

E-BIKE & BIKE MARKET

2018 Taipei Cycle Show & Winter Show Edition

UPDATE



- Michael Tseng: Taiwan Striving to Become the High-End E-bike Export Kingdom
- Giant Promotes Short Supply Chain
- Magura Celebrates 125th Anniversary

- Taichung Bike Week Shrinks by 10%
- Fuji-ta: Being the Biggest has its Downsides
- Hermes Chang: Ideal Transformation

A Tough Year for the Cross-Strait Bike Industry

2018 IBDC Winners Receive Awards

A Look at the Polish Bicycle Market & Industry

Winners Announced for 2018 Taipei Cycle d&i Awards



**DESIGN
UPGRADE
TRANZX
DROPPER
POSTS**

TranzX
inspiring your ride



INTEGRATION

Adjustable angle stem, featuring internal cable routing and threaded spacer system as replacement of star nut inside the fork. Integrated look for stem cover and cone size

KENDA

SINCE 1962 TIRES



BOOSTER K1227

THE NEW RACE STANDARD


BOOSTER Pro SCT

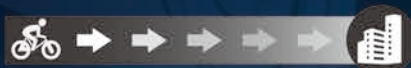
The new Booster is a World Cup proven XC race tire that is aggressive enough to push traction to new limits. On top of that, it is also one of the fastest and lightest XC tires on the market. You no longer want to choose between a XC tire that is either fast and light, or provides great traction? The all new Booster combines the best of both worlds and is your first choice when looking for the perfect race tire with a broad scope of use and superior predictability.





eBike CHAIN LINK TO POWER

- ⌘ All new advanced riveting tech
- ⌘ Unparalleled rigidity, strength, and exceptional chain life
- ⌘ Compatible with  **BOSCH** e-Bike systems

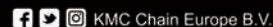


KMC (KUEI MENG) International Inc.
www.kmcchain.com



KMC Chain

KMC Chain Europe B.V.
www.kmcchain.eu



KMC Chain Europe B.V.

KMC Chain American Co.
www.kmcchain.us

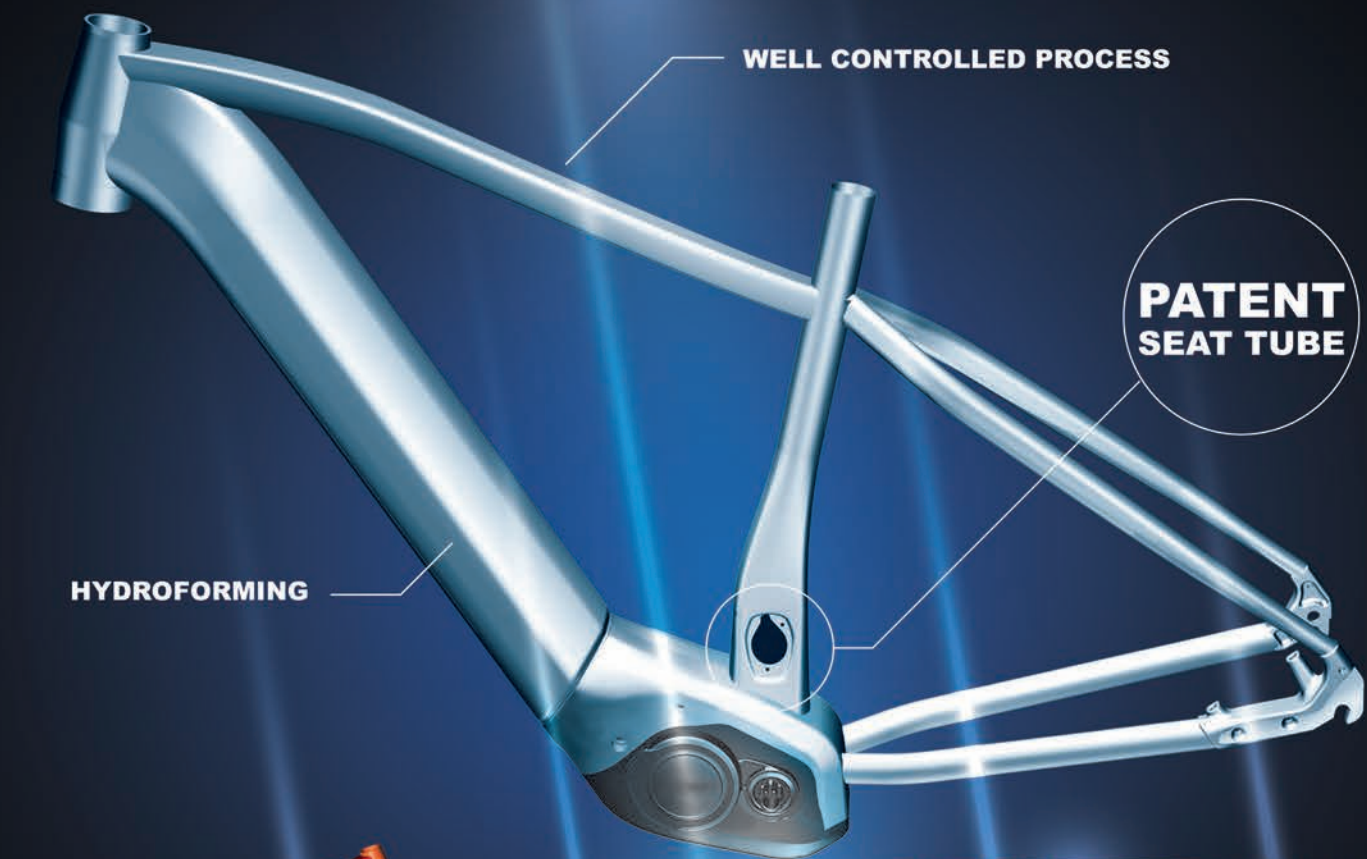


KMC Bicycle Chain

THE WORLD'S FIRST INNOVATION



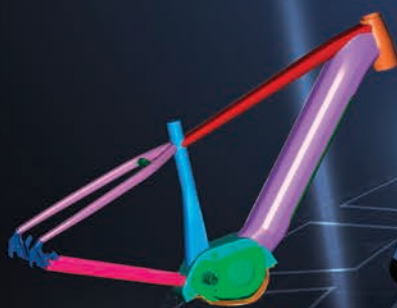
As e-bikes get more sophisticated,
So do hydroformed parts from A-FORGE



**PATENT
SEAT TUBE**

HYDROFORMING

WELL CONTROLLED PROCESS



**SPECIAL MACHINES
BUILT FOR EBIKES
& POWER TUBES**

- 7-Axis 3 Stations Laser-Cutting Machine
- Diameter ≤ 150 mm Butted Machine
- Diameter ≤ 150 mm Concave Head Machine
- Diameter ≤ 130 mm Tapper Machine
- High-speed CNC Machine Center For Mould

**DESIGNED FOR MODULAR
CHARGING PORT
INSTALLATION TO HELP
RAPID ASSEMBLY**

www.aforge.com.tw

Innovation Is Our Main Power For
Continuous Breakthrough.

**九川實業股份有限公司
A-FORGE ENTERPRISE CO., LTD.**

台中市大雅區神林路一段193-1號
No. 193-1, Section 1, Shenlin Rd., Daya District, Taichung City, 428
TEL: +886-4-25676851 FAX: +886-4-25682995
E-mail: aforge@aforge.com.tw; aforge@ms29.hinet.net

**天成車料(深圳)有限公司
TIANCHEN BICYCLE-PARTS (SHENZHEN) CO., LTD.**

**九川金屬製品(深圳)有限公司
A-FORMING METAL PRODUCTS (SHENZHEN) CO., LTD.**

深圳市觀瀾街道獅徑社區洗屋村工業一路6號
No. 6 of 1st. Industry Rd., Xianwu Group Shijing Village, Guanlan Town,
Bao An Country, Shenzhen, China
TEL: +86-755-28012974/6 FAX: +86-755-28012795
E-mail: aforge@vip.163.com



Miranda
The European Bike Fundamentals.



Ebike Cranks

www.mirandabikeparts.com



Cofinanciado por:

COMPETE
2020

PORTUGAL
2020



UNIAO EUROPEIA
Fundos Europeus
Crescimento e Emprego



Taipei International Cycle Show 2018

DURO

Taipei Nangang Exhibition Center, **Hall 1, Booth No. K0116**

ēvolve
Electric Bicycle Tire Technology

Tubeless Ready **TLR**

MINER

CYPHER

CHONGO

TEMPTER

DORADO



ENGINEERED
TO MAKE YOU

Smile

M800 MINI MID MOTOR SYSTEM

FOR E-ROAD RACING STYLE BIKES, INCLUDING GRAVEL AND CYCLOCROSS:

200 W output and a max torque of 55 Nm, system weight: less than 4.4 kg, double chainring compatibility, InTube battery with 200Wh, quiet and low resistance operation.

bafang-e.com

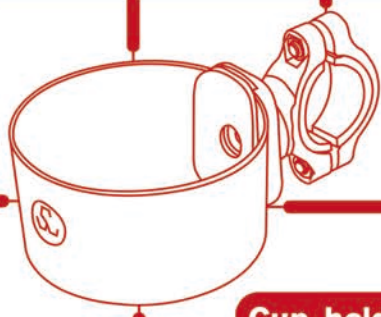
NEW

M800 | 55Nm

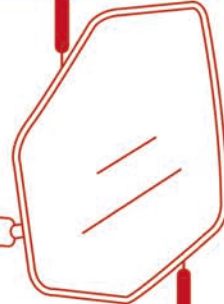
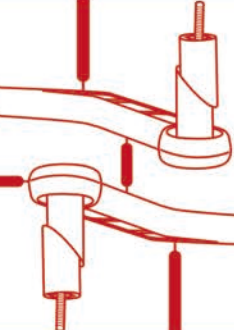


POWER YOUR LIFE

BAFANG



Cup holder



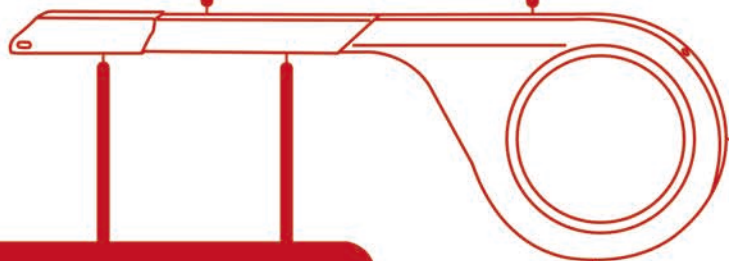
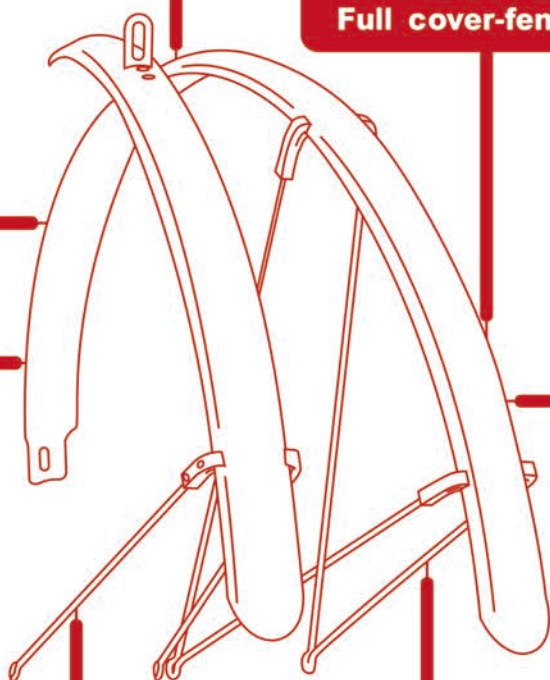
Mirror

www.SUNNYWHEEL.COM

E-Bike

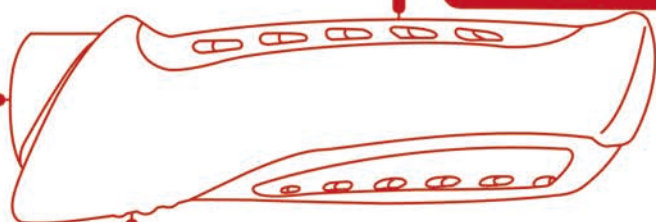


Full cover-fender



Chain guard

Grip



 SUNNYWHEEL

HOLOGRAM IRISED DECAL

鈦虹標 NPTF-Hi



Transart newest innovation!
Playing with colors!

Hologram Irised Decal provides rich and dazzling flashing color. It creates the design with motional iridescent effects viewed from different angles.

Option of application:

1. Applied before varnish (HRTF-Hi)
2. Applied after varnish (NPTF-Hi)

TransArt 政伸企業

Transart Graphics Co., Ltd.

Tel: 886-4-2359 3687

Fax: 886-4-2359 1243

E-mail: service@transart.com.tw

Taipei Cycle booth No.J0130

TAIPEI CYCLE

March 27-30, 2019

Taipei Nangang Exhibition
Center, Hall 1, 4F & Hall 2

UFI
Approved
Event



A New Worldview On Cycling



Visit us on website:

Taipeicycle.com.tw

Organizer:



Co-Organizer:



LEV FAMILY OF DROPPER POSTS



LEVci

*CARBON, TITANIUM AND
NO COMPROMISES*



LEV internally LEV

*THE INTERNALLY ROUTED WORKHORSE
THAT DEFINED A CATEGORY*



red bull award 2018
winner



LEVsi

*MODERATELY PRICED WITH ALL THE
FEATURES OF HIGHER END DROPPERS*

KS

WWW.KSSUSPENSION.COM

*SEE THE FULL LINE AT
TAIPEI CYCLE BOOTH #i0529*



Influence the influencers

Bicycle Retailer and Industry News reaches the most engaged and influential people in the bicycle industry. With a print edition reaching 5,000+ independent bicycle dealers across North America 18 times a year, a website attracting 90k+ unique visits a month with a fanatical audience consuming the majority of sessions, and email newsletters with an open rate 2.4x the industry average, we reach influencers through every channel.

www.bicycleretailer.com/advertise

Bicycle Retailer
Published by the NBDIA
AND INDUSTRY NEWS



The Most Comprehensive and Focused Bicycle Multimedia Publisher

The Home of Global Bicycle Information.



Big Guide

Pocket Issue

DVD

Smart Phone App

USB

Taichung Bike Week Guide

Hearty Facts for Healthy Deals.



Bike Market Update (Chinese)

Bike Market Update (English)

CBES

Outside

Cycling Update

Bicycling



輪彥國際有限公司
WHEEL GIANT INC.

軟實力傳媒有限公司
Soft Power Media Co., Ltd.

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

Shanghai Tel: 86-512-57515789 Tianjin Tel: 86-22-28137963
Ningbo Tel: 86-574-88210669 Shenzhen Tel: 86-755-28069189

DUBAI INTERNATIONAL
BICYCLE
EXHIBITION



JANUARY 11TH - 12TH 2019

DUBAI WORLD TRADE CENTRE

To exhibit, contact:

WHEEL GIANT INC

Tel: 886-2-27400737, 886-4-7350500, 7352555

E-mail: rep@mail.wheelgiant.com.tw

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



@DubaiBicycleShow
#DubaiBicycleShow

DUBAIBICYCLESHOW.COM

Organised by

 never
before
events

Taiwan Bicycle Product Info – Available Any Time, Any Place



Taiwan Bicycle Source, the global bicycle industry's most essential purchasing guide is available for iPhones via an app. Thanks to its detailed and comprehensive information, user-friendly interface, and proven marketing effectiveness, TBS has become the most professional, practical, and complete purchasing guide for the world's cycle industry.



WG 輪彥國際有限公司
WHEEL GIANT INC.

R 軟實力傳媒有限公司
Soft Power Media Co., Ltd.

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

Shanghai 86-512-57515789 / Ningbo 86-574-88210669
Tianjin 86-22-28137963 / Shenzhen 86-755-81789589

CONTENTS



◆ A Word From The Publisher

21 Crises are Opportunities for Transformation

◆ Top Stories

22 A Tough Year for the Cross-Strait Bike Industry

◆ Special Reports

28 Viewpoint: Caught in the Trade War Crossfire

◆ Market Report

32 Taiwan Bike Exports Bouncing Back

◆ Exhibitions

36 Taichung Bike Week Shrinks by 10%

42 A Look at the Polish Bicycle Market & Industry

52 Interbike in Reno

◆ Personalities

66 Michael Tseng: Taiwan Striving to Become the High-end E-bike Export Kingdom

68 Giant Promotes Short Supply Chain

72 Hermes Chang: Ideal Transformation

74 Magura Celebrates 125th Anniversary

79 Mark Peterman Launches Air Fom

◆ Product News

84 Winners Announced for 2018 Taipei Cycle d&i Awards

100 KMC's Precisely Adapted Chain-Mate

101 Kenda's New MTB & eMTB Tires

102 ITM Handlebars Focus on Comfort

104 Shuz Tung Introduces Advanced Automated Equipment

106 Alex: The Materials Experts

108 Rotor's 1x13 Revolution

109 DDK Present Memory Gel Saddle

110 KT's Cutting-Edge New Products



- 111 TranzX' Mid-Motor Trendsetter
- 111 Neco's Integrated Internally Routed Headset
- 112 Stars Circle Debut One-Piece Wheelset
- 112 Massload's Design and Manufacturing Prowess
- 113 Samox' E-Bike Crankset
- 113 SR Suntour's eMTB Fork
- 113 Apro's Full Suspension eMTB Frame
- 114 WTB Get Tough
- 114 Volkswagen Launches Cargo E-Bike
- 115 Ceramicspeed Aiming to Revolutionize Bearing Market
- 115 Chosen's Patented TC Hub Structure
- 116 Brose presents Drive C
- 117 RST's Fork Excellence
- 117 Lasco Crankset for E-Bikes
- 118 Taya's GST Black Diamond 304# Fasteners
- 118 Wheeltop's EDS Electronic Shifting System
- 119 Perfecting the Kindshock Dropper
- 120 The Stylish Power of Haibike's Flyon
- 121 ADK's Latest E-Bike Frames
- 122 DNM's New 2019 Products
- 123 Prologo Introduce E-Bike Saddle
- 124 Maxon Drives: From Mars Rover to E-Bikes
- 124 JAK Short Grip Brake Levers
- 125 Cyber Motions Integrating Digital Tech into Hubs
- 125 Clarks Showing Its Clout
- 126 Knog's Revolutionary 'Oi' Bell
- 126 Fulchee Sturdy Quick Releases
- 127 TeXtreme: Bringing F1 to Bike Products
- 128 Alligator's Heat Dissipation Brake Rotor
- 128 Bijumbo Mechanical Disc Brake Caliper
- 129 A-Forge Purchase Laser Cutting Machine
- 129 Duro Promotes E-Bike Tires
- 130 Shun Ultra-Compact Chainring
- 130 CDrive Offering Full Range of Belt Drives
- 131 Liow Ko Release New TSR Suspension Fork
- 131 XTRM Update PU Tape
- 132 New Product Gallery

◆ Global Briefs

- 144 Puky Prepares for 70th Anniversary
- 146 S-Pedelec Research Project Launched in Belgium
- 147 Asiabike Stepping Up

◆ Taiwan Industry News

- 150 A-Forge's Continued Expansion
- 152 CW Bearing Cross Over to Bike Industry
- 153 ATI Emphasizes Win-Win

◆ China Industry News

- 158 Fuji-Ta: Being the Biggest Has its Downsides

◆ Design competition

- 162 2018 IBDC Winners Receive Awards





Bicycles

Featured Position :

A-Forge Ent. Co., Ltd.4
 Bafang Electric (Suzhou) Co., Ltd.7
 Merida Industry Co., Ltd. **Back Cover**
 J.D Components Co., Ltd. **Inside Front Cover,1**

Main Body :

Energy Research Technologies Corp.31
 Rodrigo Ind. Corp.27



Frames / Frames Parts

Featured Position :

Neco Technology Industry Co., Ltd. 183

Main Body :

Bev Int'l Corp.35
 Bo Well Enterprise Co., Ltd.61
 Chin Haur Ind. Co., Ltd. 184
 Ful Chee Ent Co., Ltd63
 Hope Industrial Corporation.62
 Hua Hsines Ind. Co., Ltd.60
 Jiun Yih Bicycle Ind. Co., Ltd.58
 Kind Shock Hi-Tech Co., Ltd. 11
 Liang Feng Machine Co., Ltd.59
 Ora Engineering Co., Ltd.....57
 Shun Xin Co., Ltd.64



Wheel Parts

Featured Position :

Kenda Rubber Ind. Co., Ltd.2

Main Body :

Air-Form71
 Chosen Co., Ltd.78
 Hwa Fong Rubber Ind. Co., Ltd.6
 Jinhua Stars Alloy Rims Co.,Ltd80

Shuhn Lih Enterprise Co., Ltd.77
 Tai-World-Mfg. Co., Ltd.....80
 Yu Hub Industrial Co., Ltd.81



Transmission Parts

Featured Position :

KMC Chain Ind. Co., Ltd.3
 Whole Man Enterprise Co., Ltd. ... **Inside Back Cover**

Main Body :

Lanxi Wheel Top Cycle Industries Ltd.98
 Ridea Group Limited 103
 Shun Shing Bicycle Co., Ltd.99



Steering Components

Featured Position :

Abeltech 181
 Sunny Wheel Ind. Co., Ltd.8
 Transart Graphics Co., Ltd.9

Main Body :

Ashima Ltd. 140
 Baradine Rubber Ind. Co., Ltd. 142
 Bengal Performance Brake Systems 141
 DDK Group Co., Ltd. Taiwan Branch 138
 Direction Technology Co., Ltd. 149
 Great Yo Co., Ltd. 155
 Gunior Ent. Co., Ltd. 182
 MTC Textile Co., Ltd. 160
 Order Center Industrial Corporation 154
 Propalm Industry Co., Ltd. 139
 Q-Lite Co., Ltd. 148



Machinery / Equipement

Featured Position :

Miranda & Irmao Lda.5

Abeltech	181	Neco Technology Industry Co., Ltd.	183
A-Forge Ent. Co., Ltd.	4	Ora Engineering Co., Ltd.	57
Air-Form	71	Order Center Industrial Corporation	154
Ashima Ltd.	140	Propalm Industry Co., Ltd.	139
Bafang Electric (Suzhou) Co., Ltd.	7	Q-Lite Co., Ltd.	148
Baradine Rubber Ind. Co., Ltd.	142	Ridea Group Limited	103
Bengal Performance Brake Systems	141	Rodrigo Ind. Corp.	27
Bev Int'l Corp.	35	Shuhn Lih Enterprise Co., Ltd.	77
Bo Well Enterprise Co., Ltd.	61	Shun Shing Bicycle Co., Ltd	99
Chin Haur Ind. Co., Ltd.	184	Shun Xin Co., Ltd.	64
Chosen Co., Ltd.	78	Shuz Tung Machinery Ind. Co., Ltd.	171
DDK Group Co., Ltd. Taiwan Branch	138	Sunny Wheel Ind. Co., Ltd.	8
Direction Technology Co., Ltd.	149	Tai-World-Mfg.Co., Ltd.	80
Energy Research Technologies Corp.	31	Transart Graphics Co., Ltd.	9
Ful Chee Ent Co., Ltd.	63	Whole Man Enterprise Co., Ltd.	Inside Back Cover
Great Yo Co., Ltd.	155	Yu Hub Industrial Co., Ltd.	81
Gunior Ent. Co., Ltd.	182		
Hope Industrial Corporation	62		
Hua Hsines Ind. Co., Ltd.	60		
Hwa Fong Rubber Ind. Co., Ltd.	6		
Ideation Industrial Co., Ltd.	180		
J.D Components Co., Ltd.	Inside Front Cover,1		
Jinhua Stars Alloy Rims Co., Ltd.	80		
Jiun Yih Bicycle Ind. Co., Ltd.	58		
Kenda Rubber Ind. Co., Ltd.	2		
Kind Shock Hi-Tech Co., Ltd.	11		
KMC Chain Ind. Co., Ltd.	3		
Lanxi Wheel Top Cycle Industries Ltd.	98		
Liang Feng Machine Co., Ltd.	59		
Merida Industry Co., Ltd.	Back Cover		
Miranda & Irmao Lda.	5		
MTC Textile Co., Ltd.	160		

Others

Taipei International Cycle Show	10
Brain	12
Dubai International Bicycle Exhibition	14
Velo Park	65
Sazbike	83
Cycle Exchang	143
International Bangkok Bike	156
Bike	157
China Cycle 2019	161
Cycle Mode	170
Cfose	172
MBA	173
Kielce Bike Expo	179

Main Body :

Shuz Tung Machinery Ind. Co., Ltd.	171
---	-----



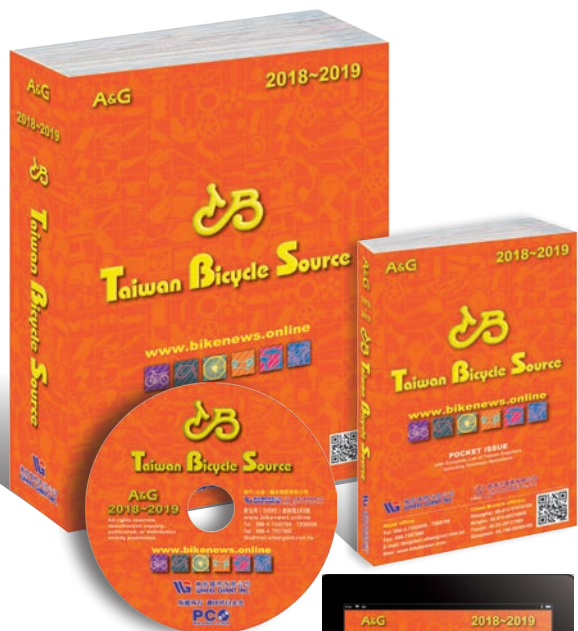
Accessories

Featured Position :

Ideation Industrial Co., Ltd.	180
------------------------------------	-----

A&G

The Wheel Giant website now features a downloadable TBS e-catalog to help you access information quickly.



Visit our website to access all the information available in TBS 2018

We are now entering a period where commerce will be dominated by electronic media. The Wheel Giant website: www.biketaiwan.com contains all the same practical, accurate and comprehensive information you know from the book. But now you can access it even faster and more conveniently. Our user-friendly search engines make it easier to find what you want from a cast of hundreds of companies and thousands of products.

www.bikenews.online

A&G www.bikenews.online

E-BIKE & BIKE MARKET

2018 Taipei Cycle Show & Winter Show Edition

UPDATE

Publisher, President & Editor-in-Chief: Grace S. Ruan

Advisory Board: Charles Wu, Charlie Yang, Edward Lin, George Lin, Glenn Yin, Jim Liao, Jimmy Yang, King Liu, Masao Chien, Michael Tseng, Mo Hua Yang, Rong Kuei Wan, Susan Su, Victor Sun, Ying Ming Yang

Deputy Editor in Chief: Daphne Chen

Vice President: Jerry Wu

Managing Editor: Bred Wu

Associate Managing Editor: Sony Chang

Editorial Director: Sarah Chiang

Translation Editors: Glen Lucas

Editorial Captain: Saya Wu

Editorial Staff: Leon Wu, Yung Jen Lee, Zong Shih, Sunny Cao, Bob Bao, Robert Hornsey

Editorial Assistant: Ping Chou, Oliver Wang

Digital Publishing Dept. Captain: Stan Hsu

Art Designer: Jin, Penny Yao, Chunfang Xu, Yuan Peng

Advertising: Joey Huang, Davy Lin, Rick Lin, Tom Lai, Penny Yao, Melody Hsu, Scott Chiu, Kevin Wu

Secretary: Jean Huang

Administration: Angela Chen, Emily Chen, Trina Ke, Catherine Chen, Jonathan Wang

Computer Center: Robert Lin, Stephen Hu, Nidix Ni

Head Office: No. 193, Tze-Chiang Rd., Changhua City 50095, Taiwan

Tel: 886-4-7350500, 7360794-5

Website: <http://www.bikenews.online>

E-mail: tbs@mail.wheelgiant.com.tw

Sales Dept. Fax: 886-4-7357860

Editorial Dept. Fax: 886-4-7360789

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

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

China Offices

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

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

Shenzhen Branch Office: Room 2230-2231, Jin Xiu Jiangnan, Meilong Rd., Longhua Town, Baoan Dist., Shenzhen, China, 518000

Tel: 86-755-28069189 **Fax:** 86-755-28069089

Tianjin Branch Office: Room 3403, Unit 1, Building 17, Merchants Diamond Hills, Olympic Sports Center East, Weijin South Rd., Nankai Dist., Tianjin, China

Tel: 86-22-28137969

Ningbo Branch Office: Room 2003, Building 1, Homei Garden No.666, Yangmuqi Rd., Ningbo, Zhejiang, China

Tel/Fax: 86-574-88210669

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

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

Reporter: Monica Bostick

Printing Consultants: Liu Ming Hsiung, Tim T. H. Ku

Printing: Chuen Fung Enterprise Co., Ltd.

Plate Maker: Chuen Fung Enterprise Co., Ltd.

Binding: TON-E Book Binding

Legal Advisor: Chenyi Law Firm / Chang Lee Chung

Publisher

輪彥國際有限公司
WHEEL GIANT INC.

軟實力傳媒有限公司
Soft Power Media Co., Ltd.

Copyright 2018 by Wheel Giant Co., Ltd.

All Rights Reserved. Nothing in this magazine may be reprinted in whole or in part, by electronic retrieval or any other means, without the express permission of the publisher.

Publishing approval number for China: Shengen, China (2015), No. 6.

版權所有 翻印必究
局版臺省業字第283號

Published on: 30 October 2018

Crises are Opportunities for Transformation

Taiwan's cycle industry had a reasonable showing during the first three quarters of 2018: According to statistics from the Customs Service, Ministry of Finance, Taiwan's bicycle exports totaled 1.66 million to September in 2018, which was a decrease of 6.90% compared with the 1.78 million export figure for the same period of 2017, and showed a gentle decreasing trend. The average unit price of exported bicycles was US\$658.83, which was an increase of 22.7% compared with the figure of US\$537 for 2017. The value and quantity of exported parts grew by 14.2% and 13.3% respectively. Exports of e-bikes totaled 195,500 units during the first nine months of the year, which represented growth of 47.9% compared with the same period of 2017, Taiwan was late in the development of key e-bike components, such as motors, batteries, and electrical control systems, and most of these components must currently be obtained from Bose, Brose, Shimano, and Yamaha. As a consequence although the average unit price of Taiwan's exported e-bikes has reached US\$1,379, most of the profit has been taken by the producers of these imported components. Fortunately, a growing number of electronics, auto, and bicycle firms are plunging into the area of component development. We believe that as soon as Taiwan can develop core e-bike systems, the e-bike industry will enjoy significantly improved earnings.

On July 18, the EU announced provisional punitive anti-dumping tariffs on Chinese e-bikes, with the tariff rate ranging from 21.8% to 83.6%, and the tariffs were formally implemented on the following day. The final results of the EU's dumping investigation will be issued in late January 2019. As a result of the tariffs, China's export of e-bikes to Europe has come to a grinding halt. In addition, the EU's anti-dumping tariffs on Chinese bicycles were extended by six months starting in June of this year,

and the results of the EU's dumping investigation will be announced on January 19, 2019.



Grace S. Ruan

Apart from the EU, the US is also imposing tariffs on Chinese products. While the US has imposed 10% import tariffs on US\$200 billion worth of Chinese products so far, the tariff rate is scheduled to rise to 25% in January 2019. Since China accounts for a 93% share of the American mass-market bicycle market, the US-China trade war will have a huge impact on the cross-strait bicycle industry. In response, companies throughout the industry are making adjustments and looking to shift manufacturing to new locations. However, in the short term, it will be difficult to find alternative sources for the vast numbers of bicycles China exports to the United States (13.6-17.6 million units annually). Companies are therefore pondering how to share the cost-cutting burden, reflect cost increases in retail prices, and find competitive locations for production (such as Vietnam, Cambodia, Bangladesh, and Indonesia). The mid-October rumor that the EU is planning to cancel preferential tariffs (GSP) on Cambodian imports, and this possibility may exist for Vietnam also, sent a further chill through the industry. But while this possibility has thrown the industry's current deployment plans into confusion, the EU's normal tariff rate would still be competitive with the anti-dumping tariff rate imposed on China (48.5%).

Times of difficulty can be good opportunities for corporate transformation, and hardship can test companies' response capabilities. We firmly believe that the Cross-Strait bicycle industry can find its niche in the midst of the current trade war, and rely on its toughness and vitality to overcome its current troubles.

A Tough Year for the Cross-Strait Bike Industry

Text & Photos: Editorial Dept.

China is the world's leader in terms of population, factories, and markets, has the world's highest rate of Internet use, and has amazing, envied consumer ability. For instance, on such special days as China's November 11 Singles' Day, e-commerce generates over RMB 200 billion in sales. In addition, there is no need to bring cash when buying vegetables or taking a bus in China—all that's needed is to use an app or a Wechat card to make most purchases. The world has taken notice of China's progress.

EU anti-dumping tariffs

China is the world's leader in terms of bicycle and e-bike output. The country produces 80-87 million bikes each year, of which 54-57 million are exported, and 30-36.5 million e-bikes, of which 95% are sold on the Chinese domestic market. The EU imposed



▲EU e-bike trade association, Leva-EU's General Manager, Annick Roetynck actively defended on behalf of Chinese e-bike exporters.

anti-dumping tariffs on Chinese bicycles 20 years ago, The term ended on June 6th and the European Commission is currently performing a review; the findings of this review will be announced by January 2019 at the latest. The EBMA accused China of dumping e-bikes and unfair competition on October 29, 2017, and the EU announced temporary anti-dumping tariffs on e-bikes ranging from 21.8% to 83.6% on July 18 of this year; these tariffs took effect on July 19. According to EBMA Secretary-General Moreno Fioravanti, regardless of quantity, e-bikes exported by China to the EU have steadily increased their market share. Although e-bike sales in the EU have grown steadily, rising from 1.14 million units in 2014 to 2.0 million units in 2017, the market share of European-produced e-bikes has fallen from 76% in 2014 to 53% in 2017, a decrease of 23%. In contrast, China's e-bike exports to the EU have risen from 199,000 units in 2014 to 700,000 units in 2017, which represents growth of 250%, and its market share also rose from 18% to 35% during the same period. Fioravanti stressed that China's export of low-price e-bikes to the EU constitutes unfair competition, and the average unit price of Chinese e-bikes fell from €472 in 2014 to €422 in 2017; in contrast, the average unit price of



▲ EBMA Secretary General, Moreno Fioravanti.

European-produced e-bikes rose from €2,000 in 2014 to over €2,500 in 2017. The EBMA believes Chinese e-bike industry is not in compliance with a free market and that this kind of unfair competition undermines the competitiveness of EU e-bikes in the market.

Responding to the EBMA's accusations, China's e-bike manufacturers note that supply cannot meet demand in some markets due to the surging popularity of e-bikes in Europe, and consumers' purchasing power is also relatively low in some markets. For instance, consumers in some countries would very much like to ride e-bikes, but can only afford models priced at under €1,000. China's e-bike industry is well-positioned to meet this demand.

Although the EU has imported 842,500 electric bicycles from China in the first half of this year; 69% higher than the 498,000

units imported in 2017, due to the EU's temporary anti-dumping tariff and investigation, China's e-bikes have lost their competitiveness in the EU, and the Chinese e-bike industry must chart another course. In addition, goods already on their way to importers in the EU will face high tariffs, and this will cause financial pressure for small European importers.

