

# BIKE MARKET

2016 Spring Edition

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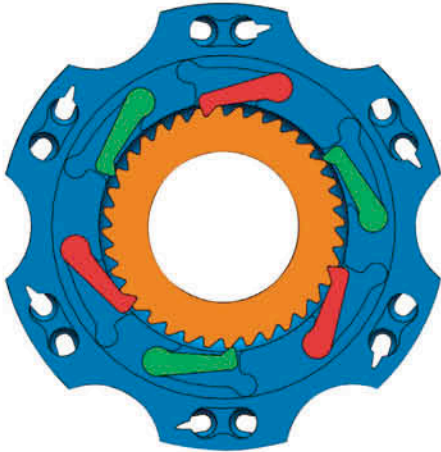
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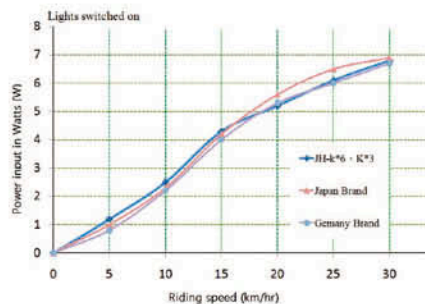
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# Real Success Comes from Facing Adversity



Grace S. Ruan

The bicycle industries of Taiwan and China are currently troubled by the prospect of a poor economy, growing inventories, and slow sales in the months to come. Most countries in Europe and Southeast Asia have already witnessed their currencies depreciate, slicing 2015 profit margins of most bicycle firms and adversely affected their earnings for the year. This change has also made the US dollar the currency of choice for a growing number of trade transactions.

Taiwan's bicycle industry had a relatively routine year in 2015. Taiwan's bicycle exports grew by 6.55% to nearly 4 million (3,995,948 bicycles), and the value of bicycle exports increased by 10%. The average unit price of exported bicycles rose from US\$458 in 2014 to US\$474 in 2015.

Taiwan's bicycle manufacturers are increasingly devoting themselves to e-bike production. For instance, Merida has gone as far as to establish a special plant exclusively for the production of high-end e-bikes, and other companies such as Giant, Ming Cycle, Fairly, Ideal, JD, and Axman have also stepped up their e-bike output. Taiwan exported 83,037 e-bikes in 2015, a growth of 25% compared to the 66,280 e-bikes exported in 2014.

In China numerous large manufacturers saw their domestic sales drop by 20-35% during the year. According to China Bicycle Association Chairman, Ma Zhongchao, China's bicycle output totaled 80 million units in 2015, of which 55 million were exported. Exported bicycles had an average unit price of US\$60, with the United States and Japan being the two leading

export markets of Chinese bicycle firms. Ma also noted that sales to these two countries both fell by roughly 20% last year. Indonesia is the third largest importer of Chinese bicycles, but bicycle sales to Indonesia similarly dropped by around 9%. China produced approximately 32 million e-bikes in 2015, of which 1.3-1.4 million were exported, and fetched an average unit price of roughly US\$400. Europe and the United States account for half of China's e-bike exports.

Companies in Bulgaria, Romania, and Poland have become the leading OEM bicycle manufacturers serving EU brands during the last few years, and OEM production in these countries has been growing at a rate of 10% annually. The depreciation of the euro in addition to the high cost and long lead times of shipments from Asia, have handed Eastern Europe, and even Portugal, a great competitive advantage. As a result, Taiwan's Fritz Jou has decided to establish a plant in Portugal during the second half of 2016, which also reflects the appeal of Portugal's "Bicycle Valley."

Velo-City was held in Taipei from February 27 to March 1 of this year, and included a wide variety of activities, including a bicycle carnival. Taipei is the first city in Asia to host Velo-City, which underscores the effort Taipei has made to transform itself into a bicycle-friendly metropolis.

We hope that everyone has a very successful Taipei Cycle Show, and hope that buyers will have a pleasant and productive time in Taiwan.

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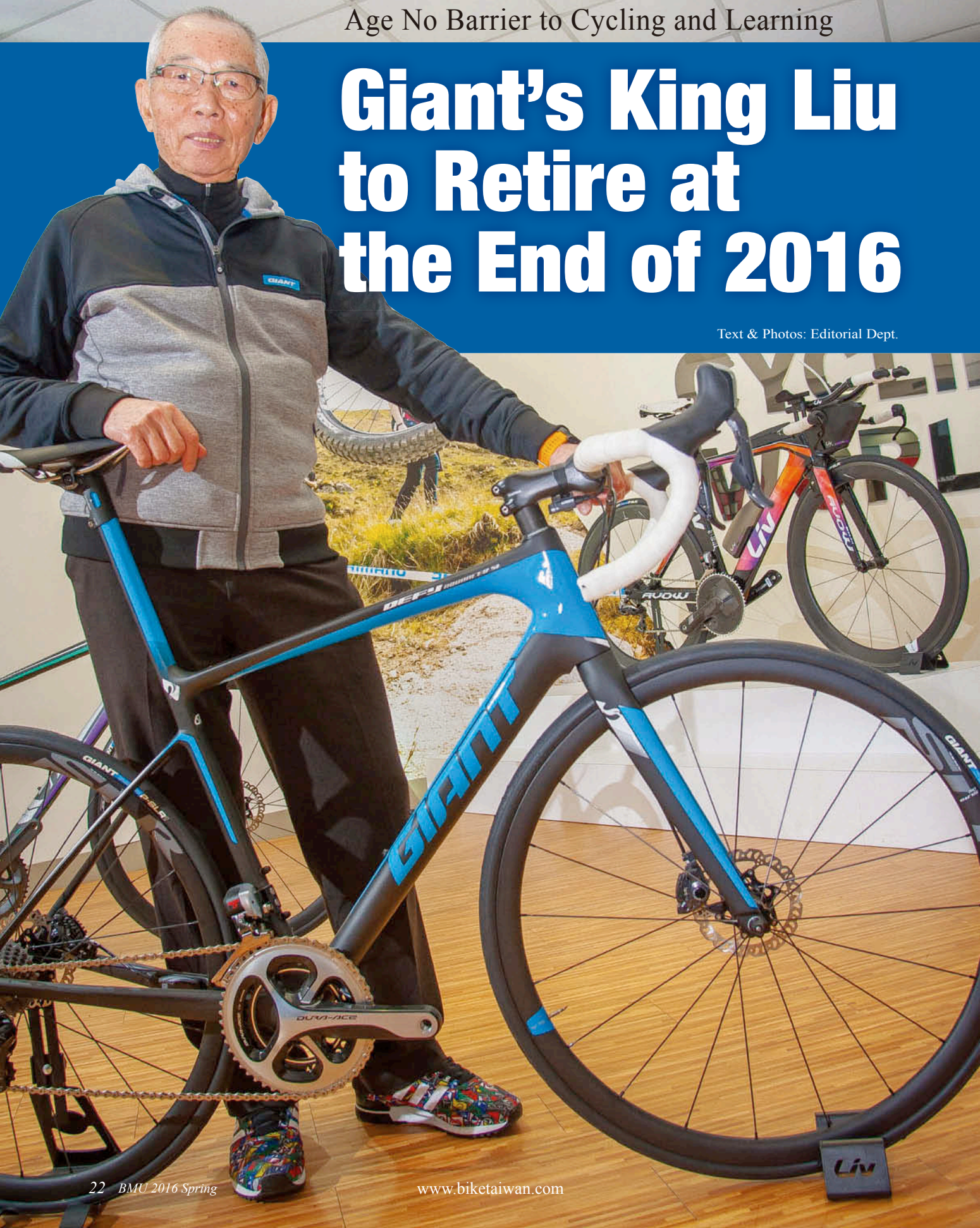
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Age No Barrier to Cycling and Learning

# Giant's King Liu to Retire at the End of 2016

Text & Photos: Editorial Dept.





Whether driving a striking red Mini Cooper, wearing trendy Adidas Graffiti sneakers, or holding a smartphone with a Line selfie, it's hard to imagine how 82-year-old Giant President King Liu can manage to be so youthful and up with the times. Liu is a living example of how cycling can reverse aging and restore youth!

### Hand-over plan

Not long ago, when a job-seeker website in Taiwan conducted a survey of the Top 10 bosses that people would like to work for, Giant President King Liu (nicknamed “Biao-ge”) placed 9th, which showed his great popularity and lofty reputation in Taiwan’s industry. However, those who wish to work for Biao-ge may be in for a disappointment, because Liu is already planning his formal retirement at the end of 2016. Liu noted that, after over 40 years at the helm of Giant, he is ready to let others take the leading role, and also wants to give members of the younger generation more chances to develop their talents. As for the candidate to succeed Liu, more details will be forthcoming by the end of the year.

According to Liu, his greatest blessing was to have chosen to work in the cycle industry, and he has derived abundant benefit from the industry. In spite of his impending retirement, Liu still



▲ Having lived and learned to an old age, King Liu is convinced when doing anything, if one remains focused excellence can be achieved.

plans to continue fulfilling his mission of serving as a cycling envoy. Liu is also aware that his most important task after retirement will be to maintain his house, and he hopes to rely on

regular exercise and a balanced diet to preserve his vigor. A firm believer that exercising one’s curiosity is a great enjoyment, Liu is also determined to keep learning.

### Operations headquarters in the Central Taiwan Science Park

In order to ensure Giant's lasting sustainability, attract even more outstanding human resources, and overcome the lack of space at the Dajia plant, Giant has invested NT\$1.5 billion in a new corporate operations headquarters and R&D center at the Taichung campus of the Central Taiwan Science Park. The company is still waiting for site preparation and hand-over of the land, and looks forward to beginning construction work by mid-way through 2016. When the new plant is completed and begins production in 2018, the Giant Group will have passed a significant new milestone.

### YouBike takes root in Taiwan

In late February of this year, Taipei became the first Asian city to hold "VeloCity," and the successful implementation of the YouBike system in Taipei is one of the main contributing factors for this honor. Having played the leading role in founding the YouBike system—the world's first public bicycle rental system—Liu's contribution to the VeloCity coup is immense. According to Liu, YouBike began at Taipei Station, and has spread throughout the metropolitan areas of northern Taiwan after three years of development and



▲ President King Liu feels that promoting YouBike has been the most significant work and achievement of his life.

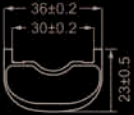
training. YouBike is currently poised to expand into the international market, and the first stop will be the cities of Asia. In Liu's words, as long as an undertaking is meaningful and done well, we will have a chance to change the world.

### Gaining expertise through specialization

From the time it was founded, Giant has consistently

stuck to its core business, and never embarked on diversification. While some people have commented that putting all its eggs in the same basket may be a risky strategy for Giant, Liu firmly believes that specialization is the best way to gain expertise and approach perfection, and it is through this single-mindedness that Giant has become the benchmark enterprise of the world's bicycle industry. 🌀

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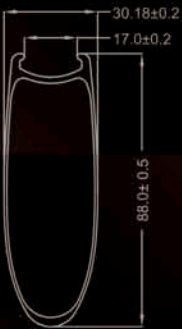
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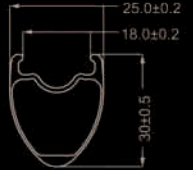
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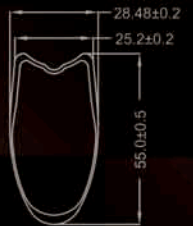
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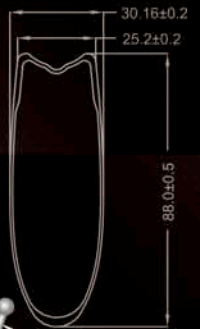
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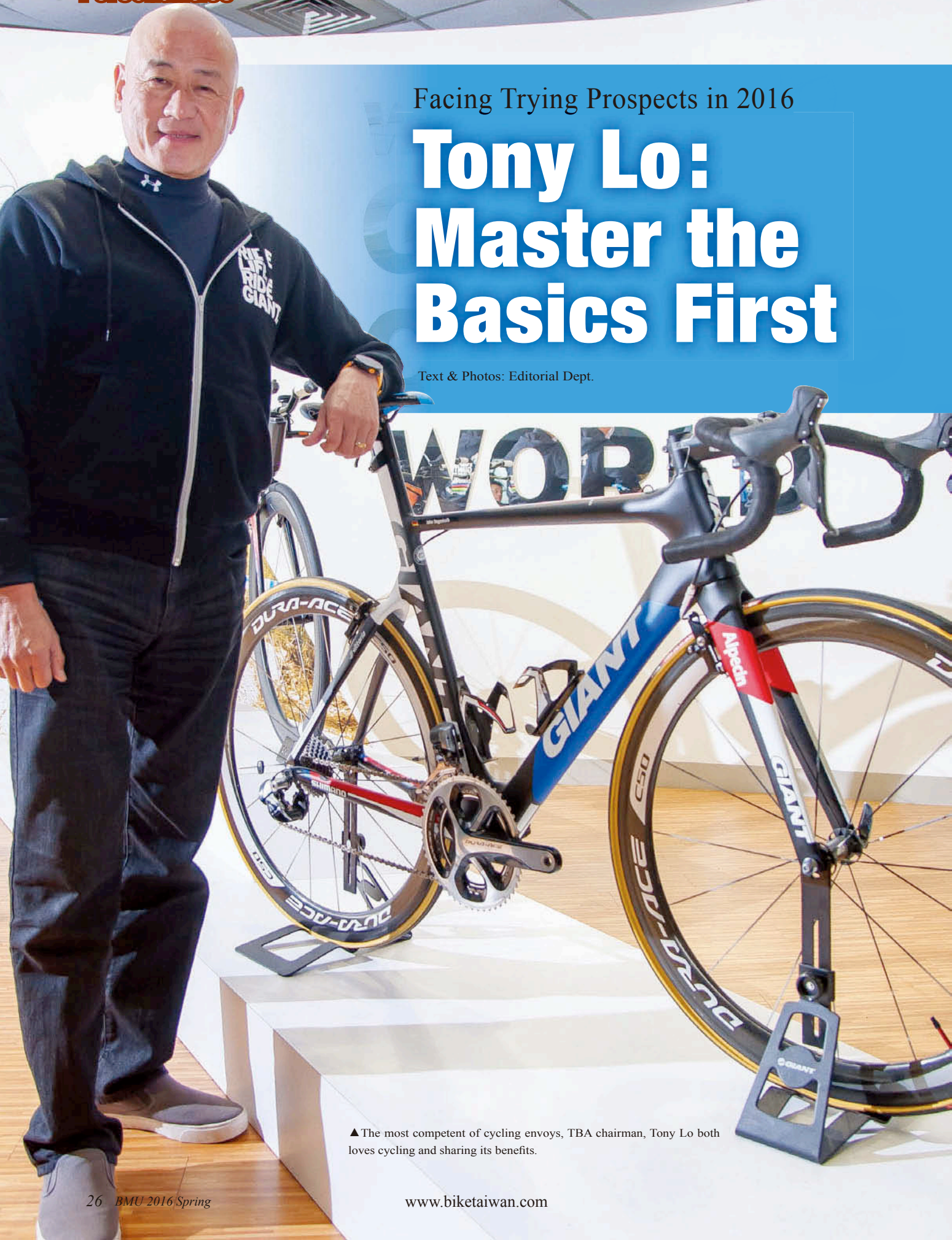
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Facing Trying Prospects in 2016

# Tony Lo: Master the Basics First

Text & Photos: Editorial Dept.



▲ The most competent of cycling envoys, TBA chairman, Tony Lo both loves cycling and sharing its benefits.

Facing a 2016 that is sure to be full of unknowns and challenges, how should the bicycle industry seek a breakthrough? According to TBA Chairman Tony Lo, “Go home, do your homework, and master the basics. When the economy is shaky, this is the best opportunity to practice your skills.”

In 2015, Taiwan’s bicycle exports totaled almost exactly 4 million units, representing a growth of 6.55% compared with 2014. These exported bicycles were valued at US\$1.89 billion, an increase of 10% compared to the year before. The average unit price of exported bicycles rose by 3.27% to US\$474. The steady increases in average unit price shows that Taiwan’s cycle industry is increasingly migrating toward high-value products. Bicycle parts and accessories exports had a value of US\$1.09 billion, up by 5.45% compared to the year before. Complete bicycles and parts & accessories exports totaled US\$2.99 billion, a new record, and an annual growth rate of 8.31%.

### A tough year

Addressing 2016, Giant CEO & TBA Chairman, Tony Lo pointed out that the global business environment provides few grounds for optimism. Inventories are increasing, exchange rates are fluctuating,



▲ Tony Lo wants to remind industry members that there are still future investment and production advantages in Southeast Asia, and that it will be worthwhile to make careful observations and evaluations.

oil prices are unpredictably affecting the economy, the climate is worsening, and domestic demand is weakening. As a result, according to Lo, this will be a tough year, and a time of challenges and

variables. With regard to how the industry should overcome the difficulties it faces, Lo asserts that companies should do their homework, and master the basics. Companies should perform internal check-

ups, make adjustments and improvements, and strive to reduce costs and boost efficiency. At the same time, companies must strengthen marketing and promotion. Furthermore, cycle firms must embrace Productivity 4.0 and its emphasis on intelligent automation if they are to keep up with the times. Lo believes that companies must have correct knowledge and clear thinking and assessment if they are to make orderly progress.

### Expanding into Southeast Asia

Thanks to the enticements of the TPP, RCEP, and the region's over-600 million population, Southeast Asia is attracting the gaze of a growing number of international investors, including many bicycle companies in Taiwan. While the Southeast Asian market has a large population and a certain amount of development potential, noted Lo, it is also still a basic-level market, and requires chiefly entry-level bicycles. As a result, to Taiwan—positioned as a source of mid-/high-end bicycles parts and accessories, Southeast Asia actually offers only a limited effect. From the perspective of manufacturing, the TPP is a key element, but is also another unknown, since it may not be passed by


the United States—its prime driver. In addition, the market economy status obtained by China this year will affect the EU's 2018 decision whether to continue the anti-dumping duties it has imposed on Chinese bicycles. These uncertainties will inevitably cast a shadow on the potential competitiveness of Southeast Asia. As for whether Southeast Asia can retain its investment and production advantages in the future, the industry must continue to carefully observe the situation and make its own assessments.

### Promote Cycling

While less than 20% of the world's population rides bicycles regularly, problems such as air pollution and traffic congestion have forced many large cities to restrict cars. For instance, New Delhi has restricted auto use on the basis of cars' even or odd license plate numbers. For its part, Beijing's dense smog is severely affecting people's lives and economic activities. At the same time, many cities are in the midst of accelerating the development of bike routes and bicycle facilities. Bicycles are key, environmentally-friendly, energy-conserving, carbon-reducing products, and have very bright prospects. Looking ahead to the future, trends in the global environment will promote the development of the cycle

industry. Taiwan's global supply chain possesses important status; how to make best use of its existing foundation to further expand its markets and influence is the biggest issue currently facing the industry.

### Cycling assists rehabilitation

When visiting in mid-February, Tony Lo appeared holding a walking stick. This was because he pulled a ligament in his leg while skiing in Hokkaido during the Chinese New Year's holiday, and may need up to three months of recuperation. When receiving medical care in Japan, the doctor recommended that Lo wait two months before beginning rehabilitation, and of course Lo felt that cycling would be the best means of rehabilitation. But when the doctor asked him whether he could ride a bike, Lo thought it was a bit ironic. According to Lo, cycling is one of the safest forms of exercise; apart from being a great way to get in shape, bicycles also have brakes (unlike skis, which are prone to causing falls and injuries), and can even be used for rehabilitation. That's why Lo believes that cycling is the best! 

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Reaching New Heights  
through Persistence

# Michael Tseng Leads Merida to a New Summit

Text & Photos: Editorial Dept.



▲ Michael Tseng riding a Merida e-MTB.



Merida was once again ranked 8th among Taiwan's 10 leading international brands in 2015, and its brand value of US\$385 million was up by 11% compared with 2014 and up by 164% compared with five years previously. Apart from these impressive achievements, company President, Michael Tseng's unique leadership style has garnered accolades from many quarters. In the face of challenging prospects in 2016, Merida is confident that it can continue to overcome the headwinds and reach another new high.

### Growth despite adverse conditions

With a focus on the high-end market, the Merida Group enjoyed growth in spite of contrary economic conditions in 2015, and set four new records: A group-wide overall annual revenue of NT\$28.1 billion (approx US\$834 million), representing a growth of 3.2% compared to the year before; total online revenue of NT\$19.8 billion (approx US\$594 million) for Merida's Taiwan plant, representing a growth of 11.7%; a new record high average export unit price of US\$620; and a per capita output of NT\$14.6 million (approx US\$438,500) at the Taiwan plant—far higher than the average figure of NT\$6.11 million (approx US\$183,500) for all manufacturers in Taiwan.

Affected by poor bicycle sales in the domestic Chinese market, Merida produced a total of 2.19 million bikes in 2015 (including 1.09 million from Merida's Taiwan plant), which was fewer than the 2.38 million produced in 2014, but the steadily rising unit prices nevertheless enabled the company to achieve a small amount of revenue growth.

### Taiwan e-bikes plant goes into production

Merida has responded to the European market's continued appetite for e-bikes by making e-bikes one of its key development items. With a keen eye on high-end e-bike trends and demand, Michael Tseng looks forward to making Taiwan Merida's e-bike



▲ President Michael Tseng pays close attention to everything from the approval of information to the cleanliness of Merida's plants, and he believes that personal attention to the details of the company is the key to correct management decisions.

production stronghold, and the company's new e-bike plant began assembling e-bikes at the end of 2015. Apart from offering e-bikes sporting Bosch, Shimano, and Brose components, Merida also hopes to offer even faster deliveries and a more comprehensive maintenance and service network. The plant currently has two assembly lines and a monthly capacity of 6,000 e-bikes. The plant has an e-bike production target of 20,000 units for 2016, and will eventually have an annual capacity of 100,000 units when its planned four assembly lines have been completed.

### A conservative view of 2016

Looking ahead to 2016, Tseng notes that possible factors such as the slow global recovery, uncertain weather, volatile exchange rates, petroleum price wars, terrorist attacks, disease outbreaks, and weak demand in the Chinese market are likelihood to make 2016 a difficult year, and Merida has therefore adopted a cautious and conservative business outlook. Merida is prepared to respond flexibly to changes, adjust manpower as needed, and control costs. As for products, the company plans to focus its attention primarily on e-bikes, high-end road bikes, and full suspension mountain bikes.

Merida's great strides in recent years have been evident to everyone within and outside the industry, and Michael Tseng



▲ Merida's assembly plants are highly efficient and immaculately clean.



▲ After completion, Merida's e-bike plant will have four production lines and an annual capacity of 100,000 e-bikes.

has played a key role in Merida's success. Apart from the ability to make bold decisions, the highly conscientious and demanding Tseng pays great attention to the details of internal management, and was the chief driver of Merida's spotless, high-efficiency plants. According to company managers, Tseng's perfection-

ism means that they must all be even more perfectionist and must devote even more attention to details. But as a result of this dedication, Merida has constantly forged ahead and attained even greater success. 🌀



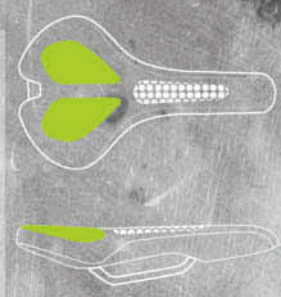
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Repositioning, Reengineering

# The Ideal Group's Time to Shine

Text & Photos: Editorial Dept.

Since taking the reins at Ideal, Hermes Chang has relied on experience gained in the field of venture capital to conduct a series of repositioning, reengineering, and management reorganization actions. After CEO, Andy Lee shifted to the role of Consultant and Manager of the Ideal's Dongguan plant for reasons of health, responsibility for overall management of the Group's production and sales were handed to President and General Manager, Hermes Chang. Ideal's sales revenue totaled NT\$6.09 billion in 2015—a blistering 42.88% growth. Ideal's Polish plant also had its best sales ever last year. Thanks to Chang's intense dedication to the bicycle industry, Ideal has achieved amazing success!

## Ideal Poland's successful transformation

With the development

strategy of “high unit prices, large profit margins, and high quality,” Ideal has continued to cultivate the ODM market. Ideal's Polish subsidiary—which has a capacity of 100-120,000 bicycles annually and has recently been the Group's best-performing unit, began a reengineering process after moving to its new plant two years ago. It has now repositioned itself as a “high unit price” mid-/high-end e-bike OEM factory. This subsidiary picks its customers carefully, and is currently cooperating exclusively with heavyweight European and American brands. With an output of over 60,000 bicycles, the Polish plant enjoyed its best year thus far in 2015, a

result which demonstrates its successful transformation. It should be noted that the Polish plant passed Bosch certification last year, and is currently the largest OEM plant to have passed Bosch certification. Thanks to these strengths, and the geographical advantage of its European location, this subsidiary is able to provide customers with even better terms and service.

## Advantage as an OEM frame manufacturer

In recent years, Ideal's R&D team has continued to strengthen its frame development ability. As a result, Ideal can help develop highly-challenging



▲ In spite of the gloomy outlook for 2016, Hermes Chang still expects that Ideal's growth may be as high as 10%-15%.



▲ Ideal Poland's assembly line.



▲ Ideal's "correct assembly" technology has won rave reviews from customers.


frame designs, a service that has been much appreciated by customers. In order to boost its advantage as an OEM frame producer, Ideal is continuing to develop lightweight aluminum alloy frames, and has currently achieved a tubing wall thickness of only 0.9 mm. Additionally, in order to meet their customers' need for customization and small batches of varied products, Ideal is striving to shorten its delivery times, and is working with partners from outside the industry to develop composite materials. Ideal also established its own small carbon fiber plant at its Dongguan factory last year. Furthermore, Ideal has put great effort into the improvement of painting quality, and has upgraded many relevant equipment items, improved its processes, and established a paint research unit.

### Correct assembly technology

Ideal's "correct assembly"

technology is yet another feature that has won customers' praise. Starting from last year, Ideal has helped well-known German brands assemble suspension frames and front and rear triangles using its "correct assembly" approach, which was an eye-opening experience for these customers. According to the very modest Hermes Chang, Ideal has benefited immensely

from its customers' trust and guidance.

Looking ahead to the future, Ideal will continue to pursue R&D innovation and differentiation, and will endeavor to increase its lead on competitors and create irreplaceable core value. At the moment, Ideal is sizing up the prospects of investing in a plant in Vietnam. 



▲ Following successful transformation, Ideal Poland is enjoying explosive growth.

# Fritz Jou: Creating an Intelligent Factory

Text & Photos: Editorial Dept.

Fritz Jou has taken many steps to automate its Taiwan plant, including adoption of RFID assembly line management, real-time monitoring of production data, provision of complete product histories in the cloud, use of intelligent mechanical arms in painting, adoption of computerized, automated warehouses and the use of automatic guided vehicles (AGVs) to transport parts and materials between the warehouse and production lines. As a result, Fritz Jou is close to achieving the ideal of a high-automation, high-efficiency, high-flexibility and high-quality intelligent factory. According to Fritz Jou President, Fritz Jou, as an OEM producer, the company must ensure that its manufacturing processes keeps up with the times, and continuous improvement is the only way to create even greater value for customers, and ensure that the company increases its competitive advantage.

## Tianjin plant begins production

With a business philosophy of “self-challenging, innovation & value, and becoming



▲ President Jou emphasizes that production processes must keep up with the times and be continuously improving if the company is to create even greater value for customers.

customers’ best partner,” Fritz Jou has consistently maintained an attitude of “attentively doing everything as well as possible,” while also steering a course toward globalization and greater value. Apart from consolidating its base in Taiwan, Fritz Jou also expanded to the Chinese city of Tianjin in 2014 in order to satisfy the need of the international bicycle market for products with different price levels. Fritz Jou has established the joint venture Shundakang Co. with Fuji-Ta—China’s largest bicycle manufacturer, in Tianjin. This joint venture is geared toward exports, began pilot production during

the second half of 2015, and has a 2016 output target of 200,000 bicycles.

## Adopting RFID systems

In order to boost the competitiveness of its Taiwan plant, and provide customers with even greater value and service, Fritz Jou has undertaken a series of reengineering measures intended to rationalize production. For instance, as part of its campaign to develop an intelligent factory, the company has adopted an RFID (Radio Frequency Identification) management system and uses robotic mechanical arms. The

use of RFID on production lines enables it to monitor and record all processes, which has helped to reduce errors from manual handling of parts and components. This has not only sped up its manufacturing processes and distribution mechanisms, but has also strengthened quality control.

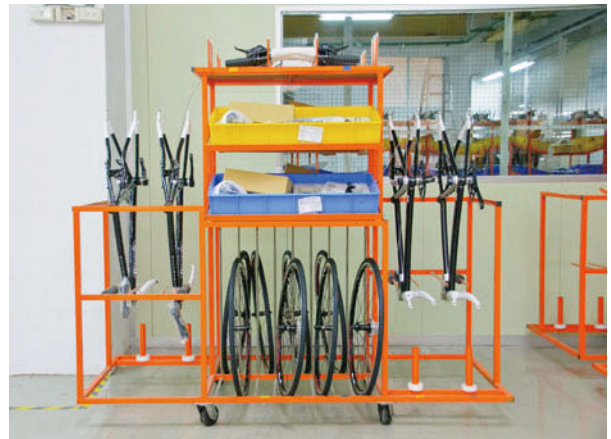
Furthermore, to increase production flexibility and efficiency, Fritz Jou employs work stations in conjunction with automated assembly methods. For instance, one transport vehicle can carry frames and parts for four bicycles, which allows four bicycles of the same type to be assembled at the same time. The system can also be used to assemble different bicycle models. This system is not only suitable for large-scale production, but also allows the company to fill small orders for customized products. In addition, the use of RFID management and automatic guided vehicles (AGVs) to transport parts and materials ensure that production is extremely flexible, precise, and efficient. Other areas where Fritz Jou is ahead of the rest of the industry include the use of advanced painting equipment with robotic mechanical arms and the adoption of an automated warehouse system with computerized management.

Employing over 400 people, Fritz Jou's Taiwan plant assembled 200,000 mid-/high-end bicycles during 2015, and had earnings of NT\$4.5 billion for the year. As a result, Fritz Jou can



▲ The adoption of RFID management of production processes and a work station assembly format allows Fritz Jou to fill both large and small orders with flexibility and efficiency.

be considered a hidden champion among Taiwan's ODM bicycle producers. Apart from continuing to produce mid-/high-end bicycle models on an ODM basis for leading international brands, Fritz Jou also began assembling e-bikes this year, and plans to establish a plant in Agueda—Portugal's emerging "Bicycle Valley", during the second half of 2016. 🌀



▲ One automated transport vehicle can carry frames and parts for four bicycles, which allows four bicycles of the same type to be assembled at the same time, and the system can also be used to assemble different bicycle models.



▲ Fritz Jou's computerized automated warehouse.

# Robust US Shipments Buoy Taiwan Exports

Text: Grace S. Ruan

The year 2015 was a perilous and stormy time for the bicycle industry. Since the depreciation of the euro caused EU firms to be less willing to make import purchases, some companies began quoting prices in US dollars, and a growing number of firms simply started making purchases closer to home. While the euro's depreciation had little effect on the euro zone, encouraging nearby purchases, increased employment, shortened delivery times, and reduced shipping fees. Although Taiwan's complete bicycle exports grew by 6.55% in 2015, its bicycle parts and accessories exports fell by 2.61%; this had a major impact on the parts industry, especially on companies with large output. Taiwan's

bicycle industry had a relatively routine year in 2015. In spite of an unfavorable global business environment, Taiwan's complete bicycle exports grew by 6.55% to nearly 4 million (3,995,948 bicycles), and the value of bicycle exports increased by 10%. The average unit price of exported bicycles rose from US\$458 in 2014 to US\$474 in 2015. Taiwan's three leading export markets comprised the EU, North America, and Japan, and the United States was the leading country.

## Europe

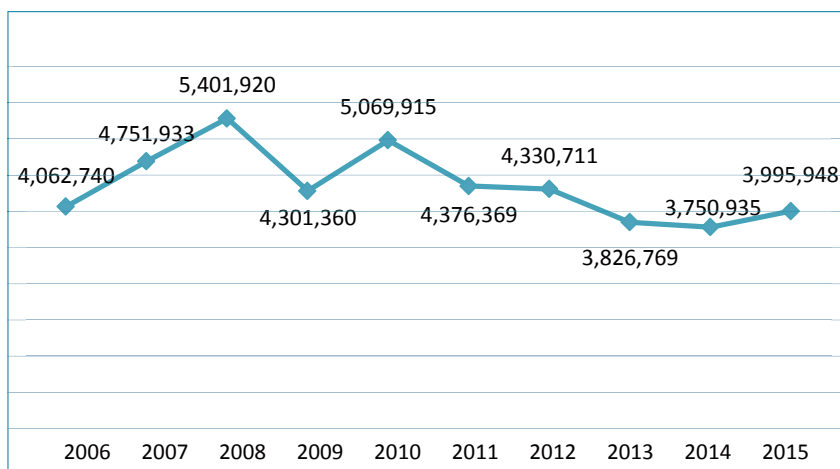
The EU is Taiwan's largest export market, and Taiwan exported 2,203,708 bicycles to the EU last year, which represented

an increase of 6% compared with 2014. While growth in exports to the EU rose by an astounding 32% during the first half of the year, the depreciation of the euro adversely affected importers' willingness to import bicycles, and bicycle exports to the EU therefore dropped sharply. The average unit prices of bicycles exported to the EU remained at US\$348 throughout 2014 and 2015, which revealed that European purchasing power changed little.

Britain has long been the leading recipient of Taiwanese bicycle exports to the EU, and imported 645,518 bicycles from Taiwan in 2015; this figure was up by 9.7% compared with the 588,032 bicycles imported in 2014, but average unit price fell by a slim 1.12% from US\$184 to US\$181. The relatively low average unit price shows that demand in Britain is chiefly directed toward mass-market bicycles.

The Netherlands is the second-largest recipient of bicycle exports to the EU, and imported 430,397 bicycles from Taiwan in 2015; this figure was up by 9% compared with the 392,329 bikes imported in 2014. The average unit price of these bicycles grew by a minor 1.12% from

## 10-year history of exported Taiwan bicycles (units)



Source: BoFT Information Center



US\$563.6 and 2014 to US\$569.9 in 2015. The average unit price of bicycles imported by the Netherlands is relatively high, even by EU standards; the average unit price of bicycles imported by Belgium has also been high, and has recently been in the range of US\$567-569.

While the German economy has long been one of the strongest and most stable in the

EU, the flood of refugees pouring into Germany has brought many problems and difficulties. Taiwan exported 262,653 bicycles to Germany in 2015, and this figure represented a drop of 4.6% compared with the 275,307 bikes exported to Germany during the previous year. The average unit price of bicycles exported to Germany continued to hover around US\$333 in 2014 and 2015. Swe-

den is the fourth most important importer of Taiwanese bicycles, and imported 188,897 bicycles in 2015; this figure was up by 3.83% compared with the 181,933 bikes imported in 2014. The average unit price of bicycles imported by Sweden was US\$145.3 in 2015, and this figure was up by a fairly minor 3.52% compared with the average unit price of US\$140.3 in 2014. Following closely after Sweden, Belgium and Italy also imported significant quantities of Taiwanese bicycles.

