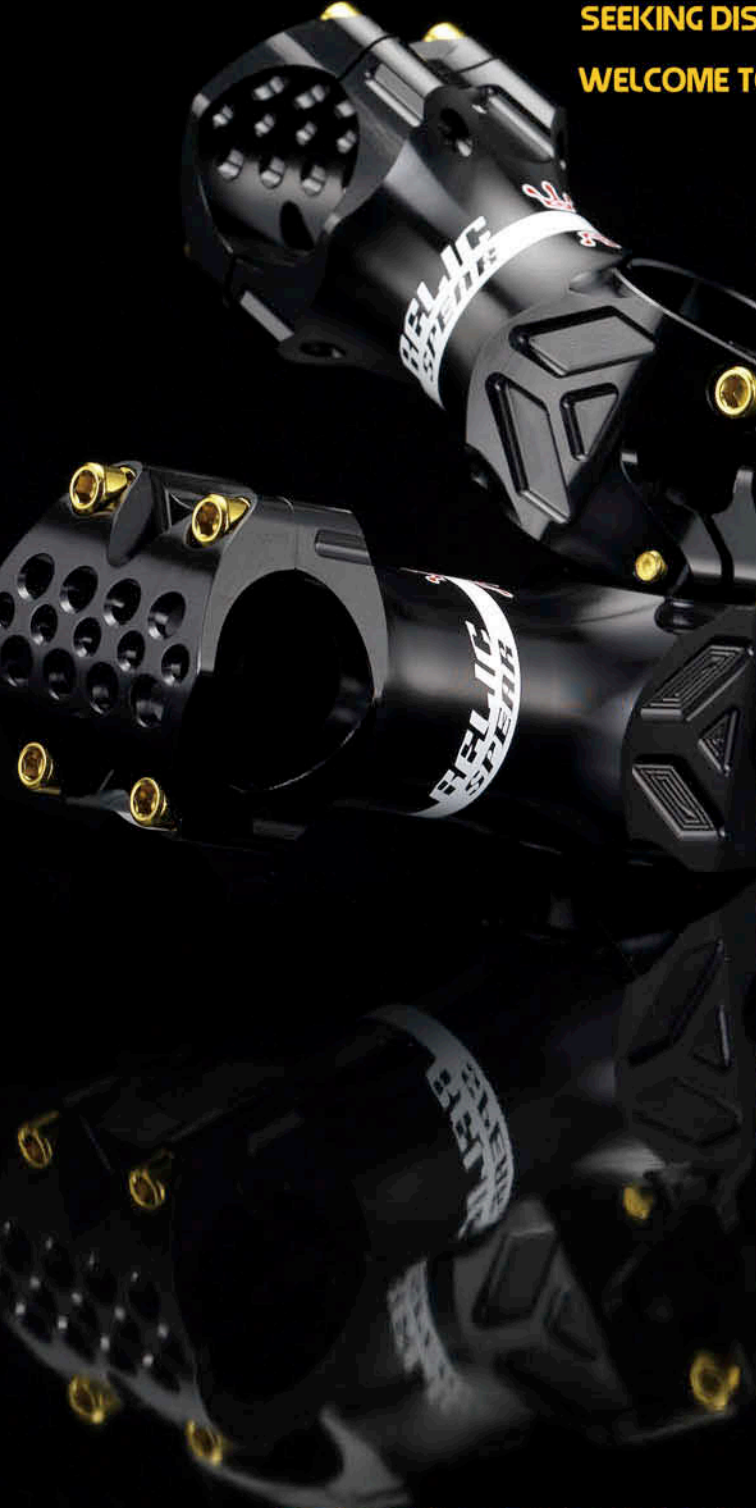


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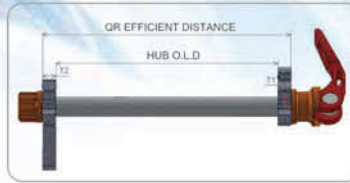


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# Dedicated E-MTB Groupset & Drives

Text: Editorial Dept.

Particularly in European markets, eMTBs are proving to be the one of the major growing bicycle categories over the past twelve months. Manufacturers are increasingly introducing products designed specifically to cope with the unique rigors encountered on e-mountain bikes.

## SRAM EX1 Groupset

SRAM introduced its EX1 groupset which the company heralded as the world's first drive-train system specifically developed for the unique demands of the E-MTB.

The heart of the system is the E-Block cassette, an 11-48T, 8-speed cassette machined from case-hardened tool steel which offers a 436% gear range. With



only eight gears over such a wide gear range, the E-Block cassette offers large jumps between gears which, according to SRAM,

in combination with the EX1 group's single-action shift lever help reduce rider tendency to double shift and thus reduce chain and cassette wear.

As the E-Block cassette is narrower than traditional 10 and 11-speed cassettes, SRAM have developed a slightly wider and stronger chain designed specifically to take the high torque, heavy duty use often experienced on e-MTBs. Designed specifically for E-MTBs, the 8-speed EX1 chain has been engineered to run quietly across the gear range and transmit more power to the rear wheel and is wider and more robust than those found on drive-trains not specifically engineered for E-MTBs.

The group's new EX1 X-Actuation™ trigger shifter has been engineered to deliver just one shift at a time, alleviating



double shifting and over shifting, and giving precise gear changes and helping to increase battery life and reduce component wear.

The EX1 derailleur has been engineered to handle high-torque, low-cadence shifting across the 11-48 tooth E-Block™ cassette. SRAM claim the EX1 derailleur gives E-MTB riders clean, confident shifts, with a proven design that reduces shift force, ghost shifting and chain slap.

SRAM's EX1 E-Cranks are also purpose built for the high-torque E-MTB environment lightweight, durable, stiff. They have been designed specifically to work with Bosch and Brose mid-motors, and are compatible with Bosch, Brose and Yamaha bottom bracket interfaces

SRAM claim that each EX1 component is engineered to

perfectly complement the entire system, resulting in quiet operation, intuitive shifting, increased battery life and greater durability.

### Shimano E8000 eMTB Drive System

After first launching its STePS urban and leisure-orientated e-bike components (E6000) in 2014, Shimano have now announced the release of its E8000 components, dedicated towards the rigors and demands of e-mountain biking and helping to level the playing field between riders with different fitness levels and abilities.

At the heart of the system lies the lightweight and compact E8000 drive unit, designed so that frame manufacturers can make e-MTB frames with shorter chainstays thus giving riders better maneuverability on the trail. Despite the units compact size, it still manages to provide 70Nm of torque.

Power for the motor is delivered by a slim but durable, low profile and waterproof 500Wh battery mounted on the downtube. A secure mount keeps the battery held firmly in place over rough terrain, yet a sideways release mechanism also allows for quick and easy removal for charging.

The cranks sit with a narrow Q-factor, so riders feel like they are riding a standard mountain bike.

The entire unit is controlled



by a lefthand power mode switch with three settings (Eco, Trail and Boost) for different types of terrain.

The remaining components of the drivetrain can be supplied from Shimano's Di2 MTB components (XTR/XT) or mechanical 10 and 11 speed drivetrains.

### Bosch continue eMTB product development



Bosch, of course, are the trailblazers for developing for eMTB products. It is well over a year since the company brought out its e-MTB specific Performance Line CX drive. This year

Bosch have upgraded their eShift system for even more compatibility with electronic shifters, including Shimano's Di2 and SRAM.

New products from Bosch for 2017 include the Purion on-board computer. Smaller than its sister Nyon, the new unit merges display and remote control functions to offer eMTBers a more compact display unit for avoiding impacts. Another new product is a dual battery that allows two batteries to be taken on one bike and give extended range to serious eMTB riders. When one battery gets low on power the system will automatically switch to the other one. Bosch have also brought out a new compact battery charger, which, while it is not designed specifically for eMTBers, they will certainly find the portability of the charger very useful.

# Giant Going Tubeless

Text & Photos: Editorial Dept.

At a press conference in June, Giant officially announced its tubeless tire system for road bikes – Gavia.

In place of an inner tube, tubeless tires form an airtight compartment by locking the tire bead to a compatible rim. Tubeless designs for bicycles have been around for many years, with manufacturers extolling on the systems virtues: Greater puncture resistance – pinch flats from the inner tube being squeezed between rim and tire are eliminated. Additionally, the inclusion of a latex sealant within the tire means that even if it is punctured by an object, the sealant can plug the hole allowing the cyclist to continue riding. With more puncture resistance, tires can be used at lower pressures increasing riding comfort, stability and grip in corners. Many manufacturers also claim that tubeless systems are faster due to less rolling resistance.


These advantages have led to a popular take up of tubeless systems amongst mountain bikers, however, road bikes have been slow to take up despite several co-operations between renowned tire and wheel manu-



facturers. Punctures are less common on smooth asphalt roads and many cyclists have got used to repairing punctures on clincher tires. Additionally, the pro peloton is less concerned with riding comfort and more concerned with the lighter system afforded to them by using tubular tires. Crucially, there are compatibility issues between differing rim and tire manufacturers.

According to Giant, Gavia is the first thoroughbred road

race tubeless system where the rim and tire are designed by the same company, allowing them to perfectly match up rim and tire for a lightweight wheelset and tire combo that offers low rolling resistance, excellent traction as well as improved puncture resistance.

The Gavia tubeless system is available in two models - Gavia SLR & Gavia SL and are being shipped on Giant's 2017 Advanced Pro bike. 

Optimized for 1X Systems

# KMC 2016 New 11 Speed Chain

Text: Editorial Dept.




▲ KMC's new X11 chain offers improved corrosion resistance and shifting performance.

**K**MC has recently introduced its new X11 chain. The 11-speed chain is specifically designed to offer optimized performance on all single chainring drivetrains, including narrow/wide and the tall-tooth chainrings of SRAM's X-Sync series.

KMC's advanced 11-speed chain design ensures chain retention while smoothly guiding gear

teeth into the chain via dynamic chamfer angles. The addition of a newly developed coating provides 10 times more rust resistance than the average chain, and creates a smoother surface with a durable dark black appearance. Further adding to KMC's existing design, the asymmetrical outer plate chamfer design significantly reduces gear tooth interference, and enhances shifting

performance, allowing cyclists to fully appreciate the performance evolution of the new X11 on all 11 speed drivetrains.

Despite being optimized for 1x system, the new chain is not only compatible with, it also perfectly suited for all bicycles and all riding conditions, staying true to KMC's maxim "One chain for all". 

# Kenda's New E-MTB Tires

Text & Photos: Editorial Dept.

**E**MC (E-Mountain Casing) by Kenda is the first tire casing construction in the market developed to meet the specific requirements of E-Mountain bikes.

Due to the increased weight of e-mountainbikes and the high

torque of their motors, tires are stressed far outside the norm. The stiffer and more durable EMC casing provides more control, better handling characteristics and better puncture protection than a standard MTB tire. All Kenda EMC tires are tubeless

ready (unique in the whole industry) and ECE 75R certified and therefore officially approved for fast E-Mountain bikes (45 km/h)! At Eurobike, Kenda is launching three different EMC tire models.

## Havok Pro EMC

Apart from utilizing Kenda's new E-Mountain Casing, the Havoc Pro EMC offers riders better traction and control through an increased ground contact patch. The ECE R75 certified tires also feature a reinforced sidewall for greater puncture protection. As 27.5+ sizing is the most popular for E-MTBs, Kenda's Havoc is available in 27.5" x 2.8" & 27.5" x 3.0" sizes, and are tubeless ready.



## Honey Badger DH Pro EMC

The Honey Badger—Kenda's most popular gravity tire, is also being made available for E-MTBs. Featuring the innovative tri-bite knobs and reinforced sidewall & tread protection, the tubeless ready and ECE R75 certified tire utilizes dual tread compound (42sA/50sA) to give riders superior grip & traction. Kenda's Honey Badger DH Pro EMC is available in 27.5" x 2.4" sizes.



## Nevegal X Pro EMC

E-Mountain Casing has also been used on Kenda's all-mountain classic—Nevegal. The dual tread compound (50sA/55sA) ensures low rolling resistance, while the reinforced sidewalls offer improved puncture protection. The Nevegal X Pro EMC has been ECE R75 certified, is tubeless ready and is available in a 27.5" x 2.35" size.



# YWS Launch Light / Bell Combo

Text & Photos: Editorial Dept.



▲ YWS Bright Bell with aluminum clamp (left) and rubber strap (right).

The Bright Bell (Model No. YWS-968) from the YWS Taiwan team is an innovative new product that combines a front light with a bike bell to give extra real estate space on bike handlebars.

YWS' Bright Bell is both practical and elegant, the accessory simultaneously has both an avant-garde and a retro look. The Bright Bell comes in two versions: The aesthetically-pleasing alloy clamp version provides stable mounting on 22.2mm~25.4mm handlebars, while a rubber strap version allows for multi-angle adjustment and flexibility in fitting on the handlebars.

YWS have paid considerable attention to the aspects that nearly all cyclists care about by making the Bright Bell lightweight—most parts being made from aluminum to reduce the weight. The alloy clamp version weighs 60.8 grams and the rubber strap version only 48.6 grams. This extensive use of aluminum, stainless steel and/or rubber parts also ensures the the bell is rust-proof. Many of the parts have been manufactured with super-accurate CNC machining which serves to not only give the Bright Bell a great finish, but also provide excellent water resistance, allowing the bell to be used by riders in a wide variety of weath-



▲ The dual function safety device is both bell and light.



▲ The Bright Bell appears both avant-garde and retro.

er conditions and regions.

YWS Taiwan have a strong innovative and technical foundation, and the Bright Bell is a culmination of decades of bicycle bell design. All processes and materials are made in Taiwan allowing the company to have great quality control of the final product. 

# Lighter, Longer, Wider-KindShock Present New 2018 Products

Text & Photos: Editorial Dept.

On the afternoon of July 29, Dongguan Yen Yue Machinery held a new product presentation at the company's Tangxia plant in Dongguan, inviting cross-straits bicycle media to attend. The main products of Yen Yue, which includes Taiwan's KindShock (KS), are dropper seatposts and shock absorbers marketed globally under the brand names of KS and Exa Form. Specially for the Chinese market, this year's presentation KS' leading Chinese distributor Shingshenyang General Manager, Andy Shih and his wife were invited to attend the conference.

## The birth of the sports market

With the rise of European and American sports mountain

bike, the dropper seatpost market share has continued to expand, and for over a decade KS has firmly occupied a place in the European and American mainstream markets. With the selection of China as the location for this presentation, KS are optimistic about demand for dropper seatposts in China over the coming decade. Perhaps in the future the name KindShock will become synonymous with dropper seatposts.

At the presentation Yen Yue President, Martin Hsu stated that there were many different types of dropper seatposts, indicating that this is a new market with fierce competition but with excellent prospects, and in the future, like suspension forks and MTBs, dropper seatposts and bicycle would compliment each other.

Additionally dropper seatpost applications would not just be restricted to mountain bikes, but to all bicycles.

At the presentation, KS showed three new products and five product upgrades. The upgraded 2018 LEV series has benefited from technical improvements, with the overall length being increased from 150mm to 175mm and with a diameter of 34.9mm for compatibility with small-wheel leisure bikes and folding bikes.

Thanks to mature carbon fiber manufacturing techniques, KS are also able to introduce the company's lightest product—the LEV Ci—the 'C' stands for carbon, and the 'i' for internal routing. This brand new product weighs in at just 385 grams



▲ The lightest product at the presentation, LEV Ci weighs just 385 grams.



▲ The wireless controlled dropper seatpost, LEV Circuit.



▲ Priced at US\$269, the LEV Si had the best price/performance ratio at the presentation.




(125mm)—normal seat posts weigh around 200 grams. The LEV Ci comes in three different travel specifications of 100mm, 125mm and 150mm, enough to fill the travel needs for riding styles from road to all-mountain, trial and enduro.

### Wireless technology

The LEV Circuit is a wireless dropper seatpost. Based on the LEV design and with the

same structure and technology, the servo unit of this new product is controlled via bluetooth 4.0 so doing away with the need for controlling cables. The LEV Circuit currently comes in three different travel options: 100mm, 125mm or 150mm. Both inner and outer tubes are made from aluminum—the 125mm version weighing 571 grams. The positioning of the LEV Circuit's motor under the seat allows it to be rotated to the front, thus reducing

the effects of mud and water to a large extent. Special attention was also paid to the design and usage of the electronic control unit (Southpaw E) to ensure that it was very user-friendly.

After the new product presentation, attending guests were also able to get a hands-on experience of the new products with test rides nearby. 


# RST Rebel Continues Inverted Fork Heritage

Text & Photos: Editorial Dept.

RST has a long history of inverted forks starting with the MOZO XXL nearly 20 years ago. Using the knowledge the company has gained over the years, RST are returning to their roots with the all new Rebel fork.

Inverted forks offer several advantages to riders, including having less unsprung weight which leads to a better overall performance.

The Rebel features a one piece magnesium upper with 32mm stanchions which uses a

new air spring system, along with RST's proven OCR+ damping system. The 15mm thru axle is keyed into each drop-out when paired with a wheel using 31mm endcaps. 



► RST's Rebel is the company's latest inverted fork.

# Hubsmith Pioneers Double-Layer Weave Wheels


Text & Photos: Editorial Dept.

After having accumulated more than 30 years of hub R&D and design experience, Hubsmith introduced its brand in Taiwan during 2010. Hubsmith has accumulated more than 40 invention patents, and was honored with the iF Design Awards and Taipei Cycle Show's D&I Awards each year from 2012 to 2015. In 2016, Hubsmith introduced its patented double-layer weave wheels, which are the only wheels of their kind currently on the market.

The core value of Hubsmith's newest 2017 HS-Titan CC38 700C series wheels lies in their spokes (J-bend+straight pull); they employ a patented

double-layer weave design (Fusion Spokes), and are paired with patented double-layer weave hubs. In the structure of these wheels, the first layer consists of a first supporting rim formed by J-bend spokes, while the second layer consists of a second supporting rim formed by straight pull spokes. Wheels with this design receive maximum driving force when a cyclist is pedaling, and provide optimal lateral stiffness when cornering. Another beneficial feature of the double-layer weave is that if a spoke on one of the supporting surfaces breaks, the other supporting surface can ensure that the rim does not undergo excessive deforma-

tion, which provides the rider with an extra layer of safety and protection.

