

# BIKE & E-BIKE MARKET

2017 Spring Edition

**UPDATE**

## China's Bike-Sharing Boom

Market Reports: Spain, Poland, Thailand & Philippines

Latest Industry Stats: Taiwan, Germany, Japan, US & EU Imports

New E-Bike Development Trends

Fresh Paths Can Revitalize Industry

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Giant King Liu and Tony Lo discuss succession

Michael Tseng Takes over as New TBA Chairman

New Chairman and CEO for Giant

Ming Cycle: Meeting Demand for Bike Sharing

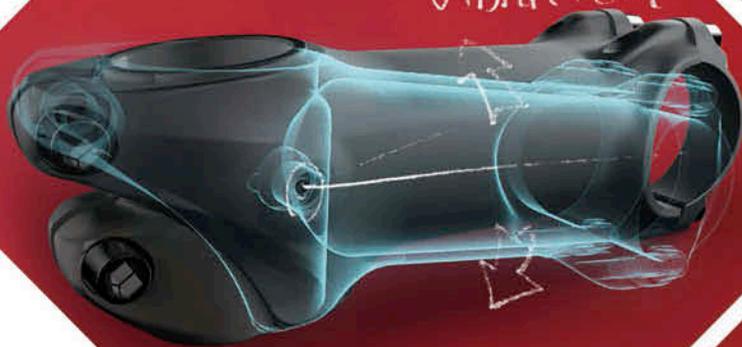
A&J Breaks Ground for New Plant in Vietnam

Kenda Fires up Indonesian Plant





vibration

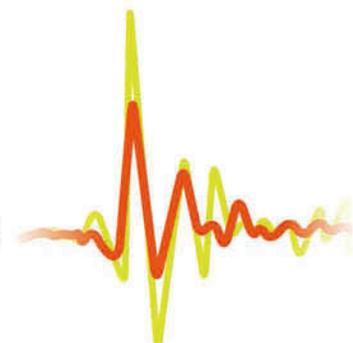


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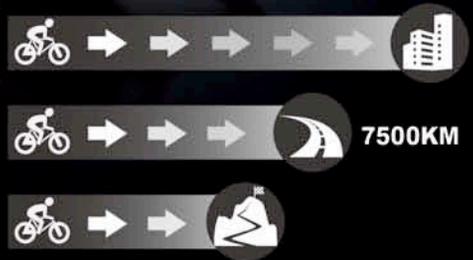
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# A Change of the Guard

Passing control to the younger generation is a vital part of sustainable corporate management, and is especially important at large companies. In the Giant Group, President King Liu and CEO Tony Liu formally transferred control to their successors at the end of December 2016, with Bonnie Tu taking over as president, and Young Liu assuming the CEO position. The Taiwan Bicycle Association (TBA) also chose Merida President Michael Tseng as its new chairman at the end of 2016. As head of the TBA, Tseng hopes to create an intelligent service platform, and seeks to lead Taiwan's cycle industry out of its plight through innovative R&D and establishment of smart factories. Furthermore, the A-Team halted its activities in November 2016 after completing its 14-year mission.

2016 was a turbulent year throughout the world, and was marked by such major events as the European refugee crisis and Brexit. The cycle industry faced growing inventory pressure, and Taiwan's bicycle exports fell below the 3 million mark for the first time in many, many years. In accordance with customs statistics, Taiwan's bicycle exports totaled 2.95 million units in 2016, which was a decrease of 26.2% compared with 2015, while the average unit price of exported bicycles rose by 6% to US\$502 from US\$474 in 2015. But in spite of the adverse conditions, Taiwan's e-bike exports managed to increase by 58.6% from 83,042 in 2015 to 131,708 units in 2016, and the average unit price of exported e-bikes similarly rose by 62.7% from US\$652.5 in 2015 to US\$1,061.6 in 2016. Although Taiwan was late to the game when it came to e-bikes, many companies have been devoting serious attention to the development of e-bikes during the last few years, and they remain a major developmental goal for the industry.

China's operating environment is no longer as good as in the past. Not only is China's domestic bicycle market depressed, costs are rising steadily, and labor

shortages continue to occur. According to Chinese Bicycle Association (CBA) Chairman Ma Zhongchao, China's bicycle output may have fallen below the 80 million level in 2016, but e-bike production continued to exceed 30 million units, of which 1.5 million were exported. According to our understanding, China sharply increased its e-bike exports to the EU in 2016, which has induced great European suspicion that China is dumping.

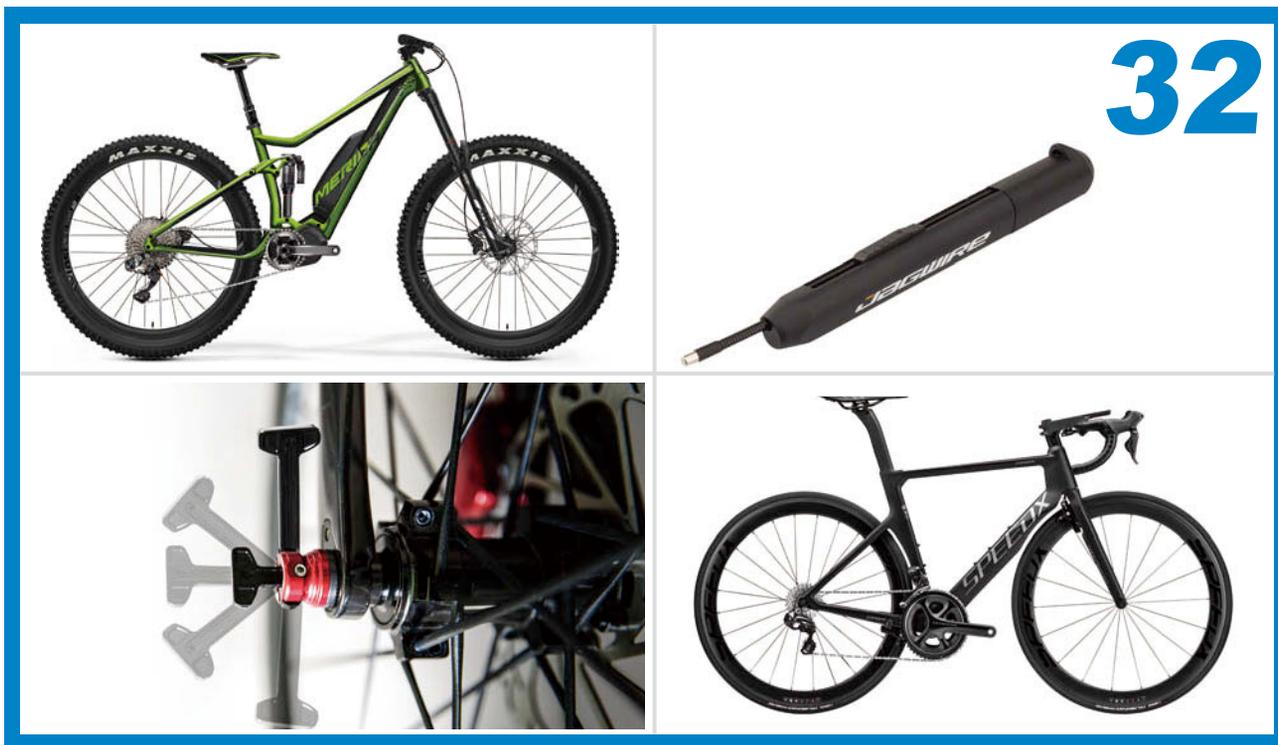
During the last few years, the EU has encouraged vendors in Taiwan and China to establish plants in Europe, which could provide local employment opportunities and allow the firms to supply their customers from close at hand, which would reduce import costs and exchange loss. Decathlon and the Accell Group have also been strongly promoting this trend. But while some companies would like to serve their customers from nearby locations, firms contemplating this course of action must also consider cultural and legal differences, and the need for multinational administration manpower. Most companies are therefore approaching a possible move to Europe with great caution, but because of transport issues, the producers of relatively bulky products will likely be the first to make this leap.

Giant, Merida, and Kenda all won gold and silver awards in this year's Taiwan Excellence Awards, which were held by TAITRA. In addition, the results of d&i Awards held by iF under commission to the TBA have been determined, and the awards will be presented at the Taipei Cycle Show. When the award-winning products are introduced, we are certain that everyone will clearly see the fruits of the tremendous effort that Taiwan's cycle industry is still devoting to innovative R&D.



Grace S. Ruan

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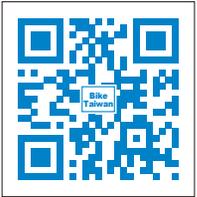
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# China's Bike Sharing Boom

Text & Photos: Editorial Dept.

Over the recent years of China's full tilt growth, the throngs of cyclists that once packed China's city streets have been replaced with cars and motorcycles bringing acute pollution problems with them. Now, that could be all set to change once again as several major bike-sharing companies look to capitalize on a return to a simpler form of urban transport.

For a long time, China's major cities have had government-sponsored bike-sharing programs aimed at easing crowding on roads and public transit systems—Hangzhou's public bicycle scheme is the largest in the world, with a fleet of well over 80,000 bikes. However, 2016 saw many private bike sharing firms spring up, allowing riders to use their smartphones to locate and rent a bike which can then be left anywhere after use. Companies such as Ofo and Mobike have become deeply embroiled in a funding battle for market share as intense as that recently seen for car-hailing services between Uber and Didi Chuxing in China. These companies are promising to put millions of brightly-colored bicycles on Chinese city



▲ Brightly-colored bike sharing cycles are becoming a ubiquitous sight in China's cities.

streets in 2017 in a situation that is both stimulating the Chinese bike industry and causing new problems in China's congested

cities. According to a recent report released by BigData Research, the number of shared bicycle users exceeded 18 million

as of the end of 2016, and this is expected to approach 50 million by the end of 2017.

### In the blue corner

Although China now has upwards of 30 brands all vying for a slice of the rapidly-developing bike-sharing market, the battle for funding is currently dominated by two companies, Ofo and Mobike.

**Ofo:** Founded in 2014 by five Beijing university students, Ofo's has quickly grown from its origins of predominantly being based on college campuses around Beijing, and can now be found in 33 Chinese cities. Ofo offers one of the cheapest services which riders use by locating one of the distinctive bright yellow bicycles, then using an app to get a combination code for its mechanical lock. For a deposit of just RMB99 (approx. US\$14) riders can use the bike at a rate of 1 RMB (approx. 14 US cents) per hour before parking and locking it when they have finished their journey. Ofo keeps tabs on the bikes' whereabouts via the location-sharing of its users' smartphones. According to Ofo, the brand now has more than 20 million registered users.

**Mobike:** While Ofo has taken its low-cost approach to nearly 200 university campuses, its chief rival, Mobike, has chosen—with considerable success, to offer a more expensive service. Since its launch in April



▲ The main bike-sharing companies are deeply involved in an intense funding battle.

2016 by former Uber executive, Davis Wang, Mobike's orange-wheeled bikes have become a ubiquitous sight in China's big cities. GPS allows users to find available bikes nearby and hold them for up to 15 minutes until the rider gets there. After using their phone to scan a QR code on the bike, users are then free to ride the bike for RMB1 (approx. 14 US cents) per hour. Similar to Ofo, when riders have finished with the bikes, they can be left anywhere and don't require docking at a station. Mobike's GPS device is powered by pedaling, saving the need for manual recharging, which Ofo has to hire staff to do.

**Bluegogo:** Among the field of many other competing services, Bluegogo is a newcomer. The Tianjin-based company was established in November 2016 by SpeedX founder, Li Gang. While SpeedX—a smartbike manufacturer, provides products

and supply chain support for the new brand, Bluegogo operates independently from it. Weighing 15 kilograms and reputedly costing less than RMB 2,000 to produce, Bluegogo's bikes are lighter than Mobike's but heavier than the Ofo's. Similar to Mobike, Bluegogo bikes employ an intelligent locking system with a global positioning function to help people locate nearby bikes. By scanning the QR code with an app, users can quickly unlock the bicycle and can ride them away for typically RMB 1 per hour. Currently operating in five cities including Shenzhen, Guangdong, Chengdu, Nanjing and Foshan, Bluegogo has deployed 150,000 bikes in the few months since it started, and has a total of 2,530,000 registered users.

**Others:** Of the many other bike-sharing firms which have sprung up over the course of the last year, ten have managed to accumulate international fund-

ing. These companies have put more than 3 million bicycles on Chinese city streets. Brands such as Hellobike, Getb, Qibei Tech, Ubike, Yiming Bike and Spin each has its own distinctive color for their bicycles and seem to have little difficulty in getting funds from investors looking to get involved in China's latest trend. However, the market may already be starting to show signs of saturation. According to Chinese media reports, new bike-sharing operator, Kala shut down last month after just 30-days of operation.

## Funding battles

Both Mobike and Ofo's have connections to Uber and Didi Chuxing, and the current battle for dominance in China's bike-sharing market is, in some ways, similar to the recent struggle that took place between the two giant car-hailing companies—a battle finally won when Didi Chuxing acquired Uber's China division. There is a tendency in emerging Chinese markets that whichever company gets the most funding, wins the fight.

Ofo raised US\$130 million last October from investors such as car-hailing giant, Didi Chuxing, and smartphone maker, Xiaomi. In its latest round of funding on March 1 this year, Ofo announced it had closed an additional RMB3.1 billion (US\$450 million) from investors including investment group DST



▲ Ofo's distinctive bright yellow bikes predominated on university campuses.

Global and CITIC's private equity arm.

Mobike initially managed to raise US\$100 million from investors including Warburg Pincus and Hillhouse Capital Group last September. In further funding rounds so far this year, Mobike have managed to accumulate a further US\$215 million from Tencent Holdings, an undisclosed amount from Temasek Holdings and another undisclosed amount from Taiwanese iPhone manufacturer, Foxconn Technology Group. Mobike also announced that Foxconn—the world's largest

contract manufacturer of consumer electronics, would also cooperate by manufacturing bicycles allowing them to double its planned 2017 bicycle production target.

In February of this year, Bluegogo accumulated US\$58 million in Series A funding mainly led by the Beijing-based venture firm, Black Hole Capital.

## Boost for China's OE manufacturers

From a bike industry perspective, 2016 may be a year



▲ Taiwanese iPhone manufacturer, Foxconn has already started production of Mobike bicycles.

spent with consumer bicycle sales down in the doldrums; however, the rapidly developing bike-sharing industry has given a boost to some traditional bike manufacturers and helped them to fill their order books. Mobike put around 400,000 bicycles on Chinese city streets last year but intends to increase that to 10 million in 2017 with the help of 5.6 million units manufactured by Foxconn. Rivals are similarly increasing their fleet sizes at a phenomenal rate. Chinese media articles recently quoted Flying Pigeon (a bike supplier for Ofo) executive, Zhang Jinying as saying they were scheduled to produce 900,000 bicycles in March and were working to expand production capacity and hire more workers due to ever-increasing orders.

However, not all manufacturers are benefiting. According to industry insiders, 60% of all bike sharing bicycles are manufactured in the Tianjin area, and with common orders sizes of one million units, smaller OE factories are unable to take on the additional production.

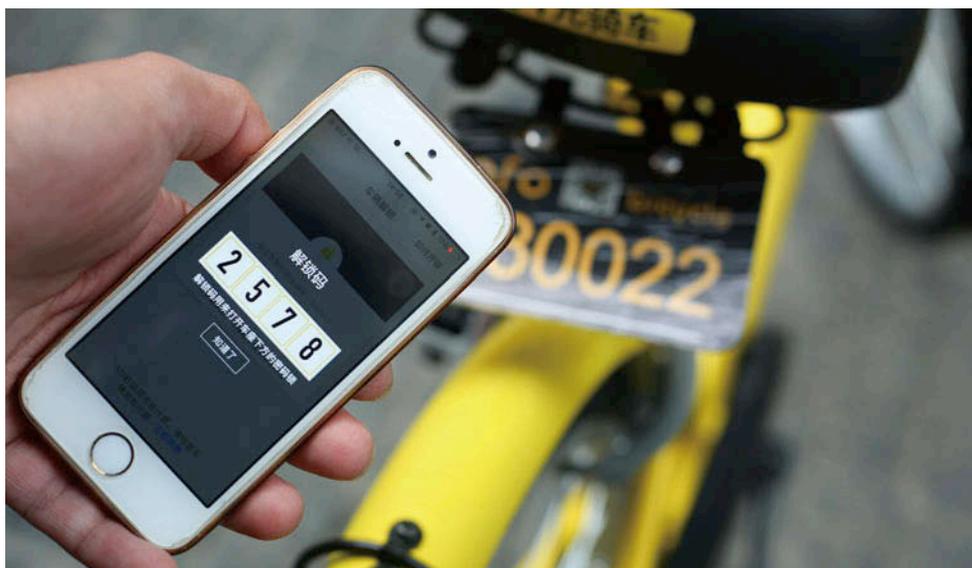
### Growing Problems

Supplying their ever growing fleets is just one of a host of significant problems facing bike-sharing services.

The bicycles all have a simple wheel lock that is not designed to be secured to a solid object or docking station.



▲ The skyrocketing rise of bike-sharing schemes has given a massive boost to Chinese manufacturers capable of producing such large quantities.



▲ Manufacturers are working with firms on ways to prevent bikes from being vandalized or stolen.

Consequently, theft has become something of an issue. Recently, China's largest classified ads website, 58.com announced that it was taking down adverts selling bike-sharing bicycles. Additionally, some users have brought bikes into their homes to ensure they have a ride in the morning. Chinese media have reported that in February, Chengdu police detained a man who ran a traditional bike rental business for

burning and burying more than ten shared bikes from various brands.

Vandalism is also an issue. Some bikes have been disabled when vandals have ruined the QR codes, preventing the bicycle from being unlocked. Pictures have also appeared online of bicycles stripped of components, abandoned in rivers. While underplaying the size of the issue, most firms are now working

together with manufacturers on ways to prevent bikes from being dismantled or stolen.

Of greater concern for bike-sharing companies is their public reception. At first hailed and supported as a way to tackle traffic jams and pollution, haphazard parking of the bicycles has become viewed as a nuisance in some communities where inconsiderate users have left the bicycles in places that obstruct traffic, businesses and sidewalks. Reports and pictures have emerged of bike-sharing cycles stacked by local security guards trying to clear narrow residential alleys and footpaths. In Chengdu city, urban management officers confiscated nearly 200 shared bikes because they violated the city's parking regulations. Similar seizures have also been reported in other cities. Ofo has hired workers to ensure the bikes are returned in good condition and parked properly, while rival Mobike has enlisted its users to help track down lost bikes and

maintain orderly parking.

Chinese cities are now looking more carefully at the issue of bike-sharing, and some are starting to introduce new regulations including adding violations such as illegal parking to people's credit record.

Jinan city has reportedly insisted that bike-sharing companies wanting to operate in the city must be able to accurately locate the whereabouts of every bike that is locked and stationary—limiting the number of brands able to operate in the city.

## International expansion

Not content with early successes in China, some brands have already started gearing up for overseas expansion. Mobike and Ofo have both picked Singapore as their first international venture, while Bluegogo has chosen San Francisco.

Earlier this year, Ofo put 1000 bikes on the streets of Singapore, a move which quickly



▲ Despite rosy imaging from Bluegogo, the company's plans for San Francisco were not warmly welcomed by city officials.

provoked the ire of rental bike operators, who complained of unfair competition. At the time of writing, Ofo is also looking to begin operations in the UK city of Cambridge. The move has not been welcomed in the English university town. Local media articles have tended towards negative amid fears of 'mountains of dumped cycles' littering city streets. Cycling campaigners in Cambridge also wrote to UK cycling website, Road.cc expressing concern that not only would Ofo's bikes add "further pressure on the already problematic cycle-parking situation" but also that as the bicycles don't have lights, they would be illegal to use at night.



▲ Bike-sharing firms are aiming to put millions of bicycle on Chinese city streets in 2017.



▲Local governments are becoming increasingly concerned with haphazard bicycle parking.

Bluegogo ran into even more vehement local objections when it announced its intention to put bicycles on the streets of San Francisco. The company's failure to seek permission enraged local media, residents and city officials not enamored by the prospect of hordes of bicycles littering the city's streets and landmarks. Officials demanded that the company get the necessary permits forcing Bluegogo to change its plans.

Mobike has been more circumspect. While the company has announced it is looking at foreign markets, Mobike's Head of International Operations, Mr. Florian Bohnert, recently told the UK's Sunday Times that the

company's overseas expansion was "one year in the making" and "not like starting in the next city in China, so we need a thoroughly thought-out plan."

Other smaller bike-sharing companies have not been so slow to act. Rival brand, Spin has boasted that it will deploy

100,000 bikes across the US in 2017, while another competitor, oBike has already started operations in Singapore. So far the international reception to having hundreds or thousands of bicycles dumped on their city streets has been far from positive.

### Future Viability

Nearly all public bike-sharing schemes, both in China and around the world, require either sponsorship or government funding—often both, to remain viable. In London, taxpayers have to cover £10 million of the city's public bike sharing schemes £25 million annual operating costs. Paris City Hall needs to pay

around €15 million a year for Velib. Many public cycle-sharing schemes were set up before the 2008 financial crisis and are now struggling to make ends meet. Researchers in Spain have shown that fully half of the country's 130 schemes launched before 2010 have now closed.

Financing is not the sole problem hitting public cycle-sharing projects. Seattle recently shut down its Pronto scheme due in part to the city's mandatory helmet law. Melbourne too had a local law forcing cyclists to wear helmets. Although the scheme installed helmet dispensers in kiosks, it that wasn't enough to save it.

With their wallets full from venture capital funding, private Chinese bike-sharing brands offering anywhere, anytime rides at very cheap rates have few immediate concerns about making a profit. They also have the potential to increase cycle usage in cities significantly. However, in order for their business to be successful, they may well have to change the operating methods they have used to date. Dumping masses of bicycles on city streets may not work quite so well globally, or even in China in the future. 



# Fresh Paths Can Revitalize Industry

Text: Grace S. Ruan

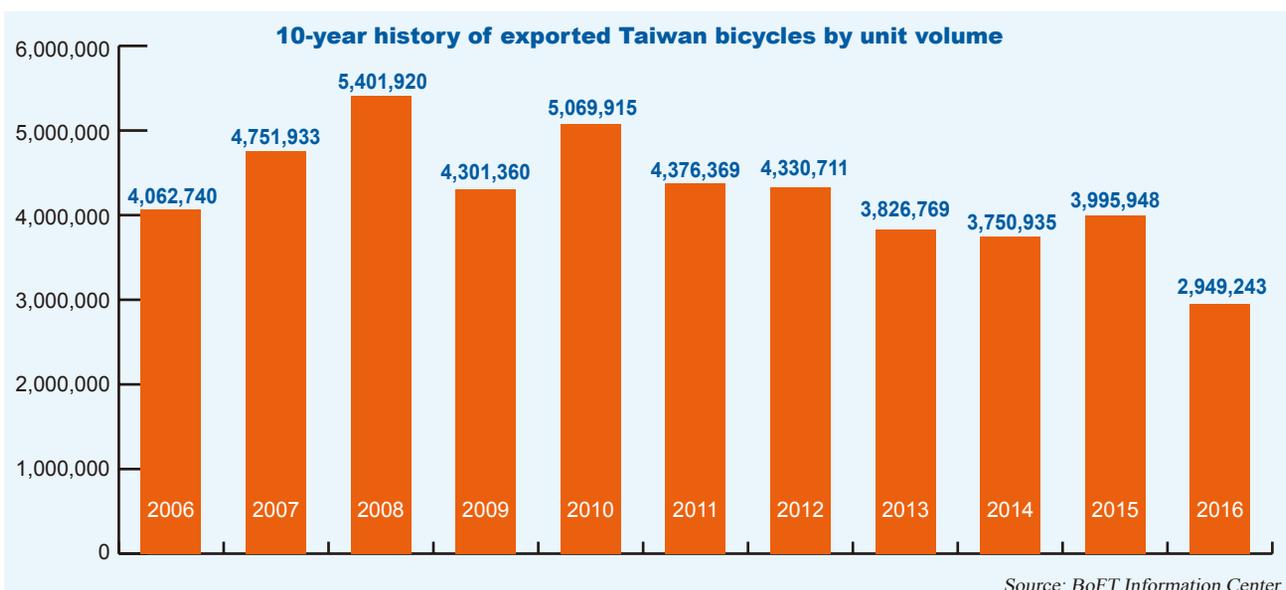
Taiwan's export-oriented bicycle industry has always been vulnerable to the market's economic climate. The EU is Taiwan's largest export market, and its market condition can have a huge influence on the industry. As the popularity of e-bikes continues to grow in the Netherlands and Germany, e-MTBs and e-city bikes are affecting bicycle sales, although they will not completely replace bicycles. But since Taiwan got into e-bike production late, in spite of considerable growth during the last two or three years, it is still not a major e-bike producer. In 2016, Taiwan's complete bicycle export volume fell to only 2.95 million units, which represented a whopping drop of 26.18%, and was the first time bicycle exports fell below 3 million units in more than 30 years.

## Taiwan bike exports slump, e-bike segment skyrockets

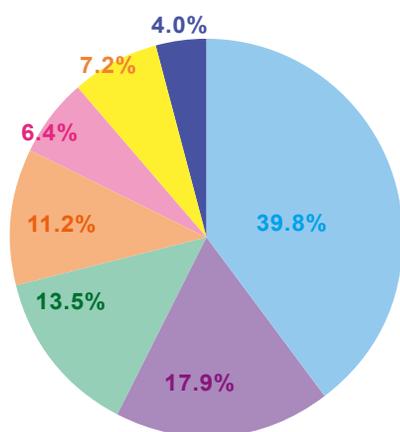
In 2016, Taiwan's cycle industry was beleaguered by falling orders and slipping profits, while the rising prices of raw materials and components caused their costs to increase. Although companies raised the prices of some products, many other companies felt that they were better off to absorb cost increases than to hike prices in their depressed markets. These adverse trends made doing business difficult. Of course a minority of firms enjoyed growth, but most companies saw their sales fall by 20%-38%. In accordance with customs statistics, the total value of Taiwan's bicycle exports also fell by 21.76% to US\$1.48 billion, while the average unit price

of exported bicycles rose by 6% to US\$502 from US\$474 in 2015. The three leading markets for Taiwan's bicycle exports remained the EU, US, and Japan but were all down by 25%-30%.

As e-bike sales continue to increase in Europe and the USA, Taiwan's cycle industry also hopes to share in this opportunity, and the industry's leading bicycle producers are also expanding their e-bike output. Taiwan's e-bike exports totaled 131,000 units in 2016, which was an increase of 58.60% compared with 2015. The average unit price of exported e-bikes increased by 62.69% to US\$1,061.57 from US\$652.5 in 2015. The value of Taiwan's e-bike exports rose to US\$139 million, which was the first time e-bikes broke through the US\$100 million mark.



### Top Taiwan bicycle export destination countries by volume



USA	528,032
UK	397,283
Netherlands	330,403
Japan	187,155
Germany	212,142
Belgium	120,710
Other	1,173,515
<b>Total</b>	<b>2,949,243</b>

Source: BoFT Information Center

### Government policies hindering Taiwan industry

The “one fixed day off and one flexible rest day” passed by the government of Taiwan at the start of 2017 mandates at least one day off each week and no overtime on Sundays. This policy has caused companies’ costs to increase sharply, and made it more difficult to schedule personnel. For instance, when a company is rushing to get out a shipment, the inability to have employees work overtime on Sunday will affect operating costs and may aggravate labor-management relations. While the government of Taiwan originally hoped that workers could increase their income, and therefore raised overtime rates, it also hoped that workers could have at least one day of rest every week. But while many

industrial companies in Taiwan give their employees 2-day weekends, they also require employees to work overtime when needed to meet tight schedules. Right now, however, many industries in Taiwan are suffering because of the rules change.

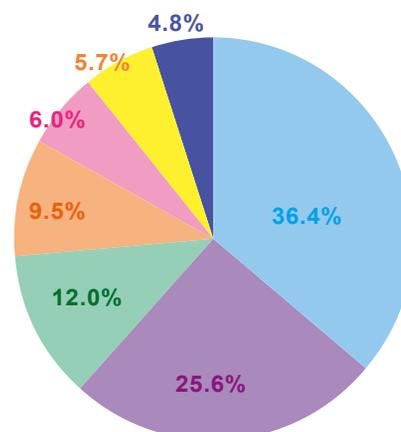
### Bike-sharing boosts Chinese bicycle manufacturing

The Chinese cycle industry was also impacted by the market recession in 2016. In particular, the Chinese domestic bicycle market has remained depressed since 2015, and many companies have responded by actively expanding into overseas markets. According to Ma Zhongchao, the Chairman of the CBA (Chinese Bicycle Association), China’s bicycle output fell slightly in 2016, and may have dropped below 80 million units; the United States is still the industry’s most important export market, and according to USITC figures imported nearly 15.6 million Chinese bicycles during the year. Japan is the industry’s second-largest export market, and purchased over 7 million Chinese bicycles during 2016, which was below its peak of over 8 million. Thanks to the continued depreciation of the Chinese yuan, although China’s bicycle exports were reduced due to the market’s recession, the industry’s competitiveness is still increasing. As for e-bikes, Ma Zhongchao expressed that China has annual capacity of over 30 million units, and e-bike exports are increasing. According to our under-

standing, China’s e-bike exports to the EU market have been increasing greatly, which has induced great European concern about whether China has been dumping e-bikes.

The bike-sharing market has received increasing attention in many countries during the last few years, and has become a major developmental direction. Because of China’s universal Internet coverage, companies such as Mobike and Ofo introduced shared bicycles during the second half of 2016, and began making bicycles available in China’s largest cities. These companies have adopted a membership system with annual fees. Users can employ an app to unlock the bicycles, which are very convenient for students and working people who typically commute less than 5 kilometers. As a result, shared bicycle systems have developed

### Taiwan bicycle export destination countries by value



USA	379,203,915
Netherlands	178,185,418
UK	140,746,515
Japan	88,569,645
Belgium	84,071,832
Germany	71,006,144
Other	539,944,565
<b>Total</b>	<b>1,481,915,572</b>

Source: BoFT Information Center



quickly. The bicycles have no fixed docking stations. Firms generally place their bikes in vacant areas in front of subway stations or in other vacant urban locations although users are free to leave their bikes in any location once they finish their ride. As a result, China's cities are being choked with chaotic bicycle parking locations. Although local governments have not yet provided their full support, and the bicycles cause unsightliness and confusion, the systems are still growing rapidly, and are increasing their number of bicycles at an even faster rate this year. At present,

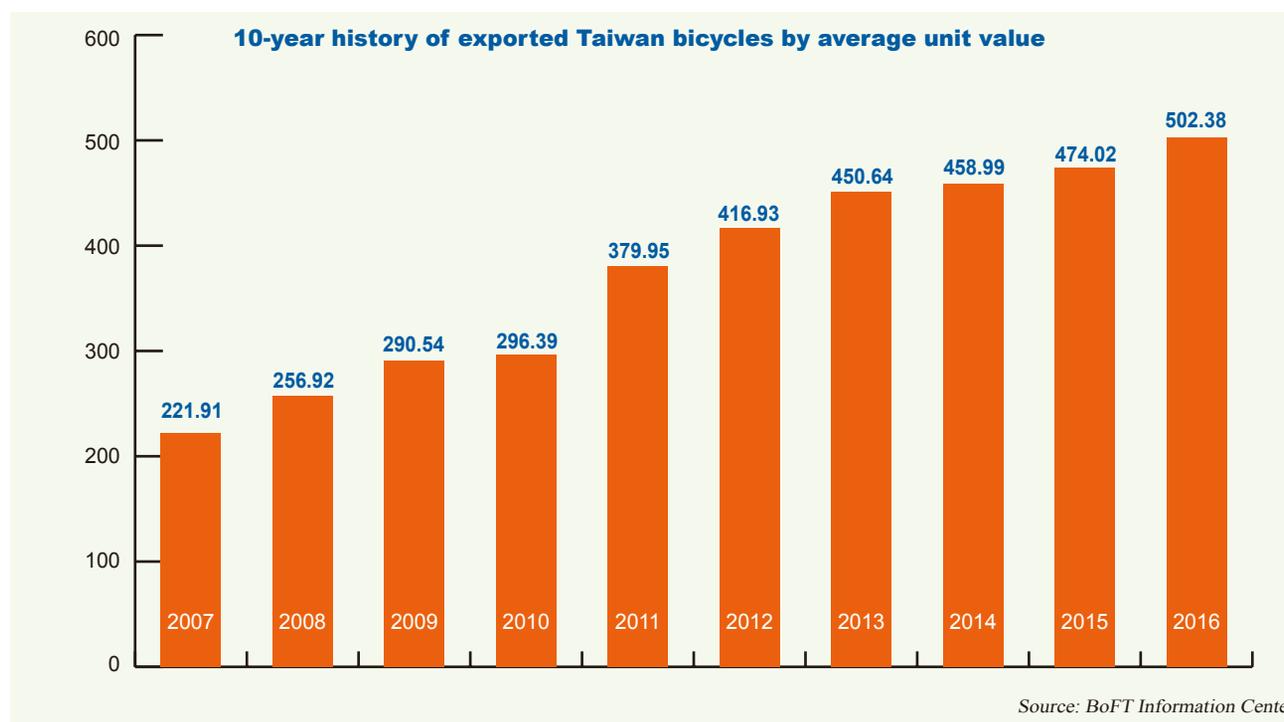
apart from Mobike and Ofo (which have a combined market share of over 80%), more than 20 other companies, including Bluegogo and Xiaoming, have entered the market. The two leading brands are both funded by the IT industry, and have found various OEM bicycle producers throughout China. The two brands are placing orders for more than a million bikes of the same type, and have set targets of 5 or 10 million bikes. As many shared bicycles are priced in the RMB 300-400 range—although some are also priced at RMB 1,000-2,000 and the market for bicycles with prices under RMB 1,000 will eventually collapse in China, and even bicycle shops will be impacted. In spite of this, the emergence of shared bicycles also creates a ray of hope for China's cycle industry. Many bicycle companies are trying to get orders, and numerous manufacturers supplying



the parts used in shared bicycles are enjoying great sales, or finding that they cannot meet demand, which has affected their normal export shipments.

### Bike companies looking at new overseas markets

Since the inauguration of President Tsai Ing-wen last year, the government of Taiwan has actively promoted a "southward policy," and has encouraged companies to develop in Southeast Asia.



In the past, President Lee Teng-hui also initiated a southward policy, but the results were not particularly satisfactory. In addition, among the countries of Southeast Asia, Indonesia has had anti-Chinese movements, and the May 13 riots in Vietnam three years ago deterred many Taiwanese firms from moving into Vietnam. Furthermore, the various ASEAN members, including Vietnam, the Philippines, Indonesia, and Thailand, are maintaining closer relations with China. Three years ago, because Taiwan's cycle industry faced steadily increasing costs in China, along with eroding competitiveness and viability, some firms established plants in Vietnam, which was also motivated by potential incentives under the TPP. However, now that American President Trump has rejected the TPP, new variables must be considered. China is still the Taiwanese cycle industry's largest overseas production site, and is followed by Vietnam. In Cambodia, across the border from Vietnam, apart from A&J, Asama, and Strongman; Alex Rims and carbon fiber frame manufacturer tech, also established plants. These will fa-



▲ Merida's eOne-Sixty won both a Taiwan Excellence Silver Award and a d&i Gold Award this year.

cilitate speedy deliveries to bicycle pants in Cambodia and boost unit valve.

Many members of the cycle industry are establishing plants or sales offices close to their markets. For instance, Giant has established a plant in the Netherlands, Ideal, Showa, and Wheeler produce bicycles in Poland, Fritz Jou has a plant in Portugal, and CST and Kenda have established subsidiaries in Germany to serve nearby customers.

### Taiwanese firms offering greater innovation & value

Taiwan's cycle industry has consistently sought to achieve the goals of innovation, R&D, and creation of value. It is aware that self-improvement is the only way to boost competitiveness. In the Taiwan Excellence awards, which are held by TaiTRA under commission to the Board of Foreign Trade, MOEA, such bicycle industry members as Giant, Merida, and Kenda have received gold and silver awards. In addition, bicycle firms hold three of Taiwan's 20 top international brands, namely Giant (5th place, brand value of US\$476 million), Merida (8th place, brand value of US\$400), and Maxxis (12th place, brand value of US\$317 million). In the d&i Awards, which are held by IF under commission of



▲ Giant's Full E+ received a prestigious 2017 Taiwan Excellence Gold award.

the Taiwan Bicycle Association, 57 products won prizes this year, and will receive the prizes at the Taipei Cycle Show. Taiwan's reputation for customization, diversification, and customer service is well-known and well-deserved, and the cycle industry is continuing to establish brands and improve its image, and the industry has also placed considerable emphasis on cycling activities and culture.

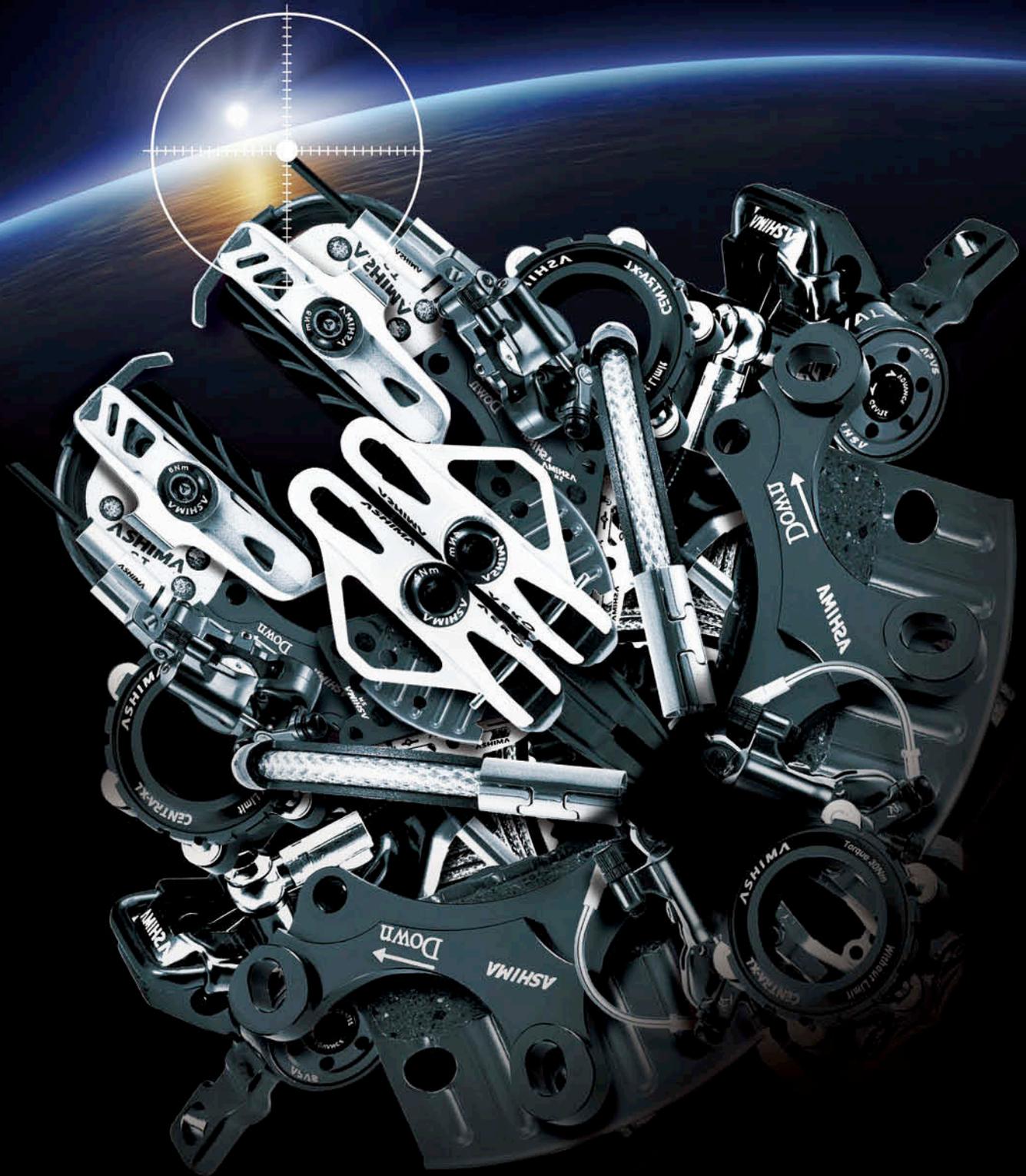
For a long time, the cycle industry focused its efforts on diversified development, which has made it a model to learn from for many other countries. However, over the last few years, Taiwan's bicycle exports have fallen from 5 million units to 2.95 million units, and the industry's past commitment to holding the line at 4.0 million units has been tough. As the end of the first quarter of 2017 approaches, the market has not shown any clear signs of a rebound. As for when the economy will begin a revival, TBA Chairman, Michael Tseng claims that conditions may take a turn for the better during the second half of the year, and everyone is waiting to see if this will indeed come to pass!