### 2015 Taiwan complete bicycle exports to EU (by country)

Destination	2015 Bicycles Exported	2014 Bicycles Exported	% Change	2015 Average Price (US\$)
Netherlands	430,397	392,329	9.70%	\$569.89
Germany	262,653	275,309	-4.60%	\$333.94
Spain	71,756	71,436	0.45%	\$482.00
UK	645,518	588,032	9.78%	\$281.57
France	23,415	15,317	52.87%	\$487.46
Italy	123,679	62,930	96.53%	\$272.96
Belgium	146,394	124,391	17.69%	\$567.61
Denmark	91,057	77,439	17.59%	\$235.71
Portugal	11,413	18,775	-39.21%	\$60.83
Greece	18,135	17,907	1.27%	\$61.76
Ireland	5,287	8,864	-40.35%	\$276.68
Luxemburg	2,080	1,542	34.89%	\$1,711.69
Austria	2,932	4,949	-40.76%	\$253.46
Sweden	188,897	181,933	3.83%	\$145.26
Finland	22,927	43,703	-47.54%	\$308.52
Poland	66,855	58,489	14.30%	\$144.29
Czech	28,616	19,268	48.52%	\$205.36
Hungary	1,094	9,485	-88.47%	\$147.19
Malta	54	25	116.00%	\$576.78
Slovenia	14,346	20,429	-29.78%	\$258.54
Slovakia	1,670	540	209.26%	\$141.83
Estonia	7,040	4,781	47.25%	\$212.38
Latvia	22,654	67,355	-66.37%	\$201.02
Lithuania	3,820	3,473	9.99%	\$219.47
Cyprus	183	673	-72.81%	\$329.28
Romania	3,739	4,894	-23.60%	\$69.30
Bulgaria	5	20	-75.00%	\$440.40
Croatia	7,092	4,762	48.93%	\$81.28
<b>EU Total</b>	<b>2,203,708</b>	<b>2,079,050</b>	<b>6.00%</b>	<b>\$348.78</b>

Source: BoFT Information Center

### EU production

Europe's more than two decades of continuous anti-dumping duties on Chinese bicycles have been an ongoing source of concern and dismay, and great attention is being directed to whether the duties will be renewed in 2018. Many complex factors will affect this decision, and most observers remain uncertain what the result will be. One thing that can be said for sure, however, is that EU companies will gradually step up their purchases from Eastern Europe, including Poland, Romania, Bulgaria, and even Portugal. And of course, OEM production in Cambodia will also continue to thrive.

For instance, in order to increase local production of parts and boost competitiveness, Decathlon invited bicycle firms from Taiwan and China to Romania in 2005 to gain a better understanding of the investment en-

vironment, but thus far no firms have decided to take the leap. In the final analysis, differences in management personnel, culture, language and law have made the cross-Strait bicycle industry cautious, yet willing to wait and see.

## United States

The American dollar continues to maintain its relative strength. The United States produces few bicycles domestically, and chiefly imports from China, Taiwan, and other parts of Asia. Although Kent produces bicycles in South Carolina, its plant does not have a large output. Taiwan exported 721,438 bicycles to the US in 2015, and this represented growth of 19.5% compared with 2014. The average unit price of bicycles exported to the US increased from US\$668 in 2014

to US\$705 in 2015. The United States is a leader in bicycle development, and a growing number of Taiwanese firms have participated in design work with American partners during the last few years.

## Asian markets

While Japan had previously been the third-largest importer of Taiwanese bicycles for many years, China replaced Japan in the third-place spot in 2013. But because of weak demand in China during the last two years, Japan once again became the third-largest recipient of Taiwanese bicycle exports in 2014 and 2015. Taiwan exported 267,414 bicycles to Japan in 2015, and this figure was up by 11.14% compared with the 240,615 bikes exported to Japan in 2014. The

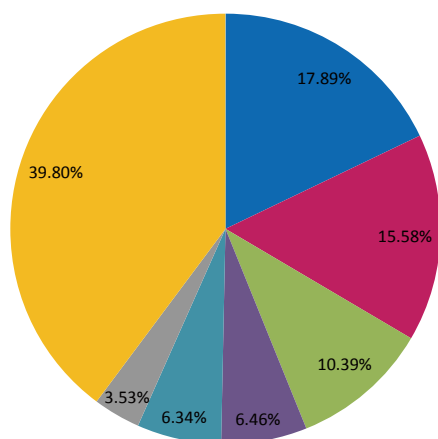
average unit price of these bicycles rose by 9.08% to US\$498.3.

Korea imported close to 100,000 bicycles from Taiwan in 2015 (98,611 bikes), putting Korea on a par with China, which imported 100,536 bicycles. However, in spite of this superficial equality, China's imports from Taiwan fell by 26.53% in 2015, while Korea's imports rose sharply by 56.18%.

## E-bikes

The popularity of e-bikes in Europe has grown steadily, and the emergence of e-MTBs and e-city bikes has presented Taiwanese manufacturers with a new opportunity. Taiwan exported 83,030 e-bikes in 2015, and this figure was up by 25% compared with the 66,280 exported e-bikes in 2014. The average unit price of these e-bikes rose by 11% from US\$584.2 in 2014 to US\$652.6 in 2015. Roughly 80% of Taiwan's e-bike exports go to the EU, and many European manufacturers are cooperating with Taiwanese firms in the area of e-bike frame design. The recent surge in e-MTB sales has prompted bicycle manufacturers in Taiwan to actively plunge into e-bike production. Merida has even gone as far as to establish a new plant dedicated to e-bike production; this plant currently has two assembly lines and an annual capacity of 100,000 e-bikes. Such other firms as Giant, Ming Cycle, Ideal, JD, and Fairly have ramped up their

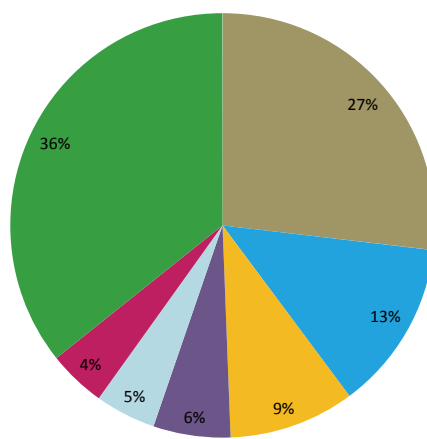
## Taiwan bicycle export destinations by volume



USA	741,238	Germany	262,653
UK	645,518	Belgium	146,394
Netherlands	430,397	Other	1,648,728
Japan	267,414	<b>Total</b>	<b>3,995,948</b>

Source: BoFT Information Center

## Taiwan bicycle export destinations by value



USA	508,775,926	Germany	87,710,975
Netherlands	245,276,924	Belgium	83,095,344
UK	181,761,476	Other	676,608,102
Japan	110,925,575	<b>Total</b>	<b>1,894,154,322</b>

Source: BoFT Information Center

e-bike output. Although Taiwan's e-bike export volume is currently not large, it has grown by double digits each year. Last year, Taiwan's e-bike exports to the US, Canada, Britain, Switzerland, Norway, Japan, Belgium, and Canada all grew, and e-bike exports are projected to surpass the 100,000 mark in 2016.

### China

Facing a worsening economic environment, China's bicycle industry suffered a small drop in sales during 2015. According to China Bicycle Association Chairman Ma Zhongchao, China produced approximately 80 million bicycles last year, and this figure represented a drop of close to 10% from the 86 million bikes produced in 2014. China also exported 55 million bicycles during the year, and this figure was lower than the year before for the first time ever. China produced roughly 32 million e-bikes in 2015, of which 1.3-1.4 million were exported; approximately half of these e-bikes were exported to Europe and America, and the remaining half were exported to Southeast Asia. The average export unit price of complete bicycles is around US\$60, while for e-bikes the average unit export price is around US\$400. The above figures above are China Bicycle Association (CBA) estimates, the most accurate data will not be available until later in March. However CBA Chairman,

Ma Zhongchao also noted that, under adverse economic conditions, China's bicycle and e-bike output will encounter small or moderate decreases. Furthermore, China's e-bike industry is gradually consolidating, and many medium-sized and small firms are disappearing. In the wake of consolidation, the industry will be dominated by 20-30 relatively large companies.

### Vietnam

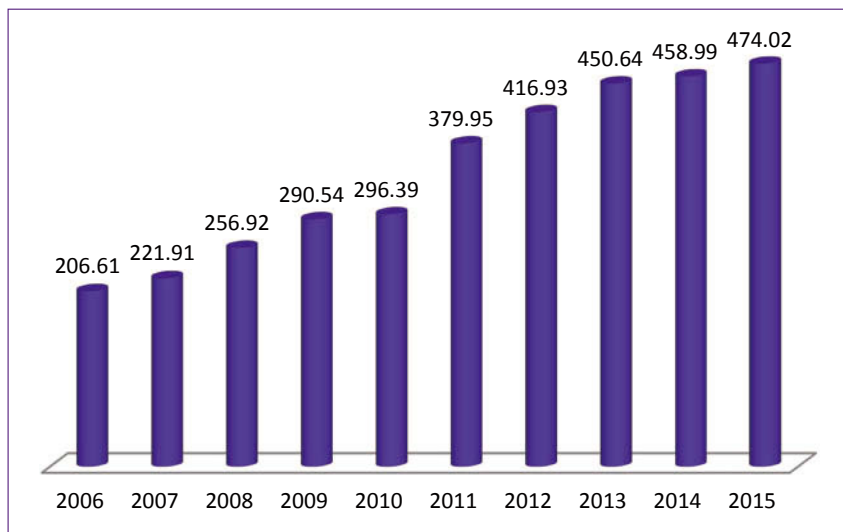
While China has long been the favored production site of Taiwanese bicycle firms, China's advantages have been eroded by steadily rising salaries, increasingly rigorous EIA and fire safety regulations, persistent labor shortages and slumping bicycle sales in China's domestic market. As a result, Taiwanese firms are finding it more and more difficult to operate in China. Thanks to the rise of emerging markets in Southeast Asia, plus the incentives brought by the United States' Trans-Pacific Partnership (TPP), several Taiwanese firms decided to establish plants in Vietnam last year, including A-Pro, SR Suntour, and Alexrims. In spite of the fact that the May 2014 rioting and looting did major damage to the Taiwanese firms in Vietnam, and most of the affected firms have received only symbolic tax abatements instead of the promised compensation, Taiwan's bicycle manufacturers are still committed to Vietnam.

After more than a year of reconstruction, the damaged plants have all restored production, and some companies, such as DDK, have even established new plants. According to these firms, low Vietnamese wages, increasing domestic spending power and the appeal of ASEAN's population of 642 million are among the factors attracting them to Vietnam. The TPP is also widely considered to offer a future advantage; although it is not known when it will be finalized, everyone in the industry is waiting optimistically.

With regard to the TPP and the problems faced by firms wishing to establish plants in Vietnam, TBA Chairman, Tony Lo noted that the passage and success of the TPP remain to be seen, and a big question mark still hangs over the United States' commitment to the agreement. As a consequence, companies should not make rash decisions, but should first engage in calm observation and cautious assessment.

Taiwan's greatest advantages have long been its innovative R&D and willingness to engage in design and development with customers. The key strength of Taiwan's bicycle industry is the trust it inspires in international buyers. Taiwan has played important roles in the development of most European and American bicycles, and even e-bikes. That Taiwan's bicycle industry has been able to play such an important role can be attributed to the fact that Taiwan's lacks the

## 10-year history of exported Taiwan bicycles by average unit value (US\$)



Source: BoFT Information Center

conditions for low-cost production, and must therefore rely entirely on innovation, upgrading, and adding value. And because of this, the promotion of the “Productivity 4.0” concept has attracted keen interest from the cycle industry. In addition, numerous firms have taken advantage of technological means, such as the use of robot arms, to boost their efficiency and competitiveness. Honors such as the Taiwan Innovalue Award and iF Innovation Award, and the fact that the bicycle firms Giant, Merida, and Maxxis are included among Taiwan’s top ten companies, further reveal the vitality and innovativeness of Taiwan’s bicycle industry.

Cycling activities have already become a part of Taiwan’s bicycle industry culture, and both bicycle and parts firms jointly participate in bicycle activities on a regular basis. New teams enter the TBA’s Formosa 900 race each

year, and riding a bicycle around the coast of Taiwan has become a popular activity for the general public, and attracts men and women of all ages. The YouBike bicycle rental system has been successfully established in Taipei, and Taipei will also become the first city in Asia to host the Velo-City activity this year. The promotion of cycling in Taiwan is receiving increasing international recognition, and the dream of transforming Taiwan into the “Bicycle Island” is gradually being realized.

### 2016 Shows

It is always difficult to obtain a booth at the annual Eurobike and Taipei cycle shows, and both of these shows have great status and many appealing features. The Taipei Cycle Show is held during the first half of the year, and serves as a showcase

for new products. For its part, Eurobike is the most important bicycle show during the second half of the year, and plays a key role in introducing new bicycle models. The market underwent some changes in 2016, and some firms cancelled their booth space at Eurobike before the show. This year, the Eurobike organizer has proposed some reforms, such as letting exhibitors choose between three- and five-day participation, and holding the demo day concurrently with the exhibition period. Of course, online marketing, the Internet and apps give firms more options apart from attending trade shows, and the state of the economy will steer companies’ decisions. Another very important bicycle industry OEM trade show is Taichung Bicycle Week (TBW), which has become a key occasion for European and American brands to set specifications and place orders. TBW has grown steadily over the years, and its date has been moved ahead from early November to mid-October. TBW will be held October 16-19 in 2016.

Falling petroleum prices, a murky global economic outlook, increasing inventories, and fluctuating exchange rates all cast shadows over the economy in 2016. As a result, most companies in the cycle industry are maintaining a guarded perspective, and most hope merely to break even or achieve small growth during the new year. 🌀

# Taiwan Bicycle Exports for 2015

## 2015/2014 Taiwan Bicycle Exports to Major Countries

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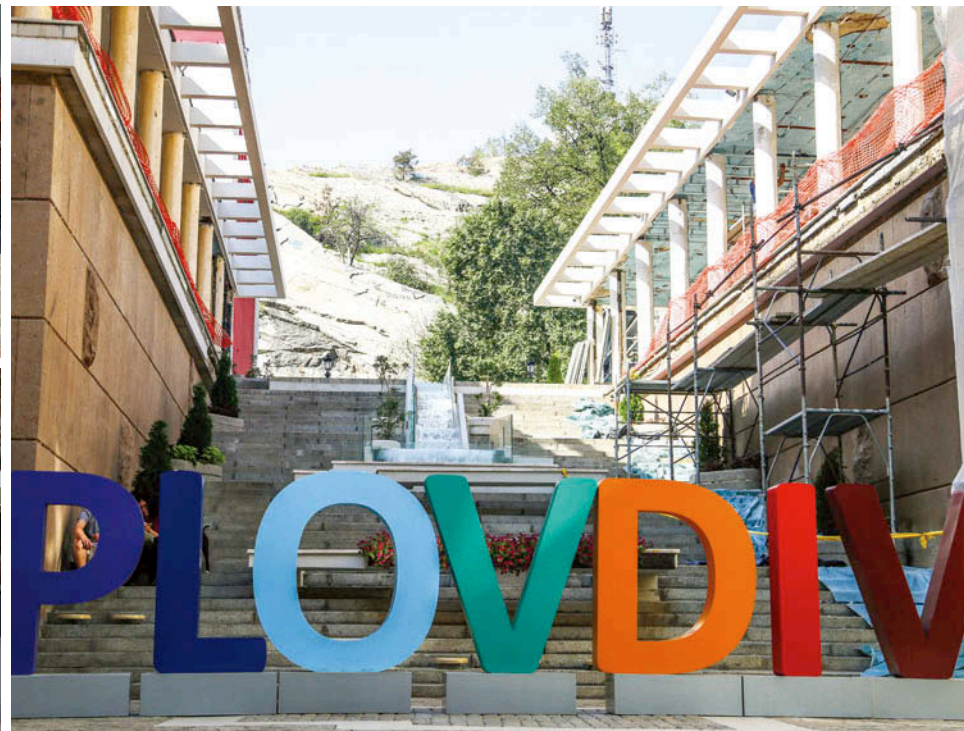
2015/2014	2015 Units	2014 Units	% Change	2015 Value (US\$)	2014 Value (US\$)	% Change	2015 Average Price (US\$)	2014 Average Price (US\$)	% Change
<b>NAFTA</b>	<b>836,053</b>	<b>699,433</b>	<b>19.53%</b>	<b>585,086,736</b>	<b>465,923,430</b>	<b>25.58%</b>	<b>699.82</b>	<b>666.14</b>	<b>5.06%</b>
USA	721,438	596,310	20.98%	508,775,926	398,528,959	27.66%	705.22	668.33	5.52%
Canada	100,423	91,669	9.55%	67,049,471	60,207,979	11.36%	667.67	656.80	1.66%
Mexico	14,192	11,454	23.90%	9,261,339	7,186,492	28.87%	652.57	627.42	4.01%
<b>EU</b>	<b>2,203,708</b>	<b>2,079,050</b>	<b>6.00%</b>	<b>768,607,418</b>	<b>723,633,924</b>	<b>6.21%</b>	<b>348.78</b>	<b>348.06</b>	<b>0.21%</b>
Netherlands	430,397	392,329	9.70%	245,276,924	221,107,559	10.93%	569.89	563.58	1.12%
Germany	262,653	275,309	-4.60%	87,710,975	91,697,971	-4.35%	333.94	333.07	0.26%
Spain	71,756	71,436	0.45%	34,586,294	35,806,545	-3.41%	482.00	501.24	-3.84%
United Kingdom	645,518	588,032	9.78%	181,761,476	167,451,393	8.55%	281.57	284.77	-1.12%
France	23,415	15,317	52.87%	11,413,856	5,661,795	101.59%	487.46	369.64	31.87%
Italy	123,679	62,930	96.53%	33,759,445	23,791,166	41.90%	272.96	378.06	-27.80%
Belgium	146,394	124,391	17.69%	83,095,344	74,503,701	11.53%	567.61	598.95	-5.23%
Denmark	91,057	77,439	17.59%	21,463,112	19,504,041	10.04%	235.71	251.86	-6.41%
Portugal	11,413	18,775	-39.21%	694,204	1,137,728	-38.98%	60.83	60.60	0.38%
Greece	18,135	17,907	1.27%	1,120,015	1,549,225	-27.70%	61.76	86.52	-28.61%
Ireland	5,287	8,864	-40.35%	1,462,815	1,576,671	-7.22%	276.68	177.87	55.55%
Luxembourg	2,080	1,542	34.89%	3,560,306	2,925,594	21.70%	1,711.69	1,897.27	-9.78%
Austria	2,932	4,949	-40.76%	743,133	1,328,345	-44.06%	253.46	268.41	-5.57%
Sweden	188,897	181,933	3.83%	27,439,334	25,529,682	7.48%	145.26	140.32	3.52%
Finland	22,927	43,703	-47.54%	7,073,451	9,700,811	-27.08%	308.52	221.97	38.99%
Poland	66,855	58,489	14.30%	9,646,564	10,023,618	-3.76%	144.29	171.38	-15.80%
Czech Republic	28,616	19,268	48.52%	5,876,715	5,545,809	5.97%	205.36	287.82	-28.65%
Hungary	1,094	9,485	-88.47%	161,023	878,628	-81.67%	147.19	92.63	58.89%
Malta	54	25	116.00%	31,146	16,755	85.89%	576.78	670.20	-13.94%
Slovenia	14,346	20,429	-29.78%	3,708,998	6,872,289	-46.03%	258.54	336.40	-23.15%
Slovakia	1,670	540	209.26%	236,856	57,998	308.39%	141.83	107.40	32.05%
Estonia	7,040	4,781	47.25%	1,495,121	939,603	59.12%	212.38	196.53	8.06%
Latvia	22,654	67,355	-66.37%	4,553,948	14,292,065	-68.14%	201.02	212.19	-5.26%
Lithuania	3,820	3,473	9.99%	838,375	740,290	13.25%	219.47	213.16	2.96%
Cyprus	183	673	-72.81%	60,258	92,691	-34.99%	329.28	137.73	139.08%
Romania	3,739	4,894	-23.60%	259,097	306,227	-15.39%	69.30	62.57	10.75%
Bulgaria	5	20	-75.00%	2,202	5,710	-61.44%	440.40	285.50	54.26%
Croatia	7,092	4,762	48.93%	576,431	590,014	-2.30%	81.28	123.90	-34.40%
<b>EFTA</b>	<b>95,390</b>	<b>96,284</b>	<b>-0.93%</b>	<b>58,390,435</b>	<b>55,359,522</b>	<b>5.47%</b>	<b>612.12</b>	<b>574.96</b>	<b>6.46%</b>
Switzerland	25,874	22,226	16.41%	27,111,445	22,195,824	22.15%	1,047.83	998.64	4.93%
Norway	67,885	71,873	-5.55%	30,889,170	32,747,076	-5.67%	455.02	455.62	-0.13%
Iceland	1,631	2,185	-25.35%	389,820	416,622	-6.43%	239.01	190.67	25.35%
<b>Other Major Countries</b>	<b>774,834</b>	<b>782,555</b>	<b>-0.99%</b>	<b>439,939,671</b>	<b>432,179,747</b>	<b>1.80%</b>	<b>567.79</b>	<b>552.27</b>	<b>2.81%</b>
Japan	267,414	240,615	11.14%	110,925,575	95,274,760	16.43%	414.81	395.96	4.76%
United Arab Emirates	9,489	5,364	76.90%	4,728,745	2,450,577	92.96%	498.34	456.86	9.08%
Brazil	15,132	23,004	-34.22%	11,292,252	17,357,816	-34.94%	746.25	754.56	-1.10%
Argentina	1,697	827	105.20%	1,160,006	330,901	250.56%	683.56	400.12	70.84%
Chile	12,037	13,068	-7.89%	7,994,782	6,924,903	15.45%	664.18	529.91	25.34%
Australia	90,159	107,505	-16.14%	75,965,443	88,464,656	-14.13%	842.57	822.89	2.39%
Israel	10,255	14,187	-27.72%	7,144,073	9,051,906	-21.08%	696.64	638.04	9.18%
China	100,536	136,845	-26.53%	60,605,210	77,901,467	-22.20%	602.82	569.27	5.89%
South Korea	98,611	63,141	56.18%	59,394,786	39,693,535	49.63%	602.31	628.65	-4.19%
Russia	24,761	27,378	-9.56%	10,834,131	10,887,017	-0.49%	437.55	397.66	10.03%
Ukraine	6,380	6,107	4.47%	1,783,028	1,815,777	-1.80%	279.47	297.33	-6.01%
New Zealand	41,784	53,474	-21.86%	26,104,925	29,648,517	-11.95%	624.76	554.45	12.68%
South Africa	12,661	12,204	3.74%	12,821,574	12,970,706	-1.15%	1,012.68	1,062.82	-4.72%
Columbia	13,255	9,145	44.94%	10,371,228	7,175,588	44.53%	782.44	784.65	-0.28%
Indonesia	7,098	3,626	95.75%	3,389,271	2,164,056	56.62%	477.50	596.82	-19.99%
Malaysia	8,562	9,856	-13.13%	5,991,687	6,997,579	-14.37%	699.80	709.98	-1.43%
Thailand	55,003	56,209	-2.15%	29,432,955	23,069,986	27.58%	535.12	410.43	30.38%
<b>Other countries</b>	<b>85,963</b>	<b>93,073</b>	<b>-7.64%</b>	<b>42,130,062</b>	<b>44,310,432</b>	<b>-4.92%</b>	<b>490.10</b>	<b>476.08</b>	<b>2.94%</b>
<b>Total</b>	<b>3,995,948</b>	<b>3,750,395</b>	<b>6.55%</b>	<b>1,894,154,322</b>	<b>1,721,407,055</b>	<b>10.04%</b>	<b>474.02</b>	<b>458.99</b>	<b>3.27%</b>

Source: BOFT Information Trade Information System/Taiwan Bicycle Association



# Bulgaria: Western Europe's Back- yard Bicycle Producer

Text & Photos: Grace S. Ruan



Bulgaria's population has fallen over the years from 7.8 million to approximately 7.0-7.4 million, a drop chiefly attributable to the outflow of population as young people go to Western Europe to find work, with many not returning to Bulgaria. This not-so-populous country nevertheless has a vibrant and ambitious bicycle industry; which is constantly

learning from Western Europe and striving to emulate Taiwan. The industry has achieved cohesiveness on a par with Taiwan's cycle industry, and although there is mutual competition among firms, there is also regular constructive contact. The chairmanship of the Association of the Bicycle Producers in Bulgaria (ABPB) rotates among six companies, and the current

Chairman is the young and capable General Manager, Dimitar Zlatanov of Leader 96. According to Zlatanov, Bulgaria's sales grew by 10% in 2015, with an annual output of 1 million bicycles. Most parts used in Bulgaria, including frames, are imported in CP form from China and Taiwan, but are painted in Bulgaria, and a small amount of parts are purchased from Italy.

Bulgaria produces few parts, and must depend almost entirely on imports for parts and components.

Bulgaria produced a total of around 1 million bicycles in 2015, which made it the EU's fourth largest bicycle-producing country. The six leading bicycle producers in Bulgaria consist of Maxcom, Cross Bike, Leader 96, Balkanvelo, Velomania, and Passeti, which are also the chief members of the ABPB. Among these firms, Passeti only joined the ABPB in 2014. One of the original six members of the ABPB—Robifir—declared bankruptcy in 2010. The Bulgarian bicycle industry chiefly produces bicycles on an OEM basis for leading EU, Western European, and even Asian brands; monthly wages average €250-350. Most bicycle firms are located around the capi-

tal city of Sofia or the second-largest city of Plovdiv.

Although Bulgaria is an EU member, it does not use the euro, and has the Leva as its currency (€1 = approximately 1.94 Leva). Of course, the Leva's exchange rate varies as the value of the euro fluctuates, and the euro has depreciated significantly since 2015. Since this would hike up prices for importers, most Bulgarian firms quote prices in US dollars.

## Maxcom

Maxcom became the Max Europe Group in 2010, and consists of seven companies. Maxcom is one of the Group's units, and has a production capacity of 400,000 bicycles annually. Since 2012, Maxcom's annual output has remained around 400,000

units, including 385,000 bikes in 2015, 440,000 bikes in 2012, 403,000 in 2013, and 400,000 in 2014. The company enjoyed a turnover of 50 million euros in 2015. Most bicycles are exported, and only 5% are sold on the Bulgarian market. Maxcom has 800 employees and five assembly lines. Uliya Mitkov—the son of President Maxim Mitkov—works at the company, and serves as marketing and purchasing manager. The company's management and organizational systems are very sound, and the employee cafeteria resembles a large restaurant. According to Maxim Mitkov, he respects his employees, and believes that an excellent working environment and benefits will motivate employees to repay the company with quality and efficiency. Maxcom is an OEM producer for numerous



▲ Maxcom's modern office building.





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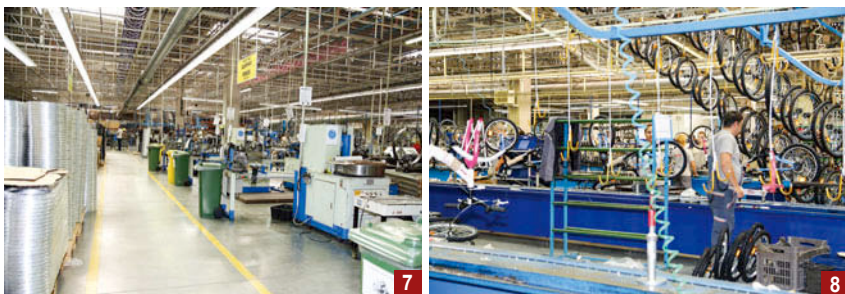
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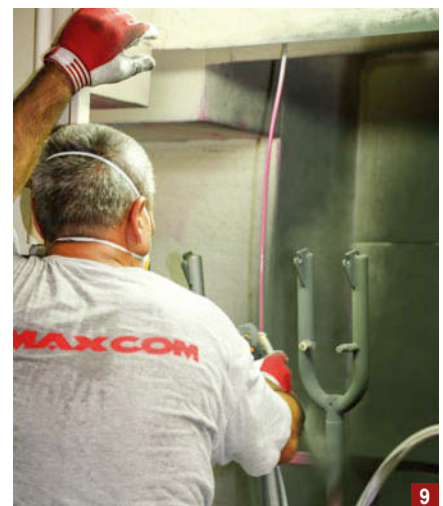
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1. ▲ Maxcom became the Max Europe Group in 2010, and President, Maxim Mitkov manages seven or eight subsidiaries.
2. ▲ Maxcom is one of companies in the Max Europe Group. Maxcom is led by a father-son team consisting of President, Maxim Mitkov (right) and Marketing & Purchasing Manager, Ulia Mitkov (left).
3. ▲ From left to right: Commercial Director, Nikolag Videnov. President, Maxim Mitkov. Director of Purchasing, Planning and Sales, Ulia Mitkov.
4. ▲ Sprint is one of Maxcom's brands.
5. ▲ Ferrini is a cooperative brand involving Maxcom and an Italian partner.
6. ▲ Shockblaze is another of Maxcom's company brands.
7. ▲ The interior of the Maxcom plant is neat and clean, a result of the company's effective management system.
8. ▲ Maxcom has five assembly lines, and each line has a two-shift production system.
9. ▲ Painting front forks

brands, and has also introduced its company brand, Sprint, which is chiefly sold on the Bulgarian and Romanian markets, and thus does not conflict with any OEM brands.

## Cross Bike

According to Deputy CEO Lukan Lukanov, Cross Bike produced approximately 283,000 bicycles in 2015, of which less than 10% were sold on the Bulgarian market. This company produces Cross brand bikes, and employs 560 persons. Most of Cross Bike's bicycles are exported to Germany, Austria, Switzerland,

the Netherlands, Poland, and Romania. Cross Bike has established a subsidiary near Hamburg, Germany, and has another subsidiary in Romania. The company sells roughly 5,000 bikes in Romania each year for unit prices of €400-600. Cross Bike produces chiefly trekking bikes, which account for 60% of output, MTBs (30%), and children's bikes (10%). According to Sales and Purchasing Manager, Stefan Ivanov, Cross

Bike began producing e-bikes four years ago, and has an annual e-bike output of roughly 5,000 units, of which 2,000 employ Shimano components and 3,000 employ Swedish and Danish components.



▲ Cross' finishing plant.



▲ Lyuben-Martinov is Cross Bike's CEO. (Photo provided by Cross Bike)



▲ Cross Bike Deputy CEO, Lukan Lukanov.



▲ From left: Bulgaria's Cross Bike Sales and Purchasing Manager, Stefan Ivanov; Cross Germany, Franz Westerhoff; Cross Germany Sales and Product Manager, Klaus Schmunkamp; Super TM President, Michael Yen and Cross Germany's, Josef Bartels.



▲ Cross' wheel assembly line.



▲ Cross rely on high quality to maintain its good reputation. The company does not accept any mistakes or negligence.

## Leader 96

Dimitar Zlatanov took over the position of General Manager at Leader 96 from his father, Georgi in 2006—the father is still involved in farming, cheesemaking, and other food-related ventures. In his position as the current Chairman of ABPB, GM Zlatanov urges all members to improve quality and provide more satisfying service in addition to increasing output, and believes that accountability is the only way to achieve a lasting customer base. Zlatanov also demands that Leader engage in constant innovation, and has put great effort into manpower training. Although Leader’s new plant—which contains two assembly lines, has only recently been completed, capacity is still insufficient, and the company has vigorously embarked on the construction of an even newer plant. This under-construction plant includes a factory occupying 12,000 m<sup>2</sup> and a warehouse with 3,000 m<sup>2</sup> and is expected to go into production in April 2016. It has been speculated that Leader hopes to produce aluminum frames, but Zlatanov



▲ Leader 96’s new plant occupies a 1,200 m<sup>2</sup> site and will contain six assembly lines; the plant’s expected completion will be in April 2016.



▲ Leader 96’s General Manager, Dimitar Zlatanov is standing in front of the under-construction new plant.



▲ Lilyana Georgieva, Secretary to the General Manager.

responded that this is still in assessment, and the company is currently focusing on completing its newest plant. Leader 96 produced 190,000 bicycles in 2014

and 230,000 in 2015. Mountain bikes account for roughly 50% of output, followed by trekking bikes with 30%, road bikes with 5%, and children’s bikes with



▲ Rim processing department.

10%. Most bicycles are exported to Britain, but over 80,000 are sold at home on the Bulgarian market. After the new plant goes into production, it will have eight assembly lines. Because e-bikes are still quite expensive, few are sold on the domestic market. Leader 96 also produces e-bikes, and assembled 5,000 in 2014 and 8,000 in 2015; 90% of Leader's e-bikes bear the "E-City" brand. Leader 96 plans to adopt new ideas, new equipment, and new thinking as it continues to develop in the future.



▲ On Leader's assembly line, different color uniforms indicate different duties; for instance, pink uniforms indicate inspection personnel.



▲ Leader 96 imports frames from China in CP form, but performs painting in-house.

## Velomania

Velomania emphasizes its 100% publication of bikes bearing the company brand "Drag," and also values quality over quantity. The company's output consisted of 44,000-45,000 bikes in 2014. According to company President, Dragomir Kouzov, domestic sales accounted for 14,000 units. Velomania has 100 distributors, exports 80% of its output to the EU, and also exports to Russia and the Ukraine. An avid cyclist, Kouzov is a stickler for quality bicycles, and his company does not produce OEM models, only company

brand bikes. Due to his passion for cycling, Kouzov has enthusiastically sponsored cycling races, and was a sponsor of France's Franceize De Cyclisme team in 2015. Velomania is also the agent for many brands from Taiwan, including SR Suntour, Lifu, and Hsin Lung. According to Kouzov, Velomania's new plant in Macedonia is specializing in mid-/high-end models, and has only one assembly line. Velomania also established a subsidiary in Bucharest, Romania in 2012, and this subsidiary has eight employees and consists of a bicycle shop



▲ According Dragomir Kouzov, Velomania is putting its full effort into its "Drag" brand, and has no OEM production.

and a warehouse.

The Bulgarian bicycle industry is a quick learner, and has a high degree of internal cohesion. Because Bulgaria is in the EU, employees' monthly wages are generally around €250-350, and staff earn around €500. It is evidence that the Bulgarian cycle industry is taking advantage of the GSP, short distance from its chief markets, quick deliveries, and low shipping charges to achieve rapid growth. The industry's main competitors consist of other GSP members in Eastern Europe, Southern Europe, and Southeast Asia, and include Poland, Portugal, Cambodia, Vietnam, and Bangladesh. In particular, Cambodia produces bikes for many Western European brands on an OEM basis; because the three leading assembly firms in Cambodia are all owned by Taiwanese companies (A&J, Asama, Strongman), their quality, R&D capabilities, and innovation are all superior to those of the Bulgarian cycle industry, but the great distance and high shipping charges partially negate these advantages. Since Bulgaria's domestic market is not very large, the Bulgarian cycle industry can only seek to develop sales in neighboring countries, especially Romania. While Romania's cycling population has increased in recent years, Decathlon has begun assembling bikes in Romania, and the country is actively recruiting foreign firms. Roughly 380,000 bicycles are sold annu-

ally in Romania. Some Bulgarian bicycle firms have consequently established subsidiaries in Romania, or set up locations near Bulgaria's border with Romania. But because there are already numerous wheel producers in Romania, wheels can be readily purchased from local sources, and this has made the Romanian domestic market increasingly competitive, with Decathlon, DHS, Ritch, and First Bike already staking claims.



▲ Velomania President Dragomir Kouzov is an avid cyclist, and takes at least two rides through the city's outskirts each week.



▲ Dragomir Kouzov attends many shows and always takes different staff with him, on the left is Technical Support, Veselin Stoilov-Spiro.



▲ Assistant of the Product Manager, Nikolay Hristokov noted that Velomania focus on their own brand, Drag.

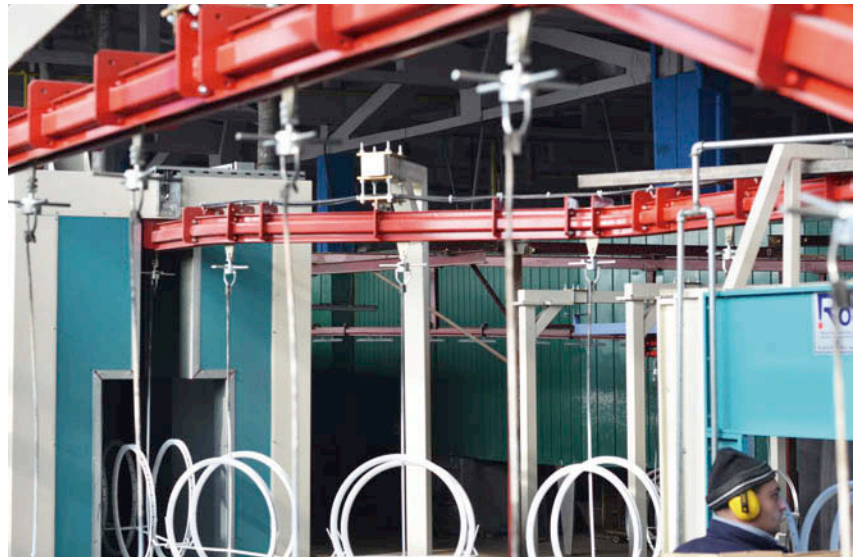


▲ The Velomania factory.