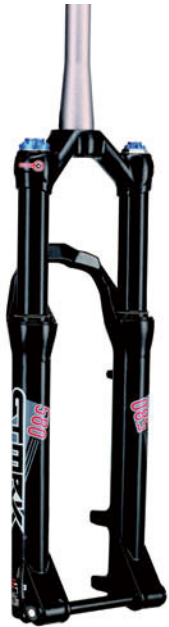
Hubsmith's 700C series rims are available in aluminum alloy and carbon fiber options. The carbon fiber rims are made using C+C molding technology, and can withstand temperatures of up to 250°, which can ease worry about burning the rims. The wheels in this series also offer excellent all-terrain handling at race speeds, which enhances cyclists' racing performance. Bikes equipped with these wheels enable cyclists to easily navigate rough terrain while riding at full speed. 



▲HS-Titan CC38 wheels employ a patented double-layer weave construction, and are paired with patented double-layer weave hubs.

# Lizhixin Release Rear Shock

Text & Photos: Editorial Dept.



▲ Five air-sprung forks for 27.5+ specifications are being introduced.



▲ The AFA RC53 rear shock comes in 4 different models.



▲ AFA RC30 rear shock offers 9mm of travel.

Shenzhen Lizhixin Ltd was established in 2010, combining R&D, production, sales and service in a specialized bicycle fork manufacturing enterprise. After six years of heritage and growth, the company's virtues of good technical know-how and stable quality, have ensured it has quickly achieved the recognition and use of Chinese customers, and gradually gained recognition from international customers with sales to more than ten countries, and created the brand name GTMRK. Products include forks made from aluminum, magnesium and carbon fiber, with specifications for 26", 27.5", 29" as well as plus-sized bikes.


With over a decade's experience in manufacturing forks, General Manager, Dai Li Jun, likes to take a step-by-step ap-

proach to development. GM Dai states that with 50 employees and 2 years of sluggish domestic outlook, the company looked to expand its export market, by participating in Taipei Cycle Show, European shows, American shows and Taichung Bike Week. Lizhixin developed closer contact with customers and frequently visited customers in SE Asia. Additionally, the company has promoted its own GTMRK brand and is developing a country-by-country exclusive agent network in order to protect its distributors. These two years of efforts were not in vain. Export orders increased year by year, allowing dispersal of business risks. Additionally, with the staggering of the domestic and export seasons, Lizhixin production is very well positioned. For greater customer assurance, Lizhixin forks have



▲ GM Dai Li Jun.

product liability insurance, allowing both the company's and their customers risks to be dispersed.

This year, GTMRK is expanding into rear shock absorber products with the introduction of its new AFA RC53 & AFA RC30. The company are also introducing new air-sprung forks for 27.5+ specifications with travel of 100, 120 and 140mm, with five different features, and three with lockout function. 

# John Chen's 'Most Perfect Stainless Steel'

Text & Photo: Editorial Dept.

The bicycle industry is continuously searching to upgrade to lighter and stronger parts and components, even in the field of small parts and screws. John Chen have developed a super-strength stainless steel material which the company claims is the 'most perfect stainless steel'.


The company says that the material is stronger than either Ti-6Al-4V or SUS 630 allowing them to make products that are smaller in size and yet still stronger. According to John Chen, many people believe that Ti-6Al-4V and SUS 630 are suitable for the aerospace industry, but, these materials' impact resistance isn't actually that strong – Bicycle parts are prone to break and bend while riding on rugged terrain.

John Chen's innovative



stainless steel screws, John Tek, cost 90% less than Ti-6Al-4V and 80% less than SUS 630 while providing 85% more strength than Ti-6Al-4V and 32% more than SUS 630.

The advantages are not only in high strength, John Tek also provide corrosion-resistance 10

times more than Ti-6Al-4V and SUS 630. Experts at Taiwan's Metal Industries Research Development Centre (MIRDC) inferred from the results of salt spray tests and Kesternich tests that John Tek stainless steel would remain rust-free for 150 to 200 years in a natural environment. 

TEST CONDITIONS	JOHN TEK	Ti-6Al-4V	SUS 630 (17-4PH)
SURFACE HARDNESS (HV)(LOAD 0.3KG)	620~635 HV	392~412 HV	286~392 HV
CORE HARDNESS (HV)(LOAD 0.3KG)	559~563 HV	392~412HV	286~392 HV
TENSILE STRENGTH (kgf-mm <sup>2</sup> )	159~164 kgf-mm <sup>2</sup>	≈ 84 kgf-mm <sup>2</sup>	95~124 kgf-mm <sup>2</sup>
SALT SPRAY TESTING	minimum 6000 ~ 15000 hours	more than 10000 hours	≈ 350 hours
KESTERNICH TEST	more than 100 cycles	Under Study	Less than 10 cycles
HEAD SOUNDNESS TEST	≥ 25°	<10°	Under Study



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# Chosen's Doz 1×12 shift system

Text & Photos: Editorial Dept.

Shift systems have continued to evolve toward even greater numbers of speeds. Now that SRAM and Shimano have both introduced 11-speed systems, the well-known Taiwanese hub maker, Chosen, has recently developed a 12-speed shift system. According to Chosen GM, Hsu Tien-chin, in light of the fact that the widest gear ratios on the Shimano and SRAM systems are not large enough for professional riders, Chosen has developed a 12-speed shift system with an even larger gear ratio.

The Doz 1×12 shift system includes a shifter, freewheels, and hubs. The smallest ring of the 12-ring freewheels (9T-42T) has nine teeth, which provides an even higher gear ratio than Shimano's 11 teeth and SRAM's 10 teeth. The first five freewheel rings are made of SCM chro-

moly, which provides the strength needed to withstand large pedaling forces. In addition, the hubs rely on a special design and fabrication processes

to accommodate the 12-speed freewheels. The Doz 1×12 shift system can be paired with Shimano's XT and XTR, and SRAM's X1 and XX1, 11-speed systems, which allows bicycles equipped with these shift systems to accept Chosen's shifters, hubs, and freewheels. As a result, cyclists can directly upgrade to this 12-speed system, which can be used by both OE market and aftermarket.



▲ Chosen GM, Hsu Tien-chin's introduction of the Doz 1×12 shift system attests to the company's R&D ability.

## Upgrading hubs to 150T

Chosen's newly introduced "150-tooth hubs" are an upgrade of its existing 20-tooth hubs, and have inner toothed rings inscribed with an ultra-fine 150 teeth. Since a full ring is 360°, each tooth accounts for only 2.4°, which also implies that the starting rate is 2.4°, so that the rider can easily start a bike moving




▲ The Doz 1×12 shift system freewheels weigh 484g, the shifters weigh 136g, and the hubs weigh 360g.

even when pedaling only tiny strokes. The hubs have all-aluminum alloy drums, which ensure an even lighter weight, and their three splines are finely cut and heat treated for extra strength. Clips with seven teeth are located on the splines; fabrication of these clips requires very complex processing, and they have an extremely good fit as a result. Because of this, the assembly of the hubs entails very precise



▲ The 150-tooth hubs boast even greater precision.

workmanship, and the hubs give riders an exceptional pedaling sensation. These products weigh

300g each, and are suitable for both road bikes and MTBs. 

# richmond

The Lightweight Bicycle  
<http://www.richmond-bikes.com>

## E-Bike Range

Text: Editorial Dept.

Since 1990, Richmond has been producing unique, light weight bicycles with elegant framesets, and equipped with top-brand components. Today, Richmond bikes are lighter, faster and more advanced than ever, promising cyclists the ride of lifetime.

Richmond bikes and e-bikes come in a variety of different models and builds to sat-

isfy all riding styles and weight preferences. They all typically feature a perfect blending of European design cultures for pure elegance and aesthetic appeal.

Richmond bikes are made in a state-of-the-art factory in Taiwan, and are controlled and tested by expert engineers.



▲ **E-MONTA 8.0** MTB w/Shimano E-8000 Steps  
 With three assistance modes: **Eco, Trail and Boost**  
 With 250W/70Nm drive unit 500Wh capacity lithium-ion battery Carbon or Alu Frame are available



▲ **STRADA SL 1 DISC**



◀ **E-STRADA 6.0** TREKKING  
 w/Shimano E-6000 Steps  
 With 250W/36V Electric Drive Unit  
 418Wh capacity lithium-ion battery

# Taiwan New Product Gallery

Text & Photos: Editorial Dept.



## AGUILA

### AB-394 ROAD (ATOP)

Aguila's road shoes feature a nylon sole and an A-Top lacing system. The shoes are compatible with Look system and are available in sizes 36~49

☎ 886-4-24729589  
 🌐 www.aguila.com.tw



## ACCORD

### 17-S2M-301

Accord's newest frame is made from 2205 Stainless Steel which offers a similar riding performance to Cr-Mo but with superior corrosion resistance. The head tube is ID44mm and the frame is compatible with disc brakes.

☎ 886-2-27069019 / 27030549  
 🌐 www.accord.com.tw

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## ADVANCED FORMING

### AHF-DT-0194

Advanced Forming's AHF-DT-0194 downtube is designed to solve a problem that many good fat bike designers might encounter: The width of the downtube's BB side on normal bicycles doesn't fit the design of the fat bikes. To overcome the problem the AHF-DT-0194 is wider on the BB side, adding strength and fitting designs better. Advanced Forming's streamlined downtube is 85mm on the BB side, and has a large and smooth side surface to ensure that brands & logos can be seen easily.



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## ASHIMA

### AT0104-OR-A w/spring

Ashima's latest brake pads for disc brakes feature mounted fins to help to let the air go through the pad and dissipate heat. Varying heights of the fins help to create the maximum area for heat dispersal, which is also aided by air flow channels designed into the pads. Compatible with 4 different types of shoe, models available are: T0104-OR-A w/spring, AR45R-P-AL (Alloy) and AR45R-P-PCAC (Carbon).



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

## ASSIZE

### AS-6000(3 Lines)

The AS-6000(3 Lines) Assize cyclo-computer comes in a heat sealed blister pack. The AS-6000 is available with 8 functions and 11 functions.

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



## B. A. & W.

### AP-09 FULL CARBON RACING FRAME SETS

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



886-2-28736998  
www.bawintl.com  
www.javabikes.com

## ASTER

### 007

- 700C road bike
- BB86
- Weight: 1050g(49cm)
- Size: 46/ 49/ 52/ 55/ 58cm
- Headset: Upper 1-1/8" Lower 1-1/2"
- Inner cable routing



886-4-24613659  
www.asterbikes.com

## BARADINE

### 468-PRO

Part Number: DS-17F

Baradine's latest disc pads, 'FIN PAD' feature a forged aluminum backing plate with heat-sink pillar and reliable organic compound. The multiple airflow channel design provides efficient heat dissipation and gives superior, lasting brake performance.

The pads are compatible with Shimano brakes, for example, model DS-17F (see photo), is compatible with Shimano brakes: XTR M975, M966, M965, XTM775, M765. Other FIN PADS for common brakes will be released soon.

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



## BEVATO



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

## BN'B RACK

### BC-3836-4

The BC-3836-4 is a 3-bike cycle carrier designed to be mounted to standard 50mm European tow balls. The carrier features a pedal release tilting system for rear access and a quick release clamping system with dual compound clamps to protect bike frame finish. The wheel trays slide easily to adjust to different bike sizes (up to 29 inch), and an extension for a 4th bike available. The rack also features a foldable lightboard for easy storage and comes with a lifetime limited warranty.



☎ 886-4-26832568  
 🌐 www.bnbrack.com

## BICI

### JA-362

Bici's JA-362 is a 27.5 Plus 420mm frame made from 6061 aluminum. The head and seat tube areas feature smooth welding. The frame is E-thru type Ø12\*142mm

☎ 886-4-7112997  
 🌐 www.bicicasa.com.tw



## BION



☎ 886-2-29953081  
 @ dtctwn@ms12.hinet.net

## CDRIVE

### Performance 8M

Owing to an active R&D program, CDrive utilizes the most cost effective materials in order to provide the bicycle industry with an economical, effective and modern belt drive solution. The current CDrive component system offers proven performance and value for bike models where the benefits of a belt drive provide enhanced marketing appeal.



☎ 886-4-24919555  
 🌐 www.cycledrive.com

## CHERN SHIANQ



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☎ 886-6-6992373  
🌐 www.chernshianq.com

## CO-LUCK

### GM-04BT

Co-Luck's iGauge Road CNC Super-Micro pump allows pump pressure to be read on smartphones via bluetooth. The micro-pump is 9.5" long, and features a innovative thumb-lock lever. The GM-04BT comes with a free iGauge app and batteries are changeable at the end of the handle.

☎ 886-4-24934676  
🌐 www.giyo.com.tw



## CHIN HAUR

### CH-52

Chin Haur's cartridge type bottom bracket features a steel, ISO square cotterless axle and a steel cup. The thread specifications are 1.37" x 24T(BSA) and the rotator features 2 sealed bearings. The CH-52 weighs 348 grams.

☎ 886-7-7011621~5  
🌐 www.chinhour.com.tw



## CHING CHERN

### CC#067-123

Ching Chern's fenders, CC#067-123 are made from alloy and steel and are suitable for tire widths of 100mm to 110mm. The fenders are available for wheel sizes of 20", 24" and 26".



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

## CO-UNION

### CB-0108YRR

Co-Union's CB-0108YRR reflective handlebar tape is made from cork and EVA. The reflective strip reflects headlights at night increasing rider visibility. The tape is 200 cm by 3cm and is available with reflective strip sizes of 5mm, 7mm, 10mm and 15mm.

### CB-0108UBHBR/CB-0108PUPHDR

CB-0108UBHBR & CB-0108PUPHDR are reflective handlebar tapes made form PU and EVA. The tapes have a reflective punch pattern to increase visibility and safety. The size is 200cm by 3cm.

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



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## DDK GROUP

### Handle Ebike Saddle

Like all of DDK's saddles, the Handle Ebike Saddle provides outstanding comfort and support. The TPR covered springs enhance the suspension, and a safety damping system with a rear handle helps to absorb shock. The saddle weighs 666 grams.



## FIRST BICYCLE



☎ 886-4-26815039

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

☎ 886-2-27993337

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

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

## DNM



☎ 886-4-22706191

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

## FACTOR

### 727 Enduro

Factor's 727 Enduro uses a 27mm internal width rim, with an optimized shape designed to meet the requirements of the Procore Tire System, and shares the same profile as the 727DH rim. The difference is in the layup of the carbon. Factor focused on reducing the weight in the rim in order to provide a wheel that is rideable all day. So that riders can push this lighter weight rim in extreme conditions. This is all built around Factor's XD602SB-B12 super low-friction hubs with 3 degrees of engagement. Weight: 1750g/pair



☎ 886-4-25668888

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

## FIVE BIG

### Freewheel

1. Material : Cr-Mo .
2. Process : Cold Forged + 100% CNC .
3. Model : FW-Trial - 16T / 17T / 18T .  
FW-BMX - 13T / 14T / 15T / 16T / 17T / 18T .  
FW- 5H (or 4H) - Tandem or W/ Chainwheel .  
FW-1/4T - Fixgear - 30T .  
FW -Belt- 30T .
4. Type : Screw / Cassette / Wave .
5. Structure : 9 Pawls -108 Clicks / 6 Pawls -72 Clicks / 4 Pawls -36 Clicks .  
3 Pawls -36 Clicks / 3 Pawls -30 Clicks / 2 Pawls -20 Clicks .

☎ 886-4-24930238 🌐 [www.smtbike.com.tw](http://www.smtbike.com.tw)



## FUL CHEE

Through axles are playing an important part in the bicycle industry, not only replacing quick releases in MTB and fatbikes, but also in road disc bikes. To assure the installation is simple enough, Fulchee through axle lever is designed with a 360° angle of adjustment which allows users to operate it without any bolts or any tools. It is also available in various systems in the market.

☎ 886-4-25605818  
 🌐 www.fulchee.com



## CARIBOU

### IBex 650B Inner

Caribou's frame, IbeX is a full suspension design for 650B. The frame utilizes an active 4 bar system.

☎ 886-4-26822216  
 🌐 www.caribou-bike.com



## GENG HUNG

### GH-565

The GH-565 is Geng Hung's newest magnetic roller trainer. The trainer is suitable for use with 18" to 28" bikes, and is specially shaped to help riders better control positioning. High quality cylindrical bearings ensure many years of trouble free and quiet operation. The roller trainer is very practical, light, manageable, easy to use and takes up little space.

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



## GLORY WHEEL

**GW BUTTONLOCK QR Skewers**

The patented GW ButtonLock lever is a simple solution for axle safety. The lever works exactly the same as a traditional quick release with the addition of a locking button. When the lever pushes closed, it snaps over the button and locks into place. The lever can't be opened without pushing the lock button. To open the lever, push the button with your thumb and pull the lever up with your fingers. Simple and easy to use.

**HOW DOES THE BUTTON LOCK LEVER WORK?**  
 To close the lever, adjust the endnut and close the lever the same way as a regular QR. When the lever closes, it snaps over the button and locks the lever closed.

**Opening the lever**  
 1. Push the lock button with your thumb.  
 2. Pull the lever open just like a standard quick release while holding the lock button down.

**1. PUSH LOCK THE BUTTON**  
**2. PULL THE LEVER OPEN**

**SIMPLE & INTUITIVE**

**GW**  
 www.gw-mfg.com

GW Manufacturing Co., Ltd.  
 No. 100, No. 8, Zhongxing Road, Chungli, Taichung City, 32004, Taiwan, R.O.C.  
 Tel: (886) 4-2269960 Fax: (886) 4-2269960 E-Mail: gw@gw-mfg.com

☎ 886-4-25669968  
 🌐 www.GW-mfg.com

## GIGANTEX

### CP016 disc brake carbon wheel

Continuing its tradition of winning awards, Gigantex' CP016 wheelset was a winner of a 2016 Taipei Cycle d&i award, and is one of the few carbon spoke wheels designed for disc brake use. The wheel features lightweight, wide-body, aerodynamic, high-modulus carbon rims. The hub body is designed for disc brake systems and spokes blended in a one-piece structure to help increase energy transfer and maneuverability. All factors come together to result in one of the lightest, stiffest and best, fully carbon spoke wheels in the world.



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

## GMD

### Dark Summon (G812)

GMD's new 27.5" Plus tire, Dark Summon, is an all-mountain tire that excel in all conditions. The design of the center ridge enables riders to virtually fly over hardpack while still providing improved better braking and cornering performance over a wide range of trail conditions.



☎ 886-49-2762306  
 🌐 www.gmd-tire.com.tw

## HUBSMITH



☎ 886-4-25379168  
 🌐 www.hubsmith.com

## HUA HSINES

### HH-D94-7055

Hua Hsines' HH-D94-7055 is a hydroformed downtube.