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# 57 Winners of the 2017 Taipei Cycle d&i Awards

Text: Editorial Dept.

Results are in for the Taipei Cycle d&i awards 2017 organized by Taiwan External Trade Development Council (TAITRA) and the Taiwan Bicycle Association (TBA). After close examination, intense discussion and careful evaluation, a total of 57 entries have convinced an international jury panel and will take home the coveted award. Of these winners, the seven most exceptional products

are also recognized with a special honor—the Taipei Cycle Gold Award. Additionally, a special award, Gold Award – Young Enterprise, goes to one of the start-up companies established after 1 January 2013 .

Jury Chairman, Francois Liang commented “I saw many developing trends in this year’s entries. The industry is introducing more environmentally sustainable manufacturing methods

and materials, which make the products even greener. Smart technology, such as the integration of Internet of Things, is becoming more prevalent. The industry is undoubtedly paying more attention to the practice of user interface design to make cycling easier and more convenient. Electric bikes are now quickly growing in popularity, and a much wider range of electric bikes is presented to the jury this



year, including e-racing bikes, e-mountain bikes and e-urban bikes. This is an advantage for all bike riders, especially for our aging population. People are still able to enjoy riding with the help of technology when they age.”

Nearly 30% of the participating products came from overseas, proving that the Taipei Cycle d&i awards have developed into an international platform for the bicycle industry to showcase innovations.

## The Jury

This year’s award-winning products were selected by Edward Chiang (Giant Bicycles, Taiwan), Francois Liang (Cycling & Health Tech Industry R&D Center, Taiwan), Ken Hsieh (AOI Cycle, Taiwan), Mark Stocker (DDG, Taiwan), Moses Hu (VanMoof B.V., Taiwan), Norbert Haller (id Berlin, Germany) and Stephan Esser (SQLab, Germany), based on the following criteria: innovation and elaboration, functionality, aesthetics, responsibility and positioning.

An official ceremony to honor and celebrate all award winners took place on 21 March 2017 during the award winner’s celebration party. All award-winning products will be exhibited at the Taipei Cycle Show from 22 to 25 March 2017, and will be featured in a special presentation at CosmoBike 2017 in Verona, Italy.

# Bicycles



## SpeedX Inc. SpeedX Leopard Pro

The Leopard Pro is a carbon fiber aero road bike with fully hidden wires and competition-level performance. SpeedX used the latest technologies to help riders train and track their progress in real-time. Numerical data including speed, cadence, slope, and heart rate are displayed in real-time. SpeedX also provide an external port for the head light and camera. To achieve completely hidden brake wiring was the biggest challenge, which was accomplished after 8 months of hard work by their team. Aerodynamic design elements which are incorporated into the design include hidden brakes and a bike frame to reduce friction and drag.



## Chuhn Chuan Corp. X-mini III Tricycle

Fusing the idea of a scooter and a tricycle allows the X-mini III to save space. Kids will enjoy riding with the unique balance-weight axle which generates pedaling momentum periodically. The design of the neat and simple structure makes it easy to be folded up for storage. Only a few adjustments are needed to the angle, handlebar, and seat position for adapting to your child’s best riding experience. The X-mini III is functional and user-friendly for your children to become expert riders.

# Bicycles



## Apro Tech Co., Ltd. Ranger

The Ranger is a completely new concept for a gravel bike, which has a full suspension system. Through its miniaturized suspension system and 2-inch tires, it reduces vibration and brings maximum riding comfort when traveling on gravel roads. Furthermore, the road bike gear ratio preserves the joy of speed and pedaling efficiency even through intermediate cross-country paths and jumps. The Ranger provides longer rides under various road conditions, allowing you to have more fun on your trips.



## Taga Bikes BV Taga 2.0

The Taga 2.0 is an innovative bike for the entire family; it offers unmatched functionality, a great riding experience, as well as contemporary design at an affordable price. The Taga took the traditional wooden-box cargo bikes to the next level; by using mold injection plastic instead of wood, it managed to reduce cost while adding modularity and numerous options for families on the go: multiple seating positions for 2-3 kids (facing forwards, backwards, or towards each other), reclining seats, rain cover, foldable seats which create a lockable cargo box, an accessory bar for cool add-ons, a collapsible frame for convenient transport in the trunk or on a bike rack, and so much more.



## Falkenjagd & Rennstahl Fahrradmanufaktur GbR Falkenjagd Hoplit Pinion

Our 18-gear Pinion touring bike, made from scratch- and corrosion-resistant titanium tubes; it is an expedition bike through and through: extremely solid and exceptionally reliable thanks to its frame-fitted Pinion internal gearing system. Due to its thru-axes, the bike has a payload of 185 kg. Another maintenance-free feature is the drive-belt system; with its slider dropouts, the frame can be fitted with 650B and 700C wheels. The frame's geometry, with its sloped top tube, allows extra flexibility in terms of rider position. With a titanium fork, titanium racks or components, the bike represents state of the art and the pinnacle of bike technology.



## Kool Sports International Co., Ltd. Kool Kiddy Push & Bike

Kool Kiddy Push & Bike is a bike that can grow up with your child. The bike is easy to assemble and disassemble and it offers great ways to help your children progress from pushbikes to bikes. Children will be able to grasp their sense of balance while having fun and enjoying riding their bikes with safety and confidence.

Features:

- ◆ Just seven easy steps to turn the Push bike into a bicycle.
- ◆ No tools or professional skills required to assemble. Children will be able to assemble the bikes on their own.
- ◆ All-in-one integrated pedal set.
- ◆ Quick adjustment for the height of the saddle.
- ◆ A modernized look with a streamlined outline.

# E-bikes + Pedelecs



## Beijing Tsinova Technology Co., Ltd. Tsinova Smart E-bike TS01

- ◆ Powerful and stable automotive chip freescale for responsive calculations.
- ◆ Innovative design: features a trapezoid body structure and a belt-driven system.
- ◆ Double-sided torque sensor system together with pedaling frequency and speed sensor.
- ◆ Automotive Controller Area Network (CAN) bus technology.
- ◆ Ultra-long battery life and convenient charging (Panasonic batteries).
- ◆ iOS / Android apps with many great features.



## Merida Industry Co., Ltd. eOne-Sixty 900-E

The Merida eOne-Sixty series is an all new category of eMTB with Enduro riding application. Merida's goal was to offer a serious mountain-bike capable of hardcore, all-mountainous terrain riding, which combines superb handling, riding dynamics, and suspension-function of the best non-electric Enduro MTBs by adding the autonomy of uphill climbing without facing the penalty of the high category-weight of even the "real" Enduro bikes without electric support.



## Cycles Lapierre Overvolt AM Carbon

The Overvolt AM Carbon is a revolutionary trail bike that pushes e-powered design to new heights; its combination of lightweight carbon chassis, innovative mass centralization, and cutting-edge technologies created something special—a true electric mountain bike! The key to the Overvolt AM Carbon's handling is in its lowered center of gravity. The battery has been moved down against the motor and rotated forward, centralizing mass in the frame for greater maneuverability both on the ground and in the air; these result in unparalleled riding enjoyment and an eye-catching original design. Compatible with both 27.5 & 27.5+ wheels & tires.



## Darfon Electronics Corp. Besv TRB1

The Besv TRB1 proudly features industry leading 756 Wh of battery power, while major eMTB only provides 504 Wh of battery power; thanks to such powerful battery performance, mountain bikers can enjoy a long and challenging route with abundant electrical assistance without a second battery or feeling anxious. The TRB1 also features Besv's unconventional dual-tube frame technology, providing sufficient space for the large battery pack and providing the TRB1 frame with superior stiffness performance to conquer any challenging off-road courses. In addition, Besv's smart app with fitness functions like heart rate monitoring and calorie burn calculations help mountain bikers keep track of their training progress.

# E-bikes + Pedelecs



## Darfon Electronics Corp. Besv PSA1

The Besv PSA1 is aimed at becoming the best city e-bike for commuting and leisure. The PSA1 has a stylish look and several unique features. The large backlit LCD display is easy to read and provides important information. The smart app shows multiple applications on mobile devices; its battery is small and removable for convenient charging, and the full suspension enhances comfort. Moreover, the PSA1 is lighter than many e-bikes and it can be easily placed in storage. Furthermore, Algorithm, Besv's custom-built power drive system, can smartly calculate the precise amount of power required and deliver three levels of reliable electrical assistance and smooth transition for the best riding experience.



## Giant Manufacturing Co., Ltd. Dirt E+

The all-new Dirt-E+ lets you tap into an added boost of power to help you tackle the toughest terrain. The compact SyncDrive motor delivers smooth and instantaneous power that blends seamlessly with your own pedaling power—so riders can ride stronger and longer even on steep and challenging trails. With its stable, XC-oriented frame and integrated EnergyPak battery, the Dirt-E+ gives you the power to conquer mountains.



## Protanium carQon

The carQon is Accell Group's new holistic design approach to a high-end cargo bike. The new carQon cargo bike is extremely easy to handle when driving around corners. There is a patented carving mechanism underneath the frame. It is like riding a normal bicycle where you use your body to control the steering rather than actually turning the handlebar. The carQon bike is equipped with a Brose high torque motor for maximum torque and performance. The battery is the latest version of Protanium's patented in-the-frame battery. Different versions of the carQon are available with different gear options and drivelines to choose from.



## Sunny Crown Enterprises Co., Ltd. / Honlin Heavy Industries Co., Ltd. Ultra-Lightweight E-bike

Advance precision triple mechanical and electrical integration (all in one):

- ◆ Precision composite triple reduction gear: motor, reducer, as well as mechanical and electrical clutch integration; with a high speed ratio, large torque, light weight, small motor load, and power saving features; providing outstanding performance.

- ◆ Multiple Motor power and torque ratio changes: Mechanical and electrical integration design, motor power (200-300 w) and speed ratio (40-60) can be customized; no need to change the vehicle's body structure.

- ◆ Central coaxial design in the home—No motor drag during a regular ride.

- ◆ Micro computerized clutch and mechanical power transmission.

# Components + Parts



## Ful Chee Ent Co., Ltd Bicycle Through Axle

Through axles play an important part in the bicycle industry; not only replacing quick releases in MTB and fatbikes, but also in road bikes. To ensure easy installation, Fulchee is providing a new concept for operating the axle. While the axle is not in operation, the lever is completely hidden inside the axle body; in this position, the appearance of the bike will be concise and it will also increase the reliability of the locking system by avoiding impact with the lever. Unlike other through axles available on the market, this design omits an allen key or a special spanner wrench required to operate the axle.



## Box Components Box One PushPush Shifter

Shifting in Box' new system is controlled by a thumb-activated unit that uses only one lever; this design uses two unique motions to initiate up or down shifts, providing lightning-quick and intuitive gear changes—push the lever forward to shift down and push the lever inward to shift up to a higher gear. With the all thumb activation, the index and middle fingers are now free to apply more consistent power to the brake lever, increasing precision and improving control. When riding on a varied terrain, as many as four downshifts can be made at once to ensure the ability to maintain cadence while climbing.



## Lauf Forks Lauf Grit Gravel / CX

The Lauf Grit is an efficient suspension solution for CX and gravel bikes, making them much more capable and comfortable in a lightweight package of only 900 g. Lauf Grit does not require any maintenance; therefore long gravel rides, dust, mud, heat, and cold temperatures will not cause any problems. The fork is designed around current CX and gravel bike geometries. Rake of 47mm and A-C of 409mm (with 6mm of sag accounted for) to maintain the steering characteristics of a 45mm rake and 395mm A-C rigid fork. There is no stiction, so the bike's performance over small bumps will remain superb. 30mm of travel soak up potholes and provide superb traction; fits up to 700x42c and 27.5x2.1" tires.



## Chia Cherne Industry Co., Ltd. Polished Slick Cable

One of the newest and most innovative shifting and braking product of 2016 is the Polished Slick cable; it combines a special golden color with super hardness physical Nano process. There are no harmful substances and the product offers riders the ultimate precision shifting and braking performance. The gold nano coating cable features low friction and anti-corrosion capabilities. This product not only solves the traditional Teflon coating peeling problem, it also does not pollute the environment and offers cyclists excellent endurance performance. The cable will continue to function under extreme weather conditions, such as high temperature and humidity, salty sprays, or dusty conditions.



## Chia Cherne Industry Co., Ltd. Jagwire 4mm XEX

The innovative XEX housing is 50% lighter than traditional shift housing while delivering unparalleled precision and durability. The XEX was developed around a newly patented concept, using fewer steel strands organized in a diamond weave pattern; this maintains performance and durability for riding while greatly reducing the overall weight and increasing routing flexibility. Designed to reduce housing weight while enhance performance as well as appearance, the XEX housing comes in a variety of colors and finishes to complement any frame / bike color combinations.

# Components + Parts



## Post Moderne OT-908 Headset Lock

This is a device which can fix the headset. If there are heavy objects to be carried in the front, our product can hold the handlebar and prevent the bike from falling down. When the device is off, the handlebar can be turned freely in any direction. When the device is on, the handlebar is fixed in one direction.

Features:

- ◆ The exterior appearance is almost identical to a normal headset, but much more functional.
- ◆ It is easy to assemble.
- ◆ It is intuitive to use; no instructions needed.
- ◆ It is safe. (If you forget to open the device, the handlebar can still be turned by applying more strength. There is no danger in case you forget)

## Jet Rider Co., Ltd. Zippa Lite Chain Guide

Zippa Lite is a light weight and modular chain guide solution for MTB; it is divided into two parts, the upper guide and the lower Taco bash. The upper guide comes in ISGC05, E-type, or D-type mounting standards. Two different sizes of the Taco bash are designed to suit chain ring sizes and provide optimal ground clearance. Riders can choose upper and lower combinations according to their bike's standard and personal needs. Distributors can also alleviate inventory problems without having to stock different standard combinations. Most importantly, Zippa Lite looks awesome on any bike!



## Joy Industrial Co., Ltd. Factor 748 Wheel Set

The Factor 748 wheel set is designed for off road, extreme downhill riding; its wide inner can accommodate a 3" tire. The wide design worked in fat bikes and beach cruisers; it can also provide a comfortable ride and high shock-resistance. Factor 748's rim is made of carbon fiber that is rare in wide-width off road wheel sets; its material is extremely light which offers precise movement and control. Factor 748 is designed with a tubeless tire and inject tire repairing liquid to help rider prepare for any unexpected situations.

## JD Components YSP20

The YSP20 is a stealth road style dropper post; the design idea is to provide the increasingly popular gravel bikes with a non-typical dropper post. This post is inserted all way down to the middle cap, thus maintaining the clean look of a regular seatpost. The post length is adjustable within 35 mm by an allen key based on the rider's height, and the dropper function features a 50 mm travel adjustable height, which is why it is also referred to as the Duo-Height Adjustable Dropper Post.



# Components + Parts



## Neco Technology Industry Co., Ltd.

### Rove

With riding speeds up to 12km/h, the Dynamo Hub Power Generator can supply a stable output of 0.5-2.0 A. Through the electric rectifier converting AC to DC, it can supply up to 5 V, 2A-10W stable output. With an uninterruptible power supply (UPS), riders can store power while cycling as well as charge their mobile phones or other electronic accessories anywhere.



## JD Components AC36

The JD-AC36 features internal routing cables through a steerer tube to the frame by using a special expander to eliminate the gap between the fork and the frame head tube.

- ◆ Off-center expander design to avoid spin rotation.
- ◆ Optional space to place a battery inside the steerer tube in case the space under the seatpost is unavailable; for example, with the use of a dropper post.



## Innova Rubber Co., Ltd. Integrated Tubeless Tire

Innova has developed a patented integration technology to make a tire made of special mono-chaffer fabric by vulcanization together and form a space between them to act as a tubeless function after inflation. A special valve is used for inflation; in addition, sealant can be injected into this space through the valve without contamination. The tire is suitable for any rim; the fitting and inflation processes are the same as the tire with tube which is 5-10% lighter in weight; this construction method can protect the tire from pinch flats when it hits a pothole on the road; it also guarantees that the tire will not run off the rim when the pressure drops dramatically.



## Kind Shock Hi-Tech Co., Ltd. LEV Ci

Compared to other dropper posts, our LEV Ci is the lightest in weight currently on the market; less weight means more advanced technologies were used. Not just its weight, the LEV Ci is also the only product which uses carbon tube in the dropper post market; we are the only brand which is brave enough to accept the challenge. Therefore, the LEV Ci brings a new future for the dropper post market. Just like our motto "never be satisfied by making products lighter".



## JD Components QR50

- ◆ The JD-QR50 features a special bearing balls lever mechanism to position the lever at a desired angle.
- ◆ 12 lever positions available with each 30-degree rotation angle.
- ◆ An extra 5 mm allen key hole available at the end of the axle in case of lever malfunction.
- ◆ Available in Maxle, E-Thru, and Syntace X-12 systems.
- ◆ The JD-QR50 features a special bearing balls lever mechanism to position the lever at a desired angle.

# Components + Parts



## Vision Tech U.S.A. Metron 4D Flat M.A.S.

The Vision 4D Flat M.A.S. (Modular Aero System) transforms a road bike into a triathlon bike by adding modular aero extensions without bulky hardware. When you want to go back to regular road riding, the extensions can be removed and it reverts back to a sleek and aero flat top design. The key to performing this magic trick is precision engineered rubber covers for the screw holes that are used to affix the aero extensions; they keep the surface smooth and aerodynamic when used without aero extensions. The design gives road bikes split personalities; it is a wonderful way to venture into the domain of triathlon without excessive financial commitment.



## Hubsmith Co., Ltd. HS-R049 F / R

Beyond ordinary hubs, the HS-R049 can be built in 3 ways: straight-pull+J-bend, all straight pull, or all J-bend spokes, which are suitable for all terrain conditions and meet customer needs for different spoke usages. The HS-R049 features a patented design, straight-pull and J-bend spokes share the holes. With J-bend and straight-pull spoke for 1st & 2nd layers, the double structure combines the features from spokes for better stiffness and malleability. Once a spoke fractures, it can prevent excessive distortion and provide better security for riders. Moreover, the rest of the milling holes can help lessen its weight.



## Noa Technologies, Inc. Noa Uno (TO-32-NA)

Looking after one bicycle is easy, but managing 1,000 bicycles is not. Noa awakens the power of IoT in every bicycle fleet; at a quick glance, the operator knows precisely where each bike is located, each one's journey history, every service record, every important detail. Patterns are formed, unlocking predictions, offering insight, transforming fleets; making them cheaper, leaner, and better. Our smart technology is embedded in a hub dynamo, which makes it stealthy, self powering, and a universal fit. Integrating IoT has become very easy without wiring, recharging, and no custom frame needed, just spec and forget. Perfect for OEMs manufacturing smart bicycle fleets of the future.



## KMC Chain Industrial Co., Ltd. 12 Speed X Chain

A new bicycle chain milestone with the debut of the enhanced 12-speed chain:

1. Maximum Chain Agility with Anti-Interference Design.
  - ◆ Comprehensive X-Bridge.
  - ◆ Upgraded bevel chamfering.
  - ◆ Optimal chamfering on the outer plate.
  - ◆ Provides exceptional shifting and smooth operation on all 12 speed cassettes.
2. New Riveting Technology with pin power upgraded to 400kgf offering a safe solution to issues caused by extended cross-chaining and shifting on larger diameter cogs.
3. Market leading shifting performance with an extensive side curve range to better deal with all chain lines for a wide range of cassettes.
4. More accurate drivetrain adjustment.
5. Increased chain life.

# Components + Parts



## Honlin Heavy Industries Co., Ltd. E-Bike Power System

The motor, known as the clutch-type electrical driving device is embedded inside the tube in order to reach optimum bike design. The bike has been adapted to fit the tube motor and to look like a regular bike at the same time. The tube motor is a mid-drive motor; it is positioned at the bottom bracket axial, which combines with the regular bike motion to form a complete derailleur system. The motor is easy to install and remove; it also provides a more even weight distribution compared to traditional hub motors.



## Lee Chi Enterprises Co., Ltd. Crafty Post

The Crafty Post is a modularized travel adjustable seatpost with an integrated safety identification system, creating a unique and fun riding experience for all riders.

- ◆ Its adjustable height provides comfort under various riding conditions for mountain, city, and E-bikes.
  - ◆ The identification system with built-in lighting and a personal design plate provides both safety and uniqueness features.
  - ◆ A patented push mechanism is a key function to provide two adjustment speeds for improving rider safety.
  - ◆ The Modular Gas spring provides an easy solution for riders to replace old ones, ensuring constant performance of your personal post.
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## T&K Enterprise Co., Ltd. TK-T9RF2

Instead of using carbon fiber or aluminum as fork material, the T&K road fork is made from titanium; it rivals aluminum in weight, feels as comfortable as carbon fiber, and has unrivaled durability. Titanium inbuilt-flexibility can dampen vibration without a suspension system, in the meantime, the oversized fork crown and fork blades overcome the fork's lack of lateral stiffness. The innovative titanium formation technology makes the fork blades not only specious but also aerodynamic. A great ride requires a perfect balance of lateral stiffness for power transfer, as well as vertical resistance for absorbing vibrations from the road. The fork complies with ISO 4210 standard.



## Tektro Technology Corporation HD-T910

With the emergence of disc brakes on road racing bikes, TRP recognized an innovation opportunity and our engineers have created the first full-hydraulic disc brake specifically designed for Time Trail/ Triathlon (TT) bikes, the HD-T910. For this market segment, aerodynamics and integration are keys to better performance. The co-molded rubber grip slides directly onto the end of a standard 24.2mm TT base bar and no handle bar tape is needed. The modular grip system is designed to integrate cleanly with modern electronic shifting systems.

# Peripherals & Accessories

## Chia Cherne Industry Co., Ltd. Internal Routing Tool

Bicycles have evolved into internal routing. It is not only about the aesthetics, it can also improve riding efficiency by reducing turbulence; but the assembly required additional time and labor. To improve efficiency and allow more people to have a better riding experience, we invented the internal routing tool; its compact shape makes it simple to use, and the self-contained design makes storage easy. The product has two adapters which can be stored within the tool along with the cable, housing, hydraulic hose, and an e-shifting wire. The flexible lead wire and pipe with a magnetic end can simplify difficult routing angles and be stored within the tool when not in use.



## Darson J&B Enterprise Co., Ltd. Tailfin

The Tailfin Carbon Rack and Waterproof Panniers allow cyclists to commute or tour on the road bikes they love. Weighing only 650 g per pannier and 350g for the rack, the patented design is engineered to fit almost any road bike, without any tools and just in seconds. The product is certified to carry up to 18 kg (ISO11243). Until now, carrying "stuff" whilst riding has always been a compromise: backpacks are only suitable for short distances and light loads; existing racks and panniers are heavy, unsightly, prone to rattling, and incompatible with modern road bikes. Tailfin is a complete redesign of a bike accessory which has remained almost unchanged for 50 years.

## Linka Linka Lock

Linka is the world's first auto-unlocking smart bike lock that's wirelessly connected to your smartphone; it's also hard-mounted to your bike so that it's always ready to go. Linka allows you to lock and unlock the bike with a simple press of a button. If someone tampers with your bike, Linka will issue an alert directly to your smartphone while in range. With Linka's Auto-Unlock feature, you no longer have to pull out your keys or fidget with a bulky lock. As you approach your bike, Linka will recognize your smartphone and unlock itself automatically. Linka even allows you to share your bike with others; imagine the possibilities!



## Chummy Enterprise Co., Ltd. Rainbow Reflective Decals

Chummy's new patented product – the Rainbow Reflective Decals are a new combination of design and printing technology. There are two main purposes for this product: one is to provide better safety in the dark, and the other is to show various colors when looking from different angles. In terms of design, the product can offer designers a wider range of design materials. We have received many feedback requesting us to make the reflective decal smoother and provide more color options; therefore, we provide the most color options at day time compared to other reflective products which are only available in a few colors, or the final colors do not match the correct colors, etc. Chummy has the perfect solution for solving these problems.

# Peripherals & Accessories

## Roxim Technologies, Inc. Raptor X3

The innovative design featured in the Raptor X3 delivers unparalleled performance and full-time corner lighting for riders; this super compact range achieves panoramic 180° near-field lighting and projects incredible 80° wide light spread to maintain constant clear side and extreme-wide forward vision. "USB Burst" features a 20% increase in brightness and extends run-time while external power is attached via the USB port. The X3 models deliver very bright output of up to 350 lumens / 40 Lux and are compliant to German regulations. The streamlined and super-compact Raptor X3 design weighs 120 grams with an integrated 2200 mAh battery; it stands out from all other lighting systems currently available.



## C.D. Components Co., Ltd. CD-266

The expandable rear carrier is comprised of two side frames, each of which has a pair of guide holes for mounting, which can be pulled up to the side frame along the guide hole to the toaling hole, thereby the frames possess expandable capabilities to increase rack surface to carry larger items; a folding function is available to save the space occupied, it can also be used for backpacks. The new rear carrier can improve the bike's stability and safety.



## Ibera Co., Ltd. IB-BC17 Adjustable Cage

Rider's can only use bicycle bottles in standard bottle cages, which is a limitation; especially if you forget your bike bottle and need to buy a drink. Ibera's versatile Adjustable Bottle Cage allows cyclists to carry standard bike bottles and smaller, non-standard bottles of mineral water or juice. Not only can they carry smaller bottles, you can also carry them safely and securely; the bottles will not fall or bounce out of the cage. Adjusting the cage diameter (60-73 mm) is simple and quick with the (non-index) dial. The cage is attractively designed, relatively light, and comes in a range of colors.



## CatEye Co., Ltd. Rapid X2 Kinetic

Rapid X2 Kinetic is a high-powered USB rechargeable safety light; its clear body design achieves 180 degrees of visibility and allows the rider to be seen from various perspectives. A built-in accelerometer automatically switches into the brightest mode (50 lumens) when deceleration is detected; this way, you can give a "slow-down" signal to others on the road, even during situations where you are unable to give a hand signal, such as a bumpy or curved road ahead. A Battery Auto-Save automatically switches to flashing mode when the battery runs low, where the light will last for another hour. The Rapid X2 Kinetic ensures that you will never be left in the dark.

## Index Measuring Tape Co., Ltd. KT606 Bike Combo Mount

The KT606 bike combo power mount is a multi-functional bicycle power bank and a smartphone holder. The elastic material used for KT606 can fit power banks or smartphones of any size, so you can fasten your own power bank and smartphone on the bicycle's handlebar. In addition, the smartphone holder can be used separately from the power mount and it's easy to keep your smartphone and power bank securely on hand during charging.

Features:

- ◆ 30-second quick set up and compatible with any bicycle handlebar.
- ◆ Use your own power bank and smartphone together on the bicycle or bring them separately.
- ◆ The phone holder fits a variety of power banks and smartphones.



# Peripherals & Accessories



## Herrmans Oy Ab H-Black Pro

Herrmans' H-Black Pro head light with the patent pending Projector Technology (P-Tech) is an automotive technology transformed for the bicycle industry. The P-Tech features extremely high optical efficiency and exact 100% guiding of light (no stray light). Superior light output and a focused light beam with a sharp cut of line equal more light on the road. The light pattern is optimized for the rider to give a super wide, long, and homogeneous light distribution (the widest on the market). Available as dynamo and ebike 6-12V, 200 / 230 lumen with aluminum housing, near field illumination, side visibility, numerous brackets, and fulfills several EU regulations.



## T-One R&D Corp. Tri

Seeking a balance between usability and portability in one folding tool, T-ONE is finally releasing its brand new Tri folding tool series in 2017. With the patented triaxial transformation mechanism, the Tri offers 4 operation modes for convenience while staying compact and lightweight:

- ◆ Folded Mode.
- ◆ Extension Mode: The lever arm doubles in length, providing sufficient torque and making it easier to reach deep areas.
- ◆ T-Shape Mode: Can be handled with one or both hands, enhancing its ease of operation.
- ◆ Y-Shape Mode: Similar to T-shape mode, but more capable of avoiding obstacles around the work area.



## Super B Precision Co., Ltd. Super B Torque Key

The Super B Torque Key is an affordable option for consumers who seek for torque referring to tighten bolts. The tool is marked with an easy to read scale; it features a simple design for intuitive operation and a compact size for carrying. Applicable torque ranges from 0 to 10 Nm and comes with a bits set for most common adjustments on bikes, including the hex 3 / 4 / 5 / 6 mm, PH2, and Torx 25.

## Shakeland Ind. Co., Ltd. Adventurist Serise

The Adventurist series is a complete system of carrying bags, including a duffel bag, a pannier bag, as well as a backpack; its minimalistic design is well suited for city life and outdoors. Made with 600D polyurethane fabric, waterproof zippers, and reflectors, the bags can withstand any weather condition. The Adventurist duffel bag is the focal point of the bag system; it has seven internal compartments to help you track and organize your gear. No more digging through plastic bins to find a specific item. The pannier bag offers a more portable solution; it has a washable silverware organizer and a collapsible cooler insert to keep you well organized. Your food will stay fresh and your drinks will remain cool. The backpack will be the perfect companion to help you ride through the city or climb any mountain.



## Giant Manufacturing Co., Ltd. Control Tank

Giant's Control Tank is designed specifically for seating Tubeless Ready Road and MTB tires. The premium, robust design provides superior durability and it can be conveniently recharged using most standard floor pumps, eliminating the need to buy an expensive tubeless-specific pump or a compressor. The air release lever can efficiently control air flow. A wide base provides excellent stability during use; it is constructed of lightweight steel for added durability. The safety relief valve automatically releases air when the chamber reaches over 180 psi to protect itself from becoming over-inflated. A built-in handle for easy carrying.

# Peripherals & Accessories



**Chuhn Chuan Corp.**  
**Shotgun Bell**

The Shotgun's design makes the ring into the best alarm; the unique structure is quite different from the traditional dome bell. The brand new production method with magnetic gear prevents the bell from being stolen; it can be attached and removed very quickly.



**Alpinestars**  
**Paragon Bib Short**

This bib shorts feature nylon / poly resistant lycra, perforated lycra, 3D mesh, and elasticated straps shell. An innovative protection/hydration system incorporating:

- ◆ Mesh compartments incorporating removable CE certified back protection soft visco-elastic, shock-absorbing foam back protector.
- ◆ CE1 certified, anatomically engineered back protector.
- ◆ Compartments and conduits to integrate a hydration pack (an accessory upgrade).
- ◆ Removable impact absorption foam padding on the hips.
- ◆ Multi-density stealth chamois pad.
- ◆ Soft elastic silicone grip on the hems.
- ◆ Triple back lumbar pocket floating construction so the garment can be worn under a loose-fitting short.
- ◆ Reflective details.



**Rui Xing Electronics Ltd.**  
**PFL-538**

The PFL-538 is a front bicycle light with a level angle adjustment bracket; it can keep the light at a horizontal position. In today's market, most front lights only focus on brightness, but the PFL-538 is capable of such more! The PFL-538 includes three high-lumen white LEDs, with the middle LED providing up to 280 lm. The PFL-538 has a built-in level sensor; when you make a left turn, its left LED will automatic turn ON to provide a wider beam angle for your safety. When you turn right, the right LED will turn ON, each left / right LED can provide extra 110 lm, with a total of 500 lm; there are no other lights like it on the market!



**Eiso Enterprise Co., Ltd.**  
**Sky Lantern**

Traditionally in Chinese culture, releasing sky lanterns is a ceremony for people to make their best wishes come true. Gearing up the tail light to safeguard the cyclist on a journey. Adopting the symbol of sky lanterns in the hopes of staying safe and sound, as well as offering its best wishes, DOSUN is presenting a safety light that is bright but without the annoying glare. Applying the secondary optical reflection design as its basis, the product reaches the highest specification for cut-off line, low beam area, as well as side visibility. The exterior is shaped with a combination of plastic and aluminum casting, and finalized by ultrasonic welding which gives its IPX6 waterproof rating.



**Altum Designs Ltd.**  
**Modual Bicycle Multi-Tool**

The Modual range consists of an innovative bicycle multi-tool and an accompanying tool roll which are comprehensive enough to use for your home, but also compact enough for the road. The MTS is a 14-function multi-tool for bikes with a clever modular design. The tool can be orientated like a wrench or a screwdriver, and has tyre levers that attach magnetically to form an ergonomic handle. The MTR is a novel twist on the traditional tool roll that is perfect for transporting your cycling essentials. The Modual range offers a portable yet powerful alternative to conventional folding bike tools.

# 2017 Taiwan Excellence Awards



Text: Editorial Dept.

Winners of the illustrious Taiwan Excellence awards for 2016 have been announced by the Taiwan External Trade Development Council (TAITRA). Recipients of the award – given to Taiwanese products showing exceptionally innovative design, quality and marketing features include 22 cycling products.

Organized by TAITRA on behalf of Taiwan’s Ministry of

Economic Affairs, the 2017 Taiwan Excellence Awards mark the 25th year that companies have been presented with this recognition of their outstanding products.

According to TAITRA, 528 products from 203 companies received awards this year. From the bicycle industry, winners included products from A-Pro, Joy Industrial, Kind Shock, KMC, Pacific Cycle, Roxim, Sun Race and Taya

Chain. Recipients of the award are entitled to include the Taiwan Excellence symbol in their marketing efforts.

Giant’s Full E+ and Merida’s Scultura Disc Series bicycles both claimed the added prestige of receiving Gold Awards, while Kenda’s K1160X, Giant’s Trance Advanced and Merida’s eOneSixty each received a Silver Award.



## Giant Full E+

Giant was founded in 1972 with a mission: Create the ultimate cycling experience. With the introduction of Hybrid Cycling Technology, Giant Full-E+ combines electric power with human power to create a seamless extension of a rider’s own abilities. Full-E+ features 140mm Maestro rear suspension, SyncDrive motor with 80Nm torque, and a 500Wh EnergyPak. Riders can conquer climbs and extend their off-road adventure with this full-suspension trail machine.

Full-E+ is apart from other “electric” bicycles. The SyncDrive motor with PedalPlus 4-sensor technology and an integrated EnergyPak battery give Full-E+ a unique ride quality and increased range. The RideControl, a handlebar interface empowers riders to travel further or faster at their own command.

1.SyncDrive Motor: This powerful mid-drive motor creates up to 80Nm of torque, with PedalPlus 4 sensor system precisely measure the amount of force a rider is applying to the pedals so that the motor can produce a seamless power boost.

2.EnergyPak: Integrated Lithium-ion battery system features the highest energy density, giving riders up to 25% greater range than most batteries of similar size and weight.

3.RideControl EVO: Handlebar-mounted command center provides ergonomically designed controls to adjust modes and to view data.

Riders can save some energy on the climbs and enjoy big mountain descents with this all new full suspension Full-E+.





Gold Award

### Merida Scultura Disc series

Scultura, one of the lightest road bikes in the world, benefits from the outstanding acceleration and comfort. Designed to be the 'work horse' of Team Lampre-Merida, The Scultura offers stiffness, comfort and performance whilst adding constant all-weather braking performance

to the mix. Equipped with 160mm discs and (through axles on all carbon models) the new Scultura range will be of interest to all road riders who don't make their ride dependent on the weather forecast.

Since 1972, Merida has been based Yuanlin, Taiwan. No other international location merges more bike-manufacturing know-how than this metropolitan area of Taiwan. No matter if in-house manufacturing of elaborate aluminum frames or the creation of complex carbon frames by premium production parts, all of Merida's bikes are crafted according to cutting-edge technology and guarantee long-lasting reliability. This outstanding quality is confirmed not only by the superb test results of leading international bike magazines, but also by regular in-house testing. Merida is a leader in the industry.



Silver Award

### Giant Trance Advanced

With updated frame geometry that's now longer and lower, plus an updated Maestro suspension system with a new trunnion mount and Advanced Forged composite rocker arm, Trance Advanced get 140mm of smooth, active rear travel and more confident handling on all types of trails.

Trance Advanced has 3 significant product features by its comprehensive design.

An updated maestro suspension setup includes a trunnion

mount shock and advanced forged composite technology upper rocker arm for increased pedaling and braking efficiency. This update also results in a lower center of gravity and shorter chainstays for improved climbing and agility.

A longer toptube (10mm longer than previous generation) provides a more aggressive, "long and low" rider position for improved trail-riding efficiency and control.

The bottom bracket is 5mm lower than the previous generation, producing a lower center of gravity for greater stability at speed. And a more compact rear end (5mm shorter rear/center length) improves climbing and agility on the trail.

Whether rider are pinning on a number for a weekend enduro race, or ripping laps in your favorite trail network, the all-new Trance Advanced delivers cutting-edge performance so them can climb faster and descend with more control.





## Merida E160 900E

## Electric-Full suspension X-Country bike

Merida's E160 is a playful electric-assist full-suspension X-country enduro bike with a built in shuttle service. Enduro bikes are first and foremost capable and fun bikes with lots of reserves for when the going gets rough – with climbing abilities. Merida's clever engineers have taken the brand new One-Sixty and added a built in shuttle service: the eOne-Sixty! This 160/160mm Enduro full suspension with its all-aluminium frame delivers all the latest features like complete internal cable routing with 'Smart Entry' cable access. Due to 650b+ tyres, Boost Standard wheels, Shimano E8000 STePS motor and fun focussed agile and playful geometry (reach for a M frame is 440mm) our eOne-Sixty is a thoroughbred enduro

and scores as highly as the non-powered One-Sixty when it comes to trail fun. Now the question for riders: Order a shuttle or simply pedal to the top?



## Kenda K1160X



The K1160X Valkyrie is Kenda's all new high performance road racing tire - fast, reliable and light. It offers excellent rolling resistance, superior wet and dry grip and a very high level of puncture resistance. R3C pure racing compound is Kenda's fastest rubber compound and used exclusively for high end racing tires. With significantly lower rolling resistance and increased wet weather traction, the R3C compound is truly the successor to the R2C rubber. K-Armor is a proprietary casing material technology developed by Kenda for superior puncture protection and rolling resistance. The innovative, super light-weight material features a tighter weave than traditional

puncture breakers while being lighter overall. K-Armor also contributes to the incredibly low rolling resistance values found on the Valkyrie Pro road tires. Additionally, in production its superior rubber adhesion characteristics result in stronger, more stable tires. With Kenda worldwide distributor strategy, Kenda K1160X Valkyrie will be promoted to these main markets – Taiwan, China, Asia, USA and European countries. With multiple marketing channels, Kenda K1160X Valkyrie available in various sizes ranging, full line will be completed for consumers around the world starting in 2016.