**Balkanvelo**

Balkanvelo was founded in 1957, and possesses close to 60 years of production experience. Balkanvelo’s President is Mrs. Margarite Domuschieve, and the company was the first bicycle manufacturer in Bulgaria, and remains one of the country’s leading bicycle makers. Most products are exported to other EU countries, and only around 15% are sold on the Bulgarian market. Most exported bikes are manufactured on the basis of customers’ brands and specifications, and include MTBs, city bikes, travel bikes, and children’s bikes. According to Sales Manager Darina Todorova, Balkanvelo produced 50,000 bikes in 2016, and hopes to achieve growth of 15-20% in 2016. Bicycles bearing the company’s “Reactor” brand are sold in a number of large chain hypermarkets, and have captured a considerable share of the domestic Bulgarian market.

The Machinery Department in the Balkanvelo plant bears re-



▲ Balkanvelo's rim painting facilities.

sponsibility for sandblasting, aligning, and welding frames. There is an alloy rim production line, and the plant uses robots to automatically assembly wheels. There are also suspension fork and bicycle assembly lines, as well as powder and wet painting equipment. The plant occupies approximately 10,000 m<sup>2</sup>, and has an additional 7,000 m<sup>2</sup> warehouse. 



▲ Wheel building area.



▲ Assembly line and packing area.



▲ Balkanvelo is the oldest bicycle manufacturer in Bulgaria; shown here are President, Margarite Domuschieve (first on right) with Sales Manager, Darina Todorova (center).



▲ Sales Manager, Darina Todorova expressed that Balkanvelo expects to grow in the future.

# SAMOX

www.samox.com.tw  
info@chainway.com

## MSC



## ADONE

### NARROW WIDE TEETH

CNC/Alloy Forged /Steel Forged Ring

CNC Detail Chainring

Alloy Forged Narrow Wide Chainring

Steel Forged  
Narrow Wide Chainring



## FITRING

### ASYMMETRIC CHAINRING



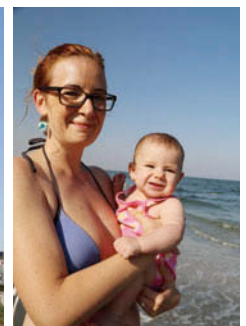
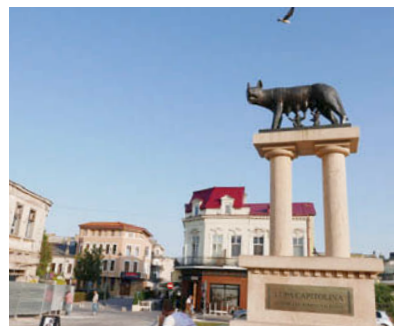
# Taipei Cycle Show

## Booth# J1112



# The Evolving Romanian Cycle Industry

Text & Photos: Editorial Dept.



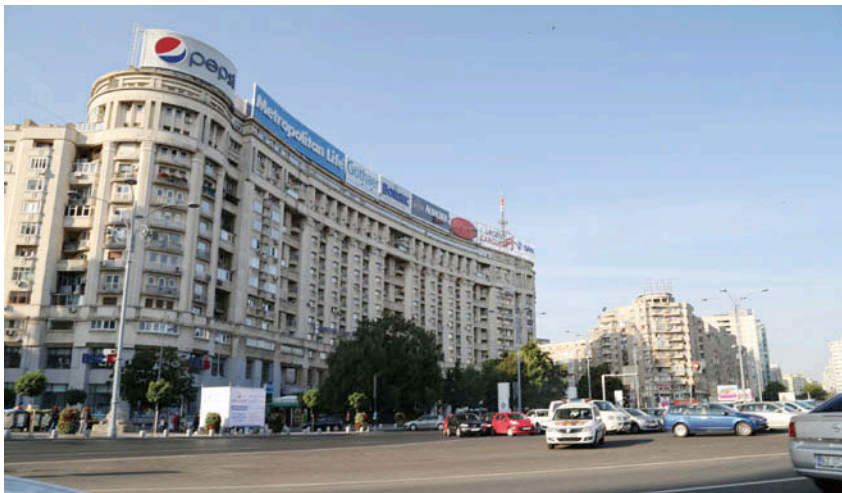
The Romanian cycle industry has undergone many changes during recent years. More and more parts manufacturing facilities have been established. Campagnolo, Mavic and WTB have all begun local production. Although Campagnolo faced a protest strike at its Italian plant over the relocation of work to Romania, this has not deterred it from establishing a

second factory, further underlining the appealing competitiveness that Romania offers. Apart from the well-known brands that have begun manufacturing in Romania, a number of bicycle firms from neighboring Bulgaria have also set up subsidiaries or warehouses in Bucharest or near the border of Romania and Bulgaria, and this also attests to the importance of

the Romanian market.

The population of Romania is approximately 21 million, including over a million Romani (different sources put the number of Romani between 3% and 6% of the Romanian population) the most in the world. Among the countries of Eastern Europe, Romania is behind only Poland in population. Four out of ten people





▲ Bucharest has heavy traffic and contains many large buildings.



▲ The popularity of cycling has gradually increased in Romania during the last few years.

are poor, and 50% are farmers. Close to 30% of Romanian workers are working in Western Europe, and remittances from Romanians working abroad account for a large amount of the country's foreign exchange earnings. But even if the country as a whole is poor, and consumption is low, Romania's 21 million population is still sufficient to attract many Western European chain stores, including Metro (Germany), Carrefour (France), Auchan Cora, Selgros (Germany), Platinker (Germany), and Kaufland (Germany).

Cycling has made great strides in Romania during the last few years. Not only are there public bicycles in the capital city of Bucharest, there are also many bike paths. People riding bikes, including MTBs, road bikes, trekking bikes and city bikes, can be seen during the day and night. Of course, the fact that Decathlon's products are manufactured in the Romanian city of Timisoara (made by VeloCity) has ensured that the

Romanian bicycle industry has attracted a high level of attention from the countries of the EU and Eastern Europe.

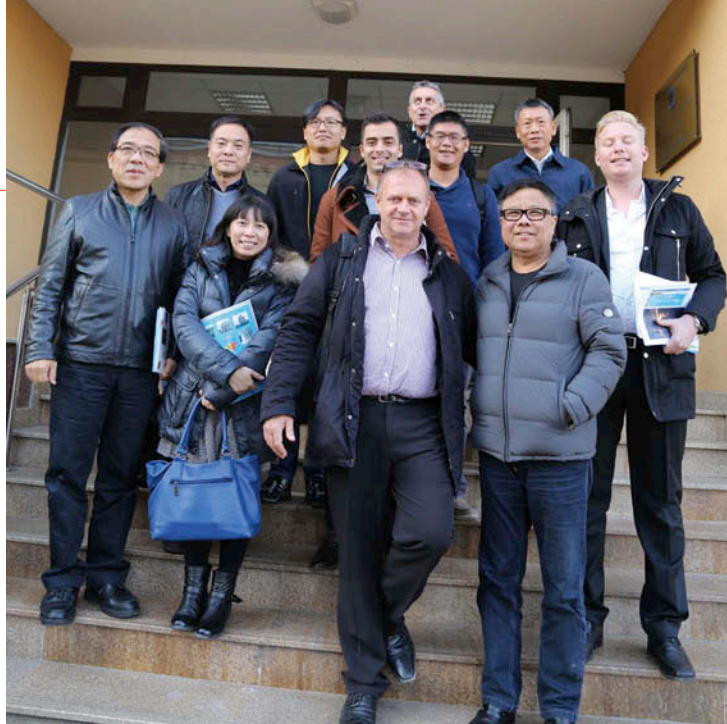
Although Romania has only four bicycle assembly plants, the relations between its bicycle companies are not close. And unlike neighboring Bulgaria, Romania has no bicycle industry association. Romania produced 820,000 bicycles in 2014 (making it the sixth largest bicycle producer in the EU), of which around 370,000 bikes were sold on the domestic market. Romania's import tariffs on bicycles is 15% (formerly 35%) and a 4.7% tariff is imposed on parts. Payments are chiefly made via T/T and DA, but the expense of L/C payments deters their widespread use. It has been rumored that some Romanian firms routinely skip final payments, which means deposits must be high enough to discourage this practice, but, in any case, the depreciation of the euro in 2015 put a damper on imports. Of

course, the fact that a number of well-known international branded parts manufacturers (including Campagnolo, Mavic, and WTB, etc.) have joined local producers has boosted the competitiveness and status of the local cycle industry, which has also benefited Bulgarian bicycle firms by letting them supply from close at hand. Romania's four major bicycle producers are DHS, Rich, First Bike, and VeloCity. In late March 2015, Decathlon invited more than 30 representatives from the bicycle and e-bike component industries of Taiwan and China to Romania to gain an understanding of the Romanian investment environment, and encouraged part and component manufacturers to open plants in Romania. Not long afterwards, in early November, Decathlon again invited personnel from the Chinese and Taiwanese cycle industries to visit, and arranged negotiations with investment-related agencies and tours of local assembly plants.

## Decathlon - VeloCity

VeloCity is Decathlon's OEM producer in Romania, and has an annual output of roughly 400,000 bikes, although whether VeloCity's close relationship with Decathlon will continue in the future remains to be seen. Decathlon sells approximately 2.8-3.0 million bicycles each year through approximately 933 Decathlon chain stores worldwide, and the company hopes to expand at a rate of 10% to 1,500 stores and annual sales of 12 million within the next five years. The company's chief production sites include Italy, which produces 1.2 million bikes—including 1.0 million children's bikes and 200,000 adult bikes; Portugal, which produces 800,000 to 1 million bikes; Romania, which produces 380,000 bikes and China, which produces around 300,000. According to our understanding, Bulgaria's Maxcom also planned to produce for Decathlon, but there has been no further news.

Decathlon invited more than 30 people from the bicycle and e-bike component industries of Taiwan and China to Romania at the end of March 2015



▲ Decathlon's Didier Morelle (on left in front row); Fuji-Da President, Jiansheng Xin (on right in front row); HL Corp. CEO, H.H. Liao (left); General Manager, Yang Kuo-chuan (second from left) of the Tianjin Fuji-Da Group's European subsidiary; Chen Yun-lin (third from left) of Decathlon's Taichung subsidiary; HL Corp. (Shenzhen) Sales Manager, Lee Ching-hsiao (fourth from left in rear); Sales Manager, Tim Dral (first on right) of Cheng Shin's European subsidiary; Sunny Wheel President, Tony Hsu (second from the right in rear) and Sunny Wheel Manager, Hsu Cheng-wei (third from right in rear).



▲ A group portrait of the visitors in front of the Sapa's office building taken after their tour of the plant.



▲ Persons touring the factory must wear a safety helmet and a fluorescent vest. Left: HL Corp. CEO, H.H. Liao; right: Sunny Wheel President, Tony Hsu.



▲ Company managers participating in the trip felt that it had been very productive.



▲Decathlon Purchasing Manager, Didier Morelle.



▲Decathlon Timisoara Production Manager, Francesco Russo.



▲GTX Solutions CEO, Radu Dragomir.

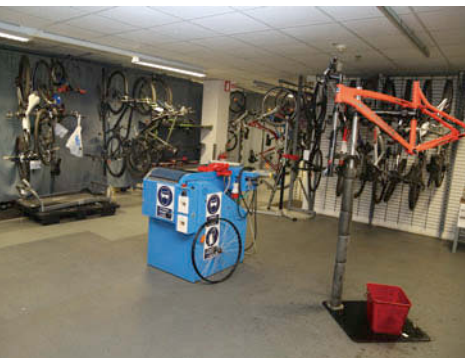
in order to understand the investment environment and local competitiveness. This tour included visits to the Accell Group's Hungarian factory (located on the border of Romania and Hungary) as well as to VeloCity's bicycle plant. The trip was part of Decathlon's vigorous efforts to convince parts manufacturers to establish plants in Romania. The 10 people who participated in a follow-up visit in early November examined the details of investment-related laws and regulations, and toured a motor vehicle galvanizing plant (CTS), aluminum material plant (Sapa), medical equipment plant (Flex), and the DHS bicycle plant, where they looked at production conditions and the investment environment. These factory visits revealed that companies willing to make large investments in high-capacity production can achieve excellent results in Romania. According to our understanding, the monthly

wages of Romanian workers average €250-350; workers are easily managed and there are no labor shortages.

The two key individuals who played the most important roles in inviting vendors from China and Taiwan to Romania were Decathlon's Global Purchasing Manager, Didier Morelle and Manager, Francesco Russo, who is in charge of production in Romania. According to Russo, Decathlon decided to shift production to Romania in 2008, and established an OEM production relationship with VeloCity in 2009. Production rose from 90,000 bikes in the first year to 200,000 bikes in the second year, 300,000 bikes in the third year, 340,000 bikes in the fourth year, and 400,000 bikes in the fifth year. In order to obtain greater output, Decathlon has decided to find a second supplier in Romania, and it is known that an Italian firm is building a plant in Romania that will produce children's

bikes for Decathlon. After the plant is completed within a year's time, it is expected to preliminarily produce 100,000 bikes during the first year. According to Decathlon Purchasing Manager, Didier Morelle, the company's sales target for 2015 was 3.3 million bicycles. Apart from its main market in the EU, Decathlon also has close to 150 stores in China. While mostly mid-/low-price bicycles bearing Decathlon's B'TWIN brand name are sold in 14 chain stores throughout Romania, Mr. Morelle emphasized that the company insists on high and an uncompromising service attitude; it hopes to provide consumers with high-quality, reasonably-priced products through attentiveness to small details, and to make sure that all its OEM producers uphold the strict quality requirements needed to produce quality products with value exceeding their price.

In the face of uncertain economic prospects and major climate changes in 2016, Decathlon is still optimistic about the future of bicycles. Apart from sales in the Chinese domestic market, it is also targeting the highly promising Indian market, and is engaging in cooperative production with India's Hero and another Indian firm. Thanks to its great size and large population, India is expected to offer great business opportunities in the future.



▲ The Decathlon store in Timisoara has a bicycle service department.



▲ Decathlon provides mid-/low-price bicycles priced at around €150.

## DHS Bike

DHS CEO Niu Guanghui was originally from China. Coming to Romania as an immigrant, Niu spent more than twenty years of hard work developing DHS, which is now one of the best-known bicycle manufacturers in Romania. Thanks to the company's successful management, the German importer Prophet purchased 25% of the company's shares, which helped to greatly enhance DHS' growth and image. During the last few years, Prophet has increased its share in the company to more than 40%. President Niu stepped back from direct management of the company this year, and his son Yang Tianqi assumed the post of General Manager. The President's wife, Yang Qian, is also active in managing the company and assisting her son.

DHS' e-bike sales have grown dramatically over the last few years, with the company selling over 80,000 units in 2015. The company has adopted China's Bafang quality system. According to Yang Tianqi, the company's quality is stable, service is good, and performance-to-price ratio is high. DHS produces approximately 280,000 bicycles annually, most of which are exported to Germany. While Prophet accounts for the majority of these, some bicycles are also exported to other European countries. DHS is also actively marketing its bicycles for the Romanian domestic market.



▲ Group portrait of visiting guests after a banquet held by DHS.

According to General Manager Yang, close to 600 large and small bike shops and five company outlets throughout the country, sell DHS bikes. In order to further boost domestic sales, DHS formally introduced its new "Venture" brand this year.

Salaries in Romania have continued to rise in recent years, with monthly wages currently averaging around €250-300. Companies often adjust their number of employees on a seasonal basis. For instance, DHS employs 300

people during the busy season, and 150 during the slow season. Actually, as early as 10 years ago, President Niu Guanghui hoped that firms from the Taiwanese and Chinese bicycle industries could produce parts at its newly-completed plant. Unfortunately, due to the great distance, language and cultural barriers, climate, manpower and legal issues, there were no takers at that time. In addition, DHS' annual output was less than 400,000 bicycles, as a result, throughout the past decade,



▲ Left: DHS Foreign Trade Department Manager, Nicoleta; right: Chen Yun-lin of Decathlon's Taichung subsidiary.



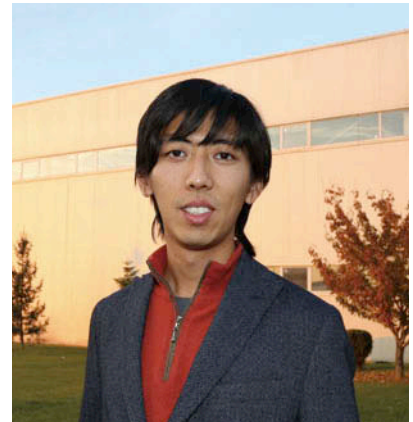
▲ Adam Dadsi (left), who is responsible for European sales at Lanxi Wheel Top, with Cheng Shin (CST) European Sales Manager, Tim Dral.



▲Decathlon's Russo Francesco (left) and Didier Morelle (right).



▲DHS shareholder ,Yang Qian (wife of President Niu Guanghui) has approved her son's assumption of control of the company, and has great confidence in him.



▲DHS General Manager, Yang Tianqi has been under pressure from efforts by competing Romanian firms to poach his employees.

no parts manufacturers have set up shop in the DHS plant. Finally, in 2014, WTB decided to manufacture wheels in DHS facilities. This decision was largely motivated by the fact that General Manager Yang Tianqi had worked at WTB while attending university in the United States several years previously. As a result of this past relationship, WTB began production in a leased area of

DHS' plant; Yang Pei-jan is responsible for managing WTB's production at the plant.

DHS' annual sales targets for 2016 are 120,000 e-bikes and approximately 300,000 bicycles, but the actual figures will depend on the EU's economic climate. In recent years, General Manager Yang has felt threatened by Decathlon's rapid sales expansion in

Romania. DHS has been vigorously upgrading in response, and has placed increased emphasis on innovation and competitiveness. In the face of impending recession and the depreciation of the euro, General Manager Yang has been troubled by competitors' poaching his employees, however, he is still confident that DHS will continue to improve.



▲ The DHS building in the evening.



▲ A truck waiting to make a shipment.



▲ Sample room.



▲ Assembly machine.



▲ Warehouse.



▲ E-city bike assembly machine.



▲ DHS assembles 280,000 bicycles annually.



▲ Rich Sports President, Jiang Xiaohua favors diversification, but believes that bicycles have bright prospects.



▲ Production Manager, Han Dongbo.



▲ GM Mirela Crivtulecu is a Romanian currently engaged in searching for aftermarket products.



▲ Since Sales Manager, Alexandru Hategan came on board, Rich Sports' bikes have captured a rapidly growing share of the large chain store market.

## Rich Sports

Rich Sports' President, Jiang Xiaohua is originally from China, where his father had previously worked at a Phoenix parts plant in Shanghai. After immigrating to Romania, Jiang naturally decided to work in the bicycle industry. After trying his hand at trading in 1997, he switched to manufacturing in 1999, and is currently involved in both trade and production. Rich Sports has an annual output of 90,000-100,000 bikes, and chiefly focuses on mid-/low-price models, of which 95% are sold on the domestic market. Rich Sports' bicycles account for

more than one-half of the bikes sold by mass merchants. According to President Jiang Xiaohua, Rich Sports strives to produce bikes that can be purchased by most Romanians, and a majority of parts are from China. Rich Sports is also the Romanian agent for Hwa Fong tires. The company has roughly 150 dealers, and leading mass merchants such as Carrefour, Metro, Selgres, and Auchan all sell Rich bicycles.

President Jiang has embraced diversification, and bicycles are only one part of his corporate operations, which also includes restaurant management,

real estate and winemaking. However, Jiang has begun focusing heavily on bicycle production and sales during the last few years, and has hired General Manager, Mirela Crivtulecu and Sales Manager, Alexandru Hategan. In the face of competition from the Bulgarian cycle industry, Jiang emphasizes that he wants Romanians to identify with Rich Sports bicycles. Rich Sports' other brand, RS, targets independent bicycle dealers. According to our understanding, Rich Sports sells 70,000 bikes annually through the mass merchant channel.



▲ The Rich Sports factory.



▲ Rich Sports produces its own steel rims.



▲ Rich Sports' bicycles account for more than one-half of all the bikes sold by Romanian mass merchants.



▲ The plant's sole production line.

## First Bike

First Bike produces bicycles, motorcycles as well as some parts. This company was the first bicycle firm in Romania to target the IBD market, but while First Bike bicycles and dealers could once be seen in many places, they are now quite scarce. First Bike's once produced approximately 40,000 bicycles annually.





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# Lightweight Aluminum Alloy Fork Patent

## Professional ODM/OEM Manufacturer

	New process
	Patent products
	Automatic production
	Professional development team
	Product liability insurance

### OS-E360

Steerer tube: 1-1/8" Alloy(6061)  
 Blade: Ø47 Alloy(6061)  
 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 /  
 Post mount



### OS-E1205

Steerer tube: 1-1/8" Alloy(6061)  
 Blade: Ø50 Alloy(6061)  
 Wheel size: 26"  
 Use: eFat Bike  
 Dropout: Forged  
 Weight: 745g  
 Option: Pivot / Roller /  
 IS mount /  
 Post mount



# 47 Products from 19 Countries Win 2016 TAIPEI CYCLE d&i Awards

Text: Editorial Dept.

After much debate among the judges, TAITRA (Taiwan External Trade Development Council) and TBA (Taiwan Bicycle Association), organizers of the 2016 Taipei Cycle d&i awards, announced 47 winning entries from 19 countries, including five gold awards with outstanding performances in both design and function and one “gold award-young enterprise”. Awards will be given at the 2016 Taipei Cycle Pre-Show Press Conference on March 1st, and winning entries will first showcase at Velocity’s design exhibition February 27 to March 1st, and later be on display at the 2016 Taipei Cycle Show March 2nd through 5th on the 1st floor of the Taipei Nangang Exhibition Center.

Judges pointed out that the essence of design is to solve problems with simple design, and this year’s award winners not only provide great design, but are also equipped with smart functions and details. The Award encourages designers to be trend setters and to convey innovative ideas, as well as to provide a wonderful cycling experience with more user-friendly designs.



In addition, this award offers start-ups, both local and foreign, a global stage, and innovative middle and small-size companies have a chance to showcase with internationally leading brands.

The panel took the following criteria into consideration for the selection of the award winners: degree of innovation, design quality, workmanship, choice of material, environmental sustainability, functionality, utility, safety, ergonomics and universal design.

According to TAITRA, the number of international entries grew 39.6% compared to 2015, showing that the competition

has drawn global attention as the platform to present what’s upcoming for the cycling industry. This year’s entries show some trends in the cycling industry, for example, they are lighter, simpler, more user-friendly, and have more elements in ergonomics. E-bikes, electronic devices, and IOT are still critical trends. E-bikes especially, have become more stylish and lighter, changing people’s previous impression of their heavy image.

All award-winning products will also be physically presented at 2016 Interbike, Las Vegas from September 21st to 23rd.

# Bicycles



**Chuhn Chuan Corp.**  
**X-mini Push Bike**

Suitable for children aged 2-5, the X-mini is a kids bike designed with adjustability to its frame angle, handlebar distance and saddle height, to give kids an excellent riding experience. An adjustable wheelbase is the most remarkable strongpoint of X-mini. The longer the wheelbase, the greater the riding stability; the shorter the wheelbase, the greater the steering flexibility, making riding a fun experience for the child who is on a bike for the first time. Sporting a streamlined appearance and weighing 2470g, the aluminum frame is 100% CNC machine-made, and can be folded for portability. X-mini is patented in over 30 countries and certified by EN-71, ASTM F963-11, CPSIA, etc.



**Coast Cycles**  
**Coast Cycles Quinn**

The Quinn solves many issues faced by bike commuters today. Its key feature—the central cargo space situated above the bike's center of gravity for stability, fits messenger and laptop bags and similar-sized carriers. Say goodbye to unsightly sweat stains. The bike's compact size fits in almost all elevators and makes it easy to maneuver. The frame also has numerous, pre-determined mounting points for stowing other types of bags or carriers, and for fitting the battery if an electric drivetrain is preferred. Essentially, the Quinn is a blank canvas on which many different types of accessories and components can be fitted.



**Giant Manufacturing Co., Ltd.**  
**TCR Advanced SL 1**

Handcrafted with Advanced SL-grade composite using Giant's most advanced construction techniques, this legendary road machine reasserts itself as the ultimate all-around race bike. The all-new TCR Advanced SL is the lightest road frameset ever produced by Giant; it boasts the highest stiffness-to-weight ratio of any road bike on the market. The new Variant integrated seatpost design delivers an improved ride quality, and the reengineered frame retains TCR's proven Compact Road Design. No wonder it's the choice of Team Giant-Alpecin all-rounders for the longest, hardest days with big climbs and fast descents.



**Giant Manufacturing Co., Ltd.**  
**Avow Advanced Pro 1**

The all-new Avow Advanced Pro utilizes the latest aerodynamic and fit technologies to create the first truly women-specific performance triathlon bike that is designed for speed and fit. The lightweight frame is handcrafted using AeroSystem Shaping Technology and features an Advanced-grade composite layup tuned for the female rider. Engineered using Liv's 3F design philosophy, the Avow Advanced Pro performs to the highest standards, while comfortable touch points and versatile positioning allow you to ride longer with ease. The AeroVault System keeps all the essentials within reach by integrating hydration and storage into the bike.

# Bicycles



**Merida Industry Co., Ltd.**  
**Ninety-Six.7 team**

Merida's brand new Ninety-Six is an innovative reinterpretation of one of the most successful full-suspension racers of all time. Optimized in kinematic perfection for the 1x11 drivetrains that dominate the racing circuit, it is also extra-light and hungry for speed. Merida are presenting the new working tool for the pros of their Multivan Merida Biking Team! Available in 29er and 27.5" versions.



**Merida Industry Co., Ltd.**  
**Scultura Team**

Used by Team Lampre-Merida, the Scultura offers riders great stiffness, comfort and aerodynamic performance in an extremely lightweight bike. The top-notch frame (CF5) is one of the lightest in the world, at a sleek 750 grams. Its total weight of 5.8 kg makes it one of the lightest serially-produced bikes in the world. However, Scultura is much more than "just a lightweight". Despite its chain stays, which are just 400 mm long and provide great agility, riders can now use 25 mm tires to enhance comfort. The aerodynamic performance of the new king of the hill Scultura wows people with its overall characteristics.



**Pacific Cycles Inc.**  
**New Birdy**

Pacific Cycles has been consistently dedicated to design improvements based on the latest technology. The New Birdy is incontrovertible proof of their transcendent step in realizing the evolution of the folding bike. With the application of hydroforming and 3D forging, the New Birdy is now stiffer, along with an attractive streamlined appearance. By modifying Birdy's geometry, the New Birdy is now embedded with optimized racing DNA and folds into a size 15% smaller than before! Overall, Pacific Cycle have made 100 improvements to the New Birdy.



**Tern**  
**Tern Cargo Node**

The Tern Cargo Node offers utility and convenience on two wheels: a full sized cargo bike that folds. It's a game changer for riders living in the city or who just want more portability from their cargo bike. It's designed to carry 160 kg, yet folds small enough to fit into an apartment elevator. It sports an adjustable Andros stem, so riders can fine-tune their riding position on the fly. It has dynamo lighting for night riding, and wide gearing for all gradients. It fits in a taxi, and because it can be brought conveniently inside, riders don't need to lock it outside overnight. It's the cargo bike designed for urban life.

# Bicycles



## Coast Cycles

### Coast Cycles Ruckus

The Ruckus brings people closer, and it's functional too. Its eye-catching design evokes feelings of happiness, and the ability for riders to customize the bike in many ways allows them to let their creative juices flow. With the long lounge saddle and cleverly positioned foot pegs and footrests, riders can ferry anyone: child, wife or friend, in a variety of ways. Front and rear racks are great for stowing personal effects, as well as attaching bags and carriers. Coast Cycle have also created a bag for the space at the frame's center as well as a detachable grocery trolley to use with the bike. As well as conventional chain drives, the Ruckus is also ready for electric drive systems.



## Axman Enterprise Co., Ltd.

### Axman Tri

TRI is a speed machine for triathlon races. It features four major key technologies: outstanding aerodynamics, multiple ride posture setting, integrated cockpit and build-in feeding system which enhances rider performance and riding posture to come out the best of you. TRI is the best gateway for entering triathlon races.



## Eddy Merckx Cycles

### Strasbourg71

During the 1971 Tour de France, Eddy Merckx won the first stage in Strasbourg. The stage ended on a gravel track where Merckx narrowly beat Roger De Vlaeminck in a sprint. The Strasbourg71 is therefore the ideal racing bike for off-road adventures. With this aluminum gravel bike, cyclists can ride not only on the road, but also on rougher paths. A multi-faceted racing bike that can take a few knocks, meaning that riders can also use it as a commuter racing bike to travel to work. The design is the ideal mix between off-road roughness, minimalist design and 1 flashy green color.

# E-bikes + Pedelecs



## Darfon Innovation Corp.

### BESV CF1

The CF1 e-bike has a hidden battery and diamond headlight integrated into its simple L-shaped frame that is both elegant and easy to step through. Equipped with an advanced-algorithm power drive system, the CF1 provides the level of assistance cyclists need for optimal ride comfort. Inspired by the automobile industry, CF1 features a one-step power start-up - simply press the button and riders are ready to go. A battery indicator button smartly shows the charging level. A competitive overall weight of just 22kg results in great overall handling, as well as effective pedaling with shut-off support.

# Components + Parts



**Gigantex Composite Technologies Co., Ltd.**  
**CP016**

Gigantex' CP016 evolved from its predecessors, CP12 and CP13—winners of the iF Design Award in 2013 and 2014, respectively. It is also one of the very few carbon spoke wheels designed for disc brake systems. The wide body aerodynamic carbon rims are made of T-1000 or UMS40-6K high modulus carbon fiber, and offer a weight reduction of 20%. The hub body is designed for disc brake systems with the spokes blended in a one-piece structure to help increase energy transfer and maneuverability. All these factors come together to result in one of the lightest, stiffest and best, all in all, fully carbon spoke wheels in the world.



**Joy Industrial Co., Ltd.**  
**R3 Carbon Wheel Set**

Due to the fast developing awareness of green power for global environmental protection, more and more commuters are choosing the bicycle as their main means of transportation. Therefore, Joy designed this wheelset for road bikes. Besides boosting users' pedal efficiency and reducing energy consumption, Joy also hope that it can increase the population of bicycle commuters and reduce air pollution caused by motor vehicle exhaust emissions. The specialized function of the wheelset lies in the carbon spokes which reduce the loss of efficiency from pedaling. The hub features a left-right asymmetric spoke design that adds rigidity to the carbon wheelset.



**Chien King Industrial Co., Ltd.**  
**CK-UB2RH**

The khaki colored body of the pedal is primarily made of rice husks taken from crops grown locally in Taiwan. Natural botanical material was chosen to reduce increasingly severe environmental pollution, and to substantially lower reliance on raw petrochemical materials. All potential environmental factors are considered during the manufacturing process, from the selection of raw materials to the final stages of production. The manufacturing machinery uses medium temperatures during processing, as high temperatures are unnecessary. This has allowed CKC to save energy and reduce carbon emissions to protect the environment.

**Castello Cycle Co., Ltd.**  
**Stem Twist SDS**

The new Speedlifter stem twist SDS is designed with 1 1/8 inch A-Head stem with ø31.8mm handlebar. The steering unit rotates tool-free at +/- 90° to get into parking position.



**JD Components**  
**ST162A Stem**

A stem design that combines practicality with style! Featuring faceplate integration and ease of installation with various accessories such as light, camera or bike GPS, it eliminates the use of strap on the stem or handlebar, offering a clean and compact look.

# Components + Parts



## Lee Chi Enterprises Co., Ltd. V-Point Seatpost

Lee Chi's V-Point seatpost never has to be disassembled or removed from the post to mount a saddle. Unlike many traditional seatposts that rely on one or two bolts to hold the saddle in place, an independent and patented wedge-style pinch-mounting system sets the saddle angle and keeps it firmly locked in place even during fore-and-aft adjustment. Likewise, the saddle angle is unaffected by fore-and-aft adjustment or the mounting of a saddle. Another bolt located at the back of the post is all that is needed to adjust the saddle angle; this improves rider safety. The V-point seatpost also meets or exceeds ISO 4210 standards.



## SpeedX Inc. SpeedForce

SpeedForce is the first fully integrated cycling computer that is installed by replacing the bike's stem; it becomes part of the bike to provide comprehensive functionality. SpeedForce supports cyclists by getting precise data such as current altitude, slope, speed, current cadence, etc. It also provides GPS directions and coaching programs to keep you motivated throughout the ride. Cyclists can use the SpeedX Cycling App to plan their trips, set up personal trainer programs, set goals and communicate with other cyclists through SpeedX Community Center. It even comes with a 150-lumen light that illuminates up to 30 feet ahead.



## JD Components YSP16

The JD-YSP16 Suspension Dropper Seatpost is a patented suspension seatpost of adjustable height. Its ergonomic design provides comfort under various riding conditions. It comes with the MDU suspension system which is lightweight and provides effective damping. The MDU pressure is adjustable for different K rate damping. This seatpost is designed with infinitely adjustable height to allow any saddle position, and internal cable routing to give the bike a clean appearance. The seatpost's adjustable height provides an effective riding position when extended, and boosts safety when lowered for stopping, whereby one's legs can comfortably reach the ground.



## Rotor Componentes Tecnologicos SL Power meter INpower 3D+

The way power is exerted throughout a single pedal rotation varies in force; it is greater when the cyclist is seated, standing, or sprinting. In addition to standard power metrics, INpower features TORQUE 360 and Optimum Chaining Angle which analyzes the rider's pedal stroke to determine where maximum force is applied. This information enables riders to align their Q-Rings' maximum gear ratio with their maximum force output. By integrating power measuring technology into the axle, INpower 3D+ offers cleaner data transfer between strain gauges and monitor, and is protected from shocks, crashes and outside contaminants.



## SR Suntour Inc. HESC E-bike Components

HESC stands for "Human Electro Synergy Components"; it combines human strength and electro-mechanical support. All the components are designed with the QSP philosophy, which means "Quick Service Product". This system comprises a 500 Watt strong rear motor and a 12mm through axle. Users will enjoy the powerful assistance provided by the motor, and even more, the freedom and joy of an unfettered riding experience in the mountains. Users can easily call up riding information on the 4.5" TFT (Thin film transistor liquid crystal display) display that comes with GPS, light sensor and Android operating system.

# Components + Parts



**Unee Creative Precision Co., Ltd.**

**Cable Dual Cool Caliper**

Newly patented dual synchronized cable-actuated wired caliper gives a light and smooth feeling when the brake is applied, providing you with better control and safety. Differing from most mechanical calipers, Unee's synchronization design does not need pad adjustment from the screw at the side of the caliper. Pads will always evenly touch the rotor just like hydraulic calipers. Being user-friendly, the pads can easily be replaced from the top of the caliper. Equipped with heatsink cooling pad (normal pads as option), it reduces the wear and tear of the pads while dissipating the heat and reducing the rotor temperature, and making the whole brake system stable and safe.



**Viscount Industries Co., Ltd.**  
**Cambio-2162**

Cambio-2162 is a replaceable saddle padding designed to fit different users' physical conditions and riding occasions. Different users may require seat padding of different shapes, depending on their weight, sit bone width or even riding conditions. Cambio saddle embodies a new concept. Users should not suffer the pain of adjusting to a saddle. Rather, they should be able to choose a saddle that fits their individual riding conditions. Simply choose a padding shape that suits you and replace the old one in the same saddle shell. Currently, the market does not offer a similar multi-function saddle option. Users can choose color, padding shape and padding combination according to their needs and interests.