☎ 86-755-27225278  
 🌐 www.huahsines.com.tw

## HOU

☎ 886-4-26886672 ext.11  
 🌐 www.vasola.com

### Reversible Bag Polka and Gingham Fashion



ITEM NO. : RB-01-C88+C90

## I LING

### SCO-02 (OVAL)

I Ling's SCO-02 is an oval-shaped 10 / 11 speed single chainring. It is made from aluminum 7075 T6 and can be anodized to any color. The chainring is available in 30T, 32T, 34T, 36T or 38T.



☎ 886-4-7772128 / 886-4-7772629  
 🌐 www.oro.com.tw

## IDEAL

### YJ solid tire

Ideal's YJ solid tire offers an inflation-free, maintenance-free and puncture-free riding experience to all levels of riders. Perfectly suited to rental bike and wheelchair applications, the YJ tire is available in a variety of stylish colors.



☎ 886-3-6669791 ext. 82  
 🌐 www.YJideal.com

## JANG HORNG

### JH-401+1 Windmill Bell

Jang Horng are introducing a bell for children's bike shaped as a windmill. The bell has an alloy top and plastic base. Specifications are 22.2mm 25.4mm 31.8mm.



☎ 886-4-7697835  
 🌐 www.janghorng.com.tw

## JEE ANN

### NANOO-12SD

Nanoo is the innovative aluminum folding bike, folding in 10 seconds and transportable on its own wheels.

Thanks to the architecture of the frame, the bike transport mode is folded effortlessly, replacing the typical lifting of the other models in the category with the easy sliding of just laying a hand on the handlebars. This feature, in addition to make it unique, enabling it to be particularly functional in the movements that characterize the everyday.

Due to its small size and low weight, Nanoo is in fact easy to carry both on public transport such as train, metro and bus, both of cars, campers and boats.

☎ 886-49-2253116  
 🌐 www.jeeann.com.tw



## JAMES WHITE

### Ruby

Established in 1985, James White Co. Ltd has over 30 years experience in the of bicycle transmission parts, specializing in single speed freewheels from 13 teeth to 24 teeth. Freewheels are available made from high carbon steel & Cr-Mo steel and are matchable with 1/8" & 3/32" chains. Specifications can be adapted to satisfy customers' various demands. Index multiple & cassette freewheel also available.

☎ 884-4-22959740  
 @ jwcoLtd@ms46.hinet.net



## JIANG DING



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

## JETSET

### M1559F

Rim: 27.5"X32H, F/V  
Hub: Black, 2 sealed bearings  
O.L.D.: 110mm

### K1153 (Kids Wheel)

Rim: 12"X 20H, A/V  
Hub: 2 sealed bearings  
O.L.D.: 95mm  
Spoke: Color  
Weight: 295g



☎ 886-4-7526232  
🌐 www.jetsetrims.com

## JOHN TEK

### The Most Perfect Stainless Steel

Replacing Ti-6Al-4V and so-called SUS630(17-4) John Chen's innovative stainless steel screws, John Tek, costs 90% less than Ti-6Al-4V and 80% less than SUS 630 while providing 85% more strength than Ti-6Al-4V and 32% more than SUS 630. Corrosion-resistance is 10 times better than Ti-6Al-4V and SUS 630..



☎ 886-3-3277677  
🌐 www.jcscrew.com.tw/

## JIEN YUAN

### A3470

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



☎ 886-4-8910628 / 8910629  
@ jlenyuan@ms75.hinet.net

## KING ROOF

### BC-7845

The BC-7845 is a platform hitch bike carrier for 2 regular bikes or electric bikes with wheel sizes from 20" to 29" and tire widths up to 4.5". The carrier is foldable for easy storage and features a tilting function for rear access. Spring loaded buttons give a fast installation. A 4-bike version is available.



☎ 886-4-26832568 ext.203  
🌐 www.kingroof.com



## KUN TENG

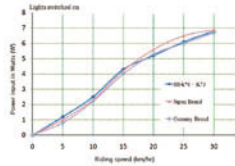
AC-6V3W

### The advances in Dynamo hub technology have changed everything

With our best craft and technology for generators and the use of a simple, natural but powerful oak-barrel-like exterior with the inclusion of a delicate and high quality spirit, we have innovated the concept of making our Dynamo Hub a smooth and streamlined appearance with a touch of metropolitanism. The QR Dynamo System is applied to all specifications of bicycles.



OUTPUT: 6V3W  
K 1280



**JH-KD6F**  
Weight: 415g  
Brake Type: Disc Brake  
Axle Type: QR  
Flange Diameter: 60mm(Disc side) & 60mm  
Spoke P.C.D: 58mm(Disc side) & 52mm  
Spoke Holes: 32H / 36H  
Q.L.D: 100mm  
Sealed Cartridge Bearing(SB): 2PCS(R000)  
Option: with V-brake : JH-KV6F (395g)  
with Center Lock : JH-KC6F (405g)

886-4-25661311  
www.Q-Lai.com

## LOONEY-MAX

### Model RU-9265

Looney Max' RU-9265 is an alloy rear rack with wings.

886-4-8811960  
www.rubis.com.tw



## MANDAI

### MDH PXA03,

Mandai's latest thin big platform pedal has a curved treading area designed to reduce slipping and increase the stability of the pedal. The pedal's variation of thickness increases giving cyclists a smooth ride.

886-49-2256661  
www.mdh-lohas.com



## LINK BICYCLE

### Model. LK-M013

Link's latest road Cr-Mo bicycle frame features exquisite brazed welding craft and classical style lugs. The frame is available in customized tubing, geometry, material and accessories.



886-4-8296433 www.linkbike.com

## MBJ

### Compression Socks

MBJ use advanced gradual compression to apply pressure to the legs in order to help promote the blood circulation. Promoted blood circulation helps remove your muscular stiffness, accelerates the removal of metabolic waste for reduced fatigue body. As well as being extremely comfortable and flexible, MBJ's compression socks can also help decrease muscle damage and fatigue from vibrations by limiting muscle vibration.



86-13564404943  
886-933722293  
www.mbj sport.com/

## MEKKEM

### VHC52

Mekkem's full carbon fiber enduro handlebar weighs a mere 203 grams, and features a 25mm rise.

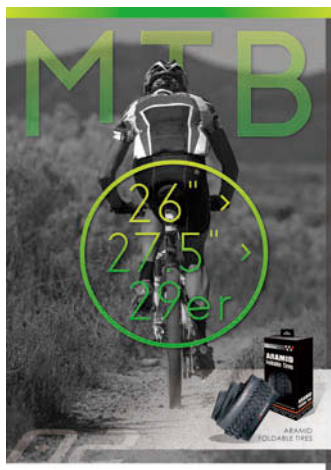
☎ 886-4-25611016  
@ john@mekkem-parts.com



## MERRICK

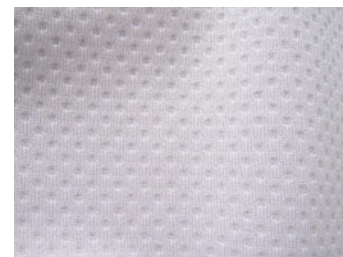
For over 40 years Merrick Tire have been one of the world's leading manufacturers of performance tires and tubes for bicycles, motorcycles, ATVs and other industrial applications. With products and facilities that exceed the global standards expected of a world-class tire supplier, Merrick is dedicated to keeping customers costs competitive.

☎ 886-4-23236686  
W www.merrick.com.tw



## MTC

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



☎ 886-4-8763780  
@ ken@mtctextile.com.tw

## MING TAY

### MT-5168

Ming Tay's latest lock features a unique rectangular barrel manufactured from hardened steel alloy with a double locking system. A dust cover protects the cylinder from rusting. The lock is thin lights and conveniently portable.

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



## NAN HAI

### NH-992/993

Nan Hai's alloy wheel chair tricycle hubs are available with axle sizes of 1/2", 5/8", 12mm and 15mm. Weight is 992: 355 grams and 993: 328 grams.

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



## OTION

☎ 886-4-22787312  
@ nickchen5566@hotmail.com

### Ergonomics Grip

Model	Function	After Market Packaging
SG (Saddle Grip) *Patented	Serve to grip your hip & decrease pressure	

## NANOWIN



886-7-6248889  
www.nanowin.com

## PAN TAIWAN

### Cranktip

Most riders are unaware that some leg fatigue when riding is caused by the naturally occurring uneven resistance of a crank system. The new dual swing arm concept of the Cranktip pedals overcomes this problem whilst also reduces energy needs.



886-2-82265199  
oem.pantaiwan.com.tw

## PRESTINE

### 1701C / 1709BL

Prestine's unique integrated top cap design not only has a great shape, it also offers greater holding force between stem and fork. A normal top cap assembly would leave a 3mm floating gap resulting in insufficient holding force. The integrated design of Prestine's top cap solves this problem and increase the holding force.

886-4-25591888 www.prestine.com.tw

## NOVATEC

### Diablo XL

The all-new Diablo XL is a plus sized wheel that features an internal width of 35mm, depth of 21mm, the internal design inspired by Novatec's bestselling Diablo rims with their asymmetric rim profile. It is the epitome of balance between performance, durability, and price. The wheels are built on the XD641SB-B15/XD642SB-B12 boost spec hubs and boast 4.25 degrees of engagement, have the 4-in-1 conversion system allowing riders to run them with both current and past frame standards. Weight: 1995g/pair



886-4-25668888  
www.novatecwheels.com

## PRIME AERO



Professional Knowledge And High Technical  
Manufacture Skill For World Top Professional Team.



Mr.control

886-4-25391989 www.mrcontrol-bike.com



## Q-LITE

### QL-291



Elegant Head Light

The Elegant headlight features an amazing light beam and a widespread light pattern. Its 5 power modes (super beam mode, medium beam mode, low beam mode, pulsating mode and flashing mode) provide cyclists with great visibility and safety. The original products name comes from the elegant gemstone-like clear lines and compact shape. The button is also designed in a diamond shape.

☎ 886-4-24392430

@ qlite@q-lite.com.tw

## QUAXAR

### TUBELESS SYSTEM

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



#### PRO TUBELESS KIT

Enough to Convert 4 Wheels with Spares of Sealant for Maintenance



#### TUBELESS KIT

Enough to Convert 2 Wheels

☎ 886-4-7510082

🌐 www.quaxarengineering.com

## RONG BANG

### TJ20

Rong Bang's TJ20 can be used as both a trailer and a stroller. It can accommodate up to two children and features both a footbrake and a handbrake. The TJ20 has a suspension system, adjustable handlebar, quick release wheels and plastic side guards. Front and rear LED lights are optional.



☎ 86-512-57615299

🌐 www.rongbangcn.com

## SHANG CHIAO



☎ 886-4-8722292

🌐 www.sueting.com.tw

## SHAN SHUI

### 588

588 sunglasses offer an interchangeable design—fitting with either temple arms or a headband. The sunglasses do not utilize metal, are screwless and offer 99% UV protection. The design ensures that the 588 can fit over glasses and meet ANSI, CE, CSA, AS/NZS standards.



☎ 886-6-2652206

🌐 www.shanshuisafety.com

## SHOU MENG

### Lunar Eclipse

Art NO.	1552
LED	1 LED / 600 Lumens / 40 Lux
Battery	4xAAA Ni-MH-USB Charge
Function	USB Charge / Compact Design / Charging Light / Weak Light
Charge Time	4 hr
Run Time	Strong – 2hr / Medium – 7hr / Flashing – 10hr



☎ 886-4-7878868

🌐 www.owleye.com.tw

## SHENG LI SPRING

### Proportional synchronous braking system (ABS for bikes)

The working principle of this system came from the same principles as a car's ABS system. At the beginning, when squeezing the brakes lever, the system will transmit the brake force separately to the rear wheel and front wheel at a ratio of 1: 0. Gradually, as the lever is depressed more, the braking force to the rear wheel and front wheel changes to a ratio of 3:7. This system significantly adds to the rider's braking control and safety.



☎ 886-2-29843983  
 🌐 www.shengli-spring.com.tw

## SINMAT

Sinmat are offering a “CEMA” professional BB bearing replacement tool for replacing external BB and press fit BB bearings and cups directly and easily.

☎ 886-3-5601270  
 🌐 www.cemabearing.com



## SIGNAL SPORTSWEAR

### DJ003 Hybrid primaloft jacket

Signal's new Primaloft jacket insulation excels at keeping body core warm. Stretchable sides and sleeve panels provide freedom of movement and breathability when on the go, while zipped side pockets secure essentials. The jacket also features elastic bound cuffs and hems, and the compact design packs conveniently into an included pouch.



☎ 886-2-25516717  
 🌐 www.signal-sportswear.com

## SKYYING



### Flash Transfer Decal

The shine of this flash transfer decal is created from the tiny crystal particles suspended in the ink. These crystal particles can be used to print a company's logo, pictures and slogan. The decal can absorb light so it is strongly reflective during both day and night with the brightest reflection at about a distance of 5 to 6 meters.

☎ 886-4-23382811  
 🌐 www.jicatw.com

## SMART

### RL324RG3

The Vulcan3—with German ~K1341 approval, is a continuation of Smart's tradition of innovation. The sleek linear tail light case is paired with a uniquely versatile bracket design that integrates smoothly to a cyclist's seat post, rear rack, helmet and even mudguards..

☎ 886-3-3526711  
 🌐 www.smart-bike.com



## SNX

### SNX-112

SNX' new jersey features a special knitted design that show off the shape of the wearers body. A unique design pattern helps to keep moisture out, and the material is anti-bacterial to help protect and keep the wearers body fresh.

☎ 886-4-22133790

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



## STRIDA

### E-STRiDA

E-STRiDA is equipped with the lightest motor unit in its category, The central configuration of the electric drive unit has been developed to assure the best bicycle handling and feeling. The portable battery allows riders to carry the bike on an airplane. So it's absolutely no problem for riders to take E-STRiDA with them everywhere on their travels.

☎ 886-4-22713395

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



## SUNTOP

The World's Only Visible Front and Back Reflective Tyre

- Battery Free
- Highly Reflective
- Seen at 360°

**360° I SEE YOU**

**See U Bike**

**BIKESAFE™**  
www.bikesafe.com.tw  
E-mail: bikesafe.com@gmail.com

**bikesafe Reflective Tyre** PAT.

☎ 886-6-2610043 / 2950588

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

## TAIWAN HANBIN



☎ 886-4-26110058

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

## THE SLIDERS

### Metro Sliders

The Slider combines the concepts of kick scooter and folding bicycle to inspire a ride uniquely suited to the stop-and-go's of urban environments. The essence of the Sliders is mobility, style, and convenience. Its open frame is specially designed to accommodate dresses and skirts as it can be smoothly mounted and dismounted, kicked or pedaled. When not being ridden, it can be quickly folded up for easy transport or tucked away for storage.



☎ 886-27030810  
 🌐 [www.the-sliders.com/](http://www.the-sliders.com/)

## TRANSART

### Chameleon Decals

Depending on the angle and light that they are viewed from, Chameleon decals will show different colors giving the decals a luster and appearance of motion. Not needing a complicated painting process, Chameleon decals only require pure water to create a color changing effect on frame – very simple and non-polluting. Chameleon decals are durable, weather resistant and comply with EN71-3, ASTM, CNS, RoHS and REACH standards.



☎ 886-4-23593687

## TRUE EAST

### Rollout Saddle Bag

**D15522**

SIZE :  
 25-1/2" x 6-1/4" x 7-1/4"

- Webbing fixing system.
- Reflective band.
- Light fixing band.



☎ 886-4-26863211  
 🌐 [www.trueeast.com](http://www.trueeast.com)

## VENZO



☎ 886-4-26877447  
 🌐 [www.venzobike.com](http://www.venzobike.com)

## VANTLY

### BT-1330FADU-FS

Vantly are offering a 20" foldable baby trailer that is available for bike trailer stroller or jogger. The bay trailer features an alloy frame and an adjustable handlebar, and complies with EN15918 and EN1888 standards. The loading weight is 16kg + 16kg + 3kg = 35kg.



☎ 886-4-26811511  
🌐 www.vantly.com.tw

## V-GRIP

### V-668 Insulated bottle

The v-668 from V-Grip is a high performance insulated sports bottle that keeps water colder for longer. Exclusive HET Polypropylene with super high-elastic feature means a easy squeeze delivers just the right amount of flow to quench thirst. The material is also more durable to decrease the chance of leaking while riding.



☎ 886-6-5935168  
🌐 www.v-grip.com.tw

## XON

### XBT-28

Xon's XBT-28 is a fully CNC'd GoPro Mount manufactured from aluminum 6061. It comes with an adapters for 25.4/31.8mm handlebar use and and 27.2/30.9/31.6mm for seat post use.



### XBT-23

XBT-23 is a hydraulic fitting press made from aluminum 6061 and stainless steel. Specification is for OD Ø5mm hose. Convertible Banjo and Insert Head



☎ 886-3-3830530  
🌐 www.xonbikes.com



## WINRIDE

### FV2N1790A1CB5C (FV bits system)

Winride's multi-tool is equipped with an FV bits system and 6 functions. steel and aluminum sidebars are both available. The nickel-plated mini tool is loaded with a chain breaker and a chain handling grip with a special design that offers 5 functions: Spoke wrench, Shimano 4.3, 4.4, Hex 4.6, Mavic M7 and a bottle opener.

☎ 886-4-22715565

🌐 [www.imb2b.com/ebook/catalog/winride](http://www.imb2b.com/ebook/catalog/winride)



## YABAN

### AK410RB

AK410RB is the best chain for e-bikes, city bike, fixed-gear, BMX and all single speed bicycles. Yaban's new patented product—AK410RB, is bushing type single-speed chain with 10 times the chain life of comparable normal chains. The AK410RB offers over 20,000 km service life without needing replacement. The RB surface treatment has passed over 500 hours in a salt spray test, showing the best anti-rust performance in extreme environments. Wide inner plate construction offer anti-drop function and 1,200kgf high tensile strength. The AK410RB combines easy maintains with great rust resistance, high durability and excellent cost performance.

### AK 410 RB (E-Bike/City Bike/Single Speed)

- \* 10 times chain life, more than 20,000 km
- \* Tensile Strength 1200 kgf
- \* Bushing Chain
- \* Anti-Drop
- \* Anti-Rust



☎ 886-6-5932704 / 5934546

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

## YEONG

### YT-85630-3

Yeong's latest bike rack is made from super-strong plastic and is UV resistant. The rack utilizes concealed straps in an anti-theft system. Other features include a stability cradle and vehicle mode setting.