## A-Pro Revel X

To limit the amount of torsional flex (one of the potential drawbacks to an inverted design) X-Fusion uses two keyways in each leg, a concept similar to what's used in dropper posts to keep them from twisting. X-Fusion claims that the Revel is one of, if not the stiffest forks on the market, but we'll reserve judgement until we're able to get one out on the trails. A 20mm thru-axle joins the lower legs for even more stiffness over a 15mm axle. The Revel uses a tapered steerer tube, and a different crown is used depending on what wheelsize the fork is for: 29ers get 51mm of offset, and the 27.5" option has 46mm of offset. Claimed weight is 4.5 pounds (2041 grams). The Revel X relies on X-Fusion's new roughcut damper, a sealed cartridge system that uses an expanding bladder to handle the oil that's

displaced when the fork is compressed. High and low speed compression are independently adjustable via two dials at the top of the fork, and the rebound knob is located on the bottom of the same leg.

The left leg of the Revel X houses the air spring, with a Schrader valve on the top of the leg to adjust the air pressure. In a departure from the original Revel, there's no longer a second valve on the bottom of the leg to alter the fork's bottom-out resistance. Riders that need more bottom-resistance can add oil to reduce the volume of the air chamber, which isn't quite as simple of a system when compared to the plastic spacers both RockShox and Fox use to accomplish the same result, but it should still be a relatively easy procedure.



## Advanced International Multitech S6 Carbon road Bike

With more than 20 years experience in carbon bike design and manufacturing, Advanced group has launched the S6 full carbon bike, including full carbon frame RR0180 and full carbon fork FF0080. One of the major features of S6, low key luxury, comes from the color matching in painting design. Large area of champagne gold on both head tube and fork, along with dark black logo and matte finish carbon color on the down tube reveal the remarkable capability in aesthetic design. The silver head tube logo decal, the frame champagne gold painting, and the low key matte carbon color make S6 futuristic and fashionable. Inner cable design, Di2 holes and the battery holder in the seat post allow S6 able to upgrade to electronic shifting system if needed. The frame and fork materials are Japanese high-modulus T800 carbon fiber with nano-tube resins, and the preprag layups are designed by computer aided engineering (CAE). Therefore, S6 provides excellent performance in shock-absorbing, lightweight and acceleration. To ensure the safety requirement, S6 passes EN standards including durability, rigidity, and impact resistance. Besides, the consideration of carbon footprint in the entire product design and development process lowers the carbon emissions in manufacturing, shipping, and cycling.



## Giant BeLiv

Easy on, easy off. BeLiv's thoughtful design makes it a breeze to jump on and off throughout your day without worry. Whether you just need a little extra clearance or your bike needs to make way for your fashion statement, a low standover height is always appreciated.



Dual-position brake levers allow for easy access to powerful disc brakes. So, you can stop safely from the tops of the bars, the hoods or the drops — rain or shine.

One of the great things about the BeLiv is its ability to go wherever your journey takes you — from the farmer's market to gravel paths and dirt trails. Wider, reliable tires resist punctures and provide moderate tread for added traction.

BeLiv City models come with racks and fenders so you can be prepared for a sudden rain storm or unplanned errands. Straps will help keep your groceries or purse firmly in place on the rear rack. Adding panniers for even more storage is a breeze with this bike.

## Joytech Factor 748

The Factor 748 wheelset is designed for off road use—mainly downhill bikes, fat bikes and sand cruisers.

The characteristic of these bikes are large diameter and wider width tires, especially for fat bike and beach cruiser. These two series assembled wheelset dedicated to its



specification that doesn't have commonality with others. These two wheel sets used to their own specification but other off road series. That is inconvenience to user. Therefore, we collected the similar points of these three series and designed Factor 748 wheel set. It can assembled with these three series.

The rim of this wheel is made by carbon fiber and the width is 52mm rarely. This wider rim can be assembled with tube-tire type and tubeless tire, with sizes from downhill to beach cruiser.

In additional, raising up commonality we adapted Olocus Hub System be the driven. The traditional ratchet pawl driven usually got serious abrasion and broken. That results ratchet pawl is going to abrasion no matter the pedaling force or wheel rotation. Olocus adapted clutch be the design principle. Gear is only going to work by pedaling forcing the wheel rotation is not making the gear moving. This design eliminated not necessary abrasion. Besides this, we made three teeth in a gear that increased arc three times long and make it stronger. By these that can extending hub life.

## Kind Shock LEV Ci

Compared to all the dropper posts, our LEV Ci has the lightest weight in the market. And less grams means higher technology. Additionally, the LEV Ci is the only product in the dropper post market which uses a carbon tube. Carbon product technology is getting better year by year, but no one wants to try to get into developing carbon products because they know how difficult it is to control the quality of carbon tubes.

KindShock insists on doing what they always do—digging into the possibilities of dropper post design. KS does not only mean good quality, it also means creation.

Compared to the old LEV Ci, which has 65mm travel and 410mm length, the new one has longer travel to 175mm and 60mm shorter length. This not only increases the acceptance in the OEM market, but also increases the possibility that riders will be willing to use dropper posts.



## KMC KK710

In order to reduce serious damage to the chain and drivetrain during extreme stunts, freestyle and grinding, KMC has specially developed a new chain for BMX extreme sports—the KK710 Kool Knight Chain. KMC utilizes the unique “L” type surface design on the Kool Knight Chain to strengthen its durability. This unique design reduces serious damage to the chain and drivetrain generated during extreme stunts, freestyle, and grinding by ensuring that the chain structure provides more protection, therefore minimizing damage to effectively avoid breakage.

In addition to its unique structural design, KMC applies a special riveting and heat treatment technology to enhance pin power and wear resistance, respectively. High tensile strength and outstanding chain life are the perfect result of heat treatment which allows significantly improved rigidity while maintaining chain tenacity. Strength and durability provide KMC's Kool Knight Chain with excellent transmission performance and a long chain life.



The half link style of the Kool Knight Chain is suitable for all 1/8" single speed bikes such as BMX, fixed gear, and urban bikes. The stylish design is eye catching thanks to its unique appearance. KMC's Half Link Kool Knight Chain not only survives all of the stunts and maneuvers in the BMX extreme sports world, but also provides riders with the best transmission efficiency, style, and safety.

## KMC X11EPT/ X10EPT/ X9EPT/ X8EPT

In 2012, KMC became the world's first chain manufacturer to attain a carbon footprint certificate which has allowed the company to promote more eco-friendly production methods as well as focus on "green" product development. In light of this initiative, KMC is proud to present the new Eco ProTeQ (EPT) Series chains.

The primary attribute of EPT chains is the significantly enhanced anti-corrosion/anti-rust coating with an added focus on a more environmentally friendly manufacturing process. In addition to following all environment standards (RoHS, REACH, CPSIA, etc.), KMC factories have and continue to reduce carbon emissions whenever possible. The new EPT treatment technology improves the chain protection by completely coating all the components to form a comprehensive and durable anti-corrosion surface. By substantially increasing the anti-rust coefficient, EPT is able to withstand 650 hours salt spray test without rusting, which is 10 times more than an average chain. Furthermore, by uniting the highest tensile strength, superb rigidity, efficient energy-transfer technology, upgraded plate designs, and unsurpassed riveting geometry, KMC's leading technology allows EPT chains the highest pin power, the highest durability, and the best



shifting performance. All of these advantages coalesce to give EPT chains the best anti-rust capabilities and optimal chain performance in the most adverse environments.

In many European countries such as Germany, the Netherlands, and Belgium, bicycles are an important means of transportation which require anti-rust chains like the KMC EPT chain; less maintenance and chain care are required and EPT chains do not need to be replaced as often as non-protected chains. EPT's superior corrosion resistance and enhanced chain performance are also important for Cross Country and Cycle Cross riders who frequently navigate muddy courses. Above all, EPT chains are suitable for any rider seeking a high quality, low maintenance chain.

## Volando HT XC ELITE

The HT XC Elite is a nimble yet stable XC 650B racing wheelset. It shares the same frame as the advanced model and features SRAM GX components that have



great basic function and durability for the best balance of performance and value. Light and low center of gravity give this bike very great acceleration while the rear triangle flexes like a spring to push riders forward on ascents.

Stiff and strong thru axles allow the frame to keep the wheels steady without twisting, which not only let the rear triangle absorb vibrations and give the wheels better grip on the road, but also convert rider's pedaling input to momentum without any loss, and additionally offer excellent torque on rough trail surfaces.

650B is now the world standard and will have a familiar feel to riders used to 26 wheels, which means this is the wheel size to choose for riders from Asia, who are often shorter. With accurate control and essential performance in all aspects, The HT XC Elite is the cutting-edge XC racing bike.

## Pacific Cycles New Handy

Since 2010, Pacific Cycles have been working closely together with various associations to discover and observe the needs of people using handcycles; this has giving them a whole new picture of what their next generation Handy should look like, and what functions it should have. Regular handcycles' bulky size have always caused issues for storing or transporting. The biggest feature of the new Handy is that it can fold down to half of its size making it perfect for storing in your house or car trunks. Another unique feature is that it's highly adjustable to fit every users' individual needs. Its cockpit reach, handlebar height, and seat position are all designed with adjustable systems to accommodate all types of body conditions. Additionally, the advantages of electric power assist are allowing users to reach further distance and easier uphill climbing. Instead of using a regular bicycle motor we had to develop a new motor system specifically for handcycling, because human's hand power output is only



1/6 of leg power output. This handcycle motor system provides an optimized assisting power while cycling with both hands simultaneously. Finally, elastomer suspension is designed onto the frame to bring comfort, stability, and a big smile on users' face!

## Roxim Raptor X3 bicycle headlight

The innovative design features in the Raptor X3 series deliver unparalleled performance and full-time corner lighting for riders. This super compact range achieves panoramic 180 degree near field lighting and projects incredible 80 degree wide light spread, maintaining constant clear side and extreme-wide forward vision. The "USB Burst" feature increases 20% brightness output and extends run-time while external USB power is attached. The X3 models deliver very bright output up to 350 lumens/40 Lux, and are compliant with German regulations. The streamline and super-compact Raptor X3 design weighs just 120 grams with an integrated 2200mAh battery .



## Soaring Cyber Motions PRS1

Sotac Cyber Motions is an innovative power meter hub, simply built into the rear wheel without any wires. The all-in-one concept- integrates torque & speed sensors, and interacts with Apps via ANT+ wireless transmissions providing riders to catch real-time cycling workout for speed, power, cadence, distance, calories & etc. It also supports ANT+/BLE wireless transmissions to compatible more smart phones, cycling computers and others peripheral wearable devices to enhance cycling data, sports training and health management. A smart app integrates GPS, route tracking, time, photos and information to be shared with community network. App available Andriod and iOS. International standards compliance includes RoHS, Water-Proof IPx7, Battery UN38.3, ANT+.



## Sun Race Sturmey-Archer RX-RF5(E)

Sun Race's RX-RF5(E) is designed for use exclusively with hub motors to meet the market demand of hub motor and internal gear hub. They designed the hub shell to adapt to the motor so that motor manufacturers could design a motor to be integrated RX-RF5(E) internal gear hub. This internal gear hub is still for cyclist only.

With its aluminum alloy hub shell, the RX-RF5(E) is designed for heavy duty use. Major features include: 5-speed with gear ratio of 243%. Even gear steps of 25%, 25%, 25%, 25%. Rotary gear selector with no protrusions outside the frame.



## Aropec Sports SS-3T-109M-BK/RD, SS-3T-109M-BK, SS-3T-109M-BK/LIME

A revolutionary Tri Max fabric, which is woven with a special super-stretch fiber to support muscles, Aropec's Tri-Compress can improve rider performance and reduce body soreness after exercising. A breathable mesh fabric at the back dissipates high temperatures and improves comfort while cycling. A high density air pad chamois with different thickness and enhanced pinholes increases protection and comfort allowing cyclists to concentrate on racing.

The compress features a back pocket for greatest storage capacity and a pocket cover design to avoid losing property. It is also features reflective material to make riders more visible in dark environments.

A Flatlock stitched construction offers non-chafing wear while also decreasing the effect from wind drag, and a front zip offers ventilation control and maximum comfort.



## Aropec Sports Comp-E-PT-01M-BK, Comp-E-PT-02M-BK/LIME, Comp-E-ST-02M/BK/LIME

Aropec's endurance tights wrap and support the major muscle groups allowing them to fire more efficiently. They also enhance lower limb strength (front: iliacus, quadriceps, back: glutaues medius, hamstring, soleus and gastrocnemius) while decreasing fatigue of soleus and gastrocnemius, increase space of popliteal fossal, and protecting the patella.

A gradient compression helps promote circulation and deliver more oxygen to muscles for improved oxygenation of muscles, reduce vibration, improve alignment and protection against damage and fatigue. These endurance tights feature a 'Powerband' to support and anchor vital muscle groups, helping riders to perform better for longer. The tights feature an internal key pocket on the back waist and tailored crotch panel for greater comfort.



### Taya Chain e-Onze

With increasing sales of e-bikes in Europe & America, bicycle riding presents a new trend in mountain biking. However, e-MTB drive systems with mid-drive motor usually generate high-torque output which frequently shortens bicycle chain life while riding in bumpy woodlands. e-ONZE is perfect match for 11-speed e-MTBs. From features such as ease of operation, sustainability and two-layered color coatings.

Taya's exclusive self-lubricated hardness treatment applies on joint component- pin to strengthen the hardness over HV1800, 30% harder than average HV1400-1200 in the market. The strength of alloy steel chain is up to 1,020kgf, 10% more durable than ISO regulation 920kgf. With patented Internal Bridge between plates, it creates more space for low friction & slick shifting.

Taya GST chains have been approved for over 500 hours in SST tests, and up to 1,000 hours. Cyclists can easily rinse chains without rust concern. Additionally, Taya's patented double pin structure Sigma Connector, is the only non-tool required connector providing regular maintenance or urgent on-site replacement for all riders.



### Tung Pei Hybrid bearings for bicycle hubs

Hybrid bearings have been designed based on the principles of being light-weight, low-torque and waterproof. To meet the demands of the market, dimension and running accuracy have achieved the P4 grade. In order to satisfy the light-weight requirement, Hybrid bearings are designed with ceramic balls, which have the same load-carrying capacity as steel balls but with weight reduced by approx. 40%. The exclusive seals are developed to be both low-torque and waterproof. The torque can be reduced by 10% or more at the same waterproof performance, saving the bicyclist's efforts and upgrading the overall performance. A higher accuracy than conventional bearing ensures the bearings have less vibrations--producing less noise than steel ball bearings (by 10~20%). Hybrid bearings offer greater added value and a racing speed advantage for use on high-end bicycles.



### TCV Industrial TCV-T600

The product is designed to perfectly provide the development of balance, confidence, improve muscle tone and promote learning and co-ordination skills in children, allowing them to learn how to balance, control body motion and handle emergency situation at their own comfort level. The design of quick-release stepless adjustable seat and handlebars fits children of different ages while a foam seat provides comfort even during long periods of riding. Air inflated tires and encapsulated ball bearing improve good shock-absorption and help to reduce noise, vibration. TCV's DNA – "Spokeless Wheels" are designed to be not only perfectly harmless during riding, but also offer a clean-cut and fashion look. Integrating the style of a sports car the iron made alloy body is strong, durable and safe.



# Jay Townley: The Trump Administration & the American Bicycle Market

Text: Jay Townley



▲ On his first full weekday in office, President Trump officially withdrew the US from the TPP trade agreement. (Photo: Visual China Group.)

**D**uring his election campaign, President Trump was consistent in promising to take a more aggressive stance against foreign competitors as part of his “America First” approach. He frequently pledged

the abandonment of the Trans-Pacific Partnership (TPP) trade agreement and called for a tax on imports, and in some cases from specific countries—with China getting a lot of attention.

Within his first full week in

office, the President fulfilled one of those promises by formally withdrawing the US from TPP. Since then, President Trump’s incoming administration has fostered disruption in many areas. However, so far, none of these

changes have appeared to directly impact the American bicycle business.

To-date, the new administration hasn't published its tax reform proposal or all of its foreign trade policies with the possible exception of specific initiatives aimed at Mexico.

However, as the president's administrative appointments get closer to completion, we can start to get a clearer picture of policies that may have a significant affect on the entire American bicycle industry.

### Administrative appointments

As of this writing, President Trump's cabinet is only two confirmations from being complete. The nominee's still waiting for Senate confirmation are Alex Acosta, nominated to be Secretary of Labor and Sonny Perdue, nominated to be the next Secretary of Agriculture, neither of which is anticipated to have an impact on the bicycle business.

To the American bicycle business, the most interesting Cabinet confirmations are Elaine Chao, who was confirmed as the Secretary of Transportation on January 31, Linda McMahon who was confirmed as the Small Business Administrator on February 14 and Scott Pruitt who was approved by a narrow 52-46 vote in the Senate on February 17 to head the Environmental Protec-

tion Agency (EPA).

While the Congress will play a larger role in deciding the fate of bicycle infrastructure and related spending for both facilities and bicycling education, Secretary Chao will play a part in setting the tone and establishing the attitude of the Department of Transportation (DoT) toward human-powered transportation, including walking and bicycling.

So far there have been no policy or other statements relating to either from the new Secretary or the DoT, and we will have to wait to see how the policy winds at DoT blow going forward. Historically, the Department of Education hasn't played a major role in bicycle safety education, and this has been a subject for DoT and local and state governments as funding from the highway trust fund has flowed downstream to the states. Here again, we will have to wait to see if it is a tailwind or a headwind.

The Small Business Administration (SBA) makes available loans and assistance to some bike shops and small suppliers and component and accessory manufacturers, and at this point, the concern going forward is centered on potential budget cuts and closing down of available services and curtailing SBA loans. Here again, the new administrator hasn't issued any policy or position statements and the bike business, like the rest of small business, will just have to wait to see if the SBA will

continue to be a source of assistance in the future.

Scott Pruitt's nomination and confirmation as head of the EPA has been rocky, and while the narrow confirmation vote of 52-46 isn't the tightest, it does reflect the controversy surround this Cabinet nomination and subsequent confirmation. To the extent that the American bicycle business and individual bike shops are involved in, support and find beneficial alliances and partnerships in and around the environment and environmental movement, the confirmation of Scott Pruitt to oversee the EPA, a federal agency that he has done everything he could as Attorney General of the state of Oklahoma to legally oppose will probably be viewed with skepticism and concern until we see his first policy and position statements and get a better picture of how he plans to administer the nation's federal involvement in the environment.

However, the probability based on past actions indicates a scaling back of EPA budget, staff and environmental regulatory activity with enforcement activities being cut back substantially under Scott Pruitt's watch.

It is also possible that Scott Pruitt will find himself administrator of a considerably downsized EPA. The President has announced a planned increase in the defense budget of \$54 billion to be paid for in whole or part

by a sharp cut in the EPA budget which totals just over \$8 billion as well as more controversial reductions in the State Departments \$22 billion direct foreign aid budget.

### More aggressive trade representatives

On January 3, before his inauguration, Trump nominated Robert Lighthizer as his U.S. Trade Representative (USTR), signaling what is anticipated to be a major overhaul of U.S. trade policy, including a tougher stand on trade with China, which is in line with the Presidents campaign promises.

Lighthizer is 69-years-old and has spent the past three decades as a Washington, D.C. lawyer primarily representing U.S. steelmakers in trade cases. He was Deputy U.S. Trade Representative under former President Ronald Reagan during a period of trade disputes with Japan. Lighthizer has accused China of unfair trade practices, and he has offered the opinion U.S. policymakers needed to take a more aggressive approach in dealing with China. The President has said that Lighthizer will do an “amazing job helping turn around the failed trade policies which have robbed so many Americans of prosperity.”

Interestingly, Lighthizer’s nomination quickly drew praise from many Democrats calling

for a change in U.S. trade policy. Richard Neal, a Democratic member of Congress from Massachusetts and ranking member of the Ways and Means Committee, called Lighthizer a skilled negotiator whose nomination could “signal a welcome move in a new direction for the Republican party.”

As of this writing, Lighthizer’s nomination to be the next USTR is awaiting Senate confirmation. However, once confirmed, Lighthizer will be working with Peter Navarro—widely considered a China hawk, who heads up a new White House Trade Council. Additionally, Trump’s recently confirmed Commerce Secretary, billionaire investor Wilbur Ross, is also likely to play a role in trade policy, including the administration’s approach to dealing with China.

### Tax reform and unintended consequences for the American bicycle business

The American bicycle business is beginning to see the first indications of what bicycle retail-



▲ "Skilled negotiator", Robert Lighthizer is President Trump's nomination for U.S. Trade Representative. (Photo: GreatAgain.gov)

ers, as well as bike manufacturers, importers, and wholesalers of all sizes, can begin to plan for in the way of tax and regulatory changes from the new administration of the 45th President and the 115th Congress.

While a tax reform proposal from either the President or Senate has not yet emerged, what has been advanced is a detailed tax reform proposal from the House of Representatives. The “Better Way” tax reform plan proposed by House Speaker, Paul Ryan and Ways and Means Committee Chairman, Kevin Brady would move the federal tax system toward a consumption tax, which is in many respects similar to the European value added tax (VAT). The plan would eliminate most tax deductions and credits, including deductions for imported

goods and interest expenses.

As most companies in the American bicycle business already know, under current law, the U.S. has a true ‘income tax’, which is a direct tax on the income of a corporation. But not on the total income; rather, the corporation is permitted to deduct both the cost of any goods sold — whether produced or purchased for resale, as well as general and administrative expenses like wages, advertising, interest expense, depreciation, etc. Once a company has settled onto a net income number, a 35 percent income tax is assessed.

Under the “Better Way” tax reform plan the revenue that would be saved would be used to lower the corporate tax rate from the current 35% to 20%. Pass-through entities—which pay tax on business earnings as part of the owners’ personal taxes, would be taxed at 25%. The current range of seven personal tax rates from 10% to 39.6% would be compressed to three brackets of 12, 25 and 33 percent.

Under the plan, equipment and buildings (but not land) could be written off immediately rather than depreciated over several years. The last-in-first-out accounting method used by many retailers would be retained along with the research-and-development tax credit, the corporate alternative minimum tax would be eliminated, and income earned outside the United States could

be “repatriated” tax-free.

As a consumption tax, the proposal includes a “border adjustment” provision that would refund to exporters the taxes they have paid on goods shipped overseas. However, under border adjustment, retailers would no longer be able to deduct merchandise they import as a cost of goods. That means the full value of an imported item would be taxed, not just the retailer’s profit on it, effectively creating a new 20 percent tax on imports.

Many of the nation’s retailers believe this proposal would give some retailers tax costs three to five times larger than the current law and would dramatically drive up the price of imported merchandise. The National Retail Federation (NRF) expects price increases of at least 15 percent, costing the average family as much as an additional \$1,700 a year.

Even retailers that do not import directly would see higher costs since wholesalers would likely pass along the increase. The vast majority of the imported items affected are not manufactured in the United States, so there would be no opportunity to substitute American-made inventory.

### **Scenario facing the American bicycle business**

If this proposal leads to a

new 20% tax on imports, this additional cost will be passed on to retailers of all sizes and types, and all channels of trade selling bicycles. Related imported products and retail prices would, of necessity, have to be increased – and based on the available projections, by at least 15%.

Some economists who support border adjustment say currency exchange rates would adjust to compensate for the new tax on imports, but the NRF has expressed concern that the change would not come fast enough and might not be large enough.

Speaking at the NRF BIG Show in January, Federal Reserve Bank of New York President and CEO, William Dudley said that he is unsure that exchange rates would fully compensate for border adjustment and warned that the proposal would lead to “lots of unintended consequences.” Some Wall Street analysts have also expressed concern. RBC Capital Markets said the plan “could have a severely adverse impact on most retailers.”

### **Opponents**

The NRF has cooperated with more than 150 companies and trade associations to form the ‘Americans for Affordable Products Coalition’ to fight the border adjustment proposal. The coalition has launched a national campaign to show lawmakers

that creating a border adjustment tax will result in higher costs for consumers on everyday necessities including food, gasoline and clothing.

Experience over the last 70-years shows that the retail sector benefits from few of the tax breaks that lower tax bills for other industries, and pays the highest effective corporate tax rate of any sector of the U.S. economy, which is at or close to the maximum 35%. For this reason, the retail industry has been a strong supporter of income tax reform that would broaden the tax base and lower the corporate tax rate.

A series of economic studies sponsored by the NRF and independent organizations have demonstrated over the years that doing so would increase gross domestic product, wages and consumer spending. Based on these studies NRF believes tax reform can be accomplished without moving the burden to consumers and has led the retail industry's push for tax reform for years. The NRF further thinks the "Better Way" tax reform plan will cause consumer spending to decline for at least five years and would raise prices for consumers.

In addition to opposition from the retail sector, the Better Way tax reform proposal has received a lukewarm reception in the Senate.

At least two Republican

Senators, Mike Rounds of South Dakota and David Perdue of Georgia, have come out against it. About half a dozen others have said they have significant concerns about how the system would work in practice, jeopardizing Republicans' ability to garner the simple majority required for legislation to pass in Senate under budget reconciliation.

### Supporters

The emergence of the "Better Way" tax reform proposal has also created equally adamant supporters in the form of the 'American Made Coalition.'

More than a dozen chief executives from some of America's biggest manufacturing companies called on lawmakers the week of February 13-17 to overhaul the corporate tax code and embrace the Better Way tax reform proposal that would reduce the cost of exports but penalize imports.

In a letter to House and Senate leadership, the American Made Coalition argued that the current tax system penalizes American factory workers and restrains business investment and economic growth. Among the 16 executives who signed the letter are Dennis Muilenburg of Boeing, Jim Umpleby of Caterpillar, Thomas Kennedy of Raytheon and Gregory Hayes of United Technologies.

"We applaud your efforts to pursue tax reform that is both big and bold..." the letter states, "Incremental tweaks will not level the playing field for American workers or dramatically reinvigorate economic growth." The letter underscores the deep division within the business community as Washington debates this proposal that represents the most sweeping changes to the American tax system in more than 30 years. "This reform is consistent with the tax policies of nearly every other country in the world, and it would effectively end the 'Made in America' tax that creates an unfair advantage for foreign-based companies at the expense of U.S. jobs and economic growth," the letter states.

### President Trump on tax reform

Although it could prove the deciding factor in the debate, the White House has yet to weigh in on the issue. President Trump has sent conflicting signals on whether he would support the House border adjustment proposal.

The president has previously dismissed the Better Way tax reform proposal as too complicated. However, during this election campaign, he called for slashing the corporate tax rate from 35 to 15 percent, as well as repeatedly vowing to slap double-digit tariffs on imports. President

Trump has pledged to unveil a “phenomenal” tax proposal within weeks, and while details so far remain unclear, adopting Ryan’s plan could fulfill both campaign promises.

On Friday, February 17, President Trump visited a Boeing factory in South Carolina for a campaign-style rally. At the end of his visit, Trump provided few hints of which way he is leaning on tax reform. “We are going to lower taxes on American business, so it’s cheaper and easier to produce products and beautiful things like airplanes right here in America,” he said.

### Complete disruption

The Better Way tax reform plan proposed by Paul Ryan and Kevin Brady has emerged as having the potential to completely disrupt the American bicycle business and an ecosystem that has bumped along virtually unchanged for over 30-years.

If the plan continues to contain a border adjustment provision, and if it is supported by the White House, and if it survives the Senate, and if it survives Conference committee the administration has stated it would like to see tax reform signed into law before the Congressional August recess—about five months from now.

Although those are four big ‘if’s’, the Better Way tax pro-

posal had zero support before the November election, yet since the 115th Congress was gavelled into existence in January, the proposal has grown a solid set of legs.

The American bicycle business has to pay close attention to tax reform from this point forward. Faced with the potential of total disruption to its whole of import based ecosystem, the industry has to decide if it will take a position, or simply wait out the next five months and live with whatever form of disruption results from the final tax reform legislation that is signed into law.

### What’s Next?

The 115th Congress is controlled by the Republican party and it has a long list of significant issues to deal with by crafting legislation to be discussed, debated and reconciled with the Democratic party and fellow Republicans and the Republican-controlled Senate and finally the requisite Conference Committee

before being sent to the President for signature into law, including, but not limited to:

- ◆ **Health care reforms** – that will impact every business in the U.S., including bike shop business employers and employees.
- ◆ **Trade legislation** – that will have repercussions on the import-dependent bicycle business.
- ◆ **Tax reforms** – that will have a bearing on the profitability of bicycle businesses of all types and sizes.
- ◆ **Potential border adjustment tax** – as a part of tax reform that could increase the prices of all bicycles and related products that are imported into the U.S.
- ◆ **Infrastructure acts** – that will use a combination of public and private funds to rebuild highways, roads, railroads, airports, ports – that will impact bicycle riding facilities as far as they are included, or not in infrastructure planning. 🌀

#### Jay Townley

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

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42T,40T,38T  
CHAINRING MATERIAL: AL-7075-T6  
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COMPATIBILITY: IIS  
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CHAINLINE: 44.5MM  
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# Taiwan Bicycle Exports Slump by 26%

Text: Editorial Dept.

Throughout the year, everyone in the Taiwanese bike industry understood that 2016 was a poor year for business. Most businesses would anecdotally note that their business was down by around 20% compared to 2015. Early in 2017, The Taiwan Bicycle Association (TBA) released draft figures of bicycle exports from Taiwan during 2016. Unsurprisingly, the data showed the number complete bicycles exported from the island plummeted in 2016. According to the data, 2,949,243 units (not including e-bikes) were shipped from Taiwan last year, 26% down from the 3,994,788 exported during 2015. While the average value of exported traditional bikes continued Taiwan's trend in recent years of increasing in value—by over 6% from US\$474 to US\$502 per unit, the total value of bicycles exported from Taiwan in 2016 was US\$1,481,915,572—a drop of 21.74% from the US\$1,893,465,644 of traditional bikes exported during the previous year.

## A Perfect Storm

Taiwan's bicycle exports

to just about every major market fell significantly last year in a near perfect storm of poor market conditions and under-performing bike sales. The US bike market, stagnant yet stable for several years, suffered from high inventory levels throughout most of the year. Despite rosy e-bike sales in the EU, traditional bike sales have not been so healthy with various sources blaming poor weather at the start of the year or higher than normal inventory levels for lackluster sales. In Japan, sluggish retail sales of both sports and urban bikes coupled with higher than normal inventory levels led to reduced imports; and in China, the continued economic slowdown and sluggish bike sales led to a marked decrease in imported bikes from Taiwan.

Taiwan's poor export performance was not just limited

to complete bicycles, exports of bike parts and accessories also took a nose-dive. In 2016, the value of bicycle components exported from Taiwan was US\$749,740,1173—down by nearly 21% from the total value of US\$945,739,348 exported the previous year.

The only respite from the sea of poor export volumes that dominate the TBA draft statistics was in the e-bike category. Global exports in both volume and value of complete electric bicycles rocketed up by over 58% in volume and 158% respectively during 2016. While Taiwan manufacturers have not been particularly quick to jump into e-bike sales, the US\$139,817,656 total value of Taiwan's 131,708 exported e-bikes now represent a 9% share of the total value of all exported bikes.

## Taiwan global exports of bicycles and e-bikes

	2016	2015	% Change
<b>Bicycles Units</b>	2,948,763	3,994,788	-26.18%
<b>E-bikes</b>	131,708	83,042	58.60%
<b>Total</b>	3,080,471	4,077,830	-24.46%
<b>Bicycles Value (US\$)</b>	\$1,481,397,075	\$1,893,465,644	-21.76%
<b>E-bikes</b>	\$139,817,656	\$54,184,670	158.04%
<b>Total</b>	\$1,621,214,731	\$1,947,650,314	-16.76%

Source: Taiwan Bicycle Association (draft statistics)

## Europe

The EU continues to be the major export region for Taiwanese-made bicycles. 1,621,948 complete bicycles (not including e-bikes) were exported to the EU in 2016, this represents a drop of 26.4% from the 2,205,064 units exported there in 2015. With an average value of US\$376.11, the total value of complete bike exports to the EU last year

was US\$609,890,058—20.6% down from the total value of US \$768,784,797 exported there in 2015.

Taiwanese bicycle exports to nearly every European market fell dramatically in 2016. In terms of volume, exports fell by over 38% to 397,283 units to the UK; by 23% to 330,084 to Holland; by 19% to 212,110 units to Germany and by nearly 26% to 140,492 units to Sweden. Total

export value dropped: By 27% to US\$178,037,011 in Holland; by 22% at US\$140,717,691 to the UK and by nearly 19% at US\$71,006,144 to Germany. While the average bicycle export value rose to most European countries, in the UK and Belgium the average value rose by a significant 25% and 22% respectively—total export value of bicycles to Belgium rose slightly by 1% to US\$84,047,330.

## Taiwan exports of bicycles (not including e-bikes) to the EU

	Volume (units)			Value (US\$)		
	2016	2015	% Change	2016	2015	% Change
UK	397,283	645,518	-38.46%	\$140,717,691	\$181,719,829	-22.56%
Holland	330,084	429,755	-23.19%	\$178,037,011	\$245,007,526	-27.33%
Germany	212,110	262,653	-19.24%	\$71,006,144	\$87,683,440	-19.02%
Sweden	140,492	188,797	-25.59%	\$21,937,577	\$27,431,887	-20.03%
Belgium	120,710	146,394	-17.54%	\$84,047,330	\$83,070,241	1.18%
Italy	100,796	123,677	-18.50%	\$27,766,869	\$33,748,039	-17.72%
Spain	67,925	71,756	-5.34%	\$29,976,470	\$34,576,323	-13.30%
Denmark	59,478	91,057	-34.68%	\$13,621,333	\$21,455,954	-36.51%
Poland	54,346	66,855	-18.71%	\$9,160,497	\$9,642,541	-5.00%
Sub-total	1,483,224	2,026,462	-26.81%	\$576,270,922	\$724,335,780	-20.44%
Other	138,724	178,602	-22.33%	\$33,619,136	\$44,449,017	-24.36%
<b>Total EU</b>	<b>1,621,948</b>	<b>2,205,064</b>	<b>-26.44%</b>	<b>\$609,890,058</b>	<b>\$768,784,797</b>	<b>-20.67%</b>

Source: Taiwan Bicycle Association (draft statistics)

The situation was similar in the non-EU European countries. Taiwanese bike exports to Norway slumped to 49,518 units—a 27% drop from the 67,885 units exported in 2015, while exports to Switzerland fell 5.9% to 24,342 units.

Many companies and as-

sociations cited poor weather or higher than normal inventory levels during the first part of 2016 as reasons for poor bicycle sales in Europe. German industry association, Zweirad-Industrie-Verband (ZIV), estimated that poor weather led to a 7% in bicycle and e-bike sales

in Germany in 2016. Shimano, Giant, Merida, Accell and Dorel all reported lowered sales of non-power assisted bicycles in Europe, although disappointing sales were offset to a greater or lesser extent by increased sales of e-bikes.

## North America

Taiwan continues to export more bicycles to the United States than any other single country. While the US bicycle market has been stable/stagnant for several years, exceptionally high inventory levels plagued the market during 2016. Bankruptcies, employee layoffs, reduced sales, poor margins and discounting were features throughout the year. In such an atmosphere, it is unsurprising that Taiwanese exports to the US during 2016 took a hammering, slumping by 26.8% to 527,907 units from 721,438 units the previous year. At an average price of US\$718.11, the total value of complete bicycle exports (not including e-bikes) to the US plummeted to US\$379,096,146—a drop of over 25% from a total value of US\$508,672,085 in 2015.

Although high inventory levels have been routinely blamed for poor sales in the US during 2016, it is perhaps interesting to note that according to import data from the United States International Trade Commission (USITC) show that, while bicycle imports from Taiwan fell by 26.6%, US imports from China dropped by just 1.4%. (See the article on page 118 for more information.)

Taiwan's disappointing North American exports were not confined just to the US market. In 2015, Canada was Taiwan's seventh highest value export market

for bicycles. However, in 2016, Taiwan only exported 67,212 to Canada—a whopping 33% fall compared to the previous year. Total bike export value fell over 28% to US\$47,638,310.

## Pacific Rim

According to TBA the draft statistics, Taiwanese bicycle exports to Asian markets suffered by similar, or even greater falls than those to Europe and America. Exports of non-power assisted bicycles to Japan dropped to just 187,154 units in 2016—a slump of 30% compared to the previous year. Although the average price of a Taiwanese bicycle exported to Japan increased to US\$473.13, the total value of bike exports dropped by 20% to US\$88,548,188.

Exports to China in 2016 fell by over 26% to 74,344 bicycles—down from 100,536 bicycles in 2015. The average unit price increased to US\$619.23, and the total value of bicycle exports fell to US\$46,035,170—down 24% from a total value of US\$60,592,816 exported across the Taiwan Strait in 2015.

It would be disingenuous to state that the total value of bicycle exports South Korea have now 'risen' to be second in Asia, as the Taiwanese bicycle exports to South Korea were just marginally less bleak than those to China. In 2016, the island exported 73,582 bicycles with a total value of US\$46,145,211 to South Ko-

rea, representing drops of 25.4% in volume and 22.3% in value.

Taiwan's export of bicycles to Australia fell only slightly—dropping by 2% to 88,302 units in volume, and dropping by 6% to US\$69,714,892 in total value.

## E-Bikes

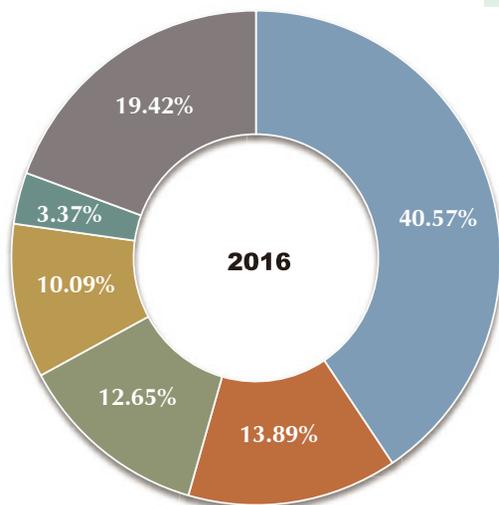
While exports of traditional bikes from Taiwan took a battering in 2016, exports of power-assisted bicycles have skyrocketed. Last year, the island exported 131,708 e-bikes globally, up by 58% from the 83,042 units exported in 2015. Average unit export value also rose significantly jumping by 62% from US\$652.50 to US\$1061.86. The increased e-bike units exported coupled with the higher average value combined to give a total value of US\$139,817,656 e-bikes exported from Taiwan during 2016—a huge 158.11% increase on the US\$54,184,670 exported during 2015.

The largest number of e-bikes were exported from Taiwan to the Netherlands with a total of 53,438 units—just about double the volume export in 2015. The total value of e-bikes exported to Holland was US\$53,092,179, this was not only a whopping 254% increase over the total value exported in 2015, it was nearly the same value that was exported from Taiwan globally in 2015.