**CeramicSpeed**  
**CeramicSpeed OSPW System**

Engineered to answer the increasing demand for less friction, speed and a more efficient drivetrain, the Oversized Pulley Wheel System (OSPW System) represents true advancement in cycling performance. It consists of 17-tooth alloy pulley wheels fitted with CeramicSpeed bearings, a specially designed lightweight cage made from polyamide and carbon fiber, finished with titanium bolts. Compatible with Shimano 10s-11s groupsets, this innovative system is proven to reduce friction in the pulleys by 60% or more in some cases; it delivers watt savings from 2.4 watts and 3-5 times longer lifetime compared to the most commonly used high-end 11s stock pulleys.



**Connected Cycle**  
**Connected Cycle Pedals**

Connected Cycle is the first smart pedal worldwide that records the speed, route, incline and calories burned on every single bike trip. These statistics are automatically recorded and sent Over-The-Air to the Connected Cycle cloud platform, whether or not you have the phone with you. The statistics are then made available to users through the Connected Cycle application available on smartphones. The pedal also protects against bike theft. It is fitted with a detection movement system that instantly notifies the bike owner if the bike is moved, and allows it to be located at any time. The owner is always able to know where the bike is.

**Hsin Lung Accessoriess Co., Ltd.**  
**Glider**

Glider is a stem that is able to absorb impacts and shocks due to its combination of sophisticated and precise CNC machining, low friction bearings and high density elastomer. Glider smooths and reduces the up-and-down movement of the front end of the bike when hitting a bumpy road, making the cyclists ride a comfortable and fun one. Hsin Kung offer a variety of different elastomers with different degrees of stiffness to serve the needs of different riding experiences.





# Components + Parts

## KMC Chain Industrial Co., Ltd.

### Klick Link



Klick Link is an innovative chain connecting link with a wider pin-flange and safety-lock construction that benefit anyone replacing their chain; it solves the complications and nuisance of using a conventional connecting pin. The disadvantages of conventional connecting pins include drastically reduced pin power, stiff links, and pin and plate misalignment causing dangerous chain linkages. In contrast, the wider pin-flange of the Klick Link allows it to lock quickly and precisely without a chain riveter, with the added benefit of safety-lock construction to ensure accurate chain plate connection and joyful rides!

## Giant Manufacturing Co., Ltd.

### Contact SLR



Giant's new line of performance saddles uses our Dynamic Cycling Fit philosophy to help you find the perfect fit for your body, your position and your riding style. Every Contact SLR model is available in three different options (Forward, Neutral or Upright) based on the unique contact angle of a rider's pelvis while riding. Contact SLR features carbon fiber rail and Particle Flow Technology to reduce pressure points, all weighing in at just 180g.



## Tektro Technology Corporation

### T860

This bicycle brake weighs 240g and integrates cable stop and wind-cheating profile design, specifically for fork and seat stay placement. The two-bolt locked mounting design keeps the bolts on the caliper. It is wedge-actuated to give uncompromising performance. The aerodynamic cover shapes the wind path of the frame. Its four-spring adjustment mechanism makes the brake more personalized for the user. Its independent arm adjustment compensates for pad wear and suits the modern wide rim width of 21mm to 28mm. Also available: T861 direct-mount brake (w/o cable stop).



## Chi-Hung Information Consulting Co., Ltd.

### DG-8W

A lightweight, powerful generator with a maximum of 8W, it solves the problem of power supply on the bike to hand-held or portable devices or the front and rear lights. Users will have no costs to replace batteries, and no more worries about batteries running out. This self-generating power system removes the need to replace or recharge batteries, and is thus more environmentally friendly. Equipped with direct drive generator, there is no gear shift loss and is also quieter and more durable. Mounted on the guide wheel of the derailleur, it does not affect gear shifting. The DG-8W is easy to install on a bicycle derailleur, with no need to remove wheels from the bike.

# Peripherals + Accessories



## HydraKnight Inflatable 45

The Diavelo inflatable jacket is especially developed for riding speed e-bikes. Travelling at 45 km an hour is fast and often the wind against the body can feel very cold, especially when the rider is not pedaling hard. The jacket protects wearers against the cold wind when it is inflated. When not inflated, it hardly occupies any space and can very easily be put into a backpack or a small pocket.



## Super B Precision Tools. Co., Ltd. Super B Chain Whip Pliers

The Super B differs from traditional chain whip pliers in its innovative design to secure cassettes by pivoting with one hand, thus protecting users' hands from injury. The predictable adjustable opening can be maneuvered quickly to fix on cogs with gear sizes ranging from 10-19. It is compatible with 5-11 speed chains, and lowers the possibility of deformed sprocket caused by non-professional mechanics. Because of the recoil spring, the cassette sprocket will be tightly attached to the tool; this prevents the sprocket from falling off the hub, and eliminates the concern of having sprockets strewn all over after the lock ring is loosened and removed.



## Ming Cycle Industrial Co., Ltd. Qicycle R1

QiCycle R1 is the rider's partner. It is the first smart cycling system under \$4,000 on market. A lightweight carbon fiber road bike that is equipped with DI2 and power meter, as well as motion sensors, the weight will be kept within 7kg. As this training partner is virtual, it can call up the complete set of real-time riding sports data through the analysis of Qi-Cloud processing, and by means of the mobile app, give riders real-time suggestions and feedback to help riders improve their performance in the sport.



## IDS Corporations Ltd. INOX-Mini R

Featuring 360 degree all-round visibility, the INOX Mini-R provides ultimate visibility to other road users from different angles at night. Classic housing, a built-in rechargeable battery and a quick, tool-free mounting system give users a hassle-free option. The two-beam design illuminates backward and downward, and is equipped with highly efficient LEDs with up to 12 hours of run-time per charge. INOX Mini-R is a great solution for road safety!!



# Peripherals + Accessories



**IDS Corporations Ltd.**  
**Aero-X**

Aero-X is a taillight designed for all bicycles. The light comes with adjustable wings which can be mounted on both aero and round tubing. Built with motion sensor technology, under auto mode, the light turns brighter (up to 60 lumens for 8 seconds) when experiencing bumpy roads or heavy braking, sending a caution signal to cyclists or cars behind. It comes with a built-in rechargeable battery, with up to 15 hours of run-time per charge, and prolonged product life cycle.



**Roxim Technologies, Inc.**  
**Raptor X4E**

The innovative design features in the Raptor X e-bike lights series deliver unparalleled performance for both on- and off-road cyclists. This super compact product achieves a panoramic 200 degree light spread, maintaining constant clear side and ultra-wide forward vision. The power input ranges from DC 6V to DC 90V, which covers most of the e-bike batteries on the market. The X4E model delivers very bright output, up to 400 lumens/50 Lux, and is compliant with German regulations. The streamlined, super-compact Raptor X design weighs 72 grams, which stands out among other available lighting systems.



**Unich Co., Ltd.**  
**Stepless Tool**

This tool is of a patented lightweight and unique stepless ratchet design. Differing from regular ratchets, the Unich stepless tool operates with zero degree start angle when users turn the ratchet. There is no blind spot for any location while maintaining a bikes. The removable stepless tool head can also be used as a finger ratchet. This product comes packed with 12 tool bits, including hex 2, 2.5, 3, 4, 5, 6 and 8mm; star-shaped T10, T25 and T30; Phillips; flat head; and 55mm tool bit extender.



**Beto Eng. & Mktg. Co., Ltd.**  
**EZ Head Mini Pump**

Beto's design is a mini pump with an EZ head and a pump head with revolutionary lever-less feature that can be easily operated with one hand through a simple and direct clip-on and pull-off motion. It comes with a hammerhead style dual valve for Schrader and Presta. Its 125mm retractable hose ensures that it can operate in a tight space; pumping motions and angles will not be restricted. With an alloy barrel, it can endure pressure up to 120PSI. It is 210.5mm long; compact and easy for users to carry in their pockets.

# Peripherals + Accessories



**Konnix Insturial Co., Ltd.**  
**TPack Loading System**

A new design concept of bike rack and bag system that features a "T" rack of freely adjustable loading height makes it easy to load briefcase, luggage, shopping bag, etc. Konnix' bag does not come with a hard hooking system at the back, so it can be comfortably slung on the body or carried by hand. This bag system can be fixed onto most bikes without rack-stay threaded eyelets.



**Vision - TH Industries**  
**Metron Hydration System**

Vision products are designed with the greatest aerodynamic efficiency in order to propel the rider with the least amount of effort. This is the critical design factor that drives Vision's uncompromising development ethos. Vision's newest Metron Hydration System incorporates ease of installation, near universal mounting compatibility and integrated accessories mounts, including Garmin and a magnetic Bento box, while still maximizing aerodynamic performance. The result is a product that is both aerodynamically superior and visually stunning for the discerning triathlete.



**BBB Cycling**  
**Tithon**

The Tithon aerodynamic helmet is designed to give road cyclists an aerodynamic advantage without overheating their heads. While most aerodynamic helmets have the problem of poor ventilation, the Tithon solves this issue with three air channels designed to optimize the airflow over a riders head. This helmet was tested in the wind tunnel of the Technical University of Delft, and developed in cooperation with BBB's sponsored professional riders. Together with the low weight of 270 grams, this helmet helps riders to be faster without overheating, and at a fair consumer price.



**Strategic Sports Limited**  
**Morpher**

The Morpher is a bicycle helmet that folds flat. It looks good, feels comfortable and is made to a high standard from EPS, PC & nylon, (mainly recyclable) it has a 5-year lifespan. Initially aimed at urban cyclists, it folds and unfolds simply so it's much easier to carry. This should encourage helmet use, resulting in safer cycling. Current helmets are awkward to carry and research shows this is why 91% of urban bikers don't use one. Morpher is more convenient without compromising on safety—CE & CPSC safety standards certified by SGS.

# Peripherals + Accessories



**Chance Good Ent. Co., Ltd.**  
**I-261W Mini Lava**

Mini Lava answers the need for a front safety light. It is small and lightweight, allowing it to be attached to hats and helmets. Its appearance is designed based on the image of lava. Chance Good used simple lines to sketch out its overall shape, with enhanced visibility on its sides, widening the illumination alert range during the ride. The low battery indicator displays in modes rather than by a small indicator. This ensures that users are alerted at the first instance, thereby preventing situations while riding in the dark. The best feature of Mini Lava may be the integrated USB cable. There is no more cable to store or lose!

**Nuvo Ent. Co., Ltd.**  
**N+1-BC159P**

An innovative design that fits the standard bottle and PET bottle. Nuvo designed the bottom with an "8" shape so that it fits the PET bottle snugly. It's a friendly design for any user.



**HydraKnight Innovation Co., Ltd.**  
**AI Journey**

This bag features a rolling type seal, excellent waterproof design, and is durable enough to withstand long periods of exposure to the rain while riding. It sports an adjustable strap design for easy opening and fastening. Its fuss-free and reliable buckle and strip ring design ensures that it can fit carriers of different sizes, while the waterproof zip design enables speedy access to, or safekeeping of, objects in the front pocket. The hook on the double shoulder straps make this bag very suitable for daily commutes and the perfect choice for excursions during holidays. High-frequency welding technology ensures sturdiness and gives 100% waterproof assurance. Used in conjunction with the accompanying buckle and 1000D high quality tarpaulin, this bag can withstand 10kg in weight and 1000mm water pressure.

**Eiso Enterprise Co., Ltd.**  
**Ripple**

The Ripple design concept is derived from the natural ripple of lake water. Layers begin from metal to plastic to silicon, from hard and cold before graduating to soft, producing a material of multi-layered texture. Its ergonomic design makes it easy to mount. The curved structure on the side is similar to the curve of fingertips, and the appropriate size of the light body enhances the tactile feeling. Ripple represents the classic design combining the lens and switch which turns on the light with just one touch. COB bright light source also makes riding at night safer.





HER JUINN CHENG ENTERPRISE CO.,LTD.



▲ MTB-XC 650B



▲ ROAD-GOLD



▲ MTB-29



DA-30



DISC-AP190



DISC-RP170



DISC-01



DR-250



DISC-23



DISC-21



DA-21



DP-36



DISC-19



DA-400



DP-20



DP-15



P-80X



DMP-341



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# 27 Bicycle Products Receive Taiwan Excellence Awards

Text: Editorial Dept.

On December 21st, 2015, winners of the prestigious Taiwan Excellence Award for 2016 were announced by Taiwan External Trade Development Council (TAITRA). Recipients of the awards—given to Taiwanese products showing exceptional R&D, design, quality and marketing features, included an impressive 27 products related to the bicycle industry.

Organized by TAITRA on behalf of Taiwan's Ministry of Economic Affairs, the 2016 awards mark the 24th year that companies have been presented with this recognition for their outstanding products. This year, after conducting rigorous reviews, trials and site evaluations, the awards were presented to a total of 523 products from 202 different companies in various

industries. From the bicycle industry Giant, Merida, KMC, Joy Industrial, Kenda, King Roof, tern, Pacific Cycles, Volanda and Novatec were among recipients of the award and the right to use the Taiwan Excellence symbol in their marketing efforts.

In April, judges will further select 30 of the most outstanding of these award-winners to receive Gold and Silver Awards

## Giant TCR Advanced SL

Balancing lightweight with stiffness, Giant TCR's compact road design is often regarded as the pioneer of the modern road bicycle since its launch in 1997. Following up on this legacy, Giant has developed the TCR Advanced SL offering riders new advancements in three major areas of cycling—efficiency, handling and ride-quality.

The essential metric of an all-around racer's performance is power output-to-weight ratio, and this pure measurement of efficiency guided the development of the all-new TCR Advanced SL. Built for the uncompromising demands of professional road racing, Giant claims the new TCR delivers the highest stiffness-to-weight ratio of any production road bike.

Thanks in part to its Compact Road Design, TCR riders experienced a new pinnacle of frame stiffness and precision handling when the bike was first introduced—traits that have remained central in TCR's evolution. For 2016, TCR Advanced SL adds to its already unparalleled frame stiffness for more responsive handling.

The new TCR Advanced SL is designed not only for key moments in races, but also for the hours spent in the saddle building up to them. With a refined, race-tuned ride quality, the TCR Advanced SL delicately balances efficiency with the compliance that serious racers demand.





## Merida Ninety Six

Like hardly any other full-suspension racer, Merida's Ninety-Six has influenced an entire era of riders, inspired bike engineers and helped racers achieve peak performance since its debut in 2009. Provisionally put to pasture in 2012, Merida brought the Ninety-Six back for the 2016 season. The second generation Ninety-Six has been kinematically optimized for the 1x11 drivetrains that now dominates the XC circuits, and thanks to Merida's 'M.O.R.E.' technology, it always works perfectly right away, regardless of frame size. Merida's engineers followed this focus of development along with the goal of simultaneously implementing the new Ninety-Six as 27.5" and 29er options. Thanks to the manufacturing technology with an EPS core, which is used here for the first time, the Ninety-Six—which was developed in close cooperation with Merida's XC pros, has a frame weight of less than 2 kg as well as continued super-high stiffness.



## Merida Scultura Superlite series

Merida compares development of the new Scultura for 2016 to a supermodel looking into the mirror—While everybody else has trouble looking away from the sheer perfection, the beauty herself is still not satisfied. Used by riders in Team Lampre-Merida, Merida engineers wanted to make a new Scultura that was lighter and offered better aerodynamics. By using cutting edge technology, Merida's engineers have developed a new star for its 2016 road bike line. The Scultura's new, top-notch frame (CF5)—weighing just 750 grams, is one of the lightest in the world together with a fork that was also developed in-house at Merida provide the foundation for the SCULTURA 9000 models, whose total weight of 5.8 kg makes it one of the lightest serially-produced bikes in the world. However, the new Scultura is more than just a lightweight road bike. Despite its chain stays being just 400 mm long to provide great agility, riders can now use 25 mm tires for increased riding comfort. Most impressively, the aerodynamic performance of the new Scultura show measured values that are just below those of the Merida's proven aerodynamics expert Reacto.



### Volando Flying V FS

Volando's Flying V FS, 29er full suspension mountain bike makes a good partner for riding through difficult and dangerous situations. A professional XC/All Mountain carbon frame, constructed with a tapered head tube, direct mount for front derailleur and 190mm rear travel setting, provides cyclists with a light, stiff and reliable ride. The complete bike is assembled with precise parts such as Magura's MT6 hydraulic disc brake and suspensions for front and rear, Sram X9 drivetrain, DT Swiss cyclocross wheels. The resulting bike offers excellent results on rocky paths going both uphill or downhill.



### Volando VCT-Tour

Whether it is for an unexpected attack, aggressive racing or a breakaway from the group, the VCT-Tour has a good combination of riding comfort and efficient power transmission to give riders great performance in road races. The frame set was built with high modulus carbon fibers, while the tapered head tube provides improved rigidity and steering precision. The wide flat seat stays helps to disrupt the path of shock transmission, absorbing the vibration from the ground and helping to relax the rider's muscles against unnecessary strain and enjoy greater riding comfort. Short chain stays gives greater acceleration and efficient climbing while the rigid bottom bracket improve pedaling stiffness. The premium carbon frame setting up with top components—Compagnolo Record drivetrain and Mavic high profile wheel, makes the VCT-Tour bicycle a good weapon to be used for long distance racing.



## Volando FIT Disc R

Volando's FIT Disc R offers riders a combination of a road bike's speed and a cross bike's comfort. The optimized frame geometry was formed as close as possible to a popular comfort ride position with up-straight seating pose. Combined with 28C wider tires to counteract vibration and shock from the ground, whether cycling on-road or off-road, the FIT Disc R offers outstanding levels of riding comfort. The internal cable route design of frame, minimizes air drag and gives the bike simple yet elegant aesthetics, while the mechanical disc system offers better braking control and performance in all conditions. Volando believe the FIT Disc R is a perfect bike both for entry-level riding fun, and for the long distance traveler.



## Pacific Cycles, Inc. New Birdy

A full twenty years following the Birdy's introduction to the market, Pacific Cycle's design team is still devoted to improving the bike - motivated not only by a sense of perfectionism, but more importantly by global Birdy fans' experiences and feedback. Following a tradition of only implementing major model changes every 10 years, the design team has launched the 3rd generation Birdy aimed at implementing actual evolutionary improvements that served a purpose, rather than just being 'design for design's sake'.

The new Birdy features a lower center of mass, allowing cyclists to enjoy benefits such as improved cornering, powering-pedaling out of the saddle and increased output efficiency. Another outstanding improvement is the reduced folded size, which allows the new Birdy to fold 15% smaller, whilst being much more rigid than the original.

The application of state of the art production techniques such as 3D forging and hydroforming to make the new stem, front fork and rear swing arm—resulted in increased rigidity, precision and durability. Pacific Cycle believe with these accomplishments the Birdy will set a new milestone for folding bikes.



### Pacific Cycles, Inc. New Reach

Reach is for people who need a performance bike yet is still compact enough to carry anywhere. The bike can be packed into a 29 inch suitcase which won't incur an extra charge when boarding airplanes. It can be stored under the table in offices, or in the trunk of K car. When unfolded, it becomes a road racing bike.

Unlike the conventional half-fold designs, Reach is the first folding bike with a triangular frame design and oversized down tube to achieve maximum frame rigidity. The bike's Unified Rear Triangle keeps weight under the suspension creating zero power loss, thus allowing maximum pedal efficiency. Additionally, the smart front wheel storage design does not increase folded dimension, while the easy adjustable PU suspension offers multiple choices of front/rear suspension to accommodate all terrains. The Reach also features clean, durable, and maintenance free internal cable routing.



### Tern Verge Tour

Designed in partnership with Velowerk of Switzerland, the Verge Tour combines the riding position, cargo capacity and serviceability of a long haul tourer, with amazing portability. Every detail of the Verge Tour's frame has been optimized for touring. Starting with hydroformed aluminum tubing and a patented forged handle post, the Tour is incredibly stiff and responsive. For extra heel clearance and comfort the Tour is engineered with longer seat-stays, and for cargo-carrying, all the required front and rear eyelets. The bike is spec'd with a custom chromoly fork up front, for strength and vibration-dampening, and an eccentric bottom bracket—a rarity in the industry—so riders can seamlessly switch to an internal gear system. With integrated lighting, and a full-sized bike pump concealed in the seatpost, the bike is built for self-supported travel. The bike comes stock with full front and rear racks, solid disc brakes and ultra-wide 27-speed gearing. It's extra-comfortable too, thanks to Schwalbe Big Apple 55 mm tires, an adjustable stem, and ergonomic bike-grips. The Verge Tour folds down for easy transportation, which means more exciting adventure. It's a bike designed for weekend riders—who get out to the country by train—or for global explorers, riding around the world with the peace of mind that in a tight situation they can put their touring rig on a bus.



## Tern Verge X20

The Verge X20 features the gear-inches of a performance road bike, thanks to a 55 tooth chainring and an elite 20 speed drivetrain, yet weighs in at only 9.9 kg. It folds small, so it's ready to go anywhere, but the ride is so stiff, rider's never guess it was portable. The X20 features Tern's all-new state-of-the-art Kinetix Pro X wheels, hand-built using custom 27mm rims for strength and fluid aerodynamics, they are held together by Sapim aero spokes in a patented Rolf paired-spoke pattern for strength. In total, the wheelset weighs just 1100 grams.

The X20 debuts Tern's elite Tarsus Fork—a performance fork created by hydroforming a single tube of aluminum. It's aerodynamic and strong, and recapitulates the bold lines of the bike frame in its ridges. Both frame and fork share the same stealth-black matte paint-job, and subtle red accents. Thanks to an adjustable stem and a remarkably light Syntace seatpost, it can be ergonomically configured for riders between 142–190 cm.



## Sliding Bike Development Ltd.

### Sliding bike

The Sliding Bike is patented bike that utilizes sliding parts on rails to replace the folding mechanism found on traditional bikes. The ergonomically scalable design can grow as kids grow, ensuring many years of use and the ability of one bike to be used by an entire family. The sliding main body was found by tests to be more stable than a folding mechanism while still allowing the bike to be easily carried on public transport, elevators, or stored in the home. The Sliding bike is a high performance, durable, easy to use, clean, safe and elegant solution for modern urban-mobility.



## Giant SLR 0

Giant used their extensive knowledge of manufacturing with carbon fiber to produce its SLR race-performance road bike carbon wheelset—SLR 0. The company's experience has allowed them to develop the best mix of TG resin and high modulus carbon sheet to offer riders a wheelset that has superior riding efficiency and handling while also being lightweight. Giant's proprietary automatic carbon technology can create a consistent-layup carbon rim without any wrinkle and bubble inside rim's layup. The high quality carbon rim enhances the durability and heat-resistance of the SLR. During testing a 140 kg rider could ride in an out-of-saddle sprint for 2000 km without any tension reduction. The same rider could also descend a 20 degree slope while braking for 30 minutes without any damage to the rim, the SLR 0 also had better braking performance than aluminum rims on a rainy day. Dynamic balanced lacing and unique spoke tension gives superior stiffness that reinforce power transmission when pedaling, and the 2 to 1 spokes ratio, enlarged flange and tubeless ready contribute to SLR's excellent cornering handling.



## NOVATEC R3

Novatec are aiming their R3 wheelset at the increasing market of commuter cyclists. The R3 boasts superior energy efficiency due to its carbon spokes. The carbon wheelset features a left-right asymmetric spoke design to add to the rigidity, while the design of cone shape and straight pull weaving differentiate the hub from the others. 38mm rim height and 26mm rim width of this special carbon rim provides consumers with new feelings while riding as they experience the sensitive control from the aerodynamic design. Novatec believe the R3 wheel offers riders the highest riding-comfort, and are the fastest driving efficient road wheelsets on the market.

## Kenda K1174

Faster than any other Kenda mountain bike tire, the Saber (K1174) represents 3 years of R&D and rigorous testing. Designed to be the fastest and lightest Cross Country (XC) tire on the market, all knobs on the Saber have been designed for reduced weight and enhance speed and control performance. The low profile platform knobs are in a chevron design for speed and grip, while the transition to side knobs gives riders an edge in cornering control. With special reinforced CH2 chafer on tire lips makes it tubeless ready. The Saber is made from a brand new R3C compound for very low rolling resistance and tread wear performance, which gave it the best rolling performance in a test against competitor's tires by Germany Rolling Resistance Testing Lab and has been chosen to be the performance tires for both American and European pro XC teams before it was even officially introduced to the market.



## KMC X-eBike Series Chains

Due to the innovation of e-Bike motors, high-end sport e-bikes are getting popular with young generation and sports enthusiasts. Different from urban e-bike systems, the high-end sport e-bikes equipped with mid-driven motor drivetrain generate more power for long and steep climbs. Obviously, the chain requires to endure extreme side torque and tensile forces from the mid-driven motor. KMC has specifically designed X-eBike Series chains for such sport e-bike systems and boast the highest level of torsion resistance and compatibility. X-eBike chains offer 20% upgraded pin power for higher torsion and stress resistance to cope with extreme drivetrain conditions and 20% upgraded durability for prolonged chain life. KMC's Double X Bridge and Optimal Chamfering Designs provide the superior shifting performance on all systems and decrease friction between chain and all drivetrain parts. Riders can simply enjoy cycling without the need to consider the compatibility of chain and drivetrain. X-eBike Series chains also utilize EPT coating for a comprehensive and durable anti-corrosion surface that won't impact the environment. It requires little maintenance and remains smooth and fresh for a long time.



## KING ROOF BC-225-R/BC-225-L

The Aeroforz is a bike carrier for car roofs allowing bikes to be mounted without the need for removing the front wheel via a unique V fixing device to mount the bike front wheel on the car roof, a clamping system that also protects the bike well. The V type adjustable lever can be operated easily and has a convenient ratchet knob and strap knob which can be matched the holder with active ratchet strap to lock the bike on the roof rapidly. The quick release structure has an extended and curved base, and, with the crossbar, extended width. The bike carrier meets ISO 11154 requirements and also got TUV approval in 2006.

## KING ROOF BC-6315-2S

The shape of BC-6315-2S is simple and compact. It is compatible with all sedans, SUVs, hatchbacks, or cars with air deflectors, and can be installed quickly and easily without the need of any tools. A retractable wheel tray, made of aluminum alloy, can fit tires from 24" to 29". A locking oversized bike frame holder can hold both circular or deformed frames, while the plastic coating will help protect against scratching. In addition, the carrier comes with 'burglar-proof' lock, keeping bikes safe from theft. The safety of BC-6315-2S is certified by German TUV Nord and also by ARTC in Taiwan. The light weight and modern shape of the BC-6315-2S make it a great choice for a family or couples trip.



## KING ROOF BC-6326-3PS

The high-mount bike carrier, BC-6326-3PS allows bikes to be mounted on cars without covering the vehicle license plate, and also allow for the car trunk to be opened with bikes mounted. A quick release hub with lever at both sides can be used to adjust the angle of bike carrier so that the carrier can be mounted easily no matter the car. A dual compound soft bike holder has a hard plastic part which is good for mounting bikes and a soft plastic part to protect bikes from being scratched. A reflective end cap is equipped on the bike carrier to warn other road users to keep a safe distance.



## KING ROOF BC-6301-3E

The BC-6301 is a tool-free, easy installation trunk bike carrier which can load up to 3 bikes at a time. Multi-angle hubs and adjustable pads to fit most cars including sedans, SUVs, hatchbacks while shock absorbers help improve stability. The patented anti-sway multifaceted bike holders can rotate to fit bikes with circular or deformed frames. LED lights embedded on both arms of carriers blink as a warning to cars behind. The bike carriers meet the international standard requirement of ISO 15263-4 and are certified by TUV..



## Tern Perch

The Perch is a simple but robust wall mount for storing bikes inside a house or apartment that saves space and gets bikes out of the hallway—a big help for people who don't have garages and live in small apartments. Designed for Tern, the Perch also works great with other bikes. Adopting a minimalist approach, The Perch's sleek design fits with modern decor. Manufactured from thick 5052 aluminum plate with a matte, sandblast finish, the Perch supports bikes up to 18 kg with handlebars up to 640 mm wide. Simple to use with no latches or straps, bikes go into the Perch in seconds. Rubberized grips securely hold the seat tube or seatpost and protect bike paint. Gravity keeps the bike firmly in place. Convenient slots permit attaching a lock, helmet and clothing. The unique vertical orientation and 8° adjustability even accommodates bikes without a horizontal top tube. The Perch comes with full mounting hardware for wood and concrete walls.





## Roxim Raptor e-bike Lights

The innovative design features in Raptor X series deliver unparalleled performance for both 'on' and 'off' road riders. This super-compact range achieves panoramic 200 degree light spread maintaining constant clear side and ultra-wide forward vision. The power input range from DC 6V to DC 90V covers most of e-bike batteries on the market. The X4E models deliver very bright output—up to 400 lumens/50 Lux, and are compliant with German regulations, while the glare-free reflector prevents blinding of oncoming traffic and improves traffic safety. The streamlined and super-compact Raptor X design weighs just 72 grams which also help it to stand out from other available lighting systems.



## SUN OWN Green Forest waterproof moisture permeable Functional Collection

Green Forest is Taiwan's first low-carbon footprint clothing range that is waterproof, moisture-permeable to be verified by BSI PAS 2050 programs and Taiwan EPA. Its 2.5-layer microporous, permeable membrane guarantees a minimum 15,000 mm/H<sub>2</sub>O waterproof rating which is 18 times higher than an umbrella. Not only for outdoor activities, the ultra-lightweight design can provide a joyful and pleasant atmosphere for casual occasions, whether riding in heavy rain or keeping warm in air conditioned places, its feather-light weight and packable rain shell, make for easy carrying in daily life.

## S.Café Coffee Printing Jacket

S.Café's innovation continues with a cutting-edge fabric printing technology, P4DRY™. P4DRY™ is a winner of multiple prestigious awards from 2013 Outdoor Trade Fair in Germany. S.Café® coffee printing jacket utilizes P4DRY™ fabric technology in its 'Coffee Printing Jacket' which uses repurposed coffee grounds to make a print layer that has four principle functions: quick-drying touch, odor control, reduced condensation rate, and sustainability.



## S.Café Eco-Stretch jacket

S.Café's Eco-Stretch jacket uses an innovative material from Singtex which utilizes a special yarn torque way to replace OP elastic yarns. With this innovative technology, fabrics can be made that are more eco-friendly and comfortable, yet also have a soft-to-touch feel. The Eco-Stretch offers UV protection, is breathable and non-snagging. The design of the product increases the overall advantage of trimmed three-dimensional flow lines for customers.



## S.Café Taiwan No.1 Functional Jacket

S.Café's 'Taiwan No.1 functional jacket' uses P4DRY™ fabric technology. Already a world renowned invention, P4DRY™ is a winner of multiple prestigious awards from 2013 Outdoor Trade Fair in Germany. Using repurposed coffee grounds making a print layer that has four principle functions: quick-drying touch, odor control, reduces condensation rate, and sustainability. In terms of design, the jacket is in the national colors of Taiwan—blue and red, and has an image of the island and the Mandarin characters for Taiwan printed on it.

## S.Café Airmem Jacket

S.Café's Airmem jacket uses the latest technology from Singtex—Airmem™, a bio-based PU membrane which was created from S.Cafe technology. Produced by extracting coffee oil from wasted coffee grounds, Airmem™ can replace 26% of the petroleum used in normal PU, yet still provide the features of being windproof, waterproof, breathable and 'twice odor-control'. It is an approved by USDA bio-based product (U.S.A.).



## Holux GPS Heart-Rate Smartwatch

Holux's Impulse 8200 is a GPS Smartwatch designed for people who want to keep healthy, motivated and well-informed using the latest fitness-oriented technology. It has a wealth of great fitness features, including the ability to continuously check a user's heart rate with its built-in sensor, as well as daily steps, calories, and all kind of activity recording. There is a multi-sport mode (walking, running, cycling, hiking, etc.), allowing users to connect to and utilize built-in GPS functions to calculate speed, pace, distance, exercise duration and to determine heart rate training zones.

Impulse 8200 supports Android and iPhone smart phones; it can handle incoming calls and messages, while recording sport status via Bluetooth Smart Connection. Holux's Lifestyle app can help users track the effectiveness of workouts; and provides analysis and management of physical condition on a cloud platform server.



Optimized for 1X Systems

# KMC 2016 New 11 Speed Chain

Text: Editorial Dept.



the maxim 'One Chain for All'. Regardless of riding discipline, KMC's new chain will undoubtedly provide more accurate shifting and higher drivetrain efficiency. In addition to KMC's excellent durability, high rigidity and market leading pin power, the new 11 speed chain is perfectly suited to all bicycles and riding conditions.

The pursuit of perfection is both KMC's passion and ideology, and it is this pursuit that has guided the leading Taiwanese chain manufacturer to the recent introduction of an unrivaled 11 speed chain which promises to optimize performance on all single chainring drivetrains, including narrow/wide and tall-tooth chainrings. With increased prevalence of these systems in most bicycle categories, the new KMC chain aim to help those riding 1x to reach their full potential.

KMC's innovative 11 speed

chain has advanced plate structure and chamfer angles for efficiently guiding gear teeth into the chain; consequently, better stability is offered during extreme horizontal and diagonal chain lines. An asymmetrically chamfered outer plate design significantly reduces the interference of cassette gear teeth during riding. Furthermore, the X-bridge design has been elongated for improved shifting performance.

Even though their new 11 speed chain has many innovations optimized for 1X systems, the company still operates under

KMC's achievements have been proven by numerous world-class professional racers, such as 2015 French MTB National XCM Champion, Maxime Marotte, and Vuelta a Espana KOM, Omar Fraile. Moreover, after winning Taiwan Excellence Awards for its Gold Chain and DLC, KMC was honored again with their X e-Bike Series in 2016. All of KMC's awards and achievements represent their ceaseless innovation while always keeping both cycling competitiveness and enjoyment in mind. 

# SR Suntour's 2017 New Product Presentation

Text & Photos: Editorial Dept.



▲ SR Suntour President, Daisuke Kobayashi noted that after seeing the investment environment advantages offered by Vietnam, the decision was made to set up facilities there.

In order to help Taiwan's various assembly factories and trading companies better understand their MY2017 product lines, specifications and technologies, leading Taiwanese fork manufacturer, SR Suntour held new product presentations in Taipei and Taichung on Dec 15th and 17th respectively. Attracting over 250 people, the two presentations packed their respective venues to capacity.

SR Suntour's Sales Manager, Vance Lai presented the company's new suspension forks and chainsets, employing a lively and humorous style to keep the attention of the audience while giving explanations of technical details and specifications.

## Several new suspension fork products

Noting that 2017's two big market trends were e-bikes and 650B+ sized bikes, Mr. Lai explained that SR Suntour had already prepared products emphasizing safety, durability and reliability to meet the various demands raised by customers. In one step, the company has added NCX-E45, NCX-E25, MT-E45 and NEX-E25 models to their suspension fork line for compatibility with 27.5" eMTBs, 29" eMTBs, and 700C e-bikes.

For 650B+ sizing specifications, SR Suntour has added the Aion 650B +, Raidon 650B +, XCR32 650B +, XCM32 650B

+ and XCM30 (24"+) suspension forks. The entire line covers suspension travel of 80 mm, 100-130 mm and 160 mm to meet the wide variety of riding styles of 650B+ bikes. In particular, the XCM30 (24"+) is specifically designed for 24" wheel bikes allowing children to enjoy the joy of riding 'Plus' bikes. Additionally, the continued popular reception of SR Suntour's Axon Werx F suspension fork has led to it receiving an upgraded design. The crown, steerer tube and legs are now made from carbon fiber material reducing the weight of the 27.5" model to just 1,482 grams.

## Dedicated Boost chainring added

SR Suntour have also launched three new crankset models, two of which are specifically applicable to the Boost 148 standard. The XCR-AX-BT-D is a 10 speed high-end model with 38/24T and 36/22T; while the XCM-AX-BT-D is a more economic version in 38/24T, developed for 9 and 10 speed drivetrains. Also new is the SP2-AX crankset for road bikes in 48/32T and 50/34T options, as well as 9-speed and 10-speed options to meet the diverse needs



◀E-Bike Series 27.5-inch suspension forks for eMTB, 29-inch eMTB, or 700C city e-bikes.

◀There are five different styles were launched in the 650B+ suspension series.



◀The steerer tube, crown and legs of Axon Werx F have been upgraded to carbon fiber material. The 27.5-inch version now weighs 1,482 grams.



