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BIKE & E-BIKE MARKET

2020 Spring Edition

UPDATE



The World's Common Enemy: COVID-19

State of the Bicycle Industry in Taiwan

Giant Launch New TCR Range

2019 EU Import Data

Brexit-Impact Pending

IF Design Awards

Taipei Cycle d&i Awards 2020

Leva-EU Argue Case for S-Pedelec Rule Relaxation

Cambodian Bike Exports Unaffected by EU GSP Changes

2019 Company Financial Reports

Bike Market in Disruption

Eurobike & TBW Consider Plan B

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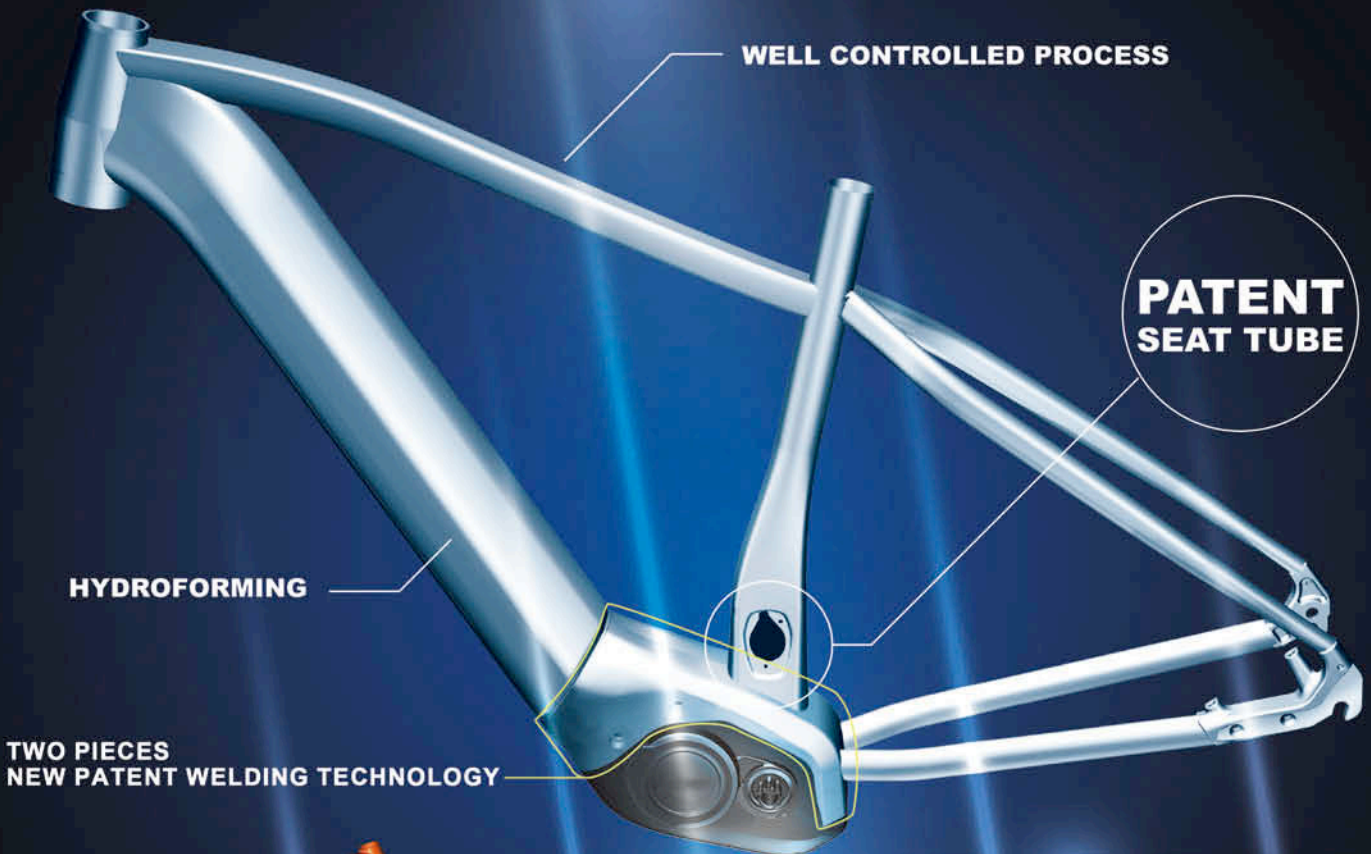
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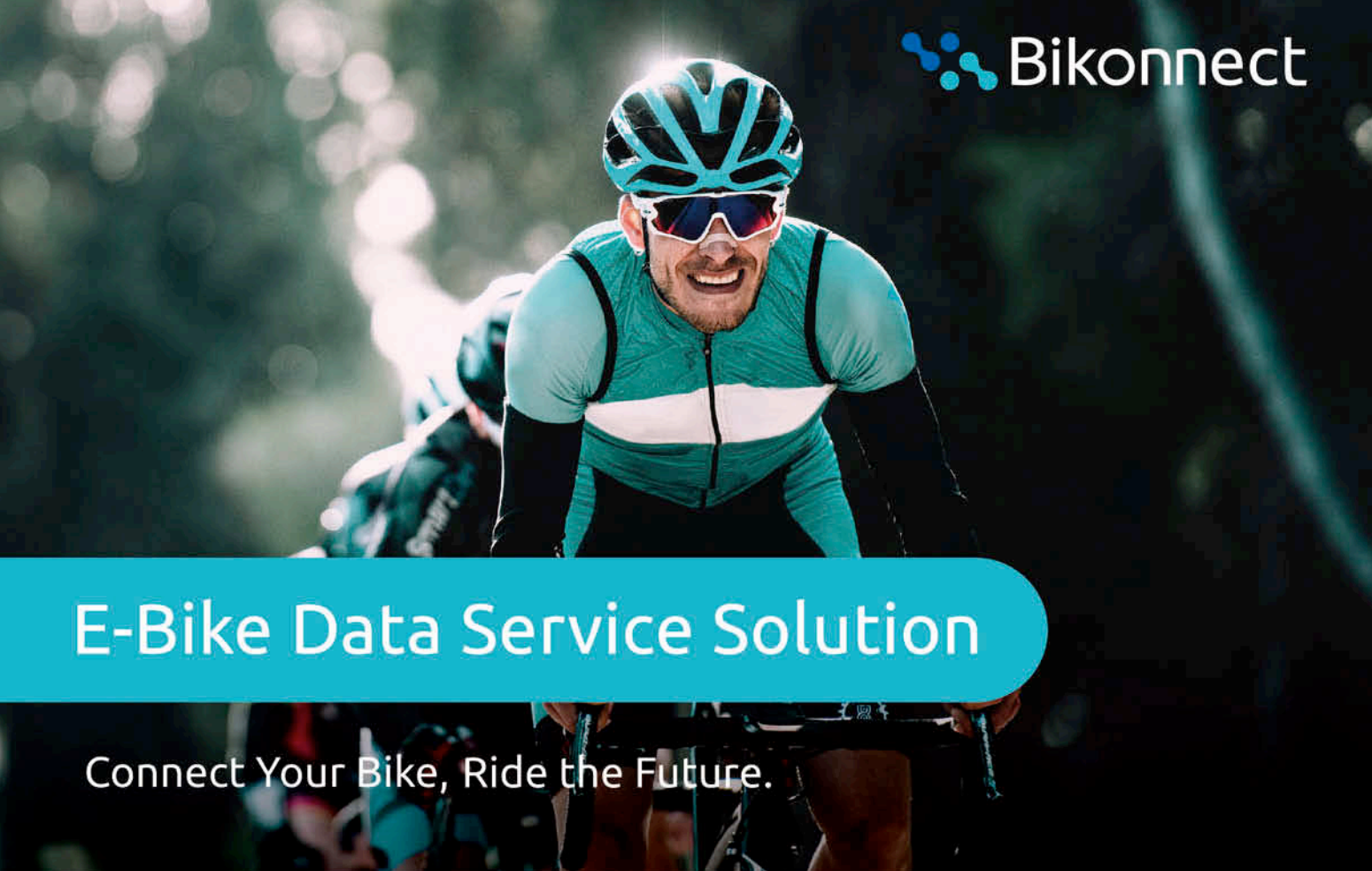
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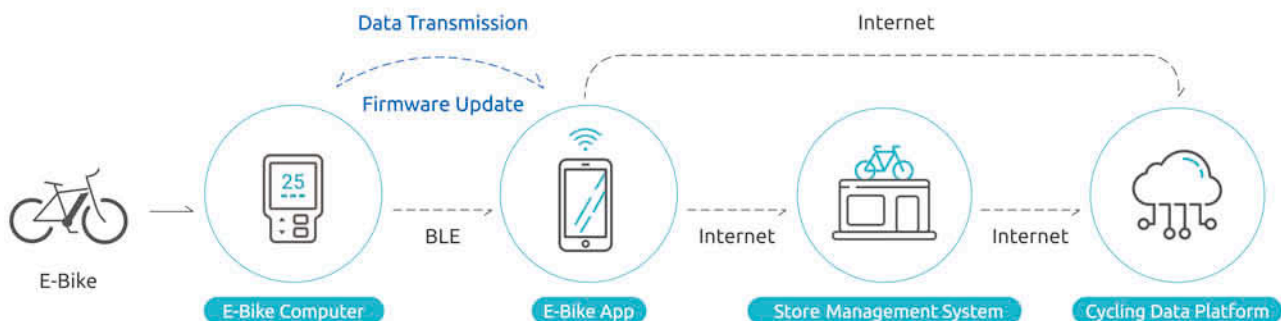
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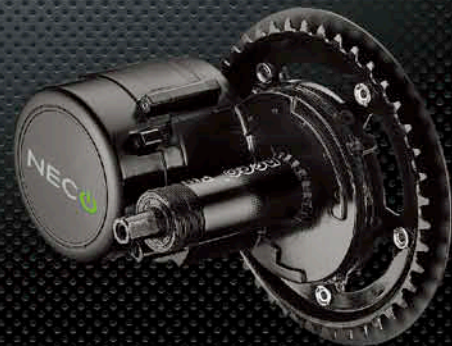
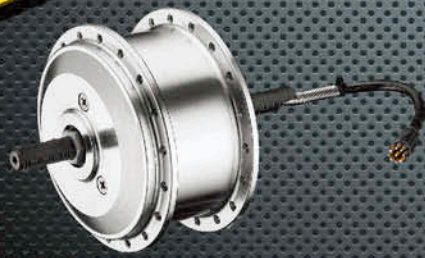
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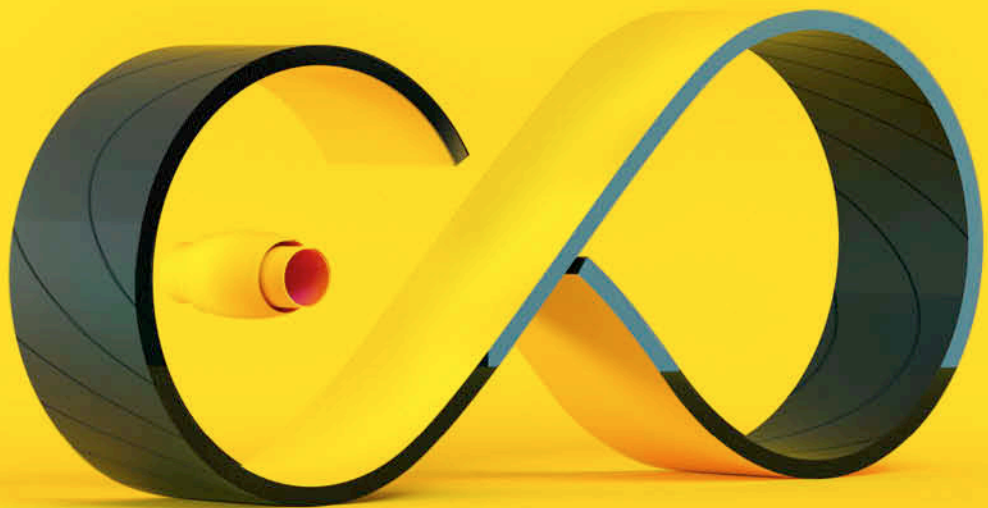


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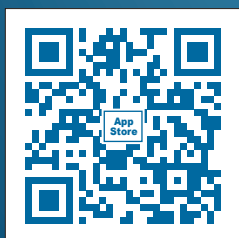
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Bike Market Update (Chinese)



Bike Market Update (English)



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Cycling Update



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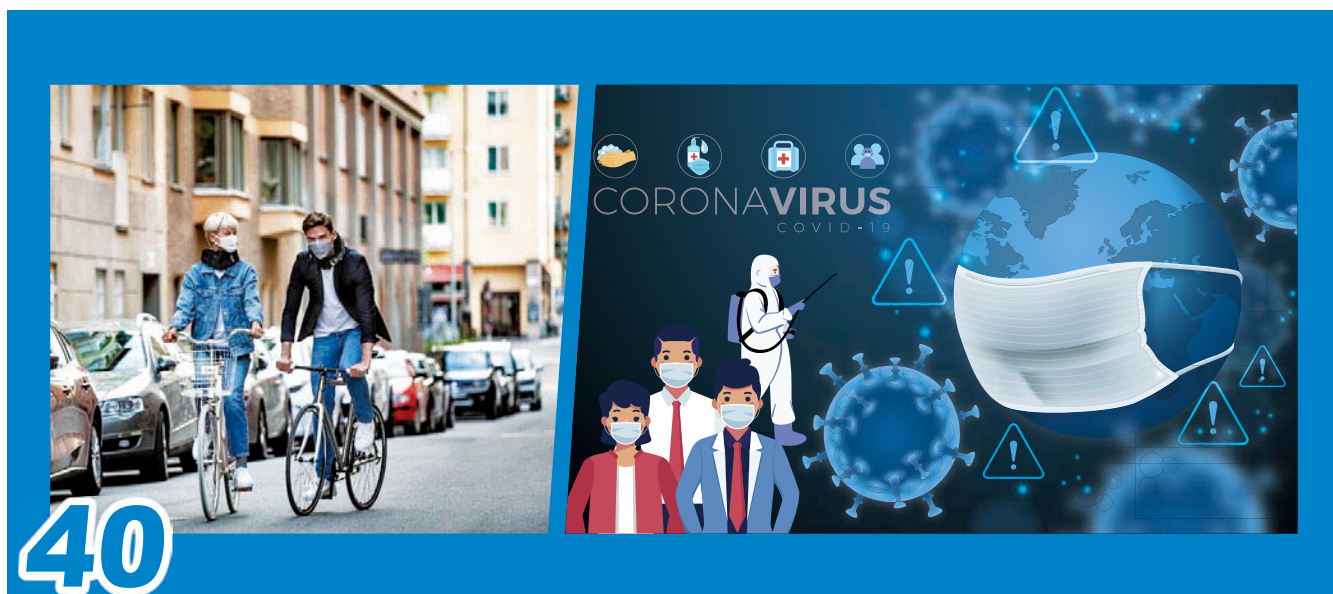
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CONTENTS



◆ A Word From The Publisher

21 Fighting COVID-19

◆ Top Stories

22 State of the Bicycle Industry in Taiwan

◆ Special Reports

40 The World's Common Enemy: COVID-19

46 Brexit-Impact Pending

◆ Market Report

50 2019 EU Import Data

◆ All about E-Bikes

56 E-Bikes Continue Flourishing in German Bike Market

60 Leva-EU Argue Case for Speed Pedelec Rule Relaxation

64 Darfon's New-Generation Batteries

◆ Personalities

66 Conebi Keep Active

68 Bike Market in Disruption

72 Bernhard Lange: Cycling-The Modern Choice

◆ Global Briefs

74 European Parliament Adopts Vietnam Trade Agreement

75 Cambodian Bike Exports Unaffected by EU GSP Changes

76 Eurobike Cancels Media Days & Considers Plan B

77 TBW Schedule Decision on Hold

◆ Product News

80 Taipei Cycle d&i Awards 2020

94 IF Design Awards

102 2020 Taiwan Excellence Awards

108 Giant Launch New TCR Range

110 KMC's E-Bike and X12 Solutions

111 Microprogram Introduce E-Bike Data Systems



102

111



60



80

110



94

◆ Industry News

- 114 Giant Establishes New Brand Architecture
- 116 Production Begins at Chengdu Haqi
- 118 2019 Company Financial Reports

◆ Cycling in Taiwan

- 126 Touring the Tea Country of Pingding
- 132 Enjoying the Beauty of Taiwan's Central Mountain Range