☎ 886-6-3841991

🌐 [yeongton.taiwantrade.com.tw](http://yeongton.taiwantrade.com.tw)

## YING PAIO



BICYCLE REPAIR KITS

☎ 886-2-28124515

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

## YUAN LUNG

### YL-62

Yuan Lung's YL-62 is an adjustable bottle cage offering convenient access to water bottles. The cage holder diameter is adjustable allowing different sized bottles to be carried securely.



☎ 886-4-7878076

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



27.5"



27.5X3.0

**G812**

**DARK SUMMON**

**G707**

**G907**

**G804**

**G808**

27.5X1.5  
26X1.5

27.5X1.95  
26X1.95

27.5X2.1 26X1.95  
29X2.25 26X2.1

27.5X2.25  
26X1.95



**ROAD**

**BMX**

**G501**

**G502**

**G601**

**G605**

**G607**

**G633**

**603**

**604**

**617**

20X1 700X20C 700X23C  
20X1 1/8 700X25C 700X25C  
20X1.35 700X28C 700X28C

20X1.75

16X1.75  
20X1.75

20X1.95  
20X2.25

20X2.4

16X2.2 20X2.2  
18X2.2 20X2.35

16X2.3  
18X2.3  
20X2.3

20X2.25



**FAT BIKE**

**MTB**

**G803**

**G806S**

**G903**

**G906**

**G810**

**G801**

**G802**

**G807**

121/2X21/4  
16X2.125  
20X2.125

20X2.25

16X1.75  
20X1.75

121/2X21/4

26X4.0

16X1.75  
24X1.95  
26X1.95

16X1.95 24X1.75  
20X1.75 24X2.1  
20X1.95 26X1.75  
20X2.125 26X2.1

26X2.35



**CITY/TREKKING**

**E-BIKE**

**G701**

**G805**

**G901**

**G902**

**G904**

**G101**

**G102**

**G103**

12X2.0 18X2.0 26X1.75  
14X1.5 20X1.35 26X1.95  
14X2.0 20X1.5 700X32C  
16X1.5 20X1.95 700X35C  
16X1.95 24X1.5 700X38C  
16X2.0 24X1.95 700X42C  
18X1.25 26X1.5 700X45C

26X1.75

121/2X1.75X21/4 24X13/8  
16X1.75 26X13/8 700X38C  
24X1.75  
26X1.75

26X1.75  
700X38C

16X2.125  
20X1.95  
20X2.125  
24X1.95

16X3

14X2.5  
16X2.5  
16X3  
18X2.125  
22X1.95

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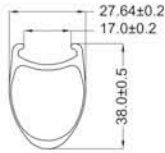
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**NEW  
DISK  
BRAKE**



**MODEL: AKRI13-D-WH(F/R)**  
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UDM Finish  
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O.L.D(F/R)-100mm/130mm  
Alloy Hub 6061-T6  
Shimano, SRAM, Campagnolo FH available  
Spoke 14G stainless



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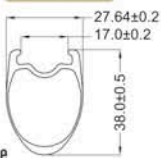


**NEW**

**MODEL: AKRI24-WH(F/R)**

700C Carbon Tubeless Ready rim  
Deep profile 38mm  
UDM Finish  
700C 20/24 holes  
O.L.D(F/R)-100mm/130mm  
Alloy Hub 6061-T6  
Shimano, SRAM, Campagnolo FH available  
Spoke 14G stainless

**DISC  
Available**

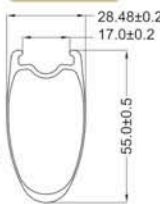


**NEW**

**MODEL: AKRI25-WH(F/R)**

700C Carbon Tubeless Ready rim  
Deep profile 55mm  
UDM Finish  
700C 20/24 holes  
O.L.D(F/R)-100mm/130mm  
Alloy Hub 6061-T6  
Shimano, SRAM, Campagnolo FH available  
Spoke 14G stainless

**DISC  
Available**

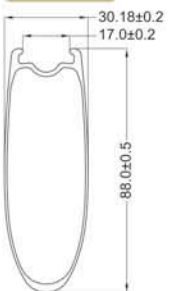


**NEW**

**MODEL: AKRI26-WH(F/R)**

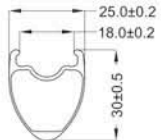
700C Carbon Tubeless Ready rim  
Deep profile 88mm  
UDM Finish  
700C 20/24 holes  
O.L.D(F/R)-100mm/130mm  
Alloy Hub 6061-T6  
Shimano, SRAM, Campagnolo FH available  
Spoke 14G stainless

**DISC  
Available**



**MODEL: AKRI12-WH(F/R)**

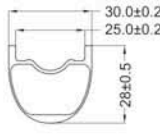
MTB 27.5" Carbon Tubeless Ready rim  
Deep profile 30mm  
UDM Finish  
MTB 27.5" 24/28 holes  
O.L.D(F/R)-15x100mm/ 12x142mm  
Alloy Hub 6061-T6  
Shimano, SRAM FH available  
Spoke 14G/15G stainless



**NEW**

**MODEL: AKRI21-WH(F/R)**

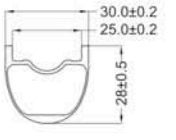
MTB 27.5" Carbon Tubeless Ready rim  
Deep profile 28mm  
UDM Finish  
MTB 27.5" 24/28 holes  
O.L.D(F/R)-15x100mm/ 12x142mm  
Alloy Hub 6061-T6  
Shimano, SRAM FH available  
Spoke 14G/15G stainless

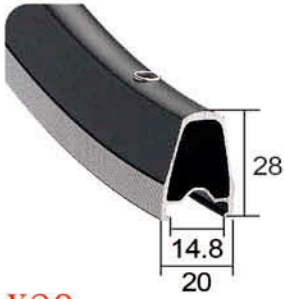


**NEW**

**MODEL: AKRI22-WH(F/R)**

MTB 29" Carbon Tubeless Ready rim  
Deep profile 28mm  
UDM Finish  
MTB 29" 24/28 holes  
O.L.D(F/R)-15x100mm/ 12x142mm  
Alloy Hub 6061-T6  
Shimano, SRAM FH available  
Spoke 14G/15G stainless





**X28**  
Joint:Sleeved  
700C,622x14.8-460g  
20" 451/406 18"(355)



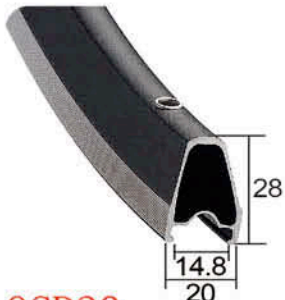
**X45**  
Joint:Sleeved  
29",622x21.5-460g  
27.5",584x21.5-435g



**X35**  
Joint:Weld / Sleeved  
29",622x19-400g  
27.5",584x19-380g



**GTD35**  
Joint:Weld / Sleeved  
29",622x29-535g  
27.5",584x29-520g



**OCR28**  
Joint:Sleeved  
700C,622x14.8-460g  
20" 451/406 18"(355)



**ER28**  
Joint:Sleeved  
700C,622x18-470g



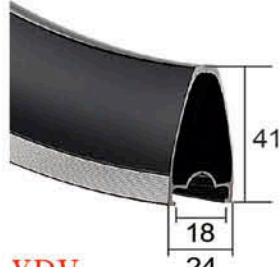
**GT55**  
Joint:Pin  
29",622x50  
27.5",584x50



**GTM25**  
Joint:Sleeved  
29",622x19-490g  
27.5",584x19-470g



**XF**  
Joint:Weld  
20"451 / 406



**XRv**  
Joint:Weld  
700C,622x18-600g  
20",406 18",355



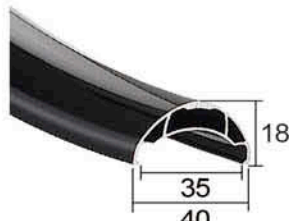
**XRD**  
Joint:Weld  
700C,622x18-600g  
20",406 18"355



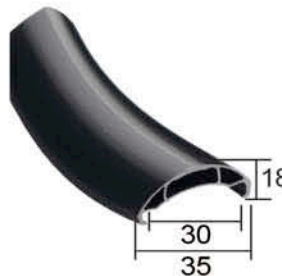
**F20**  
Joint:Sleeved  
700C,622x14-400g



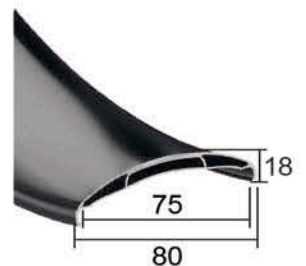
**GTD30**  
Joint:Sleeved  
29",622x24-520g  
27.5",584x24-480g



**MB4.0**  
Joint:Sleeved  
29",622x35-515g  
27.5",584x35-475g  
26",559x35-460g  
24",507x35-425g 20"x406



**MB3.5**  
Joint:Sleeved  
29",622x30-500g  
27.5",584x30-465g  
26",559x30-450g  
24",507x30-410g 20"x406



**MB8.0**  
Joint:Sleeved  
26",559x75-880g

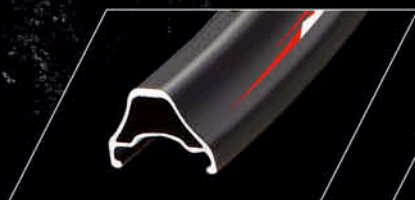
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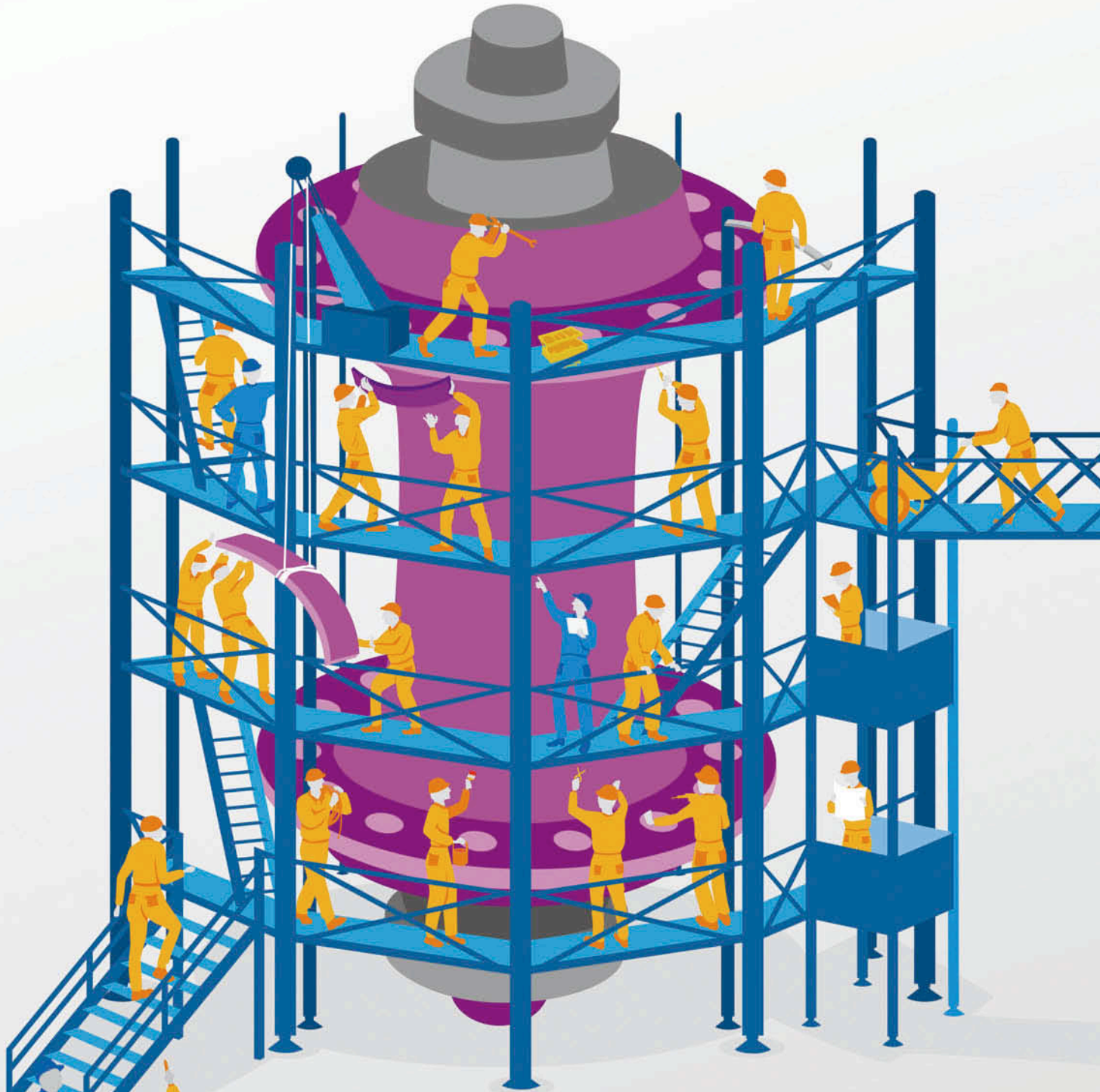
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photo:SRAM.

# Testing Five Leading Road Bike Disc Brakes

As road bike disc brake systems gradually become mainstream products, Cycling Update and CHC team up to test 5 products and find out how they stack up.

Text & Photos: Editorial Dept.

**F**ive types of disc brakes from Ashima, Bengal, Sram, and TRP participated in these tests, and complete brake systems—including brake levers, tubing, discs, linings, and calipers—were included in the tests. If only brake discs or calipers were produced, they were paired with brake levers and tubing, and the corresponding spec sheet below notes “paired with other companies’ products during testing.”

In view of the fact that 160mm brake rotors are most commonly used, all brands provided brake rotors with these specifications, which also avoided

the problem that the large differences in hydraulic tubing length between different brands might slightly affect testing results. Because of this, it was decided that tubing length could not be less than 700-800mm. Furthermore, in order to reduce waste of resources and shorten testing time, the test report only includes test results for front brakes.

Because tires choice will significantly affect braking performance, Kenda Kountach K1092 tires and several inner tubes were used in all tests, and the tires were uniformly installed on the same A-class CXD4 wheels during testing.

## Kenda Kountach K1092

Surpassing the K925 in performance, these slick tires symbolize extreme speed. Thanks to a tire surface featuring a fine tread design and use of R2C composite rubber material—the newest road bike compound—these tires offer improved cornering stability and excellent aesthetics. The lightweight Iron Cloak Belt effectively boosts puncture resistance.



Kenda 04-8345171

## Aclass CXD4

These lightweight wheelsets are designed for road disc and cyclocross bikes, and have a weight of only 1,536g. The eccentric rim design greatly enhances wheel performance, and the tubeless-ready system design allows the wheels to be paired with tubeless tires. The multifunctional hubs on the front wheels can accept a 9mm QR or 15mm thru-axle, and the rear wheel hubs can accept a 135mm QR or 142mm Thru-axle.



## Overview of CHC laboratory tests

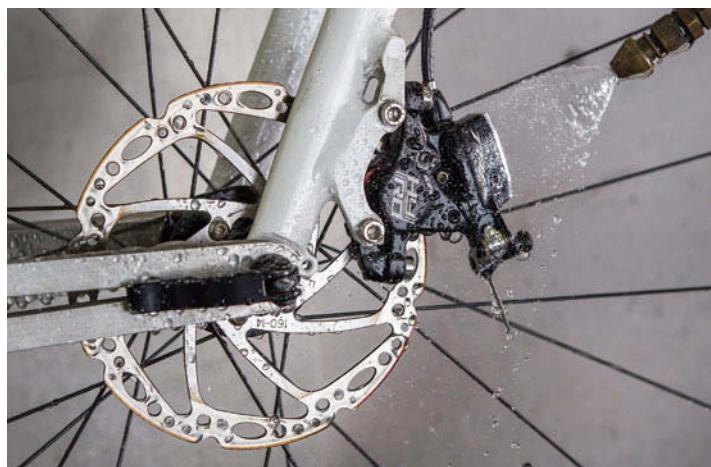
### A. Dry braking performance

An EN standard frame and balance weights were used to measure gripping force and the braking force ratio. Measurements began from a gripping force of 40N, three cycles of braking for 3 seconds, and release for 17 seconds, were performed, and the average value takes as the value for 40N. Afterwards, the force was increased in increments of 20N, and measurements performed at 60N, 80N, 100N, 120N, and 140N, up to the point the brakes locked completely, causing the tires to slide or the wheel to stop after the brake lever is held in fully. Units: Newtons.



### B. Wet braking performance

The testing method is the same as for dry braking performance, but water is sprayed during the test to create a wet environment. Units: Newtons.



## C. Endurance test

Braking force is kept over 220N during testing, with 500 cycles of braking for 3 seconds. followed by 3 seconds. of release. As well as recording the highest temperature generated by the brake discs (in units of °C), the reduction in the weight of the lining both before and after testing is measured in order to gauge the amount of wear; Units: grams.



## D. Actual weight

The actual weight of the products is determined using an electronic balance with an accuracy of 1g. Units: grams.



## 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.







## SRAM Force 22 HRD

The SRAM Force 22 HRD hydraulic disc brakes are a disc brake solution reflecting the agility, light weight, and strength of the Force 22 shift system, and seek to provide cyclists even better braking power, greater stability, and more responsive control. The newest version of these brakes provides a quick release hydraulic tubing interface, which makes it extremely convenient to remove the tubing and switch it between the right and left sides.

### Disc brake specifications

<b>Design features</b>	Provides quick release hydraulic tubing making it extremely convenient to remove the tubing and switch it between the right and left sides.
<b>Brake lever type</b>	Ergonomic carbon fiber brake lever
<b>Tubing type</b>	Hydraulic tubing
<b>Type of fluid</b>	DOT 5.1
<b>Rotor type</b>	Steel Centerline 160mm disc
<b>Caliper type</b>	Post mount calipers, flat mount optional
<b>Linings</b>	Resin

### CHC laboratory report

<b>Test item/gripping force</b>	40N	60N	80N	100N	120N	140N	<b>Maximum temperature</b>	48 (°C)
<b>Dry braking performance</b>	194.2 (N)	291.4 (N)	372.3 (N)	446.7 (N)	527.8 (N)		<b>Reduction in weight of linings</b>	0.88 (g)
<b>Wet braking performance</b>	148.9 (N)	231.7 (N)	302.1 (N)				<b>Weight (one bicycle)</b>	395 (g)

## TRP HY/RD

The HY/RD is an open hydraulic system that is compatible with new cable actuated road shift levers. A cable in conjunction with the HY/RD lever arm drives a mineral oil hydraulic medium, which pushes a piston linkage and causes pistons on both sides to push the linings and squeeze the discs. This approach reduces deformation of the rotor to a minimum, prolongs the life of the linings, increases braking force, and enables a cyclist who was originally behind to take the lead.