▲The SP2-AX road bike crankset is supplied in 48/32T and 50/34T sizes, and is suitable for use with 9 & 10-speed drivetrains.

of the mass market. It is worth mentioning that SR Suntour have scheduled the introduction of a carbon fiber, one-piece four-arm crank for 2018, to give the company an even more extensive and complete product line.

### Breaking Ground for a New Plant in Vietnam

As production costs in China continue to rise, and China keeps tightening its environmental protection regulations, SR Suntour has decided to invest US\$10 million in a Vietnam plant in view of Vietnam's low investment costs, well-designed industrial parks, and the TTP effect. According to SR Suntour President, Daisuke Kobayashi, the plant is located on a 50,000 m2 site in Vietnam's Binh Duong APSTP (Ascendas-Protrade Singapore Tech Park), and work began on the facility in November 2015. The plant is expected to be completed in October 2016, and will chiefly produce suspension forks, chainwheels, and cranks.

Daisuke Kobayashi feels

that Vietnam possesses many strengths as an investment location. Regardless of whether a company wishes to export its products to Europe, America, or ASEAN, as soon as Vietnam formally joins the TPP, exports from Vietnam to countries such as the United States, Canada, and Malaysia will enjoy zero tariffs. As a result, Vietnam offers great competitiveness. In summary, SR Suntour's decision to establish of a plant in Vietnam is not only a response to the changing times, but also reflects China's steadily rising labor costs and restrictions on polishing and painting work.

SR Suntour currently has

factories in Taiwan and the Chinese cities of Kunshan and Shenzhen. The Kunshan plant has a monthly capacity of 250-300,000 aluminum front forks, which are supplied to the US and Japan. The Shenzhen plant supplies products to Southeast Asia and other markets. For its part, the future Vietnam plant will supply nearby Southeast Asian markets, and the Shenzhen plant will gradually reduce its capacity. Thanks to growing demand for electrical control components for e-bikes and high-end suspension forks, the SR Suntour Group achieved overall sales growth of 5% in 2015 compared with 2014.



▲A young and enthusiastic workforce provided customers with very complete service.



# MicroShift's Path to Success

Text & Photos: Editorial Dept.

While the ranks of derailleur manufacturers include such leading brands as Shimano, SRAM, and Campagnolo, the bicycle kingdom of Taiwan should also have its own contender. MicroShift Vice President, Jerry Lai had this ambition in mind when, in 1999, he joined forces with four other shareholders, who each possessed more than 20 years of experience in the bicycle industry, to establish AD-II Engineering, which introduced the Taiwanese

derailleur brand, MicroShift.

According to Jerry Lai, his original goal when founding MicroShift was to offer the “right products, right quality, right prices, and excellent service.” Lai believes that products can talk, and customers will know and appreciate when products offer good quality. Facing tough competitors, and having gotten off to a late start, MicroShift must vigorously pursue even better quality, even more reasonable prices, and even shorter delivery times if

it is to survive and make a name for itself.

## Thriving in niche markets

Most bicycle brands want to offer bikes with distinctive style, and since most of the bicycles currently on the market use the same shift systems, complete bicycles can often end up being quite similar. To design bikes with a unique style, producers must try to obtain different shift systems. This demand has given



▲ Jerry Lai bluntly admitted that AD-II Engineering has had zero room for failure.



▲ AD-II Engineering chiefly produces shift system components, including shift handles, front derailleurs, rear derailleurs, and freewheels.

MicroShift an opportunity to promote its products. In particular, MicroShift is geared to meeting relatively small orders for special products.

MicroShift began supplying freewheels in 2015, but found this market to be difficult due to the constraints imposed by competitors patents and the need to use automatic stamping machines. Concerning the latter point, when second-line brands use conventional stamping machines to produce freewheels, quality tends to be unstable. According to its internal investigations, MicroShift found that it would be forced to use 650-ton automatic stamping machines in order to achieve stable quality. As a result, it resolutely invested in these automatic stamping machines, and purchased fully-automated injection molding machines as well. Finally, in line with its embracing of Industry 4.0 thinking, the company also uses

robotic arms and its diecasting process. All of these innovations show the company's belief that it must continue improving if it is to give customers a reason for placing their orders with MicroShift.

### A cross-strait division of labor

MicroShift currently has two plants in Taiwan. Its main

plant in Shengang is responsible for management, marketing and product development, and possesses 20 CNC machines. The second plant, also in Shengang, was established specifically to house the company's 650-ton stamping machines. The main plant occupies approximately 3,000 m<sup>2</sup>, and future plans call for the two plants to be merged. The company also has another plant in the Chinese city of



▲ AD-II Engineering's main plant is located in Shengang, Taichung County.



▲AD-II Engineering plans to introduce its XCD 11-speed shift system for mountain bikes.

Huizhou; this plant occupies 20,000 m<sup>2</sup>, and contains injection molding, diecasting and stamping machines. It currently possesses four CNC machines, and will obtain more in the future. The products produced at MicroShift's plants in Taiwan and China have no overlap, but since individual products may contain many parts, some of which may be made in China and some in Taiwan, the two plants are also able to provide mutual support.

The target markets for MicroShift's products initially included Europe, Canada, Latin America and Japan, but it now markets its components worldwide. It supplies products to numerous well-known bicycle brands, and is a certified supplier for Decathlon. In order to provide better service to bicycle makers, it has established service centers in various parts of the world, and

also provides aftermarket services. For instance, in the United States, it is cooperating with QBP in marketing and aftermarket service.

### Continuing pursuit of improvement

As for its products, MicroShift chiefly produces shift system components, including shift handles, front derailleurs, rear derailleurs and freewheels. Its annual capacity is currently approximately 5 million shift handles, 3 million front derailleurs and 2 million rear derailleurs. It is devoting roughly equal attention to the development of components for road bikes, mountain bikes, and city bikes. MicroShift expects to introduce its highest-grade Arsis components for road bikes and XCD components for mountain bikes, which consist

of 11-speed shift systems, at this year's Taipei Cycle Show. MicroShift is also a sponsor for several international racing teams, which has greatly benefited its brand and technology image, and given both distributors and consumers much greater confidence.

Looking ahead to the future, Jerry Lai believes that MicroShift's current 2% market share gives it vast room for growth. It is accumulating an extensive store of experience, while steadily gathering customer praise and support. As a result, MicroShift is ready to proceed with self-assurance, and has been steadily investing in new equipment. In anticipation of continued growth, MicroShift plans to merge its two Shengang plants and acquire more machinery in Taiwan, while at the same time investing in more CNC equipment for its Huizhou plant. 🌀



# Kenda's New Super-Compound

Text: Editorial Dept.

In the pursuit of a rubber compound to top all others, Kenda spent more than two years developing R3C. What they have created is a super low rolling resistance rubber that also grips in corners and can be used not only on road bikes but on mountain bikes as well. Fast and light, the R3C isn't your daily commuter compound, its a thoroughbred destined for race day.

## K1174 Saber Pro

The Saber is the first of a new generation of XC tires from Kenda. Designed to be the fastest and lightest XC tire on the market, the heart of this new race-bred tire is the R3C rubber compound which allows for very low rolling resistance, amazing grip and a lightweight low profile tread design. The Saber has a high volume casing to absorb the bumps of the course while a low uniform tread profile offers minimal rolling resistance. With edge knobs that are larger and hooked to give riders maximum traction in the corners, the Saber was designed to do one thing, win races.



# BARADINE

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

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E-mail : baradine@ms25.hinet.net

**TAIPEI CYCLE SHOW**  
**BOOTH NO. : J1025a**

# Prowheel Cranksets Improve Shifting

Text & Photos: Editorial Dept.

**P**rowheel, one of Taiwan's leading crankset manufacturers, are introducing a new range of cranksets which they claim can increase the speed and accuracy of shifting. The improvement revolves around the use of specific oval-shaped rivets which allow for the chain to be taken up quickly and precisely by chainring teeth. Prowheel have developed four models of cranksets for both MTB and road bikes which utilize this feature.

## Claw

Designed and manufactured for unrivaled durability and strength in dry or muddy conditions, the Claw ensures that MTB riders can maintain controlled power delivery to their rear wheel. Featuring a rugged and contemporary design, as well as the new rivet design for faster and more accurate shifting, Prowheel's Claw is a robust drive system perfectly at home on rough terrain.

## Vortex

Putting the rider first, Prowheel's Vortex offers an efficient yet robust MTB drive system

for rough terrain. With today's MTB riders requiring products that are both versatile and simple, The Vortex combines style with smart design, while at the same time reducing the amount of power input required. The new rivet style delivers speedy and precise shifting, to give this product an outstanding balance of lightweight, rigidity and precision.

## Desire

Over the years, the Desire has proven itself to be timeless product in the Prowheel range. Given a revamp for this year, the new version of this popular road bike crankset utilizes the new rivet design for improved shifting. Prowheel have also improved the aesthetics by integrating 'blind' chainring mounting holes, to create a drive system that offers riders a sleek sculpted look with top performance.

## Light

Engineered with new riders in mind, the Light is a road



▲ Prowheel's Claw for MTBs utilizes new rivet technology.



▲ A new look and features for Prowheel's road bike crankset, Desire.

bike crankset that offers smooth shifting and easy spinning for a joyful riding experience. With the integrated blind chainring mounting holes of higher end products, and the utilization of the all new rivet design for fast, accurate shifting, Prowheel's contemporary-shaped Light does not skimp on features. 🌀

# New Product Gallery

Text & Photos: Editorial Dept.

## Abel Tech

### Approaching-Vehicle Detector System (BDS-01)

Abel Tech are introducing a tail light with a big difference. The BDS-01 comes complete with a detector system that can detect and warn riders of a vehicle approaching from the rear. The system uses microwaves that detect approaching vehicles within a 100 degree arc. When activated, flashing LED lights and a buzzer alarm are triggered to alert both the approaching driver and the rider. Constructed in a robust aluminum rainproof housing, the system features a 1600mAh rechargeable battery.



## AND JUN Into metal DISC-PR170

As the model number implies the Disc PR-170 is a disc brake rim available in sizes of 20-29" (1.5-1.95). The pinned-joint rim is available with 28, 32 and 36 spoke holes and in either silver or black finishes.

+86 -57-28669391 / 28669392  
[www.hjccn.cn](http://www.hjccn.cn)



## AMSpec

### High Strength Aluminum alloy tube

AMSpec is very experienced in alloy design, refinement, casting and extrusion. The company also has close collaboration with CSIST on several government-funded development projects. With this collaboration, advanced testing equipment is available to AMSpec that helps advancing the development to a leading position in the industry.

+886-5-5516188  
[www.amspec-inc.com](http://www.amspec-inc.com)  
Booth: L0511

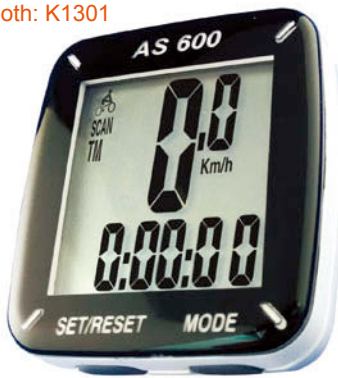


**Assize**

**AS-600/ & AS-6000 Cycle-Computers**

The AS-6000 is Assize's latest wireless cycle-computer. It is available in two lines with either 8 functions or 11 functions. The wired version of this cycle-computer is the AS-600 which can be specified with 8, 11, 13 or 15 functions. Both products are packaged in heat-sealed blister pack.

+886-2-29067202  
Booth: K1301



**Avola**

**Dancing Pedal**

With body material CNC manufactured from 6061 aluminum the Dancing Pedal is Avola's latest pedal. Featuring double-sealed bearings and steel pins in a variety of finishing options, the Dancing Pedal weighs 236 grams, and is suitable for road, mini-velo & folding bike use.

+886-4-7636495  
www.avola.com.tw  
Booth: O0014



**Baradine**

**469**

The 469 brake pads from Baradine have been specifically developed for use with carbon rims. At 55mm long, the pads feature Baradine's special design that quickly drives water and crud away from the braking surfaces, channeling them along



the surface to escape via a rear opening. Baradine's 469 brake shoes are compatible with road cartridges.

+886-4-7112650  
www.baradine.com.tw  
Booth: J1025a

**Bengal**

**Ares Pro**

Ares Pro is a lightweight mineral oil hydraulic disc brake for aftermarket. Made with an aluminum forged master cylinder the braking power is comparable to a four-piston brake. The Ares Pro features reach adjustment with tool-free reach adjustment provided as an option. The 2-piece clamp is not only easy to assemble, it can also be adapted to a shifter mount clamp for Shimano or SRAM. The caliper is designed with an EZ-adjust hose connector, up to 180

degrees. Two choices of rotor are available—6-bolt and center lock. The Ares Pro is perfect for XC, Trail, AM and DH. Green, red, royal blue and black color options are available for aftermarket package.

+886-4-7203979  
www.bengalperformance.com.tw  
Booth: K0329



**BiKASE**

**PN1045**

BiKASE's latest bottle holder is adjustable, allowing it to hold many different types of liquid containers, from water bottles to cans, and even coffee cups. The diameter can be expanded from 2.5 inches up to 3.75 inches.

+886-0918-826250  
www.bikase.com  
Booth: S0020



## Bikmen

### SP-37C

Bikmen's SP-37C are dual-colored high quality fenders that help to add style and pizzazz to any bike. The fenders have different painting color inside and outside. Bikmen offer the fenders in a wide range of customizable colors.

+886-2-26807901

[www.future-forms.com.tw](http://www.future-forms.com.tw)

Booth: I-1111



## Brilliant

### RB-01

Brilliant's RB-01 is a stop-light with several outstanding functions to ensure the highest levels of safety, convenience and economy. The fully automatic wireless sensor LED light extension kit will automatically turn on at night without the need for the rider to search for the on-switch in the dark. It also turns off automatically after one-minute of inactivation and switches to eco mode to prevent any power

waste. This smart power saving design gives the RB-01 superior battery life. It is also very easy to install and remove, with no light-switch-wiring required.

+886-3-6588790

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

Booth: N0004



## Cema

### SRC-TT-B006C

The SRC-TT-B006C is a professional bearing replacement



tool allowing external BB & press fit BB bearings and cups to be replaced directly and easily. Recommended for cycling shop or repair center use, Cema's latest tool is compatible for bearing replacement of all Shimano & SRAM BSA BB systems, all press fit BB systems, Wishbone & Cema Interlock BB systems and FSA / Spaceline / BBright BB30 systems.

+886-3-5601270

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

Booth: H0623

## dom

### TPack Loading System

The TPack Loading System is new design of bike rack & bag system. It is easy to load a briefcase, luggage, or shopping bags onto the universal rack, and the loading position height can be freely adjusted. The briefcase and bag don't have a hard hooking system at the back, so they can be held comfortably. The system can be mounted to most bikes without the need for rack-stay threaded eyelets, and can load most styles of panniers.

+886-7-5362561

[www.freeparable.com/tpack](http://www.freeparable.com/tpack)

Booth: N0617a



## dom

### dom Cargo

Made to deliver, the dom Cargo is a utility bike for commuting, shopping and even active duty. The frame features a multi-purpose loading deck which is removable. It has a 3-speed gear hub for increased durability

and reduced maintenance, while the 20" wheels allow for a greater carrying capacity.

The dom cargo can be packed in normal bike cartons making it easy to both to ship or store, and is available with a stylish bamboo crafted crate.

+886-7-5362561  
www.freeparable.com/domcargo  
Booth: N0617a



## GHBIKE

### GH-565-1

This trainer from GHBike is suitable for 18"-28" bikes enabling users to get into top shape for cycling.

The rollers, of high technology material, are specially shaped to guarantee better positional control, and the high quality cylindrical bearings ensure many years of trouble free and quiet operation. The frame can be folded for easier storage or carrying. The GH-565-1 trainer is very practical, light, manageable, easy to use and takes up little space.

+886-4-7511586  
www.ghbike.com.tw  
Booth: K1306



## Evolution

### EC-16RB1

Evolving Concept's carbon road bike features a frame and fork set made from a Toray T700 carbon fiber and monocoque construction. It incorporates the use of front and rear dampers built into the frame and fork for a finer ride. The frame and fork set weigh in at 1010 grams, and the complete bike weight is only 7.15 kg. The integrated carbon handle bar and stem go well with the sleek and fast frame design, and the carbon wheels are 700c x 30mm profile and covered with Continental tires. Shimano Ultegra 6800 groupset finishes off the package of this gem.

+886-4-25394067  
www.evolving-intl.com  
Booth: N0916



## GMD

### G812 Dark Summon

GMD new 27.5X3.0 tire, Dark Summon, is a proper plus-sized mountain bike tire that is designed for ripping enduro courses to shreds. It utilizes a high grip rubber and nylon cross belt undertread for increased puncture protection while remaining lightweight. The directional tread pattern and three-millimeter angled blocks in the center provide easy riding and reduce rolling resistance yet

the round profile design gives riders easy cornering control and excellent braking performance.

+886-49-2762306  
www.gmd-tire.com.tw  
Booth: L0004



## Jeng Ker

### Ball bearings

Jeng Ker are a professional steel ball manufacturer with 37 years history and experience in the production of ball bearings with sizes from 0.5mm to 100mm, and of different grades (G10-G1000). Jeng Ker manufacture chrome steel balls, carbon steel balls and stainless steel balls, as well as steel shot.

+886-4-25566664  
www.steel-ball.com.tw

## Gyes

### Vogue 25

Gyes Vogue 25 is a classic style, real leather saddle designed to add both elegance and quality to any bike. The Vogue 25 features Cr-Mo rails, and has a N46 nylon adjuster.

+886-4-25121919  
www.gyes.com.tw  
Booth: J0634



## Jet

### TS107018

Great for all sports enthusiasts, Jet's latest sunglasses have both outstanding aesthetics and outstanding function. An 'invisible' ventilation structure helps keep an airflow going and prevent a build up of sweat, while at the same time not ruining the sleek appearance of the glasses.

+886-6-840100  
www.ziv.com.tw  
Booth: N0015

## Innova-Pro

### Facemile

"Zoom Tech" is developed to create the best balance of weight, low rolling resistance, supple riding and faster acceleration for high pressure road tires. Facemile is made of 120Tpi casing with sizes of 23C/25C/27C. Maximum air pressure 145Psi.

+886-4-7521037  
www.innovatires.com  
Booth: I706





**Jiu-Ling**  
**JIU-101**

Different from conventional bicycles the JIU-101 maintains a low center of gravity, giving it more riding possibilities and a better maneuvering experience for the whole family. The



comfortable recumbent seat is engineered in a way that releases the pressure on a rider's back, wrists, elbows and hands, making the trike also suitable for people with limb and balance problems.

+886-4-8810058  
www.jiu-ling.com.tw  
Booth: N0325

**LESSF**  
**Aero RC50 Tubeless**

The Aero RC50 is a full carbon fiber 700C composite tubeless clincher rim with high temperature resistance. The 50mm tall x 28mm rims have a wide symmetrical airfoil profile with zero torque for safe crosswind handling, 20/24 LESSF super light hubs with 2:1 lacing on the rear wheel, A radial front and double row pawls offer very low rolling and coasting drag. LESSF offers J-bend, Straight Pull and Disc 3 version hubs, and the complete package includes spare spokes, spare nipples, brake pads and QC/warranty card. LESSF's Aero RC50 Tubeless wheels weigh 1480g per set.

+886-4-24630980  
www.lessfbike.com  
Booth: H0602



**KVA Stainless Steel**  
**MS3 & MS1**

Already proven in other industries, the patented MS3 is now being embraced in the cycling world. Made in the USA, KVA's stainless structural tubing can now be integrated into high performance bicycle frames to reduce weight while increasing strength and stiffness. MS3 stainless steel offers a rare, unique and beautiful component to a bicycle that can't be matched. MS1 has been engineered to lower pricing points on production frames, while maintaining the high strength, quality and impeccable

beauty only stainless steel can attain.

+886-6-5938638  
www.kvastainless.com  
Booth:K1225



## Liang Feng Machine / KUN Shan Zhao Feng Metal Products

### OS-E455

Weighing in at about 600g, the OS-E455 lies between traditional aluminum and carbon fiber fork, it has the strength of aluminum but with very lightweight. Breaking through the traditional 4 piece process for forks, the blades of the OS-E455 are forged in one piece, which not only optimizes the manufacturing process, but also significantly improves the strength and distributes the stress evenly on steerer, crown, blade and end.

+886-4-26820629 / +86-512-57617989

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



## MPF DRIVE

### MPF 6s

MPF's new MPF6 motor line ensures significantly more powerful acceleration both on city roads and on challenging trails. The MPF6 line turns eBikers into explorers, adventurers and racers.

The powerful drive unit provides the right power at the right moment, allowing riders to speed from stop to stop on their

city bike, race the mountains on their MTB or transport heavy loads with joy on a cargo bike.

+886-6-2538390

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

Booth: N1318



## Mytec

### CA-02 Cable Adaptor

Mytec's latest product is a 6061 T6 aluminum alloy adapter for internally routed cables, allowing riders to accurately achieve precise shift cable adjustments for optimum shifting performance. The adapter also allows cable lines to flow

smoothly from lever to derailleur. The-02 body is CNC machined and anodized, and weighs just 4 grams.



## Nanoo

### Nanoo-148SD

Nanoo is the innovative entirely aluminum-made folding bicycle, which is able to fold in 10 seconds and it's transportable on its own wheels. Thanks to its small size and its moderate weight, Nanoo is easy to carry both on public means of transport such as trains, subways and bus, and private means such as cars, camper vans and boats. The latest version, the Nanoo-148SD is equipped with Speed Drive 2 SP crankset, which offers an extremely wide gear ratio while still retaining the convenience of the original bike.

+886-49-2253116

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

Booth: N0820





**PX  
B52**

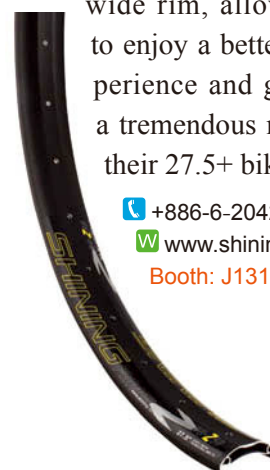
The B52 from PX is a 1296P IPX5 bike cam with electronic image stabilization (EIS) designed to capture unforgettable moments during biking rides. With a free app, the B52 can be connected via wifi to smart phones, for live view, remote control, content download and sharing to social media. The B52 can be recharged quickly—two times faster than regular charging. A GPS and rear camera are optional accessories, offering trace record and footage of the rear view.

+886-4-7633961  
www.px.com.tw

**Shining  
DB-Z50**

Shining DB-Z50 is specially designed 27.5+ rim with tubeless ready technology. The box design increases the rim strength while also enhancing performance. Tires from 2.8” to 3.2” fit perfectly onto the 50mm wide rim, allowing riders to enjoy a better riding experience and giving them a tremendous new edge to their 27.5+ bikes.

+886-6-2042077  
www.shining-cycle.com  
Booth: J1318



**Novatec  
R3-Disc**

The R3-Disc is a new 26mm wide carbon-fiber do-everything wheel from Novatec. The off-center spoke placement provides for a stronger, more powerful and stiffer wheel, with more responsive braking. The asymmetrical feature allows for a balanced spoke tension, while the rim depth of 38 mm is the ideal balance between rigidity

& on-road compliance. The use of Matrisilk structural mesh & Protex 3K provide an enhanced braking surface, and use of super high temperature TG resin prevents heat distortion. The cassette body also features an Anti-Bite Guard (ABG). The R3-Disc is available in a clincher version weighing 1595 grams / pair, and a tubular version weighing 1370 grams / pair.

+886-4-25668888  
novatecusa.net/  
Booth: I-0711



**Paco  
PCX20**

Paco’s PCX20 is a cyclocross bike for junior racers. Paco have

focused on the frame and fork geometry, and chosen the best parts to make the bike suitable for young riders. The PCX20 can use CX tires or racing tires with the same rim, eliminating the need to have different wheelsets, and allowing riders to have two different styles of riding in one bike. The Paco cyclocross bike allows riders to enjoy the fun of being a young racer.

+886-4-8384342  
paco-bike.com/index.html



## SMT

### Freewheel

SMT's latest freewheel is cold-forged and CNC'd from Cr-Mo. Model options are available for trial bikes, BMX bikes, bearings, and belt drives. The inner structure features a 30/36T ratchet and comes with either 3, 4, 6 or 9 pawls. Finish options



include all nickel, nickel teeth with black inner or all black.

+886-4-24930238  
www.smtbike.com.tw  
Booth: L-0201A

## STRiDA

### STRiDA C1

Strida is all about ease of

use and elegance; with a clean belt drive, simple, super fast fold, and upright, easy to see, riding position. The unique frame of only 3 tubes and 3 joints makes Strida distinctive, and this naturally stiff 'triangle on wheels' adds refreshing simplicity and style to cycling. It delivers fun, reliable, urban transport. The brand new carbon version "STRiDA C1" adds lightness plus many design details that enhance Strida, as a superb folding bike.

+886-4 2271 3395  
www.mingcycle.bike / www.strida.com  
Booth: M320



## Synpowell

### YMC-08

Synpowell's 15 in 1 folding multi-tool is an innovative patented bike tool with plastic sides, CR-V materials and comes in a high polish chrome

protective finish. Tools include a chain tool (7-11 speed chains), bottle opener, 2/2.5/3/4/5/6/8 mm hex keys, T25, flat 5, PH2 and spoke wrenches 13/14/15/16G.

+886-4-24915378  
www.synpowell.com.tw  
Booth: K0024



## The Legion

### 2SK-S1-X-S1

The Legion's 2nd Skin gives damaged road bike levers a 2nd chance of life. The skin can restore levers by covering up accident damage or hide the signs of age/wear and tears. The specially designed surface promotes friction in the braking section whilst reducing friction in the shifting interface—ideal for rainy days. The skin also provides a thermal barrier over the heat sucking aluminum surface ensuring that fingers are less susceptible to numbing on cold, frosty rides.

+886-4-7385959  
www.thelegion.com.tw  
Booth: N.0008

**U-Power Collection Enterprise Co., Ltd.**

**FA-01 Multi-tool**

U-Power's 20-in-1 multi-tool is an innovative patented bike tool with alloy anodized sides, CR-V materials, and a high polish chrome resistant finish that protects against rust. Tools include a tire lever, a chain tool (7-10 speeds chains), a chain retainer, 2/2.5/3/4/5/6/8 mm hex

wrenches, a T25 wrench, flat 5, PH1/2, 8/9/10 mm box wrenches and 14/15/16G spoke wrenches.

+886-4-24915378  
www.synpowell.com.tw  
Booth: K0024



**Vasola**

**FS-03**

Vasola's Florence Stripe double bags are designed for urban commuters. Additional



quick release pannier belts help with taking the bag out easily and insure security while riding. The reflective piping and front light holder with Vasola logo embossed on them can hold the light and make sure riders are safe during night rides. The main materials used in construction are water-resistant canvas and a robust polyester to avoid scratching.

+886-4-26886672 Ext.11  
www.vasola.com  
Booth: N0925a

**Venzo**

**Atix 29er**

Venzo's Atix 29er MTB frame is made from 7005 aluminum alloy. Coming equipped for post mount discs, other specifications include 1-1/8~1-1/2 headset and 31.6mm seat post. Available in Venzo's 2016 color system the Atix 29er weighs in at 1.60 kg.

+886-4-26880469  
www.venzobike.com  
Booth: 4F L0708



**V-Sports**

**VSL-101**

V-Sports' VSL-101 is a sensibly designed omni-locking system that perfectly integrates all-in-one locking for seatpost, wheels and frame. Fitting to  $\phi 27.2''$  to  $\phi 32.6''$  seatposts, the

system offers users increased security for their bikes.

+886-4-7513876  
www.vulcan-sports.com.tw  
Booth: K1311





**Veloci**

**Everymile A+**

Everymile A+ is the first

frame set Veloci have offered. It is a gravel bike which has been designed to carry riders as comfortably and efficiently as possible over any road surface—from pot-hole-filled city streets to long rides in rugged country path. This bike does it all.

+886-2-23146545  
www.velocicycle.com/  
Booth: 2F H1317

**Wellgo**

**HR292**

Wellgo's cadence pedals can detect a rider's cadence without the need to strap an extra sensor on the frame, thus helping



to keep the clean aesthetics of the bike. The cadence pedal helps cyclists to ride more efficiently by showing when is the best time to change gears while riding. The pedal communicates via 2.4g ANT+ or BLE 4.0 and allows for wirelessly updating firmware, and the CR1632 button battery works for up to 150 hours. The HR292, weighing just 293 grams per pair, features 3 sealed bearing and comes compatible with RC7A/B/C cleats

+886-0800-378789  
www.wellgopedal.com  
Booth: J0517

**YFY**

**BR10**

YFY's BR10 road bike frame is made from a 3K/UDM/UD weave and comes in 3 sizes: S/470 M/500 L/530 (C-T). Headset type is 1-1/2", 1-1/8", although YFY suggest to match with their FR05 fork. With internal routing for either inner cable, or DI2 cable the frame can be used with either traditional or electronic shifting systems.

The BR10 comes in either matt or glossy finishes, and is offered with a one-year warranty.

+86-763-6813377  
www.yfy-carbon.com

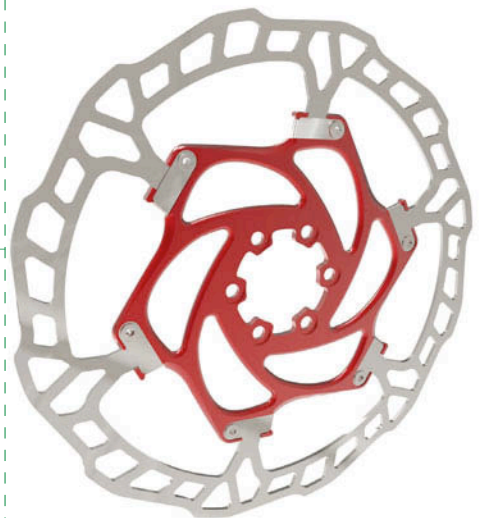


**Zeno**

**Reaction Floating Rotor**

The inner frame and junction design of Zeno's Reaction Floating rotor ensure that torque is directly and completely transmitted to the bicycle, and reduces the deformation of the junction between outer rotor and inner frame. Zeno's design increases the brake pad friction area to provide better braking force than with traditional floating rotors. It also offers controlled heat tolerance preventing structural damage, while the aluminum inner frame better prevents heat from passing to the hub directly.

+886-4-7330081  
www.zeno.tw  
Booth: H1013



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www.leadtec.com.tw/



HANDLEBAR  
**LCH-N04**

Ø 31.8MM



Ø 35MM  
HANDLEBAR  
**LCH-N06**



STEM  
**LCS-7939**

Ø 31.8MM / Ø 35MM  
EXT 45MM / 60MM



STEM  
**LCS-7735**

Ø 31.8MM / Ø 35MM  
EXT 35MM



STEM  
**LCS-7727**

Ø 31.8MM  
EXT 35MM



STEM  
**LCS-7740**

Ø 31.8MM / Ø 35MM  
EXT 45MM / 60MM

3D FORGE

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LEADING THE STYLE

27 FUKON ROAD, FU-SHING IND.  
ZONE, CHANG-HUA, TAIWAN.  
Tel: 886-4-7691125  
Fax: 886-4-7697206 / 7690489  
E-mail: leadtec-sales01@umail.hinet.net

# Testing 11 Lightweight Clincher Wheels



Although aerodynamics is currently the most fashionable trend in road bike design, there are many steep mountains and hills in Taiwan, and cyclists therefore still hope to achieve the lightest possible bicycle weight. In order to meet the needs of cyclists wishing to upgrade, Cycling and CHC have conducted a first testing session for lightweight wheels. The wheels participating in this test had to have a weight of less than 1,600 g (not including quick release), but there were no restrictions on rim height, rim body, braking surface, or the spoke and hub materials.

Text & Photos: Editorial Dept.

## Minimizing testing factors

To ensure that test results were as accurate as possible, the various peripheral parts and accessories affecting wheel performance had to be unified. In the

case of tires, the test team mounted brand-new Maxxis Detonator tires and matching inner tubes on all wheels. In addition, because the tests performed at the CHC testing laboratory included braking performance, all brands of

wheels had to be equipped with the corresponding or designated brake shoes, and they were also equipped with the same brake calipers and pad holders, in order to better understand the wheels braking performance.



## Accessory product

### Maxxis Detonator

The Maxxis Detonator is a professional training tire, and is currently one of Maxxis best-selling road tires. These tires use abrasion-resistant rubber to extend the tires' useful life, and the shoulders employ a soft rubber to ensure good road-holding ability when cornering. The tread on the shoulders features a drainage design to enhance traction. The tires have tubular and tubeless options, and multiple color options are available to match the bicycle color scheme.



## Laboratory test items

### A Dry braking: braking force

The first test item consisted of measuring the friction between the brake shoes and the braking surface of the rims, which ensures stable braking performance. Testing conditions consisted of a unitary tire pressure of 115 psi, a bicycle weight of 100 kg, and a rotational speed equivalent to a bicycle velocity of 12.5 km/h. The EN standard brake testing setup was employed; this involved application of fixed handlebar force of 50 N, braking for 3 seconds, and release for 10 seconds. The braking force between the wheels and brake shoes was measured during this process. This test was performed a total of nine times; each set of three measurements was considered a zone, and the average calculated for this zone. The highest average value was taken as the test result, which was expressed in Newtons (N).



▲ Dry braking force was measured to obtain the braking force of the wheels and brake shoes.

### B Wet braking: braking force

Test conditions were the same as in the dry braking force test, but the handlebar force was changed to 40 N, and water was sprinkled to simulate riding on a rainy day. Wet braking force was also expressed in Newtons (N).



▲ Water was sprinkled to simulate riding on a rainy day when measuring wet braking force.

### C Dry braking: maximum temperature

Test conditions were the same as in the dry braking force test. Braking for 3 seconds is followed by release for 10 seconds, which is repeated for 30 cycles. A non-contact infrared temperature measure system was used to record the highest temperature, which expressed in units of °C.



▲ A non-contact infrared temperature measure system was used to record the highest temperature during the testing process.

### D Front brake shoe wear rate

An electronic balance with an accuracy of 0.01g was used to measure the weight of the front brake shoes before and after testing of dry braking force. The weight after testing was divided by the weight before testing to obtain the brake shoe wear rate.



▲ Measurement of brake shoe weight before and after testing enabled the brake shoe wear rate to be determined. (Image is a photograph taken at this laboratory.)

## E Deflection

The horizontal (lateral) and vertical (longitudinal) deflection of the front and rear wheels was measured. The larger the resulting value, the greater the deflection; deflection was expressed in units of mm.

## F Lateral rigidity

Using a materials tester, the wheel to be tested was mounted on a rigidity measurement jig, and a 20 kg force applied to the rim. The deformation of the rim was then recorded. The resulting values represent the deformation equivalent to displacement of 1 mm in the horizontal direction. The greater the value, the better the rigidity; rigidity was expressed in units of N/mm.



▲After a 20 kg force was applied to the rim, rim deformation was measured; the greater the resulting value, the better the rigidity.

## G Rear wheel torsional rigidity

A jig was used to simulate the force on the rear freewheel corresponding to a chain. Equal weights were hung from the end of the jig, which applied torque to the rear wheel axle. The displacement of the jig and rim were measured in order to determine the rigidity of the rear wheel during cycling. The resulting value represented the torque needed to turn the rear freewheel one rotation. The greater the value, the better the rigidity. Torsional rigidity was expressed in units of N-m/°.



▲ Measurement of the displacement of the jig and rim enabled the rigidity of the rear wheel during cycling to be determined.

## H Actual weight

The front and rear wheels were placed on an electronic balance with an accuracy of 1 g to determine their actual weight (not including quick release); weight was expressed in units of 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 Taiwanese testing center specializing in bicycle products.



## Aclass ALX473

The ALX473 is marketed as a multifunctional wheel suitable for both climbing and flat roads. These wheels employ welded rims with a height of 30 mm and 20-spoke (F)/24-spoke (R) precision-processed hubs to achieve lightweight construction. The rear wheel employs a special 2:1 spoke pattern to increase lateral rigidity and ensure even tension, helping it to achieve optimal riding speed.