126



108



80

BY CATEGORY



Bicycles

Featured Position :

J.D Components Co., Ltd.	Inside Front Cover, 1
A-Forge Ent. Co., Ltd.	3
Wuxi Truckrun Motor Co., Ltd.	5
Microprogram Information Co., Ltd.	6



Frames / Frames Parts

Main Body :

Neco Technology Industry Co., Ltd.	7
---	---

Featured Position :

Jiun Yih Bicycle Ind. Co., Ltd.	48
Liang Feng Machine Co., Ltd.	49
Hope Industrial Corporation	63



Wheel Parts

Featured Position :

Kenda Rubber Ind. Co., Ltd.	Back Cover
Kun Teng Industry Co., Ltd.	4

Main Body :

Shuhn Lih Enterprise Co., Ltd.	59
Chosen Co., Ltd.	144



Transmission Parts

Featured Position :

Whole Man Enterprise Co., Ltd.	Inside Back Cover
KMC (Kuei Meng) International Inc.	2

Main Body :

Shun Shing Bicycle Co., Ltd.	71
-----------------------------------	----



Steering Components

Main Body :

Bengal Performance Brake Systems	79
Ashima Ltd.	113
Baradine Rubber Ind. Co., Ltd.	123
Abeltech.	143

ALPHABETICAL ORDER

Abeltech.	143
A-Forge Ent. Co., Ltd.	3
Ashima Ltd.	113
Baradine Rubber Ind. Co., Ltd.	123
Bengal Performance Brake Systems	79
Chosen Co., Ltd.	144
Hope Industrial Corporation	63
J.D Components Co., Ltd.	Inside Front Cover, 1
Jiun Yih Bicycle Ind. Co., Ltd.	48
Kenda Rubber Ind. Co., Ltd.	Back Cover
KMC (Kuei Meng) International Inc.	2
Kun Teng Industry Co., Ltd.	4
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Neco Technology Industry Co., Ltd.	7
Shuhn Lih Enterprise Co., Ltd.	59
Shun Shing Bicycle Co., Ltd.	71
Whole Man Enterprise Co., Ltd.	Inside Back Cover
Wuxi Truckrun Motor Co., Ltd.	5

Others

Eurobike.....	8
Taichung Bike Week.....	9
Taipei International Cycle Show.....	10
The China Int'l Bicycle Fair.....	11
BRAIN.....	12
Kielce Bike-Expo.....	14
Big Gear Show.....	78
EICMA.....	112
Aseanbike.....	122
The Cycle Show.....	124
Sazbike.....	125
BIKE.....	135
MBA.....	136
Cycle Mode.....	137
Ride Asia.....	142



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Fighting COVID-19



Grace S. Ruan

While spring is ordinarily a time of bustling bicycle sales, this year's COVID-19 pandemic has thrown the market into chaos. Such preventive measures as work stoppages, city-wide lockdowns, isolation and country closures have severely affected bicycle demand and sales, resulting in delayed deliveries, late payments and reduced or cancelled orders. The pandemic has overturned everyone's lives and habits, all we can do is help to fight it and hope that COVID-19 will quickly make its exit enabling life and business return to normal.

Taiwan's bicycle exports fell by 3.8% in 2019, when it exported 2.12 million bicycles. The unit price of Taiwan's exported bikes slipped by 5.3% to US\$633. Although the EU and US remain Taiwan's two leading export markets, the relative contributions of individual countries changed during the year. Taiwan exported 985,300 bikes to the EU during 2019, which represented a drop of 10.7% compared with the 1.1 million units in 2018, and unit price also fell by 6.9% (to US\$503). The US market performed well in 2019, and Taiwan exported 700,000 bikes to the US during the year, which was a huge increase of 34% compared with 2018. The US has become one of the hardest-hit areas of the COVID-19 pandemic, however, and faces immense variables in 2020.

Taiwan exported 644,300 e-bikes in 2019—a whopping increase of 125%. The unit price increased by 1.6% to US\$1,339. The EU was the largest export market for Taiwan-made e-bikes, and imported 440,700 units during 2019; this was a dramatic increase of 130% compared with 2018, and the leading EU importers—the Netherlands, Germany, and Britain—all imported close to 50,000 e-bikes from Taiwan. American e-bike

imports from Taiwan also grew considerably, and the industry can look forward to robust sales during 2020 as more American states adopt more appropriate e-bike laws and regulations.

Cambodia has become the leading source of bicycles imported by the EU, and produced close to 1.5 million bikes during both 2019 and 2018. The EU conducted a human rights, democracy, and rule of law investigation of Cambodia in February 2019, and announced that it would revoke the "Everything but Arms" (EBA) import privileges of some Cambodian products after the results of its investigation were published during February 2020. Fortunately, the preferential import of bicycle products remained untouched, which will preserve the advantage of Cambodian bicycles in the EU market. A steadily growing number of Chinese and Taiwanese firms have established plants in Vietnam in recent years, but these companies must remain aware that the rapid increase in Vietnamese bicycle exports to Europe may attract the attention of the EBMA.

The catastrophic COVID-19 pandemic has disrupted the whole world's plans and dreams. Countless trade shows, competitions, and activities have been cancelled or postponed, and vast numbers of people have been discouraged from leaving their homes, or don't dare to go out. We have strong faith that everyone in the industry can escape the outbreak unscathed, and look forward to seeing each other soon at future trade shows.

State of the Bicycle Industry in Taiwan

Text: Grace S. Ruan

Emerging from the wake of World War II, Taiwan's bicycle industry started out depending on imports, but quickly progressed to manufacturing with domestically-made steel and local assembly, before eventually upgrading to automated and even smart manufacturing. The industry first adopted Japan's Just-In-Time (JIS) standards, then developed the CNS national standards, and later established the TBIS industry standards. Companies shifted from OEM production to ODM, and eventually established or acquired their own brands, and turned their focus from the domestic to the global market. The industry's production sites migrated from Taiwan to Vietnam, Cambodia and even Europe, and industry members have gone from manufacturing bicycles to also riding them, promoting a new bicycle culture and creating a bicycle island on Taiwan. Although these transformations proceeded in fits and starts, Taiwan's bicycle industry was always able to find new directions and new moments of opportunity, overcome recurring recessions and challenges and ultimately realize Taiwan's "bicycle miracle." As it heads to-

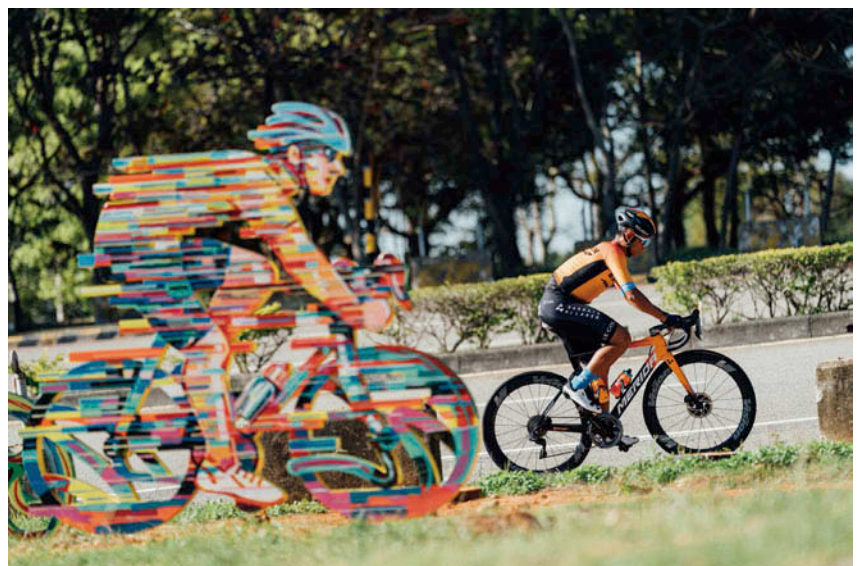
ward new milestones, Taiwan's cycle industry must build on its heritage and open up new future possibilities, rethink its positioning, locate its niches and advantages, shorten its supply chains, constantly innovate and seize the opportunities presented by e-bikes. This is not the only way to make steady progress and achieve sustainability.

E-bike exports

E-bike sales in Europe and the US have surged in recent years, and e-bikes have found favor with even more consumers in the EU, in particular, due to the spread of the e-mobility concept, which embraces elec-

tric mobility in leisure exercise, transportation and meeting everyday needs. Responding to the growing e-bike trend, Taiwan's bicycle industry has been actively developing e-bikes in recent years, and has embarked on the development of such key components as electronic control systems, batteries and motors. As a result, Taiwan's e-bike exports have enjoyed triple-digit growth for several years in a row.

While Taiwan's bicycle exports have gradually shrunk, during recent years, fortunately the steady growth of its e-bike exports has taken up some of the slack, and more or less made up for the reduction in



bicycle exports. In 2019, Taiwan exported 644,300 e-bikes, which represented growth of 125% compared to the 286,401 e-bikes exported in 2018. The total value of e-bike exports was US\$862,996,871, an increase of 128.5% compared to 2018. E-bike exports had an average unit value of US\$1,339, which represented an increase of 1.57% compared to the unit value of US\$1,319 in 2018. The EU and the US were the two largest markets for Taiwan's e-bikes.

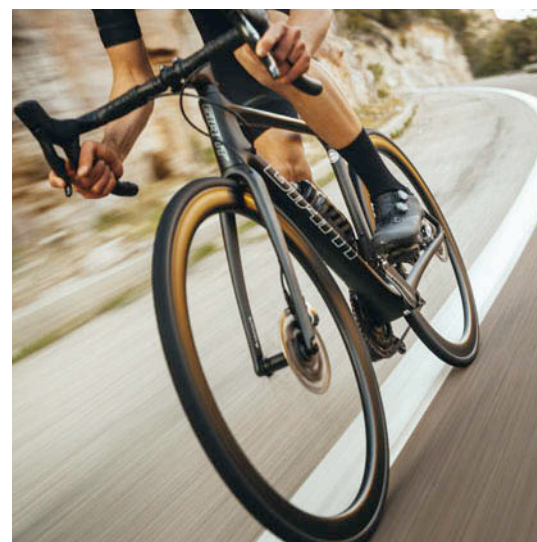
Taiwan exported 440,723 e-bikes to the EU in 2019, a major increase of 130% compared to 2018. The total value of e-bike exports to the EU last year was US\$560,815,420, a similarly large 134% jump compared to the 2018 total value of US\$239,758,747. The average unit value of these exported e-bikes was US\$1,272, which was up by 1.86% compared to the year before. The Netherlands was the largest destination for these exported e-bikes, and received 230,228 units, which was a huge increase of 202%. The total value of 2019 exports to the Netherlands was US\$318,819,842, again well over triple the total value of US\$102,369,496 exported there in 2018. The unit value of these e-bikes grew by 3.13% (from US\$1,343 to US\$1,385). Germany was the second largest EU market for exported e-bikes, and Britain was the third largest market. Both of these coun-

tries received close to 50,000 units, and both the total quantity number and average unit value of these e-bikes increased compared to 2018; with the figures for Britain displaying triple-digit increases.

49,992 ebike units were exported to Germany from Taiwan during 2019, a rise of 16.54% compared to the same period the previous year. The e-bikes had a total CIF value of US\$57,444,544, up 19.34% from 2018. The average unit value of e-bikes exported from Taiwan last year was US\$1,149.07, a slight rise of 2.41% compared to 2018.

49,920 units were shipped there, skyrocketing up by over 138% from the 20,897 units shipped to the UK from Taiwan in the previous year. The average unit value also rose sharply by 46% during the period from US\$ 705.19 in 2018 to US\$ 1,033.79 last year. This meant that the total import value of Taiwanese e-bikes shipped to the UK in 2019 was US\$ 51,606,901, up a whopping 250% compared to the total value of US\$ 14,736,292 shipped there during the previous year.

After the EU imposed 18.8%-79.3% anti-dumping and countervailing duties on Chinese e-bikes in 2019, Chinese e-bike makers have been forced to find ways of avoiding these barriers, such as by establishing plants or subsidiaries in Europe or finding local European firms



to serve as strategic partners. In order to prevent Chinese firms from shipping their e-bikes through Taiwan and illegally laundering the place of production, the government and TBA have adopted various types of preventive measures and penalties, and their results have earned the EBMA's approval.

Bicycle exports

Taiwan exported 2,125,050 bicycles in 2019, which represented a drop of 3.85% from the 2,210,105 bikes exported in 2018. Taiwan had a total value of US\$1,340,966,566, down by 9.23% from the total value of US\$1,477,278,008 exported from the island in 2018. The average unit value of these exports fell by 5.59% from US\$668 in 2018 to US\$631 in 2019. The EU, the US and Japan are the three leading markets for Tai-

wan's bicycles. Among these markets, 985,311 bicycles were exported to the EU, which was a decrease of 10.7% compared to the 1,102,826 bicycles shipped there in 2018. The total exported value of bicycles exported to the EU from Taiwan fell by an even larger amount—US\$492,857,228 total value in 2019, 17.17% down from US\$595,049,608 total export value during the previous year. The average unit value of EU-bound bicycles fell by 7.30% from US\$540 in 2018 to US\$500 in 2019. Among EU countries, exports to Britain grew in the face of the adverse trend, making Britain the largest recipient of Taiwan-made bicycles in the EU during 2019. Britain received 232,419 bicycles from Taiwan in 2019, which represented growth of 6.27% compared with the 218,703 bicycles exported to Britain in 2018. However, the total value of these bicycle shipments to fell by over 15% to US\$88,759,861. The average unit value dropped by over 20% from US\$480.87 per unit in 2018 to 381.90 in the previous year. However, many variables will come into play after the completion of Brexit in 2020, and numerous producers that have established factories in China have high expectations for sales to the British market after the Brexit transition period is over. The Netherlands was the second largest market for Taiwan's bicycle exports in 2019,

and received 203,351 units, which was a decrease of 23.8% compared with the 266,689 bicycles exported to this country in 2018. The total value of these exports was US\$181,911,391, also a large decrease of 23% compared to the US\$236,963,728 total value of exports in 2018. The average unit value of these bicycles was US\$894.57 in 2019. Taiwan exported 141,805 bicycles to Germany, which represented an increase of 8.68% compared with the 130,480 bikes received by Germany in 2018, but the average unit value fell by 21.38% (to US\$317). The total value of bicycle shipments to Germany from Taiwan was US\$44,853,409 last year, a drop of 14.56% compared to 2018. It's worth noting that Sweden is the largest market for Taiwan-made bicycles in northern Europe. The quantity of bicycle exports from Taiwan to Sweden changed little in 2019 with 104,271 units shipped there last year compared to 107,091 shipped there in 2018. However, the total value of these exports fell by over 12% to US\$15,034,208 in 2019 from US\$17,100,778 during the previous year.

The US imported 700,677 bicycles from Taiwan in 2019, and this figure represented major growth of 34.4% compared with the 521,415 units exported to the US in 2018. 2019 exports had a total value of US\$469,017,833, up by 6.85%

from the US\$438,943,916 total value in the previous year. However, the average unit value fell from US\$842 in 2018 to US\$670 in 2019, which was a drop of 20.4%. Japan was the third largest market for Taiwan's bicycles, and imported 90,726 bikes from Taiwan in 2019, which was a drop of 29.78% compared with 2018; however, the average unit value of these exported bikes grew by 19.9%, reaching US\$665. The total value of Taiwan's bicycle exports to Japan still fell by 15.87% from US\$71,619,497 in 2018 to US\$60,253,184 last year.

Taiwanese bicycle exports to Australia fell by 22.58% from 86,677 units in 2018 to just 67,105 units in 2019. The total value of these exports was US\$66,593,496 last year, down by 14.86% from the US\$78,216,010 total value in 2018.

Dispersing manufacturing risk

With adversaries in front and behind, China's bicycle industry not only faces the EU's stiff anti-dumping tariffs but also punitive 25% tariffs under Section 301 of the US Trade Act. As a result, Chinese bicycle firms are under tremendous pressure, and their bicycle and e-bike products have lost almost all competitiveness. Fortunately, China's internal market is huge, and more than 30 million e-bikes

are sold domestically every year, erasing some of the blow dealt to China by trade barriers in the EU and US. However, such e-bike components as motors, batteries and controllers have also been affected by trade barriers, forcing Chinese firms to establish plants in Southeast Asia or the EU (Bafang produces e-bikes in Poland) in order to disperse risk. Apart from the EU, a growing number of Chinese firms are setting up shop in Vietnam, including bicycle assemblers and motor manufacturers (Motinova), among which Fuji-ta and XDS have established factories in both Vietnam and Cambodia. Fortunately, when the EU announced in February of this year that it would revoke Cambodia's preferential EBA trade privileges, bicycle products were excluded. As a growing number of Chinese companies invest in Vietnam, enterprises in Vietnam not only face growing land costs, but also gradually worsening labor shortages.