### Disc brake specifications

<b>Design features</b>	Mechanical linear drive hydraulic road bike disc brakes
<b>Brake lever type</b>	N/A
<b>Tubing type</b>	N/A
<b>Rotor type</b>	TR160-29 stainless steel
<b>Caliper type</b>	Dual piston
<b>Linings</b>	Organic material

### CHC laboratory report

<b>Test item/gripping force</b>	40N	60N	80N	100N	120N	140N	<b>Maximum temperature</b>	42 (°C)
<b>Dry braking performance</b>	204.1 (N)	320.2 (N)	434.2 (N)	541.9 (N)			<b>Reduction in weight of linings</b>	0.92 (g)
<b>Wet braking performance</b>	149.5 (N)	267.0 (N)					<b>Weight (calipers, brake discs)</b>	349 (g)

## TRP Spyre

The Spyre bilateral action mechanical road bike disc brakes rely on pistons on both sides to press the linings and squeeze the brake discs. This minimizes risk of brake disc deformation, prolongs the life of the linings, increases braking force, and enables a cyclist who was originally behind to take the lead. The pistons on both sides have fine-adjustment screws to ensure that the brake discs stay centered within the linings.



### Disc brake specifications

<b>Design features</b>	Dual action mechanical road bike disc brakes. Easy setup.
<b>Brake lever type</b>	N/A
<b>Tubing type</b>	N/A
<b>Rotor type</b>	TR160-29 stainless steel
<b>Caliper type</b>	Dual piston
<b>Linings</b>	Organic material

### CHC laboratory report

<b>Test item/gripping force</b>	40N	60N	80N	100N	120N	140N	160N	<b>Maximum temperature</b>	46 (°C)
<b>Dry braking performance</b>	115.5 (N)	184.1 (N)	268.8 (N)	350.2 (N)	437.7 (N)	494.5 (N)	528.8 (N)	<b>Reduction in weight of lining</b>	0.68 (g)
<b>Wet braking performance</b>	109.8 (N)	198.0 (N)	292.4 (N)					<b>Weight (calipers, brake discs)</b>	296 (g)



## BENGAL MB700T

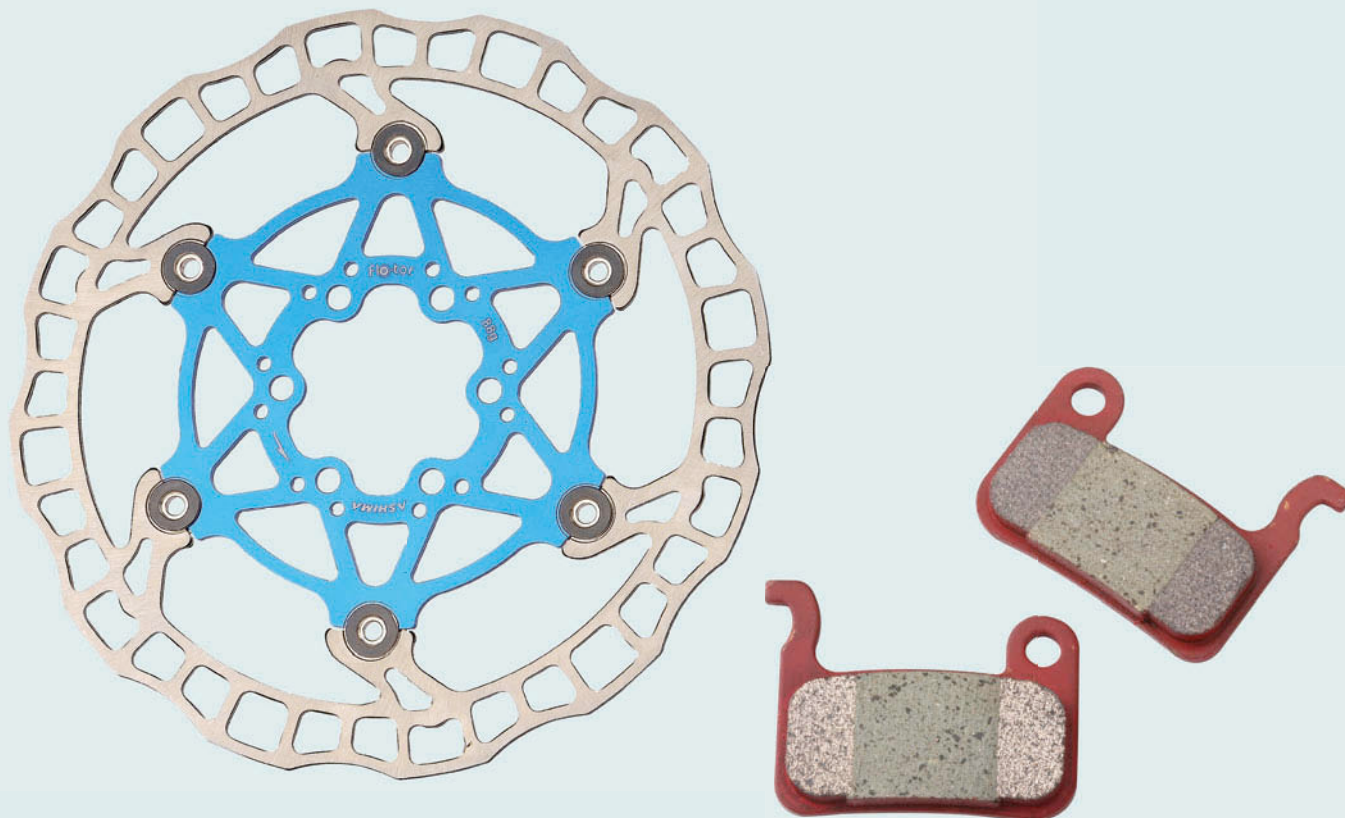
Bengal MB700T mechanical disc brakes are made from forged aluminum alloy, which ensures that the density and strength of the material meet the highest demands. The brakes have an appealing minimalist design, and the calipers have cross tubes enabling adjustment of the brake cable tightness. A highly functional combination of lever arm and bearings not only ensures that the brake cable remains linear, but also makes the lever arm's movement even smoother. Furthermore, window holes on the calipers allow users to observe lining wear and conveniently remove sludge.

### Disc brake specifications

<b>Design features</b>	Lightweight, excellent rigidity, bearing design
<b>Brake lever type</b>	N/A (tested paired with another brand product)
<b>Tubing type</b>	N/A (tested paired with another brand product)
<b>Rotor type</b>	6-rib disc
<b>Caliper type</b>	One-piece forged and anodized
<b>linings</b>	Semi-metallic


### CHC laboratory report

<b>Test item/gripping force</b>	40N	60N	80N	100N	120N	140N	160N	<b>Maximum temperature</b>	56 (°C)
<b>Dry braking performance</b>	123.7 (N)	198.6 (N)	275.3 (N)	366.1 (N)	444.3 (N)	506.6 (N)	588.9 (N)	<b>Reduction in weight of lining</b>	0.22 (g)
<b>Wet braking performance</b>	113.2 (N)	170.8 (N)	247.4 (N)	311.3 (N)	367.5 (N)			<b>Weight (calipers, brake discs)</b>	344 (g)



## Ashima Flotor Rotor / SOS

This is currently the sole true floating disc brake on the market. With a 0.3mm float, the brakes are constructed with separate inner and outer discs, and metal floating clips with a patented structure are employed to connect the inner and outer discs. The inner discs are responsible for connection with the rims, and the outer rims are connected with the inner discs and bear responsibility for braking. The metal floating clips chiefly realize the floating function of the inner and outer discs, disperse heat, lessen thermal deformation, increase braking power, and give a stable braking feel. The brakes are paired with Ashima's ex-

clusive, patented SOS linings, which employ composite material to combine the great braking power of metal with the comfort of organic material, and also reduce the heat generated when the brakes are in use. 

### Disc brake specifications

<b>Design features</b>	Enhanced heat dispersion, increased braking power
<b>Brake lever type</b>	N/A (tested paired with another brand product)
<b>Tubing type</b>	N/A (tested paired with another brand product)
<b>Rotor type</b>	Floating disc
<b>Caliper type</b>	N/A (tested paired with another brand product)
<b>Linings</b>	Composite material (metal/organic/metal)

### CHC laboratory report

<b>Test item/gripping force</b>	40N	60N	80N	100N	120N	140N	<b>Maximum temperature</b>	79 (°C)
<b>Dry braking performance</b>	208.3(N)	346.7(N)	458.2(N)	517.4(N)			<b>Reduction in weight of linings</b>	0.65(g)
<b>Wet braking performance</b>	199.6(N)	305.6(N)					<b>Weight (calipers, brake discs)</b>	88(g)



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# WHEEL TOP

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Chainring : 34T,36T

Compatibility : 11S

Chainline : 50mm

WHEEL TOP  
CR

2016 EUROBIKE: A1-322

2016 INTERBIKE: #9206

2016 KIELCE BIKE: D-24

2016 TAICHUNG BIKE: SPLENDOR #1050



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  2. Reduce friction of chain for stability
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### RD1

SHIMANO  
DURAACE  
7900\9000\9070  
ULTEGRA  
6700\6800\6870

T35  
X66  
C66  
C88

### RD2

SHIMANO  
105  
5700\5800  
TIAGRA  
4600\4700

T35  
X66  
C66  
C88

### RD3

SRAM  
RED  
FORCE  
RIVAL

T35  
X66  
C66

### RD4

CAMPAGNOLO  
SUPER RECORD  
RECORD  
CHORUS  
ATHENA

T35  
X66  
C66

## C88

Upper Pulley 18T  
Lower Pulley 18T  
Carbon cage  
X Teeth  
Use 10 Link  
Unstoppable  
full ceramic bearing



## C66

Upper Pulley 16T  
Lower Pulley 16T  
Carbon cage  
X Teeth  
Use 9 Link  
Unstoppable  
full ceramic bearing



## X66

Upper Pulley 16T  
Lower Pulley 16T  
Alloy cage  
X Teeth  
Use 9 Link  
Bearing  
standard: steel ballz  
optional: 1.ceramic ball  
2.full ceramic



## T35

Upper Pulley 13T  
Lower Pulley 15T  
Alloy cage  
Standard teeth  
Use 8 Link  
Bearing  
standard: steel ball  
optional: 1.ceramic ball  
2.full ceramic



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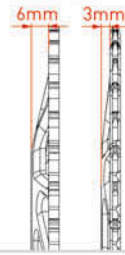


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Crank: Li-Race Hollow Carbon



SS-8001  
Crank: Forged 6061/T6 alloy

MTB-05



3mm



6mm



MTB-94 A-01



MTB-94 A-02

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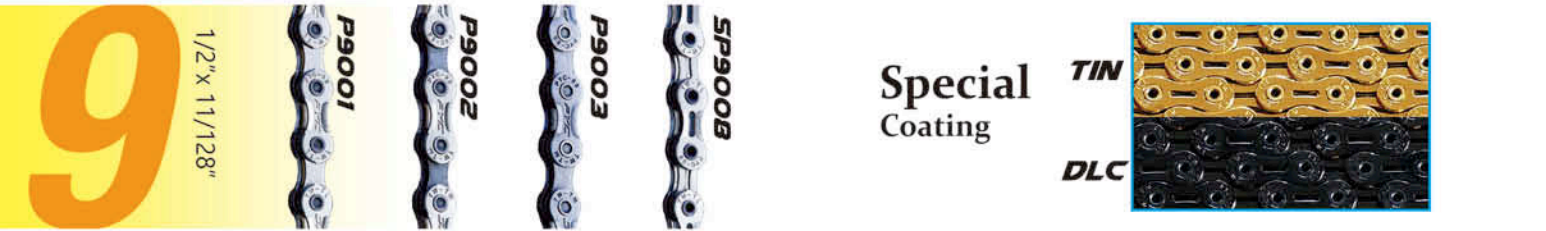
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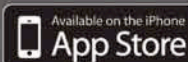


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# Anti-Dumping Against China Set for Change?

Text: Editorial Dept.



The subject of China being granted market economy status (MES) has become a much talked issue recently in Europe. In May, members of the EU parliament united to overwhelmingly vote against the granting of MES status to China, pre-empting a proposal being prepared by the European Commission. Despite being widely applauded by many European industries, the vote was non-binding and more symbolic of the general objection to granting China MES, the EU will still need to address a large trade dilemma with China before the

end of the year.

## A poorly-phrased WTO protocol

The issue of MES for China in the EU has arisen because of poorly-worded expiry clause negotiated on China's accession to the World Trade Organization (WTO) in 2001. The protocol allows for importing countries to use third party countries for price comparison instead of China's domestic prices in anti-dumping cases until December 2016. However, the expiry clause that is causing the problems (Article

15, paragraph D, subparagraph ii) states "In any event, the provisions of subparagraph (a)(ii) shall expire 15 years after the date of accession". Subparagraph (a) (ii) essentially allows importers to use a methodology that is not based on a strict comparison with domestic prices or costs in China.

China's date of accession to WTO was December 11, 2001, and until fairly recently most people assumed that in December this year, China would be regarded as having a market economy. However, as this date come closer, EU complaints have grown louder, and the legal in-

terpretation of the protocol has come under much scrutiny.

China claims that it is entitled to be treated globally as a market economy from these protocols, while many EU governments and European industries, including the bike industry claim that granting MES to China will only leave the door wide open for ultra-cheap Chinese imports to flood in.

### The key to anti-dumping tariffs

The issue is so important to trade relations as it has a large affect on anti-dumping cases and the duties imposed on China by the EU—including anti-dumping duties on bicycles originating from China.

Normally under WTO rules, punitive tariffs on other countries are only allowed if export prices are below those in the exporter's home market. However, in the case of China, because of China's WTO accession protocol, the EU has been able to set tariffs based on an analogue country's domestic prices.

This process has happened across many European industries—the steel industry is attracting the most headlines.

If the EU were to grant MES to China, many anti-dumping complaints would not be upheld and tariffs on those that were upheld would be likely

significantly reduced.

While granting MES is currently an internal EU issue, however, come December if there is no change in EU trade dealings with China it will probably become an issue that will be decided by the WTO.

### Possible resolutions

If the EU grants China MES, the issue will be resolved but the EU would lose its primary trade defense against Chinese imports. Although some European countries (most notably, the UK) are in favor of granting MES to China, most countries are either against it or very sceptical. Additionally, EU industry has been very vociferous in protests against the prospect of China getting MES.

Alternatively, If the EU does not grant market economy status, China is likely to bring the matter before the WTO. Thus, the final answer as to whether the EU's approach to trade with China complies with WTO law will not come from either the EU or China, but rather from the WTO dispute settlement mechanism.


Another solution is that a compromise is negotiated. Both sides could negotiate a mutually satisfactory agreement, in which the European Union secures adequate long-term protection for its key industries in return for some type of granting of MES.

The problem with this is that EU industry is likely to lobby against it, and EU member states are unlikely to come to an agreement on it.

A fourth possible solution is that the EU changes its trade defense mechanisms away from distinguishing between market and non-market economies, and rely on international prices as a benchmark to determine whether any country dumps its products. The US uses a similar system, and is generally regarded as having tougher defense measures against dumped and subsidized goods. However, the United States, of course, does not have anti-dumping against Chinese made bicycles.

### December deadline

The EU has until December to come to a decision on how it wants to deal with trade from China. The process will not be easy due to the wide differences of opinion—in general, northern European countries are more in favor of concessions towards free trade with China while the southern European countries are against it.

No matter what is finally decided, it looks certain that the EU's anti-dumping measures against Chinese made bicycles will become a hot news topic within the bike industry towards the end of the year. 

# Brexit & the Bike Industry

Text & Photos: Editorial Dept.

On June 23rd of this year the people of Great Britain and Northern Ireland went to the polls and voted for the UK to leave the EU. The referendum results means that Britain will at some point leave the EU, however, this will not happen for at least another two years. The result was enough to send shockwaves around the world. An estimated US\$ 2 trillion were wiped off global stock markets. In the UK, Prime Minister, David Cameron announced his resignation within hours. UK share prices tumbled, and the value of the pound plummeted to levels not seen for over 30 years, as confidence in the UK economy was replaced by uncertainty.

The immediate after effects of the result were also felt within the bike industry. Halfords, the UK's largest bicycle retailer lost 22% of its share price. Although now—nearly two months later, many share prices on the UK stock market have now recovered for those initial losses, there are still major concerns that the result will send the UK economy into recession. The pound, which lost more than 12% of its value in the first 24 hours after the referendum, has remained at this low



level.

UK bicycle dealers and distributors have already felt the effects of the devaluation. With nearly all bike products sourced from abroad, bike dealers and distributors had to raise prices to cover increased sourcing costs. “The referendum result was a big surprise for us going against the polling and it had an immediate impact de-valuing the pound.” says Upgrade Bikes Director, Damian Mason, “This has eroded our margin and we will now see prices rise and a degree of inflation returning to the UK.”

Although a devalued pound would be good for UK bike exports, the few remaining bicycle/part manufacturers in the UK still need to source parts mostly in US dollars, so the impact on exported prices would be rather small.

Now, nearly two months later, most in the bike industry seem to accept the price increase due to the devalued pound – after all everyone in the UK is in the just about the same boat. Industry veterans in the UK are realizing that the bike market will survive any economic downturn. Damian Mason commented, “If there is a



recession here, then it will slow things down of course, but the cycle industry has proven to be very resilient through previous economic downturns in the UK, so we are not too worried.”

However, while the UK bike market for the most part will be affected uniformly by a devalued pound or economic downturns, when Brexit does actually happen, the EU’s trade deals and defenses, including GSP, GSP+ and anti-dumping will no longer apply to Britain. Instead new deals will be negotiated in the coming two years.

### Foreign Sourcing

Since Raleigh closed its plant in 2002, bicycle production in the UK has been negligible. A recent CONEBI report put the number of bikes produced in the UK at 53,000 and many of these will likely have been Brompton’s

folding bicycles and mainly exported. The vast majority of all bicycle products sold in the UK are imported. According to Eurostat statistics, in 2015, the UK imported a total of over 3.1 million complete bicycles. Of these, nearly 2.8 million came from outside the EU. Not only was this more than any other European country, it was more than twice as much as Germany—the next biggest importer. Most bicycles were imported from Taiwan which exported 540,115 bicycle to the UK at an average price of 251 euros. The Philippines, Bangladesh, other EU countries, Tunisia, Cambodia and Thailand each account for over 10% of total UK bike markets.