Specs		CHC laboratory report	
Suitable shift system	Shimano/Sram/Campagnolo	Dry braking force	202 (N)
Rim height (front, rear)	30/30 (mm)	Wet braking force	84 (N)
Rim width (front, rear)	22/22 (mm)	Dry braking - maximum temperature	52°C
Number of spokes (front, rear)	20/24 (spokes)	Front brake shoe weight wear rate	0.18%
Hub type	2 (F)/4 (R) bearing hubs	Horizontal deflection (front/rear)	0.15/0.30 (mm)
Spoke type	Stainless steel flat spokes	Vertical deflection (front/rear)	0.40/0.43 (mm)
Nipples	Anti-loosening aluminum heads	Lateral rigidity (front/rear)	38/35 (N/mm)
Brake shoes	No restriction	Rear wheel torsional rigidity	117 (N-m/°)
		Total weight	1,495 (g)



## Amaint C50C Classic

This product emphasizes light weight, safety, functionality, and riding stability, and is intended to provide optimal performance on any road and in competition. The wheels nevertheless do not sacrifice necessary strength. The 50 mm high rims not only ensure high rigidity, but also achieve even lighter weight. In particular, the wheels' inertial fluid effect can transform resistance into useful force.

Specs		CHC laboratory report	
Suitable shift system	Shimano/Sram/Campagnolo	Dry braking force	260 (N)
Rim height (front, rear)	50/50 (mm)	Wet braking force	96 (N)
Rim width (front, rear)	23/23 (mm)	Dry braking - maximum temperature	96°C
Number of spokes (front, rear)	20/24 (spokes)	Front brake shoe weight wear rate	1.19%
Hub type	Circus Monkey HRW3	Horizontal deflection (front/rear)	0.13/0.54 (mm)
Spoke type	SAPIM 15G	Vertical deflection (front/rear)	0.33/0.45 (mm)
Nipples	7075 aluminum alloy	Lateral rigidity (front/rear)	58/46 (N/mm)
Brake shoes	Special brake shoes	Rear wheel torsional rigidity	89 (N-m/°)
		Total weight	1,596 (g)

## Campagnolo Shamal Ultra

Shamal Ultra wheels offer superlative starting line performance, and ensure excellent riding on both level and mountain roads. The wheels' biggest feature is that the rims employ an annular milled design to reduce weight. The rear wheels employ the exclusive Mega-G3 spoke pattern, which ensures even spoke tension, reduced stress, and increased spoke stiffness. Extra-large hub flanges can respond to changes at speed, and enhance performance by 17% compared with the past. Inside the hubs, Campagnolo USB ceramic ball bearings not only reduce friction, but also achieve smoother operation. There are currently three options: 2-way fit, tubular tire, and open tire.



Specs		CHC laboratory report	
Suitable shift system	Shimano/Sram/Campagnolo	Dry braking force	220 (N)
Rim height (front, rear)	24/30 (mm)	Wet braking force	94 (N)
Rim width (front, rear)	20/20 (mm)	Dry braking - maximum temperature	52°C
Number of spokes (front, rear)	16/21 (spokes)	Front brake shoe weight wear rate	0.20%
Hub type	3K carbon fiber, enlarged hub flange	Horizontal deflection (front/rear)	0.27/0.25 (mm)
Spoke type	Anti-torsion aluminum alloy spokes	Vertical deflection (front/rear)	0.28/0.23 (mm)
Nipples	Aluminum alloy spoke lock heads	Lateral rigidity (front/rear)	47/44 (N/mm)
Brake shoes	Campagnolo special brake shoes	Rear wheel torsional rigidity	163 (N-m/°)
		Total weight	1,459 (g)

## Detec Elite-45



Detec has always striven to maintain the highest possible quality, and has relied on innovative designs to give professional cyclists spectacular products. After the U series obtained riders' unanimous support and UCI approval, Detec introduced these all-new carbon fiber wheels with 45 mm rim height and 25 mm rim width. The wheels' aerodynamic design and all new straight-pull hubs ensure even greater lateral stiffness, and the ultra-light weight and excellent inertial performance of the carbon fiber achieve performance on both climbs and flat roads that has won extravagant praise from cyclists. Thanks to the company's superb technology, Detec's newly-developed insulating material maintains brake safety, and ensures there is no need for subsequent processing to achieve a perfect surface.

Specs		CHC laboratory report	
Suitable shift system	Shimano/Sram/Campagnolo	Dry braking force	265 (N)
Rim height (front, rear)	45/45 (mm)	Wet braking force	38 (N)
Rim width (front, rear)	24/24 (mm)	Dry braking - maximum temperature	130°C
Number of spokes (front, rear)	18/24 (spokes)	Front brake shoe weight wear rate	1.02%
Hub type	Detec straight-pull / bearings	Horizontal deflection (front/rear)	0.17/0.35 (mm)
Spoke type	SAPIM CX-RAY	Vertical deflection (front/rear)	0.35/0.43 (mm)
Nipples	Aluminum / hidden-type	Lateral rigidity (front/rear)	60/44 (N/mm)
Brake shoes	Detec special brake shoes	Rear wheel torsional rigidity	71 (N-m/°)
		Total weight	1,492 (g)

### Hawk VI E2A

These wheels employ 6903 bearings with an outer diameter of 30 mm, and an inner diameter of 17 mm. The fact that the bearings are installed in the outermost location not only effectively improves suspension performance, but also enhances the wheels' durability. The non-driven side flanges are pulled outward, which provides even better lateral rigidity, and ensures that cyclists enjoy a sense of stability when pumping hard. The outer walls of the rims are made of

flash-welded special aluminum material, which is another major feature of the wheels. The junctions of the rims and the aluminum spoke heads feature a special thickened design, which gives the rims greater tensile strength and sturdiness. The hidden aluminum heads have a streamlined appearance, which protects them from damage due to exposure to the elements. The ceramic layer, which is an exclusive feature of the E2A wheels, enhances durability and braking force.



Specs		CHC laboratory report	
Suitable shift system	Shimano/Sram/Campagnolo	Dry braking force	273 (N)
Rim height (front, rear)	24/24 (mm)	Wet braking force	172 (N)
Rim width (front, rear)	18.8/18.8 (mm)	Dry braking - maximum temperature	78°C
Number of spokes (front, rear)	20/24 (spokes)	Front brake shoe weight wear rate	30.60%
Hub type	Hawk VI VRS	Horizontal deflection (front/rear)	0.24/0.25 (mm)
Spoke type	Aero Super Lite	Vertical deflection (front/rear)	0.55/0.32 (mm)
Nipples	CN hidden aluminum heads	Lateral rigidity (front/rear)	50/36 (N/mm)
Brake shoes	No restriction	Rear wheel torsional rigidity	108 (N-m/°)
		Total weight	1,536 (g)



### Oarsm Excel 38C

These wheels employ all-new no-stress hubs with 15 mm axles, and the low-wind-resistance high-tension flat spokes dramatically increase stiffness and sturdiness. The rim bodies feature an advanced integrated carbon fiber construction offering superlative rigidity and low wind resistance. A special aerospace material with an extremely heat resistance coefficient within the carbon fiber layers ensures high strength and resistance to high temperature, eliminating the widely-hated problem of burning rims. The Excel wheels not only possess the lightness of carbon fiber wheels, but also the convenience and practicality of open wheels. By combining light weight, heat resistance, stiffness, and aerodynamics in a single product, these wheels are a good choice for cyclists who wish to enjoy optimal riding.

Specs		CHC laboratory report	
Suitable shift system	Shimano/Sram/Campagnolo	Dry braking force	301 (N)
Rim height (front, rear)	38/38 (mm)	Wet braking force	48 (N)
Rim width (front, rear)	21/21 (mm)	Dry braking - maximum temperature	127°C
Number of spokes (front, rear)	20/24 (spokes)	Front brake shoe weight wear rate	2.45%
Hub type	Oarsm 202	Horizontal deflection (front/rear)	0.15/0.20 (mm)
Spoke type	SBO/Aero	Vertical deflection (front/rear)	0.42/0.30 (mm)
Nipples	ARC Fit P.A.T.	Lateral rigidity (front/rear)	54/39 (N/mm)
Brake shoes	Special brake shoes for carbon wheels	Rear wheel torsional rigidity	108 (N-m/°)
		Total weight	1,432 (g)

## Racehorse RT30

Upholding Taiwan's spirit of originality, the Taiwanese brand Racehorse has developed wheels offering high quality for reasonable prices, and meeting the market's needs and consumers' expectations. The bearing hubs feature six-tooth pawls and a 12-bite point design, which ensures smooth rotation and a streamlined appearance. The hubs are precision CNC-cut, and extremely aerodynamic. The compatible tubeless tire welded rims have a sand-blasted, laser-carved, anodized finish, which enhances sense of quality. The wheels' double-pulled stainless steel flat spokes and straight-pull 2:1 pattern ensure even better drive-side rigidity.



Specs		CHC laboratory report	
Suitable shift system	Shimano/Sram	Dry braking force	219 (N)
Rim height (front, rear)	28/28 (mm)	Wet braking force	221 (N)
Rim width (front, rear)	19.5/19.5 (mm)	Dry braking - maximum temperature	56°C
Number of spokes (front, rear)	18/24 (spokes)	Front brake shoe weight wear rate	0.72%
Hub type	Racehorse	Horizontal deflection (front/rear)	0.19/0.32 (mm)
Spoke type	Pillar PBA1422	Vertical deflection (front/rear)	0.25/0.20 (mm)
Nipples	Cn Spoke ACC144	Lateral rigidity (front/rear)	47/28 (N/mm)
Brake shoes	Ordinary brake shoes	Rear wheel torsional rigidity	156 (N-m/°)
		Total weight	1,480 (g)

## Rolf Prima Elan



The lightweight Elan wheels can be used for long-distance climbs and hilly roads. They employ an all-new wide-body rim profile, which reduces both weight and wind resistance. The Elan rims claim to offer the lowest possible rotating weight of any aluminum rims, making the wheels extremely suitable for cyclists who are pursuing superlative climbing performance.

Specs		CHC laboratory report	
Suitable shift system	Shimano/Sram/Campagnolo	Dry braking force	190 (N)
Rim height (front, rear)	23/23 (mm)	Wet braking force	132 (N)
Rim width (front, rear)	22/22 (mm)	Dry braking - maximum temperature	50°C
Number of spokes (front, rear)	20/20 (spokes)	Front brake shoe weight wear rate	0.36%
Hub type	TDF 4.4 by White Industry	Horizontal deflection (front/rear)	0.25/0.25 (mm)
Spoke type	Bladed CX Ray	Vertical deflection (front/rear)	0.27/0.33 (mm)
Nipples	N/A	Lateral rigidity (front/rear)	55/25 (N/mm)
Brake shoes	N/A	Rear wheel torsional rigidity	112 (N-m/°)
		Total weight	1,391 (g)

### Shimano Dura-Ace WH-9000-C35-CL

These wheels are made using Shimano's patented carbon fiber composite manufacturing technology, and can provide riders with excellent rigidity. The Optbal balanced spoke system provides stiffness and sturdiness, and the ultra-wide hub flange design enhances lateral rigidity. Shimano's slide rail-type ball bearings and ultra-large A7075 aluminum alloy axles ensure superior rotating performance. The titanium alloy ratchet seats combine high strength and light weight, while the simple bearing adjustment system enables smooth operation. These wheels are used in both everyday use and on high-performance competition bikes.



Specs		CHC laboratory report	
Suitable shift system	Shimano/Sram/Campagnolo	Dry braking force	205 (N)
Rim height (front, rear)	35/35 (mm)	Wet braking force	98 (N)
Rim width (front, rear)	20.8/20.8 (mm)	Dry braking - maximum temperature	46°C
Number of spokes (front, rear)	16/21 (spokes)	Front brake shoe weight wear rate	0.45%
Hub type	Ultra-wide hub flange design, titanium alloy ratchet seat	Horizontal deflection (front/rear)	0.39/0.28 (mm)
Spoke type	Stainless steel (black) flat double-pulled spokes	Vertical deflection (front/rear)	0.17/0.30 (mm)
Nipples	Aluminum alloy (black)	Lateral rigidity (front/rear)	59/50 (N/mm)
Brake shoes	N/A	Rear wheel torsional rigidity	87 (N-m/°)
		Total weight	1,560 (g)

### Step TW Commemorative Edition



The TW Commemorative Edition wheels embody a truly comprehensive design concept. First, to ensure no burning at high temperatures, the rims are produced using special epoxy resin, and can withstand temperatures of up to 200°C, which far exceeds the limit of other prominent brands on the market. The SwissStop Yellow King carbon wheel brake shoes feature a special formulation, which ensures a big jump in braking power. The ultra-wide design of the rims also greatly increases stiffness. Enlarged flat spokes are used on the non-ratchet side of the rear wheel, which compensates for the shortcomings of the radiating spoke pattern, and increases stiffness even more.

Specs		CHC laboratory report	
Suitable shift system	Shimano/Sram/Campagnolo	Dry braking force	304 (N)
Rim height (front, rear)	38/50 (mm)	Wet braking force	74 (N)
Rim width (front, rear)	25/25 (mm)	Dry braking - maximum temperature	119°C
Number of spokes (front, rear)	20/24 (spokes)	Front brake shoe weight wear rate	4.35%
Hub type	2 (F)/4 (R) bearings /7075 pawls	Horizontal deflection (front/rear)	0.16/0.36 (mm)
Spoke type	Sweden Sanvik stainless steel	Vertical deflection (front/rear)	0.25/0.22 (mm)
Nipples	7075 aluminum	Lateral rigidity (front/rear)	42/45 (N/mm)
Brake shoes	Ashima	Rear wheel torsional rigidity	81 (N-m/°)
		Total weight	1,477 (g)

## Vision Metron 40 Clincher

Vision has spent many years developing high-end competition wheels. The all-new Vision Metron 40 clincher wheels are designed and built using computational fluid dynamics (CFD) technology, RP rapid processing, and wind tunnel testing. The rim is the product of constant modification to achieve the lowest possible wind resistance, and the rims offer both high stiffness and light weight. Vision's all-new self-produced lightweight P.R.A hubs feature an optimized structure offering increased strength, and the bearings have a pre-compressed adjustable design. The wide rim geometry and U-shaped cross-section reduce turbulent at the surface of the wheels, and also achieve lower wind resistance. Thanks to low wind resistance, high rigidity, and light weight, the Metron 40 has found favor with Tour de France sprinting champion, Peter Sagan. 🌀



Specs		CHC laboratory report	
Suitable shift system	Shimano/Sram/Campagnolo	Dry braking force	242 (N)
Rim height (front, rear)	40/40 (mm)	Wet braking force	20 (N)
Rim width (front, rear)	25/25 (mm)	Dry braking - maximum temperature	102°C
Number of spokes (front, rear)	18/21 (spokes)	Front brake shoe weight wear rate	0.98%
Hub type	All-new lightweight P.R.A hubs	Horizontal deflection (front/rear)	0.19/0.20 (mm)
Spoke type	Aerodynamic straight-pull spokes	Vertical deflection (front/rear)	0.35/0.25 (mm)
Nipples	ABS anti-loosening copper heads	Lateral rigidity (front/rear)	54/35 (N/mm)
Brake shoes	Swissstop Black Prince	Rear wheel torsional rigidity	108 (N-m/°)
		Total weight	1,455 (g)

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**ES448-HLO**  
 Wheel: 26/27.5/29"



**ES542MG-HRLO-AIR**  
 Wheel: 26/27.5"

**ES-001**

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



**ES443-HLO/MLO**  
 Wheel: 24/26"



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

**ES-003**

TYPE: 700C ROAD FRAME  
 MATERIAL: REYNOLDS853



**ES440-UNDER**  
 Wheel:20"



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

**ES-004**

TYPE: 20"BMX FRAME  
 MATERIAL: CR-MO



EF-5065



EF-5062



EF-2363D



EF-2359D



EF-2362



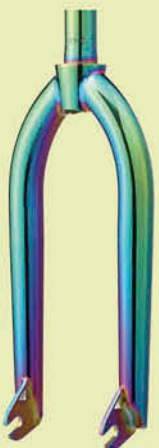
EF-2351D-2



EF-3124-1



EF-3123-3



EF-1215-2

# A Look at the Polish Bike Market

Text & Photos: Editorial Dept.





▲ Jan Zasada is the director of the Polish Bicycle Association and also the president of Zasada Bicycle; Zasada has an annual output of 70,000 bikes.

Although Kielce is a small city, the size of the show has increased steadily. The show was held in Kielce for the sixth time in 2015, when it had roughly 200 exhibitors, and it is now Eastern Europe's largest and most important bike show.

Poland has a population of 38.4 million, and cycling is very popular. While the European economy has been largely in recession during the last few years, Poland has still managed to maintain steady economic growth. In addition, the country's extensive bicycle lanes and bike rental systems have also encouraged cycling. As a result, Europe's leading brands all have their eyes on the Polish market. Trekking and city bikes, mountain bikes, and children's bicycles all enjoy consistent sales volume. E-bikes are not common and fat tire bikes have begun to appear. The most common bicycle types—city and trekking bikes, have retail average prices of €230-300, and mid-level

consumers may purchase bikes costing €500-700. Low-/mid-price models account for the bulk of sales, and second-hand bikes have a 25% market share. Although the Polish currency—the Zloty—has had relatively large fluctuations in value (close to 40%), it has tracked the euro, which has affected importers. As a result, many companies have switched from use the euro to use of the US dollar in transactions, which has reduced exchange losses and increased competitiveness.

The 28 countries of the European Union produced more than 12 million bicycles in 2014, and bicycle sales in the EU topped 20 million units during that year. Polish bicycle production and sales both exceeded 1 million units during the same year. With the third highest output in the EU, Poland's main bicycle manufacturers include Akusu & Romet, Kross, Zasada, Unibike, Sprick, Ideal, Karbon, and Brat. Of these, Arkus & Romet produces approximately 400,000 bikes annually, Kross produces 270,000, Zasada produces 70,000, Unibike produces 40,000, and Ideal produces 40,000. Sprick produces 300,000 bikes, which are chiefly sold in its home country of Germany. Shanghai-based Karbon has a 2015 assembly target of 80,000 bikes. Brat produces 20,000 bikes annually, and there are around 30 other, smaller bicycle assembly plants. According to Jan Zasada, chairman of the Polish Bicycle Association, because these small plants employ fewer than 10 people, their output is not

Among the countries of Eastern Europe, Poland's bicycle output and sales volume—both exceeding 1 million units—are the largest. Poland has also held a bike show since an early date: The Poznan Bike Expo has been in existence for over 20 years, and was recently moved to Kielce.



▲ Wieslaw Grzyb, President of the Arkus & Romet Group, stated that his companies produce approximately 400,000 bikes annually.



▲ Left: Lesiek Sloozlnsk, Public Relations Specialist for Arkus Motorcycles; right: Aenes.



▲ Bikes on display at the Arkus booth.



▲ Kross Bike has more than 450 dealers in Poland.



▲ Legrand is another of Kross' brands, and is used for city bikes.



▲ Maxim is another of Zasada's brands.



▲ Zasada Bike President Jan Zasada.



▲ Medano is Zasada's high-end brand.



▲ According to Unibike General Manager, Zbigniew Lewandowski, Unibike has an annual output of 40,000 bikes and is the agent of Schwalbe Poland.



▲ Brat assembles around 20,000 bikes each year. They are not twins: General Manager and older brother, Karol Beska (left) with President and younger brother Wikior Beska (right).

included in statistics, but the 30 companies produce an aggregate total of roughly 200,000 bikes annually. As a result, Poland's annual bicycle output is not the official total of 1 million units, but actually closer to 1.2 million units.

The Polish Bicycle Association was established in 2009, and currently has 60 members. Association Chairman and President of Zasada Bicycle, Jan Zasada, noted that cycling has become a part of the local culture, and a growing number of people ride for sport or recreation. Poles consequently no longer consider only prices when buying bikes. Zasada regularly participates in the Kielce Bike



▲ According to Karbon General Manager, Steven Li, the company expects to assemble close to 80,000 bikes this year at its factory in Warsaw.



▲ Poland Karbon Bicycle is owned by Shanghai Paolong Technology, and Manager, Quan Mingwang was sent from Shanghai. Quan noted that the company has received the anti-dumping exemption verification it applied for in early 2015.

Expo and is a tireless promoter of the show. Thanks to widespread support from the Polish bicycle industry, the Kielce Bike Expo has grown from 80 vendors during the first year to a current level of 200 vendors. Such large mainstream producers as Akusu, Kross, Zasada, and Unibike never fail to attend the Expo. Ideal's products are exhibited by Fuji. The Karbon plant, which is located in Warsaw and is owned by a Shanghai auto firm, also participated in the 2015 expo.

Many other, smaller assembly plants, such as Dawstar-



▲ Poland's Dawstar-Olesno assembles roughly 5,000-6,000 bikes each year and employs 20 persons. President Dawid Jonek is shown here.

Olesno, had booths at the expo, and some distributors and brands, including Polbike, Aljot APG, Merida Poland, Delta Sport,



▲ Ideal has two plants in Poland, but it chiefly exhibited Fuji brand products through its agent ASI at the expo.



▲ Polbike is a brand owner and importer. Saveno is its brand name, and it sells approximately 15,000 bicycles annually. Center: President Juliusz Kabath; left: sales Specialist, Anna Kabath; right: Marketing Manager, Paulina Kabath; the two women are Juliusz's daughters.



▲ Raleigh's products are marketed in Poland by agent Polbike.



▲ President, Jacek Batkowski (right) thinks highly of his daughter Emita Batkowska's skill at photography.



Aljot is agent for over 100 brands, including Kenda tires.



▲ Merida Poland General Manager, Piotr Wileska. Merida Poland is also a distributor for CST and Maxxis tires.



▲ Merida Poland is a distributor for Cheng Shin Tires and Merida bicycles.



▲ The products of the Czech company Sundance were exhibited by its Polish agent. Sundance's brand is "Head." Shown here are President Zdenek Kaluzik (left), Ann Chen of Velo (center), and CEO Ratal Kuzniar of Head's Polish distributor (right).



▲ Apart from exhibiting its own bikes, the Slovakian bicycle manufacturer Dema also displayed the products of FSA and Joy, for which it is the Polish agent. Shown here are Igor Stepanosky of Dema (left), FSA Italy Salesperson, Davide Riva (center), and FSA Italy Sales Manager, Edoardo Girardi (right).

Dvirtex, Monteria, Speeder, and Speed, also had large booths at the show. Interestingly, a number of Czech and Slovakian firms, including Author, Bikefun, 4ever, Duradance, Kellys, Dema, and Kenzel, either had booths at the expo or had their products exhibited by their distributors. The Czech Republic's Brno bicycle show has been discontinued due to lack of interest on the part of Czech and Slovakian firms; these companies have been flocking to the Polish show instead due to the widely acknowledged promise of the Polish market.

Numerous companies' products were exhibited at the Expo by

their Polish distributors, and these companies included such Taiwanese parts brands as CST, Maxxis, Kenda, KMC, Velo, Joy, Zoom, Neco, Yaban, Haomeng, Duro, and Spinner, all of which relied on their local distributors or agents for representation at the show. Merida Poland (CST, Maxxis, Merida) and Giant Poland were represented at the Expo by their Polish subsidiaries. More than a dozen Taiwanese firms were present at the Expo; almost ten of these belonged to a delegation organized by the Taiwan External Trade Development Council, and a few more participated on their own. Chen Ming-cheng, the Min-

istry of Economic Affairs' representative in Poland, and his wife visited the Taiwan External Trade Development Council booth to convey his best wishes to the exhibiting Taiwanese firms. More than 20 Chinese firms exhibited at the expo, which reveals that these firms are eager to expand in Eastern Europe and the EU. To succeed in these markets, finding a suitable distributor of one's own is extremely important, and many firms obtained booths specifically to find local agents. The Kielce Bike Expo has become an important showcase for Eastern and Western European brands. Most participating vendors felt that the



▲ The Slovakian firm Kenzel has an annual output of roughly 40,000 bikes. The founder's children are currently working at the company.



▲ The Czech firm 4 Ever's new plant has begun production, which will increase the company's annual output to 60,000 bicycles.



▲ Accent is another brand of the Czech firm Author.



▲ The China External Trade Development Council's Taiwan Excellence Exhibition area was located in building F. Taiwan Representative, Chen Ming-cheng (center) and his wife (left) made a special trip to the expo to wish Taiwanese firms well. Warsaw Taiwan Trade Office Manager, Lee Chien-hui is on the right.



▲ Shown here are Taiwan Representative Chen Ming-cheng (left), Digidock General Manager, Ben Chen (right), and Digidock employee, Hsu Hsiu-ching (left).



▲ Duro's products were exhibited by the Polish firm Speed. Jan Golen is shown here.



▲ The organizer of the Kielce Bike Expo. Shown here are Deputy Director, Bartek Terlecki (left) and Director, Joanna Marcjjan (right).

show was very effective, and a majority expressed that they will participate again in 2016.

After the devastation of war and decades of neglect, Poland is achieving economic stability through hard work. Although the

Poles do not feel they are Eastern Europeans, Poland is a very representative Eastern European country. The people are serious workers, highly responsive, and good at negotiation. The average monthly wage for workers is around

€600. Many Western European bicycle brands buy from OEM plants in Poland. While a growing number of people are taking up recreational cycling, commuter bikes are still widely used, and the children's bike market is very



▲ The awards banquet was very formal, and lasted 2 hours. After the awards, the dinner was accompanied by much drinking. While most vendors from Taiwan have not been fond of the expo banquet, this year manager Lee Chien-hui (second from right in the left photo) from the Taiwan Trade Office in Warsaw encouraged participation, and a number of Taiwanese vendors attended.





▲ ZEG's products were displayed by its Polish subsidiaries Bulls and Hercules. Shown here is Polish company Manager, Walery Jasiulewcz.



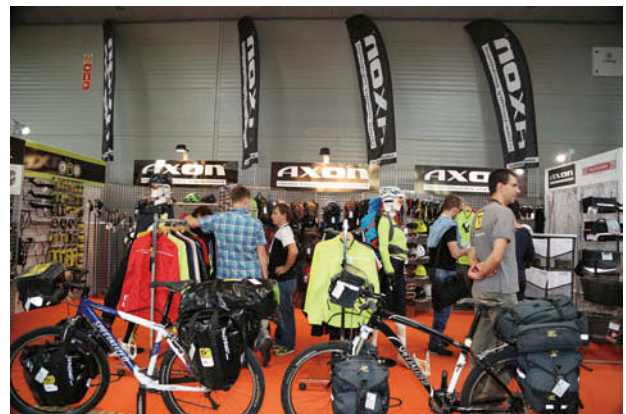
▲ ZEG's products were exhibited by its Polish subsidiary.



▲ Joanna Ciszewska, Manager of the Polish Bicycle Association office.



▲ Sihd is a Polish parts manufacturer, and produces carriers and mudguards, etc. It has 100 European customers, of which roughly 80 are in Poland. Shown here are company boss, Bogdan Goncezar (second from left), Artur Sprengel (first on left), and Roman Rarentowski (first on right).



▲ Axon is the Polish agent for numerous brands.



▲ The products of Velo, Haomeng, and KMC were all exhibited by their Polish distributor.



▲ Scott's brand value and image are both outstanding. In order to take advantage of its strength and expand its organization, Scott acquired a 50.01% share in Korea's Youngone Group. Youngone is a major group specializing in functional apparel, and has production sites in Bangladesh and China. The alliance between the two companies will enable Scott to further bolster its financial resources.

large. Mbike's children's bikes were once very popular in Poland, but this company has sadly gone out of business. Nevertheless, Mbike's influence is still visible in the designs and paint schemes of some children's bicycles.

The importance of Eastern Europe in the EU has been growing in recent years. Facing new rivals, including such emerging countries as Bulgaria, Romania, and Portugal, Poland has been taking advantage of its competitive

ability to achieve high growth. Poland's competitiveness derives from its integration ability and teamwork. For instance, the cohesiveness of the Polish bicycle industry was amply visible at the Kielce Bike Expo. 🌀



▲ Puky's children's bikes enjoy excellent sales.



▲ Kogee General Manager, Lukasz Nowak and wife. Kogee is the Polish distributor of YBN and Spinner.



▲ Many of SR Suntour's suspension forks were exhibited by its Polish agent.



▲ Geobike displayed bicycles at its open booth.



▲ The German trading company Messingschlager is a regular participant at all major bicycle trade shows in Europe.



▲ Monteria exhibited both adult and children's bikes. The designs and colors of Monteria's children's bikes showed the influence of Mbike.



▲ Leader Fox exhibited a very wide range of bicycles.



▲ City bikes are still a major means of transportation.



▲ Green Velo had a very striking booths decorated in florescent green tones.

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# Disappointing 2015 for Thailand's Bike Market

Text & Photos: Editorial Dept.

Located along the central axis of the Indochina Peninsula, Thailand gained even more important status when the ASEAN Economic Community (AEC) was formally established at the end of 2015. Thailand has a population of 78 million, 90% of whom are Buddhists. Thai people are known for their warm and courteous disposition, and Thailand is often called the “Land of Smiles.”

Thailand's economy performed poorly during 2015 as a whole, and especially during the first half of the year, some com-

panies' sales volume fell by as much as 30%. Fortunately, the 45-kilometer “Bike for Mom” cycling event sponsored by the Thai Crown Prince on August 11 on behalf of the Thai Queen stimulated great interest in riding and buying bicycles, and bicycle sales increased by around 30%. The Crown Prince also conducted a 50-kilometer “Bike for Dad” cycling event in Bangkok on December 11 on behalf of the King's birthday on December 5, and invited officials, envoys from various countries and the public to take part in the ride,

and this also boosted the popularity of cycling. Furthermore, the Thai government has established a 24-kilometer bike path near Bangkok Airport, and this has attracted many local residents. Use of public bicycles in Bangkok has continued to flourish. Finally, LA Bicycle and the Thai beer manufacturer Singha jointly established the Singha Infinite cycling team, and regularly hold bicycle races. Other bicycle brands are also continuing to hold activities, and department stores have been conducting promotional events. All of these actions have served



▲ Liu Shu-tien, Chairman of the Taiwan Chamber of Commerce in Thailand.

to increase interest in bikes and cycling. As a result, the decline in sales by the end of last year was negligible.

Although Thailand has a bicycle association, it was not founded by the bicycle industry, but rather through the government's efforts. Thailand's bicycle industry is not regarded as an important industry, as bicycle manufacturers are not numerous, consequently, the government

hasn't paid as much attention to the bicycle industry as it has to the auto or real estate industries, and the Thai cycling industry has had to depend on its own efforts to achieve self-reliance. Thailand was removed from the EU's GSP list in 2015, and tariffs must be paid on Thai bicycles imported to the European Union. Thailand's domestic bicycle market has annual sales of more than 1.3 million bicycles, and major bicycle assembly firms include LA Bicycle (Bangkok Cycle Industry), Siam Cycle ("Turbo" brand bikes; oriented toward the domestic market), Optima and Panther.

Among the ASEAN nations (Vietnam, Cambodia, Singapore, Philippines, Myanmar, Malaysia, Laos, Brunei, Indonesia, and Thailand). Thailand occupies a key location, and in spite of its coups, economic development and the political environment have nevertheless been fairly stable. For instance, according to Liu Shu-tien, Chairman of the

Taiwan Chamber of Commerce in Thailand, while there have been 18 coups during his 30 years in Thailand, he has never had occasion to fear for his safety because of this. The Army is currently in charge of the government, but is entirely loyal to the King, and most members of the public retain confidence in the government. Last year's bombing in the Erawan Shrine at the Ratchaprasong intersection killed 23 people and injured 123; a suspect has been arrested, and a state of calm has been restored in Bangkok.

The 2015 International Bangkok Bike was held from October 1-4, the sixth time the show has been held. The organizer is NEO, and the show is held twice annually, in May and October. Because few new products have been introduced, the May show is intended to help digest inventory. The October show chiefly serves to display new products; it is larger than the May show, and is more worth visiting. Both of these two shows are aimed at



▲▼ 26 vendors from Taiwan participated in the show.



▲ Appreciating traditional Thai dance in Thailand; shown is Fairly General Manager, Percy Chien (right).



▲ Fu Chien-sheng (left), CEO of World Bike and Seema Peryong (right) of Asiabike are industry partners and good friends.



▲ FSA was represented by agent LA Bicycle in Thailand. Shown here are Liu Hao-wei of Tien Hsin (first on left) and Felicia Lin of FSA (second on left).



▲ Some Japanese visitors came to check out the situation at the show. Here NEO Bicycle Show Project Manager, Artit Songjuntug (second from right) and some assistants accompany the Japanese visitors.

of these two shows are aimed at consumers, who comprise approximately 80% of the total show-goers, with the remaining 20% being dealers. A total of over 100 companies exhibited at the 2015 fall show, which was more than in 2014, and consisted chiefly of Thai vendors (75%). The second-largest contingent of exhibitors was from Taiwan (26 companies). The bicycles sold by most local participating vendors came from China, due mainly

to the fact that there no import tariffs on Chinese bicycles, however, some bikes from Taiwan (Giant, Axman, Wheeler, Asama) and Korea were also present. No Chinese vendors participated.

Taiwan is Thailand's third-largest source of investment, and is behind only Japan and the United States. Taiwan is also Thailand's ninth largest source of imports, and Taiwan's bicycle exports to Thailand have grown steadily over recent years. Ac-

cording to statistics from Taiwan's customs, Taiwan exported 39,000 bicycles to Thailand in 2013, 56,000 in 2014, and 55,000 bike in 2015. The value of bicycle exports in 2015 was US\$29 million— an increase of 27% from 2014. The US\$535 average unit price of bikes exported from Taiwan to Thailand in 2015 was higher than the US\$474 average unit price of all bikes exported from Taiwan during that year.

Attendees at the Bangkok show



▲ Lin Pao-chieh, General Manager of LA Bicycle (left), LA Bicycle Domestic Marketing Manager, Jantana (right).



▲ World Bike CEO, Fu Chien-sheng (right) and CHC Testing & Certification Dept. Manager, Liu Chih-yen (left).



▲ Microlite Sales Director, Hsiao Yuan-feng (center) led a group of women on their foray into the Thai market.



▲ Aster General Manager, David Cho with his wife.



▲ ZEIT Brake Shoes' Sales Representative, Josie Tseng.



▲ Two UNEE shareholders showed great interest in the innovation at the show. Tzeng Chien-jung (left) and Wu Chen-yuan (right).



▲ Yierma GM, Pai Hung-yi (left) and Pai Hung-chun (right).



▲ Bitex' Sales Manager, Hsieh Yi-tsang (right) with the company's Thai agent (left).



▲ Shuz Tung Marketing Manager, Helen Chang.



▲ Ningbo Jiannalung GM, Zhan Shijin (left) with Yantec Manager, Lu Wen-tang (right).



▲ CEO Hsu of Totem (left) and Ling Ling Hsu (right).



▲ Twitter Bikes, GM Zhang. (Somkhid Chaiphatthanakon)



▲ Taiwan Baoli President, You Cheng-feng (front left) with Wu Zhao Hong GM, Cheng Chun-yuan (rear left).



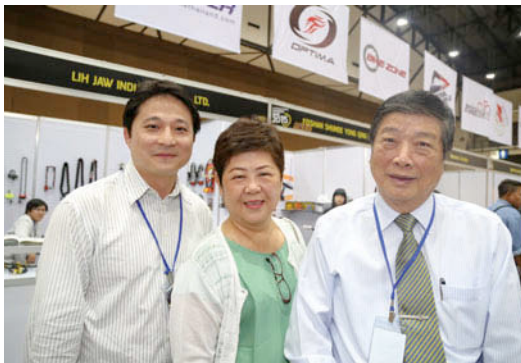
▲ Bikezone GM. Kiattipong (Bank); this company is already in its seventh year.



▲ The Kuii Bike is XDS' distributor in Thailand. Center: Mr. Gui; left: Gui's father. Father and son are both bicycle enthusiasts. Yuttapong Chatchawanwan is on the right.



▲ Axman was represented by its Thai agent, Savox. Left: Savox GM, Piyadol Deekajorndej, right: Ya Shi Meng Brand Manager, Ho You-fu. Savox has enjoyed good sales of Axman's bikes.