US tariffs

With exports to the EU blocked, China's exports to the US are in crisis, and the China-US trade war has become a new focus of international attention. President Trump announced that 10% tariffs would be imposed on \$200 billion worth of Chinese products starting on September 24, and the tariff rate will be raised to 25% at the beginning of 2019. China has "asymmetrically" retaliated by imposing 5%-10% tariffs on \$60 billion worth of American products. The Trump administration's duties will undoubtedly hurt the Chinese bike industry which dominates US bicycle market. More than 93% of bicycles sold on the American mass market are imported from China; the US is the largest export market for Chinese bicycles, and imports approximately 14-17 million bikes from China each year. Since the trade war began, American importers and Chinese vendors have communicated extensively concerning the problems they will face, and are paying close attention to President Trump's statements and Twitter messages. A prelimi-



▲ Bafang co-founder, Sunny He noted that the EU anti-dumping measures have had a negative effect on China, but as most of Bafang's customers were from Europe it did not have much effect on them.

nary consensus has emerged that, since it will be difficult to find alternative suppliers in the short-term, and because of their productive long-term cooperation, the American importers and Chinese vendors will both absorb part of the tariff costs during the initial period. These three months can be seen as a buffer period. In the long run, we believe that China's bicycle industry will vigorously seek to open other markets, such as the Southeast Asian, Latin American and even Middle Eastern markets.

Impact from shared bicycles

This has been an unlucky year for China's bicycle industry. Domestic bicycle sales have languished, the stock market dropped significantly four years ago. In 2014, bicycles priced from RMB 1500 to 2000 were popular, so many companies focused on producing bikes at this price point; however, since 2015 they have not sold well. The sales of most brands with significant sales in China,



▲ Kenda Tire Chairman, Jimmy Yang thinks the US-Sino trade war is not good for the global economy. He believes the US & Chinese leaders will use their wisdom to solve the problem.

including Giant, Merida, XDS, and Fujita, have been impacted. Shared bicycles began flooding Chinese cities during the second half of 2016, and their impact has been even worse, drastically affecting sales of bicycles in the RMB 1000 range. Shared bicycles has set the development of Chinese bicycles backward by 5-10 years. Shared bicycles peaked during early 2017, and experienced a major decline during the second half of the year, and by 2018, only four shared bicycle brands were still active: Mobike (which has been sold to Meituan-Dianping), Ofo, Hello Bike, and Didi (Qing Ju). According to our understanding, these four brands Owned 8 million bikes by 2018. China's bicycle industry once saw shared bicycles as its new hope, but the dockless shared bicycles soon spawned a host of problems, including rampant theft and vandalism, large-scale loss of bicycles, and the blight caused by unsightly, disorderly parking. As a result, most major cities no longer permit new shared bicycles, and



▲ Cheng Shin Rubber has started production in India and Indonesia which will be a major boost in revenue for the group. The picture shows Cheng Shin Rubber (Xiemen) President, Chen Shiu Hsiung.



▲ TBA Chairman and Merida President, Michael Tseng encourages Taiwan's bicycle industry to actively develop core bicycle products.



▲ HL Corp President, Jim Liao is confident about investing in the future development of Vietnamese HL-VT.

have placed strict restrictions on their quantity. In all fairness, shared bicycles indeed give city residents a convenient means of transportation for the “final mile” (3-5 km). The shared bicycle craze was actually derived from the Internet’s “sharing economy” concept, and subsided as fast as it appeared. The two dominant players Mobike and Ofo originally paved the way for a host of competitors, but only four mainstream brands remain, and all have eliminated deposits, although in the future they may re-introduce them. And while many parts manufacturers cut prices to compete for shared bicycle orders, many have

now lost their capital and been forced into bankruptcy. Although at first these parts manufacturers expected to be paid by the bicycle assemblers they supply, after shared bicycle operators lost their ability to make payments, bicycles producers have had to delay payments to vendors. This situation in which A owes B, and B owes C is similar to the severe non-payment risk that prevailed in China around 25 years ago. If the problem doesn't improve quickly, however, it will only make the situation worse for China's already beleaguered bicycle industry. Fuji-ta President, Xin Jiansheng commented that the hope was that someone (no

matter whether Alibaba's Jack Ma or Didi) will acquire Ofo and like Mobike, who were bought by MeiTuan, can pay their suppliers the money owed. If not, bicycle factories and parts suppliers will end up suffering. In late October Ofo founder, Dai Wei resigned as the legal representative creating a new source of uncertainty for Ofo.

Increased government regulations

Environmental protection has become a key issue for the Chinese government during the last few years, and the Chinese government has been strictly implementing environmental measures throughout both north and south China. Since factories are now required to meet environmental standards, companies have been forced to spend large amounts of money improving their equipment, and these large expenditures have become a major burden on many firms. In addition, those factories that fail to meet standards are often forced to close, which can have a major impact on production and delay deliveries. In



◀◀ Ten Tech Composite Technology Corporation Chairman, Golden Chang noted that its Cambodian plant began production of carbon fiber frames in July 2016 with an annual production of about 50,000 units. The company's Dongguan factory has shown steady growth with an annual output of 200,000 frames and annual revenue of about US\$70 million.

◀ DDK President, Richard Tsai noted that the business of Taiwanese bike companies in Vietnam was now very good.

particular, many European importers found that they could no longer obtain a supply of parts from producers in Tianjin during the second half of last year, which severely impacted their bicycle production. According to some companies, the Chinese government has overcorrected in its strict enforcement of environmental regulations, and will induce buyers to shift their purchases to Southeast and South Asia, including Vietnam, Cambodia, Bangladesh, Poland, Russia, and India.

Increased costs

Chinese wages have been increased steadily, and news of labor shortages is common. In addition, environmental protection requirements have induced some companies to invest in more competitive countries, such as Vietnam, Poland and Czech Republic. Seeing their competitiveness in China being eroded, a number of Taiwanese firms, including HL-VT, A-Pro, Taioko and SR Suntour have invested in Vietnamese plants during the past two or three years. In addition, Taiwanese firms have been proactively drafting strategies to deal with punitive American tariffs in the wake of the China-US trade war, including increasing production in Taiwan or establishing plants in Vietnam, Southeast Asia, or even Europe. According to DDK President Richard Tsai, Taiwanese firms in Vietnam must comply with laws and regulations, and should obtain 50% of their parts from local sources. Tsai also



▲ Astro GM, Samuel Hu said that a few years ago 80% of Astro frames were for e-bikes, and this figure has grown substantially every year.



▲ Many orders have poured in to SR Suntour's Vietnam factory, and the company has encountered a shortage of labor. The picture shows SR Suntour Vietnam President, Daisuke Kobayashi (middle); SR Suntour Vietnam General Manager, Naoji Tanaka (left) and SR Suntour Kunshan General Manager, Takamura Ryutaro (right).

expressed that prices and quality in Vietnam are higher than in China, so bicycle makers cannot find the low price levels that they once obtained in China. Chinese-owned companies must make their own adjustments and seek to overcome the problems they face.

Shifting production

While many people assume that Taiwanese firms will be the beneficiaries of the high trade barriers that the US and EU are using to wall out Chinese goods, the benefit they can obtain will be limited. This is because the bicycle industries in Taiwan and China have different positioning; for instance while the average unit price of Chinese e-bikes in the EU is €422, that of Taiwanese e-bikes is US\$1,364. The EU is the largest export market for Taiwan's bicycle and e-bike exports. Some EU buyers have also turned to Taiwan with inquiries and orders, but most manufacturers are already full, so they are also actively seeking smaller factories

to make up their orders. E-bike exports to the US are also thriving. But although the US is the second-largest export market for Taiwanese bicycles, Giant, Trek, Merida, Specialized, Fritz Jou, Cannondale and other companies which export to US IBDs will be affected. There are already big brands actively looking to Cambodia and Vietnam OE manufacturers, and more American companies are requiring component and part factories to cut prices by 15%, a practice which many suppliers do not agree with.

93% of the bicycles on the US mass market come from China; these Chinese bicycles have an average unit price of \$55-60, and there is no way that Taiwan can maintain an advantage manufacturing such low-price products. Japan's e-bike sales have been rising, and Japan is China's second-largest export market. The Tianjin area is a hotbed of OEM suppliers to Japan, including Fujita, Kelin, and Gamma. In addition, some Taiwanese and Chinese companies have opted to establish plants in Europe.



▲ ZC Rubber General Manager, Tao Jianhua said that the company's Thai factory had been in production for nearly three years. Mainly producing automobile and motorcycle tires, the plant currently employs over 1000 workers. ZC Group has an annual revenue of approximately RMB 30 billion.



▲ Stars Circle's General Manager, Fei Heying commented that the company's Poland factory has started production to supply European customers.



▲ Golden Wheel is one of the few major bicycle manufacturers in Tianjin that does not make shared bicycles. General Manager, Yang Yufeng said that the Czech factory mainly produces e-bikes.

first half of the year shrunk to only 7%, which is a result of Taiwan's production of mostly mid-/high-end models. In addition, Taiwan's bicycle firms are also actively strengthening development of their core e-bike products; although they got a late start in this

For instance, Giant has plants in the Netherlands and Hungary, Kenstone has a plant in Frankfurt, Germany, Jen Min has purchased land for a plant in Frankfurt, Germany, and plans to assemble bicycles there, Ideal assembles bicycles in Poland (annual output of 50,000 bicycles), and Fritz Jou started production in Portugal this year.

Reshuffle


The import tariffs imposed in the wake of protectionism are a common problem facing the bicycle industries in Taiwan and China. It will be tough for everybody. There will be a reshuffling, and some companies may go out of business, but the development of the bike industry will be healthier. Most importantly, the process of overcoming the current adversity, and transform setbacks into successes, will test the industry's responsiveness and insight. This wave is an opportunity to reshuffle

the cards, so that the manufacturers with strength, good health, and new ideas can re-examine themselves and adjust their strategies in order to respond to the severe challenges of change, and to be able to move towards healthy development.

Chinese companies have also been establishing plants in the EU. For instance, Golden Wheel has established an e-bike assembly plant in the Czech Republic (will be able to assemble 30,000 e-bikes annually), and Bafang and Stars Circle have established plants in Poland. Of course each of these companies has its own plans, goals, core values and competitiveness, and will develop differently in Europe.

The deepest crises can also be the best opportunities, and the current crisis gives the bicycle industries of Taiwan and China an opportunity for integration, reorganization, and elimination of weak companies. The drop in Taiwan's bicycle exports during the

product niche, many companies are getting involved in battery, motor, and system development, and we look forward to Taiwan overtaking competitors.

China's bicycle and e-bike manufacturing technology has a strong foundation, great economies of scale, and a price advantage in the mass market. In the face of European and American trade barriers, the Chinese industry must inevitably undergo reshuffling and transformation, and adopt such measures as establishing plants and market countries or shifting production to Southeast Asia, etc. While the shared bicycle market will continue to survive in the near-term, it is rapidly drying up. If shared bicycle output can be maintained at 6-8 million units annually, the industry will have some room for development. Enough effort can still bring about a change of fortune. Companies that embrace active improvement and reform will be the ones that maintain competitiveness in the future. 



OPTIMIST®

RODRIGO INDUSTRIAL CORP.
乾盈企業有限公司

台北市南港區重陽路221號7樓
7fl, 221 CHUNG YANG RD, NAN-KANG
TAIPEI, TAIWAN, R.O.C.
TEL: +886 2 27883806, 27886957
FAX: +886 2 27883598
E-mail: headoffice@bikeoptimist.com
Website: www.bikeoptimist.com

E-BIKE 27.5" CROSS 8 SPD



E-BIKE 20" WILD-X 7 SPD

E-BIKE 26" BETA 7 SPD



E-BIKE 27.5" ATTIC 6 SPD






Viewpoint: Caught in the Trade War Crossfire

Text: Bob. Margevicius

Another day, another tariff, it seems. It's been months since the Trump administration first slapped tariffs on Chinese-made solar panels and washing machines imported to the United States, a punishment with the stated goal of curbing that nation's intellectual property theft from U.S. companies. When he followed that up in March with a 25% tariff on steel imports, and a 10% tariff on aluminum—Canada, Mexico and the EU were exempted until June 1—it set off a global tit-for-tat trade dispute that's since escalated to include up to \$500 billion of Chinese goods, and resulted in

Robert "Bob" Margevicius is Executive Vice President of Specialized Bicycle Components, where he leads the company's Asian operations, as well as strategic planning, product sourcing, product development and supplier relations. A former pro cyclist whose bike industry career spans back to 1979, he's seen plenty of disruption to date, but is confident we'll come out fine.



retaliatory tariffs from several other key trading partners, including Canada, Mexico and the EU.

As most people in the industry are no doubt aware,

several rounds of these tariffs will affect the bike industry, but the scope and degree of impact differs widely from one tariff to the next. This is intended as a primer on where these tariffs

stand today, what their impact is likely to be, and what you can do to help combat them.

Steel and Aluminum—Announced on March 1 and enacted only weeks later, these tariffs place a 25% tariff on worldwide steel imports and 10% tariff on aluminum. China was the primary target from the beginning, but exemptions ran out for Canada, Mexico and the EU on June 1. While these will have an impact on the bike industry—custom bike builders, and component makers like Wheels Manufacturing and DT Swiss, buy raw aluminum or steel tubing and spokes from China—the impact will likely be limited to that small portion of the market. In late July, Trump and European Commission President Jean-Claude Juncker discussed a potential deal to reduce, or even eliminate, tariffs between the two economies, but nothing has been formally agreed to

E-Bikes and E-Bike Motors—On June 20, a list of \$16 billion worth of additional goods, including electric bicycles and electric bicycle motors, was announced that would be subject to a 25 percent tariff increase. That proposal was finalized on August 7, and the tariffs will go into effect this Thursday, August 23. Of course, this impacts one of our industry’s most promising and high-growth product lines. Sales of e-bikes exceeded \$77 million last year, nearly double those of

2016.

While some have suggested the price on the average Chinese e-bike could rise as much as 75 percent, based on margins for importers and retailers—a potentially crippling scenario for the exploding e-bike market—I don’t expect these will hit specialty retailers too hard. It’s true that the majority of e-bikes sold in the U.S. are imported from China, but these ones are, for the most part, share e-bikes, throttle-activated e-bikes or relatively low-value bikes that aren’t being sold by IBDs. Most high-value brands that are carried by IBDs import from Taiwan or Europe and will see no impact.

Bikes, Parts and Accessories—On September 17, the U.S. Trade Representative (USTR) announced a 10 percent tariff on an additional \$200 billion worth of Chinese goods that included virtually all bicycle products—most bicycles, parts, components, accessories (tools, computers, trailers) and, most importantly, all complete bicycles—produced there. It was announced that the tariff would be increased to 25 percent on January 1, 2019.

Obviously, this is a sweeping tariff that broadly impacts—and damages—our industry, which is heavily reliant on Chinese manufacturing. Let’s break it down by category:

Complete Bicycles (8712.xx)

► Approximately 93% of complete bikes, or about 15 mil-

lion, are imported into the U.S. from China each year, at an estimated value of \$1.1 billion. Fewer than 500,000 bicycles are assembled domestically in the U.S..

- Shifting to another country, or manufacturing in the U.S., requires time, economies of scale and significant capital investment.
- Even a partial shift to another country would take years to implement. That’s because any one bicycle, similar to an auto, has more than 200 unique components, and China is the major manufacturing cluster and the source for the majority of that content.
- Reshoring, and building economies of scale, in the U.S. would also require favorable free trade agreements to stimulate export sales.

Bicycle Components (8714.xx, 4011.50, 4012.xx, 4013.xx)

- Over \$300m of bicycle components—including tires, tubes, seats, handlebars etc.—are imported from China, representing about 60% of the total bicycle component imports. All are essential for the assembly, repair and maintenance for the over 100 million bicycles currently in use in the U.S..
- There is no significant USA production of components; the remaining 40% are high-value, performance-oriented components from places like Japan

and Europe.

Bicycle Safety Accessories (6506.10, 8512.xx)

- ▶ The majority of important bicycle safety accessories like baby trailers—worth about \$20 million—are from China. They serve to address cyclists needs and protect cyclists from unforeseen situations.
- ▶ Again, there is no USA production of bicycle safety accessories to scale, Supply sources from other countries also provide high-value, performance-oriented components.

What does all of this mean to the industry?

The 25 percent tariff on these three categories—bicycles, bicycle components and bicycle safety accessories—will have catastrophic consequences for the U.S. bicycle market. This industry supports thousands of jobs at companies like ours at Specialized and, of course, the thousands of small, independent retail bicycle shops in operation that sell, repair, maintain and service bicycles.

Short Term

- ▶ Bicycles, bicycle parts and bicycle accessories from China are subject to an additional 10% tariff which will increase to 25% tariff (tax) in January. It will affect about 90% of all

bicycles, 40% of all parts and accessories.

- ▶ The cost on China-produced bicycles, bicycle parts and accessories will increase commensurate with these cost increases.
- ▶ Retail prices will increase by 25-plus percent.
- ▶ It will also influence bicycle and accessory sales, as well as repair and service costs.

Long term

- ▶ Higher costs will likely result in a decline in purchases and participation. The greatest impact will be on the mass-market brands, who rely heavily on China as their manufacturing source.
- ▶ Currently, more than 97% of all children's bicycles (under 24") and 94% of all MTB bicycles are imported from China.
- ▶ It could take a decade or more to either reshore to the USA, or transition to a third country.
- ▶ Retail prices could be impacted for many years to come.


I'm uncertain of the overall impact on sales, but it could lead to as much as a 15% sales decline, which would likely cause many factories, brands, importers and retailers to go bankrupt and close down. It's likely, in this case, that many people will find substitute products, and forgo buying bicycles for their

children or grandchildren.

In short, the overwhelming majority of bicycles, bicycle parts and bicycle safety components imported into the United States come from China. The operations in China have economies of scale, and produce them not just for the U.S. market, but for the world. The 25% retaliatory tariff on China imports will be destructive to bicycling and everything associated with it.

On August 20th, I testified to all of this before the Section 301 Committee in Washington, DC. As its Executive Vice President, I was there on behalf of Specialized Bicycle Components, sure. But, more importantly, I was there on behalf of the entire bike industry. Now, more than ever before, we need to unite as an industry to combat these destructive tariffs.

What can you do?

- ▶ This is a wake-up call to encourage diversification of the supply base
- ▶ Investigate and seek out customers in other countries
- ▶ Consider direct OBM brand sales
- ▶ Establish a Market place position by selling to the retailer, or consumer direct
- ▶ Use this link, and format to voice your position: <https://peopleforbikes.org/oppose-bike-tariffs-retailers/> 

Made in Taiwan

SINGLE POWER DRIVE UNIT

Easy to use with outstanding performance

Germany · Japan · China · Taiwan 12 PATENTS

Economic price

Smart Motor

(Auto Check Battery Voltage)

48VOLT → 550WATT (OUT PUT)

36VOLT → 420WATT

24VOLT → 350WATT



New patent

All-terrain assist mode

(with built-in gyro and level)

Simple wiring, Conector to Battery only

**Water-resistant
Dustproof**

ROTOR IS OPTIONAL



TORQUE SENSOR INSIDE

Chopper boost Battery Charging
(by braking and free running)

Programmable sever motor

Single chip control and communication

Service plate heat sink

Direct Drive

Solid state capacitor

Water resistant coating

Multi-poles structure (low start angle)

ER[®]

Energy Research Technology Corp.

T: +886-4-25332833 / F: +886-4-25333729 / Email: er.corp@msa.hinet.net / www.er-tech.com.tw

Taiwan Bike Exports Bouncing Back

Text: Editorial Dept.

Figures released by Taiwan Bicycle Association (TBA), show that Taiwan's bicycle exports in the first half of 2018 are continuing the transformation from traditional non-power assisted bicycles to e-bikes. In terms of total value e-bikes now represent 26% of all Taiwanese bicycle exports.

In the first half of 2018, a total of 1,203,492 bicycles and e-bikes were exported from Taiwan. Although this was slightly down—by 2.75%, from the same period last year, the total value of these bicycle and e-bike exports jumped by 26% to US\$852,239,431.

While the total number of traditional bicycles exported fell by 6.91% to 1,067,103 units, the quantity of e-bikes exported increased by nearly 50% compared to the same period in the previous year. Both traditional and electric assist bicycle exports increased dramatically in terms of average unit value in the first six months of 2018. Traditional bikes had an average unit value of \$618.89—up 27.36%, while e-bikes had a average unit value of \$1,406.40—up 9.31%. In terms of total export value, \$660,422,069 of traditional bicycles were exported from

Taiwan bicycle and e-bike exports from Jan~Jun 2018 (by quantity)

	2,018	2,017	Change
Bicycles	1,067,103	1,146,279	-6.91%
E-Bikes	136,389	91,227	49.51%
Total	1,203,492	1,237,506	-2.75%

Taiwan bicycle and e-bike exports from Jan~Jun 2018 (by value)

	2,018	2,017	Change
Bicycles	\$660,422,069	\$557,007,286	18.57%
E-Bikes	\$191,817,362	\$117,375,623	63.42%
Total	\$852,239,431	\$674,382,909	26.37%

Taiwan bicycle and e-bike exports from Jan~Jun 2018 (by average unit value)

	2,018	2,017	Change
Bicycles	\$618.89	\$485.93	27.36%
E-Bikes	\$1,406.40	\$1,286.63	9.31%
Total	\$2,025.29	\$1,772.56	14.26%

Source: The Bureau of Foreign Trade, MOEA and TBA

Taiwan in the first half of 2018—up a healthy 18.57%, while total e-bike exports were valued at US \$191,817,362—up a huge 63.42% from the same period in 2017.

Europe

Once again, the EU was Taiwan's biggest export destination for complete bicycles. Although the number of traditional bicycles exported to the EU dropped by over 18% to 547,560 units, the total value of exported traditional bi-

cycles rose to US\$ 257,102,073—up over 11% from the first half of 2017.

In terms of quantity, The Netherlands, UK, Sweden, Germany and Belgium were the top five export destination countries within the EU in the first half of the year. Of these, only the export quantity to the Netherlands saw an increase compared to the same period last year. Exports to the other four countries all fell, with exports to the UK and Germany dropping sharply by over 37% and 36% respectively.

Top 10 EU destination countries for Taiwan traditional bicycles from Jan~Jun 2018 (by quantity)

	2018	2017	% Change
Netherlands	120,634	106,324	13.46%
UK	103,957	167,142	-37.80%
Sweden	80,786	81,981	-1.46%
Germany	57,710	91,572	-36.98%
Belgium	28,891	29,798	-3.04%
Denmark	26,309	32,517	-19.09%
Spain	23,884	19,203	24.38%
Poland	22,280	23,790	-6.35%
Czech Republic	20,555	8,264	148.73%
Italy	19,369	52,621	-63.19%
Total EU 28	547,560	672,413	-18.57%

Top 10 EU destination countries for Taiwan traditional bicycles from Jan~Jun 2018 (by value)

	2018	2017	% Change
Netherlands	\$98,865,877	\$66,810,496	47.98%
UK	\$51,058,097	\$52,930,402	-3.54%
Sweden	\$12,742,059	\$13,226,959	-3.67%
Germany	\$23,687,071	\$21,713,707	9.09%
Belgium	\$23,924,582	\$26,421,893	-9.45%
Denmark	\$4,332,267	\$6,248,274	-30.66%
Spain	\$13,523,598	\$9,059,579	49.27%
Poland	\$3,250,030	\$3,816,334	-14.84%
Czech Republic	\$4,485,764	\$2,247,829	99.56%
Italy	\$8,528,629	\$11,360,294	-24.93%
Total EU 28	\$257,102,073	\$230,773,273	11.41%

According to TBA's statistics, The Netherlands, UK, Belgium, Germany and Spain were the top five export destinations in total value of traditional bicycles exported from Taiwan between January and June 2018. By far the largest of these was the Netherlands with a total value of \$98,865,877—up by over 47% from the \$66,810,496 total value of traditional bikes exported there from Taiwan in the first half of last year. The total export value of non power-assisted bicycles from Taiwan to Spain also increased dramatically by over 49%.

Other markets

According to the data provided by TBA, once again, the USA was the largest single export destination country for Taiwanese non power-assisted bicycles. During the first half of the year 250,785 complete traditional

Top 10 EU destination countries for Taiwan traditional bicycles from Jan~Jun 2018 (by average unit value)

	2018	2017	% Change
Netherlands	\$819.55	\$628.37	30.43%
UK	\$491.15	\$316.68	55.09%
Sweden	\$157.73	\$161.34	-2.24%
Germany	\$410.45	\$237.12	73.10%
Belgium	\$828.10	\$886.70	-6.61%
Denmark	\$164.67	\$192.15	-14.30%
Spain	\$566.22	\$471.78	20.02%
Poland	\$145.87	\$160.42	-9.07%
Czech Republic	\$218.23	\$272.00	-19.77%
Italy	\$440.32	\$215.89	103.96%
Total EU 28	\$469.54	\$343.20	36.81%

Source: The Bureau of Foreign Trade, MOEA and TBA

Top 5 non-EU destination countries for Taiwan traditional bicycles from Jan~Jun 2018 (by quantity)

	2018	2017	% Change
USA	250,785	220,573	13.70%
Canada	28,716	27,426	4.70%
Norway	40,449	27,458	47.31%
Japan	64,182	52,908	21.31%
Australia	25,849	25,674	0.68%

bicycles were exported to the US—more than double any other single country. This represents a healthy 13.70% rise from the 220,573 units exported there during the same period last year. In terms of total value, Taiwan exported \$212,976,306 of traditional bicycles to the US in the period—an increase of over 32% from the disappointing total value of \$160,439,490 in the first six months of last year.


Furthermore, Donald Trump's aggressive trade dispute with China will start affecting the bike industry significantly in the second half of the year. Earlier this year, the Trump administra-

Top 5 non-EU destination countries for Taiwan traditional bicycles from Jan-Jun 2018 (by value)

	2018	2017	% Change
USA	\$212,976,306	\$160,439,490	32.75%
Canada	\$26,497,840	\$21,367,026	24.01%
Norway	\$14,627,889	\$12,031,035	21.58%
Japan	\$32,615,657	\$23,810,744	36.98%
Australia	\$25,903,681	\$23,511,582	10.17%

tion approved an additional tariff duty on most bicycle related imports from China. The tariffs were set at preliminary 10% and took effect from September 24, however the duty will increase to 25% from January 1, 2019. The duty will have a large effect on

the US bicycle import situation.

Taiwan also saw large increases in the quantity and/or the total value of traditional bicycles exported to Japan, Norway, Australia and Canada from January to June of 2018. 

单车志 *www.bicycling.net.cn* Bicycling

There is no Great Wall of China with Bicycling.

Bicycling is the best place to showcase your products to riders in China and Hong Kong.

It's a magazine by people who know bikes, for people who love them!



輪彥國際有限公司 **WHEEL GIANT INC.** **軟實力傳媒有限公司** **Soft Power Media Co., Ltd.**

No. 193, Tzu-Chiang Rd., Changhua 50095, Changhua, Taiwan
Tel: 886-4-7350500, 7360794~5 Fax: 886-4-7357860
service@mail.wheelgiant.com.tw www.bicycling.net.cn/

Shanghai Tel: 86-512-57515789 | Tianjin Tel: 86-22-28137963
Ningbo Tel: 86-574-88210669 | Shenzhen Tel: 86-755-81789589



BEV INT'L CORP. BEVATO INTERNATIONAL CORP.

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

Tel: 886-4-2688-6780 Fax: 886-4-2688-5780

E-mail: BEV.INTL@msa.hinet.net

Website: www.bev-intl.com

Executive: Johnson Huang



New



New



▲ BCG-269
Cargo bike, front 20" disc brake,
rear 24" V brake, alloy frame

▲ BCG-269-BK
Cargo bike, front 20" disc brake,
rear 24" V brake, alloy frame, Dapu motor

New



New



▲ BVR-095
700c road racing frame, FM disc brake,
dropout: QR type & 12"142mm convertible,
available in 45, 47, 50, 53, 56 & 59cm,
matching fork: FRC-614

▲ BVR-097
700c road frame, flat mount design,
through axle 12"142mm, in 47, 50, 53, 56
& 59cm, matching fork: FRC-097

▲ BVT-062
700c TT frame, caliper brake design,
in 50, 52, 54, 56 & 58cm, including frame
+ fork + seat post + stem + clamp

▲ BVC-7011
Gravel racing, maxi.
29"1.95, in 49, 52, 54, 56 & 58cm

New



New



New



▲ BVC-096
Gravel racing frame,
PM disc brake, dropout:
QR type & 12"142mm
convertible, available
in 47, 50, 53, 56 & 59cm,
matching fork : FCC-610

▲ BVM-063
29er E-MTB in 17.5"
for Bafang battery
model MM G330.250

▲ BVM-069
27.5+ suspension frame,
in 15.5", 17.5" & 19",
boost type

▲ BVM-083
27.5"+ hardtail carbon frame,
available in S, M & L matching
fork:FMC-702

▲ BVM-085
650B+, M size, E-MTB for
Shimano E8000



← BEC-Di2 open



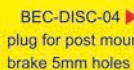
← BEC-Di2 close



← BEC-Di2-ST
Di2 oval close plug 7*8mm



→ BEC-5mm
for 5mm brake housing



→ BEC-DISC-04
plug for post mount disc
brake 5mm holes



→ BEC-4mm
for 4mm derailleur housing



← BEC-Di2-DT
Di2 oval close
plug 13*18mm



← BMT-002
OK hanger tool to save your trip
home when your hanger is broken

New



▲ Adapter-15*100-110
disc adapter for hub size
15*100 to 15*110mm boost

New



▲ Adapter-12*142-148
disc adapter for hub size
12*142 to 12*148mm boost

New



▲ Adapter-12*148-157
disc adapter for hub size
12*148 to 12*157mm super boost



▲ Front row from left: Wheel Giant President, Grace Ruan; Tektro Co-founder, Aver Tsai; FSA Global Vice President of Sales and Marketing, Claudio Marra; TBA Chairman & Merida President, Michael Tseng; Taichung City Government Deputy Mayor, Morgan Chang; IDIPC Director, David Tsai; Kenda Group President, Yang Ying-Ming and Ming Cycle General Manager, Albert Chen. Back row from left: Decathlon Purchasing Manager, Didier Morelle; SR Suntour President & CEO, Daisuke Kobayashi; Messe Friedrichshafen Head of Eurobike, Stefan Reisinger; Marwi President, Partick Pai; TCG Economic Development Bureau Senior Executive Officer, Charlie Chiang; Ideal Bike Vice President, James Chang; La Bicycle President, Surasith Tiyavacharapong were among those attending the dinner.

Taichung Bike Week Shrinks by 10%

Text & Photos: Editorial Dept.

2018 Taichung Bike Week (TBW)—a pivotal event in the global cycle industry—was held September 26-28 this year at The Splendor Hotel Taichung, Evergreen Laurel Hotel, and Tempus Hotel Taichung, and attracted close to 400 bicycle part and component manufacturers. In addition, a small number of firms opted to book space at local restaurants for the display of their products, which also turned out to be a popular alternative. But because of the “overload effect” caused by the moving of the Taipei International Cycle Show from March to the end of October

this year, as well as budgetary and manpower considerations in view of the global economic slump, many companies from Taiwan and Europe only conducted side exhibitions, or reduced the scale of their participation. As a consequence, the numbers of companies and booths at this year’s Taichung Bike Week were both down by roughly 10% compared with last year’s TBW—and this was the event’s first negative growth in ten years. Furthermore, although in past years, around 10 European parts producers—including FSA, Mavic, Fox, and Brose—formed the “RideOn”

group, and jointly exhibited their products at the Millennium Hotel Taichung, the group was formally dissolved this year, and members exhibited individually.

Building on the popularity of e-bikes at recent European cycle shows, vendors at this year’s TBW showed off many new products aimed at the e-bike market, especially products with integrated advanced technology, which attracted favorable attention and many orders from international buyers. The meteoric rise of gravel bikes continued, and many vendors took advantage of this opportunity by introducing parts



▲ Front row from left: IDIPC Deputy Director, Steven Tsai; TBA Chairman, Michael Tseng; Taichung City Government Deputy Mayor, Morgan Chang; IDIPC Director, David Tsai and TBA Secretary General, Gina Chang. Back row from left: Joytech USA, GM Jake Scott; Joytech Europe Assistant General Manager, Rastislav Ray Gegus; Joytech CMO, Jeff Chen; Marquardt GmbH Account Manager, Cees van Vliet; IDIPC Deputy Director, Spenser Hsu; Marquardt GmbH Director Sales, Markus Krause; IDIPC Deputy Director, Vincent Wu; Lee Chi Special Assistant, Sam Lin and KHS Special Assistant to the General Manager, Henry Hsieh took a picture together.



▲ SR Suntour has a high market share. In addition to many MTB forks, eye-catching e-bike products have also been developed, attracting many industry buyers. The picture shows SR Suntour President & CEO, Daisuke Kobayashi.



▲ From left : FSA Global Vice President of Sales and Marketing, Claudio Marra; General Manager Douglas Chiang and USA General Manager, Mark Vandermolten.



▲ Bianchi Executive Chairman, Bob Ippolito; SRAM Assistant General Manager, John and SRAM manager, Billy Yu.

developed specifically for gravel bikes. Europe's ExtraEnergy organization established an e-bike test riding area—a first for TBW—at The Splendor Hotel, which also attracted large numbers of buyers.

The hottest topic at this year's TBW was the US-China trade war, which has led to increased tariffs on bicycles, parts, and e-bikes exported from China to the United States, and is having a huge impact on exporters and manufacturers in China. The industry is now racking its brains to find a way out of this predicament. Another change to TBW is that

the previously four-day event has been shortened to only three days. But while this ensured a fuller activity schedule, some companies expressed that having four days was more ideal. This year's three-day exhibition period nevertheless attracted over 4,000 buyers from domestic and foreign assembly plants and trading companies interested in seeing products and arranging purchases. According to vendors, the number of buyers fell by around 20% this year, but this drop mainly affected new customers, and all major European and American buyers were present. Most foreign buyers

coming to engage in negotiations noted that TBW is an extremely important event for them, and provided a key opportunity to set OEM specifications and negotiate upcoming orders, and also provides them with a very convenient chance to visit factories and discuss the details of cooperation. As a result, more than 90% of buyers expressed that they will be back again next year.

In order to welcome the participating domestic and foreign bicycle industry members, the Taichung City Government held the 2018 TBW Welcome Dinner on the first day



▲ Every year the Tempus Hotel focuses on meetings with regular customers. Exhibitors said that many customers attended this year.



▲ Although the TBW crowds were relatively reduced this year, manufacturers at the Evergreen Hotel were little effected.



▲ Although the scale of the exhibition decreased this year, the Splendor Hotel was still number one in terms of number of manufacturers.



▲ Nidec from Japan provided MTB & trail bikes, allowing buyers to test rides.

of the event. The buffet-style dinner was attended by over 200 people, mostly from the domestic and foreign bicycle industry.

At the dinner, TBA Chairman & Merida President, Michael Tseng thanked everyone for attending as well as showing his appreciation for Taichung City Government's support of Taichung Bike Week. He noted the importance of e-bikes in the market today, and wished everyone prosperous business at the show as well as in the coming year.

IDIPC Director, David Tsai spoke to say that with 80% of Taiwan's bike industry based in the area, it is very important to Taichung and vice versa. He also hoped that Taiwan's competitive

edge in the bicycle industry can improve even more in the future.

Taichung City Government Deputy Mayor, Morgan Chang made a short speech in which he welcomed visitors to both Taichung Bike Week and the city of Taichung on behalf of the Mayor. He stressed the importance of the bicycle as a means of transportation, leisure and maintaining a healthy lifestyle. He wished everyone success in their endeavors in Taichung this week.