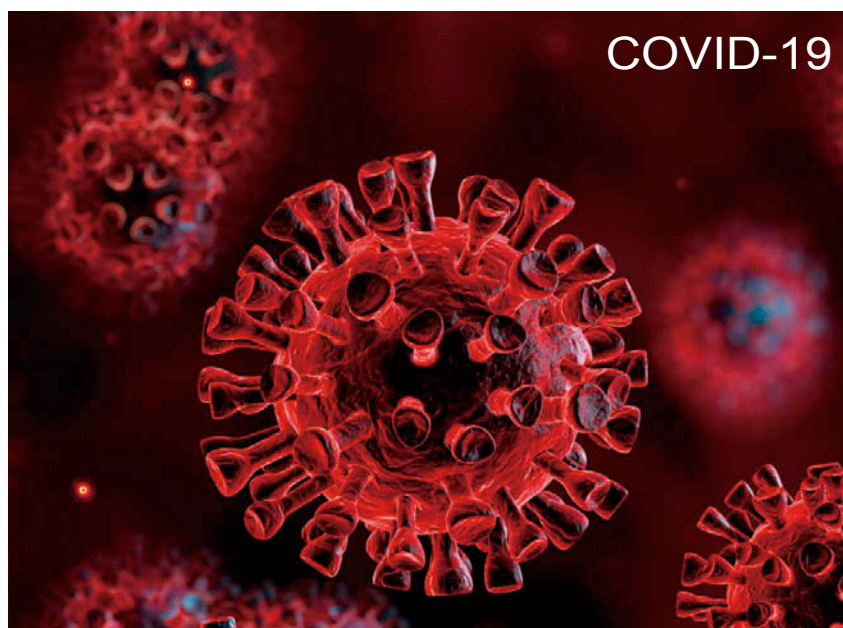
In the wake of the COVID-19 pandemic, Motinova, which is headquartered in Wuhan, has suffered from the city's lockdown in February. The company has been able to disperse risk via its plant in Vietnam, minimizing the impact of production and shipment delays. Shanghai General Sports is a partner of Kent and produces 2.4-3.4 million bicycles each year. General Sports has opted to establish plants in Cambo-

dia and Malaysia. It has purchased over 27 hectares of land in Cambodia, but has still not established a plant, and has purchased old plants in Malaysia, where it has a 12,000 m² plant containing four bicycle assembly lines, and a 4,000m² leased plant devoted to frame production. General Sports began producing frames in February of this year, and plans to initially produce chiefly steel and alloy frames. Dispersal of production and moving production closer to markets have become the chief development trends for bicycle firms hoping to respond to the needs of the market in their customers.

The COVID-19 pandemic

For the bicycle industries in China, Taiwan, Asia, Europe and the Americas, 2020 has been a grim and frighten-

ing year. The outbreak of COVID-19 in China during January happened to occur around the time many Chinese people were returning to their homes for the New Year holiday period, and also as many Taiwanese personnel in China were returning to Taiwan for the holiday. As the number of cases rose, China ordered the lockdown of Wuhan on January 23, but 5 million Wuhan residents had already left for other cities in China and overseas destinations, before the lockdown had been fully implemented. Afterwards, China sealed several dozen cities in order to stop the spread of the disease, and also established 10 or more temporary hospitals to house COVID-19 patients. Because the people leaving Wuhan eventually ended up all around the world, the global COVID-19 pandemic has thus far proved to be unstoppable, and has



spread from Korea and Japan to Iran, Italy, France, Germany, Spain, northern Europe and the United States. At present (April 6), nearly every country in the world has confirmed cases and there are over 1.25 million cases worldwide. As a consequence, an estimated 25% of the world's population are currently living under lockdown conditions. The pandemic has caused widespread panic, and has had a financial impact greater than the 2008 financial crisis. In the face of the outbreak, companies in all industries must try to respond with care and prudence, and may have to cope with temporary factory closures, city lockdowns and country closures. We can only hope that a vaccine is quickly developed in order to bring an end to the pandemic.

Of course, the worst affect of the pandemic is the large number of lives lost, however, the disease has also had a large economic impact, severely disrupting global commerce as well as people's economic and everyday activities. After a work stoppage at the end of January, Chinese companies have gradually been resuming operations since early March, but have currently achieved only a 50%-80% work resumption. While the Chinese government has prioritized reviving the economy, the resumption of operations has chiefly focused on such major corporations as Taiwan's Hon Hai, which hopes to achieve

an 80%-90% work resumption rate by the end of March. The pandemic has caused markets to shrink, and existing projects have stopped looking for workers. Factories and companies that wish to resume work must undergo a review and obtain permit from the local government before they may restart operations. Many companies are initially asking their employees to work from home, but employees currently in outlying areas must first undergo 14 days of home isolation without symptoms before they may return to their city jobs. As China is the world's factory, the interruption of Chinese production will cause massive disruption to global industry supply chains, especially in the auto industry, which has borne one of the hardest blows. Many industries worldwide face disruptions to their production and delivery dates due to a lack of raw materials from China. Service industry and the aircraft industry have been among the hardest-hit, and governments around the world have been quick to propose relief and economic stimulus policies, as well as consumption promotion plans, in an effort to avoid a tsunami of corporate bankruptcies.

Taiwan is a model for the world

Many Taiwanese personnel have been working in China during recent years. Due to the

harsh experience of the 2003 SARS outbreak, the government of Taiwan implemented disease prevention measures at a very early date (the end of December 2019), and has made constant TV and media broadcasts emphasizing the importance of hand-washing and use of alcohol-containing disinfectants. As a result, everyone in Taiwan has remained very vigilant. Since it initially became hard to find face masks on the market, the Ministry of Health and Welfare implemented a policy allowing citizens to purchase masks using their health insurance cards under a "real name system" (adults may purchase 3 masks per week, and children may purchase 5 masks per week, with each mask costing NT\$ 5). A majority of citizens wear face masks when they go out, and especially when they enter enclosed spaces (such as mass transit systems). Additionally face masks for everyone are mandatory in hospitals in order to protect the wearer and others. The effectiveness of Taiwan's disease prevention measures have made it a model for the world, and it has received praise from many other countries. But while this is a cause for comfort for the Taiwanese, the fight against COVID-19 will be a war of attrition. Every individual must maintain self-discipline and a high level of vigilance in order to maintain their own safety and that of others.

Close to 300 companies from Taiwan's bicycle industry have established plants in China. Before the pandemic, China's manufacturing competitiveness was already gradually falling, and firms in China faced such problems as the sluggish domestic market, steadily increasing operating costs, the US-China trade war and the EU's anti-dumping sanctions. These conditions had already made doing business in China increasingly difficult for Taiwanese firms. Now, the COVID-19 pandemic has made matters much, much worse. Although China has assigned extremely great importance to economic development, it is proving hard to achieve work resumption goals, and the threat of further outbreaks still looms after the resumption of work. As a consequence, firms must restart production while also taking pandemic prevention measures, which is causing tremendous mental and physical stress and fatigue for industry personnel. While the world faces a grave threat to life, health and the economy, industry also faces risk of delayed deliveries and delayed payments, which have added innumerable operating difficulties and risks. The bicycle industry will therefore face even more variables and challenges in the days to come.

Cycle show delays

Reflecting the impact of

COVID-19 on global health, transportation and economic activities, and out of consideration for the health and safety of participating vendors and buyers, TAITRA has decided to delay the 2020 Taipei Cycle Show to March 3-6, 2021. In addition, a special Taipei Cycle+ show was originally scheduled to be held May 14-16 in order to meet the needs of some firms. However, this too was canceled by TAITRA on March 19 in the wake of the global worsening of the pandemic. Payments already made by exhibitors for this show will be directly applied to participation in 2021 Taipei Cycle (3/3-3/6). The 2020 Sea Otter Classic originally scheduled for April has been postponed to 10/1-10/4. There are also major doubts over the current scheduling of India's RideAsia show, and organizers are considering a postponement. Additionally, the 2020 China International Cycle Show (Shanghai show), which was scheduled to be held in May, has been postponed with, as yet, no rescheduled date.

TBS published as usual

Esteemed by companies worldwide as the bicycle purchasing bible, TBS has not been affected by the pandemic, and will still be published on time at the end of March. In addition, an effort has been made to improve the TBS e-book and online version, which will help buyers

to browse and find products while working at home. While the pandemic will pass, finding opportunities cannot cease. After the pandemic is over, factories will need to continue their operations, and buyers will need to purchase goods to meet the needs of local consumers. Even when 2018 Taipei Cycle was moved to the end of October, TBS was still published in early April. This was because we understand the market, are clear about the buying season, and even more importantly, the global bicycle industry considers TBS to be an indispensable purchasing guide. With the newest TBS e-book and app, the world's bicycle industry will be able to find needed products and easily make contact with vendors if they are unable to come to Taiwan.

Making a living is very important, but life and health are even more precious. Seeing the world's economic activity come to a standstill, although we can do little to reverse the situation, e-commerce has been gradually increasing in importance throughout the EU, US and Asia, and online shopping has entered the mainstream. As a consequence, companies around the world must strive to combine online and offline operations, and achieve a virtual and physical presence, in order to expand their marketing coverage.



Taiwan Bicycle Exports for 2018 & 2019

2019/2018 Taiwan Bicycle Exports to Major Countries

CCC CODE: 87120010 Bicycles

2019/2018	2019 Units	2018 Units	% Change	2019 Value (US\$)	2018 Value (US\$)	% Change	2019 Average Price (US\$)	2018 Average Price (US\$)	% Change
NAFTA	762,198	600,502	26.93%	528,708,528	505,413,244	4.61%	693.66	841.65	-17.58%
USA	700,677	521,415	34.38%	469,017,833	438,943,916	6.85%	669.38	841.83	-20.49%
Canada	50,544	58,452	-13.53%	49,121,251	53,772,573	-8.65%	971.85	919.94	5.64%
Mexico	10,977	20,635	-46.80%	10,569,444	12,696,755	-16.75%	962.87	615.30	56.49%
EU	985,311	1,102,826	-10.66%	492,857,228	595,049,608	-17.17%	500.20	539.57	-7.30%
Netherlands	203,351	266,689	-23.75%	181,911,391	236,963,728	-23.23%	894.57	888.54	0.68%
Germany	141,805	130,480	8.68%	44,853,409	52,494,003	-14.56%	316.30	402.31	-21.38%
Spain	28,879	47,211	-38.83%	23,960,366	31,729,669	-24.49%	829.68	672.08	23.45%
United Kingdom	232,419	218,703	6.27%	88,759,861	105,148,793	-15.59%	381.90	480.78	-20.57%
France	15,805	11,060	42.90%	16,087,836	10,427,569	54.28%	1,017.90	942.82	7.96%
Italy	42,067	40,109	4.88%	22,786,566	23,809,586	-4.30%	541.67	593.62	-8.75%
Belgium	71,484	76,154	-6.13%	63,697,118	71,351,054	-10.73%	891.07	936.93	-4.90%
Denmark	29,560	45,513	-35.05%	5,724,074	8,743,138	-34.53%	193.64	192.10	0.80%
Portugal	20	4,032	-99.50%	29,167	215,968	-86.49%	-	53.56	-100.00%
Greece	6,690	8,893	-24.77%	430,828	472,220	-8.77%	64.40	53.10	21.28%
Ireland	-	433	-100.00%	-	118,434	-100.00%	-	273.52	-100.00%
Luxembourg	3,259	1,445	125.54%	7,293,172	2,947,044	147.47%	2,237.86	2,039.48	9.73%
Austria	501	154	225.32%	480,924	135,123	255.92%	959.93	877.42	9.40%
Sweden	104,271	107,091	-2.63%	15,034,208	17,100,778	-12.08%	144.18	159.68	-9.71%
Finland	2,789	5,586	-50.07%	721,831	1,434,598	-49.68%	258.81	256.82	0.78%
Poland	40,408	54,346	-25.65%	8,438,863	11,249,420	-24.98%	208.84	207.00	0.89%
Czech Republic	13,092	27,879	-53.04%	3,246,765	6,564,373	-50.54%	248.00	235.46	5.32%
Hungary	4,312	1,690	155.15%	373,562	158,999	134.95%	86.63	94.08	-7.92%
Malta	-	2,117	-100.00%	-	67,766	-100.00%	-	-	0.00%
Slovenia	6,293	10,001	-37.08%	990,224	2,331,785	-57.53%	157.35	233.16	-32.51%
Slovakia	50	2,048	-97.56%	5,148	291,607	-98.23%	-	142.39	-100.00%
Estonia	1,454	8,682	-83.25%	339,495	2,131,721	-84.07%	233.49	245.53	-4.90%
Latvia	19,785	24,377	-18.84%	5,472,581	7,775,709	-29.62%	276.60	318.98	-13.28%
Lithuania	3,266	2,388	36.77%	716,038	615,329	16.37%	219.24	257.68	-14.92%
Cyprus	712	1,674	-57.47%	90,624	124,684	-27.32%	127.28	74.48	70.89%
Romania	10,667	2,478	330.47%	1,160,292	397,506	191.89%	108.77	160.41	-32.19%
Bulgaria	1,266	89	1322.47%	55,058	11,517	378.06%	43.49	129.40	-66.39%
Croatia	1,106	1,504	-26.46%	197,827	237,487	-16.70%	178.87	157.90	13.28%
EFTA	51,380	71,720	-28.36%	34,775,347	41,705,179	-16.62%	676.83	581.50	16.39%
Switzerland	15,244	15,634	-2.49%	19,181,002	19,779,484	-3.03%	1,258.27	1,265.16	-0.54%
Norway	35,983	55,961	-35.70%	15,432,124	21,811,362	-29.25%	428.87	389.76	10.04%
Iceland	153	125	22.40%	162,221	114,333	41.88%	1,060.27	914.66	15.92%
Liechtenstein	-	-	0.00%	-	-	-	-	-	0.00%
Other Major Countries	283,367	383,409	-26.09%	254,052,986	300,143,679	-15.36%	896.55	782.83	14.53%
Japan	90,726	129,208	-29.78%	60,253,184	71,619,497	-15.87%	664.12	554.30	19.81%
United Arab Emirates	2,053	2,342	-12.34%	1,485,189	1,414,542	4.99%	723.42	603.99	19.77%
Brazil	9,176	5,959	53.99%	10,667,621	6,588,394	61.92%	1,162.56	1,105.62	5.15%
Argentina	3,163	9,244	-65.78%	3,037,740	6,339,348	-52.08%	960.40	685.78	40.04%
Chile	9,294	11,898	-21.89%	8,313,019	10,512,336	-20.92%	894.45	883.54	1.24%
Australia	67,105	86,677	-22.58%	66,593,496	78,216,010	-14.86%	992.38	902.38	9.97%
Israel	4,858	7,711	-37.00%	4,464,714	5,829,350	-23.41%	919.04	755.98	21.57%
China	21,982	34,401	-36.10%	20,735,630	30,045,098	-30.98%	943.30	873.38	8.01%
South Korea	18,380	25,318	-27.40%	22,674,855	28,688,070	-20.96%	1,233.67	1,133.11	8.87%
Russia	7,368	8,370	-11.97%	4,632,575	3,046,020	52.09%	628.74	363.92	72.77%
Ukraine	4,884	2,416	102.15%	1,810,316	900,263	101.09%	370.66	372.63	-0.53%
New Zealand	20,584	30,178	-31.79%	22,982,461	27,510,864	-16.46%	1,116.52	911.62	22.48%
South Africa	6,441	8,162	-21.09%	8,948,173	11,785,040	-24.07%	1,389.25	1,443.89	-3.78%
Columbia	9,032	11,202	-19.37%	9,462,368	9,180,581	3.07%	1,047.65	819.55	27.83%
Indonesia	1,858	3,996	-53.50%	2,185,901	2,839,138	-23.01%	1,176.48	710.49	65.59%
Malaysia	1,744	2,349	-25.76%	1,882,274	2,137,116	-11.92%	1,079.29	909.80	18.63%
Thailand	4,719	3,978	18.63%	3,923,470	3,492,012	12.36%	831.42	877.83	-5.29%
Other countries	42,794	51,648	-17.14%	30,572,477	34,966,298	-12.57%	714.41	677.01	5.52%
Total	2,125,050	2,210,105	-3.85%	1,340,966,566	1,477,278,008	-9.23%	631.03	668.42	-5.59%