▲ Liu Shu-tien, Chairman of the Taiwan Chamber of Commerce in Thailand, with his wife (1st and 2nd on right) and son-in-law Pai Hung-chun of Yierma (left).



▲ Ming Tay Sales Manager, Stella Chang.



▲ Neco Deputy GM, Hsu Chien-kuo (right), with Sales Manager, Lee Tzu-hsuan (left).



▲ Bicycles from Korea's Alton. According to GM, Krittana Akkrajirakarn, their company has only been in existence for two years.



▲ Lih Jaw Deputy GM, Kuo Min-yang.



▲ Panther is Asama's general agent in Thailand. From left: Pattara Klungsupavipat, Sandy Huang and Pattara Huang.



Leading products at the Bangkok show



▲ Canas displayed its Darkrock bicycle.



▲ Apart from being a sales agent, Panther also assembles bikes.



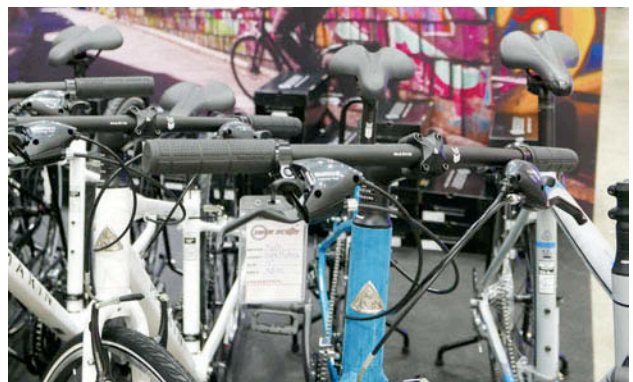
▲ GogoBike gained the distributorship rights for CST tires this year.



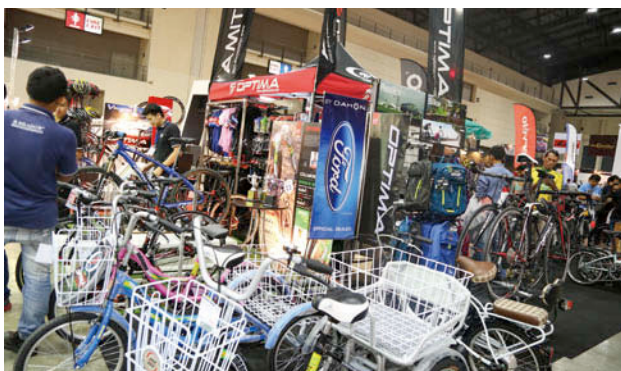
▲ Consumers were very interested in personal gear.



▲ Totem bikes are made in Tianjin, China.



▲ Marin bikes were exhibited by Bike Zone.



▲ Optima displayed several different bicycle model series.



▲ Twitter's bikes are produced in southern China.

## LA Bicycle

LA Bicycle generally has an annual output of roughly 1.5 million bicycles. However, due to poor economic conditions and the ending of preferential EU tariffs, LA Bicycle's annual output has fallen to a bit over 1.3 million bicycles during the recent past. According to the company's Domestic Marketing Manager Jantana Tiyawatchalapong, approximately 600,000 bikes are sold on the Thai market each year. LA Bicycle has sold 15,000 Infinite bikes thus far in 2015, and hopes to maintain that level during 2016. LA Bicycle first introduced the Infinite brand in 2009 to target serious cyclists, and this relatively high-priced brand serves as an alternative to the more reasonably-priced, and mass-market LA Bicycle brand. Tiyawatchalapong emphasized that LA Bicycle will continue to raise value, and will no longer single-mindedly pursue volume alone. LA Bicycle has two flagship stores and approximately 500 dealers.



▲ Jantana Tiyawatchalapong (left) and Lang An GM, Peter Lai (right) participated together in a distributor conference.

## GogoBike

GogoBike is a Tianjin brand. While GM, Chatchanan Ngaosuphanvong declared two years ago that he would devote his full effort to building up GogoBike, he emphasized different brands-such as Cannello bicycles and CST tires-and other developmental goals at the Bangkok show, which made it clear that this third-generation

manager seeks to diversify. According to Ngaosuphanvong, Cannello is a new 2015 brand, and has mid-level prices of 5,000-20,000 baht (approximately US\$135-550). Tianjin's GogoBike assembled 20,000 Cannello bikes in 2015, of which GogoBike will sell 2,000, mostly at the upper end of the price range. GogoBike also produces

the more-reasonably-priced Pioneer brand. Ngaosuphanvong noted that fat tire bikes are very popular in Thailand, and he began selling fat tire models in August for retail prices around 14,000 baht (US\$380); 3,000 of bikes were sold in one month alone.



▲ Cannello is another of GogoBike's low-/mid-price brands.



▲ GogoBike GM Chatchanan Ngaosuphanvongs.

### Asiabike

Asiabike is an agent for over 30 brands, including BMC, BH Ridley, and Wheeler. The bicycle ridden by Crown Prince Vachiralongkorn in August was a BH model carried by Asiabike. According to Asiabike President,

Seema Permyong, Thailand's economy was far from ideal this year, and the bicycle show was also less impressive than last year. Asiabike has roughly 200 dealers and close to 40 employees. Permyong's daughter,

Sida, was originally responsible for marketing, but Permyong has made her responsible for sale of Vittoria tires-another product carried by Asiabike.



▲ Asiabike President, Seema Permyong.



▲ Srach Permyong of Asiabike.



▲ This BH mountain bike was ridden by Thailand's Crown Prince at the August "Bike for Mom" activity.

### World Bike

World Bike is an agent for brands including Giant, SRAM, and Wellgo Pedal's. According to CEO, Fu Chien-sheng, the company sold approximately

15,000 Giant bikes in 2014, and hopes to reach a target of 20,000 in 2015. With over 200 dealers, World Bike hopes to expand into neighboring ASEAN

countries. The company gave out free mineral water at the Bangkok show.



▲ World Bike CEO, Fu Chien-sheng.



▲ World Bike GM, Wisith Tassanapanya, who is nicknamed "Golf."



▲ The Giant booth attracted large crowds.

## Optima

Optima's able marketing strategist Tanapat Sirpornpasarn is in charge of the company's marketing, while his older brother takes care of imports, design and plant management. Together the two brothers make a highly effective team. Employing 150 people, Optima assembles parts imported from China, and sells its bikes under the "Optima" and "Meadow" brands. According to Sirpornpasarn, Optima began establishing a cycling team in conjunction with trainers from the Bangkok Sports School in 2015, and started selling children's bikes to the EU two or three years ago. Sirpornpasarn mentioned that Thailand's economic performance was worse than expected

in 2015, and his company only achieved 10% growth instead of the hoped-for

20%; he also noted that the Bangkok show was not as good as in 2014.



▲ Optima Marketing Executive, Tanapat Sirpornpasarn.



▲ Optima displayed numerous products bearing its brands

## Central Bike

Central Bike's products were previously displayed by its distributor Let's, but the company decided to participate in the Bangkok show for the first time this year. Central Bike is an agent for over

20 brands, including Orbea, 3T, and Laze. Employees number approximately 20 persons, and annual sales are on the order of 2,500 bicycles, which consist of roughly half road bikes and half

mountain bikes. Central Bike has around 100 dealers, although according to GM Jinda, the company hopes to have 300 dealers in the future.



▲ Central Bike GM, Jinda (right) and Kris (left).



▲ Central Bike is an agent for over 20 brands, including Orbea, 3T, and Laze.

## Java

Java is the Thai agent of Shenzhen Java. Apart from the Java brand, the company is also an agent for several European brands. Together with 25 employees, older sister, Kesri Hsueh and younger brother, Kuang-hung Hsueh jointly participate in the company's operation. Java has more than 120 dealers.



▲ Kesri Hsueh (right) and Kuang-hung Hsueh (left) jointly participate in the operation of Java.



▲ The Java booth was also a magnet for crowds.

## Siriwan Plastic

Siriwan Plastic began cooperating with Trinidad in 2009. Keeratikul Soptlonsiri is the boss of this producer of plastic parts. Siriwan Plastic has helped promote the Format and Trinx brands in Thailand. According to Keeratikul, annual sales top 20,000 bikes. The company has 250 dealers, and retail

prices range from 6,000 baht (US\$160) upwards to 100,000 baht (US\$2700). For instance, the carbon fiber bike displayed by Siriwan Plastic at the show sold for over 40,000 baht (US\$1,100), and the company may sell as many as 50 of these during the peak sales season.



▲ Siriwan Plastic is Trinidad's Thai agent; the photo shows Marketing Consultant, Keeratikul Soptlonsiri.

## TC Quick

At the Bangkok show for the first time, TC Quick displayed their three brands, Coyote, Mir and Chevrolet. According to company President, Nidchai Kunthamas, the company's bikes are made by Golden Wheel. Sales exceed 50,000 bikes—mostly MTBs, with retail prices beginning at 8,000 baht (US\$220). TC Quick have a dealer network of over 300 dealers, and employees more than 30 people.



▲ TC Quick Sales Manager, Chairit Kunthamas (left) and President, Nidchai Kunthamas (right).

Thailand has over 2,000 bike shops. While road bikes and MTBs both find favor with many consumers, folding bikes, fat tire bikes and children's bikes are also very popular. Although annual incomes are only around US\$5,500, people still look at quality and brand when buying bicycles. This makes it less surprising that the average unit price of Taiwanese bicycles exported to Thailand is a rather high US\$535. The government has built many bike paths during the last few years, and department stores have been holding bicycle sales promotions, exhibitions, and company team activities, which have helped boost bicycle sales.

Nevertheless, sales slipped in 2015, chiefly because a drunken driver struck and injured three cyclists in Chiang Mai during December 2014, which made many people feel that bicycles were unsafe. As a result, bicycle sales dropped by 30% during the first half of 2015. Nevertheless, the traffic in Bangkok is appalling, which makes riding bikes a promising



▲ In order to celebrate the King's 88th birthday, Crown Prince Maha Vajiralongkorn held the "Bike for Dad" cycling activity on December 11, which re-ignited interest in cycling. (Photo: Asiabike)

improvement measure. In view of current conditions and the Crown Prince's vigorous promotion, the Thai bike market still has great promise.

## TBA's fact-finding team visits Thailand

Thailand occupies a very important geographical position in the Indochina Peninsula. The quantity of bicycles Thailand has imported from Taiwan has grown steadily and rapidly in recent years, and the average unit price of these imports has reached US\$535. As a result, TBA's di-

rectors and supervisors organized a fact-finding team under the leadership of Chairman Edward Lin to investigate Thailand's trade and investment environment. While in Thailand, this team visited LA Bicycle's plant and flagship store (where the generosity and warmth of LA Bicy-

cle President Chen Chiu-wen left a deep impression), Asiabike, and Duro Tire & Wheel. The team also visited Taiwan's Economic and Cultural Office in Thailand and the 2015 International Bangkok Bike trade show. ☀

### LA Bicycle factory



▲ A group photograph of the entire TBA fact-finding team in front of LA Bicycle's office building.



▲ Lang An GM, Peter Lai (second on left), Jimmy Chen (third on left), and Lee Yueh-e (third on right).



▲ The TBA fact-finding team tours the LA Bicycle factory.



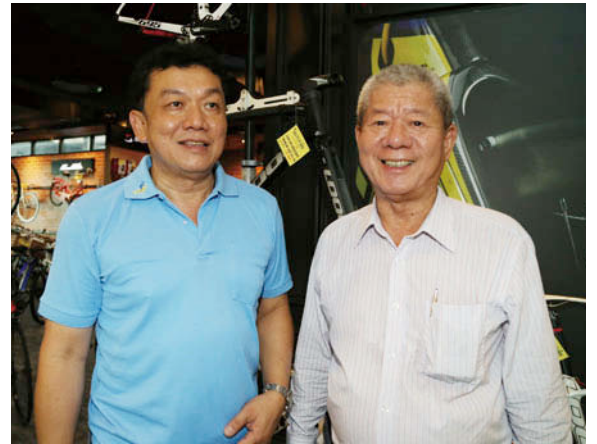
▲ Lee Chih-chang, an assistant manager in LA Bicycle's frame department, explains the plant's production lines to the visiting team members.

LA Bicycle's flagship store



▲ LA Bicycle's flagship store.

Banquet at LA Bicycle



▲ LA Bicycle Manager, Chen Chin-teng (left) and Armor President, Edward Lin (right).



▲ LA Bicycle's flagship store displays the newest Infinite bicycles.



▲ Chien Ching-lun of Fairly and Jeff Chen of Joy take a test ride on the training platform.

Taiwan Economic and Cultural Office in Thailand



▲ The TBA fact-finding team visited the Taiwan Economic and Cultural Office in Thailand.

Duro's Thailand factory



▲ Armor President, Edward Lin (left) confers TBA's Green World on Wheels commemorative medal to Duro President, Tiffany Su (right).



▲ From left: Ming Cycle CEO, Chen Chen-nan; Duro Vietnam General Manager, Lin Chu-feng; Armor President, Edward Lin; Duro President, Tiffany Su; SRAM General Manager of Asia, Hank Kao.



1



2



3



4

- 1 The eaves of the guardhouse at Duro's factory emphasize the importance of safety.
- 2 From left: Manager Lin Hsi-tung, Forward-Cycle President, Jimmy Chang, Duro Deputy GM, Chiang Jung-tzung, and Plant Manager, Hsiao Yi-chou.
- 3 Duro Deputy GM, Chiang Jung-tzung.
- 4 Luo Pei-yuan, Deputy GM in charge of Duro's foreign trade department.



Asiabike



▲ Visiting Asiabike; Asiabike is BMC's agent in Thailand.



▲ Asiabike also distributes RST products. Left: Asiabike President, Seema Permyong; right: Dah Ken President, Tsai Ming-ta.

NEO forum



▲ The TBA fact-finding team shared their bicycle market experience at the NEO forum.



▲ The NEO forum invited World Bike to share bicycle market experience in Thailand with the TBA fact-finding team. From left: Fu Chien-sheng, You Chia-wei, and NEO International Planning Manager, Suhbpong.



# The 2015 Vietnam International Bicycle Exhibition

Text & Photos: Editorial Dept.



▲ Hushi Jinchai, Deputy Director of Vietnam's Ministry of Industry and Trade.



▲ Ruan Kelun, General Manager of the VINEXAD, Ministry of Industry and Trade.



▲ Nguyen Huu Son, Chairman of the Vietnamese Bicycle Association.

Organized by VINEXAD (Vietnam National Trade Fair and Advertising Company) and co-organized by the China Bicycle Association, the 4th

Vietnam International Bicycle Exhibition was held December 2-5, 2015 at the Saigon Exhibition & Convention Center in Ho Chi Minh City. The exhibition

attracted roughly 50 vendors from Vietnam, China, Taiwan, and other nearby countries. The participating vendors from Taiwan made a big impression, and



▲ Responding to an appeal from DDK President, Tsai Wen Jui (4th from left in front row), Taiwanese firms operating in Vietnam participated jointly in the show and made a strong impression.



▲ Liang Kuang-chung, head of the Taiwan Representative Office in Ho Chi Minh City office, with his wife (5th and 6th from left), along with Taiwan Trade Office Manager Tang Ming-huei (3rd from right) and colleagues, who had made a special visit to the exhibition to wish Taiwanese firms well. Also shown are TBA Chairman, Tony Lo (4th from left), DDK President, Tsai Wen Jui (3rd from left), KMC President, Robert Wu (2nd from left), and CHC General Manager, Francois Liang (1st on left).

mostly consisted of bicycle firms with plants in Vietnam, including Strongman, Asama, DDK, Tsai Yarn, Yaban, Branc, Song Tain, Wang Shend, Olympic, Sheang Lih, Mainshine and Shuz Tung.

## Thong Nhat

The organizers noted that, while bicycles were a major means of transportation in Vietnam during the 1960s and '70s, they were later replaced by motorcycles. Nowadays, 90% of the bicycles in Vietnam are made by foreign brands, and are chiefly imported from China, Taiwan, and Japan, followed by France, Italy and Germany.

Thong Nhat is an old Vietnamese brand established in 1960, and is a state-owned firm with a factory located in Hanoi. Apart from producing bicycles and related parts, Thong Nhat also makes e-bikes and motorcycles. Company President, Nguyen Huu Son is also the current Chairman of the Vietnamese



▲ Thong Nhat President, Nguyen Huu Son.



▲ Thong Nhat's booth.



▲ Thong Nhat is also the sales agent for Merida bicycles in Vietnam.



▲ Nguyen Huu Kien, special assistant to the general manager.



▲ Thong Nhat chiefly sells city bikes, and has a relatively high market share in North Vietnam.

Bicycle Association. Thong Nhat produces 40-50,000 bicycles annually, and has a market share of around 10%. This company chiefly makes entry-level and mid-level models, including students' bicycles, teenager's bicycles, and city bikes, and is Merida's sales agent in Vietnam.



▲ Thong Nhat's e-bike.

## Growing popularity of e-bikes

Apart from bicycles, e-bikes are also very common in Vietnam. The leading e-bike brand is Asama, whose e-bikes are commonplace on Vietnamese streets. According to statistics from the Vietnamese Two-Wheeled Vehicle Exporters' Association, most e-bikes in Vietnam are manufactured in Japan, China, and Taiwan, which together have an 80% market share, and the leading brands include Asama, Giant, Sukaki, Honda, and Yamaha. Local Vietnamese e-bike brands include Thong Nhat, Delta, Hitasa, and Martin 107, which have a collective market share of approximately 8%. The retail prices of e-

bikes made in Japan, Europe, or America are generally too high for ordinary Vietnamese to afford. Taiwan-made e-bikes have retail prices of around US\$700, and e-bikes made in Singapore are priced similarly. French and German e-bikes have prices of around US\$900, American-made ones cost roughly US\$1,200, and Japanese-made models average approximately US\$1,300. Vietnamese-made bikes and e-bikes face extremely tough price competition from Chinese products.

The largest local bicycle manufacturer in Vietnam is Thong Nhat, but it currently can only sell around 200 e-bikes daily in Hanoi. As a result, it has been forced to close most of its sales outlets in Hanoi, and it currently has only two stores in the

area. According to a Delta employee, taking Tong Yi and Delta as examples, while they once produced 300-400 e-bikes each month, they have reduced output to 150-250 e-bikes. And according to Thong Nhat personnel, in spite of the fact that the company can import foreign components in order to boost product grade, this would cause prices to soar and make it hard to compete with foreign brands. Most key parts and components used in e-bikes must be imported, and motors face import tariffs of 30%, while batteries and related components faced tariffs of as high as 60%.

The 2016 Vietnam International Bicycle Exhibition will be held November 17-19, 2016. 🚲



▲ Asama Manager, Sam Fang has spent a long time stationed in Vietnam.



▲ Asama Sales Manager, Lin Chun-chang.

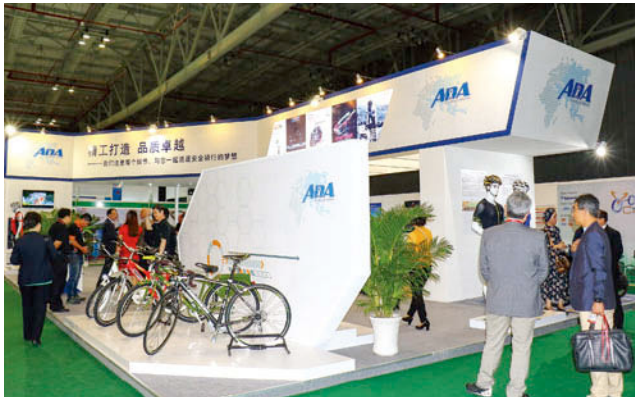
▶ Asama's single-speed bikes are selling very fast.



▲ Asama's e-bikes have a high market share in Vietnam.



▲ Asama is also the sales agent for Cube bicycles in Vietnam.



▲ ABA participated in this exhibition for the first time, and also held its first annual convention concurrently with the exhibition.



▲ Strongman's Vietnamese plant chiefly assembles e-bikes. Its Cambodian plant makes mainly bicycles.



▲ Fornix Bicycles, which was established in Ho Chi Minh City in 2012, has a diversified product line that includes everything from bicycles to parts and accessories. It is chiefly geared to domestic sales.



▲ Indonesia's Polygon is active in the Vietnamese bicycle market.



▲ Song Tain produces front forks, handlebars and stems for Hsiang Tien's Vietnamese plant.



▲ Sheang Lih's Vietnamese plant is located within the Song Than Industrial Area; although it suffered a severe blow in the May 2014 riots, it had restored operations and got back on track within a very short time.



▲ Vietnam's Olympic is Astro's Vietnamese plant; it was established in 2001, and is located in the Tan Uyen Industrial Area in Binh Duong Province.



▲ Tsai Yarn's Vietnamese plant also suffered in the May 2014 riots, but has now been fully restored to normal. Tsai Yarn has been very innovative in the area of bicycle baskets, and is enjoying steadily increasing sales. It chiefly exports its products to the European and American markets.



▲ Chieflyshine is the Vietnamese sales agent for Alex's products. Chieflyshine President, Rong Kwei Wann is first on the left.



▲ DDK's female warriors (from left to right): Marketing Director, Sung Ying-chiao; Sales Assistant, Wu Chieh-hao and two sales representatives from DDK's Vietnamese plant.



▲ Guangzhou General Manager, Liang Xiao Ling (3rd from relief) with his team.



▲ Bor-Yueh Sales Representative, Chou Shu-huei.



▲ Shuz Tung has been taking active steps to open and expand markets in Southeast Asia. Left: Shuz Tung Sales Manager, Helen Chang; right: Tanyan of Moyoa.



▲ From left to right: SFD's Li Hua Hong; Wang Shend Deputy General Manager, Hung Tzu-chien; Wang Shend Sales Representative, Kao Hsing-lu, and Yu Hub Sales Representative, Des Huang.



▲ Jett was established in 2011, has 60 dealers in Vietnam, and sells 5,000-6,000 bikes annually. Jett sells bikes by GT and Cannondale, and also bikes assembled at the Fuji-da plant, which are imported into Vietnam. Shown here are Product Manager, Huan Lee (left) and Marketing Specialist, Duy Ngo (right).



▲ Viva's bicycles were exhibited by its Vietnamese agent. Shown here is Huang Hsing-hsien, who is Viva's general agent in Vietnam.



# Update on Taiwanese Bicycle Firms in Vietnam

A year and a half has gone by since the May 2014 anti-Chinese riots convulsed Vietnam. In spite of the fact that Taiwanese firms still have a lingering sense of anxiety, and even if the compensation promised by the Vietnamese government turned out to be only a trickle, Vietnam's advantages as an investment location have made Taiwanese companies even more determined to maintain their foothold in the country.

Text & Photos: Editorial Dept.





# DDK Inaugurates New Binh Duong Plant



▲ VIPs attending the inaugural ceremony for DDK's new Binh Duong plant. Shown here are Taipei Economic and Cultural Office in Vietnam Representative, Huang Chih-peng (6th from right); Taichung Commercial Bank General Manager, Lai Jinyuan (4th from left); TBA Board of Supervisors Chairman, Edward Lin (5th from left) and DDK President, Richard Tsai (8th from right).

Professional bicycle saddles producer DDK inaugurated its new plant in Vietnam's Binh Duong Industrial Zone on October 24, 2015. DDK Group President, Richard Tsai, who presided at the ceremony, announced that the company had successfully overcome the blow of the May 2014 riots, and now faced a bright future. After 40 years of determined effort, DDK has become one of the world's leading suppliers of bicycle saddles. DDK now boasts that both its "DDK" company brand, and the cooperative brand "Strace", have a high level of in-house content and excellent R&D capabili-





▲ DDK President, Richard Tsai thanks participants for their consistent assistance and support in his speech at the opening ceremony for DDK's new Binh Duong plant.



▲ DDK President, Richard Tsai happily leads distinguished guests on a tour of the new plant.



▲ Thanks to his strong belief, President Richard Tsai has faced adversity without blaming others, and his vigorous, optimistic attitude remains undiminished.



▲ This 3,000-cubic meter water storage pond can hold filtered rainwater collected from the plant's roof.

ties, and possess agents in 36 countries. The new Binh Duong plant has an annual capacity of 12 million saddles. With these advantages, DDK is poised to trade its shares on the over-the-counter market in the not-so-distant future.

### Creating a happy company

DDK's brand-new Binh Duong plant was recently completed after a year in construc-

tion. This plant has an up-to-date design incorporating green architectural thinking. In particular, the entire roof of the plant can be used to collect rainwater, which will be filtered and stored at a large water storage pond that DDK has built nearby. The storage pond has a diameter of 42 meters and can store more than 3,000 m<sup>3</sup> of water. This is sufficient to meet the plant's water needs for a half year, and can also serve as backup fire water for the

plant and surrounding area.

DDK's new plant in the Binh Duong Industrial Zone occupies more than 70,000 m<sup>2</sup> and currently has a monthly capacity of 700,000 saddles, with maximum annual capacity projected to be 12 million saddles. The plant's neighbors include A-Pro (over 70,000 m<sup>2</sup>, recently begun) and JD (130,000 m<sup>2</sup>). According to President Richard Tsai, Binh Duong Province has a population of 2.50 million

and an area of 2,695 square kilometers; it is slated to be upgraded to a special municipality in 2020. Motivated by the area's great potential, DDK is currently engaged in negotiations concerning the purchase of a large piece of land, which is also located in the My Phuoc 5th Industrial Park, Bau Bang

County, Binh Duong Province. DDK has further established an alliance with Becamex to create the first industrial park in Vietnam intended chiefly for Taiwanese firms to serve as the site of a bicycle industry cluster. Companies that are currently located at this site include Asama, Yaban, Jiang Ding, Yung Shyang

Chemical, and Alex.

It is said that, when you fall down, you have to pick yourself up from that same place. Then when you work hard enough for long enough, the results will naturally be seen and appreciated. DDK's struggles and triumphs in Vietnam are among the best examples of this adage. ☀



▲ The Binh Duong plant has an ecological architectural design, including the ability to gather rainwater from its roof.



▲ DDK's attractively-designed office building.



Employee living center



Sample room





## Asama Focuses on Domestic Sales in Vietnam



▲ Assistant General Manager, Chen Ching-yuan of Asama Vietnam.



Asama's plant in Vietnam's Song Than Industrial Area received some of the greatest damage in the May 2014 anti-Chinese riots—70% of the plant buildings were burned. The com-

pany office and employee dormitory were destroyed, and losses were huge. Today, Asama has completed and begun operation at two new plants in Vietnam, while also owning the burned

plant, which is still undergoing repairs. The company currently has over 900 employees, and operations are normal.



## Additional land purchase plans

Vietnam has a total of 65 provinces and a total population exceeding 92 million. The country's internal market is large, and roughly 3-3.5 million bicycles are sold each year. There are also approximately 200,000 e-bikes in Vietnam. Asama chiefly sells its bicycles on the Vietnamese market through its two general agents; one of which is located in Hanoi, and the other in Ho Chi Minh City. Apart from selling Asama-brand bikes and e-bikes, Asama is also an agent for Germany's Cube, Britain's Dunlop, and Japan's Hello Kitty bikes in Vietnam. Asama's dealers are located throughout all provinces of Vietnam. According to Asama Vietnam Assistant General Manager, Chen Ching-yuan, Asama's Vietnam plants occupy a total area of 70,000 square meters, and produce products mostly intended for export. The company's Cambodian plant occupies 80,000 square meters, and has steadily increased its bicycle assembly capacity. Asama's Taiwan plant currently employs more than 200 people, while its Vietnamese and Cambodian employees total 2,700. Repairs to the company's old Song

Than are expected to be completed in 2016. Asama also expects to begin new plant construction on 10,000 m<sup>2</sup> of newly-purchased land in the bicycle industry park located in the Song Than 3rd Industrial Zone and 80,000 m<sup>2</sup> of newly purchased land in the My Phuoc 5th Industrial Park during 2016.


## E-bikes & single-speed bikes shine in Vietnam

The Vietnamese government regulates e-bikes very closely, and has imposed tight regulations on e-bike production processes. Although implementation is spotty, e-bike manufacturers must pass plant inspection, and products must also pass inspection. All e-bikes must apply for an approval label, and the cost is significant. In 2015, the government issued only 40,000 approval certificates, Asama's e-bikes receiving the vast majority of these, further reinforcing their market dominance. Single-speed



▲The Asama factory that was burned in the May 2014 riots still presents a depressing and alarming sight.



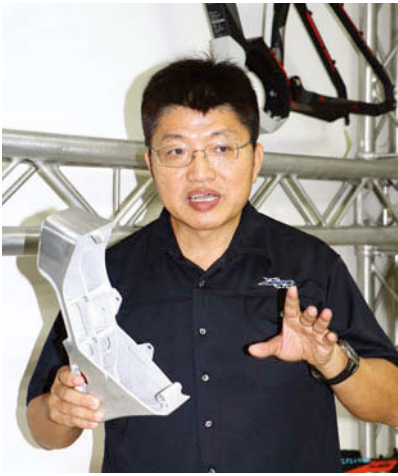
bikes have also recently gained popularity in the Vietnamese market, especially in Ho Chi Minh City. As a result, sales of single-speed bikes and relevant parts have been booming, and Asama has captured a large share of this market with its many single-speed products. 



# Technology-Based Astro Embraces Differential Management

Astro built its first Vietnamese plant in 2000, and currently has three facilities in the country—an aluminum frame plant, a carbon fiber frame plant, and a frame painting plant. Thanks to continuous innovation and R&D, stubborn adherence to its corporate strategy and a willingness to accept challenging orders, Astro has established its own distinctive niche and gained a persistent competitive advantage.





▲ Astro General Manager, Samuel Hu, who is a driven worker and independent thinker, has laid a solid technological foundation for Astro.



▲ Manager, Daphne Tung has been in charge of the Vietnam plant for 15 years, and is a seasoned veteran.

## Analysis of the investment environment

When asked about Astro's decision to pass on China and invest in Vietnam, GM Samuel Hu recalled that the company made 10 or more fact-finding visits to China when first assessing possible overseas sites, but only made one visit to Vietnam. Factors that induced Astro to establish its plants in Vietnam included:

☆ The Vietnamese govern-

ment is extremely supportive of foreign firms, and Taiwanese firms receive better treatment in Vietnam than in China.

☆ In Vietnam it is easy to find a good-natured, honest, hard-working and cooperative workforce which observes the same Lunar New Year's holiday as Taiwan.

☆ As Vietnam is a communist country, the political, economic, and tax systems are all very stable.

☆ Importing and exporting are convenient and stable.

☆ The country and its people eagerly seek progress. Because of Vietnam's backward condition, people know that they must constantly move forward in order to have enough to eat.

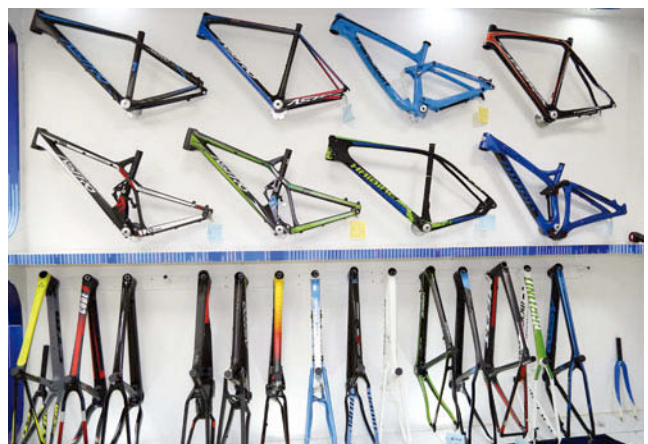
☆ Vietnam has been active in signing free trade agreements, which have helped it gain traction in international markets. The fact that Vietnam has signed more free trade agreements than any other country has induced many international corporations to invest in Vietnamese facilities. Vietnam's Premier boldly promised that Vietnam would strive to become a country with no enemies.

☆ Exchange rates are stable, which is beneficial for exporters. When Astro first arrived in Vietnam 15 years ago, the US\$ to Vietnamese dong exchange rate was 1:12,000, and it is now only 1:22,000.

☆ After periods of rule by China and France, Vietnam is a



▲ e-bike frames.





▲ Astro Vietnam's carbon fiber frame plant.

country in which the rule of law, as opposed to the "rule of man," is becoming firmly established, and contracts can be enforced.

☆ Foreign firms can establish wholly owned enterprises. Vietnam has allowed the establishment of wholly foreign owned enterprises since 1999. Because joint ventures are relatively risky and hard to manage successfully, the ability to establish a wholly owned company encouraged Astro to invest in Vietnam.

**Aluminum frames enjoy advantageous EU tariffs**

In connection with the Generalized System of Preferences (GSP), bicycle frame shipping to the EU have consistently enjoyed 4.7% tariffs under GSP Form A, and the tariff rate is reduced to only 1.2% when a company's locally-purchased parts exceeds 60% of content. In addition, because few frames are produced in the EU, starting from

early 2015, the EU has waived tariffs completely on aluminum frames if the vendors in a country submit an application in advance, although the zero duty rate does not apply to carbon fiber frames. And starting in 2018, aluminum frames will enjoy zero tariffs even without prior application.

**Annual output of 500,000 aluminum frames and 20,000 carbon fiber frames**

Astro established a new production line with an annual capacity of 500,000 frames at


its Vietnam plant in 2016, and it hopes to increase carbon frame capacity to 100,000 frames. Actions like these show Astro's highly competitive and forward-looking attention. Astro's Taiwan plant employs 180 people, and chiefly produces frames in small batches. This plant has an annual capacity of 50,000 aluminum frames, and also contains a carbon fiber R&D center. GM Hu emphasized that R&D should be paired with production, which is why Astro has left a production line in Taiwan, where it has established its R&D center engaged in vigorous R&D innovation. Astro focuses on large-scale production of high-quality frames, and its three Vietnamese plants employ 1,800 people (1,000 at the aluminum frame factory, 400 at the carbon fiber frame factory, and over 300 at the painting plant). Astro Vietnam has an annual capacity of 500,000 aluminum frames, of which 300,000 are e-bike frames (chiefly for e-MTBs), and 20,000 carbon fiber frames. GM Hu added that 90% of the



raw materials used by the Vietnam plant are purchased locally. In addition, the Vietnam factory also produces many dedicated, special-purpose testing equipment and machines, including carbon frame testing machines, front and rear triangle testing machines, and e-bike frame testing machines, which it uses to ensure a high level of product quality and durability.

Driven by its technological expertise and willingness to tackle impossible challenges, Astro successfully overcame difficulties in welding cast frames

six years ago, allowing it to design even more streamlined and aesthetically-pleasing frames. This breakthrough has enabled the company to maintain a decisive advantage over its competitors. Now 25 years old, Astro has come far through steady development and growth since 1991, always striving to differentiate itself from its rivals, and introduce products such as hydraulically

molded frame tubes. It became the world's first company to introduce mass-production suspension bikes in 1995, and established its first Vietnam plant in 2000. Astro was also the first to mass produce e-bikes in 2005, and e-MTBs in 2010. Nowadays, Astro enjoys large shares of the e-MTB and suspension frame markets, and is esteemed for its technical expertise and high quality. 







# Co-Union's Plant in the Tan Thuan Export Processing Zone



▲ Co-Union Manager, Chen Shih (left) and Assistant Manager, Wang Chien-chih are in charge of the Vietnam plant.

Co-Union established a plant occupying 6,600 m<sup>2</sup> in the bonded area of Ho Chi Minh City's Tan Thuan Export Processing Zone when it arrived in Vietnam 18 years ago. This plant currently employs 70 people, chiefly producing handlebar grips, reflective clothing, raincoats, protective sleeves, animal-shaped horns, and safety helmets. Co-Union exports most products to Japan, Europe, and the company's home country of Taiwan. It also depends on imports from

Taiwan, China and other areas for more than 70% of its raw materials and parts, and purchases only unwoven textiles locally.

Established in 1991, the Tan Thuan Export Processing Zone was modeled after the Kaohsiung Export Processing Zone in Taiwan, and is Vietnam's first EPZ and the industrial area closest to the traditional central area of Ho Chi Minh City. It currently possesses 169 tenant firms, which have invested a total of more than US\$1.5 billion and created over 60,000 jobs. The EPZ creates impressive amounts of foreign exchange earnings for Vietnam each year, and accounts for 7.3% of the value of exports from foreign-invested enterprises in Vietnam. As a result, the EPZ is considered a model for Vietnam's economic reform process.