Taiwan's bicycle industry is mostly clustered around the city of Taichung, and 65% of Taiwan's bicycles are made in Taichung. Taichung possesses a complete bicycle industry chain and bicycle production,

R&D, and sales functions. The city's Taichung Bike Week event has successfully provided domestic and foreign bicycle firms with an effective platform for setting specifications and discussing cooperation, and has also given a noticeable boost to peripheral tourist industries. TBW has therefore become one of Taichung's major annual events. Next year's TBW has been scheduled for October 16-18, 2019. Please visit the event's official website for further information about TBW: <http://www.taichungbikeweek.com> For advertising information, editorial content and press releases, please contact: rep@wheelgiant.com.tw or daphne@wheelgiant.com.tw





▲ The Tempus Hotel.



▲ The Evergreen Hotel.



▲ The Tempus Hotel.



▲ The Splendor Hotel.



▲ The Tempus Hotel.



▲ The Splendor Hotel.



▲ The Alex Rims team, with President, Alex Chen and General Manager, Sally Hsieh (4th & 5th from right).



▲ From center to right: Kenda Tire Assistant, Jerry Tseng; Assistant General Manager, Ray Shen and Giant (China) Production Head, Andy Ku.



▲ Guests enjoy the TBW Welcome Dinner Party.



▲ From left: Jonny Mole Design Assistant, Emma Mo; Asia Manager, Joe Cheng; Founder, Jonny Moletta; FSA OEM Sales Representative, Davide Riva and Sales Director, Maurizio Bellin.



▲ IDIPC Deputy Director, Steven Tsai (first on left); IDIPC Director, David Tsai (second from left) with Taichung City officials.



▲ The Ching Chern management team. From left: International Sales Representative, Dominique Hsu; General Manager, Chin-Cheng Shih; President, Huei Lin Hsu and Accountant, Huei-Min Hsu.



▲ Bulgaria's Leader 96 bicycle production is close to 300,000 units this year. From left: Taitech Vice President, Jimmy Yang; Wheel Top Sales Manager, Elain Song; Leader 96's Product Manager, Kolyo Kolev; Wheel Top Sales Manager, Jojo Zhang and Leader 96's Product Manager, Uwe Karsten Wolff.



▲ Neco President, Neco Wang displays the company's new products.



▲ Bafang had a tight meeting schedule all day. Pictured are Bafang Co-Founder, Sunny He (left) and Bafang Europe General Manager, Jack Brandsen.



▲ Magura previously exhibited in the Millennium Hotel and this year moved to the Tempus Hotel for the first time. From left: Magura Asia President, Bernd Herrmann; General Manager, Lily Guo and Bernd K醇Bstle from Magura's Head Office.



▲ Christian Thun, General Manager of Thun's Tianjin factory.



▲ Pictured is Kind Shock General Manager, Martin Hsu.



▲ Pictured are Taroka General Manager, Lily Cheng (left) and President, Dewey Chen (right).



▲ FPD General Manger, Joseph Chao (second from right), Bis Sales Manager, Piccolo Fabrizio (first from right) and Bianchi Executive Chairman, Bob Ippolito (second from left).



▲ On the third day of Taichung BikeWeek, HL Corp's booth was still very busy. From left, HL US Sales Representative, Nathan Chiang; Head of R&D at Brazil's Caloi, Jose Carlos Goroinho Jr; HL USA General Manager, Chiang Shaogang; Caloi Purchasing Manager, Gustavo Rosin; Caloi Purchaser, Fabio Moraes and Caloi Marketing Manager, Marcos Riberto.



▲ Left is Specialized CEO, Mike Sinyard's son, Anthony Sinyard. He founded Supacaz on his own. On the right is his friend.



▲ A-Forge Assistant General Manager, Gavin Chang and General Manager, George Chang.



▲ The picture shows Jaume Masferrer, (third generation) General Manager of the 80-year-old Spanish importer Masferrer.



▲ Lanxi Wheel Top Cycle Vice President, James Song (third from right) warmly received many foreign buyers at the exhibition.



▲ Kenzel RMK, CEO, Jozef Kender together with Rim production & powder coating, Roman Kender.



A Look at the Polish Bicycle Market & Industry

Text & Photos: Daphne Chen

Poland has a population of 38 million, and produces 1-1.1 million bicycles—mostly city bikes and MTBs—each year. Because Polish consumers don't have the purchasing power of their Western European counterparts, there is a flourishing secondhand bicycle market in Poland, and accounts for approximately 20-30% of the market. With their higher unit prices, e-bikes sales have been slow, but companies nevertheless believe that they have considerable po-

tential. Because Poland has many forests and green countryside, and is relatively flat, with high mountains only in the south, it is extremely suitable for cycling. The country also has many dedicated bike trails, and cycling is very popular. The Veturilo public bicycle system introduced by Warsaw in 2012 has more than 300 rental stations and close to 5,000 bicycles; the system's bicycle types include ordinary bikes, e-bikes, children's bikes, and tandems, and usage is high.



▲ PSR President & Leader President, Krzysztof Dylewski.



▲ Warsaw's Veturilo public bike system.

Due to the cold weather that prevails in Poland from November through April, peak bicycle sales occur during May and June, with another peak in October. In addition, 90% of Poles are Catholics, and many children around the age of eight take part in their first communion ceremony in May and June of each year. Many parents give their kids a bicycle as a gift when they participate in the ceremony, which is a significant boost to sales of children's bicycles around that time. The bad weather that occurred last year, with snow falling as late as May in some cities, resulted in very poor bicycle sales; the market contracted by 20-30%, and the bicycle assembler Burghardt,

which had an annual output of 20-30,000 units, went out of business. In contrast, the excellent weather this year has stimulated bicycle sales, and the market as a whole has grown by 20-30%.

Polish bike industry

According to statistics from the Polskie Bicycle Association (PSR), which has over 60 members, Poland has approximately 100 bicycle-related manufacturers, with close to 20 companies assembling more than 10,000 bicycles each annually. The largest such company, Kross, assembles roughly 400,000 bikes each year, and is followed by Arkus Romet, Zasada, Unibike, Ideal, Kands, Rayon, and Cossack. Merida Poland is a joint venture established by Merida and its local agent; it chiefly sells cross bikes, fitness bikes, and MTBs, and has set a sales target of 30,000 bicycles for 2018. The company assembles introductory Merida brand bikes locally, and has an annual output of 6,000-8,000 units. The Tai-

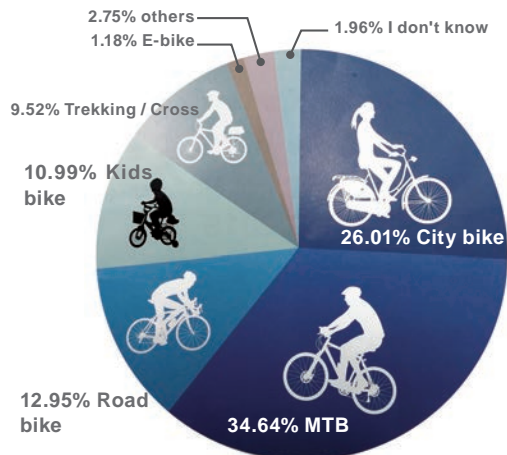
wanese firm Ideal has had a plant in Poland for close to 20 years, and its annual capacity is 100,000 units. The plant previously produced mostly bicycles and only a small quantity of e-bikes, but now plans to expand the scale of e-bike production in light of the significant growth in e-bike demand throughout European markets. There are few Polish parts and accessories manufacturers, and most assembly plants depend on imported parts. Locally produced parts include ABI saddles (with an annual output of 1 million saddles), Simpla mudguards, SIHD mudguards and carriers, and Brat steel front forks, mudguards, chain covers, handlebars grips, and chainwheels. There is a thriving local ecosystem of importers and distributors, with leading companies including Polbike, Ajlot, Harfa-Harryson, Speeder, Delta Sport, and Pro-Bike.

According to the results of a 2017 survey of Poland's core cycling population (married, working men aged 35-44) conducted



▲ The sports store located in a shopping mall also sells bicycles.

Bicycle category purchases in Poland





▲ Members of the Taiwan Pavilion, organized by the Wheel Giant, pose for a group photo.

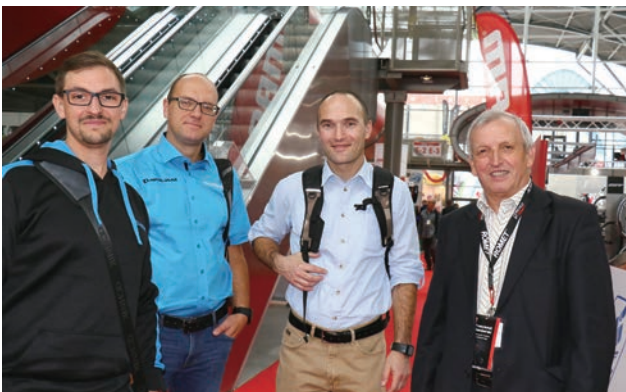
was a big jump from the average unit price of 1,611 zloty in 2016. Most respondents indicated that the purpose of their cycling was recreation (70%).

Kielce Bike-Expo

Kielce Bike-Expo is Poland's largest cycle show, and is organized by Targi Kielce and PSR. The show was held for the ninth time from September 13-15 of this year. There was a total of 210 exhibitors, which represented a reduction of 16% compared with the 250 exhibitors last year. The show consisted of six exhibition halls, and the local major assembly plants, parts manufacturers, and distributors all took part. Eighteen companies from Taiwan participated in the show under the leadership of Wheel Giant. The only disappointments were that Kross was absent due to having held its own dealer show, and Shimano was also absent. As a result, the crowds were not as thick as last year. The Kielce Bike-Expo is scheduled for September 19-21 next year. ☀

by the market survey company IPC on behalf of PSR, MTBs are the chief type of bicycle purchased, accounting for 34.65% of bicycle purchases, and are followed by city bikes (26.01%), road bikes (12.95%), children's bikes (10.99%), trekking/cross bikes (9.52%), and e-bikes (1.18%). Bicycles are chiefly purchased through the specialized bike shop channel (which accounts for 58.7% of bicycle purchases), followed by sporting-goods stores (22.1%), online stores (10.1%), supermarkets

(5%), and online malls (2.9%), such as Allegro and OLX. Kross is the leading brand among bicycles sold in Poland (9.2%), and is followed by Giant (8.2%), Trek (4.1%), Romet (4.1%), and Merida (3.6%). Strangely, as many as 38.3% of respondents did not know what type of bike they had purchased! As for people's chief consideration when buying a bicycle, 62.8% indicated that quality is the most important factor. During 2017, the average unit price of new bicycles sold in Poland was 2,264 zloty, which



▲ Shimano did not exhibit at the show. Shimano Poland Sales Manager, Jacek Szulczyk (second from left) came specially to see the show.



▲ Bafang, which has set up a factory in Poland, sponsored the demo area at Kielce Bike-Expo as well as e-bike test rides.

► Complete Bicycles

Kross



▲ Kross assembles 400,000 bikes annually, and also produces frames, forks and wheels. The company also has its own paint factory.



▲ Kross is Poland's number one bike brand, and produces all kinds of bicycles.

Arkus & Romet



▲ Romet focuses on OEM and is Poland's second largest bicycle assembly factory. This year it is also launching an e-bike and e-scooter rental system for public bike sharing.



Zasada



▲ Zasada's assembles 60,000 bicycles of which 50% are OEM. The company's main brand, Maxim, also assembles e-bikes specced with its own motor system and with locally sourced batteries.

Unibike



▲ Unibike assembles 40,000 —mainly trekking, city and sport bikes annually, of which 95% are sold domestically. The company also distributes SKS, Ergotec, BM, Schwalbe, KMS and Jagwire. The picture shows the founders, Piotr Drobotowski (left) and Krystyna Orfowska (right).

Rayon/Extero



▲ From right: Showa President, Edy Hung; Taipei Economic and Cultural Office in Poland Director, Phillip Wen-Cheng Chen; Velo President, Stella Yu and Powerway GM, Jacky Tsai.



▲ Showa's own brand, Rayon mainly sells entry-level bikes, while Extero is positioned as its mid- to high-end brand. Showa assembles 20,000-30,000 bicycles annually.

Mexller



▲ Mexller assembles mainly low- and medium-priced bikes. The picture shows the chairman, Krzysztof Kotas.

Saveno



▲ Polbike is Saveno's own brand. An annual output of 15,000-20,000 bikes are assembled in Bulgaria. This year, it is the new agent for Germany brand Corratec. On the right is Polbike Chairman, Juliusz Kabath (left) and son-in-law Piotr Matkowski. On the left is Polbike Chairman, Juliusz Kabath and Corratec's CEO, Cielo Irbacher.

Merida Poland



▲ Merida Poland sells 30,000 bikes a year. 4-years ago Merida started to assemble its entry-level bikes in Poland, and currently assembles 6000-8000 vehicles a year. It is also CST's Polish distribution agent.

Kands



▲ The picture shows Sales Manager, Dariusz Szewc.



▲ Kands assemble 30,000 bicycles annually, all of which are domestically sold, at the company's 300 dealer stores.

Majdller



▲ Majdller assembles 20,000 bikes annually. China Wanda is the OE manufacturer for Concess tires. The picture shows Daniel Majchrowski and Wanda Tyre Sales Representative, Leo Wang.

Onilus



▲ Onilus assembles 10,000 (mainly city and trekking) bikes annually, 90% of which are sold domestically.

Cossack



▲ Cossack assembles 25,000 bikes annually with frames imported from Asia. Exports are to Czech, Slovakia, and next year the company plans to assemble e-bikes.

Skilled



▲ Skilled assemble 15,000 bikes annually. Pictured are General Manager, Antoni Siwulski (far right) with other members of his family and SKL team.

► Components

SIHD



▲ SIHD produces many products, including carriers and mudguards, etc.

ABI



▲ ABI produce 1 million saddles per year. The company is run by Father and son team, Bogdan Abramczyk (left) and Tomasz Abramczyk (right).

BRAT



▲ Brat is a leading Polish manufacturer of bike parts since 1990. Pictured is the CEO Piotr Barlik.

Simpla



▲ Simpla have been in business for 20 years and manufacture approximately 1 million fenders per year.

► Importers & Distributors

Bike Man



▲ Bike Man is the agent for Topeak, Ergon, Sigma, Trelock, Alpina and infini.

Ajlot



▲ ProX is Ajlot's own brand. It is also the agent for Kenda, Velo and VP. The picture shows Ajlot President, Jacek Batkowski and Velo President, Stella Yu.



Speeder



▲ Speeder is the agent for Chaoyang, Joytec, ZOOM and Alhonga.

Rower Sport



▲ Rower Sport is the agent of WTB, 661, Sigma, Funn, Miltas. This picture shows President, Tomasz Jasienkiewicz.

Delta Sport



▲ Delta Sport is the agent for Sunrace.

Pro-Bike



▲ Pro-Bike is the agent for KMC and Union.

AMP



▲ AMP is the agent for Giro and Bell.

Harfa-Harryson



▲ Harfa-Harryson is the agent for Colnago, Sram, Mavic, BBB and VDO. The picture shows Chairman, Henryk Charucki.

HSE



▲ HSE is the agent for Rotor, TSG. It also has its own bike lock brand, Collage. Pictured is the Owner, Mateusz Pytko, who is also PSR Vice President.

Prosport



▲ Prosport is the agent for Tektro and HEAD. The picture shows General Manager, Rafal Kuzniar(right) and Sales Manager, Agata Nowinska(left).

Velo



▲ Velo is the agent for RST, Author, Vittoria, San Marco, Hayes, MET, Cateye, SIDI, etc. It also has its own brands of bicycles, Dartmoor and Accent, and assembles 2000 bikes annually.

Eurobike



▲ Eurobike is the agent for SR Suntour.

Tabou



▲ Only established for 2 months with its mid-to-high-end bike positioning, Tabou bikes are mainly imported from Southeast Asia.



▲ Reno-Sparks Convention Center (RSCC).

Interbike in Reno

Text & Photos: Editorial Dept.

In view of Reno’s excellent cycling terrain and environment, plus the presence of northern California’s largest bike park at the nearby Northstar California resort, which was the site of this year’s Outdoor Demonstration, Interbike was moved to the Reno-Sparks Convention Center (RSCC) in Reno this year, and held during the period of September 18-20. Many exhibiting vendors noted that the show as a whole was noticeably smaller, the Reno venue was a bit cramped, and the visiting crowds were also thinner. Looking ahead to the next few years, numerous vendors are apprehen-



▲ The size of the crowd at the registration area on the morning of the first day made it clear that attendance at Interbike was not up to expectations.



▲ The organizers made a conference room available for bicycle parking.

sive about holding Interbike in Reno.

According to DDK's USA Sales Manager, Julia Chao, DDK has twenty or thirty Latin American customers, who typically spent a day or two visiting Inter-

bike in the past, and then took a vacation in Las Vegas. Now that the show has been moved to Reno, most of these customers did not show up—only two or three Latin American customers were present. In addition, al-



▲ Visitors could also try out bicycles at the large open outdoors booths.



▲ LimeBike shared bicycles were visible everywhere in Reno and could be ridden free of charge the first time they were used by each individual.



▲ The excellent Outdoors Demo site was a mountain bike paradise.

though numerous vendors chose not to exhibit at Interbike, many noted that Outdoor Demo still had great appeal, and provided a great opportunity for vendors and dealers to enjoy some test riding. As a result, many participants spent most of their time at the Outdoor Demo. On the other hand, some manufacturers asserted that Interbike is a necessary show for companies that want to sell in the US market, or even in the Americas.

Approximately 80-odd vendors participated in the Outdoor Demo. Most of the bikes at the demo were MTBs, and e-MTBs. Most of the participants at the Demo who rode e-MTBs up the mountainside were impressed by their power and performance. This year's test riding site was excellent, but because of its large size and complicated routes, it was easy to get lost. In addition, large manufacturers such as Specialized and Giant were absent from the Demo, which left it smaller than in the past.

Where is the US-China trade war taking the market

The dominant topic of discussion at this year's show was the impact of the China-US trade war. The US began imposing a 10% tariff on \$200 billion worth of Chinese goods starting on September 24, and the tariff rate will be increased to 25% on January 1, 2019. These tariffs are having a direct impact on companies manufacturing in China; apart from forcing importers and vendors to negotiate the sharing of the increased costs, numerous importers have begun seeking other import sources in order to lessen the blow of the new tariffs. With regard to the tariff issue, Ann Chen of Velo expressed that practically everyone in Taiwan's cycle industry is facing this problem, and has a similar viewpoint. Velo has plants in Taiwan and China, and will ship products from either location depending on customers' requirements. However, due to a severe shortage of labor in Taiwan, it has

only limited ability to increase its Taiwanese output. It is generally believed that the fact that the tariff rate imposed in September was set at a relatively low 10% in view of the approaching Christmas season when consumers will buy large amounts of gifts—This rate will not have a major effect on retail prices. However, after tariffs are increased to 25% at the beginning of next year, sellers and consumers will find it much harder to absorb the increased costs. As a result, dealers will have to consider placing orders for products made in other countries. Taiwanese firms that



▲ The trade war between the United States and China—the world's two largest economies—is having a major impact on the plans of cycle firms in Taiwan.



▲ According to Kenda Tire Chairman, Jimmy Yang, it is inevitable that the cycle industry will move production to Southeast Asia.



▲ Electric MTBs were a focal point at this year's Interbike.

have established plants in China, especially those who are heavily dependent on the US market, are currently pondering whether to move production back to Taiwan, or establish plants in Southeast Asian countries, in order to ease the impact of the trade war.

According to Chairman Jimmy Yang of Kenda Tire, it is hard to predict the ultimate results of the trade war, because the struggle between these two great economic

powers is strongly affected by political factors. Because the United States is one of the most important bicycle markets, Taiwanese manufacturers in China largely hope to bring production back to Taiwan. But because production capacity in Taiwan is limited due to space restrictions and the difficulty of obtaining manpower, a considerable number of firms are also

planning to move to Vietnam. Because Vietnam has plentiful space and labor, as well as the absence of tariffs on exports to the EU and Canada, migration to Vietnam can be considered an inevitable trend.

The Outdoor Demo at Interbike 2019 will be held September 15-16, and the indoor show will be held September 17-19. 🌀

The electric bicycle area:



▲ KHS' electric fat tire bike.



▲ Haro's e-MTBs.



▲ Benno's e-bike can carry a lot of luggage.



▲ Haibike's e-MTBs boast flashy avant-garde styling.



▲ This e-Cyclocross model has a Yamaha motor.



▲ Totem exhibited several e-MTBs.



▲ With the addition of only a few small parts, Bengal's PM7 and PM8 adaptor base allows calipers for 180mm brake discs to accept 200mm or 203mm discs.



- 1 E-bikes were a mainstream part of the show, and KMC even displayed e-bike chains.
- 2 Q-Lite's "Punk" rechargeable tail light.
- 3 Ridea's ultra-large 16/20T rings are made from carbon fiber.



▲ Risebike displayed cranks.



▲ Great Yo chiefly makes sunglasses for children.



▲ Order Center exhibited several types of bags.



▲ MHL-Apex GM, Chang Chung-wen (left).



▲ Rodrigo Sales Managers, Chang Wen-feng (right) and Chen Ying-hsuan.



▲ Tai-World GM, Shih Sen-tien (first on right) is vigorously developing the company's US market.



▲ From left: Great Go President, Jung-Shan Hsieh; General Manager, Chi-Chen Fang; Executive Vice Presidents Niya Hsieh and Shawn Yang led the company's colleagues to participate in the exhibition, noting that this year's booth position and effect were good.



▲ Tsai Yuan-jung (right), Vice President in charge of sales at Chern Shiang, is shown with Pan Taiwan sales specialist Chang Chih-kai (left).



▲ DDK Manager, Michael Liao (right) with DDK's US agent, Tom Petrie (left).

Manufacturer In Taiwan

TITANIUM FRAME



BOSCH GEN2



鈦郁工業股份有限公司
ORA ENGINEERING CO., LTD



JIUN YIH BICYCLE INDUSTRIAL CO.,LTD.

SPECIALIZED IN FORK

JIUN YIH

PRODUCTS
2019



www.cwifork.com.tw



JIUN YIH BICYCLE INDUSTRIAL CO.,LTD.

竣益工業股份有限公司
JIUN YIH INDUSTRIAL CO.,LTD

No.66, Waipu Rd., Waipu Dist., Taichung City 438 Taiwan

TEL:+886-4-26833696

FAX:+886-4-26833698

E-mail:cwi88@ms27.hinet.net

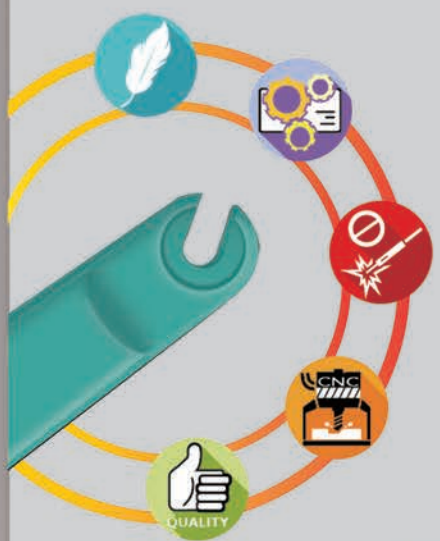




Liang Feng | Zhao Feng

Liang Feng

Zhao Feng



良豐機械股份有限公司
LIANG FENG MACHINE CO., LTD.

地址: 43770 台中市大甲區東一街3號
No.3, E. 1st St., Dajia Dist., Taichung City 437, Taiwan
Tel: 886-4-26820629 Fax: 886-4-26820609
E-mail: lfmcl.chen@msa.hinet.net

昆山兆豐金屬制品有限公司
KUNSHAN ZHAOFENG METAL PRODUCTS CO., LTD.

地址: 江蘇省昆山市玉山鎮玉城北路118號
No.118, Yucheng North Rd., Yushan Town, Kunshan City Jiangsu
Tel: 86-512-57617989 Fax: 86-512-57617990
E-mail: kszf_888@163.com

The Leader for Quality, Service, & Leadtimes



HUAHSINES



Taipei Cycle : I0501

華承工業股份有限公司
華承金屬製品(深圳)有限公司

<http://www.huahsines.com.tw/>

HUA HSINES MANUFACTURES COMPANY
.SHENZHEN.

TEL : 0755 - 27225278 . 27225378

FAX : 0755 - 27225778

E-Mail : huahsine@vip.163.com





Product ▶



We meet Just What You Need

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



HOPE Industrial Corporation



8-10Nm

QUICK RELEASE

your passion

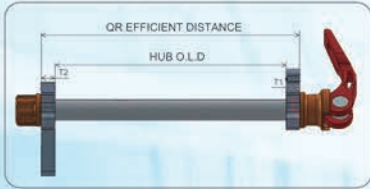


www.FULCHEE.com

ShunXin Shun XIN CO., LTD

舜新

No.30, Ln. 530, Guangxing Rd., Taiping Dist., Taichung City 411, Taiwan
 Tel:886-4-22711688 Fax: 886-4-22711677 E-mail: mounkuang@sxmetal.com
 Executive: Mr.Chang, Ms.Hung www.sxmetal.com



US Patented : 8,573,879 B2
 Taiwan Patent : M 425185
 360° Fine-tuning Quick Release
 Rotating adjustment mechanism
 Adjustable at any angle

Auto Invisible Handle
 Pat Patent.



Allen Key Hollow Axle

REX Ø12 AND Ø15

G12 AND G15

XD12 AND XD15

X12 AND X15



IH-12 AND IH-15



AH-12 AND AH-15



TA-12 Hub Axle



XD9 AND XD10



XD12 AND XD15



X12 AND X15



15TH ANNIVERSARY
INTERNATIONAL BICYCLE TRADE SHOW

VELO PARK



FEBRUARY 7-9

MOSCOW, ECC SOKOLNIKI, PAVILION 4

www.bikenews.online

rte
exhibitions

Michael Tseng: Taiwan Striving to Become the High-end E-bike Export Kingdom

Text & Photos: Editorial Dept.



▲ Michael Tseng believes that Taiwan can become the “world’s high-end e-bike export kingdom!”

This year is a time of hardships and challenges for Taiwan’s cycle industry. In the face of slumps in the European

and American traditional bicycle markets, the impact of shared bicycles in China, the EU’s e-bike anti-dumping in-

vestigation, and the US-China trade war, the bicycle industry can only grit its teeth and try to make a new breakthrough. Merida has been constantly increasing e-bike exports from its Taiwan plant, and the unit prices of its exported e-bikes have also been rising steadily. As a result, the Merida Group has managed to increase revenue in the midst of adverse conditions, and it is now the leading bicycle company on Taiwan’s Stock exchange. According to Merida President & TBA Chairman, Michael Tseng, Taiwan’s bicycle industry must continue to put great effort into innovative R&D, and seize leadership and new opportunities in the e-bike market. If this can be done, Tseng believes that Taiwan can become the “world’s high-end e-bike export kingdom!”

Thanks to its rising e-bike export volume, soaring export unit prices, the fact that its e-bikes are all produced at its Taiwan plant, and the regular bicycles produced at Merida’s plant for export to the United States are few, the impact of EU’s provisional anti-dumping

tariff on imported e-bikes and the US-China trade war is minimal, and Merida has even succeeded in increasing its revenue during the year. President Michael Tseng pointed out that the Merida Group produced a total of 920,000 bicycles through September this year, and although this was a slight decrease of 5% compared with the same period of last year, total sales revenue actually grew by an amazing 20% to NT\$19.9 billion. The average unit price of exported e-bikes made at the company's Taiwan plant surged to US\$976, which represented an increase of 19.5% compared with the same period last year. The Group has sold 110,000 e-bikes—which are becoming its biggest money-earners—during the year to September, and this figure represented a huge 77% increase compared with 2017. E-bikes also accounted for 57% of the Taiwan plant's total exports of 195,000 units during the first nine months of 2018. Furthermore, in order to serve its main markets near at hand, Merida has begun assembling e-bikes in Germany, and sells 15,000 German-assembled e-bikes annually. Looking ahead to 2019, Merida hopes to keep output steady while continuing to increase sales and average unit price.

Taiwan exported a total of 1.66 million bicycles during the first nine months of 2018, and this figure represented a slight



▲ Looking ahead to 2019, Merida hopes to keep output steady while continuing to increase sales and average unit price.

(6.9%) decrease compared with the same period of last year. The total value of Taiwan's bicycle exports in 2018 to September reached US\$1.09 billion, which was an increase of 14.2% compared with the previous year. The average unit price of exported bicycles during the first nine months of 2018 was US\$659, which was up by 22.66% compared with the same period in 2017. Total e-bike exports reached 195,000 units during the first nine months of this year, and this figure was up by 47.9% compared with the previous year. Taiwan's e-bike exports had a total value of US\$270 million during this period of 2018, which represented an increase of 51.8% compared with the same period of 2017, and the average unit price of exported e-bikes rose by 2.64%, reaching US\$1,343.

At a time when Taiwan's bicycle industry faces unprecedented challenges, speaking in the role of TBA chairman, Michael Tseng called on manufacturers to actively seize e-bike opportunities, and asked parts and components producers to continue their innovative R&D and seek to boost the competitiveness of their e-bike components. TBA (Taiwan Bicycle Association) will strive to enhance the industry's e-bike hardware and software integration capabilities, and seek to make Taiwan the world's high-end e-bike export kingdom. In addition, as manufacturing conditions in China continue to deteriorate, and costs continue to rise, TBA suggests companies look for other solutions to minimize the risk and also invest more in Taiwan. 🌀

Giant Promotes a Short Supply Chain

Text & Photos: Editorial Dept.

In the face of steadily rising manufacturing costs in China, high trade barriers erected by Europe and the US, and the need for quick deliveries, Taiwanese bicycle manufacturers in China are feeling an irresistible pull to return to Taiwan, and supply chains are experiencing unprecedented challenges. As the industry's leaders, Giant Group President, Bonnie Tu and CEO, Young Liu have stepped into the fray by lending their full support to an ongoing short supply chain revolution, and have embraced a spirit of triathletes as they lead Giant to new successes.

According to Giant President, Bonnie Tu, in a traditional supply chain model manufacturers perform purchasing and production wherever prices are lowest. As a result, Taiwan's manufacturers have led a nomadic existence, moving their production sites from Taiwan to China, and from there to Southeast Asia. In the face of consumers seeking novelty and individualization, nowadays customers worldwide all hope to place orders today and receive deliveries tomorrow. But because supply chains have be-



come too long, manufacturers are no longer able to respond to the market's demands quickly, and also face the unpredictable threat of trade barriers.

As a result of these problems, Giant has been promoting a shorter supply chain, and trying to move operations closer to its markets. Apart from its

plant in the Netherlands Giant also plans to open a plant in Hungary as it strives to shorten its supply chain and boost its competitiveness.

President Tu noted that because companies could previously rely on production in China to sell their products around the world, and as a result, Giant established six factories in China. China has made a huge contribution to Giant's position at the top of the world's bicycle ecosystem. But nowadays buyers want real-time supply, local production, quick response, short supply chain supply, and, even more importantly, digital marketing and integrated online customer service and communications, which has forced manufacturers to embrace automation and customization in order to satisfy customers' needs.

Addressing the China-US trade war, CEO Young Liu frankly admitted that Giant's plants in China will sooner or later lose orders. In the final analysis, business is business, and the changes wrought by the trade war are not necessarily bad things. For one thing, by forcing them to expand their horizons, customers are learning to distinguish good from bad. And only by considering where their markets are and where their factories should be located can companies achieve lasting success with their over-



▲ Giant Chairperson, Bonnie Tu, who loves to ride bicycles, is fully committed to promoting a short-chain supply for enhanced competitiveness.

seas investments. Giant's establishment of a plant in Hungary is motivated by its hope to move operations closer to its European market, and since ASEAN is also an extremely large market, Giant won't rule out establishing a plant in Southeast Asia. However, it must ensure the sustainability of a new plant, and must con-

sider both domestic sales and exports.

Giant's Netherlands plant currently has an annual production capacity of 300,000 bicycles, and the company is also stepping up construction of its Hungarian plant, hoping to that it will begin production at an earlier date. E-bikes have become the biggest money-

spinners in the European market, and Giant currently has an annual production capacity of 500,000 e-bikes at its Chinese, Taiwan, and Netherlands plants. In the face of China's more stringent environmental requirements and the China-US trade war, Giant began reorganizing and consolidating its Chinese plants as early as two or three years ago. Looking ahead to the future, it hopes to maintain a suitable scale of operations based on the prevailing circumstances. Giant also expects its new Taiwan headquarters to be completed during the fourth quarter of 2019.

In the area of sports marketing, Giant plans to terminate cooperation with the Sunweb team by the end of the year, and begin a partnership with the CCC team in 2019. According to Bonnie Tu, Giant has constantly engaged in R&D and introduced new products, its products have performed superbly in international competition, and it is in debt to the teams and cyclists it sponsors for their feedback. In the future, Giant will continue to provide the best possible products, and hopes to share in the reflected glory of the world's finest riders. Young Liu noted that apart from continuing to promote its brand, it will also try to project a youthful image, and hopes for even better communication with the younger

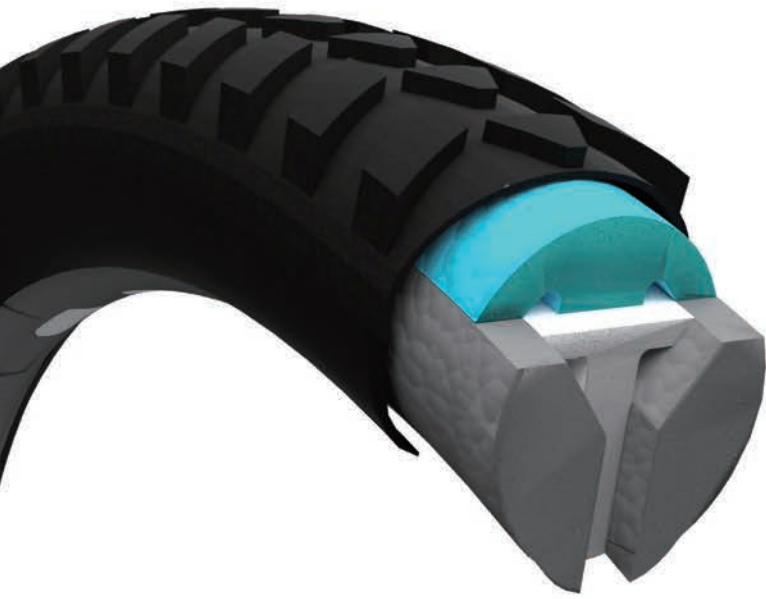


▲ Giant CEO, Young Liu strives to project a youthful brand image for Giant, and hopes for even better communication with the younger generation.

generation.

Having taken the helm at Giant in a time when the industry is facing unprecedented crisis and challenges, Bonnie Tu and Young Liu both exclaimed that they feel fortunate to have been given such heavy

responsibilities. Thanks to their complementary talents, Bonnie and Young have lightened their loads by sharing their duties, and look forward to leading the group through the many trials and tests that it confronts. 🌀



AIR FÖM

A Revolution in Airless Technology for Bicycles.

No More Flat Tires

Its not a foam tire. Its not a rim protector. Air Fōm is the first true full foam insert for a broad range of tire sizes and cyclists.

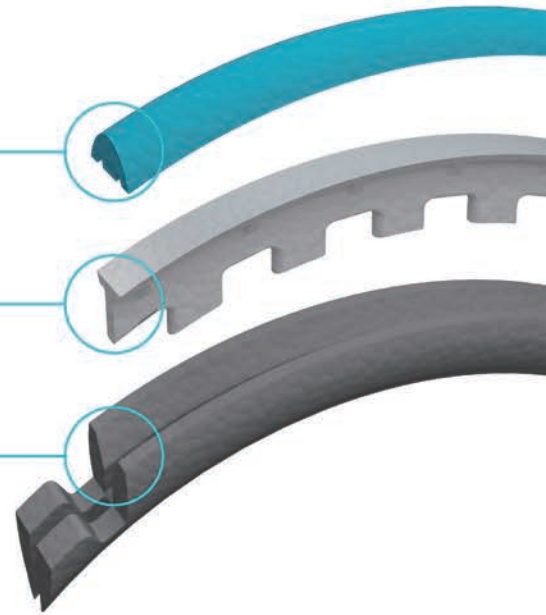
- ✓ Precision Molded
- ✓ Fully Recyclable Materials
- ✓ Three Layer Construction

Air Fōm is for After-Market distribution through IBD dealers, OEM specification, and Share Bike applications. Air Fom is perfect for Cargo Bike, E Cargo Bike and E Bike applications.