### New Global Trade Deals

During the, at least, two-year period before the UK leaves the EU, its government will have

to negotiate new trade deals and defense measures with its global trading partners. Currently, as a member of the EU, bicycles imported into the UK from the EU enjoy zero duty. Additionally, bike imports from the Philippines, Bangladesh, Sri Lanka, Vietnam, Thailand and Cambodia all benefit from reduced duty rates because of the EU’s GSP/GSP+ status. More influentially, bicycles originating in China currently suffer from 48.5% anti-dumping duty.

The UK Government will almost certainly try to negotiate keenly with the European parliament for some kind of free-trade deal within the EU, however the British Government are not keen proponents of employing trade defense measures against China. Indeed, under ex-Prime-minister, David Cameron’s leadership, the UK was one of the main EU supporters of China’s current push

### 2015 UK bicycle imports

	Volume	Value	Average price
Taiwan	540,115	€135,657,664	€251.16
Philippines	517,911	€23,382,331	€45.15
Bangladesh	403,477	€37,706,498	€93.45
EU	400,284	€129,335,715	€323.11
Tunisia	350,283	€27,756,739	€79.24
Cambodia	316,939	€70,643,908	€222.89
Thailand	226,794	€17,591,927	€77.57
Sri Lanka	128,369	€7,985,116	€62.20
India	89,563	€3,927,770	€43.85
China	85,581	€3,077,362	€35.96
Vietnam	46,719	€10,095,433	€216.09
Other	58,006	€10,715,321	€184.73
<b>Total</b>	<b>3,164,041</b>	<b>€477,875,784</b>	<b>€151.03</b>

Source: Eurostat

for market economy status within the EU. New Prime Minister, Teresa May, may not be as “gung ho” about trade deals with China as her predecessor, it still seems unfathomable that the government seeking greater trade ties with China will then be keen to implement any form of anti-dumping duty on bicycles.

## A UK without anti-dumping on bicycles

Even with anti-dumping duties of 48.5%, the UK still imported over 85,000 complete bicycles from China at an average import value of €35.96. It doesn't take much math or foresight to see that once anti-dumping duties are no longer in place, bicycles from countries with low average import values will quickly find themselves uncompetitive.

The Philippines exported just under 518,000 bicycles to the UK last year at an average value of €45.15. Taiwanese-owned Procycle currently produces around 1 million bicycles a year in the Philippines. Most of Procycle's bicycles are exported to Europe, the majority to the UK. It seems likely that when Brexit finally happens the loss of the Philippines duty-free GSP+ status coupled with the lack of anti-dumping duties against Chinese-made bicycles will make bicycles manufactured in the Philippines



▲ Last year, Procycle exported nearly 1 million bikes to the EU, the majority of these were to the UK.

uncompetitive in the UK market.

Along with the Philippines, bicycles from Bangladesh, Tunisia, Thailand, Sri Lanka and India also have average bike values of under €100. The UK imported over 1.7 million bicycles from these six countries in 2015. It has hard to imagine how they could compete with Chinese produced bicycles without the EU's anti-dumping protection.

Taiwan, Cambodia and Vietnam as well as EU countries all had average bike import values to the UK of over €200. Bicycle imports from those regions are aimed mainly at the mid/high-end UK bike markets and may have some degree of market separation from future lower-

priced Chinese bikes entering the market in the future. However, there are numerous examples of countries around the world with bicycle markets dominated by Chinese produced bikes at the low/mid-end, and a smaller quantity of Taiwanese made bicycle at the mid/high end.

The UK still has at least two years before it will leave the EU. During that time, new trade deals will be negotiated--Britain may join EFTA, there have even been mentions of free trade deals with China. While currency and economic fluctuation may not induce widespread changes in the UK's bike market, Brexit is very likely to have a huge impact on the UK's foreign bicycle sourcing. 🌀

# Bike Industry Posts Disappointing Six-month Financial Reports

Text: Editorial Dept.

The first six-months of 2016 have been punctuated by a string of bicycle companies reporting laying off employees, consolidating distribution and posting poor financial reports. Publicly-traded bicycle companies posted first-half financial results that were nearly all poor. One noticeable exception was Accell Group, which managed to increase profit compared to the same period in 2015.

## Shimano Sales and Profits Drop Sharply

In its 2016 half-year financial results, Shimano announced that its bicycles sector had seen net sales from the segment decreased to 132,630 million yen—a drop of 18.6% from the same period of the previous year. Operating income (operating profit) decreased by 28.5% to 30,586 million yen.

A Shimano press release noted that in Europe, bad weather in March and April greatly undermined retail sales of bicycles, resulting in a higher level of distributor inventories.

In North America, retail sales of completed bicycles were somewhat weaker than in the same period of the previous year. Despite a subsequent slight improvement, distributor inventories of bicycles remain high.

In China, although distributor inventories that had persisted at a high level are heading to an appropriate level, there have been no signs of recovery in retail sales of sports bicycles that have been lackluster since the previous year.

In other major emerging markets Shimano commented that whereas retail sales of sports bicycles in Southeast Asia remained robust, those in South America continued to be soft because of the economic slowdown and weak currencies. The Japanese market, retail sales of sports bicycles, which had been robust until the previous year, lost momentum and distributor inventories have become somewhat high. Retail sales of community bicycles remained weak, continuing from the previous year.

As a result of the poor results in the first half of the year,

Shimano revised its forecast for the whole year down by 25,000 million yen in net sales, and down by 12,000 million yen in operating income.

## Dorel announce workforce reduction and operating loss

Dorel Industries announced that the company's Sports' segment—including the brands of Cannondale, GT, Schwinn and Caloi saw half-year revenue decrease by US\$27.0 million, or 5.6% to US\$453 million compared to last year's US\$480 million. Organic revenue declined by approximately 3.7%, after removing the impact of varying foreign exchange rates year-over-year. The Sports segment also reported an operating loss of US\$44.7 million compared to an operating profit of US\$22.6 million last year.

A Dorel press release noted that in the IBD segment, Cycling Sports Group (CSG) global revenue declined versus prior year amid a 'soft and competitive' North American market. "We experienced lower IBD sales in

North America,” commented Dorel Executive Vice President and CFO, Jeffrey Schwatz, “Consumers shifted toward opening price point bikes and there was a decline in Caloi sales as economic challenges in Brazil hurt us and raised prices there significantly. We protected margins, but that’s coming at the cost of declining sales. That was partially offset by increased sales in Europe to our IBD accounts as that business is picking up,” he said.

Dorel CEO, Martin Schwartz stated, “Dorel Sports is taking the necessary steps to maintain its strong position in the face of a continuing tough market. Results have been affected by sustained discounting in North America and the reality of depressed foreign exchange rates, as IBD sales outside the U.S. are significant.”

In order to increase profits, Dorel Sports division will be laying off 4% of its global workforce, which will increase annual profits by US\$5 million starting next year. Restructuring also includes changing GT’s Chinese distribution to a third-party distributor, ‘exiting’ its three US-based Cannondale stores and relocating Pacific Cycle’s mass market and distribution operations from Illinois to the former home furnishing facility in Georgia.

### Merida Sales and Profits Down

Merida announced a decline in both sales and profits.

Merida stated that due to the unfavorable exchange rate conditions and global market sales slowdown, that profit for the first six months of 2016 was NT 891.2 million 30% down from the year before.

Sales in the first half of the year dropped significantly due to high inventory levels and difficult economic climate in all major markets. The company sold 842,600 bikes with a revenue NT\$ 11.076 billion, representing drops of 29% and 16% respectively compared to the same period in the previous year. Due to the depreciation of US dollars against NT dollar and Japanese yen, the decrease in net profit was even bigger; the profit in the first half ended up 30% down from the last year.

Merida noted that its average selling price has grown by 15%, and that the decrease of sales were mostly on the entry to middle range bikes. High end bike sales didn’t see as much impact and the huge growth of e-bikes have helped to push up ASP.

### Accell Group Records Higher Turnover and Profit

Of the five large publicly traded companies in this report, Accell Group was the only one to increase net profit over the first six months of 2016 compared to the

same period in 2015. Accell Group announced an organic turnover of € 629.7 million in the six months to 30 June 2016—up 10% from €573.8 million during the same period in 2015. Net profit in the same period rose by 7% to €34.0 million (2015: €31.9 million).

Although Accell Group sold a total quantity of 908,000 bikes in the first half of 2016—down for 985,000 bikes in the same period of 2015, the 23% higher average unit sales price meant the revenue from bicycles sales came in at €490.3 million in the first half of 2016—13% higher than the €432.7 million in the first half of 2015. A company press release explained that the average unit price increase was due to the fact that electric bikes and more expensive sports bikes accounted for a greater proportion of turnover.

Turnover from traditional bikes fell by 15%, while turnover from sports bikes was stable, turnover from electric bikes, however, was up by 39%, largely driven by the strong growth in the sales of Accell’s German brands.

In the Netherlands, turnover remained at a similar level as the year-earlier period, as despite higher sales of e-bikes, the number of city and touring bikes sold was lower.

In Germany, bicycle turnover was up 26% compared with the first half of 2015, largely due to the healthy sales of Haibike and Ghost performance e-bikes. In its

press release, Accell noted that the demand for this relatively new and special category of electric bikes has grown stronger this year, and Accell Group's growth in sales of these more expensive sports bikes also continued, while sales of non-electric bikes and simpler mountain bikes were down in the first half of this year.

In the rest of Europe, Accell are seeing a growing interest in electric bikes, noting that the Haibike, Ghost and Lapierre brands in particular are responding effectively to this trend and are increasing sales, especially in sports electric bikes.

Turnover in North America fell by 3%. The Diamondback brand was confronted by two major bankruptcies of multi-sports chains, which led to US\$ 2 million in direct costs. On top of this, the company also faced indirect costs as a result of the loss of sales to those two chains and the price pressure in the market resulting from the liquidation sales of the inventories. The Ghost brand, which was launched in North America last year, recorded an increase in bike sales. Turnover from Raleigh bikes sold to the specialist retail trade was down, due in part to competitive pressures and difficult conditions in the North American specialist retail sector. Accell Group also announced that it has taken the first steps towards omni-channel sales of Raleigh bicycles, which

has traditionally only delivered to bike dealers.

The turnover in other countries outside Europe rose by 8% and accounted for 4% of total turnover.

“We are benefiting specifically from our leading position in the field of electric bikes, which currently account for some 43% of our total turnover. Turnover from E-performance bikes has doubled in the last six months,” stated René Takens, Chairman of the Board of Directors of Accell Group. “Turnover from bicycle parts and accessories was also higher in Europe, but we did see a slight drop in total turnover in this segment due to the sale of our North American operations. In the first half of the year, we managed to sharply reduce working capital compared with year-end 2015. This was reflected in the considerable increase in free cash flow, which came in about €40 million higher than in the same period of last year. For the second half of 2016, we expect to record higher turnover and profit, barring unforeseen circumstances.”

### Giant: sales and profits decline

Giant announced first half 2016 consolidated revenue of NT\$29.08 billion, a 3.7% decrease compared with the NT\$30.20 billion revenue during the same period in 2015. Giant posted a pre-

tax net profit of NT\$2.46 billion—a slight growth of 0.9% over the NT\$2.44 billion profit in the first six months of last year, although after-tax net profits were down by 5%.

Worldwide, Giant group produced and sold 2.56 million bicycle units in the first half of the year. Of its own brand, sales in Europe performed best, and the company also noted reasonable sales performance in Canada, Australia and Japan. However, Giant commented that sales to the USA were affected by the impact of high inventory levels in the market, leading to a slight decrease in revenue compared to the same period last year. Market demand remained weak in China leading to a decrease in sales of over 20% compared to 2015.

Due to an uncertain global economic outlook and fierce competition within the bicycle market, Giant expects the European bicycle market to be flat, but with e-bike sales continuing to grow. In the US, Giant noted that its inventory levels were reasonably healthy compared to competing brands, every brand had taken action to adjust its inventory, but this impact on the market still remains to be seen. Although in China the poor overall economic environment is poor and bicycle market demand weak, Giant still holds a positive view of long-term development of the Chinese market. 🌀

# Procycle in the Philippines



Text & Photos: Grace S. Ruan

Philippines bicycle assembler Procycle began production in 1991, and has been in existence for 26 years. The company makes many parts in-house, including saddles, mudguards, and frames, and has a high self-made content of 70%, however, plastic parts must be purchased from Chinese firms operating in the Philippines. Procycle has always exclusively specialized in children's bikes. According to company President, Chen Ching-hui, who is a native of Taiwan, the bright colors and varied patterns of children's bikes always fuel his enthusiasm for his work. With the completion of its third plant at the end of July 2016, Procycle plans to increase the value of its products and diversify by producing whole bicycles and aluminum frames at all its three plants.

Procycle exports 100% of its products to the EU, and most bicycles are exported to Britain, Germany, France, Belgium, Austria, and Spain. The average unit price is US\$46. After the third plant begins producing aluminum frames, Procycle expects its average unit price to rise to US\$60. Procycle produces a wide variety of products, often in small batches, and offers bicycles

ranging from 10" to 28" in size. Children's bikes account for 80% of the company's output. President Chen notes that although Procycle spends around NT\$20 million (roughly US\$600,000) on testing its children's bikes each year, customers pay for this service. The company employs approximately 1,000 people during the busy season. Chen's son, Joe Chen, is interested in the bicycle business, and father and son take turns performing in-plant management. The Procycle facility in Tainan, Taiwan consists of a shipping warehouse and purchasing center, and the company also has a subsidiary in Kaohsiung.

Procycle's Philippines factories is located in the city of Carmona, Cavite Province. The three plants have areas of 8,000 m<sup>2</sup>, 10,000 m<sup>2</sup>, and 20,000 m<sup>2</sup>, and have a combined annual capacity of one million children's bikes. Due to the construction of a new plant and customer shifts, the company expects to produce only 860,000



▲ Procycle President Harry Chen (right) and his son Chen Bo Qiao, Vice President (left). Low-key and pragmatic, both father and son are full of enthusiasm for the bicycle industry.

bikes in 2016, but it is confident that it will break the 1 million mark in 2017. According to President Chen, while Procycle's efficiency was previously 30% lower than that of similar companies in China, it is now 30% better than that of its Chinese rivals. In spite of this, the author observed that Procycle is the only bicycle plant



▲ Kids bikes from 10" to 28" are produced.



▲ The painting line.



▲ Many of the junior bikes feature licensed designs.



▲ Sample room testing personnel.

in the Philippines. Most employees consist of young people in their twenties; although they can learn and be shaped, they can't possibly compete in terms of experience with workers in China. Furthermore, the Chinese bicycle industry has demonstrated its guts and experience. President Chen was kidnapped for 12 days

in the Philippines twenty years ago; he was actually not the planned target of the kidnappers, and was released upon payment of a ransom. This experience greatly changed Chen's view of life; he is constantly grateful to have escaped death, leads a modest life, and treats his employees well.

The population of the Philippines surpassed 100 million in March 2016, and the economy is currently thriving. Nevertheless, the unemployment rate is very high, and there is widespread poverty. Although the new president has taken active steps to eliminate drugs and alleviate poverty, much time and will-



▲ Assembly line.



▲ Rims & wheels department.



▲ Decal department.

power will be needed to make headway against these problems. Much infrastructure is still relatively undeveloped, the price of electricity is high, which has led to rampant theft of power, and Manila suffers severe traffic congestion. Korea and Japan account for most of the foreign firms in the Philippines.

Although the Philippines originally had two major bicycle producers, the other one could

not comply with EU regulations, and could not obtain preferential zero tariffs. As a result, the company's plant has closed and the building is awaiting sale. Shimano has established a plant in a local Japanese industrial area, and the Chinese bicycles firm Trinx plans to set up a plant in the Philippines in 2017. The Philippines' PhiBike bicycle show was held for the third time this year, and has grown in size by 20% each year. In this virgin ground, the new bike show has become an important stage for the display of branded products in the Phil-



▲ Procycle have a high ratio of in-house production.

ippines, as well as an excellent opportunity for manufacturers looking for distributors. 🚲



▲ Procycle's third plant is about 80% complete, and due to be fully completed by the end of September.



▲ Some equipment has already been installed in the third plant.



▲ The third plant has two assembly lines.



▲ Even though the new third plant is for complete bikes and aluminum frames, Procycle also produce OEM kids bikes there for some other brands.