Source: BOFT Information Trade Information System/Taiwan Bicycle Association

Taiwan Bicycle Imports for 2019

CCC CODE: 87120010 Bicycles

2019	Dec. Quantity (Units)	Dec. Value (US\$)	Average Price (US\$)	Jan.-Dec. Quantity (Units)	(%)	Jan.-Dec. Value (US\$)	(%)	Average Price (US\$)
NAFTA	-	-	-	-	0.00%	-	0.00%	-
USA	-	-	-	-	0.00%	-	0.00%	-
Canada	-	-	-	-	0.00%	-	0.00%	-
Mexico	-	-	-	-	0.00%	-	0.00%	-
EU	49	91,390	1,865.10	557	0.15%	776,604	3.08%	1,394.26
Netherlands	13	7,986	614.31	16	0.00%	10,544	0.04%	659.00
Germany	3	8,971	2,990.33	66	0.02%	189,044	0.75%	2,864.30
Spain	-	-	-	1	0.00%	5,581	0.02%	5,581.00
United Kingdom	20	17,384	869.20	405	0.11%	362,475	1.44%	895.00
France	9	49,458	5,495.33	22	0.01%	90,289	0.36%	4,104.05
Italy	1	5,357	5,357.00	34	0.01%	91,860	0.36%	2,701.76
Belgium	1	164	164.00	1	0.00%	164	0.00%	-
Denmark	-	-	-	-	0.00%	-	0.00%	-
Portugal	2	2,070	1,035.00	8	0.00%	8,288	0.03%	1,036.00
Greece	-	-	-	-	0.00%	-	0.00%	-
Ireland	-	-	-	-	0.00%	-	0.00%	-
Luxembourg	-	-	-	-	0.00%	-	0.00%	-
Austria	-	-	-	1	0.00%	4,296	0.02%	4,296.00
Sweden	-	-	-	-	0.00%	10,782	0.04%	-
Finland	-	-	-	-	0.00%	-	0.00%	-
Poland	-	-	-	2	0.00%	2,756	0.01%	1,378.00
Czech Republic	-	-	-	1	0.00%	525	0.00%	525.00
Hungary	-	-	-	-	0.00%	-	0.00%	-
Malta	-	-	-	-	0.00%	-	0.00%	-
Slovenia	-	-	-	-	0.00%	-	0.00%	-
Slovakia	-	-	-	-	0.00%	-	0.00%	-
Estonia	-	-	-	-	0.00%	-	0.00%	-
Latvia	-	-	-	-	0.00%	-	0.00%	-
Lithuania	-	-	-	-	0.00%	-	0.00%	-
Cyprus	-	-	-	-	0.00%	-	0.00%	-
Romania	-	-	-	-	0.00%	-	0.00%	-
Bulgaria	-	-	-	-	0.00%	-	0.00%	-
Croatia	-	-	-	-	0.00%	-	0.00%	-
EFTA	1	164	164.00	3	0.00%	1,226	0.00%	408.67
Switzerland	1	164	164.00	3	0.00%	1,226	0.00%	408.67
Norway	-	-	-	-	0.00%	-	0.00%	-
Iceland	-	-	-	-	0.00%	-	0.00%	-
Liechtenstein	-	-	-	-	0.00%	-	0.00%	-
Other Major Countries	20,642	1,558,090	75.48	361,670	99.69%	23,983,558	95.13%	66.31
Japan	8	658	82.25	144	0.04%	8,288	0.03%	57.56
United Arab Emirates	-	-	-	-	0.00%	-	0.00%	-
Brazil	-	-	-	-	0.00%	-	0.00%	-
Argentina	-	-	-	-	0.00%	-	0.00%	-
Chile	-	-	-	-	0.00%	-	0.00%	-
Australia	-	-	-	1	0.00%	3,634	0.01%	3,634.00
Israel	-	-	-	-	0.00%	-	0.00%	-
Indonesian	-	-	-	27	0.01%	12,095	0.05%	447.96
South Korea	-	-	-	-	0.00%	-	0.00%	-
Vietnam	3	3,121	1,040.33	1,280	0.35%	174,454	0.69%	136.29
Cambodia	-	-	-	510	0.14%	173,009	0.69%	339.23
Malaysia	-	-	-	-	0.00%	-	0.00%	-
China	20,631	1,554,311	75.34	359,708	99.15%	23,612,078	93.66%	65.64
Thailand	-	-	-	-	0.00%	-	0.00%	-
Macao	-	-	-	-	0.00%	-	0.00%	-
Hong Kong	-	-	-	-	0.00%	-	0.00%	-
Other countries	11	12,454	1,132.18	566	0.16%	449,723	1.78%	794.56
Total	20,703	1,662,098	80.28	362,796	100.00%	25,211,111	100.00%	69.49

Source: BOFT Information Trade Information System/Taiwan Bicycle Association

Taiwan E-Bike Exports for 2018 & 2019

2019/2018 Taiwan e-Bike Exports to Major Countries

CCC CODE : 87119030 (Other cycles fitted with an auxiliary motor) & 8711602007 (Cycles with electric motor for propulsion)

2019/2018	2019 Units	2018 Units	% Change	2019 Value (US\$)	2018 Value (US\$)	% Change	2019 Average Price (US\$)	2018 Average Price (US\$)	% Change
NAFTA	144,242	63,527	127.06%	196,540,708	83,208,682	136.20%	1,362.58	1,309.82	4.03%
USA	131,825	58,425	125.63%	174,872,390	75,196,613	132.55%	1,326.55	1,287.06	3.07%
Canada	10,151	4,577	121.78%	17,482,173	7,084,452	146.77%	1,722.21	1,547.84	11.27%
Mexico	2,266	525	331.62%	4,186,145	927,617	351.28%	1,847.37	1,766.89	4.56%
EU	440,723	191,918	129.64%	560,815,420	239,758,747	133.91%	1,272.49	1,249.28	1.86%
Netherlands	230,228	76,239	201.98%	318,819,842	102,369,496	211.44%	1,384.80	1,342.74	3.13%
Germany	49,992	42,897	16.54%	57,444,544	48,133,520	19.34%	1,149.07	1,122.07	2.41%
Spain	23,992	13,173	82.13%	37,679,176	18,433,435	104.41%	1,570.49	1,399.33	12.23%
United Kingdom	49,920	20,897	138.89%	51,606,901	14,736,292	250.20%	1,033.79	705.19	46.60%
France	11,535	2,372	386.30%	11,119,214	3,580,238	210.57%	963.95	1,509.38	-36.14%
Italy	23,355	11,508	102.95%	35,596,869	20,772,267	71.37%	1,524.16	1,805.03	-15.56%
Belgium	11,773	3,139	275.06%	10,557,755	4,110,260	156.86%	896.78	1,309.42	-31.51%
Denmark	14,113	5,147	174.20%	12,916,553	4,657,843	177.31%	915.22	904.96	1.13%
Portugal	11	-	0.00%	12,780	-	0.00%	1,161.82	-	0.00%
Greece	-	-	0.00%	-	-	0.00%	-	-	0.00%
Ireland	-	-	0.00%	-	-	0.00%	-	-	0.00%
Luxembourg	-	19	-100.00%	-	20,721	-100.00%	-	1,090.58	-100.00%
Austria	1,654	747	121.42%	2,120,385	732,311	189.55%	1,281.97	980.34	30.77%
Sweden	7,422	1,373	440.57%	4,504,083	1,409,894	219.46%	606.86	1,026.87	-40.90%
Finland	2,048	514	298.44%	1,354,971	587,322	130.70%	661.61	1,142.65	-42.10%
Poland	1,252	276	353.62%	2,108,773	394,445	434.62%	1,684.32	1,429.15	17.86%
Czech Republic	7,007	313	2138.66%	4,969,951	393,893	1161.75%	709.28	1,258.44	-43.64%
Hungary	8	-	0.00%	9,481	-	0.00%	1,185.13	-	0.00%
Malta	-	-	0.00%	-	-	0.00%	-	-	0.00%
Slovenia	5,645	12,974	-56.49%	9,523,174	19,155,441	-50.28%	1,687.01	1,476.45	14.26%
Slovakia	31	-	0.00%	35,130	-	0.00%	1,133.23	-	0.00%
Estonia	-	1	-100.00%	-	1,066	-100.00%	-	1,066.00	-100.00%
Latvia	68	79	-13.92%	98,735	137,634	-28.26%	1,451.99	1,742.20	-16.66%
Lithuania	-	-	0.00%	-	-	0.00%	-	-	0.00%
Cyprus	-	-	0.00%	-	-	0.00%	-	-	0.00%
Romania	469	250	87.60%	250,203	132,669	88.59%	533.48	-	0.00%
Bulgaria	-	-	0.00%	-	-	0.00%	-	-	0.00%
Croatia	200	-	0.00%	86,900	-	0.00%	434.50	-	0.00%
EFTA	23,793	12,317	93.17%	39,885,077	20,560,911	93.98%	1,676.34	1,669.31	0.42%
Switzerland	13,425	6,804	97.31%	26,088,353	13,252,596	96.85%	1,943.27	1,947.77	-0.23%
Norway	10,367	5,513	88.05%	13,794,619	7,308,315	88.75%	1,330.63	1,325.65	0.38%
Iceland	1	-	0.00%	2,105	-	0.00%	2,105.00	-	0.00%
Liechtenstein	-	-	0.00%	-	-	0.00%	-	-	0.00%
Other Major Countries	32,733	17,532	86.70%	59,997,400	32,145,533	86.64%	1,832.93	1,833.53	-0.03%
Japan	3,529	2,050	72.15%	4,198,945	2,289,444	83.40%	1,189.84	1,116.80	6.54%
United Arab Emirates	46	-	0.00%	43,439	-	0.00%	944.33	-	0.00%
Brazil	1,499	340	340.88%	3,035,145	587,596	416.54%	2,024.78	1,728.22	17.16%
Argentina	442	150	194.67%	852,095	214,105	297.98%	1,927.82	1,427.37	35.06%
Chile	1,751	501	249.50%	3,458,158	1,015,264	240.62%	1,974.96	2,026.48	-2.54%
Australia	10,682	6,393	67.09%	19,908,128	12,866,157	54.73%	1,863.71	2,012.54	-7.40%
Israel	678	471	43.95%	1,443,080	1,084,236	33.10%	2,128.44	2,301.99	-7.54%
China	174	60	190.00%	137,457	112,212	22.50%	789.98	1,870.20	-57.76%
South Korea	2,674	2,370	12.83%	6,453,829	5,357,100	20.47%	2,413.55	2,260.38	6.78%
Russia	192	30	540.00%	297,106	22,784	1204.01%	1,547.43	759.47	103.75%
Ukraine	10	-	0.00%	23,608	-	0.00%	2,360.80	-	0.00%
New Zealand	9,242	4,621	100.00%	16,352,961	7,536,610	116.98%	1,769.42	1,630.95	8.49%
South Africa	1,814	546	232.23%	3,793,449	1,060,025	257.86%	2,091.21	1,941.44	7.71%
Other countries	2,809	1,107	153.75%	5,758,266	2,009,498	186.55%	2,049.93	1,815.26	12.93%
Total	644,300	286,401	124.96%	862,996,871	377,683,371	128.50%	1,339.43	1,318.72	1.57%

Source: BOFT Information Trade Information System/Taiwan Bicycle Association

Taiwan 26-year Bicycle Export History

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

Year	Quantity (Units)	Value (US\$)	Avg-Price (US\$)	Year	Quantity (Units)	Value (US\$)	Avg-Price (US\$)	Year	Quantity (Units)	Value (US\$)	Avg-Price (US\$)
1994	8,751,660	988,425,812	112.94	2003	3,884,872	582,986,585	150.07	2012	4,330,711	1,805,620,179	416.93
1995	9,064,129	1,066,415,794	117.65	2004	4,384,756	720,883,341	161.41	2013	3,826,769	1,723,953,633	450.50
1996	9,484,005	982,374,761	103.58	2005	4,594,991	918,747,141	199.63	2014	3,750,395	1,721,407,455	458.99
1997	8,826,513	862,355,008	97.70	2006	4,062,740	839,412,156	206.61	2015	3,994,788	1,893,465,644	473.98
1998	9,388,311	896,992,757	95.54	2007	4,751,993	1,054,523,932	221.90	2016	2,948,763	1,481,397,075	502.38
1999	7,782,869	760,273,775	97.69	2008	5,401,920	1,387,879,172	256.92	2017	2,369,407	1,326,548,063	559.87
2000	7,534,350	821,365,285	109.02	2009	4,301,360	1,249,730,028	290.54	2018	2,210,105	1,477,278,008	688.45
2001	4,796,148	536,190,083	111.80	2010	5,069,915	1,502,680,604	296.39	2019	2,125,050	1,340,966,566	631.03
2002	4,219,038	523,835,383	124.16	2011	4,376,369	1,662,770,944	379.95				

Source: BOFT Information Center

Taiwan Top 10 E-Bike Export Destinations for 2018 & 2019

	2019 Units	2018 Units	% Change	2019 Value (US\$)	2018 Value (US\$)	% Change	2019 Average Price (US\$)	2018 Average Price (US\$)	% Change
Netherlands	230,228	76,239	201.98%	318,819,842	102,369,496	211.44%	1,384.80	1,342.74	3.13%
USA	131,825	58,425	125.63%	174,872,390	75,196,613	132.55%	1,326.55	1,287.06	3.07%
Germany	49,992	42,897	16.54%	57,444,544	48,133,520	19.34%	1,149.07	1,122.07	2.41%
United Kingdom	49,920	20,897	138.89%	51,606,901	14,736,292	250.20%	1,033.79	705.19	46.60%
Spain	23,992	13,173	82.13%	37,679,176	18,433,435	104.41%	1,570.49	1,399.33	12.23%
Italy	23,355	11,508	102.95%	35,596,869	20,772,267	71.37%	1,524.16	1,805.03	-15.56%
Denmark	14,113	5,147	174.20%	12,916,553	4,657,843	177.31%	915.22	904.96	1.13%
Switzerland	13,425	6,804	97.31%	26,088,353	13,252,596	96.85%	1,943.27	1,947.77	-0.23%
Belgium	11,773	3,139	275.06%	10,557,755	4,110,260	156.86%	896.78	1,309.42	-31.51%
France	11,535	2,372	386.30%	11,119,214	3,580,238	210.57%	963.95	1,509.38	-36.14%

Source: BOFT Information Trade Information System/Wheel Giant

Taiwan Bicycle Parts Exports for 2018 & 2019

Item	2019 Amount(kg)	2018 Amount(kg)	% Change	2019 Value(US\$)	2018 Value(US\$)	% Change
85121010001 Electrical lighting equipment	228,568	254,485	-10.18%	21,969,389	21,893,141	0.35%
85121020009 Electrical visual signalling equipment	54,614	40,804	33.84%	6,315,624	3,376,027	87.07%
87149120007 Other frames and forks, and parts thereof	11,856,009	13,150,797	-9.85%	555,582,254	572,164,295	-2.90%
87149200108 Wheel rims	1,810,496	1,812,922	-0.13%	34,101,201	26,652,500	27.95%
87149200206 Wheel spokes	978,938	867,381	12.86%	6,930,723	6,624,237	4.63%
87149200304 Wheel rims and spokes	752,460	887,710	-15.24%	43,971,704	43,611,154	0.83%
87149310007 Hubs, other than coaster braking hubs and hub brakes	902,455	961,360	-6.13%	40,909,249	41,469,712	-1.35%
87149320005 Free-wheel sprocket-wheels	1,250,861	636,261	96.60%	49,821,049	23,804,521	109.29%
87149410006 Caliper brakes and parts thereof	146,332	184,431	-20.66%	3,831,210	3,853,081	-0.57%
87149490009 Other brakes and parts thereof	6,369,409	6,390,932	-0.34%	143,772,931	119,148,605	20.67%
87149500007 Saddles	1,952,159	1,854,604	5.26%	38,818,225	36,487,414	6.39%
87149610004 Pedals and parts thereof	3,050,527	3,126,319	-2.42%	51,795,391	51,930,312	-0.26%
87149620002 Crank-gear and parts thereof	3,529,865	3,220,063	9.62%	89,750,338	72,968,286	23.00%
73151100209 Roller chains	2,082,454	2,171,686	-4.11%	32,575,246	33,738,894	-3.45%
87149990111 Bicycle derailleurs	1,115,392	1,222,322	-8.75%	72,173,557	64,647,096	11.64%
87149990120 Free wheels	819,863	1,134,287	-27.72%	21,419,031	35,002,497	-38.81%
87149990139 Axles	633,770	305,817	107.24%	4,903,185	2,537,430	93.23%
87149990148 Stems	1,170,371	663,567	76.38%	34,062,697	18,945,801	79.79%
87149990157 Seat tubes, top tubes and down tubes	2,977,402	1,413,630	110.62%	107,426,894	50,881,900	111.13%
87149990166 Handlebars	2,916,361	1,516,324	92.33%	71,037,344	37,818,801	87.84%
40115000008 Rubber pneumatic tires	10,051,320	5,622,859	78.76%	133,817,264	73,858,364	81.18%
40132000003 Rubber inner tubes	3,883,295	1,992,432	94.90%	34,116,153	17,380,761	96.29%
Total	58,532,921	49,430,993	18.41%	1,599,100,659	1,358,794,829	17.69%