## Wages

According to Co-Union's Assistant Manager, Wang Chien-chih the choice to locate in Vietnam was motivated by the EU's preferential tariffs on exports from Vietnam, as well as the country's abundant labor and relatively low wages. In 2015, minimum monthly wages in Vietnam were 3.1 million dong (increased by 400,000 dong since 2014; equivalent to approximately US\$150) in Zone I; and 2.75 million, 2.42 million and 2.2 million dong in zones II, III, and IV. According to our understanding, the minimum wage in Vietnam only meets 75% of workers' minimum everyday needs, and the Vietnamese government is expected to continue to significantly raise the minimum wage in 2016 and 2017 in order to fill this income gap.

## Cultivating the domestic market

Co-Union's Taiwan plant employs 90 people, and chiefly produces various kinds of medium/high unit price accessories for export worldwide. While Co-Union established a factory in China at an early date, this plant ceased production a few years ago. Eighteen years ago, invited by the central government trade promotion agency, and motivated by a wish to expand its production locations, Co-Union became the first firm in Taiwan's cycle industry to establish a plant in Vietnam. The company's facilities in Taiwan and Vietnam currently play complementary roles in order to meet customers' different price levels. Apart from targeting the export market with its Vietnam plant, Co-Union hopes to find an appropriate new site in Vietnam and take active steps to expand its domestic market in Vietnam.





## VIP Focuses on Carbon Fiber Frames



▲ Unassuming, low-key and practical, VIP President, Yeh Fu Yu appreciates the potential of Southeast Asia.

VIP Vietnam's parent company is VIP Taiwan. VIP was established in 1982 as a producer of sporting equipment, whose products included carbon fiber tennis rackets and hockey sticks. With 25 years of carbon fiber sporting goods R&D under its belt, VIP has accumulated extensive experience and technical expertise in the area of composite materials. The company embarked on diversification eight years ago, and began manufacturing carbon fiber bicycle frames. Its current production sites include a factory in Dongguan, China, two plants in Vietnam, and a plant in Myanmar

that began pilot production at the beginning of this year. VIP's plant in Tanzi, Taiwan is currently being renovated, and will perform post-processing work in the future.

### Myanmar plant

According to VIP President, Yeh Fu Yu, VIP established the new plant in Yangon, Myanmar last year, and began pilot production in January of this year. The company plans to shift production of all sports equipment to the Myanmar plant after the Lunar New Year's holiday (in February). The factory, with an



▲ VIP's Myanmar plant will occupy 11,000 m<sup>2</sup> and produces sports equipment.



▲ VIP's first Vietnam plant occupies 34,000 m<sup>2</sup>.



▲ VIP's second Vietnam plant came on line in 2015 and occupies 16,000 m<sup>2</sup>.



▲ VIP's Dongguan plant occupies 11,000 m<sup>2</sup> and employs 1,200.




area of 11,000 m<sup>2</sup>, is currently recruiting workers, and expects to eventually employ 1,000 people with an annual production target of 500,000-600,000 bicycles. VIP's move to Myanmar was based on the plentiful labor supply and low costs. Monthly wages in Myanmar average around US\$120, much less than the prevailing wages of around US\$300 in Vietnam. On the other hand, land in Myanmar is more expensive than in Vietnam or even China, largely due to Myanmar land being owned by the state. Although some land is freehold

and held by citizens, it may only be sold to other citizens, meaning foreigners may not purchase or own land or real estate.

### Annual capacity of 150,000 frames in Vietnam

VIP purchased land for its facilities in Vietnam's **Đông Nai** Province in 2003. The first plant occupies 34,000 m<sup>2</sup> and came on line in 2005. This factory initially produced chiefly carbon fiber tennis rackets for export, but shifted to producing carbon fiber bicycle frames and front forks in

2012. Thanks to stable quality, this plant's products have found favor with leading European and American brands. A second factory occupies 16,000 m<sup>2</sup> and came on line in 2015. This plant chiefly makes carbon frames and front forks. The two VIP plants in Vietnam employ 3,600 people and together produce 150,000 frames, supplying mainly to major European and American brands, including the brands sponsoring Tour de France participating teams. All production of other sports equipment at the Vietnamese factories will be moved to VIP's Myanmar plant after the Lunar New Year's holiday in 2016, and the Vietnam facilities will then focus exclusively on making carbon frames for various customers. VIP also established a plant in Dongguan, China in 1993 to produce sporting goods. This plant, which occupies 11,000 m<sup>2</sup> and employs 1,200 people, mainly produces carbon fiber frames and front forks, and has an annual output of 50,000 units.

With a philosophy of "conscientious effort, constant improvement, all out dedication and respect" VIP has positioned itself as a specialized OEM manufacturer, that treats every customers like a VIP, and emphasizes faithful partnerships and the best service. 



# **BENGAL**

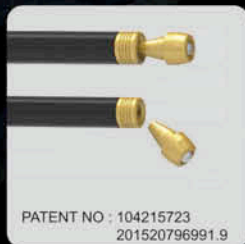
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# The 2015 ABA Annual Convention in Vietnam

Proposed by the China Bicycle Association and Taiwan Bicycle Association, the Asia Bicycle Alliance (ABA) was formally established in Shanghai on May 5, 2015 by these two associations, the Japanese Bicycle Association and the All-India Bicycle Manufacturers' Association. On December 2, 2015, the ABA held its 2015 annual convention in Vietnam. This gathering provided an opportunity for members of the cycle industry to share their experiences and discuss the convention topic of "creating a new future for the Asian bicycle industry."

Text & Photos: Editorial Dept.



▲ The ABA Annual Meeting stressed the creation of a new future for the bicycle industry in Asia. (From right to left) ABA Secretary-General Huo Xiaoyun; Korea Cycling Association Director, Kim Seok Hwan; ABA Chairman, Ma Zhongchao; Japan Bicycle Association Director, Keiji Watanabe; TBA Chairman, Tony Lo and Indian bicycle industry representative, Anil Khurana.



▲ Vietnam Bicycle Association Chairman, Nguyen Huu Son.



▲ Vietnam Ministry for Industry and Trade Assistant Director, Ho Thi Kin Thoa.



◀ Vietnam Ministry for Industry and Trade Representative, Le Ngoc Trung.

**B**efore the start of the convention, an ABA delegation first rode bicycles around Ho Chi Minh City. The convention was hosted by Vietnamese Bicycle Association chairman Mr. Ruan Youshan, who expressed how honored he was that the first ABA annual convention was held in Vietnam. Ruan also noted that he believed the information, experience-sharing and interchanges promoted by the ABA would ensure the sound development of the Asian bicycle industry. Vietnam currently has roughly 1 million cars, 32 million

motorcycles, and 3 million bicycles. Apart from causing severe traffic congestion, the country's cars and motorcycles also generate clouds of exhaust, which form a major source of the country's air pollution.

The Vietnamese Bicycle Association therefore hopes that it can successfully promote bicycle usage, create a cycling culture, and encourage the use of bicycles as a green, healthy practice.

### China: Strengthening technology and information sharing

The ABA's mission is to promote cooperation in creating a new future for the Asian bicycle industry. In a speech delivered at the convention, ABA Chairman, Ma Zhongchao emphasized that everyone in the industry must advance together if they were to forge a new future for Asia, and must also keep up with the rest of the world as they develop together, while engaging in strategic cooperation and strengthening information sharing. Ma also stressed that environmental issues deserve a very high level of attention, and great effort should be made to frame the development of the cycle industry as a beneficial means of solving environmental problems. Furthermore, taking China as an example, Ma noted that Chinese bicycle brands still have considerable room for improvement before they can join the ranks of the world's finest high-end brands, and he therefore looked forward to ABA members sharing information and experience, particularly in the areas of technology and innovation, as a means of jointly forging a brighter future.



▲ Asia Bicycle Alliance and China Bicycle Association Chairman, Ma Zhongchao, stressed the need for intra-member technological exchanges.

### Taiwan: Reliance on public-private partnerships

In his speech, Taiwan A-Team Chairman, Robert Wu shared some observations concerning Taiwan's cycling culture. Wu emphasized that, since there is only one Earth, that we must place a high level of importance on solving problems such as energy shortages, persistent traffic congestion, and environmental pollution, and that the promotion of bicycle use on an everyday basis is a simple means of resolving these problems. Wu further noted that public-private partnerships (3P) are an essential part of all efforts to promote cycling culture; only when major government support is paired with active private commitment can cycling promotion campaigns proceed effectively and help foster a green living environment. Chairman Wu proceeded to describe the new and novel 8S business model for the cycle industry from the three angles of bicycle manufacturing, use, and user experience. This model encompasses final sales, rental, competition, the aftermarket,



▲ Taiwan Bicycle Association Executive Director and A-Team Chairman, Robert Wu.

tourist travel, maintenance, sports & recreation, and health & fitness.



## Japan: Promoting bicycle safety certification

Established in 1948, the Japanese Bicycle Association has 100 general members and over 200 sponsoring members. One of this Association's major tasks during the past few years has been to promote bicycle safety certification. The quantity of bicycles imported by Japan rose steadily after 1990, overtaking domestic production around 2000, and imports now account for more than 90% of bicycles sold in Japan; 96.3% of these imports are from China, while 3.4% are from Taiwan. Japan's annual bicycle sales volume reached a historic high of 11.59 million units in 2004, but gradually fell after that time, and hit 8.69 million units in 2014. Apart from a low birthrate



▲ Japan Bicycle Association Director, Keiji Watanabe.



▲ Japan Bicycle Association Representative, Hideki Namba.

and aging population, sales have also been affected by the fact that bicycles on the Japanese market are increasingly low-price, poor-quality models, which has fostered a public perception of bicycles as cheap consumer products. In addition, bicycle accidents are quite common, and account for 20% of all traffic accidents. Facing the problems of an aging population, low birthrate,

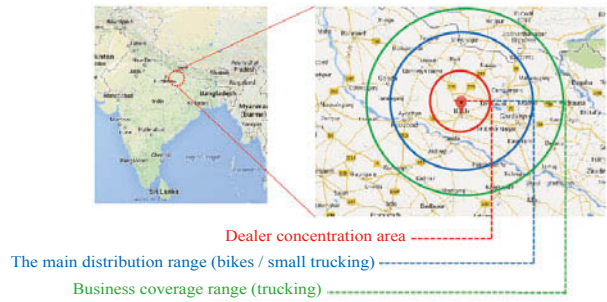
and falling bicycle use rate, the Japanese Bicycle Association has concluded that product safety is essential if it is to encourage more people to get outdoors and ride bikes. As a result, the Association has vigorously promoted bicycle safety certification in recent years, and has introduced BAA (general bicycle) and SBAA (sports bicycle) safety certification systems.



▲ AICMA Representative, Anil Khurana.

## India: Making the Punjab India's bicycle Silicon Valley

India plans to create a "Cycle Valley" in its Punjab State. Taking California's Silicon Valley as a blueprint, the Indian government hopes to make Punjab-already India's bicycle manufacturing center-into a global bicycle and parts manufacturing hub. Punjab's bicycle industry accounts for 92% of India's bicycle output, and employs over 5 million people. Since 60% of the key parts and components used in high-end bicycles in India are imported, the government hopes to induce some of the world's best-known bicycle brands and part & accessory manufacturers to invest in plants in the Punjab. The government specifically plans to create the Cycle Valley on 300 acres of land 30 km from the Punjabi city of Ludhiana, which is already India's bicycle capital. With a projected output eventually reaching 30 million bicycles annually, the project will be promoted through many investment incentives. It is therefore expected to attract



plentiful foreign capital, which will supercharge India's bicycle industry. While India's annual sales volume accounts for 11%

of the global bicycle industry, sales value accounts for only 3.2%. The Cycle Valley plan seeks to encourage upgrading and

transformation, and hopes to boost the value of India's bicycle sales to a level of US\$40 billion (10% of global bicycle sales value).

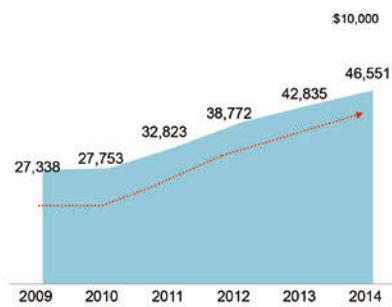
### Korea: Soaring bike sales and bicycle use rate

Korea's bicycle sales have grown steadily at an average annual rate of 7.3%, and average unit prices have also gradually risen. During the last few years, bicycle sales volume has climbed from 1.7 million units in 2009 to 1.93 million units in 2014. Furthermore, the cycling population has also increased steadily from 21.2% in 2009 to 29.3% in 2014. Much of the credit for the rising popularity of bicycles must go to the Korean government for its vigorous encouragement of cycling and support for the bicycle industry. In particular, government promotion of bike paths along the banks of four major rivers has helped foster cycling, which has in turn boosted the domestic economy. Ongoing bicycle development trends in Korea include steady growth in sales of high-end models and the great popularity of new functional bi-



◀ Korea Cycling Association Senior Managing Director, Pi Yun Seop.

Total market value



- Annual growth rate: 7.3% (value)
- Annual average unit price growth rate (7.3%) is higher than the annual quantity growth rate (2.1%)

Sales volume and penetration rate



- Steady growth in sales volume and penetration
- Annual growth rate: 2.1% (quantity)

cycle types, including children's bicycles and bikes with novel parts and accessories. In addition, the public has come to recognize the advantages of a healthy cy-

cling culture, including the health benefits of cycling, and bicycle leisure travel has become a common pastime.



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# A-Team Showing Robust Development

Text & Photo: Editorial Dept.

In the past 12 years, the A-Team has continuously acted as a learning organization for development. Under leadership of Antony Lo, the first Chairman of A-Team, the production/manufacturing abilities of member vendors have been enhanced and high level bicycle products have been developed through coordinated management programs (TPS, TQM, TPM) together with coordinated R&D and coordinated marketing models. Moreover, the A-Team advanced further on that foundation under the Chairmanship of Michael Tseng. With such a cooperative learning and shared growth model, members could not only develop techniques robustly, but also drive the advancement of the entire bicycle industry. At that time, many non-member vendors engaged instructors to educate about TPS because they saw the results of these 3T programs in which A-Team had invested. Such comprehensive technical improvement has resulted in a continuous increase of output value, throughput and average export price of the Taiwan bicycle industry with very good performance since 2003.



▲ A-Team Chairunan, Robert Wu.

## Knowledge sharing platform

After undergoing these 12 years of “basic education”, the A-Team already has a strong capability in the global market. With the changing demand and trends of the market, the A-Team understands the key factors of industrial value creation, and has paid attention from “production/manufacturing” to the various nodes of product development, manufacturing, sales and services etc. Accordingly, the A-Team is changing into a knowledge sharing platform for member vendors to go from ‘Lean Production’ to ‘Lean Enterprise’, and in turn, become models of global industrial development by com-

municating and spreading this expertise. Hence, the A-Team has developed three development policies: “By Platform”, “By Progress” and “By Popularization”.

1. “By Platform”: A series of practical courses (miniMBA), including brand, marketing, management and global arrangement are planned through keynote speeches and experience sharing for business owners and high level managers to observe industries from more diversified view points and devise strategies of enterprises.

2. “By Progress”: For the purpose of a great industrial leap, four aspects have been determined to: 1. Plan and set the

TBIS (Taiwan Bicycle Industry Standard) with TBA; 2. Drive productivity 4.0; 3. Develop ‘Double E’ (electrification, smart and IoT technologies); and 4. Develop highly value added products (good quality but fair price) in order for member vendors to invest in respective items in accordance with their properties and specialties by mutual complementary support among the vendors and achieving a development model with the best efficiency and effectiveness.

3. “By Popularization“: On site operation and cadre development courses have been focused with lean production and 3T courses as subjects in order to engage member vendors and their supply chain systems with 3T.

### Excellent performance results

The A-Team has gained excellent operational performance under these three major policies, with the following results:


1. “By Platform“: In miniMBA courses, experts in various fields, including Stan Shih (Chairman of Stans Foundation), Mr. Bob Margevicius (Vice President of Specialized), Franz Chen (President of Frnaze), Rung-Tai Lin (Chairman of Taiwan Design Center), Francois Liang (General Manager of Cycling & Health Tech Industry R&D Center), Ming-Chang Chen (Chairman of Management Institute in Taipei), Bert J. Lim (President of

The World Economics Society) and Kai Ma (Chairman of Social Enterprise Commitment Foundation), are invited to share critical issues, such as operation management, brand marketing, product design, technology trend and global economics, with high level leaders of member vendors for business owners to think in more aspects and consider comprehensively when planning future strategies and performing global arrangement.

2. “By Progress“: Member vendors are included in TBIS expert committee, such that member vendors participate in setting TBIS through participation in meetings, forums and keynote speeches. In addition to 4 industry standard setting meetings held in 2015, messages will be announced in the announcement campaign of 2016 Taipei International Cycle Show. Furthermore, member vendors were also the members of productivity 4.0 promotion platform, and participated in “Electrical (Aided) Bicycle Development Vision Technology Forum” in July, 2015, and “2015 Bicycle Industry Strategy Planning Forum - Employing Productivity 4.0 to Arrange Next Generation of Development and Vision for Bicycle Industry” in October, 2015. Also, Francois Liang, General Manager of Cycling & Health Tech Industry R&D Center, introduced the background of productivity 4.0 in detail and shared its implementation cases in advanced countries within the

sixth time of the fifth member congress, such that vendors could balance breadth and depth for development of the entire industry by participating in major policy and industry development strategy settings.

3. “By Popularization“: The Affairs Office of the A-Team plans 3T courses with 12 courses within one year. In each course, 120 trainees, who are reserve cadres and new employees of member vendors, and even more collaborative vendors, are involved as potentials for improvement of production/manufacturing capability for the industry. They will become seed trainers in the future, applying what they have learned to each operation site for the bicycle industry in order to become a driver for improving production/manufacturing capabilities of Taiwan industries.

In the past year, in which global economics have been poor and market competition drastic, the A-Team and all bicycle vendors still advanced gradually and robustly, bringing a warm atmosphere in the severe economic situation. In 2016, there are still lots of unknown variables, however, the A-Team will still advance continuously through the three major development strategies, and will continue to spread these strategies over the entire industry, and cooperate with industries to face and overcome obstacles, creating new milestones together in 2016. 

# Specialized Presents Awards to Suppliers

Text & Photos: Editorial Dept.

On October 23 2015, immediately after Taichung Bike Week, Specialized Bicycle held an award dinner at the Zhan Hua Garden Hall in Taichung to present innovation awards to the company's global suppliers.

Welcoming the numerous bike industry suppliers in attendance at the award dinner, Specialized CEO, Mike Sinyard thanked everyone for coming and for their continued support over the years, and expressed his pride at being involved in the bike industry. "There is no other product in the world that can change people's lives like cycling. That is why I'm so proud of the work we do together—making the best cycling products. And part of that is not just making the business, but it is changing the world in such a great way."

Specialized Executive Vice-President, Bob Margevicius also thanked guests for coming, and stressed the need for all companies to remain competitive in numerous ways, from integration of new technology into products, to pricing and development of new markets.

The Specialized executives presented three different categories

of awards to suppliers: Bike awards, Equipment awards and Cycling awards.

Bike Awards were presented to: Kinesis—Outstanding Improvement Award, Jalco—Outstanding Responsiveness Award, VIP—Most Innovative Manufacturing Award, Tektro—Most Innovative Products Award, Top-Key—Outstanding quality Improvement Award, Starwinn—Outstanding Product Development Award and Merida—Best Overall Supplier Award.

In the Equipment category awards were presented to: LTT—Outstanding Responsiveness Award, HKS—Most Innovative Award and Grand Dynasty—Outstanding Rapid Development Award.

A 'Best Spirit Cycling Award' was given to Velo President, Stella Yu, and a 'Most Photogenic Cycling Award' was given to VP President, Victor Lin.



▲Specialized President, Mike Sinyard thanked suppliers for their support and innovation.



▲Specialized Vice-President, Bob Margevicius proposed seven competitive business strategies to encourage suppliers.



▲Merida President, Michael Tseng generously shared tips for doing business with Specialized.

## Award Winners



▲Kinesis received the Outstanding Improvement Award.



▲VIP received the Most Innovative Manufacturing Award.



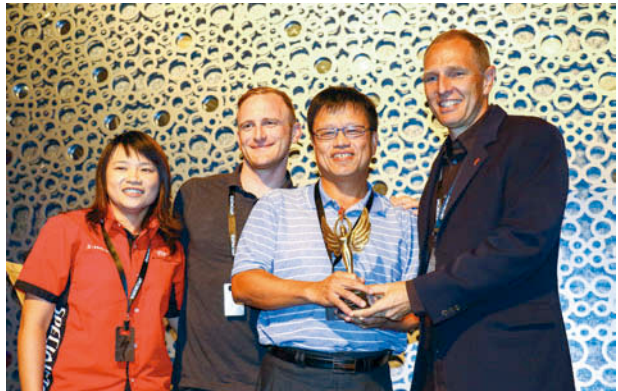
▲TopKey received the Outstanding Quality Improvement Award.



▲Merida received the Best Overall Supplier Award.



▲Jalco received the Outstanding Responsiveness Award.



▲Tektro received the Most Innovative Products Award.



▲Starwinn received the Outstanding Product Development Award.



▲HKS received the Most Innovative Award.



▲LTT received the Outstanding Responsiveness Award.



▲Grand Dynasty received the Outstanding Rapid Development Award.

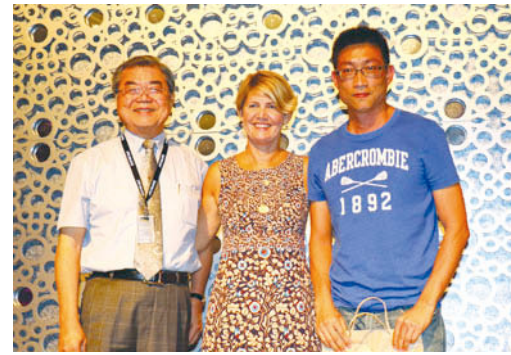
Special Award Winners



▲A 'Best Spirit of Cycling Award' was given to Velo President, Stella Yu (right) by Topkey President, Walter Shen (left).



▲'Most Photogenic Cycling Award' was given to Ok-no President, Victor Lin.



▲Jalco's Price Chen won the KOM Award for the 2015 iParty ride.



▲Merida President, Michael Tseng (left); Velo President, Stella Yu (middle) and VP Components President Victor Lin (right) enjoy riding on the 139 county highway.



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# KS Opens New Factory in Dongguan

Text & Photos: Editorial Dept.



▲ With the optimized design of the new office building, all vehicles are parked underground, giving employees a view of wide open space and a more intimate contact with nature.

With the development of its business, KS found that its original Shenzhen factory was no longer big enough, and decided to build a new plant in China, located in Dongguan. In July of last year, work was completed and the company re-located there.

In the factory complex, KS

have created a professional-grade bike arena where a professional BMX & MTB 4X dirt track covers 10,000 square meters and offers a total track length of 200 meters. With a total of five banked corners, eight technical sections, and a set of distinctive viewing stands, the track can be regarded as the largest, and even

the best dirt track in Asia.

KS President, Martin Hsu pointed out, “At the beginning of the plant design, we knew we would invest again in robotic production technology in the next 2 - 3 years. We expect to enhance the performance of the company by 50 to 100% over the next five years without increasing or de-



▲KS Executives toast everybody from the stage.



▲KS General Manager, Martin Hsu makes a speech.

creasing our number of employees.”

“But we will not reduce the price of our products in order to chase after production and sales orders. We will continue to develop and maintain a high level of quality. The KS brand will take the high-end professional path with the vast majority of R&D and production done in Taiwan. The fashionable EXA Form brand will have its R&D and production base in mainland China.”



▲A beautiful environment and pristine nature is reflected everywhere at the new plant.



▲KS' new plant features the largest, and possibly best, dirt track in Asia designed and built by racer, Ben Liao.



▲High-precision automated production lines. R & D and production of the EXA Form brand is based in mainland China, which is also conducive to the separate brand positioning and product development of KS.

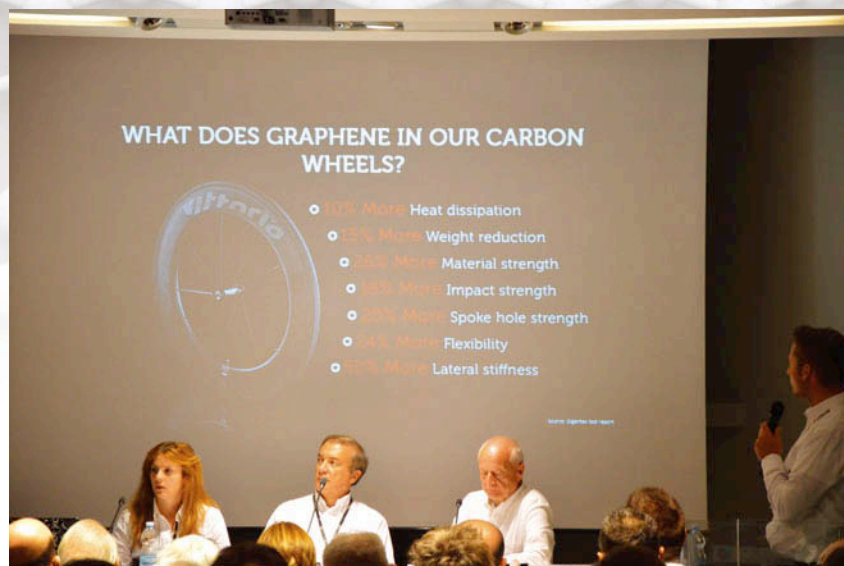
# The Rising Star of Graphene

Text & Photos: Editorial Dept.

In mid-September 2015, Italian tire manufacturer, Vittoria launched a series of of road, MTB and commuter bike tires incorporating the new super-material graphene, in their construction. Vittoria claims the use of graphene helps to improve speed and efficiency with 19% reduced rolling resistance, increased grip in corners and increased durability. Is graphene going to become the next revolutionary new material for the bike industry?

Hailed as one of the greatest inventions in modern history, graphene is a one-atom thick sheet of carbon. Scientists have been talking about the concept of graphene for many decades, the idea being to essentially slice a diamond into wafers just one-atom thick to make a tough two dimensional sheet of carbon that was flexible in a way that a diamond could never be. Scientists believed that, on a weight for weight basis, this material would not only be the strongest substance ever made.

Slicing a diamond proved to be exceptionally difficult, and it wasn't until 2004 that two University of Manchester scientists were able to reliably and quickly 'pull' strands of graphene from graphite using sticking tape. This



▲ Vittoria held a press conference to launch their new Graphene-incorporated tires.

English team was later awarded the Nobel Prize for figuring out how to economically create the new wonder material, which was tougher than diamond and 100 times stronger than steel, yet with elastic properties allowing it to retain its size after strain. On top of that the graphene layers also offered very high electrical and thermal conductivity, exceptional bondability and extremely low absorption levels of white light.

Since then, the many superlative properties of graphene has made it quickly become the popular star amongst industrial material engineers. Currently, graphene is being developed for use

in a wide variety of industries, including biological engineering, optical electronic, aerospace and the military industries, all of which are searching for ways to take advantage of the huge potential offered by graphene. It is even being used to improve products as diverse as photovoltaic cells, lithium ion batteries and water filtration units.

In the bike industry, Vittoria's new tires are not the first bicycle products to incorporate graphene. Vittoria had earlier released a set of carbon rims reinforced with graphene to allow for increased spoke hole strength, improved lateral stiffness and



▲ Vittoria also produce wheels that take advantage of graphene's outstanding mechanical properties.

reduced temperature build-up. Previously, Spanish brand, Catlike launched their Mixino range of helmets which integrate graphene to enhance strength while maintaining minimal weight and volume. Catlike point out that graphene is better than the traditional polycarbonate for helmets as it is stronger and lighter, and helps to keep the helmet together in case of an impact. Also in the sports equipment market, renowned Austrian sports equipment manufacturer, Head have launched a series of graphene-integrated skis and tennis rackets.


Although global development of graphene is being led by industries in Europe and America, Taiwan is also getting in on the advantages it can provide. De-



▲ Vittoria manufactures a wide range graphene incorporated tires for road, MTB and commuting bicycles.



spite starting late, Taiwan already has a complete supply chain connecting carbon fiber, graphite and graphene related industries. To

help develop its full potential Taiwanese technology institutes are also focusing heavily on research into graphene. 

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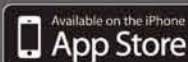


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# Velo-city Taipei Sets New Records

Text & Photos: Editorial Dept.



▲ The 2016 Velo-city Global held the grand opening of this year's 4-day event at the Taipei International Convention Center on February 27th. Opening speakers from left are: Taipei City Department of Transportation Chung Hwei-yu, Taipei Vice Mayor Charles Lin, ECF President, Manfred Neun, and King Liu, Chairman of a Giant Group.



▲ Riding in the Velo-city Parade, (from the purple jersey on the left) ECF Secretary-General, Bernhard Ensink; Giant President, King Liu and Taipei City Department of Transportation, Chung Hwei-yu are joined by domestic and foreign riders to enjoy the beauty of Taipei's Riverside.

From February 27th to March 1st delegates gathered in Taipei to attend the acclaimed Velo-city conference aimed at bringing together all those involved in policy, promotion and

the provision of cycling facilities and programs.

With more than 1,000 delegates from 43 countries attending, Velo-city Taipei 2016, became not only the first Asian

city to host the world's premier cycling conference, but also set a new record as the biggest edition of the event outside Europe.

To celebrate the start of the conference, Taipei City Mayor, and avid cyclist, Ke Wen-je took part in a cycling challenge to ride the entire 520 kilometer length of Taiwan – from Fugueijiao Lighthouse at the northern tip to Eluanbi Lighthouse at the southern tip of the island, in 28 hours. During the ride Mayor Ke made a conference call to the opening ceremony welcoming delegates and speakers to Taipei.

President of the European Cyclists' Federation and the World Cycling Alliance, Manfred Neun also welcomed delegates,



▲ The conference hall had a booth explaining the YouBike system, allowing guests from various countries to understand it. Second from left, TAITRA President & CEO, Peter Huang; TAITRA Chairman, Francis Liang; Taipei Deputy Mayor, Charles Lin (center); Giant Chairman King Liu (third from right); ECF President, Manfred Neun (fourth from right) and Cycling Lifestyle Foundation Executive, Vicky Liu (second from right).



▲CHC Chairman, Robert Wu used a more scientific and technological approach to explore the benefits of cycling, and appealed to the audience to use bikes care for the earth.



▲Cycling Lifestyle Foundation Executive, Vicky Liu noted, the YouBike design approach of thoroughly meeting users requirements was ultimately one of the reasons for its success.

“We are here in Taipei to celebrate the future. By bringing together more than 160 speakers among experts, professionals, mayors and public authorities, Velo-city Taipei is the place where the evolution of cycling takes shape.”

Taipei City Deputy Mayor Lin highlighted Taipei City Government’s plan to rejuvenate the city and make it more livable by 2050. “From now on, neighborhoods will develop wherever the bicycles go. The cycling-oriented network will lead city-wide development. A 2020 plan for the

city is that Taipei can provide green and low-polluting transportation in a comprehensive manner, and become a safe, convenient and sustainable city.”


The motto of the conference was the Evolution of Cycling and it covered five different themes: urban transition, moving lifestyles, sustainable economy, sharing societies and design in motion. The program, held at the Taipei International Convention Center provided a unique exchange between eastern and western expertise with rich plenary and sub plenary sessions fea-



▲Taipei City Mayor spent 28 hours to cycle the 520 km from the northern to the southern tip of Taiwan in order to promote both Velo-city 2016 and the culture of cycling in Taiwan.

turing politicians, bike industry representatives and architecture and design experts from all over the world. The last two days of the conference—right before the Taipei Cycle Show, focused on the role of the industry on the development of cycling, with Giant CEO, Tony Lo and Trek CEO, John Burke both making keynote speeches.

The program of Velo-city also included many unique side events, both in the Convention Center, and all around the city. Attendees joined with local crowds to take part in side events such as a colorful bike parade, numerous cycling tours and the Velo2 installation of lights.

On the final day of the convention the honor and responsibility for hosting Velo-city was handed over from Taipei to the Dutch city-region of Arnhem-Nijmegen. 



▲KHS (left) and VP (right) were among the many bicycle industry representatives with elaborate designs taking part in the parade making the event even more compelling.



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DELIUS KLASING

# Formosa 900 – Meeting the Real Taiwan

Text & Photos: Editorial Dept.



Taiwan's major annual cycling activity, Formosa 900, had a Grand Depart on the morning of November 14th last year. 20 groups of riders, both Taiwanese and foreign, from various industries set off from eight different starting locations spread around Taiwan for a 900 km ride around the island. On the way riders encountered beautiful scenery, experienced local culture, delicious cuisine and were warmly received by everyone they encountered.

Taiwan Bicycle Association Chairman, Tony Lo, who led one group of riders counter-clockwise around the island, noted that



▲ TBA Chairman, Tony Lo (front) was the leader of one of the groups on the round-the-island challenge.



▲ TBA Chairman, Tony Lo and Giant Executive Vice President, Bonnie Tu give each other encouragement before the departure.



the event's increase in size over the years showed that everyone identified more with the use of bicycles to connect with and love their surroundings. Chairman

Lo hopes that in the future even more people will participate in the ride around Taiwan, and fall in love with the beneficial and healthy exercise of cycling. 🚲





▲ Hua Tien Jiu Di Group. (Photo: Giant Travel)



▲ Kenda Tires Group. (Photo: Giant Travel)

- 1 In Tainan, KMC enthusiastically welcomed riding groups.
- 2 Hsin Long General Manager, Steven Liao accompanied riders. (Photo: Giant Travel)
- 3 Joy President, Steven Chen and his wife happily celebrate the end of their son, Jeff Chen's ride. (Photo: Giant Travel)
- 4 Taipei Mayor, Ko Wen-je accompanied riders for one section. In January 2016, he completed the 380 km Taipei-Kaohsiung bike ride in one day.
- 5 TAITRA Secretary-General, Peter Wang (third from left) led the TAITRA team around the island.
- 6 Suncycle Chairman, James Huang and Iuvo's Ivy Chen pose for a fun picture together. (Photo: Giant Travel)



▲ Sunny Wheel Group. (Photo: Giant Travel)



▲ VP Components Group. (Photo: Giant Travel)



▲ Giant (China) Group. (Photo: Giant Travel)

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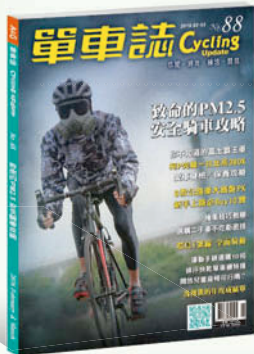
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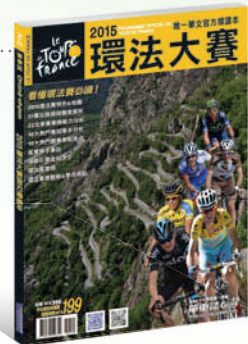


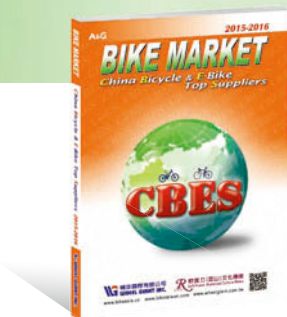
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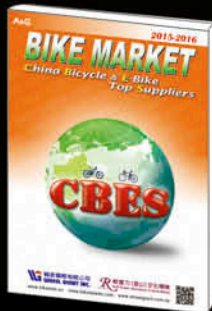
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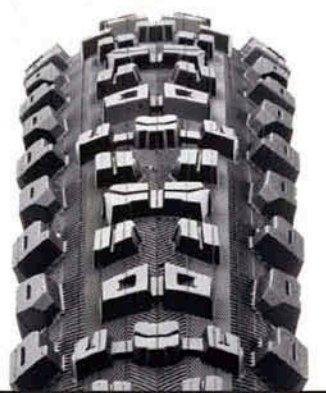
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