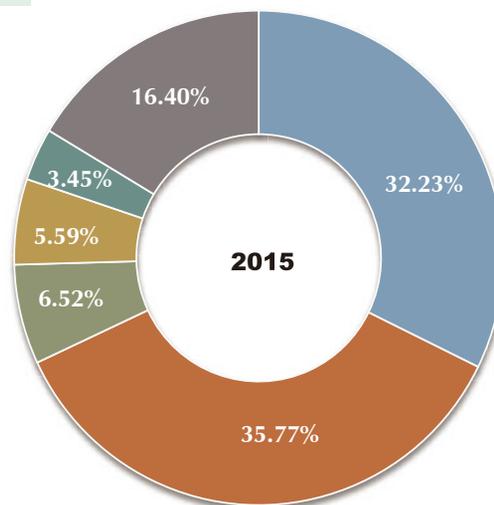
The second largest export destination for Taiwanese e-bikes was Germany. The 18,293 units

## Taiwan global exports of e-bikes

### Volume (units)

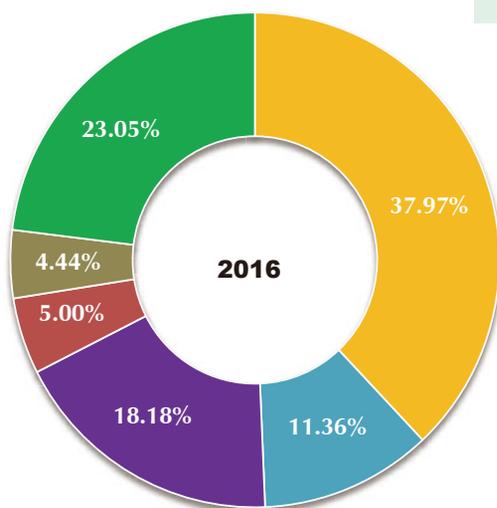


- Holland
- Germany
- USA
- UK
- Switzerland
- Other

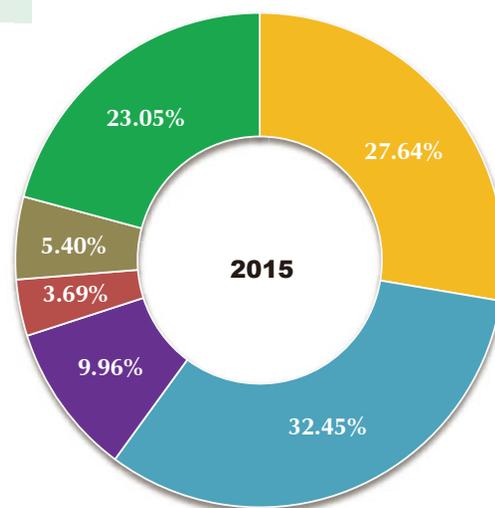


	Holland	Germany	USA	UK	Switzerland	Other	Total
<b>2016</b>	53,438	18,293	16,665	13,293	4,438	25,581	131,708
<b>2015</b>	26,767	29,707	5,412	4,646	2,861	13,619	83,042
<b>% Change</b>	99.12%	-38.42%	207.93%	186.12%	55.12%	87.83%	58.60%

### Value (US\$)



- Holland
- Germany
- USA
- UK
- Switzerland
- Other



	Holland	Germany	USA	UK	Switzerland	Other	Total
<b>2016</b>	\$53,092,179	\$15,884,423	\$25,420,410	\$6,987,523	\$6,203,926	\$32,229,195	\$139,817,656
<b>2015</b>	\$14,975,757	\$17,583,952	\$5,396,441	\$2,000,993	\$2,924,811	\$11,302,716	\$54,184,670
<b>% Change</b>	254.52%	-9.67%	371.06%	249.20%	112.11%	185.15%	158.04%

Source: Taiwan Bicycle Association (draft statistics)

## 2016 Taiwan Bicycle & e-bike export share comparison

	Bikes	Ebikes	Total units	Bike value	Ebike Value	Total Value
2015	3,994,788	83,042	4,077,830	\$1,893,465,644	\$54,184,670	\$1,947,650,314
2016	2,948,763	131,708	3,080,471	\$1,481,397,075	\$139,817,656	\$1,621,214,731
2015 Share	97.96%	2.04%		97.22%	2.78%	
2016 Share	95.73%	4.27%		91.38%	8.62%	

Source: Taiwan Bicycle Association (draft statistics)

exported there in 2016 was actually 38% lower than the previous year’s total, however a substantial jump in average unit value meant the total value exported was US\$15,884,423—just 9.67% down from 2015.

The total volume and value of e-bikes exported to the USA also jumped substantially. 16,665 units were exported from

Taiwan to the USA in 2016—more than tripling the volume exported there the previous year. Total value of these exports was US\$25,420,410—a 371% jump from the US\$5,396,441 value of 2015’s e-bike exports. This is perhaps a promising sign of growing acceptance of e-bikes in the potentially huge US market.

The TBA’s export data re-

veals the increasing importance of electrically assisted bicycles for Taiwanese manufacturers. In 2015, e-bike exports represented just over 2% of Taiwan’s total bicycle exports. Last year, however, 4.27% of all bicycles exported from Taiwan globally were e-bikes, and this category now represents 8.62% of all bicycle exports in terms of value.

## 2017 and beyond

This year, Taiwan’s bike industry will be aiming to shore up falling global bicycle shipments and signs at the start of the year seem promising that 2016’s dismal figures can be improved upon. In many countries, particularly America, high inventory levels have returned to a more appropriate level. The economic slowdown in China, which has effected the market there for Taiwanese companies in the past couple of years may well have reached its nadir, and in the long term, the China still looks set to grow to become one of the world’s largest consumer market. Additionally, with Taiwan manufacturer’s increased empha-

sis on e-bike development most companies foresee exports in this category growing as more and more markets continue to witness growing sales of electrically-assisted bikes.

On the political front, the election of President Trump in the United States and the wave of protectionism threatening to sweep over the western world may well cause some shake up in international trade relations. Since taking office in January of this year, President Trump has withdrawn the USA from the Trans-Pacific Partnership (TPP) leaving the agreement effectively dead in the water, opened preliminary discussions with Mexico

and Canada about renegotiating NAFTA. He has, however, yet to follow through on his campaign promise to label China a ‘currency manipulator and impose additional trade duties on Chinese products entering the US (see more in Jay Townley’s article on page 56).

Following on from last year’s UK referendum to withdraw from the EU, Europe will discover the extent of populist feeling with elections in both France and Germany. In particular, French Presidential candidate, Marie Le Pen is promising to free France from the “tyrannies” of globalization and the European Union.



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- FLOATING STEEL AXLE WASHER
- LASER ETCHED LOGO & SPECS
- STANDARD OR CUSTOM LENGTHS
- THREAD PITCH OPTIONS: 1.0, 1.5, OR 1.75
- AVAILABLE IN SYNTACE X-12 STANDARD



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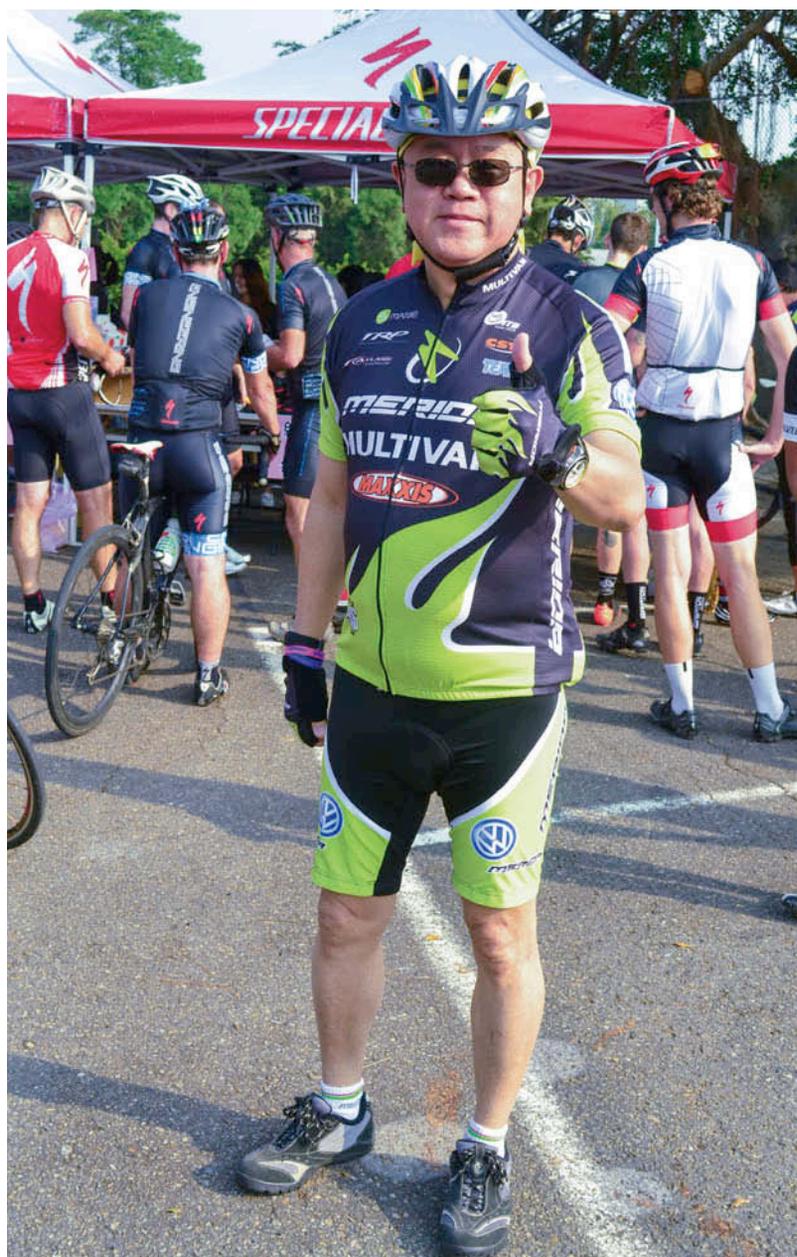
Building an Intelligent Service Platform

# Michael Tseng Takes over as New TBA Chairman

Text & Photos: Editorial Dept.

Merida President, Michael Tseng has spent over thirty years in the bicycle industry, and Merida has enjoyed a steady string of achievements under Tseng's sound and thorough management. Now, thanks to the confidence Tseng has inspired, he has been elected the 9th chairman of the Taiwan Bicycle Association (TBA). Facing the challenges ahead, Tseng hopes to lead companies in continuing to consolidate their base in Taiwan, overcoming difficulties and expanding into global markets.

Last year was an exceptionally challenging year for Taiwan's bicycle industry. According to Michael Tseng, the industry's exports encountered setbacks in 2016, with total exports of 2,950,000 units falling below the 3 million mark, and dropping by 26% compared with 2015. The total value of its bicycle exports was US\$1.48 billion—a drop of 22%. The only good news was that the average unit price of exported bicycles reached a new high, and broke through the US\$500 mark to reach US\$502, which represented an increase of 6% compared with the year before.



▲ New TBA Chairman, Michael Tseng hopes to lead companies in consolidating their base in Taiwan, overcoming difficulties and expanding into global markets.

Bicycle parts and accessory exports remained around US\$1.0 billion for the fourth consecutive year. Taiwan's e-bike exports surpassed 120,000 units, which represented a dramatic 58.6% increase compared with 2015, and the average unit price of exported e-bikes reached a new high of US\$1,062, which was an increase of 62.7% compared with the previous year. In spite of the bad news, these figures show us that Taiwan's bicycle industry chain still possesses a competitive advantage.

### Innovation, brands, and smart manufacturing

Confronted by a new upsurge in competition and challenges, Taiwan's bicycle industry has many tough battles ahead of it, and TBA has its work cut out for it. In these circumstances, Michael Tseng emphasizes that TBA will adopt a new positioning as an "intelligent service platform," such as putting bicycle industry information online and integrating resources via online platforms. Toward its members, TBA will actively help members develop innovative new products, upgrade to intelligent factories, and strengthen their corporate constitutions; outwardly, TBA will tighten the links in industry supply chains, promote brand marketing, and

rely on solidarity and collective strength to resist outside competitors.

### Merida's Production and Sales Performance

The Merida Group had aggregate sales earnings of NT\$22.8 billion last year, which was a 19% drop compared with 2015. Merida's total bicycle production of 1.60 million units also represented a 27% decrease. In the wake of a large-scale contraction in the Chinese bicycle market, Merida's Chinese plant has been vigorously cutting costs and reducing production. At present, 75% of Merida's bicycles are produced in Taiwan, and these mostly consist of such high-unit-price models as full suspension MTBs, road bikes, and sports e-bikes. Merida sold 60,000 e-bikes last year and plans to place particular emphasis on the development of high-end e-bikes in 2017. Merida's Taiwan plant has four assembly lines and has set a 2017 production target of 110,000 bikes, which will be



▲Michael Tseng wants to position TBA as an "intelligent service platform."

mostly destined for the European and American markets. Merida also has an e-bike assembly line in Germany with an annual capacity of 10,000 units; these e-bikes are generally equipped with Bosch components and are sold in nearby European markets. Finally, the company's sponsorship of the Bahrain Merida Team this year helped burnish its brand. As a result, Michael Tseng is confident that Merida's output and sales will grow in tandem this year.

### Brand value

In recent years, Merida has made substantial investments in



▲ Merida commends 2016 "superior vendors": VIP, VP, FSA, Shimano, KMC, DT Swiss, Velo, and SR Suntour.

sports marketing, which has given a huge boost to its brand recognition. As a result, Merida was 8th in the 2016 Taiwan International Brand Value Survey with a brand value of US\$400 million, which was an increase of 4% compared with 2015, and the sixth consecutive year of growth. At this year's Taipei International Cycle Show, Merida's three principal exhibition themes consist of the top-end bikes used by the Bahrain Merida Team, high-end electric MTBs, and the Merida bikes receiving the Taiwan Excellence Award or iF Product Design Award.

Emphasizing a steady hand and pragmatic management, constant knowledge of market trends and real-time responsiveness to customers' needs, Michael Tseng is known as a wise, decisive and thrifty manager. Polishing the company's brand and building a "dream workshop," Tseng can be expected to lead Merida forward to further international fame. 



▼ This year Merida are co-sponsoring the Bahrain Merida professional world tour team which includes Taiwanese rider, Feng Chun-kai.

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For over 40 years, King Liu (left) and Tony Lo (right) have maintained outstanding rapport while playing complementary roles at Giant.

Passing the Baton

# Giant's King Liu and Tony Lo discuss succession

Text & Photos: Editorial Dept.

Giant Global Group founder, King Liu, and his business partner, Tony Lo, both announced their retirement toward the end of 2016. Their retirements have ushered the Giant Group into a period of matrix management, which will pave the way for transforming the company into an enterprise that will last for a century.

For a long time, King Liu and Tony Lo have been like the front and rear wheels of a bicycle, they have relied on their seamless cooperation and division of labor to realize the group's ambitions, and achieve many outstanding milestones. As a result, it was no easy matter to find their successors. In the case of a global corporation with annual sales of as high as NT\$60 billion and a brand value in excess of US\$467 million, succession required extensive advance planning and consolidation along the way. As the Giant Group underwent a generational change in top managers, this publication conducted a special interview with former President, King Liu and former CEO, Tony Lo. In this interview, these two figures discuss the preparations, planning and process for the changing of the guard at the Giant Group. They also share their plans for after their retirements.

At the beginning of the interview, King pointed out that some commentators in the media had seen the succession plan as a crisis handling measure in response to the recession faced by the industry. King asserted that this was incorrect, and noted that it would have been very irresponsible for him and Tony Lo to have taken such a course of action, if it were true. The succession move was based on the need for sustainable corporate management, King noted, and added that maintaining sustainability has been a vital project for the group. After working intensively for 44 years, if King failed to pass the baton at this point, it would be unfair to younger individuals in the company, because the members of the younger generation must have time and opportunity in which to perfect and apply their talents, and continue to ensure the company's long-term existence.

In June 2015, Giant established an innovative reform committee, and initiated a 6th innovative reform project, which included a succession plan and had the management team's full backing. Over a year ago, a director recommended to King that he should hand over his position to a younger individual, and try to complete this succession while he was still healthy, which would also give younger individuals more room to apply their abilities. Around

the same time, King discussed his thinking about succession and retirement with Tony Lo; the two company leaders quickly reached an agreement to retire while they were still effective managers, and this decision truly initiated the succession project at Giant.

Referring to his "25-year agreement" with King Liu, Tony Lo recalled that it was 43 years ago, when he went to Giant's plant in Dajia for the first time to discuss cooperation with Liu. At that time, he was still working at the China Development Trading Company, and had read in a newspaper while taking the train to Dajia, that Honda Motors founder, Honda Soichiro, and his partner, Fujisawa Takeo, were retiring at the same time after working together for 25 years. This news impressed him, and shortly afterwards he mentioned to King that the two should also retire together after 25 years. As the years went by, the Giant group continued to grow and thrive, and the burden on the two managers' shoulders grew increasingly heavy. As a result, they felt duty-bound to maintain their positions at the company's helm, and time continued to pass. But after 43 years, they suddenly realized that they had waited too long, and had in fact jeopardized the company's long-term development. Because Giant had always been very vigilant towards crisis, it had always been quick to pursue reform in order to secure the company's

future prospects. As a result, they decided that, in order to minimize risk for the company, they should immediately initiate succession plans while they were still healthy.

### Who will take over management?

As for the selection of successors, King noted that he would not designate or propose candidates. Instead, because the management team members comprising the innovative reform committee have always been attentive to succession matters, they submitted recommendations concerning who they felt are the most appropriate candidates, and these candidates were Bonnie Du and Young Liu. While King Liu was pleased that these candidates consisted of his niece and son, he also felt very apprehensive, and asked the managers whether there weren't any other individuals who would also be suitable candidates. The management team responded by unanimously proclaiming that these were absolutely the best successors. King then replied that although he might influence the choice of candidates for president, the board of directors would have to unanimously select the new president, and the CEO would be appointed by the president. In the end, the appointment of successors went extremely smoothly, and the management team easily achieved unanimity,



▲ King emphasized that succession cannot be achieved with half measures.

which was very gratifying to Liu. Furthermore, since Bonnie and Young have both spent thirty or forty years experience, are mutually complementary in terms of talents and personality and have good mutual rapport necessary, they are perfectly suited to maintain Giant's steady progress and achieve further milestones.

### The hand-over process

After successors had been selected, the next question was

how to train them for their new positions in the shortest possible time, so that King Liu and Tony Lo could let go completely. The way King and Tony feel about this is that running a company is like flying an airplane, and in this case they had always served as the plane's pilot and copilot; even if the interns sitting behind them had watched for a very long time, they would still lack real hands-on experience, and would not have the feelings and thoughts that

someone in the actual controlling position would have. After Bonnie assumes King's position as company president, Young Liu will then take over as CEO. King and Tony Lo therefore began working separately to train their respective successors and the other chief company officers. After 11 months of succession training, King and Tony let the two new top managers take full control of the company in October 2016. King and Tony will henceforth only sit in on meetings, and will not speak or

meddle to a great degree.

Many observers have wondered whether if the retirement of these two leading figures at the same time is too risky for the company. According to King Liu, "The people below us will have room to rise only if both of us retire. If only I retire, and Tony stays on in his position, those below us will just keep following in their old paths, and no innovation will occur. A half-baked succession would actually be more risky for the company; it would cause needless confusion and make a mess of our operations. Because of this, having both people step down at once is the best way to show our determination to pass the baton and give the new managers the room they need to grow into their positions."

Within the framework of the Giant Group's matrix management and 14 corporate officers playing different roles, King Liu and Tony Lo have been very satisfied with the performance of Bonnie and Young, and feel that, thanks to these two individuals' leadership talent and demonstrated ability to get up to speed quickly, the succession is completely on track.

### Stepping down but not retiring; involvement in CSR

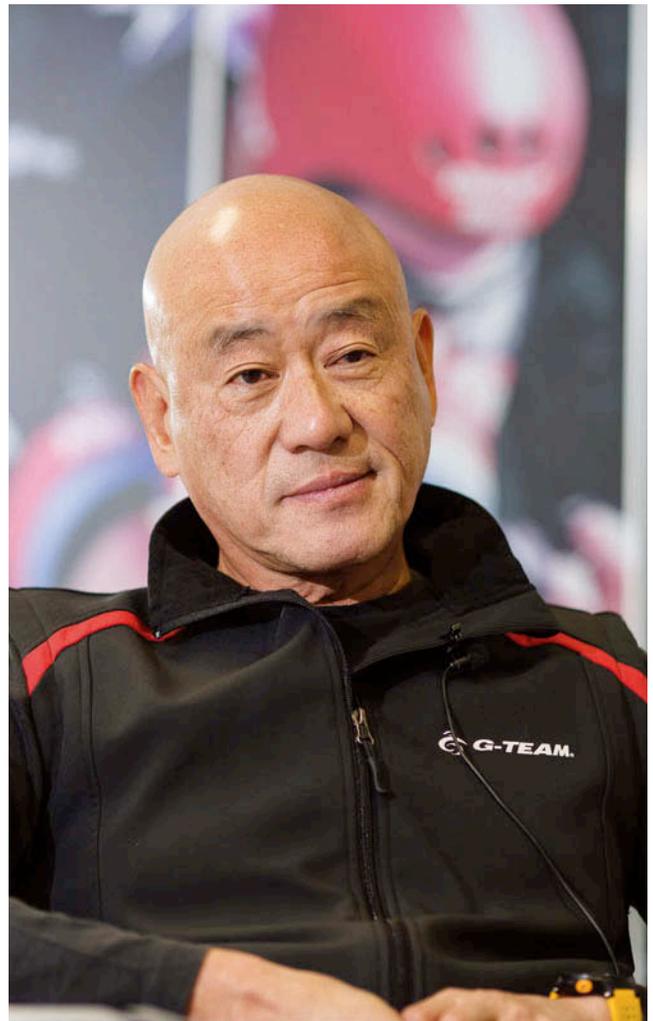
In view of the fact that he cannot shed the heavy burden of 44 years all at once, King emphasized that his first

step has been only to hand over his formal duties; as for his informal company social responsibilities (CSR) work, King and Tony plan to step down but not retire. Instead, they will share responsibility for CSR tasks, which King Liu feels will have the potential to supercharge the company's brand and image if done successfully. King emphasized his belief that individuals should pursue success during the first halves of their lives, but should try to lead meaningful lives during the second. King feels that his most meaningful achievement has been to promote the world's first YouBike system, which has been praised by the media, public and government, and has made a small but significant contribution to the welfare of city residents. Public satisfaction with the YouBike system is as high as 90%, and the chief complaint of the dissatisfied respondents comprising the remaining 10% is that there is no YouBike rental location nearby. As a result, King Liu will continue to remain the president of YouBike in the future, and continue to promote and develop the YouBike system, and also promote cycling as an advocate.

Giant established the Japanese Bicycle New Cultural Foundation in May 2016. This foundation, which is headed by Tony Lo, seeks to cultivate the Japanese market with the experience gained in Taiwan.

In the second half of his life, self-proclaimed bicycle missionary Tony Lo has given himself a new challenge, and hopes to fundamentally change the Japanese attitude to cycling, which will open the door to the further development of Japanese cycling and bicycle market. Although eight million bicycles are sold in Japan each year, a vast majority of which are commuter models, only 500,000 sports bikes are sold annually in the country—a mere 6%. Because of this Japan, can be called a cycling desert. Tony Lo hopes that the transformation of bicycle shops can stimulate interest in cycling and lay the foundation for a cycling culture.

After 44 years of changing fortune and glorious achievements, the 83-year-old King Liu has finally laid down his burden. He now appears more at ease and spirited on a bicycle than ever, and we look forward to riding with King once again. As for Tony Lo, who is busy practicing his Japanese, he is preparing to apply his energies to the Japanese



▲ Tony Lo's newest challenge is to develop the Japanese bicycle market.

market. In addition, Lo also plans to again accept the challenge of cycling around the island of Taiwan—for the 10th time.

We would like to thank King and Tony for the extraordinary enthusiasm they displayed throughout their careers, and especially for the gracious way they have set down their leading roles—which has also established a model of succession for the industry. 🌀

# New Chairman and CEO for Giant

Photos & Text: Editorial Dept.

Following a board of directors' meeting on Friday December 16th, Giant Manufacturing held a press conference to announce the retirement of King Liu as Chairman and Tony Lo as Chief Executive Officer, and the appointment of Bonnie Tu as Giant's new Chairman and Young Liu as the new CEO.

Bonnie Tu, who was previously both Executive Vice President and Chief Financial Officer of Giant, took over from current Chairman King Liu as of January 1st 2017. In a short speech at the conference, Ms. Tu praised the guidance of King Liu and Tony Lo, who for the past 44 years, had overseen the development of Giant from a small factory in Taichung, to one of the world's leading bicycle brands. Ms. Tu also expressed that in the future, the company would continue its progress as a modern company integrating its products with service. Every day Bonnie is full of positive energy as she leads the Giant team, pursuing stable operations and create greater growth. In the future, management of Giant will act like a cycling team in the Tour de France competition, in which every member plays an important role. "Our company's new leadership will shift from the



▲ With their complimentary talents, Bonnie Tu (left) and Young Liu (right) lead Giant forwards.



▲ Bonnie stressed that by continuing to learn and having dialogue with female consumers, listening to their demands and interacting with them, Liv's products could gain an even higher degree of recognition and admiration.

▲ Good at listening, calm and decisive, Young Liu emphasizes efficiency.

strong and centralized management over the past four decades to a more professional teamwork style.”

King Liu’s son, Young Liu, who is currently Giant’s Chief Operating Officer will be taking over as Chief Executive Officer from former CEO, Tony Lo as of January 1, 2017. Young Liu commented that the new leadership team was committed to building Giant as a consumer- and service-oriented enterprise, and that the company will gradually realize a transformation to smart manufacturing and will expand sales channels in the scope of digital marketing, consumer interaction and deepening

communications. Young Liu pointed out that despite the bicycle market downturn in 2016, there were still areas of growth for Giant, especially in e-bikes, carbon fiber bikes and for the Liv brand catering to female cyclists. In the future, he would like to see Giant move on from being the world’s No.1 bicycle maker to a more service-oriented company with both brick-and-mortar stores and online e-commerce platforms. Young Liu also explained that in order to initiate this transformation, the company selected 14 key executives in October to be in charge of roles such as marketing, sales, legal affairs, human resources and

manufacturing, with the reforms expected to facilitate decision-making processes and enable the company to adjust quickly to changes.

In China, bike-sharing systems are growing like an unstoppable trend, and although many companies are taking large bike orders, Giant are still considering OE production of bike-sharing bicycles. At Taipei Cycle Show, Giant’s theme this year is ‘The Perfect Ride’. Promoting three major trends: Tubeless tires, eMTBs with integrated exclusive hybrid cycling technology and female urban cycling, for which Liv have developed the new BeLiv series. 

# Ming Cycle: Meeting Demand for Bike Sharing

Text & Photos: Editorial Dept.

Although Taiwan's cycle industry suffered weak sales across the board, Ming Cycle, which operates three plants in China, enjoyed 5% growth in spite of the adverse conditions. Ming Cycle was also awarded the Jiangsu Province's "Purple Summit Award"—its highest honor for Taiwanese companies, and additionally became a key supplier for a leading multinational sporting-goods retailer. Ming Cycle rode a wave of orders for bike-sharing bicycles during the first part of this year and hopes that its sales for the year will increase enough to approach US\$300 million. But Ming Cycle's success has been no matter of chance: In the words of President Tai Shan Chang, "Opportunity is always there for those who are prepared."

With all three plants completed and running, Ming Cycle's production capacity took a big jump last year, which allowed it to grow in spite of the bicycle market's contraction, and its sales reached US\$210 million for the year. Due to the skyrocketing popularity of bike-sharing schemes in China, Ming Cycle has recently received some from very large orders for aluminum bike-sharing bicycles.

## Division of labor among three plants

According to President Tai Shan Chang, bike-sharing is providing a new hope in China's depressed bicycle market, and demand for these bikes is growing in leaps and bounds. While the explosive growth has attracted criticism and caused chaos, with support from the central government, companies have embarked on a dialogue with local governments as they search for solutions. As a result, President Chang believes that this market segment will continue to thrive after the industry undergoes a reshuffling and relevant management regulations are issued.

## Awarded the Purple Summit Award

China's Jiangsu Province has the country's greatest number of Taiwanese firms. In total, more



▲President Tai Shan Chang is a skilled leader and has won the affection and respect of both shareholders and employees.

than 26,000 Taiwan companies have invested in the area. In order to recognize those Taiwanese businesses that have put down roots in Jiangsu and demonstrated excellent performance, the Jiangsu provincial government established the "Purple

Summit Award” last year. Thanks to its longstanding roots in Jiangsu and the fact that it employs 2,600 local people, Ming Cycle was awarded the Purple Summit Award for growing companies in honor of its outstanding performance.

### Strida’s 30th anniversary

Apart from devoting its attention to the production of bike-sharing bicycles, Ming Cycle also makes some of the e-bikes that are currently so popular in Europe. For instance, Ming has developed new E8000 high-end electric mountain bikes bearing Shimano components. These are being assembled at the company’s Taiwan plant and will be displayed at the Taipei Cycle Show. As a result, Ming Cycle



▲Ming Cycle was awarded Jiangsu Province's "Purple Summit Award" for growing companies. Fifth from right is Ming Cycle President, Tai Shan Chang.

expects its e-bike output to grow slightly this year. Additionally, 2017 happens to be the 30th anniversary of Ming Cycle’s small-bicycle brand, Strida, and the company has therefore introduced a 30th anniversary edition Strida. Equipped with carbon fiber wheels, it is expected to be a highlight of Taipei Cycle Show.

decided last year to be listed on the Chinese stock exchange, and it expects to submit its application next year. In order to be listed, and to share profits with employees, Ming Cycle let its staff in Taiwan, and in China, become shareholders this year. This has effectively boosted the cohesiveness and loyalty of staff and employees. By sharing its wealth, Ming Cycle Group is creating unity among all employees as it continues to make headway toward its goals and achieve even greater success.

### Making progress toward listing

In order to achieve sustainable management, Ming Cycle



▲Chen Chen-nan, General Manager of Ming Cycle's Taiwan plant, which specializes in e-bike production, shows off the newest E8000 electric mountain bike.



▲The Strida 30th anniversary edition is equipped with carbon fiber wheels.



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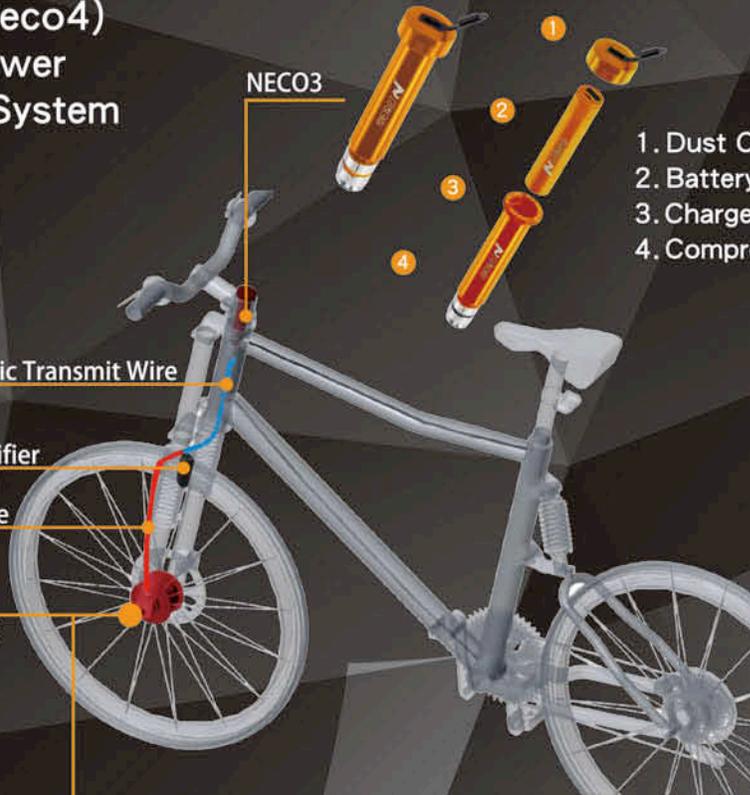


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Rove (Neco3+Neco4)  
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Generator-UPS System



NECO4  
Patent No.China : 5257748  
6Vx2.5A=15W  
Global Maximum Bicycle  
Dynamo Generator



NECO 1  
Intelligent Hidden Wire Headset  
NECO1 Patent No. China: 4118628/Taiwan: M497135



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# KMC's 40th Anniversary Marks A Milestone of New Innovation

Text: Editorial Dept.



World renowned and market leading chain brand, KMC, has been devoted to chain manufacturing for 40 years since it built its very first chain in 1977. To mark this milestone, KMC has launched a new brand logo which uses the lemniscate symbol for eternity and infinite possibilities. With a focus on environmental consciousness and a sustainable cycling industry, KMC has set its eyes on a future of constant innovation.

KMC's global sales and marketing network integrates physical and virtual sales channels to supply perfectly compatible products made with outstanding craftsmanship. The company has also increased levels of production automation, as well as the ability to offer complete integration plans for special drivetrain projects.

According to KMC, it is the first and only Carbon Footprint Certified chain manufacturer,



constantly working toward a more eco-friendly manufacturing process and emphasizing environmental protection awareness. With its refined brand management, KMC offers better products and a more efficient service to customers worldwide.

## Optimized global sales and marketing networks

KMC strategically builds its sales and marketing networks throughout all continents to offer timely services and products to all customers worldwide; thereby allowing KMC to become an important partner to many alliances in the global bicycle industry. Looking toward the future, KMC plans to actively develop all sales channels and to create systematic service platforms to accelerate product and service flow to ultimately enhance all global business modules and partnerships.

## Enhanced productivity and innovation recognition

The fundamental support of market services comes from an efficient, well-designed production flow. With increasing use of automated production, KMC believes its comprehensive products are the best chain solution for all bicycle types.

Honored with 12 iF and Red Dot design awards in nine consecutive years, the company preserves the heritage of fine craftsmanship combined with modern technology to bring new value to its premium quality chains.

## Cycling trend pioneer: Total Chain Solution

KMC pioneers with inno-



▲ KMC pioneers the bike industry with its introduction of X12s chain for 12-speed drive systems.

vative R&D combined with intricate data analysis to provide the best product according to market needs. The newly released 12 speed X Series chain is perfectly compatible with all 12 speed systems and provides riders with intuitive cycling pleasure through ease of use and superb performance. KMC also offers solutions for all bicycle types, rider needs, and special projects such as BMX and bike-sharing chains.

## New e-bike chain

The debut of KMC's 2017 new e-bike series chain is the brainchild of intensive technical collaboration with renowned e-Bike motor brands to be the per-

fect chain solution for all central motor and hub systems.

With the new patented riveting technology to achieve industry-leading pin power of 450kgf (kilograms of force), the KMC e-Bike chain is able to cope with higher torsional stress and endure over 1,000kgf of tensile stress that is often generated by central motor systems. KMC's sturdy and stable e-Bike chain empowers riders to easily conquer rugged trails and harsh riding environments.

KMC X e-Bike chains are compatible with Bosch and all other e-bike systems up to a recommended maximum power of 850W.



# New Product Gallery

Text & Photos: Editorial Dept.

## A-Pro Tech.

### G80 Gravel Bike Frame

A-Pro's G80 is a new gravel frame platform which offers 80mm of rear suspension travel. The system provides more traction, speed and comfort on rough gravel or unpaved roads. Relaxed geometry gives riders stability in off-road conditions without compromising speed and handling on the road. The lightweight airshock is mounted to a unique monocoque seat-tube design, which serves the bike functionally by being light and stiff whilst aesthetically keeping the bike clean and still looking like a road bike. Other features are internal cable routing, tapered headtube and flex pivot on the rear stays.

+886-4-26821688

www.apro-tek.com



## Aropec

### TriCompress

(SS-3T-109M-BK / LIME)

Aropec Tri-Compress collection is designed for elite long distance triathlon competitors, and boasts "Tri Max" super-stretch fabric which provides moderated compression pressure and increased sport performance. The new revolutionary "Supreme Air Pad" chamois improves protection feeling of comfort. A Flatlock stitched construction allows for non-chafing wear, and also decreases the effects of wind drag, while a special check knitted pattern design with stylishly tailored seams creates a professional and fashionable look. The Tri-Compress is also engineered with Dynamic Band made from a special non-slip spandex material which holds the garment in the right position while cycling. A high density chamois of differing thicknesses also helps to improve protection for riders when cycling.

+886-4-25693850

www.aropec.com

## A-Pro Tech.

### R502-C30TR Gravel Carbon Wheelset

A-Pro Tech has recently developed a carbon rim specifically designed for hard-hitting gravel riding. The rim boasts a light weight construction that is both stiff and high impact resistant, whilst absorbing vibration from gravel chatter, thanks to FEA and CFD analysis during design phase, and painstaking machine and road testing. It is tubeless ready and compatible with gravel specific tires currently available on the market.

+886-4-26821688

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**Aropec**  
**COMP-E-PT-02M-BK / LIME**

Aropec Sports Functional Endurance Garment is designed and made with “Aropec Endurance Technology” which applies theories from bio-medicine and exercise science. It not only offers a compression function, but also combines with the “Kinesio Taping” technique. An endurance powerband is added to help strengthen the muscles endurance ability by enhancing muscle support, protection and blood circulation while decreasing energy loss due to muscle vibration and fatigue. Aropec Endurance tights have patents from China and America, and are a pioneering, unique development in the world of training tights.

+886-4-25693850 [www.aropec.com](http://www.aropec.com)



**Baradine**  
**DS-17F / DS-44F / DS-52F**

Baradine’s latest pads feature mounted fins to help let air circulate through the pad when in use, at the same this also takes the hot air produced by the pads away. The varying heights of the fins help

to create the maximum area for heat dispersion, this process is also aided by air flow channels in the pad.

+886-4-7112650 [www.baradine.com.tw](http://www.baradine.com.tw)

**Baradine**  
**Interval Pad**

Baradine’s Interval Pad is manufactured with a special compound suitable for use with both carbon and aluminum rims. The pad is suitable for use in both wet and dry weather, providing up to 20% more braking power. The pad is fully compatible with Shimano standard and direct mounts.

+886-4-7112650 [www.baradine.com.tw](http://www.baradine.com.tw)



**Ebon**  
**CB-0108UBHC5**

This EVA / PU bartape from Ebon features a multiple-color punch pattern to increase uniqueness. Customers may choose different colors to highlight their brand’s design. The 3cm wide tape comes in lengths of 200cm.

+886-6-2338551~9 [www.counion.com.tw](http://www.counion.com.tw)

## Carbotec

### WCR-1501

Carbotec's WCR-1501 is a tubeless-ready wheel. The 622 x 19 rim has a 35mm depth and weighs 425 grams. The 18H front and 24H rear wheels feature Sapim CX-Ray Black spokes. The wheelset is compatible with Shimano and Campagnolo 10- and 11-speed drivetrains.

+886-4-26815316



## Ebon

### CB-3804UBHBRKG

This VI Generation locking system clamp features a special middle-reflective punch pattern designed to increase visibility for maximum rider safety. It is made from PU and EVA material. The size is 130mm.

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## Infini

### I-462R

Housed in a sleek, precision-machined aluminum case the Turbo's clean, simple round look is both effective and aesthetically compatible with nearly every style of bicycle. Turbine fan shaped lenses add to the dynamic look of the I-462R Turbo while in operation. Available in smooth black and micro-peen gold or silver finishes.

+886-4-7697216

www.infini.tw

## Her-Mao Printing Corporation

### HRNT-Digital UV Decals

HRNT-Digital UV decals are a breakthrough, trend-leading, new product. The decals' multi-color layers characteristics combines glossy decals on matte surface projects, showing up the contrast between the glossy and matte surfaces. They also provide various color gradations.