Energy

Backbone

Foundation



Contact [Air Fōm](#) for further information

✉ mark.peterman@air-fom.com

📍 2F., No.51, Darong W. St., Xitun Dist., Taichung City 407, Taiwan

☎ +886-4-2310-2552



Made In Taiwan
Patent Pending Worldwide
www.air-fom.com



Hermes Chang: Ideal Transformation

Text & Photo: Editorial Dept.

This year was a challenging time for the cycle industry. Starting last year, Ideal embarked on a bold transformation, which entailed large losses after the company shed 80% of its OEM orders for low-price and mid-price bikes made at its Dongguan plant. According to President Hermes, while the transformation inflicted a lot of suffering, the company's direction is correct, results are positive, and things will get better in the future.

Reshuffling bike markets

Chang added that the flood of shared bicycles in China affected sales of mid-/low-price bicycles in China and even globally. In addition, other factors such as the surging popularity of e-bikes in the EU and international trade barriers and anti-dumping tariffs have initiated a rapid reshuffling of bicycle markets—this is the challenge that the cycle industry currently faces. Seeing last year that the rise of e-bikes was an unstoppable trend, Ideal decided to transform itself. In order to make up for lost time, and address labor shortages and environ-



▲Hermes Chang believes that since future e-bikes will require greater precision and tougher safety standards, Taiwan's OEM manufacturers must join forces to fend off competitors.

mental protection problems in China, Ideal abandoned 80% of its OEM orders for low-price bikes made at its Dongguan plant, and made production of e-bikes and high-end

frames of suspension bikes its core competitive feature. Apart from a sudden drop in revenue, a series of excess capacity caused Ideal's Dongguan plant to suffer major

losses. Hermes Chang nevertheless emphasizes that in spite of the pain inflicted by the company's transformation, after a year of intensive effort, Ideal is beginning to realize brighter prospects. During the second half of 2018, Ideal teamed up with several European brands to jointly develop high-unit-price e-bikes, and has begun shipping products, as well as receiving orders for next year. As a result, Ideal's outlook now looks excellent.



▲ Ideal President Hermes Chang says that "Transformation is painful, but the final results are good. I believe that things will get better." (Translation)

Euro-centric e-bike market

According to Hermes Chang, the center of e-bike assembly is certain to shift to Europe in the future. Thanks to its existing plant in Poland, Ideal is well-placed to respond to the needs of the European market, and it plans to expand this plant and boost e-bike capacity. Another facet is that the EU's e-bike safety requirements are becoming increasingly strin-

gent. For instance, next year's EN15194 safety specifications will be especially strict, and will mandate rigorous testing, more complex communications protocols, third party liability insurance, and an energy storage protocol. As a result, the technical threshold for e-bikes will be even higher, and the industry must develop in a manner following the model of the auto and electronics industries.

More complex production processes

As a consequence, Chang feels that future e-bikes will require greater precision and higher safety standards, which will force assembly plants to leave pure assembly behind and branch out into EMS, OEM, and ODM business models. Additionally, as production processes become more complex, manufacturers will have to shift to producing smaller batches of varied products, which will make their work more difficult. Chang believes that since Ideal no longer has the ability to keep up with this trend, it must form alliances with companies in the electronics industry in the future, or even cooperate with others cycle firms in e-bike assembly. 🌀



▲ Ideal Poland.

Magura Celebrates 125th Anniversary

Text & Photo: Editorial Dept.



▲ After many years of apprenticeship, Fabian Auch has begun to take on the responsibility of the group's development. He is the fourth generation of his family to represent the company.

This year marks the 125th anniversary of Gustav Magenwirth founding a factory to produce gear racks for steering columns in the small town of Bad Urach at the foot of the Swabian Alps. The company, which took its name from the first three letters of Magenwirth and Urach—Magura, has grown steadily from its modest roots and is now regarded as a worldwide leader in the design and manufacture of hydraulic brak-

ing solutions and other components for bicycles.

The Fourth Generation

The current CEO of Magura, Fabian Auch, is the great-grandson of Gustav Magenwirth, and is the fourth generation to represent the family in the company. Gustav had three daughters. One of these, Martha, took over the company when Gustav passed away, and built up the business

which he had founded. Martha's son, Werner Auch, then took over as general manager, a position which he held for 35 years. Although he is still a shareholder and adviser to the company, about 7 years ago, Werner Auch stepped back and left family representation in the day-to-day running of the company to his son, Fabian.

After graduating university with a degree in economics, Fabian Auch spent time developing

his business acumen at several companies outside the bicycle industry, following a path he describes as fairly standard in Germany for entering a family business. First, he worked at Coca Cola's German headquarters doing financial planning and forecasting. After five years, Fabian moved to a smaller German company manufacturing cleaning and landscaping machines where he worked as a product manager. Finally in 2011, it was time for Fabian Auch to move back to Southern Germany to work at Magura and gain a practical insight into each of the group's companies.

At Magura, he started working on the financial side before switching to become joint GM of Magura Bike Parts, the aftermarket arm of Magura's business. Fabian then took over at sister company Bebro, which offers production and services in the electronics market. At Bebro, Fabian was able to learn their business from an operative side instead of merely as a member of the advisory council. Finally, in July of this year, Fabian moved back to both Magura, and its holding company, where he works as one of two general managers.

Magura today

Today, the company employs over 500 people worldwide. About 80 workers are employed at the group's Asia

plant in Taichung, Taiwan, and 30 employees are based in the USA facilities. The rest are employed in three locations in Germany. Looking after administration, marketing and development, Magura's group headquarters is still situated in Bad Urach, where workers can light-heartedly boast that "they work where other people come for vacation." In 2011, a new manufacturing plant was built 7 km away in Hengen. 7km away from Bad Urach in the other direction, a third German factory specializes in the production of composite products and is located in Hülben.

Magura's Asian office started out looking after sourcing and after-sales service. From that, it grew into a production facility to supply Taiwan's OE customers some of whom were requesting six-day delivery times. Currently, Magura Asia manufactures brakes and suspension forks for OE customers.

80% of Magura's bike business is OE driven and 20% aftermarket sales. Fabian Auch estimates that more than 50% of total Group turnover is from the bicycle segment.

Magura's main market is in Europe due to the continued strength of the rim brake market in Germany, Switzerland, Austria and the Netherlands. After that comes the Asian market with Magura being able to benefit from increased development of Asian markets.



▲ Fabian Auch is the fourth generation of his family to represent the company.

Core values

All the shareholders, beginning with Gustav, and then his daughters followed by their son and continuing with Fabian and his sister have always tried to keep Magura healthy and grow the company sustainably in both turnover and profit.

Additionally, Magura employees tend to be very loyal to the company both in good and more difficult times. The reason for this loyalty is that the Magura family makes a conscious effort to take care of them. During the second World War, Magura sent out care packages to the families of employees that went to war. Magura tries to help its employees out both at a business and personal level.

Magura's workers, from management down, have been flexible and able to react to changes coming from the market or other external sources. As an example of this flexibility, at its inception in 1893, Magura did not manufacture bicycle products but rather products for motorcycles. Eventually, the motorcycle market in Germany decreased, and so Magura started supplying products to the automobile industry. From there, Magura started developing a brand name in order to gain a competitive edge in the market. Magura only entered the bicycle market with a hydraulic rim brake in 1987 and the bicycle segment has since grown to the pre-eminent position it currently occupies in the marketplace.

Products

Apart from hydraulic rim brakes, other historical milestones have included innovations like the first electronic



▲ Magura wireless dropper Vyron.


▲ To celebrating its 125th Anniversary, Magura launches its limited edition MT 1893.

suspension fork adjustment 'Elect', which was presented as a world innovation in 2013. In recent years, Magura has increasingly been involved in the electrification of the bike sector. In 2016, the world's first wirelessly adjustable seatpost – the Vyron Elect – set new standards, becoming a highly successful product on the cycle market.

Magura bicycle products have typically been used on MTBs, but with the growth of

the e-bike market, the company's focus has also turned to electrically-assisted vehicles. Recently the company has entered into co-operations with both Bosch and Brake Force One to develop anti-lock braking systems primarily aimed at burgeoning e-bike market.

Fabian Auch noted that the company has also seen a growth in the cargo bike market for urban transportation of goods and last-mile deliveries. As more and more European cities are banning or considering banning diesel vehicles in cities, companies are increasingly looking at electrically-powered vehicles with two, three and four wheels.

No matter the trends of the future, Magura is determined not to compete on price levels with its competitors. Instead, the company is dedicated to relying on innovation, technical leadership and performance with products developed for mid- to high-end bikes. 

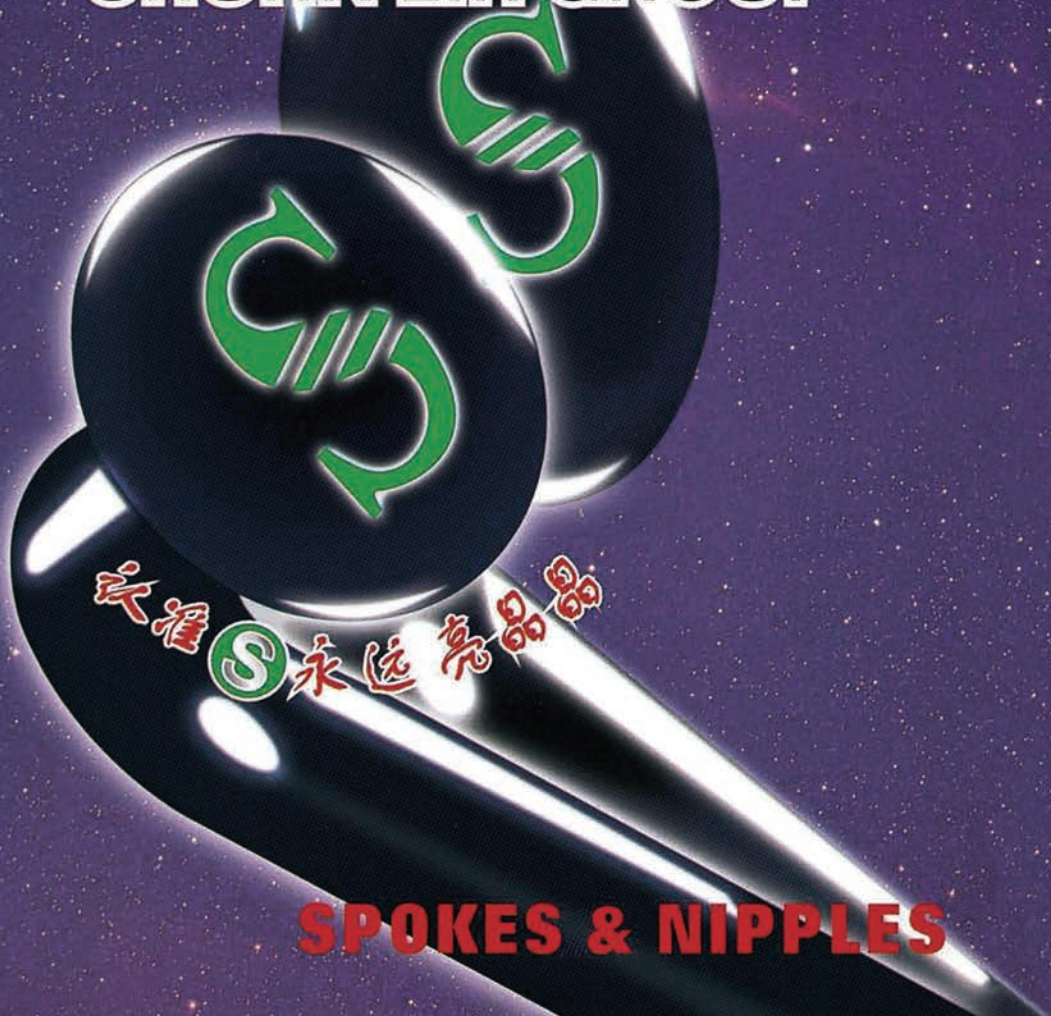


▲ Magura headquarters in Bad Urach, Germany.

SLE[®]
SPOKE

顺立集团

SHUHN LIH GROUP



SLE[®]
SPOKE

SPOKES & NIPPLES

顺立車業股份有限公司 (臺北)

SHUHN LIH ENTERPRISE CO., LTD.(TAIPEI)

新北市板橋區漢生東路268號25樓

25F, No.268, Hansheng E. Rd., Banciao Dist., New Taipei City, Taiwan

電話(TEL): 02-26685480 傳真(FAX): 02-26685460

順久自行車配件(深圳)有限公司

SHUN JIU BICYCLE FITTINGS(SHENZHEN) CO., LTD.

廣東省深圳市寶安區松崗街道碧頭社區第三工業區

3rd Ind. Area, Bi Tou Village, Song Gang St, Bao-An District, Shenzhen City, Guangdong Province, China

電話(TEL): 86-755-27130362 傳真(FAX): 86-755-27130366

昆山順得利金屬有限公司

KUNSHAN SUNTORI VEHICLE METAL CO., LTD.

江蘇省昆山市蓬朗鎮昆嘉高科技工業園區郭澤路158號

No.158 Guo Ze Rd., Kunjia High-Tech Industrial Zone, Penglang Town, Kunshan City, Jiangsu Province, China

電話(TEL): 86-512-57618989 傳真(FAX): 86-512-57619666

天津順大金屬制品有限公司

TIANJIN SHUNDA VEHICLE METAL CO., LTD

地址: 天津市靜海經濟開發區南區泰安道 23 號

No. 23, Tai'an Street, the South Zone of Jinghai economic development, Tianjin, China

電話(TEL): 86-22-59588975-9 傳真(FAX): 86-22-59588973

E-mail: slesales@slespoke.com

For E-bike



EDA8807B-148



EDA8806B-M15-110

CHOSEN

CHOSEN CO., LTD.

chosen.twn@msa.hinet.net Tel:+886-4-758-8889 +886-4-758-8777



ASP7857BK-11S

TC



ASP7697BH-11S

150T

www.chosenhubs.com

Mark Peterman Launches

AIR FOM™

Text & Photos: Editorial Dept.



Industry veteran, Mark Peterman, is launching a new company at Taipei Cycle that will provide airless technology for all categories of bicycles. Air Fom is a product that can be used in any tire by removing the tube and installing the Air Fom foam inserts.

Air Fom will provide airless insert technology for all cyclists and can be installed at a local IBD for an affordable price. With pressure and ride performance close to air, Air Fom is a precision-molded, multiple-layer, hi-tech foam insert that can be constructed to simulate different pressures. The patent pending design also allows Air Fom to be lightweight. A 700 x 40c insert (60 PSI) weighs approximately 260 grams in comparison to the average weight of a normal 700 x 40c tube that is 160 grams. If a thorn proof tube is used as



a comparison, Air Fom weighs much less. Air Fom inserts are rated to last at least 5000 km and come with a one year warranty.

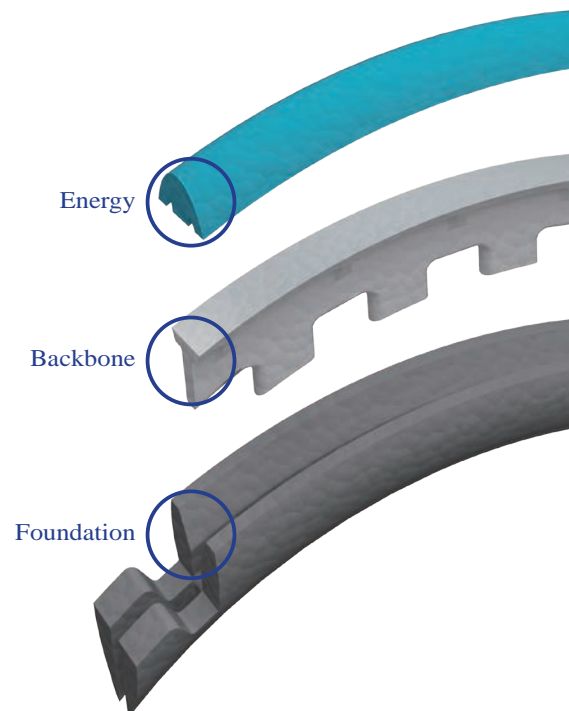
Peterman is leading a Taiwan based company that will design, manufacture and distribute the Air Fom product line globally. The product technology is patent pending with all products manufactured in Taichung, Taiwan using the latest in materials from Japanese sources.

All materials used in the Air Fom product are not cross linked and therefore are completely recyclable back to the original raw material for a fully closed product lifecycle loop.

Air Fom will begin manufacturing in Q4 of 2018 with shipments hitting shops early in January of 2019. The

product line will address all categories; Commuting, Urban, E-MTB, MTB and Gravel.

For distributor enquiries please visit www.air-fom.com 🌀



Pursue limit, quality assurance



● TAIPEI CYCLE 2018

● 10.31-11.3

● Nangang 4F L0006



JINHUA STARS ALLOY RIMS CO.,LTD

ADD:Hanxiang Jindong Jinhua Zhejiang China TEL:0086-579-82863555 82862899 82862679

FAX:0086-579-82863908 P.C:321032 E-mail:stars@stars-rim.com

www.stars-rim.com

www.yuhub.com.tw



Gravel bike

YU HUB INDUSTRIAL CO., LTD
info@wheelmate.com.tw
Tel: +886-4-8811738
Fax: +886-4-8812386

MASSTEC

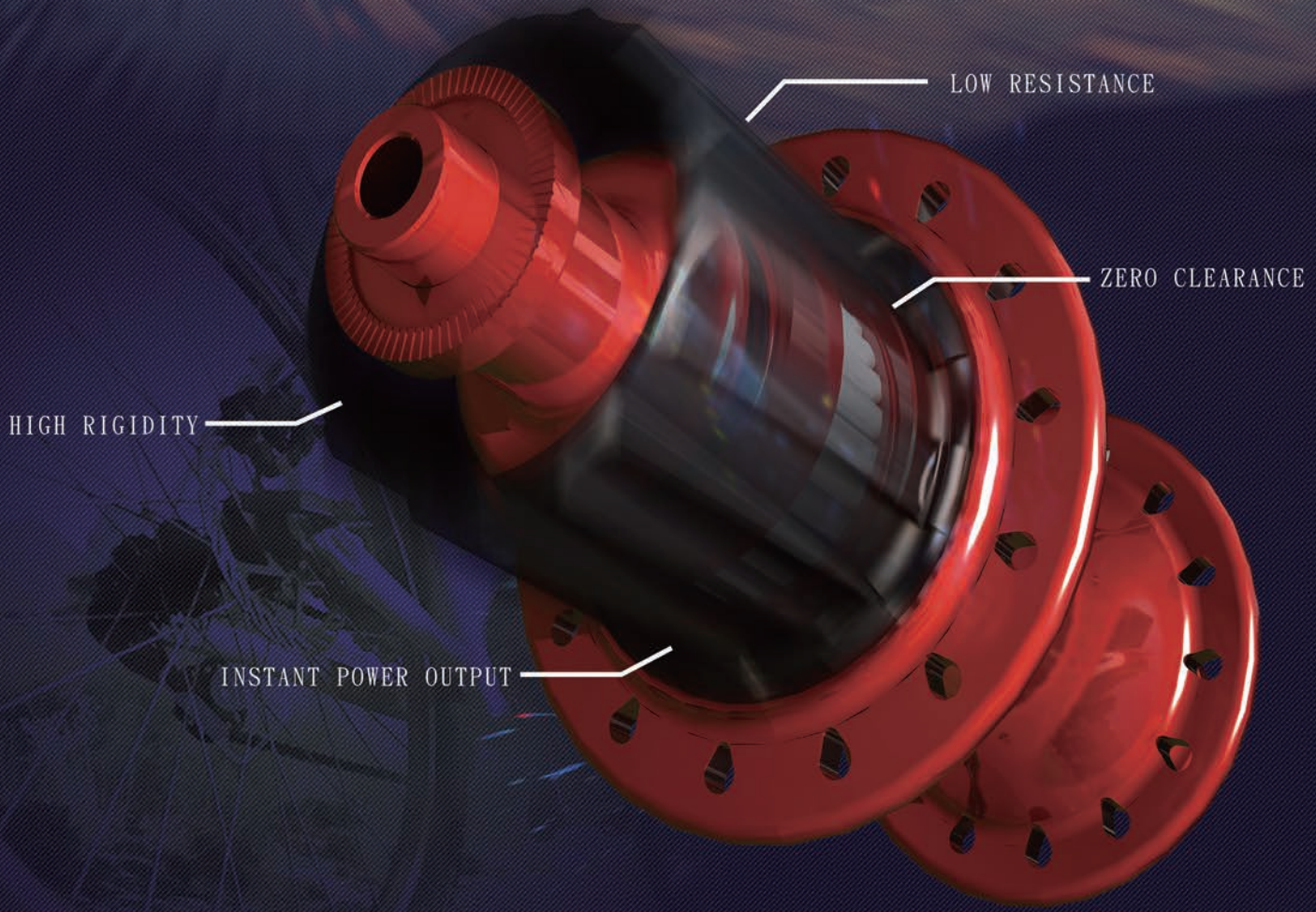
INSTANT POWER OUTPUT

ZERO CLEARANCE

HIGH RIGIDITY

LOW RESISTANCE

SILENCE



LOW RESISTANCE

ZERO CLEARANCE

HIGH RIGIDITY

INSTANT POWER OUTPUT

www.masstec.com.tw

TAI-WORLD MFG. CO., LTD.



Capture the Biggest European Bicycle Market



Trade Journal and online services

- The topical and independent journal for the bicycle trade in Germany, Austria and Switzerland
- Every two weeks fast and important information for bike retailers, buyers and sales staff
- Daily issues at Eurobike
- Receives highest retailers' attention and the best value for the readers
- The most comprehensive online services for the German bicycle business

Get the maximum response for your advertising money

Visit our new homepage:
www.sazbike.de

For more information contact:

Taiwan & China:
Wheel Giant, Inc.
Mrs. Grace S. Ruan
Tel.: ++886-4-7360794/7350500
Fax: ++886-4-7357860
rep@mail.wheelgiant.com.tw
www.biketaiwan.com

SAZbike
Mr. Eric Wollenberg
Tel.: ++49-89-74117-612
Fax: ++49-89-74117-129
wollenberg@saz.de
www.sazbike.de

Winners Announced for 2018 Taipei Cycle d&i Awards

Text & Photos: Editorial Dept.

Results are in for the Taipei Cycle d&i awards 2018, organized by Taiwan External Trade Development Council (TAITRA) and the Taiwan Bicycle Association (TBA), the awards have been executed by the iF Design Asia Ltd. for the seventh time.

45 entries have been recognized with the Taipei Cycle d&i awards 2018. Among them, eight most exceptional products are granted with a special honor—the Taipei Cycle gold award 2018. The special award, “Gold Award – Young Enterprise”, goes to one of the startup companies established after 1 January 2014. The winner of this special honor shall enjoy a promotion package free of charge.

120 entries were submitted to the competition this year. 30% of the entries come from overseas, which saw a slight growth in ratio from last year. Meanwhile, many products from overseas were designed and manufactured in Taiwan, which shows how much design and innovation of bicycle products worldwide rely on the complete and robust supply chain in Taiwan.

The Jury

Gathered in Taipei on 26 and 27 September 2018, the judging panel of the year was comprised of Dieter Fornoff (Puls




▲ The judging panel (from left): Francois Liang (Cycling & Health Tech Industry R&D Center, Taiwan), James Shyr (Huaren Technology R&D Company, China), Dieter Fornoff (Puls Produktdesign GmbH, Manfred Wang (Qisda Corporation; National Taiwan Normal University, Taiwan), Shikuan Chen (Compal Electronics Inc., Taiwan) and Ken O'Rourke (Kor-Design, Taiwan).

Produktdesign GmbH, Germany), Francois Liang (Cycling & Health Tech Industry R&D Center, Taiwan), James Shyr (Huaren Technology R&D Company, China), Ken O'Rourke (Kor-Design, Taiwan), Manfred Wang (Qisda Corporation; National Taiwan Normal University, Taiwan) and Shikuan Chen (Compal Electronics Inc., Taiwan).

Jury chairman, Francois Liang: “Many entries this year showed their diverse characters with the help of outstanding development capabilities and advanced technology, which echoes with the theme of the TAIPEI CYCLE show 2018. Complete bike makers are paying more attention to details and form design, especially

on special-purpose bikes. Components and parts are more functional oriented; bike engineering works are well-thought through to increase performance, such as weight reduction. An integration of mechatronics and applying the recent developed bike technologies on E-bikes and pedelecs is where the design and innovation of components and parts is going.”

Award winners will be honored and have a chance to celebrate their achievements on 30 October 2018 during the pre-show press conference of the Taipei Cycle 2018. All award-winning products will be exhibited at the trade show from 31 October to 3 November 2018. 



Merida Industry Co., Ltd.

One-Twenty

The all-new One-Twenty Carbon convinces with its all-round characteristics. Light and agile like a CC bike and capable on descents like an enduro bike. It is 400 grams lighter than the old frame and at the same time twice as durable in dynamic fatigue testing. Adjusted kinematics and geometry for better performance paired with a modern appearance are just some of the major features.



Wheeler Industrial Co., Ltd

I-Chaser LTD

I-Chaser offers an alternative to traditional bicycles by incorporating a powerful and efficient electric powertrain. Additionally, the I-Chaser is powered by a proven and reliable electric motor and battery from reputable motor and engine company, Yamaha. The I-Chaser features a premium-spec transmission with shifting handled by the robust Deore XT system from Shimano. The space-grade alloy frame, 4-bar linkage suspension, long 160mm travel and compatibility with 27.5" and 29" wheels means the I-Chaser is as versatile as it is capable.



SLO'O International

SLO'O Aegis Titanium Tour Bike

SLO'O Aegis Titanium Tour Bike is designed for travelers. Being able to overcome desperate situation and to provide utmost freedom to override obstacles, the design allows travelers to mount V, cantilever and disc brakes, to select from 700C, 650B and 26" wheels, and to be compatible with most derailleur system in case of emergency. Built from titanium, SLO'O Aegis also integrates a robust die cast front fork, integral adjustable rear dropouts, rack mounting holes, ergonomic seat, versatile handlebar, possibility of Dynamo Hub, and a newly designed titanium torque coupling that allows the bike to travel as regular luggage on airlines.



Coast Cycles Private Limited

Buzzraw X

Designed for the unconventional commuter, the Buzzraw X is both unique and practical. Combining suspension with fat tires, the Buzzraw X smooths out cobblestone roads and glides over potholes with ease. The Buzzraw X incorporates a unified rear triangle suspension design with flex stays, suspended on low-maintenance coil spring dampers. Focusing on bump absorption and braking stability, Coast Cycles also engineered its own “stiction-free” girder fork with constant trail geometry.



This is a dropper post that features adjustable suspension dampening travel by changing the air pressure inside the post. The multi position 1x lever provides flexibility to fit the lever placement for different riders, it offers horizontal and angle adjustment for ideal fit.



Multi position 1X lever



JD Components

YSP28P

Additional suspension function is added to a dropper post, broadening the application for other than MTB bikes. With the unique air pressure adjustable, suspension travel can be adjusted easily to fit with different riders' weight and preferences. The seatpost has passed ISO fatigue to fulfill safety requirement. The price is competitive compare to market with added value for suspension adjustability. A the unique adjustable air pressure offers ease to adjust the suspension dampening.

Link Chance Co., Ltd.

Hawkvi Ultrapex UT3

Link Chance wanted a high-profile wheel that would set new benchmarks in toughness, crosswind conditions and comfort. Its Hawkvi Ultrapex UT3 combines Aero shape carbon spokes with new technologies to give just that. Adding graphene and high TG resin to the carbon rims, the braking temperature is effectively reduced thereby increasing the braking force.



HL Corp (Shenzhen)

Evo

The Evo seat tube clamp is locked by an eccentric mechanism, with a convenient one-handed handle designed to easily lock the seat tube. The height markings, laser-etched onto the seat tube, are accurate to the centimeter. The user adjusts the seat tube to the most suitable sitting height with reference to the height tick marks to experience the best riding effect. This seat tube clamp has been widely used in urban lightweight bike models.



Giant Manufacturing Co., Ltd.

Recon Light System

All Recon series headlights are ANSI standard approved. Giant’s Electronic Control Design (ECD) generates a constant electric current throughout the complete runtime cycle; this helps to maintain stable lighting levels during use and provides longer high-lumen output versus competitors. ECD will automatically switch to flash mode when power begins to get low and helps maintain lighting for at least 30 minutes. This prevents the head light from turning off when battery power is low.



Jaeger Technology Co., Ltd.

Electroluminescence Decal

The EL Decal can be non-film based and a sticker. Jaeger combined digital printing with the EL Decal, so a pattern can be printed on it and made more refined. Customers can design their product by themselves.



Bicycles

Dare-Bikes

GFX

GFX has an adjustable rear dropout system, V-CS, capable of 10 RC length settings from 410 to 425mm. A shorter RC allows more power to be transferred to the rear wheel while the longer RC length results in more stability, and fits larger tires that work nicely on rugged terrain. A lengthened RC also provides a higher center, which can lower the whole bike’s center of gravity when attaching larger tires. The seat tube includes Flake Ar-



mor, carbon fiber with a flexible structure, that increases the effectiveness of shock absorption. Furthermore, the Di2 battery is

mounted inside the downtube, maintaining the bike’s clean aesthetic while still allowing for seat post adjustment.

Bicycles

EMP, Inc

Nara



When riding a normal e-tricycle, the centrifugal force created when turning can be unsettling. To solve this situation, EMP invented a stabilizing system, to combine with its tiltable tricycle which smooths out the centrifugal force when turning, to giving a feeling similar to riding on two wheels but with more stability. The company designed this tricycle with multi-purposes: It is suitable for carrying children (Mamachari bike), yet a quick replacement of the child seat with a basket, it can become a shopping bike.

Chuhn Chuan Corp.

X-mini 4

The X-mini 4 is specifically designed for children from 4 to 9, with a height between 90 to 140cm. Inheriting features from the X-mini series, it can be adjusted to a 14, 16 and 18-inch bike with a standard 16-inch wheel set. It features a patented frame design that can be extended by 2 inches and an adjustable front fork and saddle.

The 'no-weld' design contributes to its simple but elegant appearance while a belt drive system reduces weight and also provides quiet riding. Specially designed training wheels allow balance practicing for children, while maintaining a distance from the ground to ef-



fectively reduce the reliance on these support wheels.

Liven Sports Mfg.(Xiamen) Co., Ltd.

4 in 1 Ultimate Bike

This design redefines the structure and appearance of the walker for different needs. This stroller has both tricycle and walker modes, which can meet the different needs of children of different ages through simple operation. The body design is beau-



tiful and has a variety of color choices. The grip and seat cushion are made of soft material, which is comfortable and safe. At the same time, the height of the handle and the cushion can be adjusted to allow children to ride more comfortably.

Giant Manufacturing Co., Ltd.

Langma Advanced SL

Impeccably handcrafted for the toughest climbers, aspiring racers, seasoned competitors and passionate cyclists alike, Langma is the secret weapon for charging the breakaway. Langma is programmed for both prolonged uphill efforts and quick accelerations so riders can conquer the steepest climbs, power through flats, rail technical descents, and attack the group! This bike is a true companion for a determined rider.



Components & Parts

Vision Tech USA

Metron TFA Aerobar

The Vision Metron TFA was developed “fit first” with the biggest fit range available in the market. Utilizing both CFD and FEA analysis, Vision Tech created an aero cockpit that is cutting edge aerodynamically and has structurally stable supports and hardware. The patent pending Snakebite stem allows for a flip-

able base bar and maintains a secure stem and bar attachment. The integrated stem cavity also has space for a Di2 junction box and internal shift wiring and brake cabling. Fit adjustment is easily done with no occluded bolts, and it has normalized fit increments in stack, reach and



width which allow riders to fine tune their fit on any bike.



Neco Technology Industry Co., Ltd.

Neco5+

The Neco5+ Manual pedal uses a securing latch which allows the pedals to be mounted and removed from a bike without the use of tools. This provides two main advantages: Firstly, when storing a bike or putting it in the trunk of a car, the pedals will not take up space—this is especially useful for folding bikes. Secondly, after a rider parks the bike, the pedals can be easily removed to reduce the chance of the bike being stolen. Other features include a pedal body made from aluminum, a spindle made from chromoly, and sealed bearings.

Components & Parts

KMC Chain Industrial Co., Ltd.

Z1eHX

KMC's Z1eHX e-bike chain has a specific design to maximize performance when paired with single speed and IGH e-bike central motors. Unique O-shaped plates offer 15% more plate surface than traditionally shaped plates allowing for improved chain ring engagement and perfect e-bike power transmission. Mid-motors inflict a huge force on chains, therefore, the Z1eHX chain has been designed with a tensile strength of over 1,100kgf, exceeding international standards by over 33%. Additionally, inner chamfering balance the plates to enhance drivetrain harmonization, reduce noise, and provide smoother operation.



HL Corp (SHENZHEN)

Zero

JL Corp's Zero aero road bar & stem features a wider bar bore to easily equip accessories, inner cable routing for brakes & derailleurs (Mechanical & Di2) systems, and barend for Di2 Junction (EW-RS91). The bend in the bar is down & outward to give

good sprinting control and it also molds with the triangle shape to give better aerodynamic & ergonomic holding for sprinting & cruising.

The stem is made with an innovative trapezoid 3D forging process and integrates beautifully



with modern frame designs. It also features an integrated cap, spacers & top cover, and Shimano Di2 inner cable routing.

HL-Corp (Shenzhen)

SPD-600

The height of SPD-600 can be adjusted at will to achieve the most comfortable riding condition for different riders. Only one hand is required to push the oil and gas pressure regulating rod to achieve the rapid and random lifting of the cushion. HL Corp also state that "Free positioning of arbitrary and smooth going up and down, strong positioning lock, quick opening or locking. Patented anti-theft seat clamp & screw cap & Y type screw, the way of locking and biting the screw cap with beam fastener to achieve the anti-theft function."



Wellgo Pedal's Corporation

Thrust Arrow

The innovative design of Wellgo's Thrust Arrow pedal allows Q-Factor adjustments on each pedal with its modular design. It will allow dialing in your knee tracking and pedal stroke accurately within 53mm to 59mm for optimal stance. By releasing just 1 screw and following the scale, riders can easily adjust to their ideal Q-Factor without using washers. The pedals also feature Xpedo's race-proven triple-bearing design along with a solid 62mm cleat contact area for maximum power transfer.





Digirit Industry Co., Ltd.

Full Carbon Chainring

Digirit claim its Full Carbon Chainring is the world's strongest complete carbon fiber chainring. Utilizing a special laminated structure, a metallic powder-based coating, and in-situ molding technology, Digirit's carbon chainrings offer outstanding durability. The company claims that "real-world" scenario testing concluded that the carbon fiber chainrings offer superior wear to alloy chainrings.



Zeno Bicycle Component

SpeedLink

SpeedLink's hydraulic connector system makes hydraulic systems easy to set up. The connector only needs a few steps to set up and offers easier maintenance without the need for special tools. SpeedLink is reusable and end-users do not need to make a repeat purchase for each repair. SpeedLink solves the problem that both bike shops and end users face—not only from function but also from cost.



Satori

Glider II

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

Satori

S'presso-R

The S'presso-R is an innovative dropper seat-post remote lever designed for road bike drop handlebars.