Source: BOFT Information Trade Information System/Taiwan Bicycle Association

Taiwan Bicycle Parts Imports for 2018 & 2019

Item	2019 Amount(kg)	2018 Amount(kg)	% Change	2019 Value(US\$)	2018 Value(US\$)	% Change
85121010001 Electrical lighting equipment	67,165	57,908	15.99%	4,334,426	2,141,276	102.42%
85121020009 Electrical visual signalling equipment	44,484	32,208	38.11%	2,070,640	1,479,230	39.98%
87149120007 Other frames and forks, and parts thereof	9,355,058	8,648,489	8.17%	369,949,758	367,500,405	0.67%
87149200108 Wheel rims	2,474,760	1,018,784	142.91%	101,982,020	41,049,135	148.44%
87149200206 Wheel spokes	118,111	121,177	-2.53%	7,270,580	7,765,176	-6.37%
87149200304 Wheel rims and spokes	571,189	434,945	31.32%	8,919,232	8,531,889	4.54%
87149310007 Hubs, other than coaster braking hubs and hub brakes	1,469,383	1,354,449	8.49%	30,401,379	23,117,420	31.51%
87149320005 Free-wheel sprocket-wheels	759,608	773,080	-1.74%	19,946,799	19,548,750	2.04%
87149410006 Caliper brakes, and parts thereof	225,680	161,162	40.03%	17,698,122	11,254,482	57.25%
87149490009 Other brakes and parts thereof	2,982,039	2,993,040	-0.37%	133,494,497	112,119,472	19.06%
87149500007 Saddles	1,749,070	1,599,325	9.36%	19,566,959	15,976,993	22.47%
87149610004 Pedals and parts thereof	595,517	612,713	-2.81%	3,670,502	3,462,014	6.02%
87149620002 Crank-gear and parts thereof	2,321,254	2,324,952	-0.16%	42,203,239	44,608,276	-5.39%
73151100209 Roller chains	1,910,081	2,006,249	-4.79%	13,660,556	11,513,195	18.65%
87149990111 Bicycle derailleurs	1,108,737	967,313	14.62%	69,721,938	64,496,320	8.10%
87149990120 Free wheels	280,349	233,607	20.01%	4,290,855	3,405,898	25.98%
87149990139 Axles	77,464	74,177	4.43%	305,280	277,911	9.85%
87149990148 Stems	546,670	460,829	18.63%	6,065,768	4,749,560	27.71%
87149990157 Seat tubes, top tubes and down tubes	811,499	703,680	15.32%	11,861,994	11,132,979	6.55%
87149990166 Handlebars	724,279	623,596	16.15%	15,582,273	10,912,673	42.79%
40115000008 Rubber pneumatic tires	3,083,183	2,473,246	24.66%	25,309,829	22,050,007	14.78%
40132000003 Rubber inner tubes	524,493	461,035	13.76%	2,477,123	2,329,945	6.32%
Total	31,800,073	28,135,964	13.02%	910,783,769	789,423,006	15.37%

Source: BOFT Information Trade Information System/Taiwan Bicycle Association

Taiwan's Major Imports & Exports of Bicycle Parts for 2019

85121010001

Electrical lighting equipment

Destination Nation	Value (FOB-US\$)	Supplying Nation	Value (CIF-US\$)
USA	317,680	China	176,932
Germany	166,580	Germany	163,128
France	147,716	France	59,120
Poland	131,351	Finland	30,233
Netherlands	126,849	Japan	10,713
Japan	115,380	Slovakia	33
United Kingdom	93,822		
Italy	71,772		
Russia	51,988		
Australia	48,373		
Other countries	247,917	Other countries	263
Total	1,519,428	Total	440,422

87149120007

Other frames and forks, and parts thereof

Destination Nation	Value (FOB-US\$)	Supplying Nation	Value (CIF-US\$)
Germany	16,878,643	China	21,344,690
Netherlands	12,324,381	Vietnam	359,034
USA	4,137,854	Malaysia	308,380
China	3,166,544	Italy	90,172
Spain	2,544,197	Japan	67,729
Hungary	2,529,117	Myanmar	67,040
Cambodia	2,146,894	Cambodia	47,815
Italy	2,117,612	Spain	15,709
Portugal	2,092,608	USA	12,422
United Kingdom	1,427,868	France	8,971
Other countries	13,749,086	Other countries	3,268,176
Total	63,114,804	Total	25,590,138

87149200206

Wheel spokes

Destination Nation	Value (FOB-US\$)	Supplying Nation	Value (CIF-US\$)
Bulgaria	140,519	Belgium	235,657
China	120,278	Switzerland	192,705
Germany	51,397	China	73,513
Indonesia	39,566	Italy	427
New Zealand	32,435	France	394
Dominican Rep.	30,069		
Poland	26,585		
Cambodia	25,797		
Vietnam	23,957		
France	23,924		
Other countries	122,680	Other countries	-
Total	637,207	Total	502,696

85121020009

Electrical visual signalling equipment

Destination Nation	Value (FOB-US\$)	Supplying Nation	Value (CIF-US\$)
Germany	241,965	China	142,624
United Kingdom	158,955	Germany	68,813
USA	118,173		
Netherlands	74,663		
Belgium	71,048		
Spain	32,139		
United Arab Emirates	16,924		
France	13,079		
Japan	11,041		
Vietnam	7,690		
Other countries	45,118	Other countries	15,905
Total	790,795	Total	227,342

87149200108

Wheel rims

Destination Nation	Value (FOB-US\$)	Supplying Nation	Value (CIF-US\$)
Germany	998,124	China	3,906,271
USA	404,668	Italy	22,347
Netherlands	388,825	Malaysia	11,502
China	295,434	Indonesia	2,366
Switzerland	205,620	France	1,906
Italy	117,516	USA	1,643
United Kingdom	113,966	Vietnam	1,150
Poland	109,565	Japan	1,019
Vietnam	96,024	Germany	394
Japan	51,693	Sweden	230
Other countries	513,966	Other countries	723
Total	3,295,401	Total	3,949,551

87149200304

Wheel rims and spokes

Destination Nation	Value (FOB-US\$)	Supplying Nation	Value (CIF-US\$)
Netherlands	1,144,004	China	237,036
United Kingdom	950,509	Malaysia	70,718
USA	268,188	Germany	69,208
China	230,629	Belgium	66,941
Cambodia	228,919	Japan	50,674
Germany	200,263	USA	32,008
Italy	171,803	Romania	26,586
Brazil	98,062	France	16,990
Canada	78,146	Italy	8,544
Denmark	76,405	Mexico	3,615
Other countries	437,827	Other countries	3,845
Total	3,884,755	Total	586,165

Source: BOFT Information Trade Information System/Taiwan Bicycle Association

87149310007

Hubs, other than coaster braking hubs and hub brakes

Destination Nation	Value (FOB-US\$)	Supplying Nation	Value (CIF-US\$)
Switzerland	758,955	China	1,351,691
Germany	598,853	Malaysia	474,961
USA	596,188	Japan	328,425
Cambodia	352,646	Czech Republic	95,005
China	316,696	Indonesia	75,353
Hungary	137,956	USA	37,134
Netherlands	88,629	Germany	13,441
Vietnam	85,114	Vietnam	10,121
Czech Republic	68,714	Switzerland	2,498
Italy	47,749	Portugal	394
Other countries	558,039	Other countries	-
Total	3,609,539	Total	2,389,023

87149320005

Free-wheel sprocket-wheels

Destination Nation	Value (FOB-US\$)	Supplying Nation	Value (CIF-US\$)
Germany	1,772,328	Japan	1,102,433
Netherlands	672,757	China	250,543
China	652,973	Indonesia	118,073
Portugal	651,564	Malaysia	51,627
USA	529,969	Philippines	4,239
Hungary	240,092	Italy	3,352
Italy	215,576	USA	263
Belgium	199,507		
Czech Republic	185,376		
Spain	161,651		
Other countries	689,778	Other countries	38,810
Total	5,971,571	Total	1,569,340

87149410006

Caliper brakes, and parts thereof

Destination Nation	Value (FOB-US\$)	Supplying Nation	Value (CIF-US\$)
USA	146,600	Japan	7,227
Australia	27,243	China	4,157
Germany	19,685	Malaysia	3,514
Italy	17,845	Vietnam	2,329
Bengal	14,000		
Finland	12,948		
Hong Kong	11,699		
China	9,596		
Switzerland	6,967		
Netherlands	5,357		
Other countries	2,498	Other countries	-
Total	274,438	Total	17,227

87149490009

Other brakes and parts thereof

Destination Nation	Value (FOB-US\$)	Supplying Nation	Value (CIF-US\$)
China	2,940,122	Japan	6,882,382
Germany	2,924,548	China	2,047,741
Portugal	2,353,137	Malaysia	1,990,506
Netherlands	1,462,471	United Kingdom	197,502
Italy	1,363,257	Vietnam	144,758
USA	908,907	Germany	91,851
Vietnam	892,999	Indonesia	29,905
Hungary	540,914	Italy	26,487
Cambodia	528,062	Switzerland	5,521
Romania	453,336	Poland	3,352
Other countries	3,338,839	Other countries	10,812
Total	17,706,592	Total	11,430,817

87149500007

Saddles

Destination Nation	Value (FOB-US\$)	Supplying Nation	Value (CIF-US\$)
Germany	870,225	China	995,700
USA	682,814	Italy	220,244
Netherlands	279,197	Vietnam	78,213
United Kingdom	246,302	Romania	12,948
Italy	161,354	Japan	197
Poland	135,262		
Japan	106,803		
Cambodia	105,784		
Spain	105,224		
Czech Republic	98,619		
Other countries	930,917	Other countries	4,798
Total	3,722,501	Total	1,312,100

87149610004

Pedals and parts thereof

Destination Nation	Value (FOB-US\$)	Supplying Nation	Value (CIF-US\$)
Germany	926,980	China	213,473
USA	900,461	USA	40,487
Netherlands	463,816	Japan	10,088
United Kingdom	373,743	Malaysia	4,075
Italy	272,395	France	3,516
Austria	243,510	Italy	1,085
Spain	172,756	Germany	494
China	170,651	Thailand	394
Japan	119,519	Poland	263
Cambodia	117,484		
Other countries	1,360,428	Other countries	19,488
Total	5,121,743	Total	293,363

Source: BOFT Information Trade Information System/Taiwan Bicycle Association

8714962002

Crank-gear and parts thereof

Destination Nation	Value (FOB-US\$)	Supplying Nation	Value (CIF-US\$)
Germany	2,470,752	Japan	1,304,828
China	1,289,320	China	1,247,980
Netherlands	983,936	Malaysia	465,263
Portugal	808,016	Philippines	133,746
Cambodia	749,425	Canada	45,908
USA	576,605	USA	19,848
Vietnam	525,041	Italy	4,667
Italy	459,249		
Spain	246,762		
United Kingdom	227,538		
Other countries	1,941,774	Other countries	18,601
Total	10,278,418	Total	3,240,841

73151100209

Roller chains

Destination Nation	Value (FOB-US\$)	Supplying Nation	Value (CIF-US\$)
Netherlands	765,625	Portugal	454,354
China	235,162	China	414,855
Cambodia	210,088	Japan	306,739
USA	207,525	Vietnam	48,144
Spain	139,732	Italy	1,413
Portugal	101,149	Indonesia	559
Bulgaria	97,634	Slovakia	66
Brazil	90,108		
Indonesia	77,522		
Peru	77,489		
Other countries	1,153,858	Other countries	-
Total	3,155,892	Total	1,226,130

87149990111

Bicycle derailleurs

Destination Nation	Value (FOB-US\$)	Supplying Nation	Value (CIF-US\$)
Germany	1,539,760	Japan	3,426,981
China	901,183	China	821,524
Netherlands	888,169	Indonesia	796,613
USA	725,502	Malaysia	20,999
Czech Republic	401,643	Singapore	17,844
Cambodia	398,159	Italy	4,798
Spain	259,021	Vietnam	4,282
Portugal	236,477	Romania	2,432
Italy	226,355	Slovakia	460
France	225,270	Switzerland	66
Other countries	1,397,763	Other countries	319
Total	7,199,302	Total	5,096,318

87149990120

Free wheels

Destination Nation	Value (FOB-US\$)	Supplying Nation	Value (CIF-US\$)
Cambodia	516,694	China	206,146
China	245,418	Japan	136,543
Netherlands	136,641	USA	67,631
Vietnam	135,819	Italy	43,970
Germany	126,913	Indonesia	38,515
USA	116,267	Malaysia	15,938
Romania	58,922	Philippines	3,253
Italy	51,167	Slovakia	296
Bulgaria	47,420		
Denmark	47,125		
Other countries	308,678	Other countries	164
Total	1,791,064	Total	512,456

87149990139

Axles

Destination Nation	Value (FOB-US\$)	Supplying Nation	Value (CIF-US\$)
China	99,902	China	26,913
Cambodia	62,143	Malaysia	11,995
USA	47,454	Italy	5,061
Germany	40,816	Japan	526
Netherlands	37,857		
Belgium	22,675		
Tunisia	21,262		
Japan	17,154		
Hungary	16,103		
Bulgaria	6,342		
Other countries	36,512	Other countries	-
Total	408,220	Total	44,495

87149990148

Stems

Destination Nation	Value (FOB-US\$)	Supplying Nation	Value (CIF-US\$)
Germany	608,576	China	479,323
Cambodia	403,054	Vietnam	45,645
Netherlands	155,472	Italy	1,643
Hungary	138,482	Germany	329
USA	111,799	Canada	296
China	109,956		
Spain	89,418		
Italy	70,457		
Indonesia	65,593		
United Kingdom	59,941		
Other countries	415,772	Other countries	16,366
Total	2,228,520	Total	543,602

Source: BOFT Information Trade Information System/Taiwan Bicycle Association

87149990157

Seat tubes, top tubes and down tubes

Destination Nation	Value (FOB-US\$)	Supplying Nation	Value (CIF-US\$)
Germany	1,934,601	China	965,565
Netherlands	1,029,415	Vietnam	10,714
USA	545,156	Germany	1,413
Cambodia	428,656		
Austria	285,148		
China	221,920		
Poland	99,902		
Spain	287,809		
Italy	158,132		
Canada	88,136		
Other countries	727,710	Other countries	34,505
Total	5,806,585	Total	1,012,197

87149990166

Handlebars

Destination Nation	Value (FOB-US\$)	Supplying Nation	Value (CIF-US\$)
Germany	806,082	China	819,853
United Kingdom	538,019	Vietnam	148,243
Netherlands	521,723	Germany	19,849
Cambodia	375,648	USA	4,897
USA	317,779	Romania	230
China	272,071	Bangladesh	33
Thailand	171,935		
Hungary	143,674		
Spain	137,529		
Vietnam	127,638		
Other countries	910,222	Other countries	3,451
Total	4,322,320	Total	996,556