+886-4-25590699

www.her-mao.com.tw



## Novatec

### R3 Disc

The R3 Disc is a do-everything, 26mm wide, 38mm deep, wide profile full carbon rim featuring off-center spoke placement for a stronger, more powerful and a stiffer wheel, with more responsive braking. The asymmetrical feature allows for a balanced spoke tension, the most critical element of a strong wheel. Hand built with stainless aero spokes and alloy nipples the rim has a Matrisilk structural mesh & protex 3k enhanced braking surface. Use of super high temperature TG resin prevents heat distortion, while the hypertoroid shape design gives an optimized cross sectional shape.

+886-4-25668888

www.novatecwheels.com

## Ostand

### CD-179 Kickstand

Ostand's newest alloy kickstand suitable for frames with flat mount disc brakes. The kickstand is suitable for 26", 700C or 28" wheel sizes, and is available in either black or silver.

+886-4-7689658

www.ostand.com.tw



## Ostand

### CD-320

The CD-320 benefits from a double color injection manufacturing process to give this new Ostand bottle cage a sleek and aesthetically pleasing look. The PC material cage is available in colors of black / white, blue / white or red / white.

+886-4-7689658

www.ostand.com.tw



## Ostand

### CD-266 Carrier rack

Ostand's CD-266 is a new type fitting set carrier rack with expandable wings. Made from aluminum alloy, the rack is adjustable to fit wheel sizes from 26" to 29". The CD-266 is available in either silver or black with a powder coated finish.

+886-4-7689658

www.ostand.com.tw



## Oyama Forward

Forward is Oyama's latest folding bicycle. The alloy frame, with its three stage folding design, can be folded horizontally at the front and vertically at the rear. The shifting system utilizes Shimano's Nexus 3-speed, while other components feature tektro brakes, a KMC chain, Prowheel crankset and kenda tires.

+886-6-2534116  
www.oyama.com



## Sunny Wheel Chairish FL-BC-193

Sunny Wheel's Chairish FL-BC-193 is an elegant yet ultra-safe baby seat for bicycles. With its shoulder, arm and finger protection the seat will give additional protection to babies should the bicycle topple over. For this year, Sunny Wheel have launched a smoky black color model into the market.

+886-4-7616188  
www.flinger.com.tw

## VP Components Harrier C

VP's new Harrier C pedal has a traditionally-sized platform and a dual-concave shape for riders who prefer to have the increased feel and control that a concave shape can provide. Harrier C is optimized for shoe sizes 5-11 giving most riders the option to have either a concave platform or an oversize platform.

VP-Harrier C uses an all-new and patented AFC system (Axial Force Control). AFC separates axial and radial loads with specific bearings to efficiently handle each kind of loads. The result is a thin, light and durable axle system that stays stable over the life of the pedal.

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 Alloy(6061)

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 Option: Pivot / Roller /  
 IS mount /  
 Post mount



2018 new



**OS-E600D**  
**ONE-PIECE DROPOUT DESIGN**  
 Steerer tube: 1-1/8 Alloy(6061)  
 Blade: Ø50

Wheel size: 700C  
 Use: Trekking bike  
 Option: Pivot / Roller /  
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**OS-E455**

Steerer tube: 1 1/8"-1 1/2"  
 Alloy(6061)

Blade: Ø50 Alloy(6061)  
 Wheel size: 700C  
 Use: Racing/Trekking bike  
 Dropout: Forged  
 Weight: 547g  
 Option: Pivot / Roller /  
 IS mount /  
 Post mount



**OS-E410**

Steerer tube: 1-1/8" Alloy(6061)

Blade: Ø50 Alloy(6061)  
 Wheel size: 700C  
 Use: Racing bike  
 Dropout: Forged  
 Weight: 547g  
 Option: Pivot / Roller /  
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Material	Alloy 6061 T6
Process	3D Forged
Steerer*Ext.	28.6*Ext. 35mm
Barbore	31.8 / 35mm
Angle	0°
Height	40mm
Weight	117g (31.8mm)



### LCS-7195 / **E-MTB**

Material	Alloy 6061 T6
Process	3D Forged
Steerer*Ext.	28.6*Ext. 40/50/60/70/80mm
Barbore	31.8 / 35mm
Angle	5°
Height	40mm
Weight	118g (40mm)



### LCS-7190 / **AM/TRAIL/XC**

Material	Alloy 6061 T6
Process	3D Forged
Steerer*Ext.	28.6*Ext. 50/60/ 70/80/90mm(35mm) 28.6*Ext. 40/50/60/70/80/ 90/100/110mm(31.8mm)
Barbore	35mm / 31.8mm
Angle	+7°
Height	40mm
Weight	88g(31.8*40mm)

# New E-Bike Development Trends

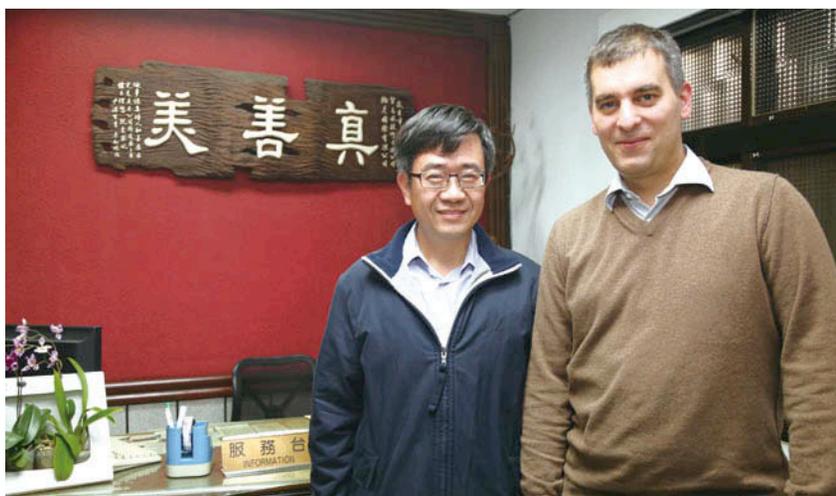
Text: Mo-Hua Yang

The e-bike market has grown quickly in recent years, and, especially in Europe, e-bikes have replaced conventional bicycles to a significant degree. For instance, while approximately 20 million bicycles were sold in the European market during 2015, roughly 7% of those—about 1.5 million, were e-bikes. It is expected that they accounted for approximately 10% of the European market in 2016. In the Netherlands, e-bike sales have even overtaken conventional bicycle sales.

The speedy growth of the e-bike market has attracted many key parts and component manufacturers, which has boosted technological progress. The following section explores some important e-bike development trends.

## 1. Design

Bicycles provide personal mobility, and e-bikes build on regular bicycles' product design. Thanks to the rapid improvement of motor and battery technology in recent years, motors and bicycles can be integrated into e-bikes' overall designs, giving them an appearance very close to that of a conventional bicycle.



▲ Mo-Hua Yang, Vice Chairman of TD Hitech Energy (left) and Extra Energy GM, Hannes Neupert (right). Hannes noted that Extra Energy's business had increased substantially.

Since one of the current goals of e-bike design is to make it hard for customers to visually distinguish e-bikes and conventional bicycles, the integration of batteries and mid-mounted motors with the e-bike's frame has become a major trend.

## 2. Multi-purpose e-bikes

The use of early e-bikes was mostly limited to commuter transportation over relatively short distances. Today, however, e-bikes are being developed to fill all of the niches of conventional bicycles, including city bikes, sports bikes, and mountain bikes—all of which have their e-bike counterparts. e-MTBs became a mainstream product last year, and a wide range of e-bike

products are currently being introduced, and are gaining popularity.

## 3. Long distance

During the early development of e-bikes, due to technological limitations, battery capacity tended to be low, and e-bikes could typically travel only 50-60 km on each charge. But thanks to the emergence of a thriving global electric vehicle market, battery technology has been advancing quickly, and battery capacity is considerably greater than in the past. The lithium batteries used in today's e-bikes have a capacity of approximately 400Wh - 500Wh, and the e-bikes have cruising ranges of 80-100 km. However, because e-MTBs require even

more power and energy, it is expected that e-MTBs with battery capacity of 600Wh - 700Wh, which should provide a range of at least 100 km, will start appearing in the next few years.

## 4. Connectivity

Since e-bikes have their own power supplies, they can be equipped with wireless communications and navigation devices, such as GPS. As a result, e-bikes can connect to the Internet, and users riding e-bikes can use their personal mobile devices, such as cell phones. Through the use of apps and cloud technology, e-bikes and mobile devices can connect with the community, and provide various kinds of informa-



tion. Furthermore, e-bike functions can be enhanced through Internet connections. As a result, the linkage of e-bikes and the Internet will be an important means of boosting e-bikes' functions and product value in the future.

## 5. After-sales service

While after-sales service is extremely important in the bicycle industry, due to the fact that e-bikes have motors and batteries, conventional bicycle distributors providing services chiefly consisted of mechanical and structural maintenance cannot necessarily provide the diagnostic and maintenance services needed for e-bikes' electro-mechanical systems. As a result, providing appropriate after-sales maintenance diagnostic tools and real-time service is major challenge facing the e-bike industry. Nevertheless, the development of online functions such as cloud diagnostic services is a current development trend.

## 6. Regulations and safety

Since e-bikes are still a new product, appropriate laws and regulations governing e-bikes have not yet been fully drafted. But in view of the problems caused by the operation and use of products currently on the market, more laws and regulations concerning e-bikes are sure to appear. Electromagnetic interference (EMI) and electromagnetic



compatibility (EMC) are among the biggest differences between e-bikes and conventional bicycles, and require e-bike-specific laws and regulations. Additionally, as e-bikes employ high-energy lithium batteries, poor battery quality and design have caused some e-bikes to burst into flames. Battery and vehicle safety has been a much-discussed topic in recent years. Low-quality batteries and poorly-integrated motors can potentially cause e-bike safety problems, and appropriate standards and laws are therefore necessary. For instance, the European Union's new 2016 standard EN50604 provides inspection standards for e-bikes and charging, and is expected to be implemented on a mandatory basis in 2018. 

# A&J Breaks Ground for New Plant in Vietnam

Text & Photos: Editorial Dept.



▲ A&J's new Vietnamese plant is expected to be completed in July this year. Attending guests include: Prowheel General Manager, Tim Kao (far left); A&J General Manager, Tony Chen (second from left); the land intermediary (third from left); A&J President, Arthur Hsu (third from right); A&J CEO, Jon Edwards (second from right) and Topeak President, Louis Chuang (far right).

In spite of the fact that the international bicycle market was in recession during 2016, and the bike industry was in retreat everywhere, A&J, which has a plant in Cambodia, still managed to achieve stellar 9% growth! This year, is the company's 25th anniversary and the 10th anniversary of its Cambodian



▲ A&J Cambodian factory is celebrating its 10th anniversary.

plant. A&J has embarked on the construction of a new facility in the Phuoc Dong industrial park, Tây Ninh Province, Vietnam to provide customers even better service, and the company held a groundbreaking ceremony on January 6. After this plant goes into production, the company's two plants will engage in a division of labor, and A&J hopes that their mutual support will enable it to build on its past success. Credit for the company's accomplishments must go to its emphasis on partnerships and discipline, and the gutsy, generous President, Arthur Hsu.

Thanks to its smooth-running Cambodian plant, A&J has achieved phenomenal sales in recent years, and has won the in-

dustry's admiration. A&J's success cannot just be attributed to the advantageous location of its Cambodian plant, nor the zero-tariff exports to Europe that the plant enjoys. Anyone who visits the facility will quickly realize that, without effective management, a company that tries to rely on location in Cambodia alone, will not succeed in retaining orders. The tremendous effort that A&J has put into every aspect of its operation during the last few years has in fact been the biggest contributor to its current prosperity.

According to President Arthur Hsu, management talent is crucial when operating in a traditional industry, and this is particularly true in OEM pro-



▲ A&J President, Arthur Hsu has high hopes for the Vietnamese factory.

duction. If plant management is ineffective, and efficiency is low, it will be difficult to compete and survive. As a consequence, Hsu was determined to make sure the Cambodian plant was in good order before starting up the new Vietnamese plant. Apart from significantly reducing overtime, boosting efficiency and quality, and increasing the level of on-time shipments, Hsu also adopted Toyota-style management and hired experts to provide consulting. This effort has ensured that A&J's Cambodian plant has earned a good reputation through its high quality and excellent efficiency. Hsu's management style emphasizes discipline, conscientiousness and teamwork. He also treats employees well. Hsu is well aware that generosity is the only way to get employees to give their all for the company.



▲ Industry visitors who toured A&J's Cambodian factory gave a thumbs up in praise. From the left: Velo President, Stella Yu; Kenda Chairman, Ying Ming Yang; A & J President, Arthur Hsu; Sunstar President, Peter Chou and Whole Man General Manager, Tim Kao.

A&J's Vietnamese plant is expected to be completed by July of this year, and go into production by the end of the year. When the plant is up and running, it will share and integrate resources with the Cambodian plant, and the two plants will operate in a complementary fashion. The Vietnamese plant will chiefly produce profiled tubing in the beginning, and will not initially assemble bicycles. However, at some point in the future, as the company pursues economic efficiency, the new plant will also produce extruded aluminum parts and accessories.

A&J produced 630,000 bicycles in 2016, and hopes to top 750,000 this year. Looking ahead to the challenges, competition and uncertainty of the future, Arthur Hsu hopes that A&J will always be prepared for tomorrow. He is determined to engage in constant training and active efforts to consolidate its competitiveness as it enters its next 25 years. 🌀



▲ A&J company celebrated its 25th anniversary of success. President Arthur Hsu (center) led the main business team in a toast in thanks of the support of the industry at home and abroad.



▲ At the ceremony, Norco's Dave Overgaard (left) gave a special work of art to A&J's President, Arthur Hsu (right).



▲► A&J Cambodian factory tour.



# Wheeler Readying New Polish Assembly Line

Text & Photos: Editorial Dept.

Taking a philosophy of “integrity, stability, innovation and practicality” as its compass, Wheeler successfully captured a share of the European market more than 30 years ago. In recent years, it has relied on constant innovation and steady improvement of efficiency to boost its competitiveness.

Wheeler is vigorously promoting e-manufacturing and has embarked on the production of e-bikes, while also cultivating the Polish market. According to President Wen Yang, Wheeler has spent more than 20 years building a solid foundation and gaining experience in Poland. Apart from a distribution center and small assembly operation focusing on repair and production of small batches of high unit price bikes, Wheeler’s Polish subsidiary has also established an assembly line

which will be fired up in June of this year. The assembly line will initially produce 4,000 CKD high-end bicycles and e-bikes annually.

## Continued Improvement

Bicycle markets worldwide slipped into recession last year, and Wheeler’s total output fell by 25% during the year. However, sales remained level, chiefly because of the contribution of e-bike sales. According to CEO Richard Song, this year Wheeler plans to increase e-bike production by 5,000 units. Apart from Wheeler’s annual bicycle output of 100,000 units, it also outsources approximately 6,000-



▲ From left: CEO, Richard Song; Chairman, Wen Yang and Manager, Sean Yang.

7,000 bikes from China, Bulgaria and Cambodia each year. In order to enhance competitiveness, Wheeler has recently adopted automated and computerized production systems and hopes to continue to improve itself. 



▲ Wheeler's Poland branch.



▲ The Route Aero 6.0's aerodynamic carbon fiber frame design reduces wind resistance by 30%; the bike features competition geometry and Shimano Ultegra components. The complete bicycle weighs 7.8kg.



# Fairly Bike Celebrates 40th Anniversary

Text & Photos: Editorial Dept.

Established in 1976, Taiwanese bicycle manufacturer, Fairly Bike has celebrated its 40th anniversary. On November 11th 2016, the company held a celebratory golf tournament and dinner party to give thanks to industry members and customers from around the world for their support over the years.

Competing for limited space, more than 300 domestic and international industry members attended the dinner party, stressing Fairly Bike's popularity within the bike industry. Com-



▲Fairly President, C. H. Chien and his family happily shared the joy of 40-years of success with industry friends.

pany President and founder, C. H. Chien thanked guests for coming and spoke about the establishment of Fairly after the energy crisis of 1974. Starting with nothing the company grew step by step through both good and difficult times, always holding to its philosophy of offering customers 'honesty, quality, innovation and service.

Among the guests was Kona bike co-founder, Dan Gerhard who congratulated Fairly during a speech in which he recalled how Fairly had grown over the many years that they had been a customer. He also expressed his desire that Fairly continues to make Kona bikes for as long as it can. The two co-founders of Kona, Dan Gerhard and Jacob Heilbron, together with Jim Holmstrom of Kona's European HQ, each presented a native Canadian aboriginal paddle to Fairly President, C.H. Chien and his sons, General Manager, Percy Chien and Assistant General Manager, Steve Chien.

In his speech, Fairly General Manager, Percy Chien noted that although the bicycle market was somewhat down last year, this was part of a natural 20-year cycle of growth and recession. Fairly strength and experience in electric bikes had served them well in the growing e-bike market. The company would continue to invest in new technologies and develop innovative new products allowing it to constantly advance into the future.



▲ Cooperating with Fairly for over 10 years, Canadian bicycle brand, Kona presented native Canadian aboriginal paddles to Fairly President, C.H. Chien and his sons General Manager, Percy Chien and Assistant General Manager, Steve Chien.



▲ From the left: Fairly Assistant General Manager, Steve Chien; General Manager, Percy Chien and Fairly President, C.H. Chien together with Wada Shoka's Yuka Murayama, Mrs. Murayama and Fumihiko Murayama.



▲ Fairly President, C. H. Chien presented special awards to those over 70-years-old in recognition of their hard work in the bike industry.

# Kenda Fires up Indonesian Plant

Text & Photos: Editorial Dept.



▲ A commemorative photo of the production line startup at Kenda's Indonesian plant. Front row, starting from 2nd on the left: Tzeng Sheng-tun, Deputy General Manager of Kenda Indonesia; Huang Feng-chou, General Manager of Kenda's Indonesian plant; Kenda President, Y.M. Yang; Wu Chin-lu, President of Luhai, and Chiu Tzung-lich, General Manager of Luhai's Indonesian plant.

**K**enda's recently completed Indonesian plant formally started up its production line on January 7 under the personal supervision of President Y.M. Yang, who produced the factory's first inner tube. According to Yang, the Indonesian plant occupies close to 300,000 square meters, and will chiefly produce motorcycle tires (70%) and bicycle tires. The first inner tubes will be shipped in February, fol-

lowed by the first tires in April. The daily output of this plant may eventually reach 40,000 bicycle tires and 60-70,000 bicycle inner tubes. The Indonesian factory will work as a complementary partner with Kenda's Vietnamese facility in the future.

## Placing Emphasis on R&D

Kenda has recently been putting great effort into the de-

velopment of large tires. In order to stay close to its markets and better meet consumers' needs, Kenda has shifted its R&D and design headquarters to its US subsidiary, where it will initially focus on the development of auto tires. Kenda is quick to introduce new products, and has recently been vigorously investing in the R&D and design of bicycle tires. According to Kenda's USA R&D Director, Tom Williams, Kenda's



▲ At the formal production line startup of Kenda's Indonesian plant, President Y.M. Yang personally produced an inner tube.



▲ Kenda vice GM, Samuel Chen.



▲ Tom Williams has been in the tire industry for over 30 years and has accumulated extensive experience.

R&D center in the US has 30 personnel, possesses extensive testing equipment and laboratories. The center is actively pursuing the development and design of new materials and products. As a result, Kenda expects to introduce new bicycle tires this year.

appearance of Jeremy Lin on the court. These promotional events were completely in line with Kenda's vision of being a "World brand; Coming from Taiwan."

Kenda looks forward to earning its own piece of global acclaim—like Jeremy Lin—in the not so distant future! 

### Sports marketing

Kenda has made significant investments in sports marketing in recent years, achieving stellar results and greater brand recognition through sponsorship of NBA teams, golfing and cycling events. For instance, the last NBA champions—the Cleveland Cavaliers—specially noted at their home opening game that the chief sponsor of the inaugural game was Kenda Tires from Taiwan. Also, the Brooklyn Nets' opening game featured a human tunnel of second-generation Taiwanese-Americans to greet the



▲ Targeting the booming electric mountain bike market, Kenda is actively developing tires for e-MTBs. The photo shows the Honey Badger DH Pro, Kenda's tires for electric downhill bikes.



▲ Kenda has established a strong partnership with Ohio State University's football team, and the Kenda name appears on a large screen in the stadium every each time an exciting play is played back.



A product makeup artist

# TransArt is Successfully Listed in Taiwan

Text & Photos: Editorial Dept.

Established in 1973, TransArt Graphics has long had the vision of becoming an outstanding international specialist printing company. Thanks to its innovative R&D, command of key technologies and introduction of differentiated services, TransArt has become a dominant force in the decal industry. It has successfully captured a 10% share of the worldwide market, and its

decal appears on 61% of bicycles exported from Taiwan. It has also earned the trust and recognition of major global brands. Pursuing sustainable management, TransArt Graphics was listed on Taiwan's securities exchange on February 24 of this year, and much of the credit for this success must go to the farsighted President, Chao-I Hung and his talented management team.

By providing customized stickers, water transfer and heat transfer decals used for corporate identification and product decoration, TransArt considers itself to be a product makeup artist and product value creator. Around 80% of TransArt's products are used by the bicycle industry, and another 17% are used by the sports equipment and consumer electronic industries. The compa-

ny has four plants in Taiwan and China (in Taiwan, Shenzhen, Taicang, and Tianjin), its employees number close to 700. The company's annual revenue exceeds NT\$ one billion.

### Leadership in innovation; profit-sharing

Thanks to its leadership in innovation, command of key technologies and differentiated service, TransArt has made deep inroads into the cycle industry and established a high technological threshold. As a result, the company has been able to capture a 10% share of the bicycle decal market worldwide, and is recognized as a decal leader. One of the most praiseworthy things about TransArt is its success at winning employees' support and loyalty. President Chao-I Hung established an employee stock subscription system not long after founding TransArt, and shares a portion of annual profits with employees. This has ensured that employees have a strong sense of cohesiveness and identification with Transart, enabling the company to effectively retain its human resources. At present, 80% of TransArt's employees hold some of the company's stock.

### Highly efficient management and customization service

Throughout its existence,



▲ Transart Chairman, Chao-I Hung (right) and General Manager, Patt Lee (left) hold a vegetable and a pineapple high as a symbol of good luck and fortune to help bless TRANSART with a high stock listing.

TransArt has always been willing to listen carefully to customers' needs and product characteristic requirements, and works hard to develop special-purpose formulations. It is constantly challenging what is possible, offers a high level of customization and has established a lofty technological threshold. According to General Manager, Yu-pei Li, "Apart from gases or liquids, TransArt's decals can be applied to the surface of almost any material." In addition, TransArt was the first company in its industry to establish a dedicated clean-room screen printing plant employing entirely integrated production processes.

TransArt has further adopted full computerization, and has developed its own specialized computer software to complement its highly efficient management system. GM Li stresses that TransArt upholds a business philosophy encompassing cutting-edge innovation, real-time service, outstanding quality, and trust above all. The reasons TransArt has kept its corporate headquarters in Taiwan, Li added, include its active efforts to train manpower and establishment of a comprehensive training system to pass on experience. It also provides an excellent work environment and plenty of room for growth, strives



▲ Transart management team and colleagues pose happily for a group photo before the presentation with the common hope that in the near future the stock price can soar into the 500 yuan club.



▲ Transart's newest product, the HRNT-TC is a high-resolution digital printing technology film-free decal.

to maintain a happy workplace and sees employees as the company's assets. Secondly, TransArt

has high regard for its corporate social responsibilities, actively invests in the community, and

enthusiastically supports public interest undertakings.

With the rise of the South-east Asian market and the rebound in European manufacturing, TransArt established an office in Vietnam around the end of last year in order to serve customers from close at hand and deepen its customization ability. It is further actively planning the establishment of a European design center, and hopes to establish a branded customer service office in the United States in the future. 

# Advanced Group's Enhanced Production Techniques

Text & Photos: Editorial Dept.

With a business philosophy of “sincerity, creativity and satisfaction” and through many years experience in the bicycle industry, Advanced International Multitech have accumulated much insight into carbon fiber bicycle production techniques. The company is also increasing production capacity and merging its golf and bicycle departments into an integrated Sports & Leisure department. Additionally, Advanced Group are increasing both the quality and added value of its products to create better value for customers.

## Enhanced technical processes

In the field of carbon fiber production techniques Advanced Group have introduced four major enhancements.

**3D print molding** – Advanced Group have introduced 3D printed molding which has drastically cut mold development time.



▲ Automatic electrostatic coating system helps to reduce the inconsistencies found in the manual process.

Additionally, the use of 3D printing for molding also helps to improve the production process and product precision.

**Internal structuring techniques** – By using improved internal molding techniques to enhance the binding force of the material, structural strength of products is increased allowing further reductions in the finished product weight.

**Computer-aided engineering simulation & analysis** – Advanced group employ computer-aided engineering technology to simulate the dynamic structure properties of carbon fiber frame designs. Each specific section can be optimized by material parameter settings and lamination design. The CAE systems also allows for instant comparisons of different designs, and help to build a successful prototype.

**Automated electrostatic coating system** – The use of automated electrostatic coating systems allow for a high degree of consistency of spray weight and finish on each bicycle.



▲ Years of accumulation in carbon fiber production techniques have gone into ensuring that this frame weighs only 700 grams.



▲ Advanced Group's Sporting Goods Division General Manager, Mike Chou said that with its use in so many areas, carbon fiber products were booming.

tency of spray weight and finish on each bicycle.

## Competitive advantage

These technical improvements, coupled with Advanced Group's experienced staff, diversified resources and proximity to the high-end bicycle assembly supply chain give the company a distinct competitive advantage. Additionally, Advanced Group's one-stop factory process allow for rapid production which includes strict quality control checks, and give the company a production capacity 20,000 frames and 30,000 forks annually. With increasing popularity of sportive e-bikes, Advanced Group will also start producing eMTBs.



# Shining Cycle Benefiting from 45-Years Experience

Text & Photos: Editorial Dept.

**F**ounded in 1972, Taiwanese rim maker, Shining Cycle, with its brand Shining, has accumulated more than 40 years of experience in the bicycle industry. In 1986, the company set up facilities in Tainan's Yongkang Industrial Zone, then in 1999, built a factory in Vietnam. Now, the annual output of both the Taiwan and Vietnam plant totals 3 million units, which are marketed around the world.

## Enthusiastic in public welfare

In 2014, Shining Cycle was, along with other Taiwanese companies, impacted by the Vietnamese anti-Chinese riots. However, they did not shrink away from Vietnam because of the incident. With consideration for employee livelihood and keeping up stable development of customers in mind, the company chose to stay in Vietnam. This decision is a clear show of Shining Cycle's determination and fighting strength.

## Advantageous position

Shining Cycle have been developing in Vietnam for many years focusing mainly on bicycle (70%) and motorcycle rims (30%). They have laid a good foundation supplying to assemblers and the domestic Vietnamese market, as well as exporting to Europe, South America and Southeast Asia. The company's Taiwan plant focuses mainly on bicycle rims and has 100 employees. Employing 300 people, production at the Vietnamese plant is three times greater than at the Taiwan factory. Vietnam benefits from preferential tariffs to the EU market, as well as a competitive position for supplying to ASEAN countries, giving Shining Cycle's Vietnamese plant a distinct advantage.

## China Entrance

In 2014, Shining Cycle entered into the Chinese market, set-



▲“If you are going to do something, make an all-out effort for it.” notes Shining Cycle President, Chin Wang Lin.

ting up the factory in Changzhou. Quite late to enter the Chinese market, company President, Chin Wang Lin, noted that the move was mainly to expand distribution, enhance brand visibility and image, as well as to provide customers with a more convenient service. 🌀



▲Shining Cycle are focused on bicycle and motorcycle rim production, and have an annual output of 3 million units.

◀With advanced technology and equipment, Shining Cycle's Vietnam factory is able to maintain a prominent position in the market.

# SSI Moves to New Taichung Facilities

Text & Photos: Editorial Dept.

Source Solutions International (SSI) was founded in 2002. For the past 15 years, it has been steadily gaining a name for itself in the international bike industry. Due to the steady increase in business over the years, the former facilities were no longer sufficient. Now the company is moving into a brand new 1,650 m<sup>2</sup> (17,750 ft<sup>2</sup>) office building and warehouse in Taichung, in the heart Taiwan's high-end bicycle manufacturing center. Under the leadership of General Manager, Jennifer Hung, SSI has gained a reputation for cultivating long-term partnerships with their clients and for helping them grow and succeed. For that reason, SSI also wants to expand and keep in step with their partners.

SSI's involvement in the European and North American markets is not limited to bicycles. The company is also involved in the production of a variety of parts such as for snowmobiles and wheelchairs, among other products. In addition to the upgraded warehouse and office, the new building boasts private offices and a testing room at the convenience of their customers while in Taiwan.

From their upgraded facility, Source Solutions not only wants to continue their level of customer service, but also assist in the development of their clients by carrying out R&D of new parts and even investing in the companies themselves. In addition, SSI is currently managing two of their own brands in



▲ SSI General Manager, Jennifer Hung attaches great importance to the implementation of the ISO 9001: 2015 quality management system.

the BMX race market—Staats and Ciari. The former is a line of high-end BMX race frames and complete bikes, and the latter is a line of BMX race components (including the market-leading carbon BMX race fork, the Victor I). The next step on this front is to establish a U.S. based warehouse to make these brands more available to the North American market. 



▲ All Source Solutions staff members work together to make the company "Your office in Asia".



▲ Covering over 1,100 square meters, Source Solutions' new plant is located in Taichung city, near the Zhongqing Interchange.

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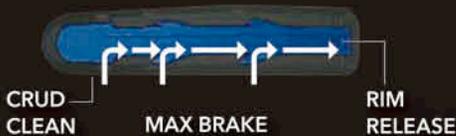
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## Baradine Rubber Industrial Co., Ltd.

# Start-up of FPD's Zhangpu Plant

Text & Photos: Editorial Dept.

**F**PD held a grand inaugural ceremony at its new plant located in the city of Zhangpu, China on January 18, 2017. The Zhangpu plant is FPD's second in China, and is being built with total investment of US\$10 million. The plant is being built in two phases. The first phase—which consists of an office building and three plant buildings—has been completed and is now operating. The second phase of



▲ FPD President, Joseph Chao is a very senior figure in the industry, and has an extensive network of interpersonal connections.



▲ Many VIP guests attended the opening ceremony for FPD's new Zhangpu facility.

plant construction will be completed later in 2017. When the time comes, FPD will have an annual capacity of 10 million pairs of pedals and 5 million headsets at this facility. The plant's annual output will have a value of RMB 200 million.

According to FPD President, Joseph Chao, the new plant is the first enterprise in the Zhangpu Bicycle Industrial Park to begin operation, and it is expected that such Taiwanese bicycle firms as Yuanfu, Ping Chi, and N+1 will follow suit with new plants. Looking ahead to the future, FPD plans to make optimal use of its two plants in China: Its existing Shenzhen plant will chiefly bear responsibility for logistics and simple assembly, but all product manufacturing will be transferred to the Zhangpu plant during May and June of 2017. The complementary operation of the two plants will ultimately boost the overall competitiveness of the company as a whole. 🌀



▲ Joseph Chao explains the plant's production to local government officials.



▲ After it has been fully completed and in operation, FPD's Zhangpu plant will have an annual capacity of 10 million pairs of pedals and 5 million headsets.



▲ FPD's new Zhangpu plant.



# 2016 Taichung Bike Week

Text & Photos: Editorial Dept.

Over recent years, Taichung Bike Week (TBW) has grown rapidly, gaining high-regard and becoming one of the most important events on the global bike industry calendar. In

addition to TBW's three perennial exhibitor locations—The Tempus, Evergreen and Splendor hotels, the Lin Hotel also added extra exhibiting space for the 2016 event. The expansion of TBW to encompass four hotels helped to solve TBW's lack of exhibition space problem,

and ensured that a total of 485 domestic and foreign companies could exhibit at the 2016 show—a substantial growth of 15% over the previous year. Additionally, a further nine companies exhibited at the Ride On event held at the Millennium Hotel in Taichung during the same time frame.



3-year history of exhibiting companies (booths) at TBW.

	Tempus Hotel	Evergreen Hotel	Splendor Hotel	Lin Hotel	Total
2016	73 (80)	104 (115)	244 (298)	55 (110)	476 (549)
2015	52 (72)	110 (115)	233 (273)	-	395 (460)
2014	48 (67)	100 (100)	224 (234)	-	372 (401)

Source: Wheel Giant Inc.

### Tempus Hotel

For the 2016 event, the Tempus Hotel had expanded the amount of exhibition space available for TBW. A total of 73 companies exhibited in stalls, this was the highest number of exhibitors and booths ever for the Tempus. Additionally, service levels provided by the hotel were increased including free tea and coffee services, a greater range of public advertising space made available and increased wireless network bandwidth.



▲ A total of 9 companies took part in Ride On at the Millennium Hotel.

### Evergreen Laurel Hotel

Increased demand for accommodation meant the Evergreen Hotel retained the same amounts of booths for the 2016 event as it did for 2015—115 booths occupied by 104 exhibitors, and the hotel has no immediate plans to expand this number for the future. Nevertheless, service provided by the Evergreen to exhibitors continued to be excellent with two free meal vouchers given by the hotel to each

exhibitor and free coffee and tea provided throughout the day.

### Splendor Hotel

Once again in 2016, The Splendor Hotel accommodated the largest number of exhibitors and exhibitions spaces at TBW. A total of 244 exhibiting companies were stationed in 294 booths on the 10th-15th floors of the hotel. The more open layout of the exhibition areas helps allow the Splendor achieve a more perfect arrangement to improve visitor

circulation while maintaining privacy of guest accommodation. Free tea and coffee are available throughout the day with free afternoon tea delivered directly to each booth.

### Lin Hotel

As 2016 was the first year the Lin Hotel had participated in Taichung Bike Week, it held a number of promotions which managed to attract 55 exhibitors to 110 booths mainly located in the spacious third floor banquet



▲ The Splendor Hotel once more accommodated TBW largest number of exhibitors with 244 companies displaying in booths at the hotel.



▲ A major feature at the Lin hotel was the large screen on the third floor which rotated through various exhibitor advertisements.

hall. Although free mineral water was provided by the hotel, there was no free tea or coffee service available to either visitors or exhibitors. Some exhibitors also complained about having to pay extra charges to rent pegboard instead of flatboard walls for their booths—a free option at the other hotels. For this year's show the Lin Hotel is planning to open up the 6th and 7th floors for the event, thus increasing available booth space to 200 booths. The hotel also plans to separate exhibitors from different regions (Europe, China, Taiwan, etc.) into separate aisles.

## Ride On

At the Millennium Hotel, nine companies—FSA, Selle Royal Group, Magura, San Marco, Mavic, Vittoria, Hayes Bicycle Group, Fox and Brose. were introducing new products during the 2016 Ride On event which runs in parallel with Taichung Bike Week. Of these companies, all but Brose additionally held Chinese-language product presentations on the first day of the show at the Nanshan Education center.

## Timings and locations

Once more in 2016, the issue of event location for TBW continued to be a widely discussed topic. The addition of the Lin Hotel solved the perennial issue of exhibitors being unable



▲ Front row from left: Kenda Rubber Vice-President, Jimmy Yang; Merida President, Michael Tseng; TBW Organizer and Pro-Lite CEO, Steve Fenton; Taichung Deputy Mayor, Chang Kuang-yao; former TBA Chairman & Giant CEO, Tony Lo; KMC President, Robert Wu; Ideal President, Hermes Chang. Back row from left: A-Pro Tech CEO George Lee; Ming Cycle President, Chang Tai-Shan; Decathlon Purchasing Director, Didier Morelle; Taichung City Government Deputy Secretary General, Kunming Kuo; Specialized Executive VP, Bob Margevicius; Taichung City Government Economic Development Bureau Director General, Liu Yau-Jr; TBW Co-Organizer & Wheel Giant President, Grace S. Ruan; Sram Asia GM, Hank Kao; IDIPC Director, Huang Wong-Hsiu.

to attend due to lack of available space. However, some buyers struggled to get to and from the various hotels and often could not find stalls. Therefore, many manufacturers expressed a hope to consolidate Taichung Bike Week under one roof. Indeed, Taichung City Mayor, Lin Jialong also commented that TBW was bound to need a larger venue in the future, and noted that Taichung city will soon have two international convention centers.

During last year's show, TAITRA announced that it had made the decision to change the timing of Taipei Cycle Show in 2018 from March to the end of October. The scheduling move to the same months as Taichung Bike Week comes in an effort

to recapture industry relevance for the Taipei show which has seen decreased international attendance in years. Maintaining relevance was also the main reason behind Eurobike's decision to move its Friedrichshafen show from September to July. In the USA, Interbike is also in the process considering changing both location and timing.

This year's Taichung Bike Week will take place on October 17 to 20, 2017. Exhibitors wishing to introduce product should contact the hotels directly at: Tempus Hotel +886 4 23268008, Evergreen Hotel +886 4 2313 9988, Splendor Hotel +886 4 23288000 and The Lin Hotel +886 4 2255 5555. 

# Taipei Cycle Show 2017

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# 2016 US Mid & High-End Bike Import Quantity Plummet

Text: Editorial Dept.

With multi-sport retail chains going bankrupt, industry layoffs, high inventory levels and rife product discounting, 2016 was a difficult year for the bike industry in America. Bicycle import data for 2016 from United States International Trade Commission (USITC) statistics reveal some key changes in bicycle imports compared to 2015.

Last year, the US imported 16,924,314 complete bicycles (not including e-bikes). Surpris-

ingly, this is less than 1% fewer than the 17,077,736 units imported in 2015. However, as the average unit value fell sharply by 13.85% from US\$94.65 to US\$81.54, total value of bike imports for 2016 stood at just US\$1,379,999,722—14.62% down from the total value of bicycles imported during the previous year.

## Imports from Taiwan

Reduced bicycle imports

from Taiwan accounted for most of the overall reduced volume of imports. According to the USITC data, last year the US imported just 610,641 bicycles from Taiwan, a fall of over 26% compared to the total volume of 831,491 units imported in 2015. Average unit price of bikes imported from Taiwan remained stable, increasing slightly from US\$644.07 to \$646.40. Correspondingly, total value of bikes imported from Taiwan slumped to \$394,718,332 from \$535,542,453 in the previ-

## US bicycle imports in units (not including e-bikes)

Total Volume (not including e-bikes)			
	2016	2015	% Change
China	15,598,550	15,826,435	-1.40%
Taiwan	610,641	831,491	-26.60%
Hong Kong	430,692	187,745	129.40%
Cambodia	156,631	134,199	16.70%
Indonesia	25,679	4,512	469.10%
Vietnam	19,035	11,688	62.90%
Other	83,086	81,666	1.74%
<b>Total</b>	<b>16,924,314</b>	<b>17,077,736</b>	<b>-0.90%</b>

Source: United States International Trade Commission (USITC)

## US bicycle imports by total value (not including e-bikes)

Total Value (US\$)			
	2016	2015	% Change
China	\$898,637,688	\$1,016,066,432	-11.60%
Taiwan	\$394,718,332	\$535,542,453	-26.30%
Hong Kong	\$20,434,279	\$10,077,667	102.80%
Cambodia	\$23,648,915	\$20,160,935	17.30%
Indonesia	\$5,505,385	\$766,812	618.00%
Vietnam	\$2,629,796	\$2,056,720	27.90%
Other	\$34,425,327	\$31,701,265	8.59%
<b>Total</b>	<b>\$1,379,999,722</b>	<b>\$1,616,372,284</b>	<b>-14.62%</b>

Source: United States International Trade Commission (USITC)

ous year.