Traditional remote levers are mounted on the top section of the handlebar, which requires the rider to move their hands away from the brake lever to operate the remote lever. This can be dangerous if the rider needs to operate the remote lever in traffic or rough conditioned road surfaces. S'presso-R is mounted below the brake lever bracket, enabling the rider to operate this remote lever while keeping their hands on the brake lever, allowing the rider to react to any traffic happenings or road conditions.



Components & Parts

Foss Worldwide Inc.

Zero Drag Silent Hub

The Zero Drag Silent hub enhances the comfort level of a ride, and prevents users from getting tired so quickly. The design reduces both the amount of noise and drag's level through reduced hub ratchet drag. The hub can be maintained easily and quickly.



Vazalab

B3F Seatpost

Vazalab has studied bike-fit and riding motion for more than 10 years, and its B3F suspension seatpost is designed to increase speed and reduce rider pain. The seatpost contains inserted Formega (Elastic rubber) which can provide a 3-axis motion pedalling more naturally due to synchronized movement of the bike saddle and the hips. It is a patented technology and provides better cornering performance. The power generated by contraction and extension of the Formega increases the power of pedaling.

Tektro Technology Corporation

E-MTB Hydraulic Disc Brake

With the introduction of eMTBs, riders can go farther and faster than ever before. Tektro's E-MTB Hydraulic disc brake utilizes a completely new design to offer a brake engineered specifically for eMTB. As weight is a less predominant factor in e-bikes, rotor thickness was expanded to 2.3mm – lowering heat buildup by 8% and reducing rotor deformation by 15%. The caliper was designed specifically around 2.3mm thick rotors. The caliper utilizes an open top design for easy pad replacement when working with the added weight of an eMTB. The caliper also features hybrid pistons offering the ideal blend of



lightweight heat management and smooth reliable actuation.

WTB

TCS 2.0

TCS 2.0 is a robust, easily installed and dependable tubeless system. A recessed channel along the center of TCS 2.0 rims allows installation of an all-new Solid Strip, which prevents tubeless tape from sagging at the spoke holes and results in a smooth, consistent interface between the tire and rim. The smooth interface prevents air from escaping at each spoke hole and therefore requires less air to mount the tire, which can now easily be done using a standard floor pump. The durable Solid Strip also eliminates any possibility of a broken spoke puncturing the tubeless tape and causing the system to lose air rapidly



Vazalab

B3F Brompton Pentaclip

Vazalab has studied bike fit and riding motion for more than 10 years, and its B3F suspension seatpost is designed to increase speed and reduce rider pain. The seatpost contains inserted Formega (Elastic rubber) which can provide a 3-axis motion pedaling more naturally due to synchronized movement of the bike saddle and the hips. It is a patented technology and provides better cornering performance. The power generated by contraction and extension of the Formega increases the power of pedaling.



Token Products Inc.

Push''n-Turn Expander

Token has entirely re-designed its headset expander so that it is easier and quicker to use, very light (19.5g) and has fewer parts than ever.



Kind Shock Hi-Tech Co., Ltd.

LEV Integra 272

KS further expands dropper post usability by offering LEV Integra 272 in 120mm travel option. Developed for XC MTB to keep riders fast and safe, the LEV Integra 272 utilizes an updated hydraulic cartridge with refined piston design and air-to-oil volume ratio for optimal actuation in a 27.2mm diameter form factor. KS's patented one-way roller clutch bearing combined with updated brass keyways keep rotational and lateral free-play to an absolute minimum.

Peripherals & Accessories



Nuvo Ent. Co., Ltd.

GTM-BC946P

This is a 2-in-1 bottle cage from Nuvo that can hold both a water bottle and a hidden tool kit.



Meachow Technology Co., Ltd.

ME-002

Meachow’s Bike Mirror effectively enhances the safety of riders during both daytime and at night. A coating on the lens diminishes glaring reflection, and the mirror arm folds upon impact to prevent its damage and harm to the rider. The mirror fits various types of bike, and it is easy to remove the mirror from a bike and install it on another. The frame and arm are made from an eco-friendly material that is impact-resistant, shock-absorbing, and effectively lessens possible harm to the rider upon impact.

SKS Metaplast Scheffer-Klute GmbH

Airstep

The new Airstep combines the virtues of a classic foot pump with the high technology by “Made in Germany”. Materials of the highest quality, a well thought-out construction and user-friendly features such as the large pressure gauge and the integrated storage space for the hose give a completely new experience.



Due to the ergonomic operating of the robust aluminum foot step the Airstep is able to reach the highest possible effective pumping pressure up to 7 bar effortlessly. Fast, comfortable and easy. Inflating has never been simpler and easier for the backbone: truly “air-gonomic”

Emfiss Inc.

Transformer tool

Emfiss’ Transformer Tool is a new tool system designed with the urban bike rider and everyday commuter in mind. Nowadays, most companies are trying to make multi-tools as small as possible and adding an increasing number of features. While the user has more functions at their fingertips, the functionality of each one is reduced, leading

to several key problems. Firstly, a lack of leverage. Secondly, a tool that is difficult to grip. Lastly, unnecessary features. The Transformer Tool is a modular system. It allows the user to choose the parts they need and combine them into a sturdy, easy-to-use tool that can be customized for their riding style.



Moon Sport Ltd

Cerberus

The Cerberus is a 3-sided USB-rechargeable COB tail light which improves the visibility of cyclists. The design allows cyclists to be more visible from many angles and become more eye catching while passing thru an intersection, side street, alley & driveway, thus reducing the risk of collision from the side and the rear.



Roxim Technologies, Inc.

Z4E Pro

Roxim have successfully integrated a high-and low-beam into the miniaturized enclosure of the Z4E Pro which complies to ECE R113/R10 regulations. It allows riders to enjoy the high beam function for better night vision on variety of e-bike platforms such as e-MTB and e-city bikes. The Z4E Pro delivers high performance with ultra wide lighting and an output up to 900 lumens. Additionally, a wire remote button lets the riders turn the high



beam on and off. Utilizing general & economic LEDs instead of expensive automotive LEDs for optical design to achieve lower cost structure provides a competitive pricing when compared to similar products.



Kuo & Yang Industrial Co., Ltd.

Trieye

TriEye is a new bicycle eyewear with an integrated rearview mirror that lets riders keep an eye on the road behind them with just a simple tilt of their heads.

Ulac Corporation

Tron – XD

Ulac claim that the Tron – XD is the world's first fingerprint shackle lock, eliminating the need for keys and combinations while securing bikes, scooters and even doors with an alloy shackle that's lightweight without sacrificing strength in security. The Tron - XD combines smart biometric fingerprint recognition technology with the strength of an innovative alloy shackle and the durability of a silicon overmoulding protecting bikes from scratches and dings.



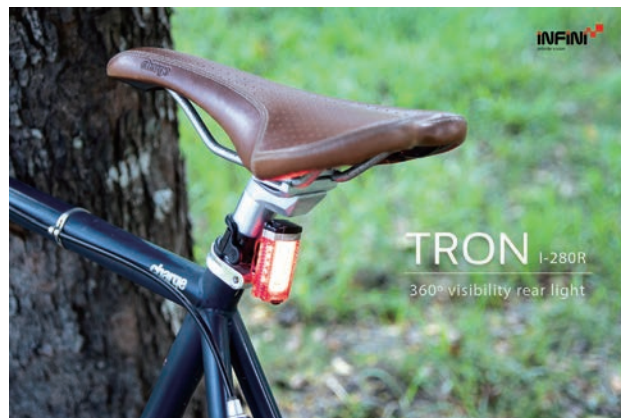
Peripherals & Accessories

Chance Good Ent. Co., Ltd

Tron I-280R

The Tron I-280R rear light from Infini represents a new paradigm in wearable safety and visibility. The company claims the I-280R is the first rear safety light of its kind to illuminate a full 360 degrees for all-encompassing visibility from virtually any viewing angle. The bright, 40-lumen constant output mode is highly conspicuous, while an even brighter 50-lumen daytime flashing mode

provides visibility in daylight for safety any time of day. The I-280R recharges quickly and the versatile mounting clip means it can be attached anywhere. Low battery alerts, battery level check, mode memory function and IPX4 waterproofing round out the list of features.



Seatylock

Foldylock Clipster

The Foldylock Clipster is the world's first wearable folding lock according to Seatylock. An integrated-built-in belt clip makes it easy to attach to the rider's belt, trousers or bag. Weighing only 1 kg and rated Sold Secure silver, it is claimed by Seatylock to be the lightest lock of its category.

Beryl

Laserlight Core

The Laserlight Core is the evolution of Beryl's revolutionary laser projector, originally launched in 2013. It shines a highly visible laser image of a bicycle 6m ahead of a rider to reduce blind spot collisions and increase cyclist visibility by up to 32%. This new product adds a highly visible day flash feature to ensure riders are visible even when the laser is turned off. The Laserlight Core has re-engineered to deliver a better image with less power and 40% less weight than the original, whilst maintaining a waterproof design and increasing overall brightness to 400 lumens.



E-Bikes & Pedelecs

Darfon Electronics Corp.

Besv JR1

BESV JR1's lightweight design offers abundant battery power for fast and enduring performance over the hills, even cyclists of ordinary fitness can enjoy road biking. Concealed within the sleek road bike exterior are power assistance modes. The drop bar employs an ergonomic Dynamic Switch for cyclists to effortlessly adjust the 3-level power assis-

tance modes. When in Smart Mode, the bike calculates the exact power needed and delivers smooth riding momentum.

The interface displays real-time training data and synchronizes with the lighted power button to provide vivid visual



cues for power mode, and letting the cyclist focus more on the road.

Hycore Co., Ltd

Hycore T-1

Hycore T-1 is an all-in-one smart bicycle wheel that contains all the necessary components of an electric bicycle within the form of a bicycle wheel. Simply swap the rear wheel on your bicycle to offer yourself a powerful electric bicycle that dares to meet all your demands. As the creator of this product, Hycore hopes to make a dent in this upcoming era of modernized societies by offer-



ing an alternative that is widely applicable and highly affordable. No need to worry about all the hassles involved with installing

an e-bike conversion kit. Hycore T-1 is the best way to get yourself an e-bike that is affordable, applicable, and powerful.

IoT Applications in Cycling

Zwift Inc

Zwift Software

Zwift uses massive multiplayer gaming technology to bring the outdoor fitness experience indoors to the biggest community. Training on Zwift is not only a good solution to cold/wet weather, limited daylight, and a busy schedule, but it takes advantage of a highly structured and efficient format. Training indoors has been effective and targeted; now Zwift makes it fun, social, and rewarding. While there are other indoor cycling simulations, none have a global community as large. Hundreds of thousands of riders have Zwift accounts and the graphics/gameplay, functionality of events, and the software platform options are all category-leading.





WHEEL TOP

BICYCLE TRANSMISSION SYSTEM

TAIPEI CYCLE 2018

BOOTH NO.F0505G



LANXI WHEEL TOP CYCLE INDUSTRIES LTD

Tel: +86(579)89022978

E-mail: wheeltop@126.com

TIANJIN WHEEL TOP CYCLE INDUSTRIES LTD

Tel: +86(22)59696335

E-mail: ELAINE@wheeltop.com

Come to visit us!
2018 Taipei Int'l Cycle Show Booth# 4F M0535



E-Bike

Compatible with
Bosch, Bafun, Brose, Yamaha, SR



E-100



SS-8001-E



AL6

SHUN

Specializing in producing and exporting BB parts, cranksets, cranksets and both hot and cold forged cranks for bicycles.

SHUN SHING BICYCLE CO., LTD.

No. 53, Szu Tes South Rd., Wufeng Dist., Taichung City 413, Taiwan

Tel: +886-4-23332756~7 Fax: +886-4-23322766

E-mail: shun@s-shun.com www.s-shun.com



KMC's Precisely Adapted Chain-Mate

Text & Photo: Editorial Dept.

KMC has redefined the e-bike drive train through a series of perfectly compatible e-bike sprockets and chains. The dedicated sprocket gear tooth and chain seat angles perfectly situate the chain roller for efficient motor system power transmission and enhanced chain life.

KMC's e-Bike series chain is the brainchild of intensive technical collaboration with renowned e-bike motor brands to be the perfect chain solution for all central motor and hub systems.

The company claims that with the new patented riveting technology to achieve industry-leading pin power of over 450kgf (kilogram-force), the KMC e-Bike chain is able to cope with higher torsional stress and endure over 1,000kgf of tensile stress generated by central motor systems.

KMC confidently guarantees their e101 EPT chain paired with KMC's 3mm 1/8" sprockets can reach over 10,000 km. KMC named the e-Bike sprocket and chain "Chain Mate" signifying the perfect match between these two drivetrain products.




KMC X12 Classic 12 Speed Chain

KMC's 12 speed chain optimized for 12 Speed Drivetrain Systems, built with industry leading technology, X12 chain features a comprehensive X-Bridge on the inner wall of all chain plates; the narrow design adapts precisely to the limited gear space while improving functionality in spite of extreme cross chaining inherent to 1x drivetrains.

Optimal asymmetrical chamfering is strategically placed on outer plates to avoid chain and

cassette teeth interference. The upgraded bevel chamfering on inside edges of all plates enable a smooth gear tooth insertion and an efficient interface between chain and cog. Riding safety and stability is drastically improved as a result.

KMC X12 Chain presents elegant and noble look with golden outer plates and jet black inner plates, not only achieving the best function but also combining the excellent style. 

Kenda's New MTB & eMTB Tires

Text & Photos: Editorial Dept.

Kanda Tire is introducing new sizes and new products at the 2018 Taipei Cycle Show.

The K1227 Booster—a cross country specific tire that is both light and aggressive, and the K1214 Regolith—the company's latest do-it-all mountain bike tire. Additionally, Kenda has also developed two kinds of technology for e-bikes, EMC and E-25 to help ensure e-bike trips are safer and faster.

Booster K1227

The new Booster is a World Cup proven XC race tire that is aggressive enough to push traction to new limits. On top of that, Kenda claims that it is also one of the fastest and lightest XC tires on the market. Riders no longer need to choose between a XC tire that is fast and light or a tire with great traction, as the Booster combines the best of both worlds. The new tread design, with its modern and aggressive look, is optimized for fast rolling and superior cornering traction. The tire is tubeless ready and offered in two different casings - TR and SCT (with side wall protection).



▲K1227 SCT

▲K1227 TR




▲K1214 EMC

▲K1214 SCT

▲K1214 TR

Regolith K1214

The Kenda Regolith is a new all-round mountain bike tire developed to set a new benchmark in versatility. It's the perfect choice for people who want to ride a single tire that excels in many aspects. The new versatile tread design is extremely predictable and confidence-inspiring in all conditions, offering excellent traction and braking performance in both wet & dry conditions.

The dual-tread compound has a fast-rolling center compound and a good gripping shoulder compound. The Regolith is offered in three different casings (EMC, SCT, TR). EMC casing was specially developed for E-mountainbikes and has also received ECE-R75 certification for speed pedelecs. The tire is tubeless ready and available in sizes of 27.5 x 2.2/2.4/2.6/2.8" and 29 x 2.2/2.4/2.6" 

ITM Handlebars Focus on Comfort

Text & Photos: Editorial Dept.

ITM is the brand of an innovative company which combines a high level of technological innovation with longstanding successful experience. The company has consolidated its specialization over the years in the production of handlebars, stems and seat posts. Now, it is transferring this consistent know-how to the design and production of other bicycle components, always attempting to offer excellent alternatives from the design, durability and weight standpoints. The company are currently introducing two new elegant dropdown handlebars.

Pathom 2 Matt UD


ITM's Pathom 2 Matt UD is a full carbon HM handlebar with aerodynamic shape and compact grip. The handlebar features a special non-slip treatment on the two drops in the brake lever areas. Designed to provide maximum riding comfort, it permits different grip positionings in various use situations.

X-One Black UV

The curvy and elegant shape of the X-One Black UV, combines solidity, strength, and safety to give form to a



ITM GM Luigi Seghezzi

unique product. The new reach design allows riders to find the most comfortable position while maintaining full control, while the bend and drop design provide an ergonomic grip and control of the handlebar, both in a low and maximum effort positions. The shape of the X-One Black UV allows the palm of the hand to lie naturally on the grip, and to relieve strain from arms when riding. 



ITM Pathom



ITM X-One

SPM2

Power Meter
Crankset

UPGRADE
COMPONENT

RIDEA
RIDE WITH GREAT IDEA



- Magnetic charge. No battery.
- Non-stop use for 120 hours. A year standby period limitation
- Power measurement : Left / Right side individually
- Both sides' power balance
- Accuracy : $\pm 1.5\%$ of measured power value
- Wireless transmission : 2.4GHZ, ANT+™, Bluetooth® Smart
ZWIFT Online Virtual Cycling World
- Download SPM2 App
- Water resistance level : IPX6
- Automatic data correction
- Power measurement range: 0-2000 Watts
- Cadence range : 30-220 rpm

IT CRANKS
BB 24

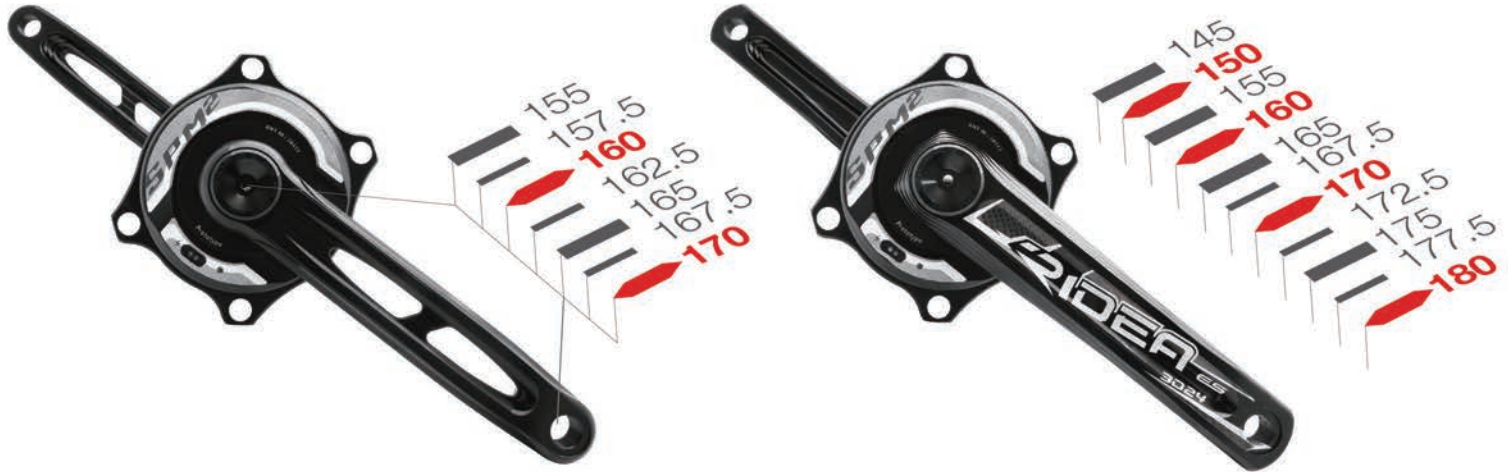
65,000 SSS 1300N cycles **LIGHTEST**
IN THE WORLD

SPINDLE 499g / 549g
Titanium Steel

ES CRANKS
BB 24

140,000 SSS 1300N cycles **PRO**
RACER CHOICE

SPINDLE 563g / 613g
Titanium Steel



LF R4-91 B.C.D. / 110mm

POWERING
DUO-OVAL CHAIN RING

LF LAMI · FLOW

W0T

Ratio	Weight
50T/34T	141g
52T/36T	156g
53T/39T	164g
56T/44T	197g

W2T

Ratio	Weight
50T/34T	152g
52T/36T	170g
53T/39T	171g

W3T

Ratio	Weight
50T/34T	152g
52T/36T	155g
53T/39T	172g



POWERING
DUO-OVAL CHAIN RING

LF LAMI · FLOW

X-SYNC NARROW WIDE TEETH

W0T

Ratio
50T / 52T / 54T
56T

W2T

Ratio
34T / 36T / 38T
40T / 42T / 44T

W3T

Ratio
48T / 50T / 52T
54T / 56T



RIDEA
www.rideabikes.com



«RIDEA GROUP Limited»

Shuz Tung Introduces Advanced Automated Equipment

Text & Photos: Editorial Dept.

A specialist in equipment production and design, Shuz Tung celebrated its 40th anniversary this year, and plans to establish a subsidiary in India. Steady development and constant efforts to improve have enabled Shuz Tung to continue to provide excellent products, such as its favorably-acclaimed, improved laser cutting machine and automatic welding machine, while reducing costs for customers.

Benefiting from a select group of discerning customers

Shuz Tung's automated equipment really stood out and attracted attention at the 2017 Taipei Cycle Show. According to Shuz Tung personnel, while manufacturers originally had little acceptance of the company's equipment, a minority of firms (around 20%) were willing to invest in Shuz Tung's products, and these companies' willingness to invest was motivated by their expectations of further improvement. Shuz Tung did not disappoint them. Thanks to Shuz Tung's collaboration, technical guid-

ance, assistance, and training, the purchasing companies were able to dramatically increase their productivity, while reducing their R&D, mold development, prototyping, and process costs. Compared with the use of manual methods, automated equipment can reduce the burden on senior engineers, and allow modular, intelligent systems integration. The ability to use Shuz Tung's automated machinery, including cutting machines and automatic welding machines, has been great news for manufacturers. Taiwan's leading bicycle producers are now all using Shuz Tung's equipment instead of conventional methods, and appreciate the convenience of this equipment after only several months.



▲ General Manager of Shuz Tung, Julian Chuang wants customers to have quality products and insists on excellence and continuous research and development.

Mechanical arm 3D laser tube cutting machine

Shuz Tung's mechanical arm-equipped 3D laser tube cutting machine allows one-station tubing production. This machine is extremely nimble and can



▲ Compared to the traditional process, with 3D laser cutting the more complicated the pipe fitting process, the more effective the difference is. This is especially the case for e-bikes.

achieve very close tolerances (this hydraulic machine is used by many bicycle manufacturers to produce tubing parts with complex shapes for the OEM market), and employs a German-made 1.5kW laser; it can make cuts with all kinds of angles, curves, and irregular shapes, and can produce round, square, semi-circular, oval, and irregularly-shaped holes. It can also be used in conjunction with CAD/CAM software and products' 3D design drawings.




▲ Automatic MIG welding equipment. In today's era of high labor wages, the automatic and precise welding of robots will increase productivity and reduce labor costs for the frame factory, making the products more competitive.

TIG automatic welding equipment

Shuz Tung's TIG automated welding equipment was first developed in response to Taiwan's shortage of skilled welders and the problems of faulty, uneven quality welding, and the company's welding machines have resolved problems for many manufacturers. Precise

mechanical arms enable close tolerances, and products can be easily produced from complex design drawings. Furthermore, in this time of soaring wages, Shuz Tung welding machinery can reduce manpower costs while boosting the productivity of bicycle manufacturers, ensuring that their products are more

competitive. The company's automated mechanical arm welding machine + automated rotating table can perform TIG and CMT welding. When this equipment was displayed at the Taipei Cycle Show, it performed live, on-site welding demonstrating its superb, automated craftsmanship. 

2018~2019 Major Cycle Shows

Show Name	Place	Date
● Cycle Mode Int'l Show	Tokyo, Japan	11/09 - 11/11
● International Bangkok Bike	Bangkok , Thailand	11/22 - 11/25
● Dubai Int'l Bicycle Exhibition	Dubai UAE	2019/01/11 - 01/12
● Cycle Exchange	Pasay, Philippines	2019/02/22 - 02/24
● Velo Park	Moscow, Russia	2019/02/07 - 02/09
● India Int'l Cycle, Fitness & Outdoor Sports Expo	Ludhiana, India	2019/03/01 - 03/03
Taipei International Cycle Show	Taipei, Taiwan	2019/03/27 - 03/30
● Sea Otter Classic	California, U.S.A.	2019/04/11 - 04/14
● The China Int'l Bicycle Fair	Shanghai, China	2019/05/06 - 05/09
● Velo City	Dublin, Ireland	2019/06/25 - 06/28

● Wheel Giant is authorized to sell space and organize group exhibitions at these shows.
● Wheel Giant is an official partner of Taichung Bike Week.

Alex: The Materials Experts

Established in 1992, under the leadership of President Alex Chen, Alex has specialized in the R&D of rim technology, design, materials, and production. It has developed its own integrated production processes, and as a result become the world's bicycle wheel manufacturing leader, and can be considered one of Taiwan's hidden champions.

Building a Vietnam plant

According to Alex Sales Manager, Penny Tseng, Alex currently has three production sites worldwide, and these are located in Tainan, Taiwan; Taicang, China, and Cambodia. The Taiwan plant chiefly produces bicycle rims, hubs, wheelsets, and aluminum extrusion products, and 70-80% of its output is supplied to the European market. This plant produces aluminum alloy and carbon fiber rims, and recently introduced the Bear Pawls high-end hub brand. Apart from parts, Alex Taiwan also supplies extruded products including aluminum tubing and aluminum rods to the bicycle industry. The Taicang plant chiefly produces rims and wheelsets, all of which are made from aluminum alloy. This plant also makes extruded tubing elements and hydraulic forming for supply to frame plants, and also offers customization services;

70% of the plant's output is supplied to the US market. The Cambodian plant mainly produces aluminum alloy rims and carbon fiber rims and wheelsets, which are chiefly supplied to the European and North American markets.

Alex's fourth production site, which will be located in Vietnam, is currently under construction, and is expected to formally go into production in the third quarter of 2019. This plant will have the same size and operating model as the Taiwan plant, and will also adopt integrated production processes. In order to better meet customers' needs, the plant will have an anodization department, and will chiefly produce aluminum alloy rims and extruded tubing and hydraulic forming after it goes into operation.

The raw materials expert

According to Alex GM, Sally Hsieh, Alex's decision to establish a plant in Vietnam was chiefly motivated by a wish to disperse risk, diversify development, and benefit from the future establishment of



↑ Alex Chen, Sally Hsieh, and Penny Tseng have boldly accepted new challenges as they face changing markets.

the TPP. Because Alex's products are relatively bulky and must often be supplied quickly, the new plant will help meet the needs of nearby customers. Alex is also contemplating the establishment of a plant in the EU in order to expand the company's global footprint and get closer to its markets.

Alex takes great pride in its raw materials R&D and expertise, and is also developing its own advanced production equipment in-house. Alex's professional R&D personnel are able to develop a wide variety of products meeting specific customer needs. And since the company is involved in such steps as import of raw materials, smelting, aluminum extrusion, and production of finished products, it has a high degree of self-content, which allows it to maintain high

quality standards and provide its customers with peace of mind. When Alex began the process of transformation five years ago, it first developed carbon fiber rims in order to broaden its product line and respond to the maturing of the alloy rim market. Alex also applied for patents to protect the hard-won intellectual property resulting from its research and development. Secondly, it also integrated related products, and began producing high-precision hubs in an effort to become Taiwan's leader in these products.

New 2019 products

The ALX935D is Alex's newest series of high-end carbon fiber wheelsets for road bikes, employs a wide wheel diameter design. The wheels have inner and outer diameters of 19mm and 25.3mm, which ensures even better tire form. Apart from providing sufficient stiffness to transmit force, the U-shaped rim profile with a height of 35mm, also provides excellent aerodynamic characteristics, and minimizes the effect of crosswinds. Each wheel has a weight of 1,650g, Alex's rims are the product of advanced technology and extensive experience, and allow cyclists to enjoy superb cross-country performance. The Recon 3.0 MTB wheels provide uncompromising design performance at reasonable prices, and can meet the needs of unfavorable riding conditions. The wheels employ carbon fiber



↑ Recon 3.0 carbon fiber MTB wheels are suitable for Enduro and All Mountain bikes, and are compatible with Tubeless Ready requirements.



← BEB-004 Bear Pawls hubs are designed exclusively for e-bikes.



→ ALX935D carbon fiber road bike wheels.

rims, straight-pull spokes, and the company's own Bear Pawls hubs. Design advantages include easy maintenance without tools, lightweight structure, and long-term durability. The wheels can be used for Enduro and All Mountain riding styles, and are tubeless ready; 27.5" and 29" specifications are available, and the wheels weigh 1,604g and 1,706g.

Alex's well-seasoned engineers are constantly striving to develop high-quality, high-performance hubs with innovative

designs. The company's BEB-004 "Bear Pawls" hubs are designed specifically for use on e-bikes; they are able to withstand large forces and large instantaneous torque, and employ steel ratchet seats and relatively high hub blades, which permits a wider spoke angle and greater sturdiness. The hubs' four sealed bearings disperse internal forces and maintain high rolling efficiency. The black anodized surfaces of the hubs bear delicate laser-etched images that often attract the stares of passers-by. 🌀

Rotor's 1x13 Revolution

At this year's Eurobike, Spanish component manufacturer, Rotor, launched a new volley in the groupset arms race with the introduction of a single-ring 1x13 drive-train.

69-year history

Although initially for early adopters, the introduction of single ring drivetrains has proven practical and successful for MTB riders and has now become the standard for elite and everyday riders. However, the 1x drivetrain is not currently considered an alternative to existing groupset systems for non-MTB disciplines because of the greater steps between gearshifts and the limited gear range. However, Rotor believe that their 1x13 platform is a real alternative in both range and gear steps to the traditional 2x11

drivetrains found on road, gravel and cyclocross bikes.

2x11 = 14


To give credence to their beliefs, Rotor explain their thinking behind gear ratios and why 2x11 doesn't mean 22 gears:

Although the traditional 2x11 groupset has 22 theoretical gears, cyclists don't really shift between front rings as they are changing up or down through their cassette range at the rear, and therefore they don't take advantage of every gear option available. In actuality, riders use the outer ring and upshift sprockets until a certain point, then shift down to the inner ring for optimal cadence. Due to this overlap of chainring and sprocket combinations, the rider's effective gear range is 14-speeds.

Advantages of 1x13

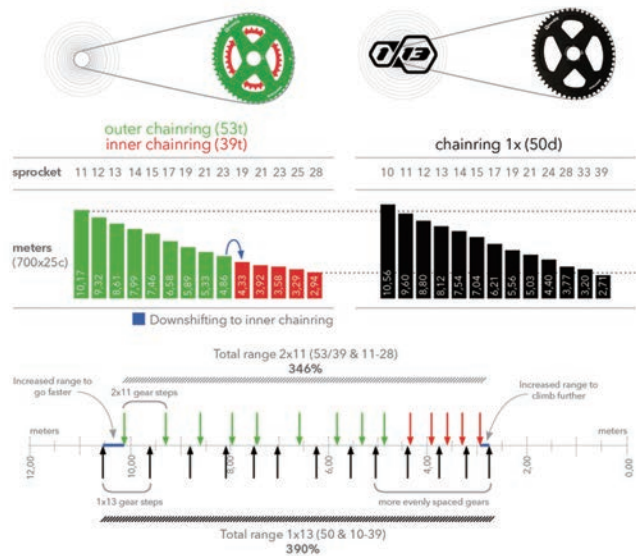
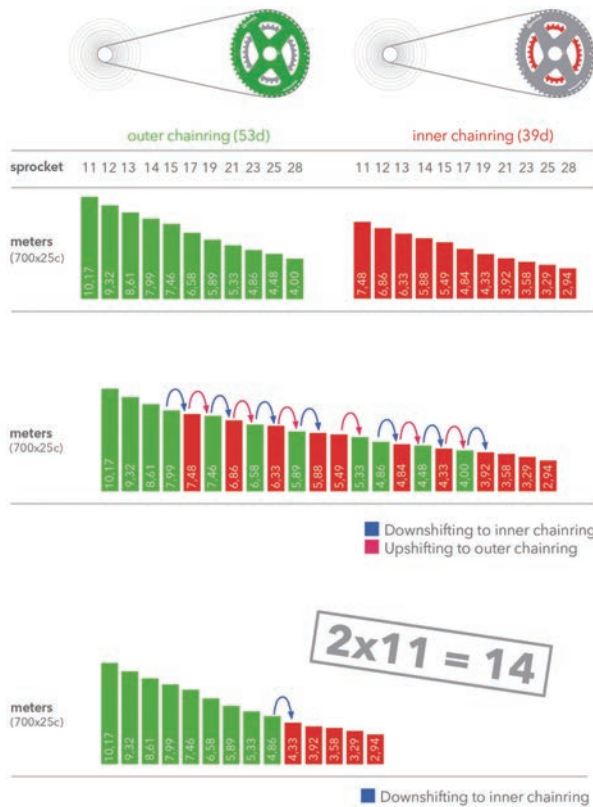
The use of a 1x13 drivetrain offers cyclist some benefits, including being able to bypass the traditionally challenging front derailleur shift on 2x drivetrains, and allowing riders to focus on fluid rear shifting with reduced chance of chain loss or chain suck. Additionally, a simplified 1x chainring without front derailleur means reduced weight and mechanical complexity with improved aerodynamics. Furthermore, in comparison to existing 1x12 MTB systems, Rotor's 1x13 system offers a larger gear range and more gear choices.

Rotor provides four different cassettes sizes to accommodate different spectrums of riders. For road riding the company offers a 10-36 cassette, as well as one with slightly wider 10-39 ratio. Then there's a 10-46 which can be used for gravel or mountain biking, and finally, the widest range 10-52 cassette for off-road bikes.

Additionally, the spacing and size of the cogs is the same as a 12-speed cassette, so the 1x13 cassette can use a 12-speed chain such as KMC's X12. 



↑ Rotor's believes its new 1x13 cassettes will be suitable for both road and off-road bikes.



DDK Present Memory Gel Saddle

Memory Gel is DDK's new concept in saddles that brings together the extra comfort of the well-known DDK Memory Foam with the new eco-friendly Physis Gel. The company claims the result is by far the most comfy and green saddle you have ever tried.

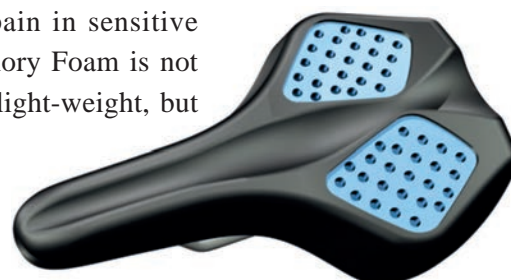
The new DDK Physis Gel is a lightweight, recyclable and eco-friendly material used in its Tubes System Design. With aeration channels to eliminate moisture and sustain the pressure from the rider's hips, the design improves rider comfort, while

the elastic function of the seat reduces drag. Designed to perfectly fit to human hips, this system improves comfort levels for a longer and pain-free ride.

DDK's Memory Foam is a guarantee of comfort: the pressure-relieving benefits of this material prevent pressure sores and minimize pain in sensitive areas. The Memory Foam is not only extremely light-weight, but also durable. ☺



↑ Central pressure point with Physis gel Tubes System Design minimize the pain for a pain-free ride.



↑ Physis gel Tubes System Design on seat bones to guarantee comfort and longer rides.

KT's Cutting-Edge New Products

KT, which is constantly committed to the innovation and development of hubs, has launched new products for the 2019 market, including a hub for one-piece wheels and an e-bike hub. The products are at the cutting edge of the market, and many design patents have been applied for.

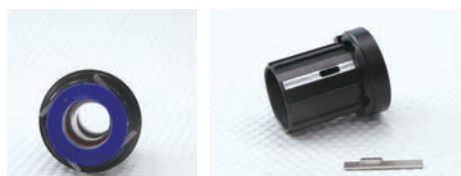
One-Piece Wheel hub

KT's patented One-Piece Wheel hub, features a revolutionary innovation in hub technology. Working with KT's Inter-Gear 3-speed hub or dynamo hub, installation is seamless, tool-free and takes just moments to ensure a connection that is 10 times stronger than ever before. Simply insert the hub into the wheel, then fasten the lock ring to ensure a secure fit.