4011500008

Rubber pneumatic tires

Destination Nation	Value (FOB-US\$)	Supplying Nation	Value (CIF-US\$)
USA	1,952,615	China	763,881
China	904,896	Vietnam	597,302
United Kingdom	666,677	Thailand	313,473
Spain	605,292	Indonesia	139,632
Germany	484,194	India	77,620
Indonesia	273,021	Czech Republic	74,893
Italy	247,224	Germany	33,289
Canada	180,414	Japan	10,024
Netherlands	169,734	Austria	8,150
France	134,965	Malaysia	3,089
New Zealand	112,685	Italy	1,709
Cambodia	96,123	Slovakia	164
Other countries	915,119	Other countries	690
Total	6,742,959	Total	2,023,916

4013200003

Rubber inner tubes

Destination Nation	Value (FOB-US\$)	Supplying Nation	Value (CIF-US\$)
USA	749,654	China	119,588
Germany	246,367	Vietnam	52,513
Netherlands	92,868	Thailand	15,052
Spain	52,810	Japan	5,784
United Kingdom	42,754	Slovakia	33
China	41,835		
Cambodia	40,255		
Indonesia	37,890		
Malaysia	36,543		
Australia	25,863		
Canada	23,760		
Japan	16,596		
Other countries	139,599	Other countries	-
Total	1,546,794	Total	192,970

Source: BOFT Information Trade Information System/Taiwan Bicycle Association

Complete Bicycle Exports from Taiwan to China for 2018 & 2019

Item	2019 Quantity (Units)	2018 Quantity (Units)	% Change	2019 Value (US\$)	2018 Value (US\$)	% Change	2019 Average Unit Value(US\$)	2018 Average Unit Value(US\$)	% Change
87120010902 Other Bicycles	2,013	4,727	-57.41%	1,175,623	2,359,458	-50.17%	584.02	499.14	17.00%
87120010109 Folding Bicycles	673	597	12.73%	408,484	299,153	36.55%	606.96	501.09	21.13%
87120010207 Bicycles for young children, height of saddles under 635mm	283	1,015	-72.12%	11,667	44,684	-73.89%	41.23	44.02	-6.35%
87120010305 City and trekking bicycles, height of saddles 635mm or more, width of tires 28mm or more	60	159	-62.26%	29,666	105,746	-71.95%	494.43	665.07	-25.66%
87120010403 Mountain bicycles,height of saddles 635mm or more,suspension system and width of Knobby tires 28mm or more	4,172	4,311	-3.22%	2,999,782	3,167,882	-5.31%	719.03	734.84	-2.15%
87120010500 Road bicycles, height of saddles 635mm or more, width of tires not exceeding 28mm and weight not exceeding 12kg	14,781	23,592	-37.35%	16,110,408	24,068,175	-33.06%	1,089.94	1,020.18	6.84%
87120010 Bicycles	21,982	34,401	-36.10%	20,735,630	30,045,098	-30.98%	943.30	873.38	8.01%
87120090004 Other cycles	148	403	-63.28%	32,498	156,150	-79.19%	219.58	387.47	-43.33%
Total (Other cycles+Bicycles)	22,130	34,804	-36.42%	20,768,128	30,201,248	-31.23%	938.46	867.75	8.15%

Source: BOFT Information Trade Information System/Taiwan Bicycle Association

Bicycle Component Exports from Taiwan to China for 2018 & 2019

Item	2019 Amount(kg)	2018 Amount(kg)	% Change	2019 Value(US\$)	2018 Value(US\$)	% Change
85121010001 Electrical lighting equipment	4,387	4,063	7.97%	363,281	359,783	0.97%
85121020009 Electrical visual signalling equipment	606	964	-37.14%	52,242	68,034	-23.21%
87149120007 Other frames and forks, and parts thereof	1,458,569	1,671,369	-12.73%	38,660,090	42,843,072	-9.76%
87149200108 Wheel rims	214,828	282,478	-23.95%	3,154,295	3,122,586	1.02%
87149200206 Wheel spokes	44,375	52,580	-15.60%	915,317	1,189,468	-23.05%
87149200304 Wheel rims and spokes	28,976	34,977	-17.16%	1,456,857	1,583,313	-7.99%
87149310007 Hubs, other than coaster braking hubs and hub brakes	45,703	107,721	-57.57%	3,647,246	5,281,557	-30.94%
87149320005 Free-wheel sprocket-wheels	160,887	120,669	33.33%	5,686,101	3,708,531	53.32%
87149410006 Caliper brakes and parts thereof	931	1,294	-28.05%	93,372	14,768	532.26%
87149490009 Other brakes and parts thereof	1,023,744	1,159,489	-11.71%	26,079,661	28,083,936	-7.14%
87149500007 Saddles	51,017	31,274	63.13%	1,283,850	1,113,599	15.29%
87149610004 Pedals and parts thereof	248,573	325,658	-23.67%	2,228,321	2,670,850	-16.57%
87149620002 Crank-gear and parts thereof	514,924	565,400	-8.93%	12,233,353	10,345,053	18.25%
73151100209 Roller chains	93,857	110,167	-14.80%	2,138,565	1,945,718	9.91%
87149990111 Bicycle derailleurs	93,918	89,033	5.49%	9,502,449	7,287,115	30.40%
87149990120 Free wheels	74,177	105,611	-29.76%	2,502,100	3,040,635	-17.71%
87149990139 Axles	91,706	44,290	107.06%	729,854	224,508	225.09%
87149990148 Stems	127,986	97,807	30.86%	2,534,848	1,720,249	47.35%
87149990157 Seat tubes, top tubes and down tubes	148,559	116,609	27.40%	4,450,065	3,165,306	40.59%
87149990166 Handlebars	195,251	159,318	22.55%	4,070,519	2,907,291	40.01%
40115000008 Rubber pneumatic tires	1,371,133	881,387	55.57%	15,528,709	7,840,787	98.05%
40132000003 Rubber inner tubes	109,911	94,380	16.46%	1,177,807	727,319	61.94%
Total	6,104,018	6,056,538	0.78%	138,488,902	129,243,478	7.15%

Source: BOFT Information Trade Information System/Taiwan Bicycle Association

Complete Bicycle Imports from China to Taiwan for 2018 & 2019

Item	2019 Quantity (Units)	2018 Quantity (Units)	% Change	2019 Value (US\$)	2018 Value (US\$)	% Change	2019 Average Unit Value(US\$)	2018 Average Unit Value(US\$)	% Change
87120010902 Other Bicycles	66,235	67,363	-1.67%	3,414,904	4,074,463	-16.19%	51.56	60.49	-14.76%
87120010109 Folding Bicycles	43,754	62,514	-30.01%	3,341,700	4,016,542	-16.80%	76.37	64.25	18.87%
87120010207 Bicycles for young children, height of saddles under 635mm	110,458	93,551	18.07%	4,122,172	3,652,316	12.86%	37.32	39.04	-4.41%
87120010305 City and trekking bicycles, height of saddles 635mm or more, width of tires 28mm or more	103,095	107,138	-3.77%	7,768,826	7,562,338	2.73%	75.36	70.59	6.76%
87120010403 Mountain bicycles,height of saddles 635mm or more,suspension system and width of Knobby tires 28mm or more	17,920	20,262	-11.56%	1,856,755	2,074,295	-10.49%	103.61	102.37	1.21%
87120010500 Road bicycles, height of saddles 635mm or more, width of tires not exceeding 28mm and weight not exceeding 12kg	18,246	17,190	6.14%	3,107,721	2,602,556	19.41%	170.32	151.40	12.50%
87120010 Bicycles	359,708	368,018	-2.26%	23,612,078	23,982,510	-1.54%	65.64	65.17	0.73%
87120090004 Other cycles	1,543	4,890	-68.45%	180,230	528,358	-65.89%	116.80	108.05	8.10%
Total (Other cycles+Bicycles)	361,251	372,908	-3.13%	23,792,308	24,510,868	-2.93%	65.86	65.73	0.20%

Source: BOFT Information Trade Information System/Taiwan Bicycle Association

Bicycle Component Imports from China to Taiwan for 2018 & 2019

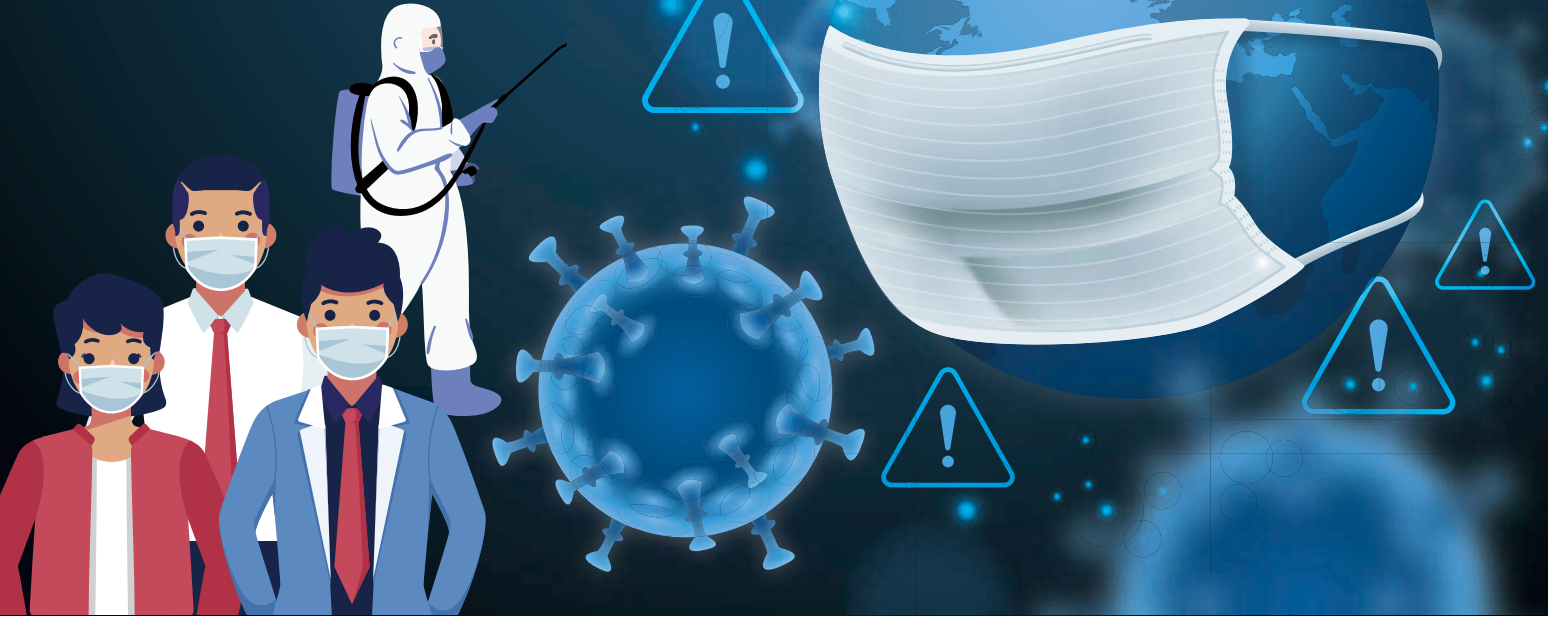
Item	2019 Amount(kg)	2018 Amount(kg)	% Change	2019 Value(US\$)	2018 Value(US\$)	% Change
85121010001 Electrical lighting equipment	47,269	47,577	-0.65%	2,026,637	1,347,851	50.36%
85121020009 Electrical visual signalling equipment	34,417	21,560	59.63%	1,448,462	878,524	64.87%
87149120007 Other frames and forks, and parts thereof	8,773,196	7,958,662	10.23%	310,798,643	313,269,804	-0.79%
87149200108 Wheel rims	2,383,110	938,300	153.98%	98,964,053	39,319,942	151.69%
87149200206 Wheel spokes	50,992	38,061	33.97%	462,048	176,891	161.20%
87149200304 Wheel rims and spokes	475,185	304,956	55.82%	3,256,438	1,711,643	90.25%
87149310007 Hubs, other than coaster braking hubs and hub brakes	1,168,844	1,080,401	8.19%	17,341,289	12,651,843	37.07%
87149320005 Free-wheel sprocket-wheels	469,445	499,583	-6.03%	3,680,718	4,113,661	-10.52%
87149410006 Caliper brakes and parts thereof	69,318	39,090	77.33%	655,813	580,836	12.91%
87149490009 Other brakes and parts thereof	1,628,764	1,767,182	-7.83%	16,792,906	16,022,503	4.81%
87149500007 Saddles	1,583,385	1,391,180	13.82%	16,780,423	13,536,528	23.96%
87149610004 Pedals and parts thereof	582,158	602,119	-3.32%	2,587,217	2,590,217	-0.12%
87149620002 Crank-gear and parts thereof	1,745,333	1,744,851	0.03%	11,937,683	10,847,099	10.05%
73151100209 Roller chains	1,273,806	1,426,500	-10.70%	3,712,601	4,288,689	-13.43%
87149990111 Bicycle derailleurs	385,458	310,493	24.14%	5,081,141	3,104,619	63.66%
87149990120 Free wheels	213,098	188,028	13.33%	1,283,893	1,166,755	10.04%
87149990139 Axles	75,178	63,202	18.95%	185,387	154,882	19.70%
87149990148 Stems	543,688	457,717	18.78%	5,752,237	4,591,386	25.28%
87149990157 Seat tubes, top tubes and down tubes	794,659	694,057	14.49%	11,109,057	10,400,724	6.81%
87149990166 Handlebars	699,458	599,456	16.68%	12,186,836	8,159,972	49.35%
40115000008 Rubber pneumatic tires	1,697,502	1,338,164	26.85%	8,128,248	6,819,273	19.20%
40132000003 Rubber inner tubes	391,198	343,244	13.97%	1,665,262	1,570,497	6.03%
Total	25,085,461	21,854,383	14.78%	535,836,992	457,304,139	17.17%

Source: BOFT Information Trade Information System/Taiwan Bicycle Association



CORONAVIRUS

COVID-19



The World's Common Enemy: COVID-19

Text & Photos: Editorial Dept.

COVID-19 has now spread to almost all of the world's countries, and has been defined by the WHO as a pandemic. Due to its alarmingly high transmission rate, COVID-19 had killed more than the 349 victims of SARS in China in little more than 2 months after the outbreak was first detected. The number of confirmed cases grew to more than 9,000 from the beginning of the outbreak at the end of December 2019 to the end of January, at which time the number of cases exceeded the number of

SARS cases worldwide. As of mid-April, cases have been confirmed in over 180 countries, the number of infected persons has exceeded 2 million, and deaths have surpassed 137,000.

Taiwan's experience

Because Taiwan is located very close to China, over 400,000 persons from Taiwan work in China, and there is extensive interchange in personnel and cargo between the two areas. People would normally

expect that Taiwan would have one of the most serious coronavirus outbreaks. But thanks to Taiwan's SARS experience, a vigorous increase in the use of face masks by the public, rigorous disease prevention measures, forceful disease-prevention public indoctrination, the implementation of national management over face masks, and government control of face masks export and purchase policy, and an early response to the crisis, Taiwan has been able to find calm in the midst of the



storm, making it a model of epidemic control effectiveness. As of early April, Taiwan had only around 350 confirmed cases, as well as only 5 deaths, and the vast majority of the cases had brought the disease in from overseas.

Responding to the coronavirus pandemic, the Taipei Cycle Show has announced that it will be postponed until 3/3-3/6 2021. The Taipei Cycle+ special show originally scheduled for May has also been canceled, and numerous cycling events and triathlons have been postponed until the second half of 2020. The China International Cycle Show (Shanghai show) has announced that it will be postponed, but a new date has not yet been determined. The date of the US Sea Otter Classic has been changed to October 1-4, India's bicycle show has been moved to October 2-4, and the Polish show has been changed to November 17-19. The inauguration of the Giant Group's new operations headquarters, originally scheduled for early March, has been

postponed. Taipei Cycle d&i innovation awards has also announced that the award ceremony has been canceled.

Due to the disruption caused by COVID-19, which has already affected many star athletes, most major sporting events worldwide have been cancelled. In particular, Japan recently announced that the much-awaited Tokyo Olympics, originally scheduled for July, would be postponed until 2021, and this decision has been a heavy blow to Japan. Furthermore, the Giro d'Italia, which was slated to begin in Hungary on May 9, will also be postponed due to the severity of the pandemic in Europe. It is currently being discussed whether the schedule of the July Tour de France will need to be adjusted.