The vast majority of America’s mid- and high-end bicycles are manufactured in Taiwan, and it is clear that the high-inventory levels in the IBD retail chain most markedly affect Taiwanese imports.

### Imports from China

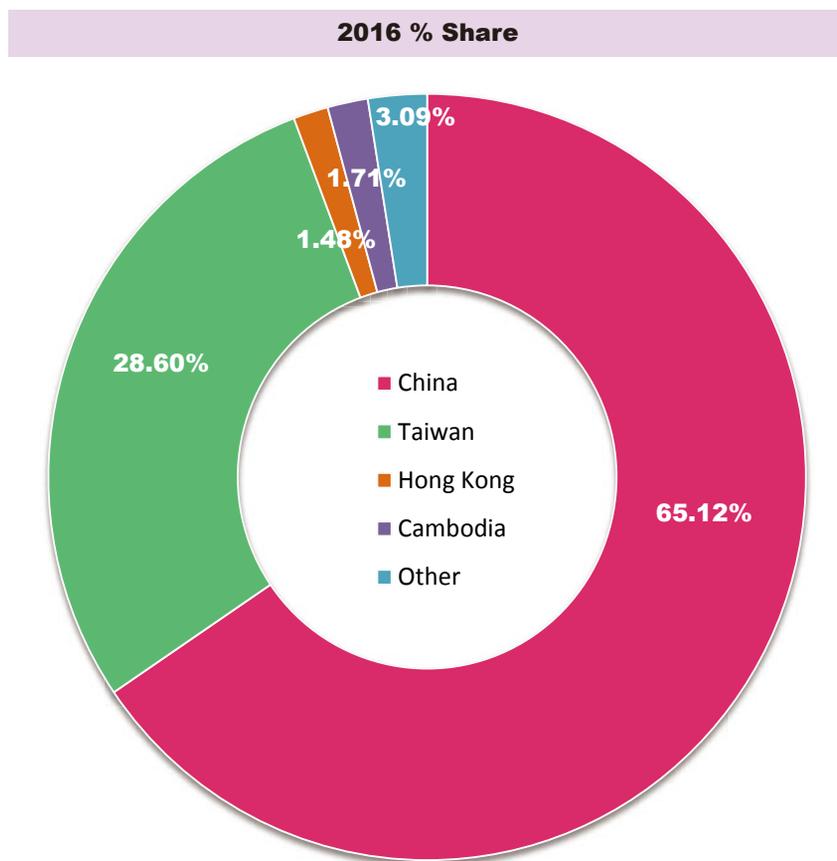
Unlike imports from Taiwan, the quantity of bicycles imported from China in 2016 remained reasonably stable at 15,598,550 units (not including e-bikes), just 1.40% down from the 15,826,435 units imported in 2015. However, average bike value dropped significantly by over 10% to \$57.61 down from \$64.20 the previous year. During 2016 the total value of bicycles imported from China was \$898,637,688—down 11.6% from the total value of \$1,016,066,432 imported in 2015.

### Other Countries of Origin

Bicycle imports from Hong Kong increased dramatically by nearly 130% to 430,692 units. Since the average unit volume of these bicycles was just \$47.45, these imports were most likely a Hong Kong trading company selling bicycles originally manufactured in China.

Bicycle imports from Cambodia also increased, rising by 16.7% to 156,631 units in 2016 from 134,199 during 2015.

### Total bicycle import value by % share (not including e-bikes)



Source: United States International Trade Commission (USITC)

### US bicycle imports by total value (not including e-bikes)

	Average Unit Value (US\$)		
	2016	2015	% Change
China	\$57.61	\$64.20	-10.27%
Taiwan	\$646.40	\$644.07	0.36%
Hong Kong	\$47.45	\$53.68	-11.61%
Cambodia	\$150.98	\$150.23	0.50%
Indonesia	\$214.39	\$169.95	26.15%
Vietnam	\$138.16	\$175.97	-21.49%
Other	\$414.33	\$388.18	6.74%
<b>Total</b>	<b>\$81.54</b>	<b>\$94.65</b>	<b>-13.85%</b>

Source: United States International Trade Commission (USITC)

# EU Bicycle Imports Drop

Text: Editorial Dept.

At the time of writing, EU bicycle import data from Eurostat reveals that in 2016 the number of bicycles (not including e-bikes) imported into the EU from external countries totaled 6,718,951 units, down over 10% from 7,482,221 units imported over the same period in the previous year. However, e-bike imports had jumped significantly by over 60% to 1,161,825 units last year, up from 725,850 in 2015. In 2016, almost 15%—nearly one in every seven bicycles imported into the EU was an e-bike.

## Bicycle imports

According to the Eurostat data, the 6,718,951 non-electric assist bicycles (CN 87120030) imported into EU last year had an average value of €168, 1.62% up from the average value of bicycles imported in 2015. The total value of all non-electric assist bicycles imported from outside the EU was €1,127,546,626—a fall of 8.75% compared to the €1,235,644,102 units imported the previous year.

Bicycle imports into most of the bigger EU markets fell in 2016 compared to the previous year, both in volume and value. In Germany bike imports fell by 13.38% in volume and 11.38% in total value. The Netherlands saw 16.21% less bicycles imported with the total value dropping by 9.23%. While the UK remained the EU's largest importer of bikes, total unit imports fell by 5.81% to 2,603,213 units, and total value fell by 4.90% compared to 2015. Similarly bike import volume fell in other major EU markets: Belgium by 11.6%, Denmark by 1.71%, Spain by 28.33% and Italy by 22.21%.

## E-bike imports

With e-bike sales continuing to flourish in the EU, imports of electric-assist bicycles also grew significantly last year. In some countries, one in every three bicycles imported in 2016 was an e-bike. According to Eurostat's data, 1,161,825 e-bikes (not including speed e-bikes) were imported into the EU last year, a large 60% hike on the

725,850 total units imported the previous year. However, the average value of these units fell from €396 to €370. The EU imported a total value of €429,962,557 e-bikes (not including speed e-bikes) in 2016, up 49.59% from €287,435,373 imported the previous year.

The Netherlands imported the largest quantity of electric-assist bicycles from outside the EU, importing 382,087 units—more than double the 185,327 units it imported in 2016. Similarly imports to most major e-bike markets also rose in 2016. Germany's e-bike imports increased by 39.37% to 176,565 units, Italy increased e-bike imports by 138% to 84,252 units and most strikingly, imports of e-bikes into Belgium increased to 205,268 units, rocketing up by 223.05% from the 63,540 units imported in 2015. E-bike import volume to the UK dropped by just over 20% at 121,514 units imported in 2016. 

## 2016 EU bicycle imports (CN 87120030)

Country	Total Bicycle Units			Total Bicycle Import Value (€)			Average Unit Import Value (€)		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
Austria	128,558	127,384	0.92%	21,391,928	21,527,967	-0.63%	166	169	-1.54%
Belgium	358,182	405,200	-11.60%	92,864,862	99,252,891	-6.44%	259	245	5.85%
Bulgaria	22,484	24,530	-8.34%	339,429	320,240	5.99%	15	13	15.64%
Cyprus	5,295	5,059	4.66%	255,031	221,767	15.00%	48	44	9.87%
Czech	75,301	91,259	-17.49%	16,193,279	20,027,995	-19.15%	215	219	-2.01%
Germany	1,142,157	1,318,524	-13.38%	221,420,180	249,858,120	-11.38%	194	189	2.30%
Denmark	227,279	231,231	-1.71%	36,494,068	38,929,857	-6.26%	161	168	-4.63%
Estonia	12,533	21,598	-41.97%	1,774,150	2,867,238	-38.12%	142	133	6.63%
Spain	132,556	184,946	-28.33%	36,613,069	41,327,763	-11.41%	276	223	23.61%
Finland	104,342	119,098	-12.39%	15,159,247	16,809,896	-9.82%	145	141	2.93%
France	97,358	74,917	29.95%	35,587,033	29,555,078	20.41%	366	395	-7.35%
UK	2,603,213	2,763,757	-5.81%	331,462,699	348,540,069	-4.90%	127	126	0.97%
Greece	65,288	62,498	4.46%	3,159,867	3,841,982	-17.75%	48	61	-21.27%
Croatia	24,952	41,505	-39.88%	1,806,914	3,597,069	-49.77%	72	87	-16.44%
Hungary	9,328	11,942	-21.89%	657,060	1,125,539	-41.62%	70	94	-25.26%
Ireland	69,370	99,625	-30.37%	4,146,793	5,694,212	-27.18%	60	57	4.59%
Italy	174,555	224,382	-22.21%	31,255,614	44,998,163	-30.54%	179	201	-10.71%
Lithuania	6,465	9,254	-30.14%	695,724	666,677	4.36%	108	72	49.38%
Luxembourg	150	3	4900.00%	75,109	397	18819.14%	501	132	278.38%
Latvia	6,117	9,192	-33.45%	987,715	1,505,555	-34.40%	161	164	-1.42%
Malta	266	11,109	-97.61%	53,070	180,706	-70.63%	200	16	1126.51%
Netherlands	830,001	990,525	-16.21%	202,105,285	222,912,257	-9.33%	244	225	8.20%
Poland	167,240	167,124	0.07%	12,656,429	13,283,439	-4.72%	76	79	-4.79%
Portugal	12,999	10,748	20.94%	1,083,961	1,946,071	-44.30%	83	181	-53.95%
Romania	25,878	9,658	167.94%	1,949,985	524,364	271.88%	75	54	38.79%
Sweden	383,228	415,188	-7.70%	52,912,213	58,807,448	-10.02%	138	142	-2.52%
Slovenia	26,480	36,614	-27.68%	3,706,812	6,037,490	-38.60%	140	165	-15.11%
Slovakia	7,376	15,351	-51.95%	739,100	1,283,852	-42.43%	100	84	19.81%
EU28	6,718,951	7,482,221	-10.20%	1,127,546,626	1,235,644,102	-8.75%	168	165	1.62%

Source: Eurostat

## 2016 EU e-bike imports (CN 87119010)

Country	Total E-Bike Units			Total E-bike Import Value			Average Unit Import Value		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
Austria	5,184	3,601	43.96%	6,987,664	4,560,983	53.21%	1,348	1,267	6.42%
Belgium	205,268	63,540	223.05%	50,478,760	25,385,290	98.85%	246	400	-38.45%
Bulgaria	790	531	48.78%	52,905	263,109	-79.89%	67	495	-86.48%
Cyprus	400	242	65.29%	45,523	80,702	-43.59%	114	333	-65.87%
Czech	23,051	15,090	52.76%	9,072,196	6,783,311	33.74%	394	450	-12.45%
Germany	176,565	126,692	39.37%	113,240,051	74,726,719	51.54%	641	590	8.73%
Denmark	23,873	20,212	18.11%	12,859,082	8,558,304	50.25%	539	423	27.21%
Estonia	191	328	-41.77%	79,723	131,914	-39.56%	417	402	3.78%
Spain	29,524	28,554	3.40%	16,541,625	14,980,584	10.42%	560	525	6.79%
Finland	3,408	983	246.69%	924,827	506,996	82.41%	271	516	-47.38%
France	41,831	52,042	-19.62%	10,762,639	15,854,245	-32.12%	257	305	-15.54%
UK	121,514	152,047	-20.08%	25,849,987	22,643,672	14.16%	213	149	42.84%
Greece	1,421	670	112.09%	449,736	195,174	130.43%	316	291	8.65%
Croatia	3,204	192	1568.75%	460,765	73,184	529.60%	144	381	-62.27%
Hungary	7,986	1,677	376.21%	1,238,243	378,680	226.99%	155	226	-31.33%
Ireland	719	1,405	-48.83%	157,724	319,431	-50.62%	219	227	-3.51%
Italy	84,252	35,400	138.00%	24,447,713	14,768,523	65.54%	290	417	-30.45%
Lithuania	121	447	-72.93%	48,302	261,406	-81.52%	399	585	-31.74%
Luxembourg	32	33	-3.03%	13,632	14,662	-7.02%	426	444	-4.12%
Latvia	112	95	17.89%	26,701	24,595	8.56%	238	259	-7.92%
Malta	448	122	267.21%	78,087	29,892	161.23%	174	245	-28.86%
Netherlands	382,087	185,327	106.17%	137,716,233	82,531,562	66.86%	360	445	-19.06%
Poland	1,835	1,032	77.81%	574,948	337,818	70.19%	313	327	-4.28%
Portugal	1,580	1,569	0.70%	559,148	624,314	-10.44%	354	398	-11.06%
Romania	532	55	867.27%	164,301	24,135	580.76%	309	439	-29.62%
Sweden	39,152	28,664	36.59%	15,617,336	12,537,127	24.57%	399	437	-8.80%
Slovenia	6,315	5,126	23.20%	1,435,554	774,193	85.43%	227	151	50.51%
Slovakia	430	174	147.13%	79,152	64,848	22.06%	184	373	-50.61%
EU28	1,161,825	725,850	60.06%	429,962,557	287,435,373	49.59%	370	396	-6.55%

Source: Eurostat

## 2016 imported e-bike (CN 87119010) share of total imported bicycles by country

Country	By Volume			By Value		
	Bicycles	E-bikes	% Share	Bicycles	E-bikes	% Share
Austria	128,558	5,184	3.88%	21,391,928	6,987,664	24.62%
Belgium	358,182	205,268	36.43%	92,864,862	50,478,760	35.22%
Bulgaria	22,484	790	3.39%	339,429	52,905	13.48%
Cyprus	5,295	400	7.02%	255,031	45,523	15.15%
Czech	75,301	23,051	23.44%	16,193,279	9,072,196	35.91%
Germany	1,142,157	176,565	13.39%	221,420,180	113,240,051	33.84%
Denmark	227,279	23,873	9.51%	36,494,068	12,859,082	26.06%
Estonia	12,533	191	1.50%	1,774,150	79,723	4.30%
Spain	132,556	29,524	18.22%	36,613,069	16,541,625	31.12%
Finland	104,342	3,408	3.16%	15,159,247	924,827	5.75%
France	97,358	41,831	30.05%	35,587,033	10,762,639	23.22%
UK	2,603,213	121,514	4.46%	331,462,699	25,849,987	7.23%
Greece	65,288	1,421	2.13%	3,159,867	449,736	12.46%
Croatia	24,952	3,204	11.38%	1,806,914	460,765	20.32%
Hungary	9,328	7,986	46.12%	657,060	1,238,243	65.33%
Ireland	69,370	719	1.03%	4,146,793	157,724	3.66%
Italy	174,555	84,252	32.55%	31,255,614	24,447,713	43.89%
Lithuania	6,465	121	1.84%	695,724	48,302	6.49%
Luxembourg	150	32	17.58%	75,109	13,632	15.36%
Latvia	6,117	112	1.80%	987,715	26,701	2.63%
Malta	266	448	62.75%	53,070	78,087	59.54%
Netherlands	830,001	382,087	31.52%	202,105,285	137,716,233	40.53%
Poland	167,240	1,835	1.09%	12,656,429	574,948	4.35%
Portugal	12,999	1,580	10.84%	1,083,961	559,148	34.03%
Romania	25,878	532	2.01%	1,949,985	164,301	7.77%
Sweden	383,228	39,152	9.27%	52,912,213	15,617,336	22.79%
Slovenia	26,480	6,315	19.26%	3,706,812	1,435,554	27.92%
Slovakia	7,376	430	5.51%	739,100	79,152	9.67%
EU28	6,718,951	1,161,825	14.74%	1,127,546,626	429,962,557	27.61%

Source: Eurostat

# 2016 German Bike & E-Bike Market Figures

Text: Editorial Dept.

German bicycle industry association, Zweirad-Industrie-Verband e.V. (ZIV), have released information about the German market in 2016. Cold and rainy weather during the first-half of the year meant that many Germans were not in a cycling mood. Even though the country experienced warm sunny weather in the second half of the year, it could not compensate for the weaker sales experienced during the first half.

Consequently, sales of bicycles and e-bikes in 2016 were 6.9% below the previous year at 4.05 million units. While the market for e-bikes increased by over 13% to 605,000 units in 2016, sales of non-electric assist bicycles dropped to 3,445,000—nearly 10% down from the previous year.

Bicycle and e-bike sales revenue in 2016 increased by approximately 7% to €2.6 billion. ZIV noted that the increase

in sale revenue was mainly due to the increase in e-bike sales as well as the trend towards increasingly high-quality equipment for the vehicles, resulting in an increase in the average selling price per bike (including e-bike) to €643 (+15%) across all sales channels.

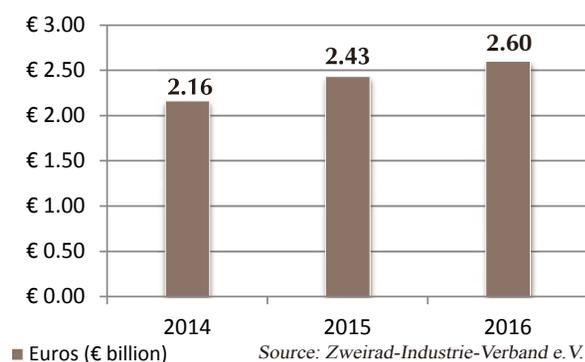
ZIV estimate the total turnover of the German bicycle, component and component industry was approximately €5.2 billion in 2016.

## Bicycle and e-bike sales in Germany

	2014	2015	2016	% Change
<b>Bicycles</b>	3,620,000	3,815,000	3,445,000	-9.70%
<b>E-Bikes</b>	480,000	535,000	605,000	13.08%
<b>Total</b>	4,100,000	4,350,000	4,050,000	-6.90%

Source: Zweirad-Industrie-Verband e.V.

## Sale value bicycles and e-bikes in Germany

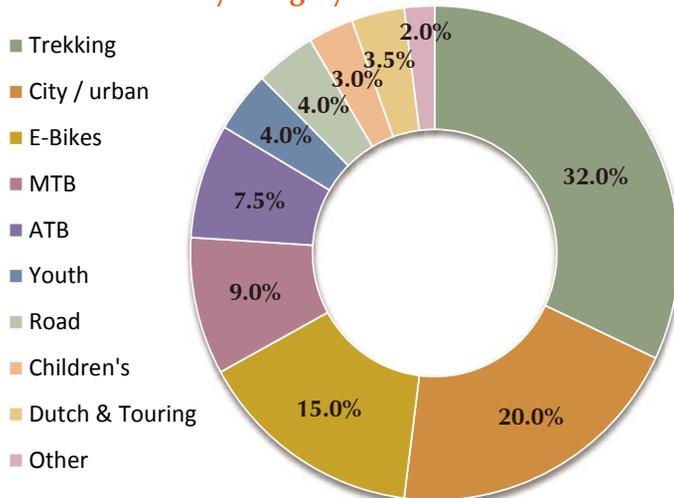


## Average bicycles and e-bikes sales price in Germany

	Unit Price
<b>2014</b>	€528
<b>2015</b>	€559
<b>2016</b>	€643
<b>% Change</b>	15.03%

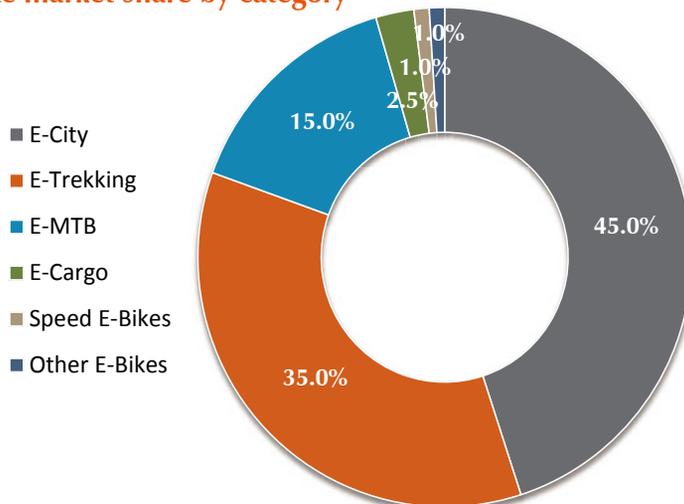
Source: Zweirad-Industrie-Verband e.V.

### Bicycle market share by category



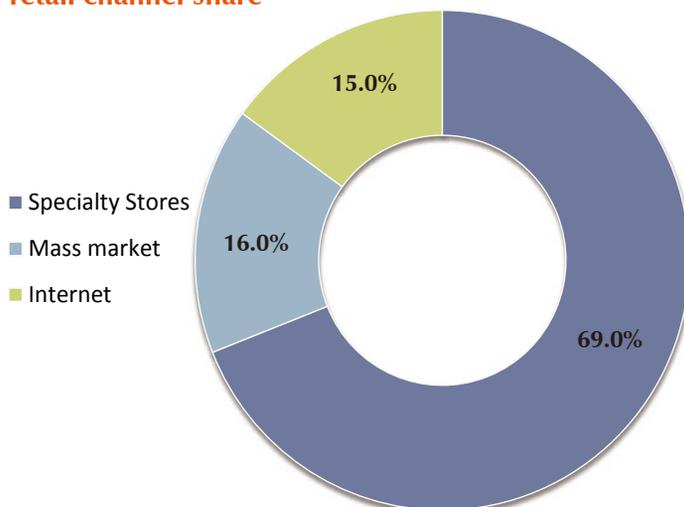
Source: Zweirad-Industrie-Verband e.V.

### E-bike market share by category



Source: Zweirad-Industrie-Verband e.V.

### 2016 retail channel share



Source: Zweirad-Industrie-Verband e.V.

### Categories

With regard to market share according to category, ZIV noted a slight decline in sales of city / urban bikes, trekking bikes, youth bikes and MTBs. While all other categories remained stable, dutch & touring bicycles and the 'others' (recumbents, singlespeeds, etc.) increased slightly.

For the first time, ZIV also included information on sales of e-bikes by category. The association noted that e-city / urban model group held a 45% market share, e-trekking bikes a 35.5% share and e-MTBs a 15% share. E-cargo bikes represented 2.5% of the e-bike market, while speed and other types of e-bikes each represented a 1% proportion of the total e-bike market.

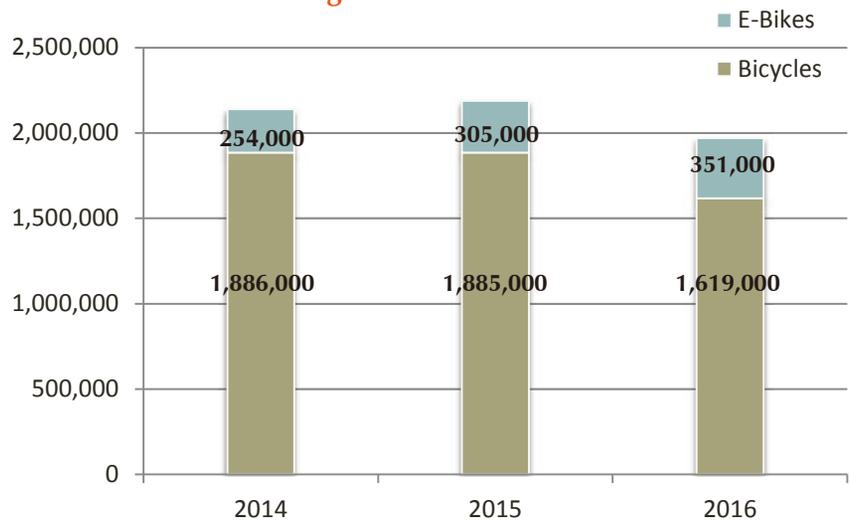
### Retail Channels

In 2016, 69% of bicycles and e-bikes were sold through specialty bicycle retailers—a similar share to 2015. Bicycle sales through mass market retailers declined from an 18% share in 2015 to a 16% in 2016, while bike sales via online retailers increased its share of the market from 13% in 2015 to 15% in 2016.

## Domestic Manufacturing

1,970,000 bicycle and e-bike units were manufactured in Germany during 2016—a 10% decrease from the 2,190,000 units produced domestically in the previous year. However, domestic production of e-bikes increased to 351,000 units last year—up by 15% from 305,000 units in 2015. Production of non-electric assist bicycles dropped by over 14% to 1,619,000 units in 2016.

### 2016 domestic manufacturing

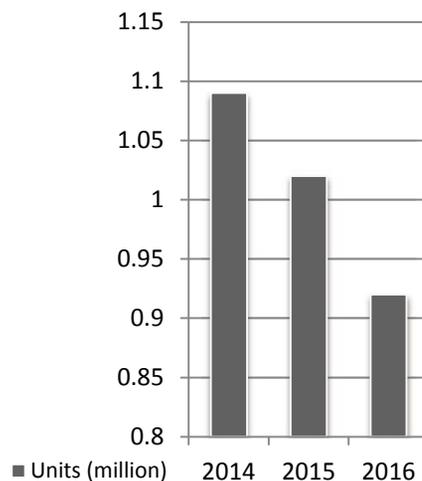


Source: Zweirad-Industrie-Verband e. V.

## Exports

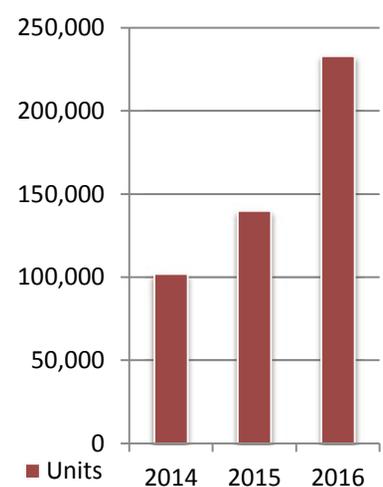
ZIV noted in its report that German e-bikes continued to maintain their popularity outside Germany. While German exports of traditional bicycles fell to 920,000 units, export of e-bikes rose by 66% from 140,000 units exported in 2015 to 233,000 units exported last year.

### Export of bicycles from Germany



Source: Zweirad-Industrie-Verband e. V.

### E-bike exports from Germany



Source: Zweirad-Industrie-Verband e. V.

## Imports

According to the data released by ZIV, total German imports of both bicycles and e-bikes dropped in 2016 with 3,157,000 units imported—a 3.75% decrease from the 3,280,000 bicycle and e-bike units imported into the country in the previous year. However, similar to Germany's sales, production and export figures, the decrease in im-

### Import of bicycles and e-bikes into Germany

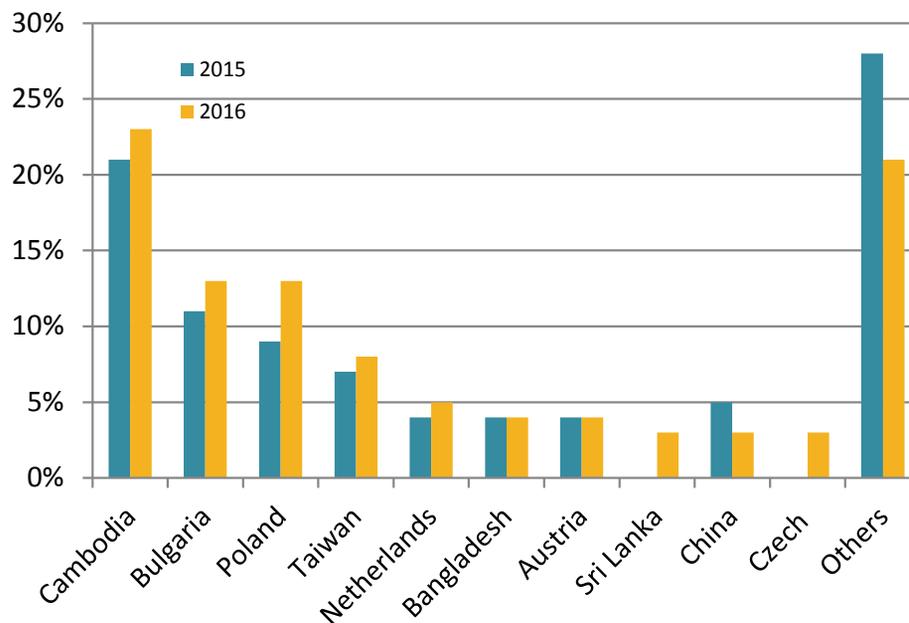
	2014	2015	2016	% Change
<b>Bicycles</b>	2,550,000	2,910,000	2,590,000	-11.00%
<b>E-Bikes</b>	230,000	370,000	567,000	53.24%
<b>Total</b>	2,780,000	3,280,000	3,157,000	-3.75%

Source: Zweirad-Industrie-Verband e. V.

ports was for traditional bicycles; the e-bike share increased. Last year, Germany imported 567,000 e-bikes—a substantial 53.24% jump from the 370,000 units imported in 2015. Imports of regular bicycles fell by 11% from 2,910,000 units in 2016 to 2,590,000 in 2016.

Last year the top five source countries for bicycles imported by Germany all increased their percentage share of total bicycle imports. Most bikes were imported from Cambodia, which had a 23% share. Bulgaria, Poland, Taiwan and the Netherlands all also increased market share to 13%, 13%, 8% and 5% respectively.

### 2016 German bicycle import share by source country



\* In 2015, bicycles from Sri Lanka and the Czech Republic were included in 'Others.'  
Source: Zweirad-Industrie-Verband e.V.

### E-Bikes

As mentioned above, the share of e-bike sales in the over-

all German bicycle market has risen to 15% this year. ZIV estimates that the number of e-bikes on German roads is now about 3 million. The association also expects that in the mid-term e-bikes will come to represent an 18-20% share of the market, and in the long-term perhaps as much as 30%.

ZIV noted that the target groups for e-bikes in Germany were becoming younger and more sporty with e-MTBs becoming increasingly popular. E-bikes were also playing an increasingly important role in cities—not just with commuters but also with transportation of goods in e-cargo bikes.



# A Look at the Spanish Bicycle Industry

Text & Photos: Grace S. Ruan



**W**hile Europe suffered a recession in 2015, Spain's 3% GDP growth was a bright spot on a gloomy continent. Nevertheless, Spain's sky-high 20.9% unemployment remains the highest in the EU. Cycling is very popular in Spain, and

although people's incomes are fairly low, a large proportion of bicycles sold in Spain are high-end models. According to statistics from Europe's CONEBI, Spain has annual bicycle sales of 1.0-1.2 million units, and 1.1 million bikes were sold in 2015.

Spain is sixth in the EU in terms of bicycle sales, and bicycles sold in Spain have an average unit price of €481, which is the third highest in the EU. Spain itself produces only 360,000 bicycles annually; however, most bicycles sold in Spain are

imported from Eastern Europe, other neighboring countries, and Asia.

After mountain bikes became popular in Spain following 1989, they brought about enormous changes in the bicycle business. For instance, of the four leading bicycle manufacturers in the 1990s (BH, Orbea, Rabasa, Gac), only Orbea and BH still survive, and their output is lower than before; nevertheless, Orbea has recently transformed itself into a high-end bicycle brand. According to Jose A. Gomez Damborenea, Director of Spain's AMBE, there are approximately 20 bicycle assembly firms with annual outputs of 4,000-5,000 bikes in Spain. AMBE has 58-65 members, and there are 80 bicycle manufacturing firms in Spain, including makers of complete bicycles, parts, and accessories. Because e-bike sales have continued to grow, there are numerous small e-bike producers. Director Damborenea noted that Spain produced 25,000 e-bikes in 2015,

► Spanish bicycle association (AMBE) Director, Jose A. Gomez Damborenea, who is also a director of BH, and AMBE Secretary-General, Carlos Nunez (left).



of which BH produced approximately 20,000. Spanish bicycle parts and accessories production have only a 1% market share in the EU.

Madrid's Unibike show was in its third year in 2016, but occupied two rooms and had only 215 exhibitors. The participating firms mostly consisted of Spanish bicycle manufacturers, importers / distributors and parts and accessories companies. Nine participants were from Portugal,

and small numbers of companies came from Italy, the US, Germany, France and other European countries. Most leading brands were represented by local agents, and the local subsidiaries of Trek and Specialized were present, although the parent companies did not participate in Eurobike. Pirelli, Cube, Orbea and Derby all opted to participate in the show, although they were likewise absent from Eurobike. The types of bicycle on display included



▲ According to Trek Marketing Manager, Luis Munoz Compos, Trek sells around 33,000 bicycles in Spain each year.



▲ Derby's products were displayed at the Unibike show by its Spanish distributor.



▲ Cube products were displayed at the show by its Spanish distributor.



▲ Specialized has a highly effective marketing strategy in Spain.

MTBs, road bikes, 29” bikes, fat tire bikes, e-bikes, and children’s bikes. Neon red, bright green, and orange were the most predominant colors, and most bikes were mid-/high-end models. Distributors displayed full bicycle, part and accessory brands that they represent or distribute, and at least 80% of the participating vendors had a positive impression of the show.

## Bicycle manufacturers

The Spanish bicycle (industry) has changed a lot over the past 20-30 years. Of the five biggest bike factories in 1990, only two presently remain—Orbea and BH. There over 1.1 million bicycles sold in Spain, more than 20 bicycle manufacturers, and a total annual domestic output of 360,000 units.

### Orbea

Orbea has an annual output of 200,000 bikes, which is split roughly equally between Spain and Portugal. The company chiefly produces mid- / high-price models, and claims to be the largest bicycle manufacturer and oldest bicycle brand in Spain. Many of the frames used by Orbea (including aluminum alloy and carbon fiber frames) are produced in China, and the company has roughly 500 distributors in Spain and Portugal.



▲ According to Ramon Nunez, Orbea's Regional Sales Manager for the Spanish and Portuguese markets, Orbea has an annual output of 200,000 bicycles units, and production is roughly split between Portugal and Spain.



▲ Orbea did not participate in Unibike chiefly to display its bicycles, but instead to provide on-site services and understand its distributors' needs.

**BH**

According to BH Director, Jose A. Gomez Damborenea, BH has an annual output of 120,000 bikes, of which approximately 50-60,000 are assembled at the company's Portuguese plant. Damborenea also noted that there are approximately 1,000 dealers in Spain, and BH was the first Spanish company to begin producing e-bikes, of which it sold 20,000 last year.



▲ According to BH Director, Jose A. Gomez Damborenea, BH has an annual output of 120,000 bicycles, and produces 50,000-60,000 of these at its Portuguese plant.



▲ Starting e-bikes early, BH's output is the largest in Spain with an annual output of nearly 20,000 units.

**Mondraker / Team Bike**

Mondraker has 100 employees and produces approximately 18,000 bicycles annually. It has 120 dealers in Spain and a total of 300 distributors; apart from Spain and Portugal, Mondraker's chief markets include France, Germany and Slovenia. It also produced frames and e-bikes. According to marketing personnel, Mondraker has nine models, and also assembles 2,000 carbon fiber bikes annually using frames imported from Taiwan and China, and expects sales to grow by 5% in 2016.



▲ Mondraker produces 18,000 bicycles annually; left: Marketing Manager, Laura Sanchez, right: Chief Communications Officer, Israel Romero.

**MMR**

MMR is over 20 years old. MMR was purchased eight years ago by cycling-loving current General Manager, Prieto Gonzalez and another employee. MMR has established an excellent image, and has found favor with young people. This company produces 20,000 bicycles annually, employs 30 persons, and has 200 distributors. Of MMR's output, 80% consists of MTBs, 19% road bikes, and 1% children's bikes.



▲ MMR General Manager, Burno Prieto Gonzalez was originally a professional cyclist.



▲ MMR has hired cyclist Carlos Coloma (right), who placed third at the 2016 Olympics. Pablo Rodriguez (left) signed his autograph at the show.

## Coluer

Coluer General Manager Luis Mayoral, who turned 80 this year, started out as a cyclist, and participated in the 1964 Tour de France. Coluer has an annual output of 25,000 bicycles, employs 28 persons, and performs all of its manufacturing Portugal. It has 200 distributors, and a salesperson in each city. Apart from Spain and Portugal, its chief markets include Switzerland and Italy.



▲ Coluer assembles 25,000 bicycles each year, all of which are produced in Portugal; left: Executive Manager, Miguel Moreira, right: General Manager, Luis Mayoral.



▲ Coluer General Manager, Marc Mayoral manages the company with great diligence.

## Massi / Masferrer

Masferrer has history of 80 years and according to General Manager, Jaume Masferrer, the company assembles about 16,000 bicycles / year 20 km away from Barcelona. In addition to being an importer, it also assembles bicycles for the Massi brand. Masferrer imports frames from Taiwan and China and assembles the bikes in Spain with a workforce of 30 people. Main markets include: Spain, France, Britain, Germany, Italy, Portugal, and even South American countries, such as Argentina.



▲ General Manager, Jaume Masferrer said that Massi had an annual output of 16,000 vehicles, with imported parts and complete bicycles sales each representing half of the annual turnover.

## Berria

Established in 2012, Berria assembles 4,000 bicycles annually, which include mostly mid-/high-end models. This company has 30 employees, and is managed by two brothers. According to younger brother and sales manager Jose Vitoria, Berria's bicycles mostly have retail prices of around €2,000-3,000, parts are largely obtained from Europe, the chief market is Spain (93%). Some bicycles are also sold in Switzerland and France.



▲ Berria Sales Manager, Jose Vitoria.

## Vitoria

Established in 1988, Vitoria has 10 employees and assembles 2,000 bicycles—mostly mid-/high-price road bikes—annually. This family-owned company has 80 dealers. General Manager, Juan Vitoria Campos has a Ph.D. and his daughter Diana Victoria is Product Manager. According to Diana Victoria, 60% of the company's output consists of carbon fiber bikes, and 40% ultra-light aluminum alloy models.



▲ Spain's Vitoria produces 20,000 bicycles each year; 60% have carbon fiber frames, and 40% have ultra-light aluminum alloy frames.

◀ Shown here are Vitoria General Manager, Juan Vitoria Campos (center), Product Manager, Diana Victoria (left), and Mrs Vitoria (right).

## Monty

Monty's original General Manager has retired. Previously, Monty and BH each held one-half of the company's equity, but BH now holds a large share, BH controls the company. Monty has an annual output of 30,000 bikes.



▲ BH is a majority shareholder in Monty.

## Rotor / Bike Motiv

Rotor (Bike Motiv) produces chainwheels and cranks. The company has been in existence for 20 years and employs 120 persons. According to Business Director, Jose Luis Robollo Aguado, the company chiefly makes chainrings, has an annual output of 100,000 units, and introduced carbon chainrings this year. 60% of the company's products are intended for road bikes and 40% for MTBs. Rotor displayed many newly-developed products this year, including brakes and freewheels.



▲ Rotor is Bike Motiv's brand; Rotor Business Director, Jose Luis Robollo Aguado is shown here.

## Component factories

The Spanish market revolves around high-end bicycles. Many complete bicycles are imported, and Spanish parts and accessories have an EU market share of only 1%.

Dealers

The Spanish market is mature and focuses on high-end bicycles. Since imports account for as much as two-thirds of bicycle sales, importers and distributors play important roles.

Macario

Macario is Spain's sole Shimano agent. Although it is also the agent for products from other brands, it chiefly focuses on Shimano. According to President, Miguel Llorenfe, Macario has 3,000 distributors, but only around 1,500 of these bring in much business. Most sales are to dealers (80%). As for OEM customers, Macario sends orders to Shimano in Japan, and Shimano sends its products directly

to the customers. Macario keeps only small amounts of products at its warehouse for emergency orders. According to Llorenfe, Spanish MTBs have stable quality; 60% of parts imported from Shimano are used on MTBs, and 25% are for road bikes. E-bikes, commuting bikes and city bike sales are continuing to grow, said Llorenfe, and mid-end bikes are also enjoying significant growth.