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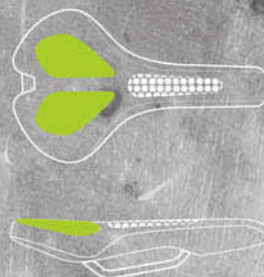
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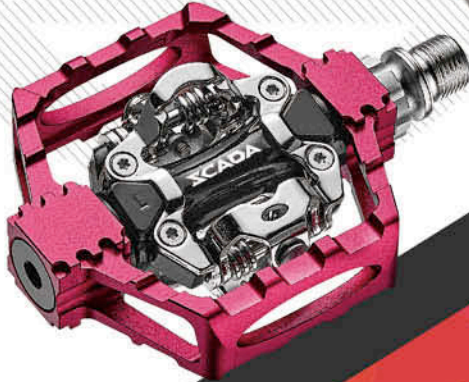
EUROBIKE BOOTH  
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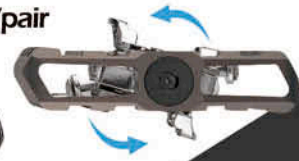
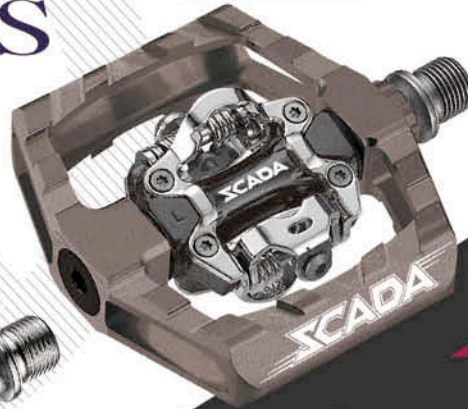
# POP-UP PEDALS

**MTB SERIES**

**SC-MD132 / 478 g/pair**



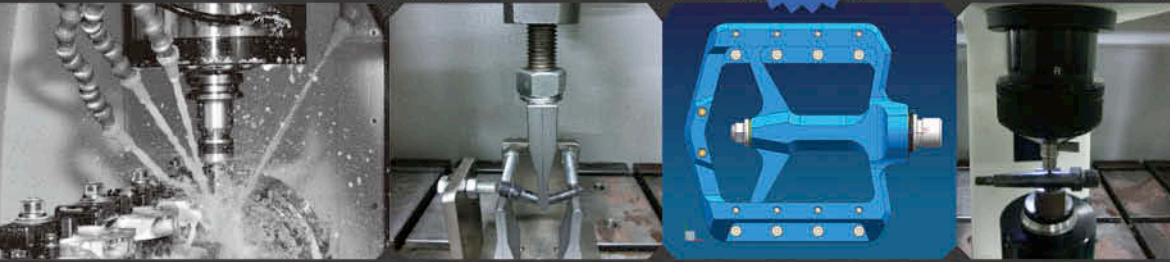
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**BIKE FIT O-BFM100**



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φ 22.2 or 23.8mm

### HS-RA-100

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



φ 22.2 or 23.8mm

### HS-RA-125-2

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



φ 22.2 or 23.8mm

### HS-RA-105-2U

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



### HS-RA-02-10

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



### HS-878

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



### HS-9101

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



### HS-801-WAR HS-801-WA

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



### HS-626-H

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



### HS-720

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



### HS-27D

Material	Steel, Crmo
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Diam	22.2mm
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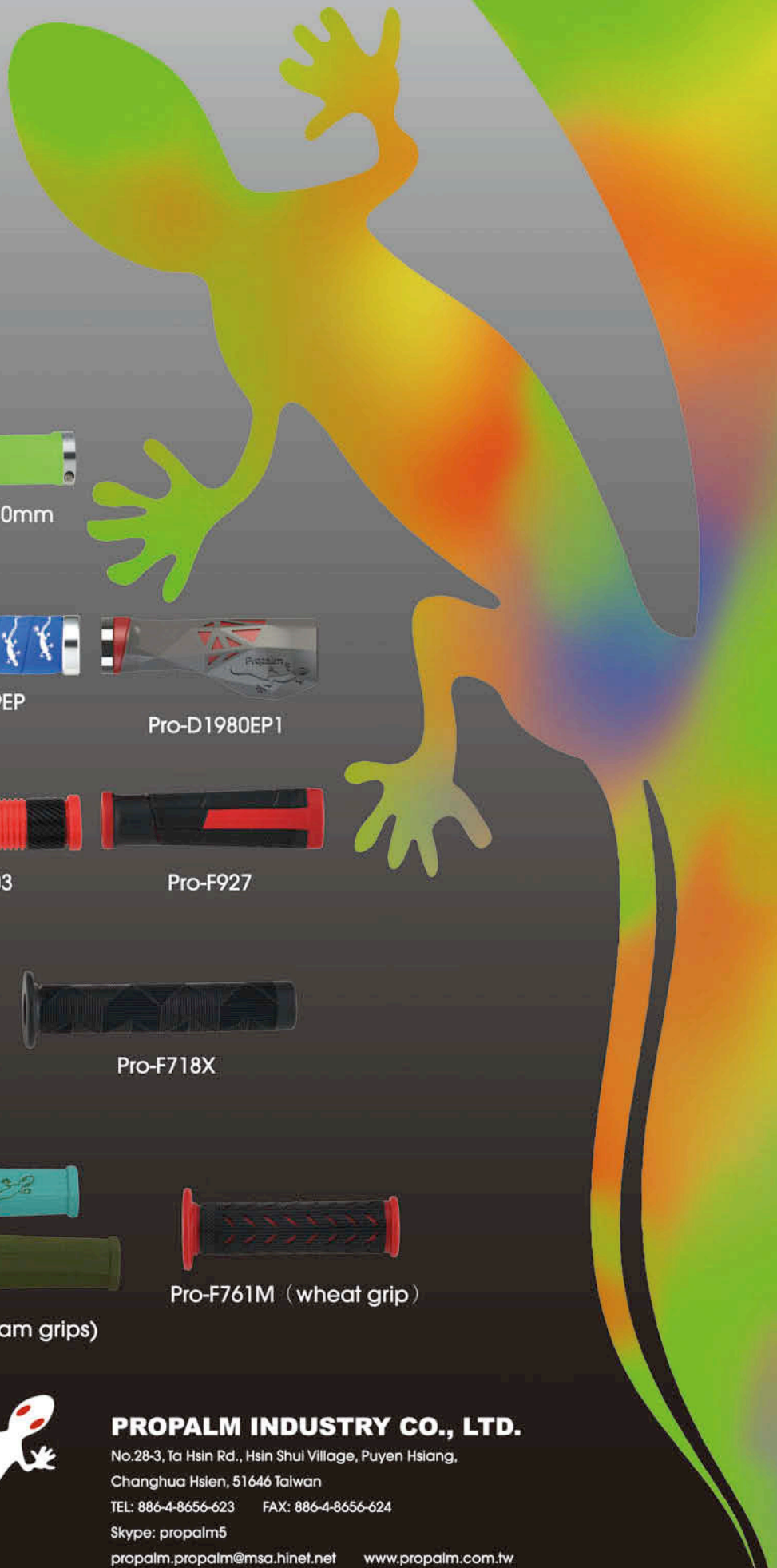
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**WR-2641**  
L: 130mm



**WR-2605**  
Size: 110mm x 22.2mm



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**WR-2610**  
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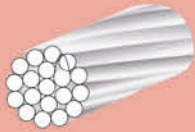
● **BRAKE Outer Housing: 2P 5mm**

● **GEAR Outer Housing: SP 4mm**

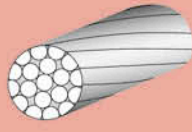


### ● Inner Wires Specifications

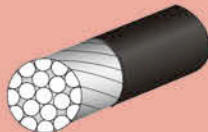
Inner Wire A/M set 100PCS / BOX



GAR(Galvanized steel)  
STR(Stainless steel)



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



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



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

Outer Cable A/M set 50M/ BOX



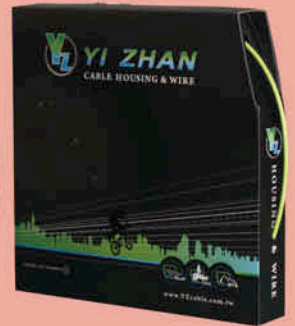
YZ-A40-Z6



YZ-E2-Z6



PTF-ST/RED YZ-10563  
1.5mm X 2100mm 7X7 & 6X9 2PCS / BOX



### ● End Cap

▶ End Cap L : 23mm

▶ Gear Sealed End Cap L:15mm



5mm YZ-15501 15502 YZ-15508 15509



YZ-154315 YZ-154325



YZ-14303 14304 14305 14306 14307

▶ Gear End Cap L : 13mm

▶ Brake End Cap L : 15mm

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# Tektro Celebrates 30th Anniversary

Text & Photos: Editorial Dept.

▲ Tektro's three helmsmen: President, Gary Chen; Vice President, Aver Tsai and General Manager, Leo Chen lead company staff in cutting Tektro's birthday cake, while expressing gratitude to customers for their support.

Established in 1986, Tektro specializes in the manufacture of bicycle brake systems. With a formidable “Iron Triangle” lineup of President, Gary Chen; Vice President, Aver Tsai and General Manager, Leo Chen, Tektro upholds core business values of “integrity, professionalism, safety, and innovative value”. Tektro has consistently pursued innovation, to steadily increase its capabilities. As a result, the company’s products have been awarded such major international honors as Germany’s Eurobike Award, the iF design award and the Red Dot design award.

## Learning from difficult experiences

In his anniversary speech, President Gary Chen recalled how a powerful typhoon struck Taiwan not long after Tektro had begun operation, and caused serious damage to the company’s plant. Chen praised his colleagues for their tremendous teamwork and vigorous efforts to restore operations, which he chalked up to the ability to “learn and grow from difficult experiences.” The existence of Tektro today is due to much arduous work and painstaking progress. After its sales reached a level of stability, Tektro began participat-



▲ President Gary Chen expressed his wish that Tektro will enjoy equal success during the next thirty years.

ing in trade shows, gradually expanding its overseas markets, and beginning to develop its brand. While the company originally used the transliteration of its Chinese name in written materials, because foreign customers had difficulty pronouncing and remembering the name, Tektro commissioned an American design company to redesign its trademark and brand, and in 1991 formally launched its new “Tektro” brand. “Tektro” is meant to evoke “technology” and “control”, and the company seeks to rely on new products, new technologies, and new working methods, while providing superior products in line with the industry’s advance into high-end markets.

## Deriving great benefit from A-Team membership

Product R&D and innovation is spearheaded by Vice President Aver Tsai. Under Tsai’s leadership, Tektro has steadily introduced new products, and has consistently set new milestones. For his part, General Manager Leo Chen is a sales wizard, and bears responsibility for developing new markets and selling Tektro’s products around the world. Throughout the past three decades, Tektro has constantly improved its internal production management, which has boosted its corporate strength and enhanced competitiveness. According to President Chen, Tektro



▲ TBA Chairman and Giant Group Executive Director, Tony Lo praised Tektro’s management efficiency, guts, and execution ability.

adopted a computerized operating system in 1992, and has been vigorously upgrading and transforming itself in response to the industry’s move offshore and adaptation to production of smaller batches of more diverse products. As a result, production efficiency has improved, and product added-value has increased. One of the company’s biggest turning points came in 2002, when it joined the A-Team and adopted the TPS production system, which further boosted the efficiency of production processes and ensured robust competitiveness.

## Vertical integration

In light of the fact that its business needs had grown and production space cramped, Tektro purchased land and began work on a new plant in 2007. This



▲ Merida President, Michael Tseng commended Tektro for constantly seeking improvement and aiming ever higher.

plant was completed in 2008, and formally began operation in March 2009. Tektro has further adopted the 3P production management system and achieved the vertical integration of core technologies and production processes. It has also established five production departments, namely a forging plant, CNC processing plant, brake lining plant, finishing plant and carbon fiber plant. The demand-driven, real-time, standardized operations emphasized by the TPS system were fully realized in 2014. President Chen is dedicated to continuing to strengthen and evolve its production operating system in the future. Having reached the age of 30, Tektro looks forward to a prosperous future thanks to its talent, dedication, and teamwork. 🌀



# Axman Opens New Plant

Text & Photos: Editorial Dept.

Founded in 1985, over the years Axman has designed and manufactured products for many well-known international brands, and sponsored the female Taiwanese cyclist, Hsiao Mei-yu during the period in which she won two gold medals at the Asian Games and four consecutive Asian championships.

Axman is continuing to grow and gain strength. As its old plant was no longer able to meet the company's needs, Axman moved into a modern new plant around the middle of this year. The new plant emphasizes the bicycle industry's ecological concept, and incorporates timber



▲ Axman President, Jackson Chiang has always been a low-key and down-to-earth individual.

elements and tree motifs, which gives it a natural and down-to-earth style. According to Axman President, Jackson Chiang, the

company's future development directions include:

1. Customized production: Axman will take advantage of its



existing strengths and continue to improve its customer service for its high-end products.

2. Production mechanisms featuring a high degree of flexibility and responsiveness: Axman has become customers' most-trusted OE/OD production partner in Taiwan, and is able to develop rapid production mechanisms geared to production of small batches of varied products.

3. A human-centered orientation: Apart from investment in hardware equipment and facilities, Axman is also vigorously acquiring outstanding R&D and management personnel, and is continuing to develop innovative and improved processes.

### Development of hand-crafted carbon fiber wheels

Axman has relied on quality and service to win its customers' trust. OEM production requires that hard-core effort, and quality, on-time deliveries, and acceptable prices must all be exceptional to survive in this tough market. Axman's motivation in building a new plant is to improve its bicycle production processes, and it hopes to provide customized painting services in the near future. Its painting equipment will be ready for use in September of this year, and it plans to make full use of robot arms on its painting line. Axman developed its own production lines in-house, and demands




▲ Axman President, Jackson Chiang and GM Jacky Huang (right) have complementary talents.

100% correct assembly. Production line employees all perform production tasks exclusively in accordance with standard operating procedures. Axman has developed its own carbon fiber wheel lacing procedures, which has facilitated agile assembly, a wider range of options, and greater competitiveness. Apart from specializing in carbon fiber bikes, Axman has also kept up with contemporary trends by developing e-MTBs in recent years, and plans to introduce even more e-MTBs this year.

### Cultivating the Asian market

Driven by its passion for

bicycles and creative ideas, Axman established a sales subsidiary in 2014 to bear exclusive responsibility for development and sales of Axman brand bicycles. Axman's goal is to provide even more appropriate options for avid cyclists throughout the Asian market. Axman General Manager, Jacky Huang noted that the company had always intended to develop its own brand, and has discussed its brand development plans with its customers. Axman's customers are chiefly located in the European and American markets, and it intends to differentiate its new brand, which will focus on Asia. 

# Ridea Promotes Pulley Wheels

Text & Photos: Editorial Dept.

In view of the fact that with a larger the pulley guide wheel, a chain has greater inertia and better riding efficiency, Ridea has embarked on the development of pulley wheel designs, and has introduced four grades of four types so far—for a total of 16 products.

According to Ridea General Manager, Daniel Hsu, the use of pulley wheels can effectively increase a chain's power and inertia, reduce chain friction and noise, ensure fast and reliable shifting, and stabilize cycling output. Furthermore, Ridea discovered some small shortcomings of existing derailleurs during design and development, and therefore changed its structural designs in order to ensure even greater perfection. These steps include: (1) reduction of chain play as much as possible; (2) adding curved bumpers to prevent dropped chains; and (3) the use of a triangular structural design, which evens out stress and increases rear shifting stability.

## Meeting the needs of the general cycling public

Hsu emphasized that, in contrast with other brands on the market, which have generally



▲ GM Daniel Hsu emphasized that Ridea's pulley wheels consist of four levels for four different systems.

introduced products for just one specification and offer inadequate compatibility with other systems, Ridea has simultaneously developed four major compatibility types to ensure that consumers using most derailleur brands can employ pulley wheel technology on their bike. These are: RD1 (compatible with Shimano Dura-Ace and Ultegra), RD2 (compatible with Shimano 105 and Tiagra), RD3 (compatible with SRAM Red, Force, and Rival), and RD4 (compatible with Campagnolo Super Record, Record,

Chorus, and Athena). The company also plans to introduce the RD5 (compatible with SRAM e-Tap System) and RD6 (compatible with Shimano 9100) in the future.

## Four levels for consumers to choose from

Ridea has also introduced each different type of RD product in the four levels T35, X66, C66, and C88. Apart from the T35 level, the grades all employ an "X" tooth design with very stable



▲ The orderly CNC workshop offers a spacious and clean environment.

shifting.

T35: Basic type, has an aluminum alloy support, steel ball bearings, and ordinary teeth shape; number of teeth: 13/15, weight: 65g.

X66: Advanced type, has

an aluminum alloy support, steel ball bearings, and X tooth shape; number of teeth: 16/16, weight: 76g.

C66: Superior type, has a carbon fiber support, all-ceramic resistant-free bearings, and X

tooth shape; number of teeth: 16/16, weight: 70g.

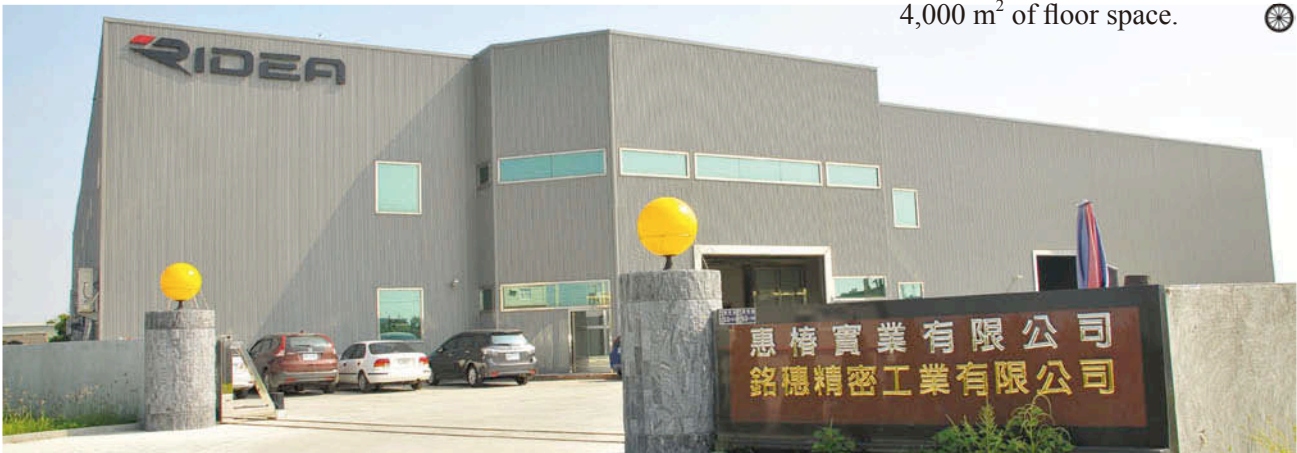
C88: Superior type, has a carbon fiber support, all-ceramic resistant-free bearings, and X tooth shape; number of teeth: 18/18, weight: 85g.



▲ Ridea's pulley wheels are not just structural design change, the oversized wheels effectively increasing the power delivered by the chain.

### Moving into a new plant

In order to boost plant performance, efficiency of plant utilization, and have more space in which to store finished products in the wake of the establishment of its brand, Ridea completed the move into a new plant on August 8, 2015. Both new and old plants are located in Lukang Township. The new plant occupies nearly 10,000 m<sup>2</sup> and contains roughly 4,000 m<sup>2</sup> of floor space. ⚙️



▲ Ridea's new plant.



# TBW Stresses Commitment

Text & Photos: Editorial Dept.

Organizer's of Taichung Bike Week (TBW) have announced that all venues for the 2016 event are fully booked with exhibitors. This year, a fourth hotel—The Lin, has been added as an exhibitor venue. Approximately 10-minutes away from the events previous three hotels, The Lin offers TBW an additional 138 booths for exhibitor use in its ballrooms on the 3rd and 6th floors.

A press release issued by show organizers also aims to quell industry rumors of a change in event location or combination with other trade shows as well as assuring of TBW's commitment to running the event with industry volunteers and being 100% non-profit. "The TBW team has had no discussions with any bodies or organizations to either move the event or combine it with

any other trade shows." stressed Show Organizer, Steve Fenton in the press release. "There is a study by TAITRA, the organizers of Taipei cycle show, to try and move the existing Taipei show to the same time as TBW, but no discussion with the organizers of TBW have taken place to date."