TBS enhances electronic version

In the face of the challenges posed by COVID-19, Taiwan's bicycle industry acted with prudence and caution. Although many trade shows, activities, and negotiations, etc. have been affected, Wheel

Giant still published the 2020 TBS bicycle buying guide at the end of March. TBS provides global buyers with a valuable new buying guide for the new year, and the paper and electronic versions of TBS offer buyers convenient multi-platform, multi-device, near real-time purchasing information for new products. Buyers only need to download the TBS e-book or TBS app to be able to query the newest information on Taiwan's bicycles, parts, products, and relevant vendors at any time or place. In the words of TBA Chairman Michael Tseng: "We hope that the on-time publication of TBS and the enhancements to its electronic version will enable the world to see the vitality, responsiveness, and inno-

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.

vativeness of Taiwan's bicycle industry, and help vendors and buyers make effective preparation for demand, urgent orders, and improved opportunities during the second half of the year." Looking ahead to the future, Taiwan's bicycle industry should strive to shorten its supply chains, disperse manufacturing, develop smart production, and seek to enhance the added value and popularity of bicycles and e-bikes.

State of resumption of operations at Taiwanese plants in China

In the wake of the COVID-19 outbreak, in order to curb the spread of the epidemic, the Chinese government was forced to order factories to stop work and delay the start of corporate operations and the beginning of school. After the sealing of Wuhan with no warning on January 23, over 80 major cities throughout China also announced lockdowns, and there have even been province-wide lockdowns. As a consequence, offline expenditures in China's entire retail, entertainment, and transportation have nearly come to a standstill. As the "world's factory," the work stoppages throughout China have disrupted supply chains worldwide. This has severely impacted global manufacturing, especially in the automotive and electronics industries. As the spread



of the epidemic gradually slowed, many Chinese factories started resuming work around the end of February or early March. Workers have been slow to return to their workplaces, however, and countless workers have been unable to return or have had to undergo 14-day isolation procedures without symptoms before returning to work. As a result, the resumption of work has been slow, and it is expected it may take until mid-April for the full restoration of normal production.

Numerous personnel in the industry have expressed that companies need to submit an application to resume work, and will be approved only after the local government has performed an inspection and passed the plant. Managers must first write up information concerning their disease-prevention measures, have sufficient face masks and disinfectant alcohol on hand, and take necessary response

measures in order to make an application, and must then wait for the government to review their applications and perform an on-site inspection. Only then will the government decide whether the plant can resume work, on what day it may resume work, and what methods it must use to resume work. As a consequence, managers are in a quandary concerning whether to resume work: If a confirmed case occurs at a factory that has resumed work, the factory must immediately shut down and pay social compensation—which may force it to prepare for bankruptcy. Furthermore, many plants are facing the massive cancellation of orders by their European and American customers—without any orders, they will be forced to put employees on unpaid furlough after re-opening. These problems are sure to accelerate foreign capital enterprises' relocation of their production sites from

China to Southeast Asia and other markets.

Close to 300 firms in Taiwan's bicycle industry have established plants in China. With the gradual decline in China's manufacturing competitiveness, which has been exacerbated by China's weakening domestic market, steadily rising operating costs, the outbreak of the US-China trade war, and the EU's antidumping sanctions, Taiwanese firms in China have encountered gradually deteriorating business conditions, and now the COVID-19 epidemic has made the situation much worse. Firms that hope to restore full-scale production while also fending off the epidemic and must also worry about insufficient manpower and a sharp drop in orders are clearly under tremendous stress and pressure. While the world faces a major threat to life, health, and economic prosperity, the industry must confront the problem of delayed deliveries and delayed payment installments. These difficulties and risks will add even more challenges and variables to the bicycle industry business calculations.

Because the first quarter has always been a slow season for the bicycle industry, the delayed resumption of work in China has thus far had only a limited impact on the industry's overall business. The only major impacts have been short-term shortages of materi-

als and supplies from China, which may affect the capacity of plants in Taiwan. But as China's work resumption rate gradually increases, plant capacity should gradually return to a normal level. A more worrisome problem is that the spread of the COVID-19 epidemic is causing many countries in Europe and the Americas to expand and tighten their lockdown and isolation measures. The fact that the biggest markets for bicycles have become epidemic areas has had a crushing impact on retail sales. The reduction in order quantities or outright cancellation of orders by numerous European and American customers will put tremendous pressure on Taiwan's e-bike and bicycle producers during the second half of the year. But in spite of these negative trends, we believe that demand in the global bicycle market will have a chance of beating expectations as the pandemic is gradually brought under control.

Giant

The Giant Group recently announced consolidated revenue of NT\$63.45 billion for 2019, which represented growth of 5.3% compared with 2018 and set a new record; the group's pre-tax net profit was NT\$4.81 billion, which was up 13.3% compared with 2018, after tax net profit was NT\$3.37 billion, which was up 17.8% compared with 2018,

and EPS was NT\$9. According to Giant, its Chinese factories in Kunshan and Tianjin have already resumed normal operation, and its under-construction plant in Hungary will begin production during the middle of 2020. Giant's Taiwan plant, which is the group's high-end bicycle production site, will continue to strengthen automated production. The COVID-19 pandemic has severely impacted the world's economic kinetic energy; in the wake of Asia, the pandemic situation has deteriorated rapidly in Europe and America. The world's economic situation is full of uncertainty, which will cause many problems for the Giant Group. Giant will observe the development of the pandemic and adopt necessary response measures to minimize COVID-19's impact on the group.

Merida

With Chinese plants in Shenzhen, Nantong, and Shandong, Merida had group-wide consolidated revenue of NT\$28.02 billion in 2019, which represented growth of 8% compared with 2018, after tax net profit of NT\$2.501 billion, and EPS of NT\$8.37, which was up by 46.33% compared with the previous year. As of March 26, 2020, Merida's three plants in China had a work resumption rate of 95%, and the Taiwanese personnel assigned to Merida's Chinese plants had flown back to

China in batches. Merida chiefly produces high-end bicycles and e-bikes at its Taiwan's plant, which has not been affected by the delayed resumption of work at its Chinese plants, which account for only 7% of the group's overall revenue. In addition, the dependence of Merida's Taiwan plant on the supply of materials and parts from its Chinese plants has dropped from 20% to a current 11%. The Taiwan plant is producing and shipping products normally on the basis of orders, meeting its production and sales targets, and has not been affected by interruptions in the supply of materials from China. While Merida's February sales in China were affected by the epidemic, and fell by 60%, March sales have rebounded, and grown by 2%. Merida continues to look forward to growing e-bike sales, and enjoyed year-over-year 74% growth in e-bike sales in February. Merida's e-bike sales during the first two months of this year have already exceeded sales during the first quarter of 2019, and the company is optimistic about its e-bike export performance in 2020.

Merida's Taiwan plant employs approximately 1,500 persons, and has adopted strict disease-prevention measures: Visiting vendors must wear face masks and have their temperature taken before entering the plant, and are restricted from entering production areas. Employees who have symptoms of

a cold or flu must receive medical attention, and must stay at home under self-observation. Depending on the situation, employees may need to wear face masks in the workplace, and must have their temperature taken if they have any hint of illness. Employees with fever must receive medical care and return home to rest under self-observation. In addition, the holding of large, non-emergency gathering has been suspended, and communication within and outside the group is conducted using online communications in order to reduce person-to-person contact. Administrative departments must submit summary reports of the implementation disease-control measures involving both visitors and employees.

KMC

According to leading global chain manufacturer KMC, the work resumption rate at its plants in China has reached 95%. KMC will continue to observe changes in the global spread of COVID-19, and will take appropriate production and sales measures in response. In addition, KMC has adopted flexible arrangements at its plants in Taiwan and Vietnam to provide supporting capacity and meet shipment needs.

Cheng Shin Rubber

While Cheng Shin's Kunshan, Xiamen, Zhangzhou, and

Chongqing plants received resumption of work permits on the early date of February 10, production only returned to normal by early March due to the fact that employees with homes outside the local area had to self-quarantine for 14 days before being able to resume work at the plants. Because Cheng Shin also has plants in Thailand, Indonesia, India, and Vietnam, it can meet export orders by allocating capacity at its various plants, but it has had to postpone delivery of some orders within China. Responding to the Indian government's announcement of a 21-day lockdown starting on March 25, Cheng Shin's Indian subsidiary began a shut-down that will last until April 14. This subsidiary plans to resume work in accordance with regulations when the government announces an end to the lockdown, and the group does not expect the subsidiary's shutdown to have a major impact on its operations. The Indian subsidiary chiefly produces motorcycle tires, and before the lockdown had a daily output of over 10,000 motorcycle tires, which were mainly supplied to tire businesses serving local and Japanese motorcycles.

Kenda

Kenda's Shenzhen, Kunshan, and Tianjin plants variously resumed work in mid-March. Apart from expanding its other operations in the

ASEAN market, Kenda has increased investment in its Vietnam plant by US\$33 million and in its Indonesian plant by US\$8 million in order to expand plant facilities and give the plants more operating funds. At the same time, Kenda has also embarked on a land development project in Shenzhen. It is expected that land for this project, which will eventually consist of a 154,000m² site, will gradually be turned over starting in June of this year. Initial plans call for development on 100,000m² of land in cooperation with a local urban renewal group participating in this project. The company's existing Shenzhen plant will gradually dissolve its labor contracts with employees this year, and give out RMB 115 million in economic compensation. Production lines at the Shenzhen plant are already being transferred to other plants, with industrial tire production equipment being sent to the Vietnam plant, bicycle and motorcycle tire equipment being sent to the Tianjin plant, and the some of the plant's equipment and orders being transferred to Kenda's Indonesian plant.

China

According to the China Bicycle Association, apart from actively compliance with the government's disease prevention regulations, China's bicycle and e-bike industry has

also been donating funds and medical supplies to local hospitals. Because of the lockdown in urban areas, shared bicycle operators have begun providing shared bicycles free of charge for use by medical personnel. In addition, some major cities have begun the full-scale disinfection of shared bicycles, regardless of brand. Taking Beijing as an example, an average of 85,000 shared bicycles are disinfected every day.

Europe and America

The global impact of Covid-19 is continuing to grow. Especially in the hard-hit areas of Europe and America, the bicycle industry has had to adopt temporary work stoppage measures in response to government disease prevention policies. For instance, Pon Bike announced that its Gazelle plant in the Netherlands and Derby Cycle plant in Germany have stopped production for three weeks. BMC introduced "BMC TV" in cooperation with NTT Global Networks and NTT DATA Services, and this system will avoid risk of infection by employing an exclusively digital model to conduct BMC's 2021 new product announcement meeting aimed at global distributors. Hutchinson closed its plant at Chalette-sur-Loing, France on the morning of March 18. Hard-hit Italy announced at the end of March that all com-



▲ Some Chinese major cities have begun the full-scale disinfection of shared bicycles.

panies must stop operations for the next few weeks, and only companies producing medical equipment will be exempted. Italy's Lombardy region, which has suffered the most severe infection thus far, is Italy's financial and industrial heartland, and is also a stronghold of the Italian bicycle industry, including such firms as Colnago, Bianchi, Casati, 3T, Gruppo, FSA, MET, and Vittoria. Among these firms, 3T Cycling has begun producing respirator valves, and Santini is using its production line to make face masks. Recently, CONEBI and ECF have issued statements calling on all EU member states to permit the continued provision of bicycle maintenance services during the COVID-19 epidemic period, and encouraging the public to use bicycles and e-bikes instead of mass transit.

We can only pray that the pandemic will quickly come to an end, a vaccine can be developed, people can breathe confidently without a face mask, normal life and work can resume, and prosperity can return. 🌀

Brexit - Impact Pending

Text: Editorial Dept.

When Britain finally made a formal break with the European Union on January 31, 2020, as the first heavyweight member state to exit the EU, Britain embarked on an unprecedented path. During a transition period lasting from now until the end of 2020, Britain will continue to follow all current EU rules and regulations, and any new trade agreements will not take effect until after January 1, 2021. The chief purpose of the transition period is to provide the concerned parties sufficient time to negotiate trade agreements, as well as to give companies time for preparation. If Britain and the EU or other countries and areas reach any trade agreements, they must wait until the end of the Brexit transition period before the pacts formally take effect. Only time will show whether Britain's choice to leave the protective umbrella of the European Union was a good or bad decision.

An end to British anti-dumping tariffs on Chinese bicycles?

The EU began imposing a steep anti-dumping tariff on bicycles from China in



1993, renewed the tariff for five years in 2019, and also slapped punitive dual anti-dumping and countervailing duties on Chinese e-bike products in 2019. For the more than 20 years that these trade barriers have been in force, China's bicycle companies—including Taiwanese-owned firms—have found it extremely difficult to export their bikes to the EU market. But now that Britain is no longer a member of the EU, it will no longer be subject to the EU's trade rules and regulations, which implies that Britain will no longer have to uphold the EU's anti-dumping sanctions. This may be a major breakthrough for Chinese-made bicycles and e-bikes, and the relevant companies are actively preparing. But because of the recent events and changes


in circumstances, companies must observe future developments carefully.

In 2018, after implementing a call for evidence as part of its investigation of Chinese bicycles and e-bikes, the British government recommended that after the Brexit transition period lasting until the end of 2020, Britain should end its anti-dumping tariff on Chinese bicycles and e-bikes. The results of this investigation included the finding that British-made bicycles had a UK market share of under 1%, and this figure was a key factor in the government's recommendation. Nevertheless, according to a letter sent by the British Bicycle Association (BA) to members in February, it has not been fully confirmed that the anti-dumping tariff on bicycles and e-bikes










imported from China will end after the transition period; in fact the decision to terminate sanctions is likely to be soon challenged, especially in the case of bicycle products, and a challenge is also probable in the case of e-bike products.



According to the BA, during the call for evidence period, while the survey found that domestically-made bicycles had a less-than 1% share of the UK market, others have claimed that this figure is a severe underestimate. According to the most trustworthy estimates (including the BA's own estimate), British-made

bicycles account for close to 5% of the UK market. According to informed sources, BA members have recently asserted that the official market share of British-made bicycles is a severe underestimate: Taking 2018 as an example, an estimated 117,000 bicycles were made in Britain during the year, and this figure accounts for 4% of the estimated 3 million bicycles sold on the British market. And since British bicycle imports were low during 2018, only consisting of roughly 2.2 million units, this implies that British-made bicycles have a domestic market

share of as high as 5.3%. In the case of e-bikes, British e-bike production experienced a significant jump following the conclusion of the 2018 call for evidence, and it is estimated that British-made e-bikes currently have a market share exceeding 1%. This implies that the original recommendation to terminate the anti-dumping tariffs on Chinese-made bicycle and e-bike products may well be revised. 

2020~2021 Major Cycle Shows

Show Name	Place	Date
 Eurobike	Friedrichshafen, Germany	09/02 - 09/05
 The Cycle Show	Birmingham, UK	09/18 - 09/20
 Taichung Bike Week	Taichung, Taiwan	09/22 - 09/25
 Sea Otter Classic	California, U.S.A.	10/01 - 10/04
 Ride Asia	New Delhi, India	10/02 - 10/04
 ASEAN Bike	Bangkok, Thailand	10/29 - 10/31
EICMA	Milano, Italy	11/03 - 11/08
Cycle Mode Int'l Show	Tokyo, Japan	11/07 - 11/08
 Kielce Bike-Expo	Kielce, Poland	11/26 - 11/28
Taipei International Cycle Show	Taipei, Taiwan	2021/03/03 - 03/06
 Sea Otter Classic	California, U.S.A.	2021/04/15 - 04/18
 The China Int'l Bicycle Fair	Shanghai/China	2020 \ 2021

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



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E-Bike

OS-E382

Steerer tube 1 1/8"-1 1/2"(Alloy)
1 1/8"(Cr-MO)
1 1/8"(Alloy)
1 1/8"(Steel)

Tire Clearance 38
Wheel size 700C
Option Flat Mount
Post Mount
IS Mount
Pivot Roller



H30S-E580

Steerer tube 1 1/8"(Alloy)
Blade Ø 55 Steel
Wheel size 26"
Dropout Forged
Travel 30mm
Option Post Mount
IS Mount
Pivot Roller



Head Shock

OS-E580D

Steerer tube 1 1/8"-1 1/2"(Alloy)
1 1/8"(Cr-MO)
1 1/8"(Alloy)
1 1/8"(Steel)

Tire Clearance 38
Wheel size 700C
Option Flat Mount



OS-F642

Steerer tube 1 1/8"(Alloy)
1 1/8"-1 1/2"(Alloy)
1 1/8"(Cr-MO)
1 1/8"(Steel)

Wheel size 700C
Option Post Mount
IS Mount
Pivot Roller

Flat Mount



OS-E625D

ONE-PIECE DROPOUT DESIGN
Steerer tube: 1 1/8"-1 1/2"
Alloy(6061)

Blade:Ø50
Wheel size:29"
Use:Electric bike
Option:Pivot / Roller /
IS mount /
Post mount



Liang Feng



Zhao Feng

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2019 EU Import Data

Text & Photos: Editorial Dept.