▲ Macario is Shimano's exclusive agent in Spain. According to Managing Director, Miguel Llorenfe, sales of e-bikes, community bikes, and city bikes are continuing to grow in Spain.



▲ From left to right: Product Manager, Elene Llorente Garcia; Managing Director, Miguel Llorenfe; Mrs. Llorente and Juan Miguel Llorente.

Masferrer / Massi

With 80 years of history, Masferrer became one of Shimano's three agents in Spain in 2014 (along with Macario and Velimsa). Because Shimano designated Macario as its exclusive Spanish agent in 2014, Masferrer changed its business direction, and began assembling bicycles in addition to importing. Masferrer's brand name is "Massi," and it assembles imported frames near Barcelona. It assembles 5,000-8,000 bicycles annually, and its factory employs 30 persons. Most parts are imported from Asia, and the company's chief markets include Spain, Portugal, France, Germany, Italy, Britain and Argentina.



▲ Masferrer is an importer and distributor.

### Comet



Comet has an astonishing 136 years of history, and is the Spanish agent for over 80 brands (60 from the EU and 20 from Asia). The company's products carry different brand names, and do not have exclusive brands. The brothers Eduardo Bardane and Carlos Bardane sold

the company to the Accell Group when they retired two years ago. It employs 50 persons, has 3,000 dealers (2,000 in Spain, and 500 each in France and Portugal). Comet's focus is on road bikes and MTBs. Comet is also one of SRAM's two agents in France.



▲ Comet is Prologo's Spanish agents. The picture shows OEM Manager, Paolo Bailetti.



▲ Comet was purchased by the Accell Group two years ago. From left to right: Sales Manager, Jose Ignacio Izaguirre Errazquin; Business Director, Aner Sarasa; Jose Luis Gil Luzarraga and Javier Ayala.

### CDC Sport

CDC Sport is also an agent for numerous brands, including Chaoyang tires and Exustar's products.



### MSC

is Maxxis' Spanish distributor, and is also an agent for other brands.



The Unibike show provides the cycle industry with a very good interchange platform. Although purchasing was not fast-paced, more than 80% of participating vendors praised and wished to support the show. It is expected that 2016 bicycle sales in Spain will remain flat or achieve minor growth of up to 5%. 

Portuguese exhibitors

In the bike industry, Portugal and Spain have a special relationship with Spanish firms Orbea, BH and Coluer all producing bikes in Portugal. Nine exhibitors from Portugal were exhibiting at the show.



▲ Portugal's newly-elected Chairman, of Abimota, Joao Miranda (3rd from left) and Vice-Chairman, Vital Almeida (second from left). Paulo Pires (third from right), Luis Pires (second from right) and Teresa Martin (right).



▲ Orbea CEO, Jorge Santiago stated that the company's production target for 2017 was 50,000 bicycles.



▲ Spain's Incycles assembles 50,000 bicycles annually and also sells components to assembly factories. Pictured is General Manager, Rui Conceicao.



▲ Ozone is Incycles component brand. On the right is General Manager, Rui Conceicao.



▲ Quality Control Manager, Claudio Costa stated that the new factory would be completed by the end of the year.



▲ Avantisbicycle produces bicycles and frames. Pictured is Sales Manager, Jorge Mosca.



▲ In an enterprise relationship with Ciclo Fapril, the Tabor factory specializes in handmade leather saddles. From left to right, Tabor Production Manager, Helder Jesus; Sales Manager, Samuel Santos and Sales Representative, Paulo Patrao.



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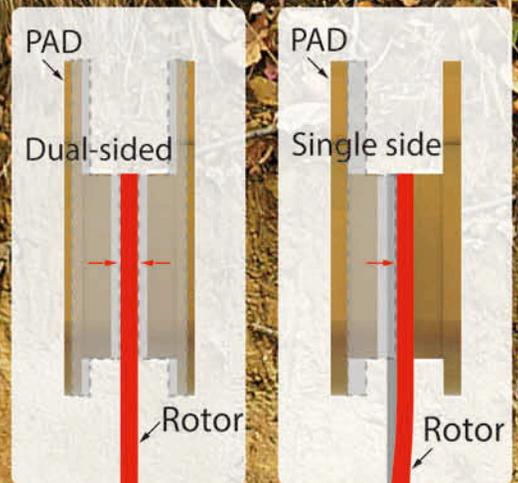


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# The Polish Cycle Industry: Developing at a Steady Pace

Text & Photos: Grace S. Ruan

Poland is Eastern Europe's largest and most stable country, and bicycle production and sales have passed the one million unit mark. Poland produced 1.21 million bicycles in 2015, making it the EU's fifth-largest producer. Although retail prices average €385, second-hand bicycles account for 20-25% of the market, which is higher than in France, Britain, and Italy. Trekking, city bikes, MTBs and children's bikes are most popular in Poland, and sales of 29" and fat-tire bikes have also grown. Bright neon colors, such as neon green and neon orange, are currently in vogue. Because e-bike sales are continuing to grow in Germany and the Netherlands, e-bikes are receiving considerable attention in Poland: Romet focused on promoting e-bikes this year, and received the new product award at the Kielce Bike Expo.

Poland has a population of 38.6 million, and has growing consumer power. Although the country's bicycle market developed later than the western, northern, and southern European markets, the government has



▲ First from right is Zbigniew Sosnowski, President of Kross. Krzysztof Dylewski (center) took the baton as head of the Polish bicycle association (Polski Stowarzyszenie Rowerowe—PSR) from former director Jan Zasada (2nd from left) this year. Polbike President, Juliusz Kabath (1st on left) and PSR Vice President, Mateusz Pytko (2nd from right) are also shown here.



▲ The simple yet solemn opening ceremony for the Kielce Bicycle Fair.

been actively establishing green bicycle routes and bicycle rental systems, which have helped cause

the popularity of cycling to soar, and enable the cycle industry to achieve steady development. As

a result, Poland has become a battleground for Europe’s leading brands. Poland has over 30 bicycle manufacturers. According to Kreysztof Dylewski, the new director of the Polish bicycle association (Polskie Stowarzyszenie Rowerowe—PSR), there are approximately 10 bicycle firms producing at least 5,000 bikes annually, and 12 firms producing more than 10,000 bikes annually. Most of the country’s bicycle firms only make 2,000-7,000 bikes each year. The majority of these companies are OEM producers, and a few have their own brands. Apart from a main brand,

some bicycles makers also have a secondary brand to differentiate certain products. For instance, Kross also has the “Le Grand” brand, which is chiefly used on its city bikes. Zasada also has the “Maxim” brand, which emphasizes style and innovation.

Poland has approximately 2,500-2,700 dealers, and most firms, including both manufacturers and distributors, have their own dealers. Depending on size, complete bicycle producers may have 200-600 dealers, while distributors may have 80-250 dealers. Apart from mass merchants, sporting-goods stores such as



▲ According to the organizers of Kielce Bike Expo, 242 firms took part this year, and this figure was a 20% increase compared with last year. Shown here are Director, Joanna Marcjan (left) and Deputy Director, Bartek Terlecki (right).

Decathlon and Gosport also sell many bicycles.

## Complete Bicycles

According to the latest CONEBI statistics, Polish bike manufacturers produced 1.21 million units in 2015, an increase of 20% from the 1 million units produced in 2014. Although the development is not as early as western or southern Europe, in the past five years, Poland has maintained a steady and stable growth. PSR President, Krzysztof Dylewski stated that 10 companies in Poland produce over 5,000 units.

### Kross

Kross is the most distinctive brand on the domestic Polish market, and the company has also introduced the "Le Grand" brand. Kross' two brands are big attractions for dealers. The company has 500 dealers and 500 employees, and produces close to 400,000 bikes annually. Second-generation managers are actively participating in the company's sales and administration.



▲ Kross Manager, Kacper Sosnowski is the son of the company's founder, and is a board member.



▲ Le Grand is Kross' other brand, and is chiefly used for city bikes.

## Romet

Romet and Kross are equally matched rivals. Romet focus primarily on exports, but also has considerable domestic sales. Because Romet also produces motorcycles, it has a combined total of 500-600 motorcycle and bicycle dealers. It has two bicycle plants and one motorcycle plant; annual bicycle production is around 400,000 units and employees number 700. Romet is actively promoting e-bikes this year.



▲ Romet President, Wieslaw Grzyb likes riding horses and cycling.



▲ Romet promoted e-bikes at this year's Kielce Bike Expo.

## Zasada

Zasada has consistently had a stable output of 60,000-75,000 bicycles annually, and also owns the "Maxim" brand. Company President, Jan Zasada resigned as director of Poland's PSR bicycle association in March of this year. Mr. Zasada made a great contribution to Kielce Bike Expo, and many participating vendors attended at his invitation; he is a much respected figure in the Polish cycle industry.



▲ Zasada Bike President, Jan Zasada.



▲ Maxim introduced a city bike with soft bright colors.

## Unibike

Unibike assembles roughly 40,000 bicycles annually and is also a distributor for major brands. Unibike's president is Ms. Krystyna Orfowska, but the company is actually run on a day-to-day basis by General Manager, Zbigniew Lewandowski. Unibike is a conservative, successful company, and received the new product award at the Kielce bicycle fair.



▲ Unibike is well-managed and has a good reputation. Shown here is President, Krystyna Orfowska.



▲ Unibike produces approximately 40,000 bicycles annually, and is also an agent for Schwalbe. Shown here are President Krystyna Orfowska (center), General Manager Zibriew Lewandowski (left), and Marketing Manager Marcin Augustynowice (right).

## Ideal

Ideal did not participate in Kielce Bike Expo during the last two years, only sending personnel to visit the show. According to Sales Director, Katarzyna Matusiak, the company did not participate because it does not have its own brand, and also wanted to safeguard its customers. Ideal moved to its current plant (8,000

m<sup>2</sup>) four years ago, and assembles 50,000 bicycles annually. It has 100-120 employees, and does not paint its frames in-house. It only imports frames and parts from Taiwan and China, and its chief markets consist of European countries such as Germany and Switzerland.



▲ According to Katarzyna Matusiak, Sales Director of Ideal's Polish plant, Ideal produces 50,000 bicycles annually in Poland.

## Showa

Chief Executive, Edy Hung is from Taiwan. Hung originally had five OEM bicycle plants in Poland, but all five declared bankruptcy. Hung then shifted to assembling bikes in 2011, mostly using parts from China. The company's brand name is "Rayon." Apart from meeting its own assembly needs, Showa also helps other small assembly plants in Poland to import parts. Ac-

ording to Hung, Showa has an annual output of 50,000 bikes, which are chiefly sold in Poland; these bikes mostly consist of mid- / low-price models, and are priced at €100-300. The company has 20-30 employees during the slow season, and 50-60 employees during the busy season. Hung emphasizes that although Showa makes low-end models, they are not sold in hypermarkets.



▲ According to Showa Manager, Edy Hung, the company assembles 20,000-30,000 bicycles annually.

## Folta

Folta assembles 15,000 bicycles each year, has around 200 dealers, and owns its own brand. The company's chief markets consist of Poland, Lithuania, and Latvia. It has 30 employees, and mainly imports parts from Taiwan and China. According to President Jarostaw Folta, economic conditions were good this year, but the Polish zloty has been relatively unstable during

the past few years, and many importers have been forced to make purchases using dollars. In the most extreme cases, importers must use dollars for 80% of their purchases. Folta feels that although an EU's cancellation of anti-dumping duties on Chinese bicycles will lead to greater competition, it will be a win for consumers if they have access to more good-quality, reasonably-priced bikes.



▲ Folta assembles 15,000 bicycles annually. Shown here are President Jarostaw Folta and Sales Manager, Piotr Zebrowski (right).

## Brat

Brat is run by a pair of brothers: younger brother Wikior Beska is the president, while older brother Karol is the general manager. The two brothers work well together in the management of this company, which assembles 10,000-20,000 bikes annually.



▲ Brat assembles 10,000-20,000 bicycles annually.

## Dowstar-Olesno

Founded in 2007, Dowstar-Olesno assembles 5,000-6,000 bicycles annually and employs 20 persons.



▲ Dowstar-Olesno assembles 5,000-6,000 bicycles annually

## Components

Poland produces few parts, and according to CONEBI statistics, Polish parts account for only 2% of the entire parts output of all 28 EU states. The three parts manufacturers exhibiting at Kielce Bike Expo were ABI, SIHD, and Simpla.

### ABI

Krzysztof Dylewski is both President of the Polish Bicycle Industry Association (PSR) and the owner of ABI. ABI produces 800,000 bicycle saddles per year, and employs 32 workers. ABI was founded in 1987, and will celebrate its 30th birthday. Main customers are OEM from Poland and EU.



▲ ABI President Krzysztof Dylewski is also President of PSR. ABI produces bicycle saddles.

Krzysztof Dylewski is also the owner of Leader, producing bikes under the brand, Pin Up Girl; saddles under the brand name Maestro and is an importer / distributor of the Portuguese company Polisport in Poland.

### SIHD

SIHD produces many products, including carriers and mudguards. Apart from Poland (80 customers), SIHD has 100 customers in the EU.



▲ SIHD produces carriers and mudguards, etc.

## Simpla

Simpla produces mudguards, which are sold in Eastern and Western European markets, including Poland, the Czech Republic, and Russia.

► Simpla produces mudguards, which are chiefly sold in Eastern and Western European countries such as Russia and the Czech Republic. Shown here are Sales Director, Ilya Sadritskyi (1st on the left) and President, Vladimir Sadritskyi (2nd from the left), Simpla CEO, Andrzej Murawski (center), Simpla Export Agent, Jan Pavlicek (2nd from the right), and Simpla Production Director, Robert Polaik (1st on right).



## Distributors

Distributors have sprung up quickly in Poland during the last few years, and are distributing a growing number of brands. Some distributors have even introduced their own brands (such as Polbike's Saveno brand and Aliot's Prox brand).

## Polbike

Polbike is an agent for Asian brands such as Raleigh, and also sells products under its own "Saveno" brand. According to President, Juliusz Kabath, Polbike sells 15,000 bicycles annually, and the chief assembly firms for the Saveno brand include Bulgaria's Maxcom and Cambodia's Asama.



▲ Saveno sells 15,000 bicycles annually.



▲ Shown here are Polbike President, Juliusz Kabath (on the left in the front); Mrs. Kabath (on the right in the front), and MTB Style Manager, Dutkiewicz Dartlomici (rear).



▲ Merida's team at Kielce Bike Expo. Mike (2nd from left in the front row) noted that Merida sold 30,000 bicycles in Poland last year.



▲ Piotr Wileska is an agent for CST and Merida.

## CST & Merida Distributor

General Manager, Piotr Wileska is an agent for CST and Merida, and two teams are in charge of product sales. As a result, Piotr had separate CST and Merida booths at this year's Kielce Bike Expo. The company has a little over 40 employees and 200 dealers. According to one of Merida's employees, who was present at the show, Merida sold approximately 30,000 bicycles in Poland last year.

Ajlot

Ajlot is an agent for Asian brands such Kenda and Velo, and also sells bicycles under its own Prox brand. According to President, Jacek Balkowski, although the Prox brand has only been in existence for five years, an emphasis on quality has led to good sales. Ajlot has 400 dealers, said Balkowski, of which 100 are large. The company anticipates 5% growth this year, but profits may drop a bit. This is due to the depreciation of the zloty in April 2016, which forced Ajlot to raise prices by 6-10%. Nevertheless, Balkowski has great confidence in the development of bicycles in Poland.



▲ According to Ajlot President, Jacek Balkowski, his company expects 5% sales growth this year.



▲ Ajlot has its own brand-Prox, as well as being the agent for Taiwanese firms, Kenda, Velo and VP.

Harfa

Founded in 1992, Harfa is a distributor for numerous brands, including SRAM, Mavic, BBB, and VDO, and its displayed products won an award at this year's Kielce Bike Expo. Harfa's manager is known to be very thorough and hands-on. The company has 500 dealers. The SRAM products, of which Harfa is



▲ Harfa is an agent for numerous brands, such as SRAM, Mavic, BBB, and VDO.

the agent, have faced Shimano's flexible pricing strategy this year, which has made marketing very difficult.

Cossack

Cossack sells bicycles from Eastern and Western Europe, including Germany, and according to our understanding is the Polish distributor for Germany's Sprix bicycles. According to Chairman, Jacek Kozakiewicz, Cossack has 25 employees and



▲ According to Cossack Chairman, Jacek Kozakiewicz, Cossack has 500 dealers throughout much of Europe.

close to 500 dealers throughout Europe.

Speed

Speed is an agent for Duro, Rowery, American Classic, and Vianor.



▲ Speed is an agent for the Duro, Rowery and Viandor brands. GM, Jan Golen is first on the right.

### Italbike

Italbike is an agent for Vee Rubber, Rodi, and Miranda.



▲ Shown here are Italbike President, Janusz Mielcarski (left), Romet President, Wieslaw Grzyb (center), and Shimano EU International Account Manager, Clemens Ujejski (right).

### Zeg



▲ ZEG exhibited under its Polish office, displaying Bulls and Hercules bicycles. The company will not be attending Eurobike show this year and instead focus on their own house show in Cologne. According to Polish Office General Manager, Walery Jasiulewicz they will also work with non-ZEG dealers.

### Taurus



▲ Taurus is an agent for the BMC, Kreidler and Whipbar brands.

### Shimano



▲ Shimano's booth was located in the outdoor area.

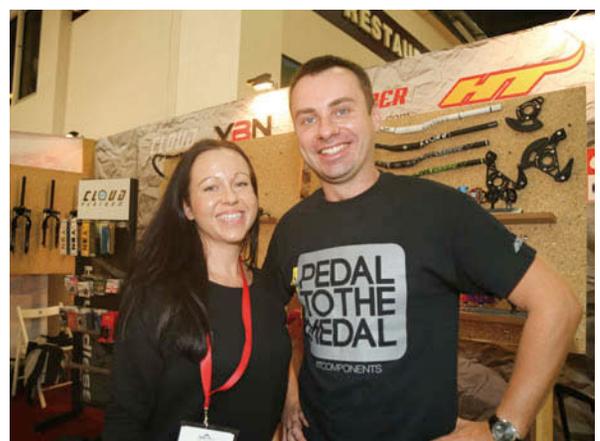
### Euro Bike

Euro Bike is RST's Polish agent, and also sells bikes assembled under contract.



▲ Euro Bike is an agent for SR Suntour, and also sells bikes assembled by other companies under contract.

### Kogee

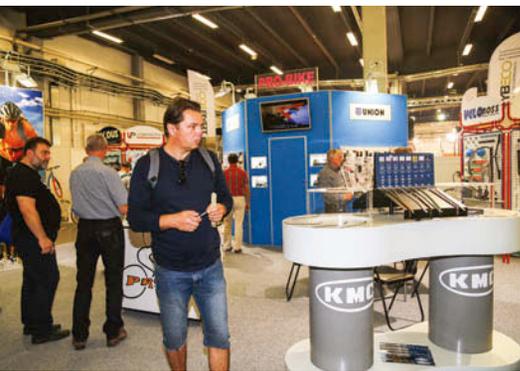


▲ Kogee is the distributor for Taiwanese brands Spinner, Yaban and HT. General Manager, Lukasz Nowak (right) is confident in the Polish market. On the left is his wife.

## Monteria

Although Monteria participated in Kielce Bike Expo for the first time last year, it had a big presence at the show, displaying children's bikes, MTBs, and fat-tire bikes.

## Pro Bike



▲ Pro Bike is the agent for many Asian brands.

This year was the Kielce Bicycle Fair's seventh year. According to the organizers, a total of 242 companies participated in the show, which was an increase of 20% from the 200 participants last year. The show venue occupied an area of 110,000m<sup>2</sup>. Apart from Polish bicycle firms, participating vendors also came from such other European countries as the Czech Republic, Germany, and Slovakia. More than 40 members of the Polish bicycle association took part in the show, and both Taiwan and China organized participating groups that consisted chiefly of parts manufacturers. There was a significant increase in the number



▲ Members of the Taiwan participant team at 2016 Kielce Bike Expo.



▲ Stars Circle General Manager, Fei Heying is looking for land in the Polish city of Poznan for a rim factory.



▲ Wheel Top plans to open a plant in Romania. Shown here are President, Sung Fu-chiang (right) and the company's EU Sales Manager, Adan Dadsi (left).

of e-bikes on display this year, but no motorcycles were exhibited. Although Karbon had a large booth last year, they declined to participate this year, and rumor has it that they want to leave the bicycle industry. Shimano had an outdoor booth, and several other bicycle firms also displayed their product outdoors, using strings of balloons to attract attention. Most participating vendors had good opinions of the show, and expressed that they were looking forward to participating again next year. On the other hand, a minority of vendors had some complaints; for instance, Folta's

sales manager expressed that the number of dealers visiting the show had fallen by 15-20% this year.

The Polish bicycle industry is rather conservative, and emphasizes steady development. Unlike in other countries, the Polish bicycle industry has not undergone major fluctuations. Most companies expect to have 5-10% growth this year, or at least have flat sales. Although it is said that Poland had hoped to switch from the zloty to the euro sometime between 2019 and 2020, Britain's Brexit has thrown a new variable into the equation. 

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# 2016 ABA Annual Convention Held in India

The Asia Bicycle Alliance (ABA) held its 2016 annual convention in the Indian city of Chandigarh on December 8, 2016 with "A New Vision for the Bicycle Industry: The Arrival of the Asia-Pacific Century" as its theme.

Text & Photos: Editorial Dept.

## Pankaj Munjal: The Indian bicycle market has room for growth

At the convention, Mr. Pankaj Munjal, Chairman of the All Indian Cycle Manufacturers Association and President of Hero, noted that obesity has been increasing among Indians, and diabetes is becoming a severe problem; there is now an average of one person with diabetes in every family. In addition, air pollution has always been a big problem in India, and greater use of bicycles would be an excellent method of improving the situation. Although India has a



▲ All Indian Cycle Manufacturers Association Chairman & Hero President, Pankaj Munjal.



vast population, there are relatively few bicycles in the country. Compared with the Netherlands, which has 1,100 bicycles for every 1,000 persons, India has only 90 bicycles for every 1,000 persons. Munjal believes that progressive cities should promote walking and cycling, and the government should subsidize the purchase of bicycles. By encouraging people to ride bicycles, the government can change people's habits and reduce the use of cars and motorcycles.

Munjal also noted that 15 million bicycles are manufactured in India each year, which accounts for 12% of total global

output, but sales are relatively low. As a result, the Indian bicycle industry must strive to improve itself. Munjal thanked the government of Punjab for supporting the plan to establish a "Cycle Valley" in the Punjabi city of Ludhiana. Munjal hopes that Ludhiana will become India's center of bicycle production. As India's per capita income continues to rise, demand for bicycles will also increase. Munjal hopes that this convention, and the establishment of platforms for trade cooperation with other bicycle associations in Asia, will help the Indian cycle industry to continue to grow.

## Singh Badnore: Ludhiana welcomes investment

Punjab Governor, Singh Badnore was pleased with the decision to hold this annual convention in the city of Chandigarh in the Indian state of Punjab. Punjab has a population of 27 million and is one of India's most modern states; average incomes are 24% higher than the average for India as a whole, and the state produces a wide range of agricultural products. The density of railways and highways is twice the average for all of India. The state has two international airports, and produces more electricity than it uses, so

the power supply is relatively secure. Punjab is also a leader in the establishment of solar power. As a result of its high state of development, the Punjab's bicycle, textile, and auto parts industries are continuing to grow, and the state is a good export gateway to Southeast Asia. Ludhiana is the Punjab's industrial center, and is one of India most business-friendly cities. In the future, India's Cycle Valley will produce high-end bicycles and e-bikes and provide an extensive industry supply chain.



▲ India Punjab State Governor, Singh Badnore.

## Ma Zhong Chao: Keeping up with changes in industry

According to ABA Chairman / CBA Chairman, Ma Zhong Chao, only innovation and positive change can enable the industry to maintain its progress, and the industry must assess conditions with care. "The two things that most induce global attention and consensus are terrorism on one hand, and climate and the environment on the other," said Ma Zhong Chao, "and these are also closely connected with mankind's existence." According to Ma, the world's countries must work hard to deal with these problems. China is not only including the bicycles and "green" considerations in important na-

tional policy documents, but also taking active steps to promote the development of bike paths. According to December 2016 statistics, China already had 300,000 kilometers of bike paths, and public bicycles could be rented in 34 provinces and special municipalities. Chinese bicycles are displaying diversity and quality, and Chinese consumers are now willing to purchase high-quality, high-unit-price products.

China currently produces 80-90 million bicycles annually, and its exports of sports bicycles are continuing to increase at an annual rate of 19.2%. Looking ahead to the future, "Made in



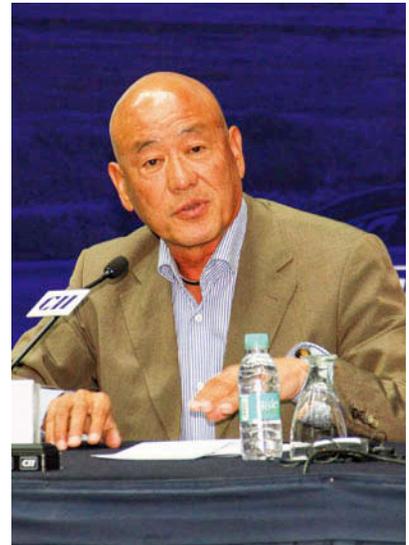
▲ ABA Chairman and CBA Chairman, Ma Zhong Chao.

China" will take a back seat to "Created in China." We hope that the Chinese and Asian cycle industries can keep up with the pace of changes in the business world.

## Tony Lo: Experience of establishing the Giant brand

ABA Vice Chairman / Former TBA Chairman, Tony Lo shared the story of the Giant brand. Giant was established in 1972, and has subsidiaries in 14 countries throughout the world. Although it sold only 3,800 bikes during the year it was established, it was selling 5,300,000 bicycles annually by 2015, and is widely known for its SLR aluminum alloy technology and Maestro technology for mountain bikes. In 2015, Giant products received many awards worldwide. Apart from the best-known Giant brand, Giant's three brands

names included the Liv brand targeting women, and the daily life-oriented Momentum brand. Giant has continued to sponsor top-level road bike teams, and also supports mountain bike teams and women's teams. It is particularly noteworthy that Giant has its own sales network consisting of dealerships throughout the world, and it also promotes its brand worldwide. While Giant only sold bicycles at the beginning, it now strives to promote bicycle culture under the slogan of "Giant Cycling World."



▲ Former TBA Chairman, Tony Lo.

## KC Ramamoorthy: New markets for digital products

According to KC Ramamoorthy, the deputy CEO for international sales of the Indian bicycle assembly plant TI Cycles, India is continuing to tap the potential of online marketplaces. A quarter of India's population consists of young people, and young people are eager to try new things. India is currently the world's biggest market for cell phones. Consumers have many choices on the Internet. Many people view products at physical stores, and then make

purchases over the Internet. As a consequence, the Indian cycle industry cannot rely exclusively on physical bicycle shops, must also have online stores. While bicycle e-commerce is a global trend, the Indian bicycle industry's e-commerce presence is only in its infancy, and the industry still depends heavily on physical retailers. Looking ahead to the future, bicycle companies must establish joint online stores, which will give them even larger sales platforms.



▲ KC Ramamoorthy, Deputy CEO for international sales of TI Cycles.



▲ Phoenix General Manager, Wang Chao-yang.

### Wang Chao-yang: Two-wheel drive; Chinese and Indian bicycle development

Phoenix GM, Wang Chao-yang's contact with the Indian bicycle market began in 2005. According to Wang, while the various bicycle manufacturers in India produced only steel frames at that time, demand for traditional steel-frame bikes decreased steadily during the next ten years, and demand for new types of bicycles has gradually risen. And although bicycles were once used only for transportation in India, in today's cities, bicycles are not only used for transport, but also for exercise and convenience. Relatively high-end bicycles must all be imported, however, and India still has no ability to produce higher quality bikes. As a result, India must put more effort into improving its domestic production capacity, and bicycle parts will be the key to the success of this effort.



▲ Japan Bicycle Association Chairman, Watanabe Keiji.

### Watanabe Keiji: e-bikes worthy of increased attention

Japan's bicycle imports soared and domestic production plummeted after 2000, and the country now imports a large share of its bicycles from China and Taiwan. In addition, bicycle sales have dropped since 2004. There are two reasons for this trend: Low-quality imported bikes are not trusted by consumers, and the effect of a falling birthrate. But although as many as 60% of the bicycles sold in the Japanese market are intended for use by commuters, sales of sports and exercise bicycles are continuing to rise. In addition, e-bikes are increasingly seen as worthy of attention in Japan, and 464,800 e-bikes were produced in Japan in 2015.



▲ Korean Bicycle Industry Association, Bo Run Xie.

### Bo Run Xie: Changes in the Korean market

In the Korean bicycle market, sales and import have both dropped in recent years for reasons including air pollution, which has reduced outdoor activity; an increase in new forms of transportation, which has made bicycles a merely one of many choices; and the rise of indoor cycling in the form of exercise bikes and training stands. All of these trends have reduced the amount of outdoor cycling. A growing number of Koreans enjoy using indoor bicycle training stands, and even have indoor competitions, or like to do Zwift online cycling. As a consequence, Bo Run Xie believes that the bicycle industry must join forces with the IT industry if it hopes to maintain competitiveness. 

# E-bike Sales Flourishing in Japan

Text: Editorial Dept.

The Japan Bicycle Promotion Institute (JBPI) have released data showing that last year, while the market for traditional bicycles lapsed in the doldrums, e-bike sales climbed vigorously both for domestic production and for imports.

According to JBPI statistics, 2016 domestic bike market volume stood at 7,793,154 units—the lowest in the last eleven years, with a total value of just over JPY130.5 billion (approx.

US\$1.14 billion). It should be noted that these figures do not include imported e-bikes as Japan's use of the 871190000 HS code "Other Motorcycles" includes "all motorcycles which are not classified in the upper layer and all electric motorcycles" as well as e-bikes.

## Domestic Production

In 2016, only 291,553 light bicycles and 99,901 miscella-

neous bicycles were produced domestically—down by 9.0% and 11.5% respectively from the previous year. This quantity is a mere 5% of the Japanese market compared to imported cycles. Furthermore, the average value of non-electrical-assist bicycles produced in Japan was just ¥26,167, around half the value of the average value of non-ebikes imported from Taiwan.

## 2016 Japanese bike and e-bike production

Category	2016		2015		Variance			
	Units	Total Value (JPY million)	Units	Total Value (JPY million)	Units	% Change	Total Value (JPY million)	% Change
Light bicycles	291,553	¥7,522	320,461	¥7,955	-28,908	-9.0%	-¥433	-5.4%
Electric power assisted	552,315	¥43,780	464,800	¥35,218	87,515	18.8%	¥8,562	24.3%
Miscellaneous	99,901	¥2,721	112,834	¥3,477	-12,933	-11.5%	-¥756	-21.7%
<b>Total</b>	<b>943,769</b>	<b>¥54,024</b>	<b>898,095</b>	<b>¥46,650</b>	<b>45,674</b>	<b>5.1%</b>	<b>¥7,374</b>	<b>15.8%</b>

Source: Ministry of Economy, Trade and Industry (METI) Current Production Statistics Survey & Japan Bicycle Promotion Institute

In fact, if it weren't for production of electrically-assisted bikes, Japanese bicycle manufacturing would be in heading

towards non-existence, however, e-bike popularity is once more rising in Japan, particularly for higher-end Japanese-made e-

bikes. In 2016, Japanese manufacturer's produced 552,315 electric-assist bicycles—an increase of 18.8% from 2015, and

more than doubling the volume produced 10 years ago. The average unit value of these was JPY79,266, giving a total value of domestically produced e-bikes in 2016 of JPY43.78 billion (approx US\$384 million), an increase of 24.3% compared to the previous year. E-bikes now represent nearly 60% of all Japanese bicycle production by volume, and over 81% by value.

### Imported bicycles

According to JPMI's report, last year bicycle imports (not including e-bikes) into Japan fell in terms of total volume, total value and average unit value. In 2016, a total of 6,849,385 bicycles were imported into the country—a 3.83% drop from the previous year, and the lowest quantity in the past ten years. Moreover, as the average unit value fell by 14.73% to JPY11,175 (approx. US\$98), the total CIF value plummeted by 18% to slightly over JPY76.5 billion (approx US\$671 million) from the same period in the previous year. This reverses the trend of increasing total import value of bicycles since 2010.

Imports of non-electric assist bicycles in all categories except mini-cycles, infant cycles and children's bicycles declined.

### Import source countries

China continued to be, by far the primary source of Japanese bicycle imports with

### Ten-year history of Japanese bicycle unit production by category (units)

Year	Light Bicycles	Electric Assist	Misc *	Total
2016	291,553	552,315	99,901	943,769
2015	320,461	464,800	112,834	898,095
2014	345,825	479,404	126,319	951,548
2013	392,297	443,782	129,875	965,954
2012	492,463	383,196	136,655	1,012,314
2011	553,185	403,208	145,273	1,101,666
2010	562,515	335,576	158,860	1,056,951
2009	566,983	311,337	171,149	1,049,469
2008	647,300	274,475	173,157	1,094,932
2007	719,554	247,899	168,153	1,135,606

Source: Ministry of Economy, Trade and Industry (METI) Current Production Statistics Survey, Japan Bicycle Promotion Institute Processing and Analysis.

\* From 2011, 'Children & Infant bicycles', 'Mini-cycles', 'Mountain bikes' and 'Special bicycles' have been combined into the 'Miscellaneous' category.

### Ten-year history of Japanese bicycle imports (e-bikes not included)

Year	Total Units	% Change	Total CIF Value (JPY thousands)	% Change	Average CIF Unit Value (JPY)	% Change
2016	6,849,385	-3.83%	¥76,544,934	-18.00%	¥11,175	-14.73%
2015	7,122,444	-7.91%	¥93,348,703	8.13%	¥13,106	17.42%
2014	7,734,364	-2.50%	¥86,330,265	7.76%	¥11,162	10.53%
2013	7,932,395	-6.67%	¥80,110,588	10.08%	¥10,099	17.94%
2012	8,499,444	-10.06%	¥72,777,306	-2.37%	¥8,563	8.56%
2011	9,450,592	12.48%	¥74,541,580	14.87%	¥7,888	2.14%
2010	8,401,946	-2.55%	¥64,891,050	-7.87%	¥7,723	-5.46%
2009	8,621,717	-4.56%	¥70,434,052	-9.86%	¥8,169	-5.56%
2008	9,033,773	-5.93%	¥78,142,462	4.36%	¥8,650	10.94%
2007	9,603,314		¥74,875,361		¥7,797	

Source: Ministry of Finance Japan (MOF) Trade Statistics of Japan, Japan Bicycle Promotion Institute Processing and Analysis.

6,616,349 units of Japan's total 6,849,385 units imported—a 96.6% share. The average unit

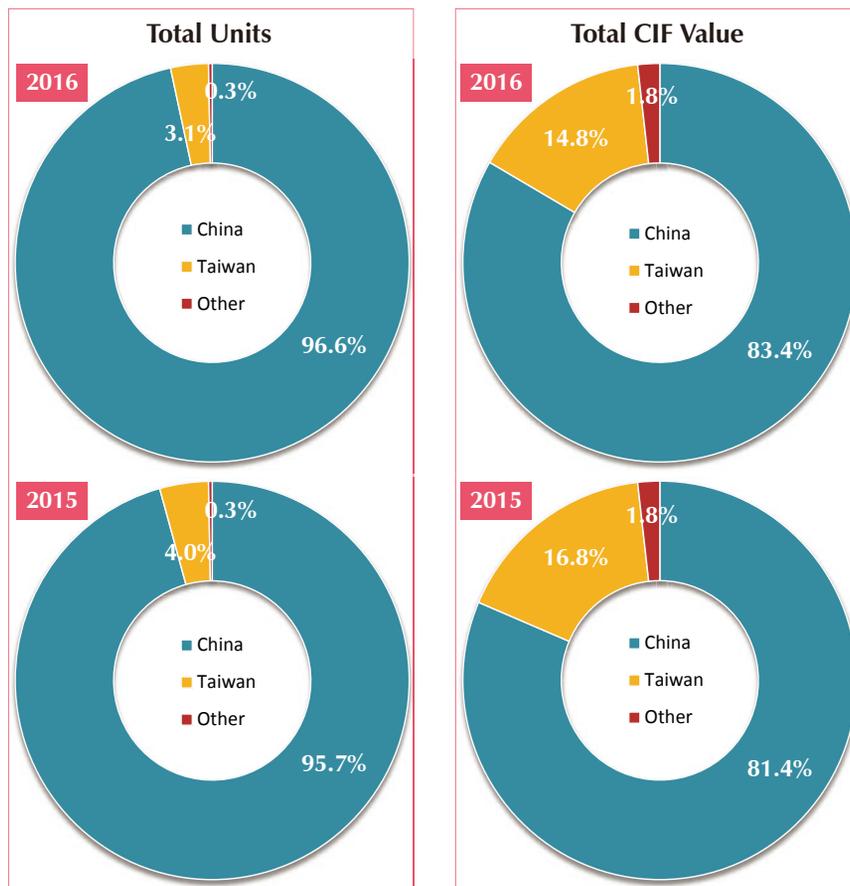
value for bicycles (not including e-bikes) imported from China was JPY9,647 (approx US\$84),

### 2016 Japanese bicycle import by category

HS number	Category	Total Units	Total CIF Value (JPY thousands)	Average CIF Unit Value (JPY)
8712.00100	MTB	176,823	¥3,608,670	¥20,408
8712.00211	Mini-cycles	157,870	¥2,142,110	¥13,569
8712.00218	Infant bicycles	538,880	¥3,674,960	¥6,820
8712.00219	Children bicycles	1,690,152	¥14,825,364	¥8,772
8712.00291	Light bicycles	2,129,712	¥19,305,368	¥9,065
8712.00299	Miscellaneous	2,155,948	¥32,988,462	¥15,301
<b>Total</b>		<b>6,849,385</b>	<b>¥76,544,934</b>	<b>¥11,175</b>

Source: Ministry of Finance Japan (MOF) Trade Statistics of Japan, Japan Bicycle Promotion Institute Processing and Analysis.

### Main source countries and areas of Japanese bicycle imported in 2016 (e-bikes are not included)



Source: Ministry of Finance Japan (MOF) Trade Statistics of Japan, Japan Bicycle Promotion Institute Processing and Analysis.

a 13.48% drop from the average value of JPY11,150 for bikes imported from China in 2015.

The only other significant source country was Taiwan. Last year, Japan imported 213,935 units from Taiwan—a large 24% fall from the 284,128 units imported from Taiwan in 2015. The average import value for bicycles from Taiwan was JPY52,840 (approx. US\$463)—this has decreased slightly from the 2015 average value of JPY55,199. Although imports from Taiwan only represent 3.1% of Japanese imports by quantity, the share by total value is 14.8%. However, this fell in 2016 when a total value of only JPY 11,306 million (approx US\$ 99 million)--down from JPY 15,684 million in the previous year.

### Imported e-bikes

As mentioned above, electric-assist bicycles are imported into Japan under the 871190000 HS code (Other Motorcycles) which includes some electric motorcycles as well as e-bikes, therefore accurate when comparing with domestically produced electric-assist bicycles, accurate data comparison is inaccurate. However, in 2016, Japan imported a total of 98,479 “Other Motorcycle” units—a significant 90.94 hike from the 51,577 units imported in the previous year. However, average unit value fell by 26.38% to JPY 31,141 (approx US\$273). 96.6% of these units were sourced from China.