The hub can be used with one-piece wheels, which saves the maintenance of spokes, reduces costs, and requires no calibration during assembly. It is very convenient and time-saving, so it is suitable for shared bicycles or public bicycles. The front hub dynamo has a weight of 598 grams and the rear hub has a weight of 1,070 grams.



← ↓ The One-Piece Wheel hub, can be used with dynamo hubs on the front wheel. The Inter-Gear 3-speed hub specification can be selected at the back.



↑ Pawl housing cover.

↑ The Anti-Bite plate is cold-forged from Cr-Mo steel and undergoes a hardening treatment.




↘ The press-fit ratchet ring is used for better durability.

Press-fit ratchet ring for e-bikes

The high torque, press-fit ratchet ring is designed for e-bikes and features 4 pawls and v-springs. A Cr-Mo Anti-Bite press-fit plate prevents free wheel bite. It is cold-forged and has been treated with a hardening process to make it extremely rigid. Additionally, a Pawl housing cover ensures that the pawls are not displaced, allowing

the force of the bite to be in the same vertical line. Patents have been applied for on the design of these special features.

If the traditional hub designs are used in e-bikes, they may quickly become damaged due to insufficient rigidity. KT's ratchet ring has excellent durability and has been on the market for three years, during which time no customers have reported any problems with damage. 


TranzX' Mid-Motor Trendsetter

Based on the recognition that more and more young cycling enthusiasts are discovering the advantages and joy of e-bikes, TranzX has launched a range of price-sensitive trendy e-bikes to provide both fun and mobility for younger, design-conscious buyers.


Last year, TranzX first unveiled its Mavis F15 e-bike touting a front motor and an attractive roadster design optimized for urban commutes. Emphasizing highly interconnected features, and coming with a user-friendly DP29 BLE-enabled smart display, the bike won on IF Design Award 2018. This year TranzX will be presenting its latest version—the Mavis M16 model.

The new e-bike features the same stylish looks as the F15, but is built to meet market demand for increasingly popular mid drive motors. The Mavis M16 is powered by TranzX'



M16, a mid motor that has long been acclaimed for its reliability, and it also features the same specific battery installation that can be found on the Mavis F15. 

Neco's Integrated Internally Routed Headset

Committed headset and bottom bracket manufacturer, Neco, has launched two new integrated headsets in order to reduce and simplify the assembly process. The Neco 6 is made from aluminum alloy, while the Neco 7 also features internal cable routing. Neco's innovative designs also have the effect of preventing mistakes and improving the smoothness of assembly. 



Stars Circle Debut One-Piece Wheelset

In response to market trends and the introduction of the new national standard, Stars Circle are looking to the future by developing a one-piece wheelset for e-bikes and urban-mobility bikes. Utilizing manufacturing machinery bought from Holland, the new one-piece wheelset is pressed from lightweight magnesium rather than aluminum alloy. The wheelset is tubeless ready, easy to maintain and Stars Circle offer a customization service. 🌀



→Stars Circle's one-piece wheelset.

Massload's Design and Manufacturing Prowess

Renowned Taiwanese accessory manufacturer, Massload, is introducing a great-looking bottle cage, a sturdy e-bike kickstand and an innovative bicycle hanger.

Massload's CL-110 double shot cage breaks through the tradition that composite bottle cages can only be a single color. Weighing 30 grams, Massload's latest cage has a dual color design of white and black, blue and black, or blue and black. The aesthetics are further enhanced by three dimensional lines adorning each side.

Catering to flourishing e-bike markets around the world,

Massload have also developed a kickstand specifically suited for use with e-bikes. The square design kickstand is exceptionally sturdy and this ideally suited to taking the extra weight that comes with e-bikes.

Additionally, Massload's latest bicycle hanger, ST-02, is an innovative design for use either at home or as a display. The angle the hanger holds the bike at can be adjusted to suit different frames, and can even be folded to save space. 🌀



↑ Massload's CL-ST02 is adjustable angle to suit different frames.



↘ Massload's dual-color bottle cage, CL-110.

Samox' E-Bike Crankset

Samox has launched a series of cranksets for e-bikes with a direct mount chainwheel design that does not require the crank spider to lock, reducing the weight and increasing the rigidity of the product. There are also carbon cranks available for high-end e-bikes. 🌀



SR Suntour's eMTB Fork

In response to the current trend in e-bikes, renowned shock and fork manufacturer, SR Suntour, have launched the Auron35 Boost fork in order to further gain market prominence. The pneumatic suspension fork is made of 7050 aluminum alloy and has 4 types of travel specifications from 130 to 160mm. Available for 27.5" & 29" wheel sizes, the fork is designed for AM & e-bikes and utilizes SR Suntour's RC2 PCS damping cartridges. With a lower diameter of 35mm, the 27.5" model of the Auron35 Boost weighs only 2191g. 🌀



↑ SR Suntour's Auron35 Boost.

Apro's Full Suspension eMTB Frame

The newly launched full suspension eMTB frame from Apro has a carbon fiber front triangle with integrated battery, while the rear triangle is made of aluminum alloy. Their mid-motor system has a sleek design with the cables integrated into the frame. The 18.5" frame has 150mm travel and weighs 3.1kg. The Apro frame will be available at the Taipei Cycle Show this year. 🌀



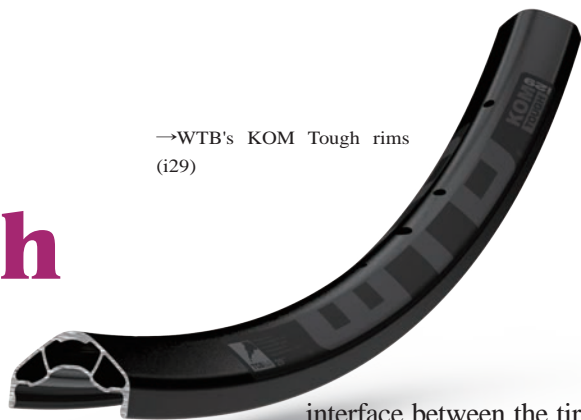
→WTB's KOM Tough rims (i29)

WTB Get Tough


WTB's KOM Tough rims are built for bashing, whether on a gravity bike or fully loaded bikepacking rig. The rims are extruded from AL 6069 alloy to provide utmost durability at a reasonable weight. The company's legendary I-Beam construction has evolved to further reinforce the rim with dual support beams that provide increased strength and stiffness for the world's most aggressive riders. Proven on the toughest tracks of the Enduro World Series, depended on for daily trail rides, and trusted

while bikepacking in remote regions of the world, KOM Tough rims are available in 25, 29, 35, 40 and 45mm widths to provide a burly rim for every usage and style of riding.

The rims utilize WTB's TCS 2.0 (Tubeless Compatible System) which creates a more robust, easily installed and dependable tubeless system. A recessed channel along the center of TCS 2.0 rims allows installation of the all-new Solid Strip, which prevents tubeless tape from sagging at the spoke holes and results in a smooth, consistent



interface between the tire and rim.

Furthermore, The TCS 2.0 bead hook shape offers a more natural junction between the rim and an inflated TCS tire. This provides a more secure seal and improves upon the departure angle of the tire from the rim, while still providing the tire retention benefits that a fully hookless design can't deliver. The new design also makes the entire bead hook area more robust, which provides an additional level of defense against rim dings and dents. 


Volkswagen Launches Cargo E-Bike

Automotive giant, Volkswagen, have announced the development of a cargo e-bike as part of a range of commercial vehicle solutions for the sustainable mobility of goods and people in urban regions.

The three-wheel cargo pedelec was developed as an in-house project to give brand customers more options as a means for "last mile" transportation. The Cargo e-Bike can carry up to 210 kg—including the driver, and can handle a cargo volume of half a cubic metre. Equipped with a 250-watt mid-mounted motor with an automatic gearbox, it has a small turning circle and innovative tilt-compensating technology which always keeps the load platform horizontal. "Our Cargo e-Bike brings together all of the known usage and ride properties to make a perfect



▲ Dr Thomas Sedran, Chairman of the Volkswagen Commercial Vehicles Brand's Board of Management riding the Cargo e-Bike

product", emphasized Dr Thomas Sedran, Chairman of the Volkswagen Commercial Vehicles Brand's Board of Management. 

Ceramicspeed Aiming to Revolutionize Bearing Market

Danish drivetrain efficiency and ceramic bearing specialists, Ceramicspeed, is introducing its SLT bearings which the company believes carry the potential to revolutionize the off-road bearing market.

Ceramicspeed SLT Bearings are a hybrid bearing made up of Ceramicspeed Balls and stainless steel. The bearings contain a polymer matrix saturated with lubrication oil. The matrix retains oil right on the functional surfaces of the bearing under the harshest of conditions while at the same time preventing contaminants from entering the bearing. Described as

a solid lubrication bearing that is maintenance free, SLT Bearings are highly durable and extremely protective against contaminants.

As Ceramicspeed ramp up their efforts in the off-road cycling market, the company believes their breakthrough with SLT Bearings will make maintenance-free bearings the go-to bearing for the high-end off-road scene.

“Our development of SLT Bearings has received overwhelming interest from our OEM partners. The demand for a high performing and more durable bearing for pivots has confirmed and validated our investment in using this technology for



↑ “We’re very excited about this product and strongly believe it has the potential to revolutionize the off-road bearing market,” said Martin Banke, Executive Vice President of Ceramicspeed.

this application.” said Jonathan Small who leads Ceramicspeed’s implementation of SLT Bearings for the off-road market. 🌀

Chosen's Patented TC Hub Structure

Chosen's new hub utilizes a TC (Toothed Coupling) patented technology. It adopts tooth-sprung pawls instead of normally-sprung pawls, and has a 36-tooth double-sided inner ring sleeve, so that the power is transferred more directly from pedaling instead of being lost. The main body is made of aluminum alloy. Weighing only 212g and suitable for both MTB and road bikes, the O.L.D. is 103mm. Chosen hubs are also customizable according to customer requirements. 🌀



↑ Chosen's TC structure hub.

Brose Launch City E-Bike Drive

Brose launched its fifth e-bike drive at this year's Taichung Bike Week. Specifically designed to meet the needs of city e-bikers, the Drive C delivers continuous, smooth power over a cadence range of 20 to 70 pedal rotations per minute. Whether pedaling slow or fast, the drive delivers a 50 newton meters of torque. With its support of up to 280 percent, the Drive C almost triples the rider input. The drive smooths out any inconsistent rider input, which results in a harmonic riding feeling.

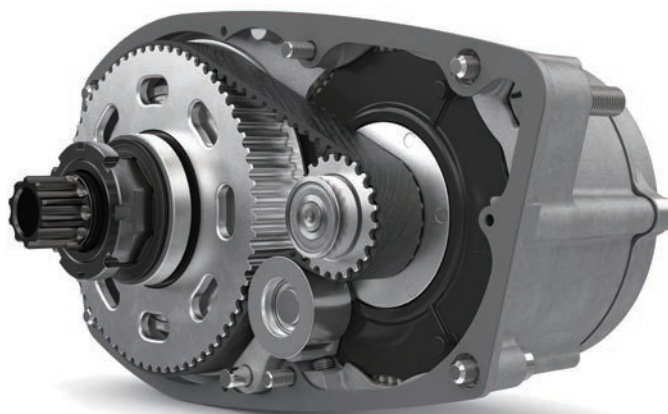
Design freedom for attractive city bikes

The Drive C maintains the same dimensions as the other aluminum drives of the Brose Drive product family. It can be mounted to the frame in any position over a range of 360 degrees in relation to the bottom bracket. This allows a high degree of design freedom for e-bike manufacturers. An internal carbon-reinforced belt made by Gates concealed in the housing reduces the noise and prevents vibrations from being transmitted to the pedal ensuring the drive is very quiet.

Thanks to the Brose dual freewheel technology, the drive decouples completely once the battery is exhausted. E-bikers



↑ Urban mobility. With the harmonic Brose Drive C city-bikers manage daily rides effortlessly.




↑ The new Brose Drive C delivers a smooth response and an even torque level over a wide cadence range.

continue cycling naturally as on a regular bike. Another convenient feature is the pushing support, which can be activated manually and operates up to a speed of six kilometers per hour.

Flawless urban companion

The hardware, sensor system and control unit of the

Drive C are precisely matched. This drive transforms city-bikes into a modern means of urban transportation. Thanks to the smooth response and harmonic support, e-bikers can manage daily rides confidently and effortlessly: from work to a café, from the museum to the shopping centre, from the nursery back home or to the park. 

RST's Fork Excellence

In line with the increasing market demand for 29-inch products, RST have launched a 29-inch version of their Killah fork, with strengthened stanchions of 38mm diameter, compatible with a maximum size 29 x 2.6" tires. Currently the Killah is a coil spring design, however an air-sprung version will be introduced in the future. Additionally, the fork has fender mounting holes, and in the future RST plan to design a special fender for use with it.

Using informed market feedback on their popular first generation product, RST's Rebel fork design has been improved upon, and the second generation is now being released. The lowers are ribbed to increase strength and rigidity, while the fork legs are equipped with protector plates to reduce the impact of sediment. These plates are made from a special plastic with excellent flexibility. Additionally, four bolts are used to clamp the thru axle securely to the hub.



↑ RST's Killah for 29-inch bikes.



↑ The second-generation Rebel offers several improvements.

Lasco Crankset for E-Bikes

Through cooperation with the 12 major e-bike brands on the market, including Nidec, Dapu, Fazua, Bafang, Gspade, Brose, Yamaha, ShengYi, LDS, Sempu and Vinka, Lasco has developed

brand-specific cranksets. In addition, various types of cranksets were developed for children's bikes, including square, integrated BB, standard tooth, and narrow/wide tooth sets.



Taya's GST Black Diamond 304# Fasteners


Taya Chain, which has made environmental protection the keynote of its chain design, has introduced its new GST rust-resistant chains during the last few years. After overcoming technological bottlenecks, Taya can apply its GST anti-rust treatment to high-strength chromoly and stainless steel material.

According to Taya Chain, anti-rust chains were all made using Dacromet in the past, but this material contains toxic hexavalent chromium. The chemical agents used in production of these chains could produce marks as a result of friction. To address these problems, Taya Chain developed



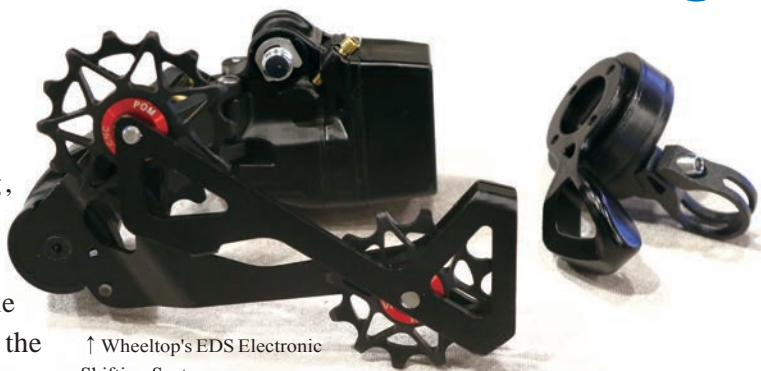
its exclusive GST (Greener Surface Treatment), which can penetrate into chains, has strong adhesive power, and ensures a high degree of surface smoothness. Taya's chains have passed Reach, CPSIA, and RoHS international environmental certification, and have demonstrated their rust resistance during more than 500 hours of salt spray testing. As a result, the company's chains offer outstanding durability under unfavorable climatic conditions, including extreme cold and in

coastal areas.


Taya is making extensive use of its GST environmentally-friendly surface treatment technology, which can be used on high-strength chromoly to increase the rust-resistance of many types of bicycle parts and fasteners. In addition, GST can be used on stainless steel, and can be used to make even small screws rust resistant. GST Black Diamond 304# is mist black in color. 

Wheeltop's EDS Electronic Shifting System

After undergoing much rider-testing, Wheeltop is introducing its new generation of wireless electronic shifting—EDS, designed for use with 1X drivetrains. Currently available for 1X11 road bikes and 1X11 or 1X12 MTBs, the new generation shifting system is more precise and smoother with a deviation value of only 0.05mm. With a special fiber shell, Wheeltop's EDS also features a patented guide for the chain with anti-impact protection measures. The 800 mAh



↑ Wheeltop's EDS Electronic Shifting System.

derailleur battery can be used to shift up to 18,000 times, and the shifting battery can be used for up to one year. Weight (not including shifter) is 335 grams for road bikes, and 350 grams for MTBs. 

Perfecting the Kindshock Dropper

The leading adjustable seatpost brand Kindshock has kept up the pace of its innovative R&D since introducing its first-generation MTB dropper in 2008. With the continued development of sport cycling, dropper seatposts have become standard equipment on mountain bikes, and Kindshock has steadily introduced new products and filled out its product line.

The innovative "Genesys" integrated concept

As bicycles gradually become more refined, consumers have become more concerned about appearance. But after existing dropper seatposts are installed

on frames, there is an awkward, unsightly difference in tube diameter between the seatpost and frame. To address this issue, Kindshock GM, Martin Hsu has been promoting the "Genesys" concept, and calling on bicycle assembly plants to embed the dropper in the frame when performing frame design. This approach allows the dropper's outer tube to be eliminated, and gives it an appearance similar to an ordinary seatpost. At the same time, the frame will have ordinary seatpost specifications, allowing other types of seatposts to be used.

Hidden Genesys seatposts have a clean appearance and require even simpler maintenance. Kindshock spent two years of R&D on the Genesys concept, and has applied for 4 patents. Because a hole must be drilled to fasten a Genesys seatpost, the frame must be strengthened, and tolerances are small when the seatpost is installed in the locking position, which requires more labor and greater cost. As a result, frame plants' acceptance and support for the concept will affect future development trends. Kindshock is currently cooperating with



▲ Martin Hsu has high hopes for the full suspension MTB accommodating the Genesys dropper developed by the Swiss brand Bold.



the Swiss brand Bold to develop a full suspension MTB accommodating the Genesys dropper, and this project is attracting widespread attention.

Vigorously supporting MTB sports

Kindshock has long sponsored MTB riders and races. Apart from providing the finest possible products, such as the Lev Ci, to professional cyclists, Kindshock also gathers feedback from cyclists for use in perfecting its product design. It offers the world's widest scope of product specifications, and its products range from lightweight components with the highest specifications in the world to products with the best possible price-performance ratios. The Rage-i introduced by Kindshock this year features an all-new hydraulic-pneumatic design; although it has a simplified structure and functions, the Rage-i has the same length specifications and strength as the high-end Lev series. By sharply cutting costs, the Rage-i provides novice cyclists with a better, safer option.



The Stylish Power of Haibike's Flyon

At this year's Eurobike show, Haibike launched its next-generation performance e-bike system under the name Flyon. However, Flyon is more than a range or series of bikes, it is a complete system of enhancements spanning a new motor, new battery, increased connectivity, more intelligent design and other performance parts. Haibike is introducing enduro, all-mountain, all-trail and adventure eMTB models that all utilize the Flyon performance system.

120Nm torque motor – HPR 120S

At the heart of the bikes is the HPR120S motor. This was developed in cooperation with German technology company, TQ Systems. Delivering up to 120Nm of torque Haibike claim that it is the most powerful motor currently on the market. Thanks to the patented transmission, the TQ motor is very compact despite the large amount of power it's capable of delivering.

Echoing the motor's design is a stylish chainring mounted directly to the drive shaft. The chainring is available with either 38 teeth for eMTBs or 42 teeth



↑ Haibike offers its Flyon ePerformance System on a wide range of eMTBs.

for touring bikes and features a narrow/wide alternating design to help prevent the chain falling off over rough terrain.

InTube Battery & charger

Flyon bikes utilize a high-density 48-volt battery developed by BMZ with a whopping capacity of 630 Wh. Integrated into the downtube, the battery is kept cool via a twin-grill air intake on the front of the bike. It can be locked in place to prevent theft, and the battery level may be checked via a touch sensor.

All Flyon bikes come with a 4 amp charger as standard, however, a 10 amp charger is optionally available. This quick charger can charge an empty battery to 80% within 60 minutes.

Cockpit Control

With its compact remote control and large display, the cockpit offers improved ergonomics, styling and function. Positioned below the handlebar, the thumb-operated remote can be used to navigate the display, adjust the lighting, control the throttle and switch between five different support level modes. Modes range from ECO mode giving the longest possible range, through to Xtreme mode which provides maximum performance. A colored LED bar allows the rider to quickly see which mode is currently selected.

Positioned above the stem, the large transfective color display keeps the rider informed of all relevant data. Speed measurement is displayed

dynamically, getting larger the faster the cyclist rides making it easier to quickly glance at the speed when traveling faster.

Integrated Lighting

Unusually for performance eMTBs, all Flyon bikes integrate both front and rear lights. However, Haibike believes that the inclusion of a lighting system will extend the bikes potential for riding after dark, both in summer and winter. Offering up to 5000 lumens, the integrated headlight can be activated either manually via the remote or via a light sensor. Christened the Skybeamer, the StVZO-approved



↑ The 630Wh Intube battery features battery level touch sensor.


light also offers a low and a tremendously bright high beam.

Twin tail lights integrated on both sides of the dropouts offer an elegant rear lighting system. The eight highly-efficient LEDs make the e-bike easily visible from all sides.


That's not all

Other features common to all Flyon bikes include a speed

sensor disc that offers 18 signals per rotation which Haibike claim measures speed 18 times more accurately than other systems available on the market. The sensor is positioned out of harm's way and is integrated into the left frame dropout.

The carbon-framed Flyon bikes also feature integrated cable routing and steering lockout which prevent the bike's levers from hitting the toptube. 

ADK's Latest E-Bike Frames

In response to market demand, ADK have launched carbon fiber frames designed for e-MTB and e-road bikes. The frames are positioned for the high-end market, and utilize a mid-motor drive system, mainly supplied by Fazua. Both motor and battery are integrated with the frame, and this integrated planning also includes bottom brackets, down tubes, cables and the controller, so that the whole bicycle has a streamlined shape. 



DNM's New 2019 Products

USD-8C suspension forks

Designed specifically for use on e-bikes, these suspension forks improve all-directional locking with lower crowns. This facilitates the mounting of head lights, mudguards, and other accessories, while enhancing cycling convenience. The forks are made from aluminum alloy, are sold in a black nickel color, and offer pre-compression and rebound adjustment functions. Travel is 203mm, total length is 750mm and axis specifications are 20×110. The forks are compatible with Post-Mount disc brake specifications. Solid spring and air spring versions are available, and have weights of 4kg and 3.5kg, respectively.



CSP dropper seat tubes

These alloy seat tubes employ an external cable routing design. This year's version has improved the internal structure facilitating user maintenance and reducing maintenance time. The seat tubes have a total length of 380mm, and travel of 125mm; 30.9mm, 31.6mm, and 34.9mm diameters are available, and weight is 1.5-1.8kg.



AO-38RC rear shocks

These alloy shocks have an air-sprung design, and offer lock-out, rebound and pressure adjustment functions. The shocks are suitable for XC and Trail bikes. In comparison with past designs, the newest versions have a single air chamber design, which helps users conveniently find the desired pneumatic pressure, ensures even better overall stability, and improves sturdiness. The different specifications include a length of 165mm and travel of 35mm; a length of 190mm and travel of 50mm; and a length of 200mm/210mm and travel of 53mm. Weight is approximately 400g. 🌀



Prologo Introduce E-Bike Saddle

Prologo has designed and launched the first of its Proxim range of e-bike saddles—the light, yet sturdy, W650. The design and shape of Proxim, while inspired by the success of the latest Dimension model, is 251 mm shorter, 145 mm wider and comes with a semi-round shape. Along the edges, Proxim W650, is more flexible than a normal saddle allowing greater freedom of movement. The saddle is equipped with a rear “handle” to facilitate the movement of the bicycle as well as a graphic with reflective materials to improve safety.

Utilizing the latest generation materials, its innovative design is extremely light, ensuring a performance product suitable for even the most demanding e-bikers.

Multi-Sector System

The Proxim W650 introduces a revolutionary new technology, dubbed the Multi-Sector System. This technology provides three different individual zones mapped and separated along the saddle, each composed of different interactive foams and single-cell padding. These areas work


independently adapting to all the positions that a cyclist can take.

Another new feature of this saddle is the tip. It’s been redesigned and optimized with a 3mm size increase and an angle of 30°, to make it much more flexible in order to eliminate pressure during maximum thrust or very technical climbs. The W650 also features a central tunnel (Prologo’s PAS system) that eliminates numbness and reduces the compression of soft issues, improving blood flow in the pelvic area.

New shell and cover

The monocoque shell of Proxim W650 has been specifically designed to accommodate the new Multi-Sector System. At the rear it is more concave to allow complete support and adaptation of the

foams even in places where less pressure is applied; in this way the seat supports every single movement.

The covering material of the back cover has been designed for increased grip ensuring performance in all weather conditions. 



Maxon Drives: From Mars Rover to E-Bikes

Founded in 1961, Maxon Motors is a Swiss company with headquarters in Sachseln (Central Switzerland). In the past the company has made small electric drive systems for various applications spanning medical, security, automotive, aerospace and other industries. Today the firm's motors can be found on NASA's rovers on Mars, humanoid robots and precision medical devices.

Maxon is displaying their drive systems for electric-assist bikes at this year's Taichung Bike Week. The company's hub motor is a particularly powerful and compact rear-wheel drive. Designed and made in Switzerland, Maxon claim the planetary-gear hub motor accelerates a bicycle from 0 to 30 km/h in only 3 seconds, and enables an average cyclist to climb 1000 meters of altitude with a mean inclination



of 11 percent in only 30 minutes, while using significantly less power than other e-bike drives. 🌀

JAK Short Grip Brake Levers

In order to give children safer braking, JAK has introduced a disc brake with a patented design lever with a reduced grip distance of 69~73mm. This is 75mm below the safety standard, and is safer to use with disc brake systems. The caliper is made from aluminum and is customizable to more perfectly match the color of the bicycle. 🌀



Cyber Motions Integrating Digital Tech into Hubs

With over 30-years of production experience, Soaring Technology founded HubsMaster International in 2013. Since then, the specialist OEM hub manufacturer has gone on to gain a considerable reputation worldwide. In 2017, Soaring founded Cyber Motions which incorporated lessons and technologies learned from integrating technology with sports fitness equipment. Cyber Motions claims to have been the first Asian manufacturer to integrate a power meter system into a bike hub design. The company has recently launched two new power meters hubs.



which Cyber Motions claims gathers a broad range of data including speed, cadence, power, distance and calories. The slim eco-friendly design comes with a rechargeable battery and ANT+ connectivity allowing for real time transmission of riding data. 🌀

CM-R01

The CM-R01 is an all-in-one smart hub sensor

Clarks Showing Its Clout

UK-based brake system manufacturer, Clarks, is introducing its latest hydraulic disc brake, Clout 1, to OE product managers.

Priced extremely competitively, the Clout 1 offers the braking capability of a much higher-end brake system. The dual-piston hydraulic disc brake uses mineral oil, and offers riders outstanding power, consistency and feel. The small, well-designed lever assembly features reach adjustment, while the lightweight caliper offers bite adjustment. Complying with and exceeding CEN regulations, the Clout 1 weighs 419 grams. 🌀



Knog's Revolutionary 'Oi' Bell

Australian cycling accessory brand Knog is best known for its Frog and Blinder lights, the firm was founded 15-years ago as a product design company which goes some way to explaining the outstanding aesthetics and function of its products.

Two years ago, Knog launched a remarkable new bicycle bell—the 'Oi'. So called because of its unique O shape, the attention-grabbing design brought the humble analogue bike bell into the 21st century. Seemingly levitating around the handle bar, Knog not only created a new bike bell, but re-imagined the age-old idea that a bell needs to have prominent dome-shape. In its first two years, over 1.3 million units of the Oi Classic were produced, and the bell won 7 international design awards.

Knog are now introducing a new Luxe version of the Oi. On the Luxe edition, the circular ringer is CNC machined from 7075 aluminum, and features a brass dinger which produces a deep harmonic ring. A stitched leather shim prevents scratches to the handlebars, while the clamping mechanism is made from MIM (Metal Injection Molded) stainless steel and allows the bell to be opened and placed on the handlebar rather than slid over it.

“Bells are the first thing you unscrew from your new bike” explains Knog CEO Hugo Davidson. “What if a bell



looked great and sounded even better? If it was discreet, but really stood out through elegant design. With Oi, we have appealed to a breadth of personalities and riding styles without compromising any”.



Fulchee Sturdy Quick Releases

Fulchee's quick releases are manufactured from 7075 aluminum. The QR features a patented concealed structure design, and has a sturdy shape. Fulchee offer customization of axle and lever.



→Fulchee QR with a patented concealed structure.



TeXtreme®: Bringing F1 to Bike Products

Headquartered in Borås on the Swedish west coast, Oxeon was founded in 2003 and launched a new carbon fabric—TeXtreme® Spread Tow fabrics. Since then the company has established itself as the market leader in Spread Tow reinforcements, and today holds several patents for both its technologies and unique materials. TeXtreme® Spread Tow carbon fabrics and carbon UD tapes are utilized by many different manufacturers of advanced aeronautical and industrial products, and can be found on F1 cars and America's Cup boats. This week, the company is showing the material to bicycle industry customers at TBW.

TeXtreme® Spread Tow carbon fiber fabrics use spread tow UD tapes to produce optimized reinforcements for ultra light composites. Spreading tows into very thin tapes and then weaving them into a fabric create mechanical performance and weight reductions that are unique compared to conventional woven reinforcements. In addition to carbon fiber fabrics, TeXtreme® is




↑ Sales and Technical Manager, Alejandro Calvanese introduces the numerous advantages of TeXtreme.

available in hybrid versions, such as Carbon/Innegra hybrid fabric, where carbon is co-mingled with other fibers. With fabrics starting at 43gsm, the company proudly claims that by using TeXtreme® fabrics, manufacturer's products can benefit from weight savings, increased stiffness, improved impact tolerance, superior surface smoothness with less pinholes, reduced labor costs and increased strength.

Furthermore, when manufacturers choose to work with TeXtreme® fabrics, Oxeon not only provides the material, the company also provides a full range of support services to help manufacturers with lay-up optimization, calculation and simulation analysis, custom tailored reinforcements, manufacturing support and marketing support. 🌀


Alligator's Heat Dissipation Brake Rotor

Alligator are introducing a new disc brake rotor with a high level of heat dissipation. The rotor aluminum alloy plates are added to both sides of the rotor, and fixed by rivets. The plates increase heat dissipation efficiency by 20%, ensuring the brake entire system is less prone to overheating problems. Specification is 160 mm and colors can be customized. 




→Alligator's newest rotor dissipates heat via aluminum plates.

Bijumbo Mechanical Disc Brake Caliper

With its dedication to caliper brakes, Bijumbo is introducing a new mechanical disc brake caliper—Beag. The body is forged from 6061-T6 aluminum alloy, offering better rigidity than cast alloy. The forged body is stronger and has more resistance to fatigue and impact. With a highly durable one-piece actuator arm, the weight is 149 grams. The caliper has a patented structure design that comes close to the feel of hydraulic disc brakes. 




A-Forge Purchase Laser Cutting Machine

Electric-assisted bicycles have many openings, such as keyholes and battery holes. However, when traditional manufacturing processes are used, drilling and CNC machining these openings is not only time-consuming, it also requires a high degree of precision. Therefore, A-Forge has invested a large amount of money to purchase a 7-axis laser cutting machine. Drilling at different angles allows all the holes to be completed in one operation, significantly reducing manufacturing time. Any size or type of tube can be processed with the machine. 



↑ A-Forge's laser cutting machine aids greatly in e-bike tube production.

Duro Promotes E-Bike Tires

This year, renowned Taiwanese tire manufacturer Duro have focused heavily on tires for e-bikes. Duro have used new materials to strengthen the sidewall and increase puncture resistance, as well as a new material commonly used in motorcycle tires to increase scratch resistance. The company says that its 'evolve' symbol is used to show that a product has gained ECE R75 certification, of which Duro currently has more than 10 products. 



↑ Duro are focusing heavily on e-bike tires.

Shun Ultra-Compact Chainring



In order to make riding more effortless on mountain trails, Shun has launched the 46T/30T ultra-compact chainring, which is compatible with Shimano systems. It is CNC manufactured from 7075 aluminum alloy and the teeth are a shark fin design to make pedaling smoother and Additionally Shun also have another ultra compact chainring which is compatible with Sram systems, the same system crankset can be applied. The one-piece chainring is CNC machined. The chainring is lighter, yet maintains sufficient strength and rigidity. ⚙️

CDrive Offering Full Range of Belt Drives

CDrive have developed a range of belt systems for e-bike drives from various manufacturers, including: Bafang, Shimano and Bosch. In addition, CDrive also offers belt systems designed specifically for children's bikes, internal gear hubs, as well as customization services. ⚙️



Liow Ko Release New TSR Suspension Fork

Liw Ko is known for its casting technology and constantly investing in equipment. The company launched a series of entry-level suspension forks under its TSR brand at TBW. The fork has 100mm of travel, and is compatible with 26, 27.5 and 29" MTBs and city bikes. Forged production ensures both the rigidity and strength of the stanchions, while the CP surface treatment increases smoothness to reduce wear and weathering. The lowers are powder coated to keep maintenance simple. The fork also features a cable-controlled hydraulic damper. The overall weight is about 2.5kg.



XTRM Update PU Tape

XTRM's improved PU Tape is built for comfort. The tape is perforated in order to wick sweat, so that it will not become wet and sticky during rides. Even without gloves, riders hands will not stick or slip. The tape is dirt-resistant and easily cleaned, and comes in two varieties, the 2.0 and 3.0. The 2.0 will allow riders to have more responsive.



New Product Gallery

Text & Photos: Editorial Dept.



RST

Vibe

RST has came up with this beefy 34mm QPQ steel stanchion fork for e-bikes. Vibe boasts stiff & light-weight magnesium lowers gathered from years of expertise and experiences in & around RST's suspension development team. The company transferred key technologies into this extremely price aggressive Trail and All Mountain fork that offers a wide range of travels up to 140mm and various hydraulic damper / lockout options. Vibe comes with a 15x110mm Boost axle and 3" tire clearance.

☎ 886-4-23250026
 🌐 www.rstsuspension.com/en/

RST

Stitch 29

RST's Stitch 29 is a 38mm stanchion development showing the company still believes in "Freeride". With up to 180mm plush travel, it combines with the Overboost 20x110 or 15x110mm axle system in a sturdy but incredible lightweight magnesium lower. The fork has a coil spring version for massive traction, a brand new Air2 MAX for maximum adjustability during races & epic rides and a sealed cartridge OCR+ Hi-Flo™ damper for a superior performance package.

☎ 886-4-23250026
 🌐 www.rstsuspension.com/en/



RST

Elev8-A

RST wanted to create a trouble free mechanical dropper seatpost that combines reliability with a fair price tag. Elev8-A offers speed tuning via an air cartridge system, while 3D forged parts avoid creaking noises appearing after some use over the years. The maximum 4 intermediate stops could be selected to suit the bike riding styles & projects: 150-75-40-0mm for the perfect balance during your trail hunts. Options are available for internal cable routing or external via piggyback near the seatclamp.

☎ 886-4-2325-0026 🌐 www.rstsuspension.com/en/



TranzX

DP29

Different from the conventional angular design, the debut of DP29 presents a distinctive modern minimalistic design. Beside its compact and simple interface, uncluttered operation steps make this a perfect companion for busy city commuters. The LED display features a USB port, 5 support modes and 3 touch buttons.