Steve Fenton goes on to note "TBW is called Taichung Bike Week for a reason, because its based in Taichung where you are never more than 35-40 minutes drive from 85% of the bicycle industry in Taiwan."

The unique format of TBW ensures high quality B-to-B business at a significantly reduced cost to exhibitors, Visitors can have serious face-to-face meetings with suppliers in a much shorter time than normal, without the wasted time of trying to get in and out of an exhibition center

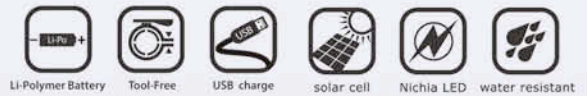


▲ Prolite CEO and Taichung Bike Week Organizer, Steve Fenton

each day. Buyers can often be seen having the first meeting of the day at breakfast in the hotels where they stay and finishing off at night networking with industry peers in the hotel bar.

Taichung City government will be laying on shuttle buses so that visitors can conveniently and quickly travel between the four hotels. TBW will be held from 18 to 21 October, 2016. 

HighbredLux 3



# Safety Lights

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New

CC#717 For 42T  
Material: Alloy (1.2mm)  
Steel (0.8mm)



New



CC#609-1 For 38T, 42T, 44T, 46T, 48T  
Material: Alloy (2mm)



CC#711 For 38T  
Material: Alloy & Steel  
Tolerance  $\pm 1.5$ mm



CC#675 For 36T, 38T, 40T, 42T  
Material: Alloy & Steel  
Tolerance  $\pm 1.5$ mm



CC#673 For 42T  
Material: Alloy (1.2mm)  
Steel (0.8mm)



New

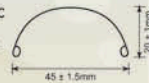
CC#067-123

Tire Width: 100mm-110mm  
Size: 20", 24", 26"  
Material: Alloy & Steel, 0.8T



CC#959

Tire: 11/4-13/8, 700x28C-38C  
Material: Alloy  
Compatible with fender tail 803F



CC#937

Tire: 700x25C-28C  
Size: 12"-28"  
Material: Alloy, Steel  
Compatible with fender tail 803J



New

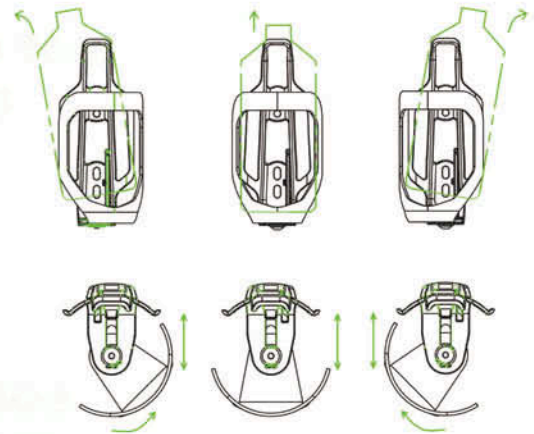
CC#937-SB

Tire: 700 x 32C-40C  
Size: 700C  
Material: Bamboo 4T





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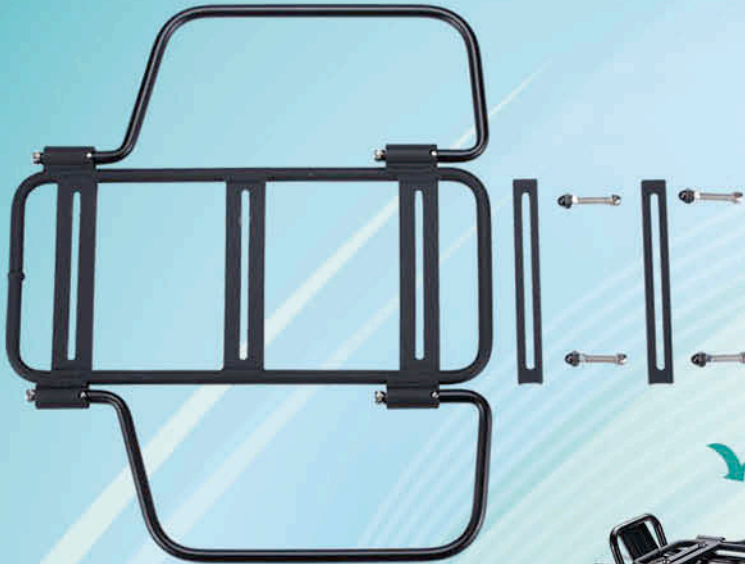
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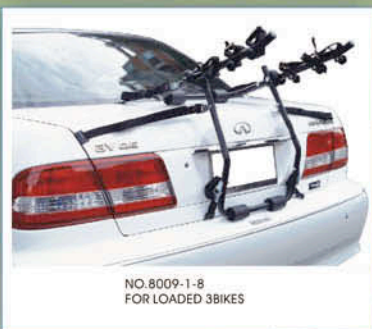




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## BXL-069

**Size:** L  
58-61CM  
**Airvents:** 16Airvents  
**Weight:** 250g

bicycle helmet,CE-EN1078,vents-16dial,with adjuster black EPS,4 color PC shell,quick release buckle,and Nylon Straps,with heatsealed comfortable padding.



## BXL-074

**Size:** L  
58-61CM  
**Airvents:** 24Airvents  
**Weight:** 250g

bicycle helmet,CE-EN1078,vents-24dial,with adjuster black EPS,4 color PC shell,quick release buckle,and Nylon Straps,with heatsealed comfortable padding.



## BXL-070(1)

**Size:** L  
58-61CM  
**Airvents:** 14Airvents  
**Weight:** 250g

bicycle helmet,CE-EN1078,vents-14dial,with adjuster black EPS,4 color PC shell,quick release buckle,and Nylon Straps,with heatsealed comfortable padding.



## BXL-075

**Size:** L  
58-61CM  
**Airvents:** 20Airvents  
**Weight:** 250g

bicycle helmet,CE-EN1078,vents-20dial,with adjuster black EPS,4 color PC shell,quick release buckle,and Nylon Straps,with heatsealed comfortable padding.



## BXL-070(2)

**Size:** M-L  
54-60CM  
**Airvents:** 14Airvents  
**Weight:** 260g

bicycle helmet,CE-EN1078,vents-14dial,with adjuster black EPS,4 color PC shell,quick release buckle,and Nylon Straps,with heatsealed comfortable padding.



## BXL-076

**Size:** L  
58-61CM  
**Airvents:** 25Airvents  
**Weight:** 250g

bicycle helmet,CE-EN1078,vents-25dial,with adjuster black EPS,4 color PC shell,quick release buckle,and Nylon Straps,with heatsealed comfortable padding.



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**SHORT**  
ARM SERIES



STEEL  
SIDEBAR

**ITEM: FV1N0991S1**

Hex 2/3/4/5/6/8mm,  
PH1, Torx T10/T25

**SHORT**  
ARM SERIES



STEEL  
SIDEBAR

**ITEM: FV1N1191S1**

Hex 2/3/4/5/6mm, PH1/2,  
Torx T10/T15/T25, SL5

**LONG**  
ARM SERIES



STEEL  
SIDEBAR

**ITEM: FV2N0991S2**

Hex 2/3/4/5/6/8mm,  
PH1, Torx T10/T25

**LONG**  
ARM SERIES



STEEL  
SIDEBAR

**ITEM: FV2N1191S2**

Hex 2/3/4/5/6mm, PH1/2,  
Torx T10/T15/T25, SL5

**COMPOSITE**  
ARM SERIES



STEEL  
SIDEBAR

**ITEM: FV2N0992S2CB7**

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# Fuji-Da: A laser focus on the OEM market

Text & Photos: Editorial Dept.



▲ Jiansheng Xin is ready to plunge into the IBD market.

The Tianjin-based Fuji-Da Group, which has an annual capacity in excess of 10 million bicycles, has recently been making major investments at a 67-hectare site in Jinghai. The company has completed 12 plant buildings as part of its first and second stage of development, and some of the plants in production. For instance, the Rex plant—which is a joint venture involving Fuji-Da and Taiwan’s Fritz Jou—began large-scale assembly operations during the second half of 2015. Fritz Jou

provided the blueprint for manufacturing processes at this plant, which has a production target of 200,000 bikes this year, all of which will be exported. The new Jinghai plants have also established a strategic alliance with Decathlon that is currently mass producing bicycles. For its part, Fuji-Da is most interested in a carbon fiber frame plant. Major equipment has already been installed in this plant, which has begun small-batch production, and will have an annual production target of 150,000 frames.

## Creating a bicycle industry Foxconn

President Jiansheng Xin hopes to find even more partners

among the world’s major brands. Fuji-Da can provide assembly lines or perform OEM production for customers, and is ready to offer even better cooperative terms. President Xin looks forward to his company morphing into the “Foxconn” of the bicycle industry.

Major orders from the US, Korea, Japan, Russia, and Brazil have recently been filled by Fuji-Da. Over the last few years, Jiansheng Xin has been energetically acquiring new equipment, and hopes to boost product value even further. The company’s recent investment of RMB 150 million in automated production systems and smart manufacturing lay a good foundation for IBD market bicycle production, and it



▲ The Rex plant.





▲ Tianjin Fuji-Da General Manager, Yue Mingjun.



▲ Tianjin Fuji-Da's site.



▲► Welding robots at Fuji-Da. (Photo: Fuji-Da)

has successfully won orders from some of the United States' high-end brands.

Fuji-Da is dedicated to becoming the leading OEM producer for the world's top brands, and also looks forward to offering the best quality. While making use of cooperation, division of labor, and alliances as appropriate, President Jiansheng Xin keeps a firm hand on the rudder, and is continuing his voyage into the future with great confidence. 🌀



▲ Assembly line for Decathlon bicycles.



# Ming Cycle's Changzhou Plant goes into Action

Text & Photos: Editorial Dept.

During its 26 years in existence, Ming Cycle has made the leap from OEM to ODM production, and has accumulated extensive manufacturing

experience and professional expertise along the way. Now that its third plant is up and running, Ming Cycle is poised to make another great leap ahead. At the

opening ceremony for the factory, Ming Cycle President, Tai Shan Chang expressed that the new 80,000m<sup>2</sup> Changzhou plant (Yongqi), which is Ming Cycle's



▲ Ming Cycle's Changzhou 3rd plant.



▲ From left: Ming Cycle Taiwan GM, Albert Chen; Changzhou Xinbei District Party Secretary, Wu Xiaodong; Ming Cycle President, Tai Shan Chang; Kenda Vice President, Jimmy Yang and Ming Cycle Changzhou GM, Kun Huang Hung.

third plant in China, makes use of natural lighting, water and power conservation systems, and also has a U-shaped production line layout. The plant will eventually have four production lines, and each line will have an annual production capacity of 200,000 bicycles. The plant is expected to produce 400,000 bikes in 2016, and output is projected to increase to 600,000 bikes in 2017 and 800,000 bikes in 2018.

Steve Reeds, Executive Vice President of Dorel Sports, heaped praise on Ming Cycle for its timely deliveries, fine quality and willingness to invest in plant



▲ From left: President, Haim Becidan of Israel's HM Becidan and his son (standing behind); Ming Cycle Vice President, Chen Hung-jen; Pacific Cycle Director, Preston Akers; Ming Cycle Sales Manager, Wang Miao-chi (standing behind) and Dorel Sports Executive Vice President, Steve Reeds.

equipment. The two companies are cooperating on products including GT's stunt bikes, Mon-goose bicycles and Cannondale

children's bicycles, and they expect to jointly develop even more products for the IBD market in the future.



▲ Automated mechanical arm on painting line.



▲ Assembly line.



▲ Bicycle boxes are sent down a conveyor from an upper floor saving workshop space, time and man hours.



▲ Rims are transported along an elevated conveyor line.

Optimized for 1X Systems

# Kenstone Breaks Ground on New Kunshan Plant

Text & Photos: Editorial Dept.

Kenstone established its first factory in China at Kunshan in February 1994. This plant has mainly produced bicycles, wheelchairs, medical & healthcare equipment and various kinds of sporting equipment. These products are exported to Europe, the United States and Japan under Kenstone's bicycle brand names of Masi and Haro. As Kenstone's business grew, the old plant became inadequate to meet demand, so in order to boost capacity, Kenstone recently purchased land for a new plant at Kunshan, and held a foundation laying ceremony at the end of March 2016.

According to General Manager, Jayu Yang, Kenstone has operated its plant at Kunshan for 21 years. The new plant—built



▲ From the left: Kenlight GM, Yang Chia-ling; Kenda President, Ying Ming Yang and Kenstone GM, Jayu Yang.

with total investment of US\$10 million, occupies an area of 9.4 hectares and offers 58,000 m<sup>2</sup> of floor area. The plant is expected to be completed in June 2017. After completion, the new factory will eventually have an annual capacity of 1.3 million bicycles, 20,000 e-bikes and 30,000 wheel-

chairs. This will help Kenstone expand its sales, and also play a complementary role in terms of capacity and quality with the company's Taiwan plant. As a result, Kenstone anticipates that its revenue will grow steadily in the future. 🌀



▲ Kenda Kunshan GM, Lin Chien-liang and Kenda Kunshan Assistant Manager, Lei Hsiung-ping.

# Joy Group: New Taizhou Plant Groundbreaking

Text & Photos: Editorial Dept.

On the morning of May 18, the Joy Group held a groundbreaking ceremony for its new Taizhou plant in Gaoxin Technology Industrial Park, which is in the Gaogang District of Taizhou. The new plant will occupy a 7.4-hectare site, and is Joy Group's third plant. In the future, it will produce bicycle parts and components. It should be noted that the Joy Group's "Joytech" brand enjoys a 23% global market share.

According to Joy Group CEO, Steven Chen, Joy was established in 1971, and was a tiny company with only six employees and a plant occupying little more than 165 m<sup>2</sup> at that time. Nowadays, it has two plants in China, and is branching out from bicycle manufacturing. Joy currently possesses mature production capabilities for bicycle hub and wheel products.

The new Taizhou plant will be developed in two stages: The first will begin with an emphasis on basic processing and production, and the plant will make products for the domestic market in conjunction with Joy's Kunshan and Shenzhen plants. During the second stage, the plant will produce parts and com-



▲ Guests in attendance join in the traditional breaking of the ground with "golden shovels".



▲ Joy's big family (from left to right: global marketing supervisor Jeff Chen; Kunshan plant General Manager, Chen Cheng-hsiao; Joy Group President, Chiang Pi-yun; Joy Group CEO, Steven Chen and Joy Group Global Executive Director Tate Chen).

ponents for e-bikes and electric tricycles using lithium batteries. Throughout this evolution, Joy

will continue its mission of maintaining a healthy environment and protecting the Earth. 🌍

# Bafang's Constantly Improving Drive Systems

Text & Photo: Editorial Dept.



▲ Bafang GM, Wang Ching-hua values R&D and marketing.

Beginning more than a decade ago, Bafang started earning attention for its professional development and production of electrical motors. Nowadays, Bafang's products include motors, instruments, batteries, sensors, controllers, and connecting cables. Bafang has also become a producer of e-bike electrical systems, selling

its products around the world. In 2015, the company sold 900,000 motors and 300,000 all-inclusive e-bike electrical systems, earning revenue of US\$93.5 million. Bafang has over 350 customers worldwide, and enjoys steadily rising sales in the European market. Motors and drives systems account for more than half of its total sales revenue.

Bafang has an extremely lofty reputation in China, and is paying increasing attention to overseas markets. Its impressive achievements are largely derived from its accurate marketing positioning and clear-cut division of labor among its production sites. Apart from its Suzhou plant, Bafang also has a factory in Tianjin and a subsidiary in the Netherlands. The Tianjin plant bears responsibility for manufacturing

products for sale on the Chinese domestic market, and produced 300,000 motors and 2015, 90% of which were exported. Bafang's Netherlands subsidiary handles after-sales service, maintenance and distributor training in the European market.

## Distant deployment; stable growth

Bafang has successfully developed into a global all-inclusive drive system vendor. Aside from high-quality motors, the company also provides complete e-bike drive system sets. Product sets include user-friendly HMIs (Human-Machine Interfaces), reliable storage batteries, and sensors. In addition, the company's connecting cables and motor controllers ensure that its prod-



▲ Bafang's new 2016 RM G36.500DC motor.



▲ The MAX system is a best-seller in Europe.



▲ A bilateral, high accuracy torque sensor.

uct sets are even more complete. Bafang has spent more than four years performing system development work; system sales currently account for 50% of the company's overall sales revenue, and are expected to account for 70% in the future.

Bafang has its own unique advantages in the area of system products. It can combine standardization and customization, maintain great agility, and can develop product sets meeting customers' need for new solutions, while also providing individualized service satisfying customer demands.

A 24-hour race was held in Germany on July 25, 2015; a



▲ A team riding e-bikes equipped with Bafang's MAX central-position drive systems won the championship.

total of 13 teams took part in this relay race, which lasted one day and one night. The Bafang team won this event, and was also the first motor manufacturer to sponsor a team. The Bafang team used Bafang motors in conjunction with MAX central-position systems, and the motor systems were

equipped with sensitive torque sensors suitable for uphill riding. The powerful motor drive systems also insured and excellent sense of comfort on level road segments, which enabled riders to greatly conserve their physical strength.

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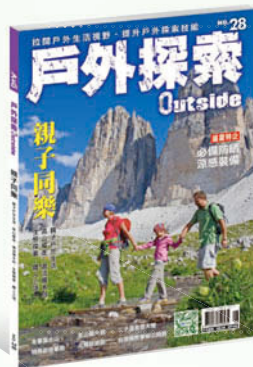
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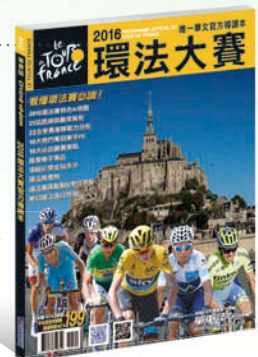


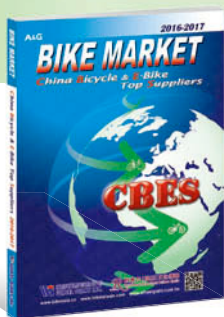
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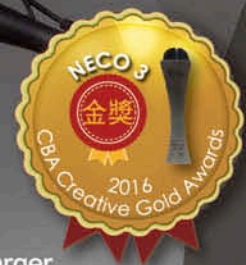
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