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# A New Look at the Philippines Bicycle Market

Text & Photos: Editorial Dept.

The population of the Philippines surpassed 100 million in early 2015. Although the gap between rich and poor is still extreme, President Duterte enjoys 80% support among the public, and is determined to implement reforms. While the Philippine economy is largely in the hands of its ethnic Chinese population, ethnic Filipinos dominate the country's politics. Ownership of guns is legal in the Philippines, and people often must undergo careful inspection before entering bars or other public places. Although annoying, these security checks ensure safety. The southern Philippines is still relatively dangerous, and there have been many cases of kidnappings and abductions in that part of the country. As a result, many friends recommended that we not visit the southern Philippines.

Monthly wages for workers have averaged roughly US\$180-200, but jumped 13% after President

Duterte took office in 2016, and consequently now average US\$220, or around US\$250 with overtime. Infrastructure in the Philippines is in need of improvement, and some Japanese companies are involved in infrastructure projects. The largest share of foreign capital in the country comes from Korean and Japanese companies. For instance, Shimano has established a plant in an industrial park for Japanese companies. The only Taiwanese bicycle company currently operating in the Philippines is Procycle, which chiefly produces children's bicycles. Procycle has an annual output of one million bikes, which are mostly exported to Europe and largely sold by British companies. However, with Britain's decision to

leave the European Union in June 2016, Procycle is worried about the uncertainty this has created, and the opening that this may give the Chinese cycle industry. As a result, Procycle expects competition to increase in the future.

The vitality and development potential of the ASEAN area has attracted great interest from investors, and the Philippines in particular has great appeal. As a consequence, the country has become an important target for investment and sales. In the case of the cycle industry, the Philippines is seen as a good base from which to sell to international markets. For its part, Procycle exports all of its bicycles to Europe, and sells none on the domestic market. There has



▲ In the Philippines, three-wheelers commonly carry cargo and passengers, and are almost always overloaded.



▲ Shimano's Philippines' plant is located in a Japanese industrial park.



▲ Procycle's new 3rd plant.

been a major increase in bicycle distributors and importers during the last five or six years. There are six or seven main importers, and most distributors sell many brands and products, including both complete bicycles and parts. There are approximately 3,000-3,500 bicycle shops in the Philippines; most bicycles—around 90%—are sold in bike shops.

Just over 1 million bicycles are sold in the Philippines each year, and almost all of these are imported from China. Taiwan exports 10,228 cargo containers of bicycles to the Philippines each year, and some European and American brands are also sold in the country. More and more people are riding bikes, and the market is considered to have great potential. MTBs are most common (accounting for over 70% of bicycles in the Philippines), and the best-selling brands include Giant (annual sales of around 10,000 bikes), Cervelo, Merida, Norco, BH, Trek, Specialized, Scott, Pinarello, and Colnago. Chinese brands include Trinx, Java, and Totem. Although the Philippines' bicycle market is very promising, most bicycles sold

there are low and mid price models, which is why Chinese firms are able to export around 1 million bikes to the Philippines each year. These Chinese imports consist largely of MTBs. Thanks to its highly competitive prices (below US\$100-200), Trinx has captured an enviable market share, but some personnel from the industry have expressed that what the Philippines needs most right now is dependable quality, and some inexpensive bikes, parts, and accessories encounter problems not long after they are first used.

Because of the country's long-term neglect of industrial development, and emphasis on services, the service sector accounts for more than 50% of the Philippines' GDP. In contrast, the industrial sector accounts for only 30.89%, and fishing and forestry account for 10.27%. Thanks mainly to the actions of Japanese companies, the Philippines' semiconductor/electronics and shipbuilding industries, etc. are developing rapidly. The Philippines achieved an economic growth rate of 6.5%-7% in 2016, and growth reached 7.1% during the third quarter. This made



▲ Gaudi Quiballo is the president of the Philbike Expo.

the Philippines the fastest-growing of Asia's emerging economies, ahead of China (6.8%), Vietnam (6.4%), India (5.0%), and Malaysia (4.3%).

The Philbike Expo cycle show was held for the third time in 2016. Although the show was not large—with only 45 participating vendors, most of which were distributors or agents—most of the exhibitors represented numerous brands and had large booths, which made it a bit different from cycle shows in other countries. In addition, the standard booth size was 12m<sup>2</sup>, and not 9m<sup>2</sup>, as at most other shows. The Philippines agents for Giant and Merida did not take part in the show.



▲ Pictured together with his friends (left and center). Digna Sports' Lu Weijiang (right) said that in recent years they have been very active in the development of helmets for the international market.



▲ Link Bicycle is the only direct Taiwanese exhibitor. Greta Lai (left) and May Ger (right).



▲ Industry members also pay much attention to the Philippine market. The picture shows Bitex Manager, Min Hsieh (right) and Sapiencie's International Sales Representative, Lin Jiajun (left).

## Light'n Up

Light'n Up is a distributor for Cervelo, Felt, HED, 3T, Bell, Upgrade, Pinarello and Giro. Boss David Almendral worked at a transport company 12 years ago, and got involved in bicycles eight years ago. At that time, he imported bikes entirely from Singapore and Malaysia. The company currently employs 70 persons and has 75 dealers. According to General Manager, Marge Camacho, as a result of the growing popularity of triathlons in the Philippines, Cervelo is gaining an excellent reputation among high-end bicycles.



▲ Light'n Up President, David Almendral is an agent for numerous brands.



▲ Light'n Up's booth took up almost 20% of the total area of the Philbike Expo. The photo shows General Manager, Marge Camacho (left) and Brand Manager, Edrian Ricafort (right). Cervelo's new bike display is at the rear.

## Green Planet

According to General Manager, Erwin Rili, Green Planet is the agent for 13 brands, which include Pro-Lite, SMP, PFG Cycle, Elemento, Axman, Sapience, and Marechal. The company was established in 1996, and was just a bicycle shop at that time. It began serving as an agent in 2010. Rili

first became interested in the bicycle business through cycling, and won a road bike championship in 2007. The company has 100 dealers and 20 employees. Due to poor economic conditions in 2016, dealers had their payment period extended from three months to four months, and sales dropped by 20%.



▲ Green Planet General Manager, Erwin Rili is an agent for 13 brands. Rili is a cyclist, and is holding a titanium alloy frame.



▲ Green Planet is also Pro-Lite's agent, and had a huge booth at the Expo. Sam Chau, Taiwan Pro-Lite's Manager in charge of international marketing, is on the right.



▲ Green Planet is an agent for Paragon; Wang Chongfan's wife is from Taiwan.



▲ Green Planet is Axman's agent in the Philippines.

## Comet

A Shimano agent, and also an agent for Norco and Cateye, Comet has 300 dealers and 40 employees. Sales fell by approximately 10% in 2016.



▲ Comet, a local agent for Norco and Shimano.



▲ Shimano products were displayed by agent Comet. From left to right: Liu Shu-chun from Shimano Singapore; Comet Sales Manager, Jordan G. Lim and Customer Relations and Technology Manager, Reymond C. Floes.

## Unison

An agent for brands including Scott, Wilier, Ceeco, Schwalbe, DT Swiss, Mon-goose, and Bmbrack.



▲ Unison is an agent for the well-known brands Scott, DT Swiss, and Wilier. Unison's booth provided opportunities for test riding.



▲ Left: Light'n Up President, David Almendral; right: Dan Ramirez, President of Dan's Group Specialized's Philippines agent.



▲ Azione Sport is an agent for BMC. Azione Sport participated in the 2015 Expo, but did not attend in 2016; King Bernas nevertheless visited the show to check up on market trends.



▲ According to Viper General Manager, Ronald U. Tan, Viper sells 20,000 bikes annually.

The Philippines is a young market, and is full of promise. The country's economic growth rate is one of the best in Asia. The consumer potential of the Philippines' 107 million inhabitants should not be neglected, and the country has

the added advantage of zero tariffs under the European Union's GSP Plus; the Philippines is the only one of ASEAN's ten member states to enjoy this status, which makes it especially worthy of a closer look by companies in the cycle industry. 🌀

# A Look at Thailand's Bicycle Market

Text & Photos: Editorial Dept.

The Thai bicycle market flourished in 2015, and sales reached a new high. Much of the credit for this goes to the Prince of Thailand's major cycling activities in honor of the King and Queen's birthdays, which had the effect of greatly increasing bicycle sales. But because no similar activities were held in 2016, bicycle sales dropped abruptly. According to insider estimates, sales probably fell by 30%-50%.

## A clearance sale

The number of participating companies at Thailand's bicycle trade show grew by nearly 30% in 2016, and there was a similar rise in the number of booths. The reason many Thai sales agents attended the show in 2016 after failing to show up the year before was because sales were so good in 2015 that they had no bikes to display. On the other hand, poor sales in 2016 led to large inventories, so many agents were eager to participate and clear out their stock. As a result, almost every brand was discounted, and there

were sales promotions with installment plans at the 2016 show. Members of the public could find discounts ranging from 20% to 50%, and could pay in 6-10 installments with a zero interest rate. According to most of the participating vendors, the crowds were thinner at the 2016 show than during the previous year, and there were also fewer purchases. The 2016 event was like a bicycle clearance sale, with consumers at the show on the lookout for inexpensive bicycles, parts and accessories.

## Carbon fiber road bikes becoming increasingly popular

While MTBs once dominated the Thai market, road bikes have been gaining popularity, and often-heavily-discounted carbon fiber road bikes were visible in large numbers at the show. Most of these bikes were Chinese brands, and vendors noted that Chinese bicycles imported to Thailand enjoy zero tariffs. As a



result, many Chinese brands have entered the Thai market. Competition is fierce, and the prices of carbon fiber bikes are extremely reasonable. An inexpensive carbon fiber road bike priced at only 30,000 baht (approximately US\$840) was seen at the show. Local vendors noted that the best selling carbon fiber road bike brands were Java and Giant. An agent for Java recalled that while he sold 100 carbon bikes on the first day of the 2015 show, he only sold 30 on the first day of the 2016 show—a reflection on the depressed state of the market. Nevertheless, once the weekend arrived, the crowds were thicker

and there was a small but noticeable increase in buying. Giant bicycles sold very well, and discount offers ensured that dealers' stock of Giant bikes sold out quickly.

### The Sky Land Cycling Path

In spite of the lackluster sales this year, Thailand is still considered the leading bicycle market in Southeast Asia. The Thai government is actively promoting cycling, and has established the Sky Land Cycling Path near Bangkok's Samutprakan Airport. This bike path, with a total length of 23.5 kilometers, is free for use by the public, and offers facilities such as showers, a rest area, good lighting, parking and video monitoring cameras. It is open from 6 a.m. until 6 p.m. Cyclists who have registered and obtained a SNAP sensor wristband may freely come and go, and the park has received many accolades from Thailand's cyclists.

### Passing of the Thai King

Not long after the end of the bicycle show, King Bhumibol passed away, casting a pall of sadness over the country. Thailand has suspended all amusement activities, and civil service personnel throughout the country are required to wear black for one year. The employees of private



▲ Carbon fiber bikes bearing China's Java brand have been very popular in Thailand and sold quickly at the cycle show.



▲ With blue paved surfaces, Sky Land is well designed and laid out. It is free for use by the public, and users need only register and obtain a SNAP sensor wristband to use it. It has gained great popularity among local cyclists.

companies are similarly required to wear black for one month, and must wear plain color clothing after that. As far as Thailand is concerned, the next year will be a "year without color."



▲ Cycling clothing with a distinctive Thai style.

## La Bicycle

La Bicycle assembles 700-800,000 bicycles annually, imports OE bicycles from China, and engages in both domestic sales and export. La Bicycle's sells bikes in Thailand under its "Infinite" brand name, and is also an agent for such bicycle, parts and accessories brands as Look, Cube, Battle, Velo, Jagwire, Exustar, Abus, Beto, KMC, Kenda, SR Suntour, Union, Uno, Vision and YBN.

## Cycle Sports

Cycle Sports became the agent for Merida in 1976, and is currently run by third-generation managers. It is the agent for Schwalbe and Cratoni, has 200 dealers in Thailand, and operates two company stores in Bangkok. Cycle Sports



▲ Cycle Sports General Manager, Nattapon Thumpornpipat (Wu Songxing).

sold 20,000 bikes in 2015, but sales fell by 20-30% in 2016. The company is not very optimistic about prospects in 2017.

## Asiabike

Asiabike is a leading Thai bicycle importer and agent, and is the agent for numerous brands including: BMC, BH, Haro, Masi, Ridley, Wheeler, Cinelli, DT Swiss, Hayes, Corima, Columbus and IceToolz.

## Central Bike

Central Bike is an agent for Otera, Cipollini, Eddy Merckx, CrankBrothers, SKS, 3T, Lazer and Morgaw, and had disappointing sales in 2016.

## Optima

Optima focuses on sales within Thailand, and has a monthly output of 5,000 bikes. Apart from bicycles, Optima also sells parts and accessories such as wheels, goggles, gloves, water bottles and helmets.



▲ Optima is the bicycle used by the Thai national team. The photo shows a champion track racing rider for sponsor Pacific Ocean, on the right.

## Team Bike

Team Bike is the agent for Lapierre (700 bicycles sold annually) and BH, is also an agent for TRP, Kenc, Quai and Selve helmets, and sells bikes under its own Power, Plus (entry level, made in China), and Team (mid-/high-end bikes) brand names. Team Bike's domestic sales were off the charts in 2015, but dropped by 30%-40% in 2016 due to the market slump. Team Bike sells roughly 10,000 bicycles annually, of which 60% are MTBs. The com-

pany's road bikes sales have recently been increasing sharply, but the major brands flooding into Thailand, and the numerous Chinese brands on the market, have led to ferocious competition.



▲ Team Bike was founded by brother and sister Nirut Chiewpattayakorn (right) and Thitiporn Chiewpattayakorn (center). Lapierre Asian Market Manager, Bryan Lu, is on the left.

## Sava Group

The Sava bicycle brand was only established in 2016, and is an affiliate of TC Quick. According to founder, Chairit Kunthamas, who is also TC Quick's sales manager, the Sava Group specializes in carbon fiber bikes, which are entirely manufactured in China. The company focuses on the mid-/high price market, and its bikes have recommended retail prices of 40,000-50,000 baht

(approximately US\$1,100-1,400). It has 400 dealers throughout Thailand. TC Quick mainly produces parts such as rims, chains and spokes, and chiefly targets the Thai aftermarket. In addition, TC Quick has been licensed to sell Chevrolet and Coyote brand bicycles in Thailand. It imports bicycles from China, and has monthly sales of 12,000 units.



▲ Sava Group founder, Chairit Kunthamas, is also the son of the founder of TC Quick.

## Twitter

Lego is a Thai bicycle company established three years ago, and sells bikes under its Twitter brand. All of Lego's bicycles are produced in Shenzhen, China. It has over 100 dealers in Thailand, and also sells accessories. Lego sold close to 10,000 bicycles in 2015. Although sales fell by almost 40% in 2016 due to poor economic conditions, competition and lower interest in cycling, it has continued to enjoy good aftermarket sales.



▲ Lego Bike General Manager, Somkhid Chaiphatthanakon.

## TCA (Thailand Cycling Alliance)

Established in 2002, TCA is an agent for Bianchi, XDS, Japan's Kaze, Campagnolo, Maxxis, Fox and Mosso. It currently has 200 dealers in Thailand. TCA put special effort into the marketing Kaze brand bicycles in 2016; these bikes fetch retail prices of 6,000-15,000 baht (approximately US\$168-420).

## Vee Tire

Vee Tire is a well-known Thai tire manufacturer, and produces tires for many kinds of vehicles. Vee Tire previously produced bicycle tires, stopped production for three years, and then resumed once more. Vee Tire is also an agent for many prominent international tire brands, emphasizes R&D and innovation and is extremely competitive. Its company brand—Vee Tire—has 150 distributors in Thailand. It produces 15 million bicycle tires annually. Apart from four plants in Thailand, Vee Tire also has plants in Vietnam and India, and it chiefly exports its tires to the European, American, and Southeast Asian markets.



▲ Vee Tire Brand Supervisor, Bike Sukanjanapong.

## KWJ Bike

KWJ Bike is an importer, and has been in existence for nine years. It chiefly imports parts, including Bitex, Spinner and Paco products. It has over 200 dealers in Thailand. KWJ Bike enjoyed 100% sales growth in 2015, and attended the cycle show for the fifth time in 2016. According to President, Kamon Khaowong, KWJ Bike's bicycle sales in Thailand fell by 40% in 2016, and its parts sales also suffered. The poor sales in 2016 were due to the recession, an increase in number of importers and imported products, leading to greater competition and a slowing in the product replacement cycle.



▲ KWJ is the agent for Bitex products, and has enjoyed outstanding sales in Thailand! From left: Bitex Manager, Xue Peilin; KWJ Manager, Kamon Khaowong; a showgirl and Bitex President, David Xie.



► The young and energetic KWJ boss, Kamon Khaowong.



## Axman

Axman's Thai agent is Savox. Axman's carbon fiber bicycles are priced at 40,000 baht (approximately US\$1,120) and up. Axman's design and quality have found favor with local consumers, and sales are increasing steadily.

▲ Asia Sports Gear Brand Manager, He Youfu (center); General Manager, Piyadol Deekajorndej of Axman's Thai agent Savox (second from left), and company store manager, Phudis Thirauipas (second from right).

## Hah Hong

Hah Hong is a Thai trading company, and was established in 1961. It has been an agent for Shimano for 30 years, and is also an agent for Cateye, Briko, and Minoura. It has 400 dealers throughout Thailand.

## Bike Center

Bike Center is the Thai agent for the Chinese brands Java and Missile, and is also an agent for the parts and accessories brands Shimano, SRAM, Token, ParkTool and Santic. Bike

Center was established seven years ago by a family engaged in bicycle shop operating for over 50 years. Bike Center sold 15,000 Java bicycles in 2015, but sales dropped by close to 50% in 2016. The Java carbon fiber bikes at the cycle show attracted plenty of attention, and many were sold. 🌀



▲ The Java booth attracted large crowds, and sold many bicycles.



▲ Bike Center boss, Pakawat Ruengjarphot (right) with his father (father).

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# A Visit to India's Ti Cycles

Text & Photos: Editorial Dept.

TI Cycles was established in 1949, and possesses ISO 9001-2004 certification. Its parent company is the Murugappa Group, which also has enterprises in the fields of auto parts, bicycle tubing, sugar, fertilizer, construction, pharmaceuticals, finance and insurance. TI Cycles produces bicycle tubing and chains, and assembles bicycles. The company has annual sales of around US\$670 million.

While TI Cycles assembles 4.6 million bicycles annually, and has annual sales of US\$250 million under its own brand name, it also owns such brands as BSA Kid, BSA, Hercules, Ladybird's women's bicycles, Mach City city bikes, Roder low-price bikes and the relatively high-end Montra brand. It sells bicycles bearing its brand via 952 dealers. COO, KR Chandrasekaran noted in his introduction to the com-



▲ Several TBA members toured TI Cycles, including former TBA Chairman, Tony Lo (4th from the left); A-Team President, Robert Wu (2nd from the left) and CHC GM, Francois Liang (1st on the right); TI COO, K R Chandrasekaran (3rd from the left); Deputy CEO in charge of International Sales, KC Ramamoorthy (1st on the left) and Senior Manager, S. Siva Kumar (2nd from the right) hosted the visit.

pany that TI Cycles emphasizes development and produced its first aluminum frame in 2007. It also introduced the Montra brand after aluminum bikes in 2011. TI Cycles introduces more than 70 new bicycle types each year, and

its products must undergo various kinds of durability and EN testing to ensure quality. TI Cycles also emphasizes employee training, and strives to maintain a good employee working environment and materials storage spaces. 🌀



▲ During the tour of TI Cycles' factory, the visitors from Taiwan were deeply impressed by the plant's huge scale and modernization.

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# The 21st IBDC Awards Winners

Text: Editorial Dept.

The 21st International Bicycle Design Competition (IBDC) is organized by the Department of Industrial Technology and Ministry of Economic Affairs (DoIT, MOEA) with the help of the Cycling and Health Tech Industry R&D Center (CHC).

The IBDC hopes to become the center of global bike innovation and to illustrate the future of the bike industry and strengthen the competitiveness of Taiwanese industries, simultaneously emphasizing the competition's core values. Judges noted that this year's submissions

displayed an integration of traditional bike components with digitized modules, a reflection of the "smart" trend of fully incorporating the bike into a person's lifestyle, increasing its utility and convenience.



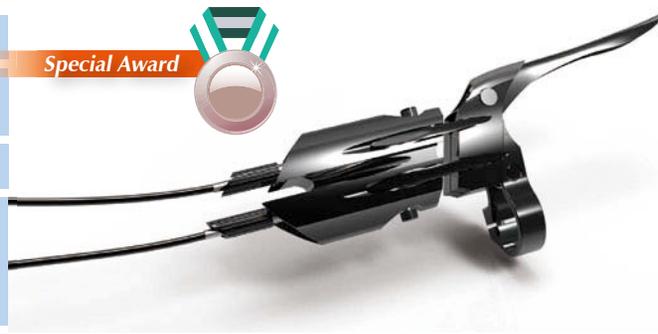
Title of Entry	Portni Urban Bike
Category	Bicycles
Country	Taiwan
Designer(s)	Yi-Fan, Hsu / Chun-Han, Chu
Description	

Due to cramped living conditions in many cities, a lot of people get by without the use of an elevator, and instead must use stairs. With its unique-design "lock-wise system", Portni is able to prevent collisions with obstacles while carrying bikes on narrow stairs. Shouldering the bike, hiding the stem and the seatpost allows users to only take up a small amount of space. There are two tubes beside the head tube, which larger the area where the user's shoulder and the bike contact. The cap on the headset stabilizes the stem, and keeps it from turning for the most stable position.

Title of Entry	Rhincodon
Category	Bicycles
Country	Taiwan
Designer(s)	Yi-Luo, Li / Po-Hong, Yeh Guan-Hua, Lu
Description	

Rhincodon is a city commuting bike which reduce the air purification system. In the process of riding it, the air and the particulate matter flow through the air chamber simultaneously. At this time, due to the principle of "unlike poles attract", the dirt collecting plate with negative charge attract the particulate matter with positive charge, and eventually emit purified air, letting people enjoy a much cleaner mother nature.

Title of Entry	Blinkbrake
Category	Bicycle Component & Others
Country	Taiwan
Designer(s)	Chiao-Yu, Chung Chien-Yao, Hung Chao-Hsiang, Kao Ming-Geng, Lu
Description	



Connecting both front and rear braking systems through a mechanical device enables Blinkbrake to brake the rear wheel first then the front wheel—with the time difference of less than 1/10s. This prevents the front wheel from locking down and accidents like crashing from happening. Additionally, Blinkbrake helps redistribute the braking force of front brake / rear brake to a 7:3 ratio, the perfect distribution of braking force for both wheel, this effectively reduces the amount of time and the distance needed for stopping the bike. This kind of design solves the original problems during braking without the need to change cyclists riding habits.



Title of Entry	Aeroblade-Racing Bike
Category	Bicycles
Country	USA
Designer(s)	Xiaoyi Zhang
Description	

The goal of Aeroblade is to provide two sitting positions for road cyclists to manage their performance better in order to fully engage in cycling to challenge themselves, get stronger, faster and ride longer without any concern. Innovative Features

- A micro-adjustment to provide 2 sitting positions
- No tool needed to adjust 2 sitting positions
- Integrated aerodynamic handlebar system
- Internal cable routing system



Title of Entry	Aerofoil	Description
Category	Bicycles	<p>The intent with this bike was to aid the rider while racing as well as training. Elimination of the down tube from the frame reduces the weight of the bike while also providing a distinctive look to the bike. Having a smaller front triangle gives it the ideal volumetric capacity to be a mount for either a battery pack which he can use while training to push the rider further or to have a small storage for a water bladder which would be enough to last a time trial stage. Having more integrated components give the frame a more streamlined profile. Using intelligent AI and holographic projections the rider can take better decisions during the race with the information that is available to him and does not have to rely on radios and other outside sources to take his decisions.</p>
Country	India	
Designer(s)	Yash Thawani	

# Design Competition



Title of Entry	Box
Category	Bicycles
Country	Hungary
Designer(s)	Daniel Nagy

### Description

This concept provides a compact solution for urban bikers. Smartly foldable into a box, which can be worn as a backpack. The saddle and the pedals are also rotatable. The frame is aluminum just like the other components; the rims are made out of carbon fiber to keep the bike light. There is an additional compartment for the strap-on belts just below the saddle, so the user has the ability to transform it into a backpack anytime. It is an easy, compact and elegant solution for those who are looking for a foldable solution.



Title of Entry	Fly-the wood saddle
Category	Bicycle Component & Others
Country	Germany
Designer(s)	Jan Arne Gruner

### Description

Fly is a cantilever saddle for your bike. The shock absorbing wings provide comfort without the need for foam paddings. This helps to decrease weight and increase durability. Fly is assembled from two wings made of engineered wood. The material is made more durable by adding two layers of carbon fibre underneath the surface layer. As Fly is constructed of two independent wings it is able to follow the natural movement of a cyclist's legs and hips. The surface can be made from a broad variety of materials, like different veneers, paper or fabric. So the product can be adapted to the consumer.

Title of Entry	Handlock
Category	Bicycle Component & Others
Country	Taiwan
Designer(s)	Ti-Wen, Yao

### Description

Handlock combines both a lock and handles. The V-shaped design allows it to be perfectly fixed to the frame. It can also become a bicycle handle, to help users easily handle their bicycles.





Title of Entry	Home Velo	Description
Category	Bicycles	Home Velo is a concept design for exercise bikes. It represents a combination of functionality, ergonomics and aesthetics. Its form is thought in a matter of elegance and minimalism. Mobile and static handles, in addition to adjustable seat, allow different positions while training, and also suit well to every user. Along with its magnetic resistance, Home Velo is meant to provide the upmost performance. It is designed for people with fast lifestyle, who enjoy working out in the comfort of their home. With its sleek design and clear lines, it can be easily incorporated into various modern interiors.
Country	Serbia	
Designer(s)	Dunja Kovacevic	



Title of Entry	Interpolate XC Bicycle
Category	Bicycles
Country	Singapore
Designer(s)	Patrick Ng Kee How
Description	

The Interpolate XC bicycle utilizes a patent-pending steering system which ergonomically accommodates large bicycle wheels. To prevent toe collision and preserve contemporary 29er XC geometry, the handlebar sits inside the main frame. Steering input is indirectly translated to the fork via a pair of cogs linked by a chain. The steering sensitivity can be fine-tuned by altering the size of these cogs.



Title of Entry	Kanguru	Description
Category	Bicycles	Kanguru is a bicycle concept that is based on bicycle messengers, and how they use their bicycles in order to deliver packages and mail. With this design concept, the aim was to create a specialized bicycle on bicycle transportation.
Country	Turkey	
Designer(s)	Burak Kocak	

An A3 sized mail box is placed in the center of the frame so that packaged can be protected from external factors. Oversized packages are also placed center of the frame. Elastic straps hold the package no matter what size it is. The bicycle is boosted with an electric engine in order to help the user with the ramps.

# Design Competition



Title of Entry	Marsupial
Category	Bicycles
Country	Serbia
Designer(s)	Mihailo Djokic
Description	

Marsupial is the foldable city bike that serves as both a vehicle and as carrying bag when folded. Intended for those who prefer bicycle as a mean of transportation when going to work, it has to offer even more than just that. While observing human routines the designer realized that people often visit grocery stores after work. With Marsupial people will not have their bags hanging on the steering wheel which can make driving difficult and cause accidents. Marsupial provides safe transport for people and also for groceries. Groceries can be put into the folded bicycle and transported home like that. Marsupial's frame is made of aluminum, while the bag is made of leather. The bicycle is lightweight, and folding is fast and simple.

Title of Entry	Minimus-flyweight electric bike
Category	Bicycles
Country	USA
Designer(s)	Joel Kramka
Description	

The Minimus flyweight electric bike has the potential to start a new category. More agile than a motorcycle, more convenient than a scooter, No need for pedals, cranks, or gears, this bike doesn't even require a chain. Students without a car can easily store it in their apartment, while the tourist seeing the sights won't get tired and sweaty. Minimus would be a perfect fit for a commuter or in a local bike share program. Not everyone owns a bicycle because they love to pedal, Minimus is for those who just want a fun and easy way to get around.



Title of Entry	Pedelic	Description  Today, we neglect to take part in sport because of a fast and routine life style, This system design enables to do exercise that our metabolism needs while transporting between places. Pedelic is a design that provides these two actions in a single form. We can use it standing and also seated position. There is a bicycle engine which can be charged on the middle port of (Pedelec).This smart engine determines your daily exercise need and gives power to pedal and palette so ensures the best tempo for your exercise."
Category	Bicycles	
Country	Turkey	
Designer(s)	Kursat Kemal Kul Melahat Köşeli Efnan Kul	

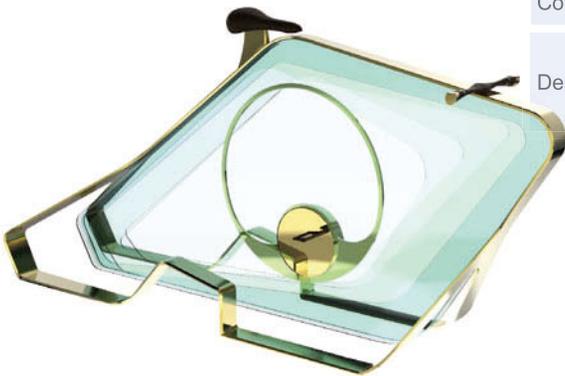


Title of Entry	PEP	Description
Category	Bicycles	
Country	Turkey	
Designer(s)	Emre Ozsoz	



Think about two different design styles united in one case. Strength of the hands supports the power of the legs and two people are coming together for one purpose. The sole motivation point of these two people is Determination! PEP is the name of the bicycle that can be used by visually impaired or physically disabled people. That is we call being each other's eye, hand or foot. PEP brings a new wave to the games by the light and innovative design, and proves that disabilities are not barriers for the love of bicycle".

Title of Entry	Shard	Description
Category	Bicycles	
Country	India	
Designer(s)	Anwasha Bangabash Vyasateja Rao Rakesh Balakundri	



Shard is a cycle trainer that transforms from a functional object to an artistic light installation when not in use. Shard creates an immersive experience through haloed lighting around the cyclist. Moving away from the prevalence of biofeedback interaction design based on screens and numbers, Shard influences behavior through ambient light and does not demand direct attention for consumption of information. Shard has two working modes: cycling mode and standby mode, in both the modes Shard gives ambient light based on input taken from sensors on the bike or data from the app.

Title of Entry	Straw Hat	Description
Category	Bicycles	
Country	China	
Designer(s)	Tan Qiang	



The Straw Hat is a kind of full suspension folding bicycle with off road performance. It achieves longitudinal folding of front fork and back triangle through a shared pivot. Double folding stems can achieve convenient, neat and compact folding. Meanwhile, the double-stem structure also makes the handle stem have excellent rigidity. Conventional design language is used for the whole bicycle. It doesn't just satisfy the requirements of aesthetics and ease-of-use, but also is convenient for manufacturing—accelerating commercialization of the product. The Straw Hat has broken through the concept that a folding bicycle cannot be off road. Its innovative application of a "shared pivot" and double folding stem technology, with combination of suspension principle can satisfy the requirements of off-road as well as realizing the features of compactness, neatness and portability after being folded. Additionally, as a folding bicycle, it is also very nice for daily riding.

# Design Competition



Title of Entry	Unlimited Bag
Category	Bicycle Component & Others
Country	Taiwan
Designer(s)	Kai-Ping, Liu / Huang-Yu, Chen
Description	

Unlimited Bag is a specialized bicycle bag which hangs on the bicycle frame. It's made from a flexible and soft cloth which users can easily put things in to and take them out of. The flexible cloth structure can be pressed from both sides and everything will be held in the middle of the bicycle for good cycling balance. "Another interesting feature of flexible cloth is that Unlimited Bag will be form by different stuffs in it."

Title of Entry	Young Up
Category	Bicycles
Country	China
Designer(s)	Zhen-Tao, Lin
Description	

The purpose is to design a bike that is consistent with the characteristics of the boy of the age. Boys can take most sports goods out in this bicycle, such as football, Ping-Pong, badminton, kite. The bicycle save boys energy when boys leave for sport space with sports goods, because they can put sports goods on the bicycles. The bicycle is to create a better sports experience for boys.



Title of Entry	Zeze
Category	Bicycles
Country	Taiwan
Designer(s)	Chi-Wei, Kuo / Chen-Ju, Chou
Description	

Zeze is a foldable bicycle that is especially designed for children. Unlike other similar products on the market, Zeze's folded volume can be greatly reduced to fit in any trunk effortlessly. Equipped with 16-inch wheels, Zeze is a very safe and highly portable bicycle that is suitable for kids between 3 to 7 years old.



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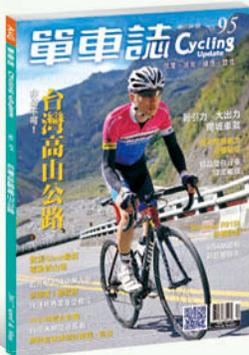
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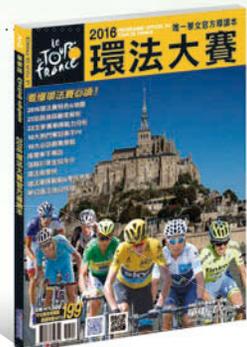
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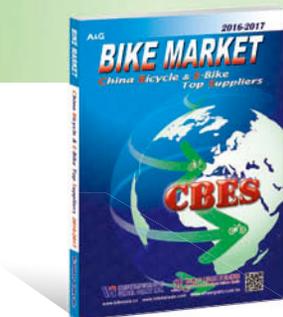
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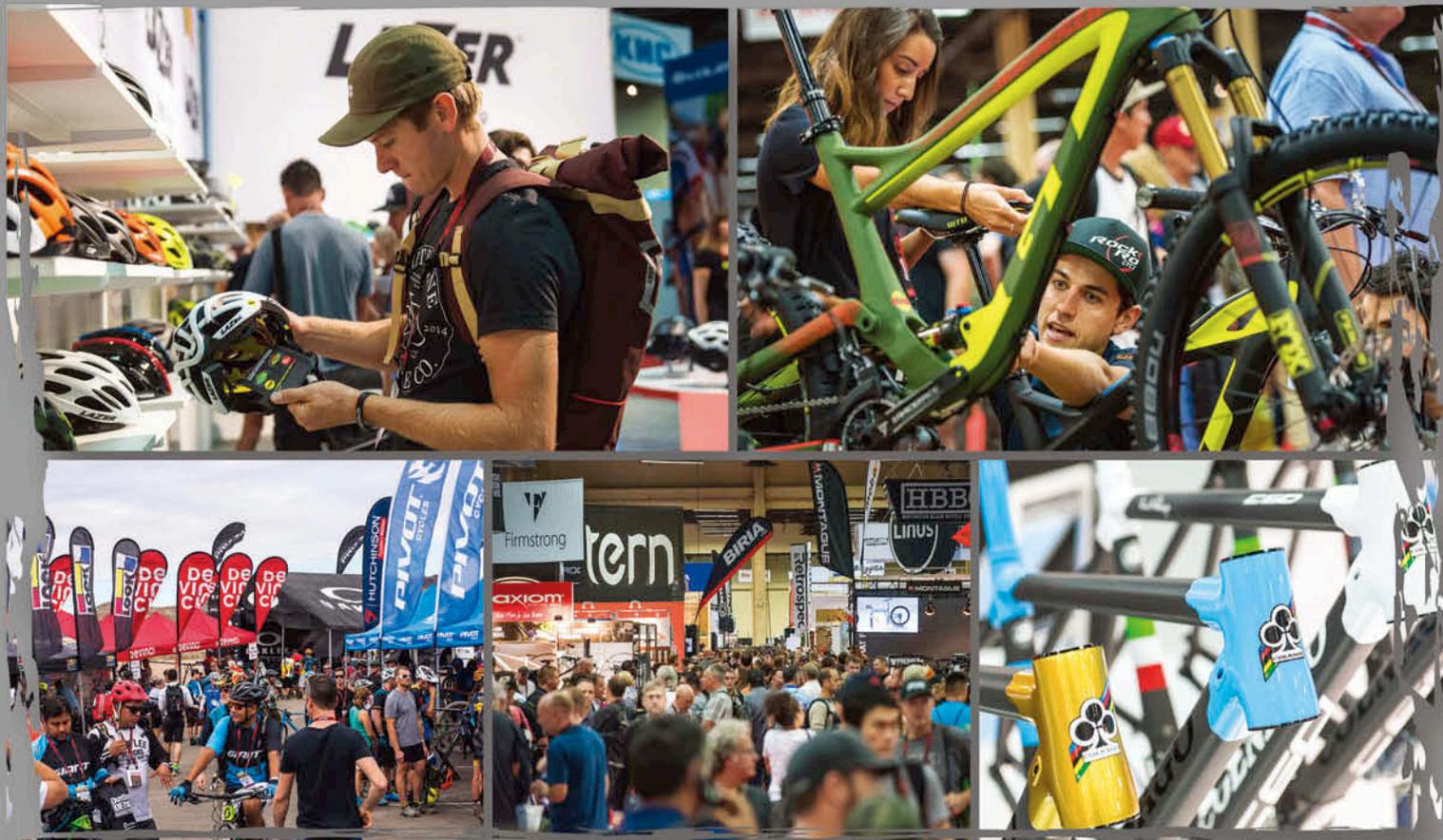
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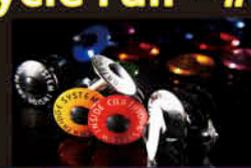
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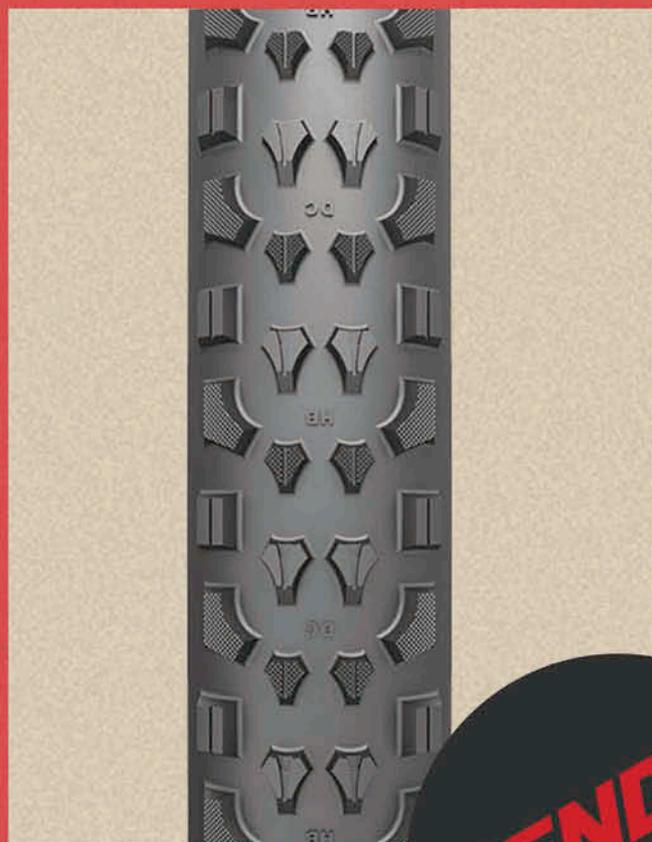
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