886-422519325

www.tranzx.com



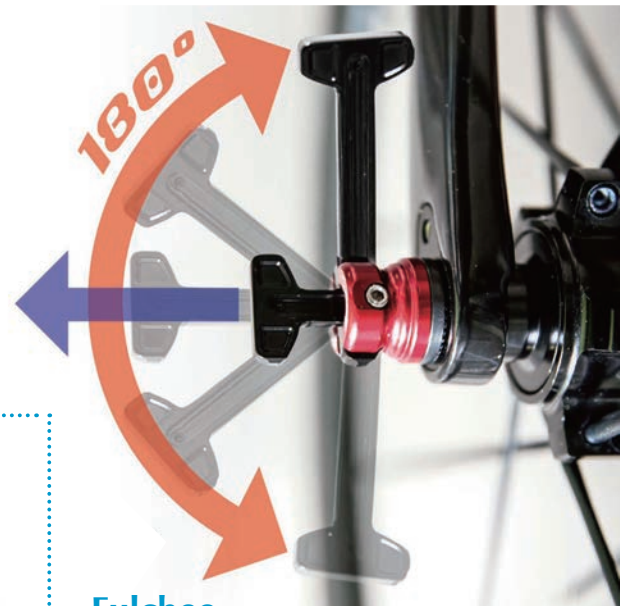
TranzX

JD-YSP28

JD-YSP28 offers suspension function with adjustable saddle height. It features full air compression and user-friendly pressure adjustment with an easy access valve.

886-4-22519325

www.tranzx.com



Fulchee

Fulchee claims to have been the first to launch an innovative lever operated thru-axle. When the axle is not being operated, the lever is hidden away inside the axle body. In this position, the appearance of the bike will be sleeker, and it will also increase the reliability of the locking system by avoiding impact with the lever. The design also does away with the need for a hex wrench or any special tool to operate the axle.

886-4-7771179

www.fulchee.com



James White

Ruby

Established in 1985, James White Co. Ltd has over 30 years experience with bicycle freewheels. They produce single speed freewheels from 13T to 24T - Both 1/8" & 3/32" are available, and cassette freewheels from 7sp to 11sp with various combinations of sprockets from 11T to 46T. James White offers quality products with very competitive pricing.

886-4-22959740

jameswhite.en.taiwantrade.com



Youn Live Industry Co., LTD

Taroka R1

Youn Live's Taroka R1 features Shimano's E8000 mid motor drive, an SLX hydraulic disc brake. It comes with a 14 Ah 36v 500Wh battery.

☎ 886-37-860061
 🌐 www.taroka.com.tw



Youn Live Industry Co., LTD

Taroka R17

Youn Live's Taroka R17 is supplied with Shimano E0001 and Altus hydraulic disc brakes.

☎ 886-37-860061
 🌐 www.taroka.com.tw

Prowheel

MPX12-36T-TT

With forged alloy cranks available in lengths of 170 and 175mm, the MPX12-36T-TT crankset is compatible with 12-speed systems. The chainring is available with 38T, 36T, 34T, 32T, 30T, 28T, 26T and 24T, and comes in an anodized sand-blasted black finish. The crankset is compatible with PW-BB73+ and PW-BB92 BB sets.

☎ 886-6-2825791-2
 🌐 www.pro-wheel.com



Transart

Hologram Irised Decals (NPTF-Hi / HRTF-Hi)

Transart's latest innovation is a Hologram Irised Decal, NPTF-Hi. The Hologram Irised Decals provide rich and dazzling flashing color to create motional iridescent effects when viewed from different angles. Two application options are available: HRTF-Hi—applied before varnishing and NPTF-Hi—applied after varnishing.

☎ 886-4-23593687 🌐 www.transart.com.tw

Prowheel

E5000

Prowheel describe the crank length of the E5000 as 'solid'. It comes with a 38T chainring, and the chainline is 46.5mm.

886-6-2825791-2
www.pro-wheel.com



Hazel

EVA / PE Foam

EVA / PE Foam is made via CNC engineering to fix, store, protect, and sort products well as the inner soft box of tool trolleys, tin boxes or “plastic air-blowing boxes”. The anti-collision EVA foam tray protects products well while the velvet surface and hair texture increase the value of products. It is customizable by using laser engraving.



886-4-22732288
www.hazel-tw.com

Prowheel

E8000

The E8000 is available in crank lengths of 170mm and 175mm, and with chainrings of 40T, 38T, 36T, 34T and 32T. It comes with a S2-1 spider and the chainline is 50mm while the BCD is 104mm.

886-6-2825791-2
www.pro-wheel.com

Hazel

Integral formed wooden case

Made from ash and beech this memorial collection has a simple appearance, and is “concisely” manufactured by CNC engineering. It has FSC certification and is friendly to the environment.

886-4-22732288
www.hazel-tw.com





Velo

Saddles

In order to enhance riders' cycling experiences, Velo saddles have launched different categories of saddles following the latest short saddle trend. Velo have not only eliminated the length for performance driven orientation, but also eliminated staples and stitching for improved aesthetics and water-proof validation.

886-4-26864546
www.velosaddles.com

Velo

Triple-E Trekking Grip

Carrying on from the Triple-E grip's success, Velo launched its brother product this year—Triple-E trekking grip. With a larger comfort zone at the palm area, this grips bring better comfort for more upright position. Triple-E trekking are also equipped with Microtech technology to enhance friction on the fingertip area.



886-4-26864546 www.velosaddles.com

Ibera

IB-ST10

The IB-ST10 bike stand is sturdy, yet easily adjustable for bikes with 20" to 29" wheels. The durable stand has adjustable height and chainstay holder widths, and features non-scratch frame rests and floor pads. The IB-ST10 can be disassembled for transporting or storage. [Max. Load 15 kg.]



www.ibera.info
 Group Website: www.cl-ibera.com



Richmond

E-MTN FS-Carbon

Hardtail carbon full suspension eMTB with Shimano E-8000 Steps, and integrated battery design featuring SRAM NX Eagle systems.

886-2-25033133

www.richmond-bikes.com/



Richmond

E-MTN C Team

Hardtail carbon eMTB with Shimano E-8000 Steps, and integrated battery design.

886-2-25033133

www.richmond-bikes.com/

Clever Standard

Flatout

Clever Standard are introducing its latest innovative product, Flatout, which it claims is the world's most functional chain hook. Flatout not only works as the chain hook, but also functions as a quick-link storage, tire lever, peanut butter spreader etc. Clever Standard believe the patented Flatout makes for an eye-catching promotional gift.

886-966-778173 www.CleverStandard.com

DDK

p r e s e n t s

memory gel

Memory Gel is the new concept of saddles that brings together the extra comfort of the well-known DDK MEMORY FOAM with the new eco-friendly PHYSIS GEL. The result is by far the most comfy and green saddle you have ever tried.

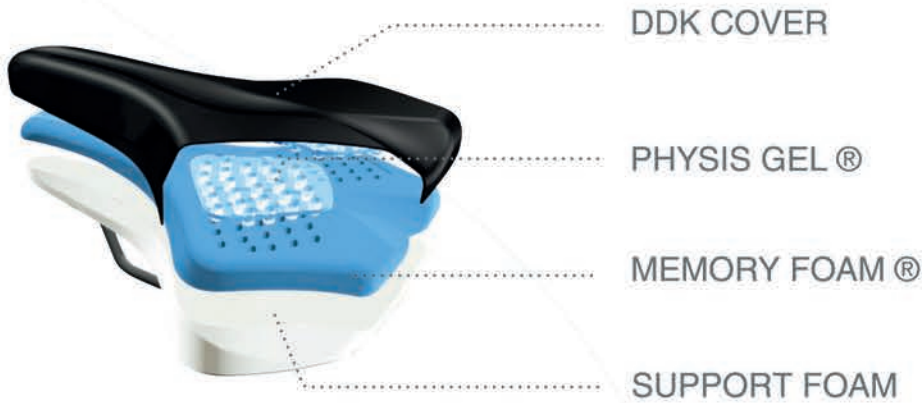


New DDK PHISYS gel is the LIGHT WEIGHT, RECYCLABLE, ECO-FRIENDLY material. The Tubes System Design uses aeration channels to eliminate moisture and sustains the pressure from the rider's hip improving the support and the elastic function of the seat to reduce the pulling force. Designed to tightly fit to human hips, this system improves the average pressure, giving an extra-comfort feeling for a longer and painless, free ride.



DDK MEMORY FOAM is a guarantee of comfort: the pressure-relieving benefits of this material prevent pressure sores and minimize pain in sensitive areas. DDK MEMORY FOAM is not only extremely light-weight, but also durable in time.

WHAT'S INSIDE?



Central pressure point with PHYSIS gel Tubes System Design minimize the pain for a sore-free ride



PHYSIS gel Tubes System Design on seat bones to guarantee comfort and longer rides.



 LIGHT WEIGHT

 RECYCLE

 COMFORT

 NO-HUMIDITY



Always **in** your hand!

NEW



PRO-B730-Ep1-CD (Lock-on)



PRO-H222-Ep1-CD (Lock-on)



PRO-H222M-CD



NEW Special Material (CR,Choloprene)



PRO-H830Ep1 (Lock-on)



PRO-H830



PRO-H537



PRO-H537Ep1 (Lock-on)



PRO-F735Ep1 (Lock-on)



PRO-D1971



PROPALM INDUSTRY CO., LTD.

No. 28-3 Ta Hsin Rd. Hsin Shui Village, Puyen Hsiang, Changhua Hsien, 51646 Taiwan

Tel: +886-4-8656623 Fax: +886-4-8656624 Skype: propalm5

propalm.propalm@msa.hinet.net

www.propalm.com.tw

2018 TAIPEI CYCLE SHOW
Booth NO. K1205

ASHIMA
Without Limit



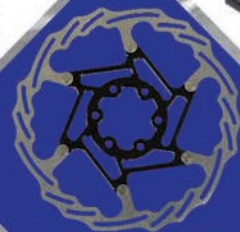
AC03-2



AU51



AU52



ARO-18



AD 0107



AD 0707

ASHIMA LTD.

Add No. 176 Bao Bu Road, Bao Bu Li Changhua 50089 Taiwan R.O.C.

Tel:886-4-7260496 Fax:886-4-7260638

E-mail:ashima.twn@msa.hinet.net

Ashima...Knowing you're in control, means you can really let go...



BENGAL

DISC BRAKE



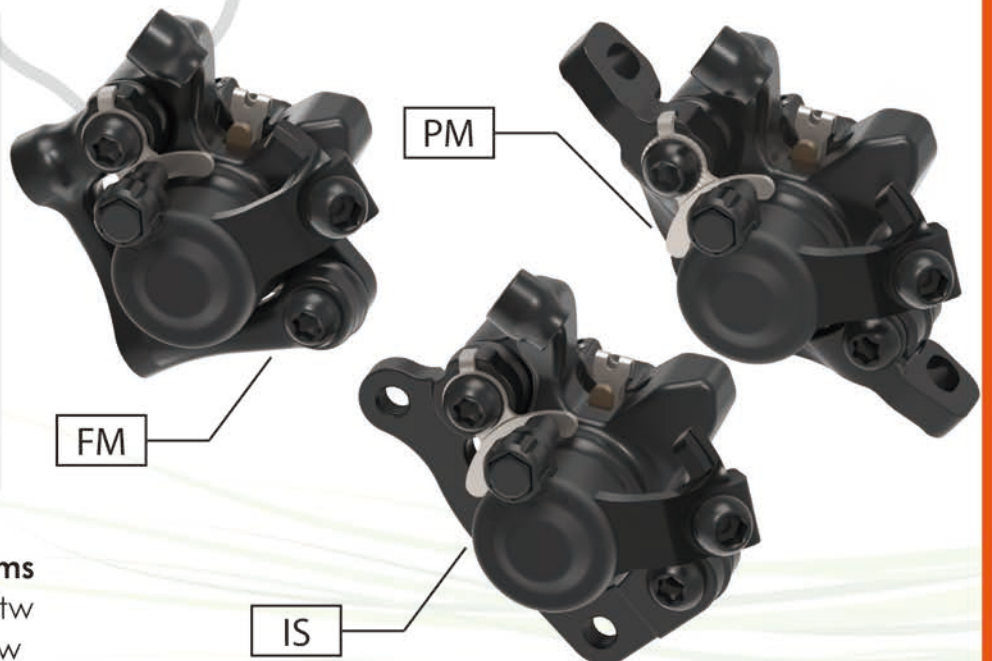
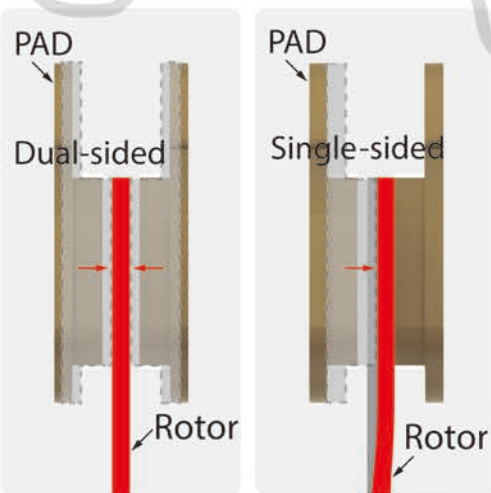
Mechanical Disc Brake

PATENT NO :
M533615
US 9771125
ZL2016205986261
Nr.20 2016 104 048

Dual-sided

MB300, is a mechanical disc brake designed by veering away from traditional techniques and discovering a new dual-sided patented structured design. The MB300's one piece and competitive lightweight design offer easy setup and adjustment. The unique positioning of the pads between the sides of the rotor provides incredible performance.

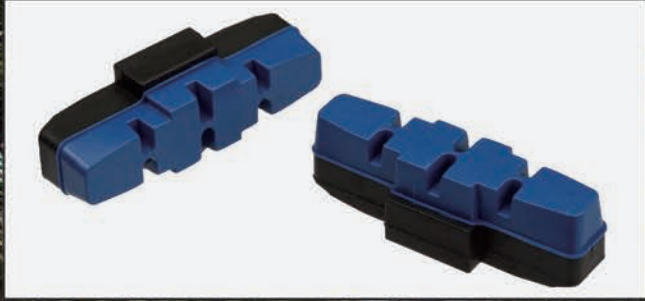
Furthermore, MB300's breakthrough design finally solves the issue of rotor deformation caused by traditional unilateral action. The dual-sided design gives this brake multiple advantages over its competitors. Plus, MB300 is suitable for any levers on the market and one of the best performing on the world.



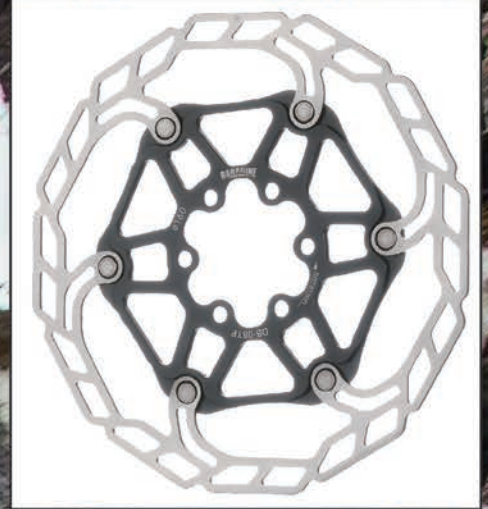
Bengal Performance Brake Systems
sales@bengalperformance.com.tw
www.bengalperformance.com.tw

BARADINE

2018 TAIPEI CYCLE SHOW
Booth NO. J0930



MTB-950E



DB-08TP



PM-PM-180

BARADINE RUBBER INDUSTRIAL CO., LTD.

No. 377, Punei St., Yenhe Li, Changhua 50064, Taiwan

TEL: 886-4-7112650

FAX: 886-4-7120839

E-mail: baradine@ms25.hinet.net



CONSUMERS SHOW **DYNAMIC SHOW**
INTERNATIONAL STANDARDS **FAST GROWING MARKET**
INTERNATIONAL ATHLETES PERFORMANCE



FEB 1-2-3
2019



Puky Prepares for 70th Anniversary

Text & Photos: Editorial Dept.



▲ Puky CEO, Mathias Heller.



▲ According to Puky personnel, this was the first time in 69 years that children have toured Puky's plant.

Established in 1949, Germany's Puky has 69 years of children's bike craftsmanship under its belt. The company produces roughly 700,000 children's bicycles annually, of which 70% have steel frames and 30% have aluminum alloy frames (its aluminum frames are imported). Although Puky markets its bikes in over 40 countries worldwide, it chiefly targets the European market (which accounts for 80% of sales), and provides a 5-year warranty on its products. In addition, Puky also manufactures children's bikes on an OEM basis for many well-known European

car brands, and the quality of its products has won wide acclaim.

Puky stresses its German manufacturing, and places great emphasis on quality and safety. Its bicycle designs are very ex-

acting, and its testing standards are even stricter than usual. As a result, Puky bikes maintain their value longer than other bikes, and have a high resale value. A single Puky bicycle often changes hands



▲ Puky employs 120 people, and produces around 700,000 bikes for children and teenagers annually.



▲ Eightshot-Puky's second brand-focuses on MTBs and targets teenagers.



▲ Puky's powder coating facility.



▲ Puky's product lines encompass bikes from toddlers to adolescents.



▲▶ Puky's German factory.



2-3 times, and an average of four children use each Puky bike, which shows their value. Furthermore, in order to introduce products suitable for children's use, Puky actively cooperates with external R&D partners, including physical therapists, pediatricians, day care centers, and schools.

This year Puky introduced a second brand—Eightshot—which includes 20", 24", and 27.5" MTBs.


Highly automated production

Puky began marketing its products in China via an agent in 2014, and currently has 60 dealers in China. During July of this year, its Chinese agent invited

five Chinese families to visit the Puky headquarters in Düsseldorf. Apart from touring Puky's highly automated production lines (mostly for steel-frame bikes), which gave the parents and their kids a first-hand look at how their beloved bicycles were born. Puky also specially arranged for the children to ride Puky bikes together with kids from a local kindergarten.

Because of Germany's high labor costs and lack of manpower, many people find it hard to imagine that Puky is able to produce steel frames and assemble children's bikes in Germany, let alone that it has an annual output of more than 500,000 bicycles. A look inside Puky's plant reveals that employees are few in number,

but there are numerous highly-automated high-tech machines. As a result, the company needs only a very short time to precisely produce each frame, which involves the steps of tube bending, hole drilling, and welding, and it also has fully-automated powder coating equipment. Apart from the assembly lines in its main plant, Puky also has 9 external workshops that assist in assembly duties. The company's long-term cooperation with organizations for people with disabilities, means that Puky currently employs 500 disabled individuals.

As it prepares to celebrate its 70th anniversary next year, Puky will continue to keep up with the times and pursue innovative design. 

S-Pedelec Research Project Launched in Belgium

Text & Photo: Editorial Dept.

11 employees at UZ Brussel university hospital have kicked off the Flemish mobility project 365SNEL on Friday 28 September. The objective of 365SNEL (SNEL is Dutch for “fast”) is to research and optimize the potential of the speed pedelec for commuting. To this end, in the coming year some hundred test riders will get the opportunity to try out a speed pedelec for free for three weeks.

Speed pedelecs offer an important potential for making mobility in Flanders more sustainable. Earlier research by KU Leuven shows that speed pedelec users daily commute just under 30 km a day. This comes very close to the average distance of 30.3 km which Flemish travel for work to Brussels.

The speed pedelec is therefore mainly used for distances that are considered too far for the 25 km/h electric bike. Moreover, the speed pedelec allows avoiding traffic jams and offers punctual and low-cost travel. Nevertheless, there are still a number of obstacles and prejudices hindering this sustainable mobility solution.

On behalf of the Flemish government, AVERE Belgium,



▲ Project 365SNEL will research and optimize the potential for speed pedelecs.

the Technology Campus Ghent of KU Leuven, O2O and the MOBI research group of the VUB have launched a mobility project, 365SNEL, to research these obstacles and prejudices, in order to be able to formulate appropriate solutions. The Flemish Environment Department supports various projects for environmentally friendly vehicles in the implementation of the European Clean Power for Transport program. 365SNEL is one of the selected projects that should result, within two years, in an improvement of both the vehicle itself and its terms and conditions of use. These improvements should encourage more commuters to

opt for this alternative means of transport.

In the coming year, companies and their employees will be interviewed about their perception of the speed pedelec. Subsequently, in each province two or three companies will be selected, where ten test riders will be appointed among interested employees. This group is expected to ride to and from work with the speed pedelec for three consecutive weeks. This continuity is important to be able to log their experiences with the fast electric bike in the most diverse weather conditions.

Start of making mobility more sustainable

On Friday 28 September, UZ Brussel has given 11 employees the go-ahead for the first test. Nico Van Elzen, Environmental and Mobility Coordinator, explains why the hospital participates in 365SNEL: “Just like many other organizations, accessibility is of strategic importance to UZ Brussel. If we come across travel alternatives, we investigate them to see how they can help our employees to improve their commuting and contribute to a modal shift. This,

in turn, benefits the accessibility of our hospital for employees, patients and visitors alike.”

According to Van Elzen, almost one third of the UZ Brussel staff is already commuting in a sustainable way. A large number have opted for the bicycle and the success of electric bicycles is pushing the modal share of cycling further up. But there is still potential for further growth, says Van Elzen: “The commuting distance is for many employees over 20 km and that proves too much to cover with an ordinary electric bicycle. The speed pedelec can be a solution

for this problem, which is why UZ Brussel is participating in the project. No fewer than 105 colleagues were interested in the test. Should the speed pedelecs prove popular with the test riders, then we might consider organizing a group purchase. At the same time, we are also investigating the concept of bicycle leasing. With a significant expansion of our bicycle parking facilities (covered, with badge control and camera surveillance) we have already anticipated a further increase in the number of cyclists.”



Asiabike Stepping Up

Text & Photos: Editorial Dept.

As the EU imposes a provisional dumping duty on Chinese- e-bikes, the importance of the bicycle industry in Southeast Asia is becoming more valued by EU customers. Sri Lanka’s Asiabike is already prepared for this, and exhibited several electric bikes at the Eurobike show in July this year.



(Photo: Asiabike)

Asiabike, with an annual output of 300,000 bicycles, exports mainly to Europe (75%), and also sells to the Indian market. After its completion in early 2018, a new plant also joined this production line. The new factory has 250 employees, focusing mainly on producing aluminum frame bicycles. The new plant occupies a land area of 70,000 m² and has a building footprint of 20,000 m². According to the Asiabike Chairman, Isthiark Farook, there are also 350 employees in the old factory, where steel products are mainly produced. His son, Naqeeb Isthiark is the Director and Farook has confidence in his son’s leadership, and he is also



▲ Asiabike Chairman, Isthiark Farook (right) with his son and company director, Naqeeb Isthiark (left).

very optimistic about his future competitiveness.





Q-L-301

PUNK

A must-have for urban high riding.

240 degree wide beam for greater visibility to guarantee rider's safety.

Q-LITE *Quality Light Is Truly Elegant*



<https://www.q-lite.com.tw>

BLE 4.0



MEGNETLESS
01



BION
MEGNETLESS



HR TRACKER

Bluetooth Smart ANT+ >

03
GPS CYCLE COMPUTER



BION
GPS-300

02
HEART RATE TRACKER

YouTube



www.bion-sport.com/

E-mail: sales@bioninc.com.tw

No.88-7,Kwang Fu Rd.,

Sec. 1 San Chung, Taipei,Taiwan

TEL:886-2-29953081

FAX:886-2-29953084

A-Forge's Continued Expansion

Text & Photos: Editorial Dept.

While the global bicycle market has been in a depressed state during the last few years, A-Forge has not been affected in the least. Not only has it managed to grow in the face of adverse conditions, it has also built a new plant, purchased more advanced machinery and equipment, and become a well-trusted partner of some of the world's best-known brands.

Core values: Innovation and more innovation

Sharing the company's business philosophy, A-Forge GM George Chang noted that although others can learn or imitate many things, A-Forge's core values have never been imitated. A-Forge has always believed in defying stereotypes and constantly innovating. It hopes that every day it can be better than it was yesterday. A-Forge has never skimped on R&D and equipment investments, and its R&D manpower currently accounts for 10% of its workforce. It is relentlessly investing in the replacement of equipment, and has assigned itself the goal of helping its customers be market leaders.



▲ From the left: A-Forge Special Assistant to the General Manager Chang Hung-yi; GM, George Chang and Vice GM, Gavin Chang have worked in close cooperation to bring about the company's booming sales.

Human resources are the company's most important asset, and not its property. It will never judge personnel on the basis of money. Because of this, it hopes to win over its employees' hearts and minds through active concern and good treatment. A-Forge is dedicated the cultivation of its professional staff. In order to shorten its distance from foreign customers, it expects personnel to know to other languages apart from their native tongues. Newcomers to the company are expected to start from the plant floor, where they can gain an understanding of pro-

duction processes and the company's products, while cultivating their professional skills.

Jointly developing with customers

According to Vice GM Gavin Chang, A-Forge began producing tubing in 2010, at a time when competition in this market was white-hot. In order to differentiate itself, A-Forge opted to develop and design its own molds. Although this was a difficult and challenging task, A-Forge could take advantage of its

many years of mold development experience, and set its sights on new opportunities. Responding to the tough standards and demands of the world's best-known brands, including need for special materials, ultrathin thicknesses, and ultralight weight, A-Forge has had to continuously purchase costly production equipment, and produces 100% of its molds in-house. It can usually produce new molds in 25-30 days, and can complete mold development in only 10-15 days in the case of urgent orders, so it must maintain an extremely high level of efficiency.

A-Forge considers itself an alloy frame and parts manufacturer, and its chief products include hydraulically forged profiled tubing and forged elements. Shifting to address market trends, A-Forge is gradually moving to a model of joint development with customers. Taking the currently-popular e-MTBs as an example, the design of the down tubes and motor mounts for these e-bikes is almost a black art; to ensure that the down tube and battery are fully integrated, it is necessary to consider the formulation of materials and apply stress analysis to ensure sufficient stiffness. And since the motor mount is the bridge between frame and motor, attention must be paid to many design details. This is especially the case since there are a large number of different motor systems, all with different sizes and specifications, on the market



▲ A-Forge's Taiwan headquarters is located in Taichung, and was recently renovated.




▲ Built in order to better meet customers' needs, A-Forge's 20,000-square meter Nantong plant was completed in 2017.

today. But regardless of the motor system brand, A-Forge is able to give customers optimal recommendations.

New plant in Vietnam to begin operation in 2019

According to Chang Hung-yi, special assistant to the general manager, A-Forge has five plants worldwide: Its Shenzhen plant has an area of 13,000 m², its Texas plant has an area of 20,000 m², its Tianjin plant has

an area of 20,000 m², its Taicang plant has an area of 25,000 m², and its Nantong plant, which was completed in 2017, has an area of 20,000 m². A-Forge has recently purchased 24,000 m² of land in an industrial park for Singapore firms in Vietnam for a new plant, which it hopes will go into production in 2019. And because A-Forge has customers in Vietnam, and looks forward to providing thorough local after-sales service after the completion of this plant. 

CW Bearing Cross Over to Bike Industry

Text & Photos: Editorial Dept.



CW Bearing, which has the service mottoes of “the customers come first” and “quality above all,” established a sales location in Taiwan to serve the bicycle industry in 2012. CW Bearing is a member of the Cixing Group, which was founded in 1985, and chiefly produces bearings for the auto, electric tool, motor, aerospace, and medical industries. It has a customer base spanning the globe, and its largest export markets include North America, Germany, France, and Italy. The Cixing Group has seven plants in China, one in Detroit, two in Germany and is currently building a plant in Mexico.


Global quality certification

When the Cixing Group

was first established, it immediately focused its attention on the European and American auto and electric tool industries. Thanks to its relentless efforts to improve quality and technology, and meet the exacting specifications of these overseas markets, it has since obtained TS 16949 international auto industry certification.

Because high-specification auto parts require sufficient safety and strength, leading European and American auto makers have used CW’s bearings since an early date, and their quality is widely respected. In order to cross over into the bicycle industry, a CW Bearing subsidiary has now been established in Taiwan. CW Bearing hopes to offer reasonably-priced, high-specification, auto-grade bearings to the bicycle industry.

Customization

Apart from offering its high-specification process technology and affordable prices, more importantly, CW Bearing also provides customers with a customization service. The company is ready and able to produce bearings from customer-provided specifications, including bearing gap, grease, starting torque, and torsional moment requirements. As long as specifications are within the scope of CW Bearing’s capabilities, it is committed to meeting customer requests for bearings used in many types of equipment. CW Bearing has cooperated with bicycle makers in Europe and America for a long time, and CW’s bearings have appeared in front and rear hubs and bottom brackets. 

ATI Emphasizes Win-Win

Text & Photos: Editorial Dept.

ATI was founded in 1992. The company is driven by the complementary strengths and seamless cooperation of founders Ben Lai and Bessie Lee, puts customers first, and treats customers like friends. ATI is technology-oriented, emphasizes win-win outcomes, and has won customers' support.

In existence for 28 years, ATI has 20 employees and specializes in bicycle import/export trade. ATI's product items range from complete bicycles to parts and accessories, and include a vast number of products. Founder and President Ben Lai and Vice President Bessie Lee have spent more than 30 years in the bicycle industry, and have a low-key, pragmatic approach to business. Apart from maintaining a stable relationship based on trust with the US firm GT for close to 30 years, the company has also served as an agent for other European, American, Australian, New Zealand, and Japanese brands (including Felt and ParkTool, etc.). At the same time, ATI has also marketed products under its CD CycleDesign brand around the world.

The very affable Ben Lai emphasizes that ATI has always sought to give its customers the newest and most up-to-date market information, optimal prod-



▲The extremely genial Ben Lai is known for his low-key style, pragmatism, and thorough planning.

ucts, finest quality, reasonable prices, and complete solutions. The company is technology oriented, has developed in pace with its customers, and has flourished along with his customers. As a result, ATI has won its customers' long-term trust and reliance.

Bessie Lee has spent 38 years in the bicycle industry. According to Lee, although running a bicycle trading company is a tough assignment, she is happy because she likes making friends, is enthusiastic about bicycles, and enjoys cycling. Having spent such a long time in the industry, Lee has found that the biggest reward is to become good friends with her customers, which has created the feeling that everyone is on the same team. In addition, she has organized a cycling team and provided cycling outfits with her own money. She also



▲The always-cheerful Bessie Lee likes cycling and hand-made ceramics.

goes with team members on fun cycling excursions on weekends and holidays. Beyond enjoying sports and fitness, Lee also likes to give hand-made ceramic gifts as souvenirs, which has greatly moved her customers.

ATI is managed by a capable, professional team. It is constantly engaging in product innovation, and has developed its own company brand. It has an excellent understanding of the needs of the market and its customers, and is committed to maintaining relationships of mutual trust and reliance with its suppliers and customers. ATI has achieved reasonable profits through hard work, and shares its successes with employees. As a result, ATI has firmly entrenched itself among the ranks of bicycle trading companies. ☼

DÜRO Bag

Commuter's choice.



meet us at

TWTC Hall 3
Booth G0240

www.durobag.com.tw
inquiry@durobag.com.tw



Visit us on
Alibaba

OEM/ODM/R&D FOR SUNGLASSES



GREAT YO
Since 1988



✓ **Cycling / Jogging**



✓ **Functional**



✓ **Over Glasses**



✓ **Motocycling**



✓ **Safety**



✓ **Prescription**

12th INTERNATIONAL BANGKOK BIKE

November 22-25, 2018
11:00 - 21:00 Hrs.
Hall 3 - 4, Impact
Muang Thong Thani



Future Set Start

Get Ready To Enjoy!

- The Bike Trend and Innovation /E-Bike
- Indoor Eliminator Fun Race
- Balance Bike Competition
- Clip VDO Contest "Cool Style ...Thailand Bike Destination"



Organized by

N.C.C. Exhibition Organizer Co., Ltd.

Tel: 02 203 4240-4 E-mail: neoteam4@nccexhibition.com

DISCOVER OUR WORLD OF CYCLING

Fotocredit: 1-7 Markus Greber / 8 Daniel Simon



Europe's No.1 Bicycle Magazines.



Delius Klasing Publishing | P.O. Box 10 16 73 | 81369 Munich | Germany | www.delius-klasing.de
Marion Hellmann | Phone: (+49)8972960237 | E-mail: m.hellmann@delius-klasing.de

Fuji-ta: Being the Biggest Has its Downsides

Text & Photos: Editorial Dept.

Being the world's largest bicycle producer is also a heavy burden for Fuji-ta. Three years ago, at a time when it manufactured 16 million bicycles each year, Fuji-ta set the annual production target of 20 million bicycles. The company's main customers are located throughout the US, Korea, Japan, Europe, Russia, Latin America, and South-east Asia. During the second half of 2016, with the rise of shared bicycles, Fuji-ta naturally became a major supplier of shared bikes, and produced bikes for Ofo and Hellobike. According to Fuji-ta President Jiansheng Xin, produced a total of approximately 8 million shared bicycles in 2017, but this did not affect continuing shipments to such existing customers as Pacific, Samchuly, and Russia's Velomotors. Fuji-ta produced a total of approximately 18 million bicycles in 2017. Because of poor market conditions this year, although Fuji-ta produced 4 million shared bicycles, its orders for non-



▲ Chairman Jiansheng Xin's decisive efforts and strategy are very famous in the industry!

shared bicycles dropped.

After the popularity of shared bicycles began to wane during the second half of last year, the three leading brands remaining in the shared bicycle market were Mobike, Ofo, Hellobike (in which Fuji-ta is an investor). Afterwards, Didi joined the fray, with Qing Jie as its brand, and commissioned Fuji-ta to produce its bicycles (Fuji-ta produces 70-80% of Didi's bikes, approximately 1.6 million). Presi-

dent Xin estimates that Fuji-ta will produce around 8 million shared bicycles in 2018, and has currently begun introducing shared e-bikes; the greatest number of which are made for Hellobike (over 300,000).

The EU imposed temporary anti-dumping tariffs on Chinese e-bikes (ranging from 21.8% to 83.6%) on July 19, 2018. The European Bicycle Manufacturers Association (EMBA) has strongly accused Chinese bicycle manufac-



▲ Japan, South Korea, and American bicycles are assembled at the Dongli plant.



▲ Mechanical arms are very common in the factory.



▲ Fuji-ta Jinghai factory office building. The Jinghai plant has 12 factories, each one occupies 20,000 square meters.

turers of unfair competitive practices, including below-cost prices and taking government subsidies. According to EMBA Secretary-general Moreno, China exported 700,000 e-bikes to the EU in 2017, and Fuji-ta was among the top five Chinese exporters. Addressing these accusations, Fuji-ta's President Jiansheng Xin has responded that his company is chiefly a bicycle producer, and does not make many e-bikes. Furthermore, Fuji-ta is a large business group, and its subsidiaries include Ronghui, Pi-Ke, Battle, Fuji-ta, and Rex Sports Group. In addition, Fuji-ta has two production sites located at Dongli and Jinghai, and the Dongli plant assembles bicycles for Pacific, Samchuly, and Specialized (some are also produced at the Jinghai plant). Although everyone sees Fuji-ta's huge production figures, they never see all the hard work and determination of the group's companies and operating teams.

In order to make Fuji-ta the Foxconn of the bicycle industry, President Jiansheng Xin has dedicated himself to upgrading equipment, boosting technology, and training employees, and the company's plants have adopted automation and intelligent production on a large scale. According to President Xin, Fuji-ta not only wants to be the biggest, but also wants to be the most efficient. Because it is an OEM producer for bicycles ranging from the mass-market to high-end IBD brands, in order to satisfy the needs of different customers, Fuji-ta puts

extremely great emphasis on technology, quality, and service, which has enabled it to earn customers' satisfaction and long-term cooperation. Xin is quick to note that Fuji-ta's business philosophy has always been to help customers earn money and achieve customers' goals at the most reasonable prices. Fuji-ta is always trying to do even better, and wants today to be even better than yesterday. It is constantly increasing its competitiveness and accumulating strength, and would never rely on low prices to engage in cutthroat competition. As for the supposed government subsidies, President Xin bluntly insists that "Any company that gets subsidies cannot and will not achieve self-reliance." As for an unfair and hurtful identification of Fuji-ta as a dumper, it is said that "a big tree attracts the wind," and being the biggest definitely has its downsides for Fuji-ta.

During the last few years, Fuji-ta and Aima reached an agreement to jointly establish the Aima Sporting Goods Company, in which Fuji-ta would concentrate on producing bicycles, and Aima would focus on producing e-bikes. This agreement collapsed in the middle of 2018, and each company will produce its own bicycles and e-bikes in the future. The Rex Sports Group established by Fuji-ta and Taiwan's Fritz Jou in 2014 is still in operation, however.

Because 93% of bikes on the American mass market are made in China, the US-China trade war has dealt a major blow to the Chinese



▲ Standing on the square in front of the Jinghai factory, Chairman Jiansheng Xin is thinking about the future layout of the group.

bicycle industry. Fuji-ta has survived many crises and challenges; it believes that trade barriers will ultimately be futile; real success will only follow from hard work. Fuji-ta's Vietnam bicycle plant will begin trial production in November. Because of the EU requirement that 50% of parts and accessories be purchased locally, bicycles produced in Vietnam don't have any inherent price advantage over those produced in China, which has presented Fuji-ta with another new challenge. But as the US-China trade war begins to bite, President Jiansheng Xin is already thinking of his next step, and wants to make sure is Fuji-ta is on the right path.





茂達興紡織有限公司

MTC TEXTILE CO.,LTD.



UPF 50+Protection Anti Microbial Wicking Property Soft-Shell Breathable

No.28,Lane 136,Sec. 1,Douzhong Rd., Tianzhong Township,Changhua County 520, TAIWAN

Tel:+886-4-8763780, Fax:+886-4-8763710

MTC TEXTILE CO.,LTD

Overseas Sales office: Established at 2000, Occupied 660 square meters.

Factory: Occupied 7000 square meters.

Total employee: 60~70 persons.

Main products

Knit Fabric: Polyester or Nylon Mesh, Jersey, Interlock, Brushed tricot, Nylon spandex, Polyester spandex. And High Gauge jersey fabric for bike apparel, football wear, for all kinds of sportswear.

Circular Knitting

◆ Double knit: 69% Shareholders. Family Relatives.

Machine type: 30"/28" × 60 sets, 34"/28g × 40 sets (Like M1127); Daily Capacity: 5000kg ~10,000kg.

◆ Single knit: Joint Venture Type, Not Family Relatives (Located in Taoyuan City), 37% shareholders.

Machine type: 30"/24g, 30"/26g, 30"/28g, 34"/32g, and 34"/36g; Daily Capacity: 1000kg ~3000kg

◆ High Gauge Double Knit like M1112. 30% Shareholders. Family Relatives

Machine Type: 30"/42g × 6 sets; Daily Capacity Max: 120 kg

Warp Knitting

Type: Join Venture. About 40% Shareholders.

28g × 28 sets, Monthly Capacity : 300 Ton per month.

Dying

Dying house: Established at 1990, Occupied 9000 square meters

Ware house: 3300 square meters

Heat Setting Machine 4 set

Dying lot: 10KG × 4 LOT, 150KG × 2 LOT, 250KG × 2 LOT, 300KG × 4 LOT,
500KG × 9 LOT, 1000KG × 1 LOT.

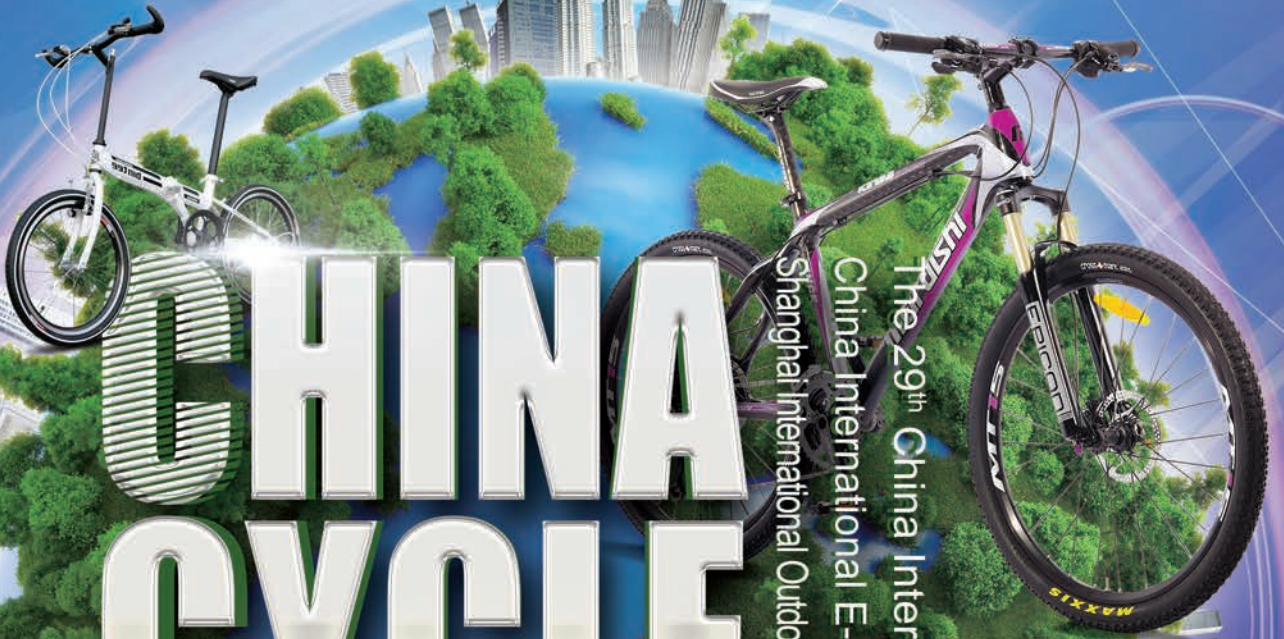
Daily Capacity: 20 Ton; Monthly Capacity: 600 Ton

Main contact

Mr. Ken Tseng, ken@mtctextil.com.tw, Ms. Ling, ling@mtctextile.com.tw,



CHINA
CYCLE
2019



CHINA CYCLE 2019

The 29th China International Bicycle Fair
China International E-bike & Parts Fair 2019
Shanghai International Outdoor Cycling Products Fair 2019

MAY 6~9, 2019

VENUE: NATIONAL EXHIBITION AND CONVENTION CENTER (SHANGHAI)

SCALE: 150000M²/6500BOOTHS

BOOTH APPLY: WWW.E-CHINACYCLE.COM

2018 IBDC Winners Receive Awards

Text & Photos: Editorial Dept.

Taiwanese bicycles have always been the benchmark of the traditional manufacturing industry. From original equipment manufacturing to global production and marketing, Taiwan has created access to world-renowned bicycle brands. The Ministry of Economic Affairs has always respected the industry's hard work and diligence. Regarding the development of bicycle sustainability, the Ministry has spared no effort in investing resources and assistance. The Ministry has established a wide number of supporting programs—especially in the areas of science and technology—with results that include upgrading individual parts, testing and verification, developing bicycle design systems, and many more. The Department of Industry Technology, MOEA has also supported the annual International Bicycle Design Competition (IBDC), encouraging the Taiwanese bicycle industry to push the boundaries of innovation in manufacturing and marketing, and to achieve worldwide acclaim in the field of industrial design. Every year this Competition attracts the world's best designers to participate. The IBDC has a long history of 22 years. It has showcased original bicycle designs, continuously identified and leads global trends, and is



▲ The 6 IBDC judges from left to right: Merida R&D Director, Wu Yu Fan; Founder of TENLife Group, Lai-Juh Chen; General Manager of Mas Design, Mark Sanders; Q Square Management Consultant, Han Goes; Dayeh University Transportation and Industrial Design Lecturer, Johann Geiger and Giant Group R&D chief, Owen Chang.

constantly revitalizing bicycle products. These efforts have made Taiwan a global resource center for bicycle design.

In June 2018, judges for the 22nd International Bicycle Design Competition selected 21 winners. The placement of each category were announced at an awards ceremony on October 31, 2018. Many excellent products entered the final round of competition this year. Besides bicycles, there were also parts, intelligent bicycles and cross-domain design innovation products that proved themselves able contenders, and attracted the favor of the judges. These parts allow bicycles not only to become an even more essential part of people's daily lives but also a customizable reflection of an individual's personality, adding unexpected practicality and fun to people's lives. With

the growing population of bikers and the development of smart bicycles, this year's competition integrated many kinds of electronic products and their uses in bicycles, and offered products with a variety of functional applications derived from the design of bicycles.

The awards ceremony were held in conjunction with the first day of 2018 Taipei International Cycle Show on Wednesday October 31, 2018. Local and international industry, government and academic representatives were invited to the show. During the ceremony, besides announcing the winners of each category, organizers also held the 2018 International Bicycle Innovative Design Symposium, where winning designers and judges were invited to share their ideas and experiences regarding this year's designs. 🌀



Title of Entry	Varsko- The new autonomous lighting for the cyclis
Category	Intelligent Innovative Design with Cycling
Country	France
Designer(s)	Jérôme Boissière
Description	

Varsko (from the Danish word for warn or alarm) is a luminous system composed of 2 autonomous 'bounds' which illuminate intersections between the bike path and the road. A bound is composed of 5 LEDs, and is activated when the light goes down. Then two types of lighting will engage simultaneously. The first type is a LED illuminating the road with a green band, indicating the path for cyclists. The second type is a white light, produced by 4 LEDs, which is propagated around the outer bound of the path. As a cyclist approaches, due to the presence detector, the light will flash for 10 seconds warning motorists of the crossing of a cyclist. Additionally, the system is also equipped with a solar panel that allows it to be recharged when the system is turned off during the day.



Title of Entry	Deformable bike
Category	Bicycle
Country	China
Designer(s)	Li-Ping SU / Jing-Uan WU
Description	

This is a deformable multi-purpose bicycle which can bring a differentiated experience to users in a combination of ways: Bicycle mode, electric vehicle mode (driven by a unicycle), scooter mode (handlebars are added to the unicycle), unicycle mode and trailer mode which can be used when transporting goods or shopping. This multi-purpose vehicle, gives users greater convenience through its different capabilities.



Title of Entry	WR-2P Commuter Shoes
Category	Innovative Bike Components and Accessories
Country	Germany
Designer(s)	Freia Achenbach / June Noa Fàbregas
Description	

WR_2P is a cycling shoe for people who don't want to sacrifice an ergonomic walk while requiring the best possible power transmission when cycling. The shoe's cleat has two positions. The first position is made for cycling and the cleat is stiff on the bottom of the sole. The second position is made for the cyclist to walk comfortably. This is done through pulling the loop of the cleat back which it becomes hidden inside the sole of the shoe. No matter if you are a commuter, a messenger, or just enjoy riding your bike, the shoe provides both convenience and functionality to the user on and off the bike.

Title of Entry	For a Ride
Category	Bicycle
Country	China
Designer(s)	Wen-Jun Xing
Description	



The overall design utilizes a simple language, eliminating unnecessary structure, making the body of the bicycle smooth, appealing to the aesthetics of the young urban adult. The design offers a simple folding method, allowing it to be space conscious and can be easily stored. The unilateral design of the front fork ensures that the structure is stable while being portable.



Title of Entry	Zick Zack
Category	Bicycle
Country	Turkey
Designer(s)	Emre Ozsoz
Description	

The portable electric bicycle, Zick Zack, will make city dwellers increase their cycling habit. The design comes from the name of the zigzag foldable form. Small and lightweight, whether on the ferry, on the tram, on the trendy, or on the bus, it can be carried easily. Zick Zack, the wheels are powered by an electric motor; it also includes two durable batteries for when it is on the road. Riding style can be selected on the adjustable handlebar, switching to Cruise or Race mode. Featuring front and rear suspension, there is no compromise on comfort even on rough roads. The Zick Zack can be folded (even the pedals) and locked.

Title of Entry	Handle Lock
Category	Innovative Bike Components and Accessories
Country	China
Designer(s)	Zi-Qiang XU / Ya-Hua HAO
Description	



The Handle Lock brings together a bicycle handlebar and a lock to avoid the tediousness of carrying a lock. Simply add the lock structure to the handle, rotate the handlebar through the key switch, and then jam the wheels to achieve the locked bicycle effect. At the same time, it also saves space, easing the problem of tight parking situations.





Title of Entry	Fitting to Ride
Category	Intelligent Innovative Design with Cycling
Country	Taiwan
Designer(s)	Chia-Tsung TANG Hsiang-Yun CHEN Po-Hsun LAI Ruei WONG

Description

Fitting to Ride is a public bicycle system that includes a seat with built-in automatic height adjustment, where the seat's height can be adjusted to fit users according to their height and or personal preference. The personalized settings would be saved in the cloud database to provide for a more convenient and comfortable riding experience for each user.

Title of Entry	IntuiBike
Category	Intelligent Innovative Design with Cycling
Country	Taiwan
Designer(s)	Ti-Ren TSAI / Kuo-Hao LI Yi-Xuan ZENG / Yi-Xuan LIU

Description

Riders tend to get injured when rushed and in complex road conditions because they have to divert their concentration from the road to focus on tuning shock absorbers to match their road conditions. The IntuiBike System allows riders to upgrade almost any traditional shock absorber into an electronically controlled system, as well as automatically tune up their shock absorber settings for various road conditions and train the system with individual preferences for each road condition. IntuiBike System equips bikes with a brain to keep riders safe during every challenging trip.



Title of Entry	Bikeg Smart Bike Lock
Category	Intelligent Innovative Design with Cycling
Country	Hong Kong
Designer(s)	Kinsey Yu

Description

Bikeg is designed with a strong and bold appearance that discourages any thieves at first sight. The design offers multiple color options which demonstrates the owner's style. The lock is defined as medium and top grade. The majority of the lock is made with titanium alloy. When the lock is placed on the bike, there is a tail light function available, allowing for a safer ride. Additionally, the lock's design is concise in shape which makes it attractive for mass production.



Title of Entry	E-Scooter
Category	Bicycle
Country	Taiwan
Designer(s)	Guan-Wei CHEN
Description	

According to current trends, non-gasoline personal mobility will become smarter and increasingly compact in the city for short distance traveling. Therefore, there will be a large percentage of the population using non-gasoline locomotion surfing throughout modern cities. That's why it is important that a new design on non-gasoline locomotion should have compatibility in the features of space saving and crowd sharing. The platform built for sharing mobility can offer more devices, and create more efficient city transportation.

Title of Entry	Caring stroller
Category	Bicycle
Country	China
Designer(s)	Yan Dong-Dong
Description	

Childhood often provides the best memories for people, and children with disabilities in their hands are often eager to ride their bikes happily like normal children. This three-wheeled stroller is based on a generalized concept that can be used by normal children as well as children with physical disabilities, which can narrow the gap between the children with and the children without disabilities. The front wheel is used to drive and rear wheel are used to steer which reduces the chance of rollover. The operation is simple and the two-handed style also resembles a fantasy riding chariot.

Title of Entry	Bieg Bicycle Transport
Category	Bicycle
Country	Hong Kong
Designer(s)	Kinsey Yu



Description	
--------------------	--

Bieg Bicycle Transport is an efficient distribution system aimed at dealing with the social issue regarding human resources needed by prompt transportation of bicycles. The mission is to redesign a trailer that is suitable for transporting bicycles and improves efficiency. Bicycle-sharing often leads to sight pollution in urban environments in China. Through the use of a precise distribution system, there can be fewer bicycles.



Title of Entry	Togo
Category	Bicycle
Country	Taiwan
Designer(s)	Chun-Che LIN Yun-Cheng TSAI
Description	

Togo is designed for short-range commuting and commuters that utilize public transportation. The slim 'close & fold' design reduces the chances of colliding with other passengers on public transportation. Commuter's simply need to close and fold the bicycle making it compact to transport as the wheels fold in together which saves significant space compared to general folding bikes on the market. The pedals and grips can also be fully closed, allowing the Togo to be folded to half the thickness of many other folding bicycle designs.

Title of Entry	Loop for Wheels
Category	Bicycle
Country	Hong Kong
Designer(s)	Benny Yip
Description	

Loop for Wheels is a bike design aimed at achieving portability in congested multi-level cities, and allow both trolley and hand-carry movement without sacrificing basic cycling functionality. The body skeleton consists of a warped crossbar, and a drop loop made asymmetrical to open up a pocket space for fitting the two wheels in folded form. With magnets and dual-purpose hook which stabilize the folded parts and wheels, bike carriers can enjoy physical solidness and integrity of the object when gripping the crossbar with only one hand, no matter for storage and movement indoors or taking through public transport.

Title of Entry	Chopper bike
Category	Bicycle
Country	Singapore
Designer(s)	Dang Quoc Bao / Che Jing
Description	



The upgradable Chopper bike offers a chance to re-experience cycling. Combining the past and present, it differentiates from others with its ability to be "transformed" into various configurations. The first style is an amalgamation of a penny farthing and modern edge styles, kicks off the series by catering to beginner riders. The second configuration provides a comfortable posture for the rider due to a cozy back rest and suspension. Finally, the 3rd iteration is as an upgrade, equipped with an E-motor. All the upgradable Chopper bikes boast aggressive, edgy and distinctive designs which allow riders to make a personal statement to exhibit their unique personalities.



Title of Entry	Urban Bicycle
Category	Bicycle
Country	Canada
Designer(s)	Zhe-Ren ZHENG

Description

The Urban Bicycle is designed for male urban commuters who cycle short distances (ideally less than 1 mile) daily. The folding process is easy and fast. After folding, the bicycle takes minimal space to stand and the rear wheel can be rolled. The chain and the gears are covered by the body to prevent the user getting dirty. Aluminum body and belt chain makes it lightweight while a bigger rear wheel increases the speed efficiency. The handlebar, which can be attached on the body by the magnets inside after folding is angle-adjustable and can also be used as a lock system.



Title of Entry	WaveDancer - Water Bicycle
Category	Bicycle
Country	China
Designer(s)	Yi-Fan JIN

Description

WaveDancer Water bicycle is a new type of portable water bike designed for cycling enthusiasts. It aims to optimize the cycling process from carrying to using. The bicycle uses two kinds of power sources: human power and electric power, driving the air propeller and generating forward power. At the same time, the floating surfboard will gain further lift, allowing the bike itself to float on water. A gyroscope has been added to the body design to make the water riding process more stable. To make it more portable, users can disassemble the bicycle and carry it on their shoulders.



Title of Entry	Loop
Category	Innovative Bike Components and Accessories
Country	Germany
Designer(s)	Andreas Hildebrand / Kai Dreyer



Description

There are 7kg light bicycles, which have to be secured with 3kg heavy locks.

Loop rethinks this principle.

By locking it into the main frame, the lock becomes less vulnerable to outside impacts and open to more flexibility. The lock gets further integrated into the system of the bike itself, rather than being an outside accessory. To open the lock, a small RFID chip has to be held close to the reader inside the frame. The chip can be integrated into any kind of accessory of the owner and the reader is powered by a hub dynamo.

Title of Entry	Tire Savior
Category	Innovative Bike Components and Accessories
Country	China
Designer(s)	Zhao-Yi LI



Description

In order to solve the problem that existing tire tools are inconvenient to carry and affect the appearance of the designs, Tire Savior tire tools has all of its tools integrated in the space of a cylinder, which can be hidden in the seat tube. The design is both portable and does not affect the appearance of the bicycle, and can be used at any time.



Title of Entry	Xbat - Energy Harvesting Dynamo Lighting System
Category	Innovative Bike Components and Accessories
Country	Taiwan
Designer(s)	Kuang-Yang LIAO Ju-Hsuan CHIEN

Description

Xbat-M is one of the kind aftermarket dynamo lighting system for all kinds of bikes. Xbat-M is a very light-weight energy harvesting dynamo and a lighting set. The lighting set is connected to the dynamo with electric cables. Xbat-M is automatically turned on and has very minimal friction force when riding.

Title of Entry	LU - Bicycle Basket Design
Category	Innovative Bike Components and Accessories
Country	Taiwan
Designer(s)	Ethan Y.C. CHIANG Charles P.K. HONG



Description

Lu is a universal design for the baskets on public rental bicycles. Taking various consumer niches into account, Lu can satisfy different storage needs.

With an L-shaped iron frame wrapped by a movable water-resistant canvas, the users can arbitrarily adjust the size of the storage. The elastic strings on the sides can be tightened to secure objects in the basket, and ensure they do not fall out.

More than
30,000 visitors!



CYCLE MODE[®] international 2018



TOKYO 9(Fri) • 10(Sat) • 11(Sun) November 2018
at MAKUHARI MESSE

**Book
your stand**

April 2018
START

The biggest professional & specialized
Cycle Show in **JAPAN**



contact information

Cycle Mode International Head Office

TVO EXPRO Ltd. 1-2-15, Otemae, Chuo-ku, Osaka 540-0008 Japan

Tel:+81-6-6947-0284 Fax:+81-6-6944-9912 E-mail: angela@mail.wheelgiant.com.tw

www.cyclemode.net

Your Reliable Partner

雷射切割機 | 乾淨 | 快速 | 安靜 | 低成本 | 一次完成

Laser Cutting Machine

Clean | Efficient | Quiet | Low Cost | All in One



STBM 旭東機械工業股份有限公司
Shuz Tung Machinery Industrial Co., Ltd.
www.shuztung.com | stmc@shuztung.com.tw





CROSE

India International Cycle, Fitness & Outdoor Sports Expo

INDIA'S NO.1 BICYCLE, FITNESS & SPORTS EXPO

1-2-3 MARCH-2019

PUNJAB AGRICULTURE UNIVERSITY FAIR GROUND,
LUDHIANA (INDIA)

STRETCH YOUR **ADVERTISING DOLLAR!**

The World's Only Source for Reaching the Serious Road and Mountain Enthusiast



Mountain Bike Action



Road Bike Action



Electric Bike Action

Download our FREE App



www.hi-torque.com

USA - Advertising Representative Robb Mesecher, email: robbm@hi-torque.com

Taiwan - Advertising Information Contact: Jean Huang, email: rep@mail.wheelgiant.com.tw

A&G

單車誌 Cycling Update



The No. 1 Publication
for Brand Exposure
in China, Hong Kong,
and Taiwan.



Smart Pad App available now!



輪彥國際有限公司
WHEEL GIANT INC.
軟實力傳媒有限公司
Soft Power Media Co., Ltd.

No. 193, Tzu-Chiang Rd., Changhua 50095, Changhua, Taiwan
Tel: 886-4-7350500, 7360794~5 Fax: 886-4-7357860

E-mail: cycling@mail.wheelgiant.com.tw www.cycling-update.info

Shanghai Tel: 86-512-57515789

Tianjin Tel: 86-22-28137963

Ningbo Tel: 86-574-88210669

Shenzhen Tel: 86-755-28069189

TOTAL SUPPORT



Taiwan Bicycle Source (TBS)

TBS is the comprehensive purchaser's guide to the Taiwan bicycle industry. It's leaner and meaner, with a unique icon index. We cater to your needs with information in all formats. TBS is also available as an online catalog and a mobile app.

Wheel Giant - Total Support For Your Information Needs!

Bike Market Update (BMU)

BMU provides industry information and market news from Taiwan, Mainland China, and Asia. Published in English twice a year and bimonthly in Chinese, BMU brings you the most thorough reports and information on the business hotspots of the world.



Cycling Update (Traditional) for the Taiwan market & Bicycling (Simplified) for the China market

Aimed at the cycling public and consumer bicycle market in the Greater China region, this multifaceted consumer magazine features bicycle repair DIY, health features, competition activities, profiles of ultimate bicycles, and more. It is currently the only consumer marketing tool of its kind in the Greater China area.



Outside

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



Official Chinese Guide to the Tour de France

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





China Bicycle & E-Bike Top Suppliers (CBES)

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

<http://www.bikenews.online>

The Wheel Giant website provides 24-hour international access to our comprehensive database of over 20,000 items and 1,700 manufacturers in the Taiwanese bicycle industry. Make your sourcing easier and more efficient.



Order Form

Please send me the following publications (shipping included):

- TBS US\$80 CBES US\$40 BMU (2 issues/year) US\$40
- Cycling Update (6 issues/year) US\$100 Bicycling (6 issues/year) US\$100
- Outside (4 issues/year) US\$100 Official Tour de France Guide US\$20

Please type or print clearly

(First Name)	(Last Name)
Name: _____	
Position: _____	
Company Name: _____	
Address: _____	
City/State: _____	Postal Code: _____
Country: _____	
Tel: _____	Fax: _____
Website: _____	
E-mail: _____	
Signature: _____	Date: _____

Your company's business:

- Manufacturer
- Importer
- Wholesaler
- Distributor
- Dealer
- Chain Store
- Other. Please specify: _____

Please charge my Visa Mastercard JCB

Name on card _____

Card number _____ Security code _____

Signature _____ Exp. Date _____ Date _____

E-mail or Fax to:



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

bikenews_online

For Those Who Want to Keep Up With the Race.

www.bikenews.online features the newest and most important information on the bicycle industry. It covers the latest bike industry and market trends, as well as upcoming events and new products. In the fast-moving and competitive world of cycling, visit us to remain ahead of the race.



What's New

Latest news from global bike markets

TBS

Taiwan Bicycle Source 2018-2019 + Search Engine

eBook Download

TBS & CBES & BMU

Bike & E-Bike Market Update (BMU)

CBES

China Bicycle & E-Bike Top Suppliers 2018-2019



輪彥國際有限公司
WHEEL GIANT INC.
軟實力傳媒有限公司
Soft Power Media Co., Ltd.

No. 193, Tzu-Chiang Rd., Changhua 50095, Changhua, Taiwan

Tel: 886-4-7350500, 7360794~5 Fax: 886-4-7357860

E-mail: rep@mail.wheelgiant.com.tw Website: www.bikenews.online

Shanghai Tel: 86-512-57515789 Tianjin Tel: 86-22-28137963

Ningbo Tel: 86-574-88210669 Shenzhen Tel: 86-755-28069189



Taiwan Bicycle Source

By combining the dedicated and experienced service of Wheel Giant, along with the confidence of Taiwan's manufacturers, TBS continues to support and aid the future of the global bike industry.



Downloadable E-book

DVD

Full Guide

Pocket Issue

Smart Pad App

Smart Phone App

The Seven-in-One TBS

- ◆ The Number 1 Global Sourcing Tool
- ◆ The most comprehensive product assortment
- ◆ The highest rate of use by the industry
- ◆ The highest buyer request rate
- ◆ The highest actual circulation



Central & Eastern Europe's
biggest **B2B** bike expo

International Fair of Bicycle Industry



KIELCE BIKE EXPO

19-21.09.2019

Kielce, Poland



www.bike-expo.targikielce.pl



Organisers:



Co-operation:

Media Partners:



bike



bike

SZOSA



Rzecz Swiat

Triathlon



Polish Tourist
and Sightseeing Society

velonews.pl

BIKOWORLD.PL

FORUMROWEROWE

VELOPROFIT

electric:bike

bike**more**

Bag



BG-BM013
Handlebar bag
Material: 600D TPU
size: 53 x dia.14 cm, 9L



BG-BM012
Frame bag
Material: 600D TPU
size: 45x7x11cm, 4L



BG-BM011
Saddle bag
Material: 600D TPU
size: 60x15x16cm, 16L





Wireless Bike Alarm

iBT-02

Bicycle Guard to watch bicycle **working w/ Smartphone**

80M
Transmission range

One week
Power on standby mode



mounted on
Bike Bottle Cage



mounted on
the rear of Bike Seat



Anti-Theft



LED Light



Bike Finder



Linking Map

Features

- 2.4 GHz Wireless Technology working with Smartphone via APP (Bike Alarm) on APPLE/Google Play App store.
- Compact tube Size can be mounted beside Bottle Cage and on the rear of Bike Seat.
- Built in G-Sensor/Buzzer/LED light/Battery to be Bicycle Guard.
- Once Bicycle is moved & touched, it will send signal to smartphone.
- Multi-functions APP can set up Message/Vibration/Warning Voice to notify on smartphone side when Bike triggered; on bike side, Loud Buzzer/ LED flashing are able to make alarm.
- High power BLE technology to make effective range : 80 meters (open sight)
- Power Saved function, three AAA battery (changeable) can keep up to one week (stand-by mode).
- There are three main function modes
 - (1) Anti-theft: bicycle and smartphone both sides will make efficient alarm then bike moved
 - (2) Warning LED light: three LED different flashings to choose for a warning light
 - (3) Bike Finder: use APP to find bicycle when forgetting where is bike parked
- Link with Google Map when Our of Range or Pin the location when leaving.
- APP will show the status, Mode/Link/Out of Range/Power Low.
- The sensitivity of G-sensor and Buzzer volume can be set up on APP



Bike Alarm

Work w/ Smartphone

Available on the
App Store

Google play



Auto Link



Light



Rainproof



Buzzer



Vibration



Map



Setting



ABEL TECH
SUPPORT YOUR LIFE
AN A+ COMPANY

Website: www.abeltech.com.tw E-mail: sales@abeltech.com.tw

Tel: +886 3 658 3147 Fax: +886 3 658 5674

OUTBACK BAG GEARS



GUNIOR ENTERPRISE CO., LTD

No.253, Changsheng Rd., Waipu Dist., Taichung City 438, Taiwan

www.outback-bag.com

service@outback-bag.com

neco



TAIWAN / SHUNDE / JURONGTIANWANG / TIANJIN

Rove (Neco3-1+Neco4+Rectifier)
Dynamo Hub Power
Generator-UPS System



NECO3-1



1. Dust Cover
2. Battery
3. Charger
4. Compression Plug

DC Electric Transmit Wire

Electric Rectifier

AC Electric Transmit Wire

NECO4

Patent No.China : 5257748

5Vx2A=10W

Global Maximum Bicycle
Dynamo Generator

NECO 1

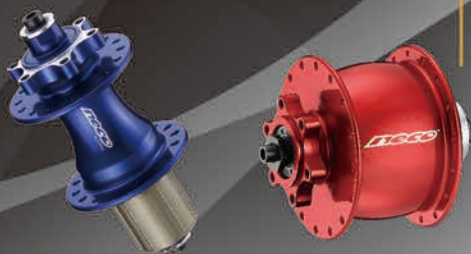
Intelligent Hidden Wire Headset

NECO1 Patent No. China: 4118628/Taiwan: M497135

NECO 3

Intelligent Portable Charger

NECO3 Patent No.Taiwan: M509473/Germany: 202015104197



NECO 5

Manual Pedals

Patent No. Taiwan: 105211964

China: 201620848170X

www.necoparts.com TEL: +886-4-2332-3966



CHIN HAUR

HEAD SET / B.B. SET / HUBS /
www.chinhour.com.tw **SINCE 1948**

2018 Taipei Int'l Cycle Show - K 110



TAIWAN 清豪工業

CHIN HAUR IND. CO., LTD.

NO.85, JIANGSHAN RD., DALIAO DIST.,
 KAOHSIUNG CITY 83141,
 TAIWAN

TEL : (886-7) 7011621~5

FAX : (886-7) 7023608

E-mail : chinhour@ms7.hinet.net

CHINA 清豪精密 (深圳)

CHINHAUR PRECISION INDUSTRY
 (SHENZHEN) CO., LTD.

3 RD., INDUSTRIAL, DAWANGSHAN VILLAGE,
 SHAJING TOWN,
 BAOAN COUNTY, SHENZHEN, P.R.CHINA

TEL : (86-755) 27225112~3

FAX : (86-755) 27225109

E-mail : chinhour_cn@163.com

INDONESIA

P. T. CHIN HAUR INDONESIA

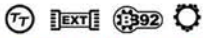
JL. RAYA CURUG KM.2. KP. CISEREH, DS.
 KADUJAYA, KEC.
 CURUG, TANGERANG 15810, INDONESIA

TEL : (62-21) 5981571~3

FAX : (62-21) 5980236

E-mail : chi@centrin.net.id

2019 NEW PRODUCT



MPX12-32T-TT

CRANK LENGTH 170MM,175MM
MATERIAL FORGED AL-6061-T6
FINISH BLACK SAND AND.
CHAINRING 32T
MATERIAL STEEL
FINISH BED
COMPATIBILITY 115,125
CHAINLINE 49MM
Q / I - FACTOR 175/145MM
BB SETS PW-BB73+ / PW-BB92



RPL-521(46-32T)

CRANK LENGTH 140MM,152MM,160MM
MATERIAL FORGED AL-6061-T6
FINISH BLACK SAND POWDER COAT
CHAINRING 46-32T
MATERIAL 46T: ALLOY, 32T:STEEL
FINISH 46T: CNC DETAIL BLACK SAND AND. 32T: BED
COMPATIBILITY 85,95
BCD 110/80MM
CHAINLINE 44MM
Q / I - FACTOR 161/132MM
B.B.TAPER SQUARE 116MM



RPL-521P-F

CRANK LENGTH 140MM,152MM,160MM
MATERIAL FORGED AL-6061-T6
FINISH BLACK SAND POWDER COAT
CHAINRING 46-34T
MATERIAL 46T: ALLOY, 34T:STEEL
FINISH 46T: CNC DETAIL BLACK SAND AND. 34T: BED
COMPATIBILITY 85,95
BCD 110MM
CHAINLINE 44MM
CHAINGUARD PLASTIC BLACK
Q / I - FACTOR 155.5/126.5MM
B.B.TAPER SQUARE 110.5MM



RPL-242P-F

CRANK LENGTH 165MM,170MM, 172.5MM,175MM
MATERIAL FORGED AL-6061-T6
FINISH BLACK SAND POWDER COAT
CHAINRING 44T,42T
MATERIAL STEEL
FINISH BED
CHAINLINE 45MM
BCD 110MM
CHAINGUARD PLASTIC BLACK
Q / I - FACTOR 161/132MM
B.B.TAPER SQUARE 116MM



MIDTOWN-244A-1

CRANK LENGTH 170MM
MATERIAL FORGED AL-6061-T6
FINISH BLACK SAND POWDER COAT
CHAINRING 44T
MATERIAL STEEL
FINISH BED
CHAINLINE 45MM
BCD 130MM
CHAINGUARD ALLOY CNC DETAIL, BLACK SAND AND.
Q / I - FACTOR 158/129MM
B.B.TAPER SQUARE 116MM



BOOM-32P

CRANK LENGTH 127MM,140MM,152MM
MATERIAL FORGED AL-6061-T6
FINISH BLACK SAND POWDER COAT
CHAINRING 32T,30T,28T
MATERIAL STEEL
FINISH BED
CHAINLINE 45MM
CHAINGUARD PLASTIC BLACK
Q / I - FACTOR 157/130MM
B.B.TAPER SQUARE 113MM



2019 E-BIKE NEW PRODUCT

SHIMANO E5000

CRANK LENGTH 501D
CHAINRING 38T
CHAINLINE 46.5MM



SHIMANO E8000

CRANK LENGTH 170MM,175MM
SPIDER 52-1
CHAINRING 40T,38T,36T,34T,32T
CHAINLINE 50MM
BCD 104MM



WHOLE MAN ENTERPRISE (TAIWAN) CO.,LTD.
TEL:886-6-2825791/92
FAX:886-6-2825746
E-MAIL:SALES-TW@PRO-WHEEL.COM
PROWHEEL@MS13.HINET.NET

HAOMENG BICYCLE (SHANGHAI) CO.,LTD.
TEL:86-21-57532846/47
FAX:86-21-57536961
E-MAIL:SALES-SH@PRO-WHEEL.COM

WHOLE MAN ENTERPRISE (TIANJIN) CO.,LTD.
TEL:86-22-66321818
FAX:86-22-66321820
E-MAIL:SALES-TJ@PRO-WHEEL.COM



AWARD WINNING ENDURO E-BIKE

eONE-SIXTY

MORE BIKE. MORE FUN.

MERIDA 
美利達自行車