As sales of e-bikes continued to grow healthily and non-powered bicycles sales continued to sputter along in most major European markets last year,

the EC's decision to impose (or continue imposing) anti-dumping duties on bicycles and e-bikes made in China had a major affect on the EU's imports.

According to Eurostat data available in March, the EU imported a total of over 7.79 million traditional bicycles and e-bikes in 2019. The bikes held a

5-Year import history of non-power assisted bicycles (87120300) into EU by quantity value

	2015	2016	2017	2018	2019	Change %
Austria	127,384	128,558	123,728	162,548	205,386	26.35%
Belgium	406,407	376,464	361,183	370,241	294,739	-20.39%
Bulgaria	24,530	22,484	24,861	22,096	46,723	111.45%
Croatia	41,505	24,952	26,741	17,962	16,178	-9.93%
Cyprus	5,059	5,295	3,693	7,410	3,870	-47.77%
Czech	91,259	75,163	70,825	65,829	55,675	-15.42%
Denmark	231,231	227,246	232,845	233,197	236,383	1.37%
Estonia	21,598	12,219	12,784	17,797	21,858	22.82%
Finland	119,098	104,342	104,607	103,620	106,114	2.41%
France	74,908	95,101	84,096	89,270	96,106	7.66%
Germany	1,318,524	1,143,847	1,115,540	1,179,865	1,374,998	16.54%
Greece	62,498	65,288	57,714	51,297	78,249	52.54%
Hungary	11,942	9,328	20,948	21,505	21,455	-0.23%
Ireland	99,621	69,375	92,509	79,696	110,270	38.36%
Italy	224,382	174,554	197,760	162,055	184,679	13.96%
Latvia	9,192	6,117	6,528	7,662	7,184	-6.24%
Lithuania	9,254	6,465	8,302	6,695	8,460	26.36%
Luxembourg	3	150	3	7	11	57.14%
Malta	11,109	266	33	81	83	2.47%
Netherlands	990,065	839,042	845,941	901,622	987,667	9.54%
Poland	167,124	167,240	202,031	191,799	274,178	42.95%
Portugal	10,748	12,999	5,987	83	171	106.02%
Romania	9,658	25,878	46,276	32,564	44,153	35.59%
Slovakia	15,242	7,459	48,801	29,950	12,505	-58.25%
Slovenia	36,614	26,480	29,341	31,129	35,500	14.04%
Spain	184,946	132,567	139,921	166,986	109,424	-34.47%
Sweden	415,188	383,228	311,614	340,427	365,694	7.42%
UK	2,763,757	2,603,213	2,656,137	2,152,328	2,343,567	8.89%
Total (EU28)	7,482,846	6,745,320	6,830,749	6,445,721	7,041,280	9.24%

Source: Eurostat (March 2020)

total value of over 1.8 billion euros.

Traditional bicycles

According to statistics from the Eurostat database, EU countries imported a total of 7,041,280 traditional non-power

assisted bicycles in 2019. This was an increase of 9.24% over the previous year and represented a four-year high. The total value of these imports from outside the EU was just over €1.18 billion, and increase of 14.37% compared to 2018, and also a four-year high. The average unit

value of each of these bicycles was €167.97.

The United Kingdom imported the highest quantity of traditional bicycles in 2019 with 2,343,567 units, this was an 8.89% increase over the amount imported 2018, however still down on recent years. Germany

5-Year import history of non-power assisted bicycles (87120300) into EU by value

	2017	2016	2017	2018	2019	Change %	2019 Avg. Unit Price
Austria	€21,527,967	€21,391,928	€19,991,857	€23,122,317	€33,680,553	45.66%	€163.99
Belgium	€99,280,637	€100,533,155	€99,372,545	€101,071,052	€105,342,134	4.23%	€357.41
Bulgaria	€320,239	€339,426	€716,793	€629,067	€1,802,373	186.52%	€38.58
Croatia	€3,597,068	€1,806,915	€1,731,325	€1,299,966	€1,455,584	11.97%	€89.97
Cyprus	€221,767	€255,031	€174,472	€315,103	€186,919	-40.68%	€48.30
Czech	€20,027,995	€16,209,498	€16,652,978	€16,483,947	€14,428,243	-12.47%	€259.15
Denmark	€38,929,858	€36,563,856	€36,269,788	€33,789,438	€33,117,619	-1.99%	€140.10
Estonia	€2,867,238	€1,774,150	€1,576,198	€2,769,460	€3,306,142	19.38%	€151.26
Finland	€16,809,896	€15,159,247	€15,431,399	€15,141,896	€15,222,524	0.53%	€143.45
France	€29,555,078	€35,587,845	€37,688,984	€37,010,183	€39,411,598	6.49%	€410.08
Germany	€249,858,120	€220,814,860	€196,846,833	€190,812,070	€224,791,987	17.81%	€163.49
Greece	€3,841,982	€3,159,867	€3,321,277	€2,710,592	€4,765,230	75.80%	€60.90
Hungary	€1,125,541	€657,057	€1,272,827	€1,485,125	€1,711,790	15.26%	€79.79
Ireland	€5,694,212	€4,146,635	€5,617,018	€4,676,906	€6,781,477	45.00%	€61.50
Italy	€44,998,163	€31,253,876	€39,393,154	€30,136,272	€34,977,426	16.06%	€189.40
Latvia	€1,505,555	€987,715	€899,165	€991,726	€939,179	-5.30%	€130.73
Lithuania	€666,677	€695,724	€917,663	€715,172	€749,599	4.81%	€88.61
Luxembourg	€397	€75,109	€3,135	€7,095	€5,008	-29.42%	€455.27
Malta	€180,706	€53,070	€11,260	€7,032	€3,925	-44.18%	€47.29
Netherlands	€222,912,257	€203,731,502	€188,046,080	€205,746,482	€241,722,898	17.49%	€244.74
Poland	€13,283,438	€12,654,557	€14,596,712	€15,745,915	€22,283,493	41.52%	€81.27
Portugal	€1,946,070	€1,083,961	€275,878	€56,055	€184,968	229.98%	€1,081.68
Romania	€524,419	€1,949,984	€3,297,552	€1,698,790	€2,435,457	43.36%	€55.16
Slovakia	€1,268,024	€751,635	€3,453,922	€1,529,425	€1,016,381	-33.54%	€81.28
Slovenia	€6,037,490	€3,706,812	€4,207,980	€4,463,902	€4,653,043	4.24%	€131.07
Spain	€41,327,763	€36,613,511	€31,614,602	€38,185,778	€36,383,813	-4.72%	€332.50
Sweden	€58,807,447	€52,978,347	€43,444,856	€44,274,024	€45,423,110	2.60%	€124.21
UK	€348,540,073	€331,462,699	€294,679,153	€259,216,771	€305,951,230	18.03%	€130.55
Total (EU28)	€1,235,656,077	€1,136,397,972	€1,061,505,406	€1,034,091,561	€1,182,733,703	14.37%	€167.97

Source: Eurostat (March 2020)

and The Netherlands imported the second and third highest quantities of non-power assisted bicycles last year, receiving shipments of 1,374,998 and 987,667 units respectively. Both of these figures represented an increase compared to 2018.

In terms of total import value, the UK imported the

highest value of traditional bikes in 2019 with over 300 million euros of total value. There was a large increase of over 18% compared to the previous year. The Netherlands and Germany imported the second and third highest total values with over 241 million and 224 million euros respectively. Both these fig-

ures were double digit increase on the previous year.

EU suppliers of traditional bikes

In terms of total quantity, Cambodia remained the number one external source of non-power assisted bikes imported

Top 12 EU suppliers of non-power assisted bicycles (87120300) by quantity

	2015	2016	2017	2018	2019	Change %
Cambodia	1,384,283	1,316,175	1,416,150	1,518,385	1,498,596	-1.30%
Taiwan	1,842,348	1,545,883	1,310,997	977,324	933,544	-4.48%
China	509,608	421,421	636,989	699,988	857,737	22.54%
Philippines	850,388	684,191	832,882	743,499	837,522	12.65%
Bangladesh	737,897	729,407	805,381	705,982	772,254	9.39%
Sri Lanka	379,442	319,776	279,291	288,460	424,093	47.02%
Indonesia	163,257	212,450	181,605	217,522	362,346	66.58%
Tunisia	424,486	430,148	399,210	320,029	336,631	5.19%
Turkey	316,146	250,169	171,021	226,639	299,188	32.01%
Thailand	466,479	415,001	329,007	308,931	281,314	-8.94%
India	197,061	272,016	303,051	238,864	273,410	14.46%
Vietnam	99,403	86,824	75,473	99,503	58,657	-41.05%

Source: Eurostat (March 2020)

Top 12 EU suppliers of non-power assisted bicycles (87120300) by value

	2015	2016	2017	2018	2019	Change %	2019 Avg. Unit Price
Taiwan	€574,009,278	€522,508,389	€439,121,257	€394,995,121	€405,739,338	2.72%	€434.62
Cambodia	€312,792,870	€293,762,000	€288,202,994	€302,544,950	€323,674,009	6.98%	€215.98
China	€25,931,194	€18,242,928	€50,360,780	€56,628,551	€101,176,027	78.67%	€117.96
Bangladesh	€72,908,913	€64,735,091	€64,565,913	€61,873,409	€76,972,613	24.40%	€99.67
Indonesia	€23,168,739	€31,226,441	€28,839,842	€33,356,715	€56,552,682	69.54%	€156.07
Philippines	€40,821,394	€34,206,287	€45,715,677	€42,265,404	€52,590,949	24.43%	€62.79
Turkey	€45,590,675	€42,312,687	€27,566,856	€28,437,446	€38,835,446	36.56%	€115.37
Thailand	€44,573,413	€40,185,381	€30,852,773	€28,285,721	€28,346,139	0.21%	€100.76
Sri Lanka	€20,642,638	€18,347,474	€17,108,498	€19,366,181	€28,217,347	45.70%	€66.54
Tunisia	€33,516,165	€35,009,289	€30,989,584	€24,734,737	€26,998,323	9.15%	€80.20
Vietnam	€18,253,338	€13,619,280	€14,523,097	€18,987,863	€14,258,213	-24.91%	€243.08
India	€8,345,453	€11,121,456	€12,100,703	€9,088,735	€11,470,117	26.20%	€41.95

Source: Eurostat (March 2020)

into the EU, with nearly 1.5 million units coming from there last year. Taiwan supplied the second largest quantity of traditional bikes with just over 933,000 units. This was a drop of 4.48% from the previous year. Despite the continuation of the EU's anti-dumping duties, China rose to become the supplier of the third greatest volume of traditional bikes into the EU. Last year, the EU imported over 857,000 bikes from China, an large increase of 22.54% over 2018.

In terms of total import value, Taiwan was once again the biggest supplier of traditional bikes. A total value of €405 million was imported from the island nation in 2019, a slight 2.72% increase over the previous year. The average unit value of these non-power assisted bicycles imported from Taiwan was €434.62. Cambodia and China supplied the EU with the second and third highest total value of bikes, with just over €323 million and €101 million total value respectively. The average unit value of bicycles originating from China was €117.96, this value was higher than that of some other major suppliers such as Bangladesh, the Philippines or Sri Lanka.

E-bikes

With the EU's imposition of anti-dumping and countervailing duties on e-bikes origi-

nating from China going through its first full year in 2019, EU imports of e-bikes fell substantially. A total of 752,199 e-

bikes were shipped into the EU last year, over 30% down from the 1,086,241 units imported in 2018.

3-year import history of power-assisted e-bikes (87116010) into EU by quantity

	2017	2018	2019	Change %
Austria	9,452	12,258	10,785	-12.02%
Belgium	187,462	152,949	53,138	-65.26%
Bulgaria	2,109	344	607	76.45%
Croatia	669	435	238	-45.29%
Cyprus	51	362	70	-80.66%
Czech	31,677	23,239	11,050	-52.45%
Denmark	28,190	28,939	18,380	-36.49%
Estonia	74	65	761	1070.77%
Finland	2,423	4,559	6,190	35.78%
France	55,879	77,089	38,199	-50.45%
Germany	233,298	293,138	238,625	-18.60%
Greece	1,080	1,696	2,293	35.20%
Hungary	9,526	8,744	4,185	-52.14%
Ireland	3,466	2,128	164	-92.29%
Italy	62,217	118,683	34,068	-71.29%
Latvia	853	23	119	417.39%
Lithuania	205	124	66	-46.77%
Luxembourg	12	2,253	23	-98.98%
Malta	1	8	2	-75.00%
Netherlands	211,796	220,318	207,416	-5.86%
Poland	7,950	4,717	10,307	118.51%
Portugal	448	674	234	-65.28%
Romania	6,784	2,792	1,796	-35.67%
Slovakia	5,201	3,552	20	-99.44%
Slovenia	4,287	2,246	1,344	-40.16%
Spain	41,163	39,961	39,882	-0.20%
Sweden	35,927	42,862	13,312	-68.94%
UK	46,198	42,083	58,925	40.02%
Total (EU28)	988,398	1,086,241	752,199	-30.75%

Source: Eurostat (March 2020)

3-year import history of power-assisted e-bikes (87116010) into EU by value

	2017	2018	2019	Change %	Unit Price
Austria	€13,082,548	€17,916,699	€17,780,581	-0.76%	€1,649
Belgium	€77,195,706	€64,671,486	€26,595,763	-58.88%	€501
Bulgaria	€326,884	€101,277	€68,186	-32.67%	€112
Croatia	€191,874	€163,156	€89,833	-44.94%	€377
Cyprus	€9,763	€59,369	€26,019	-56.17%	€372
Czech	€13,311,340	€9,548,847	€6,451,790	-32.43%	€584
Denmark	€17,890,891	€19,152,775	€13,513,782	-29.44%	€735
Estonia	€34,583	€36,920	€1,676,332	4440.44%	€2,203
Finland	€1,266,596	€2,860,502	€5,031,620	75.90%	€813
France	€23,420,618	€40,683,793	€20,653,674	-49.23%	€541
Germany	€136,792,992	€190,530,557	€188,317,440	-1.16%	€789
Greece	€390,807	€453,522	€576,545	27.13%	€251
Hungary	€1,906,878	€1,378,806	€1,335,396	-3.15%	€319
Ireland	€1,058,608	€565,101	€64,818	-88.53%	€395
Italy	€34,706,291	€47,578,432	€30,735,543	-35.40%	€902
Latvia	€61,936	€10,199	€34,572	238.97%	€291
Lithuania	€137,702	€52,994	€47,446	-10.47%	€719
Luxembourg	€13,457	€108,075	€20,211	-81.30%	€879
Malta	€528	€13,516	€1,507	-88.85%	€754
Netherlands	€149,656,461	€186,024,610	€233,077,004	25.29%	€1,124
Poland	€1,282,521	€1,507,524	€2,073,315	37.53%	€201
Portugal	€348,302	€562,818	€267,968	-52.39%	€1,145
Romania	€1,205,887	€633,318	€633,644	0.05%	€353
Slovakia	€612,353	€213,533	€24,366	-88.59%	€1,218
Slovenia	€2,135,572	€1,311,414	€721,582	-44.98%	€537
Spain	€23,112,461	€25,314,263	€32,154,382	27.02%	€806
Sweden	€13,810,950	€18,583,527	€7,080,092	-61.90%	€532
UK	€24,027,625	€24,593,284	€39,751,252	61.63%	€675
Total (EU28)	€537,992,134	€654,630,317	€628,804,663	-3.95%	€836

Source: Eurostat (March 2020)

The total value of imported e-bikes in 2019 was over €628 million, this was only a slight decrease of less than 4% compared to the total value imported

in 2018. The average unit value of bicycles imported into the EU in 2019 rose to €836.

Germany and the Netherlands imported the largest num-


ber of e-bikes with 238,625 units and 207,416 units respectively. Imports of e-bikes into Belgium fell dramatically by 65% with only 53,138 units being imported

into that country in 2019. E-bike imports into the UK, however, grew by over 40% with nearly 59,000 units being shipped there from outside the EU during the course of last year.

According to Eurostat data, EU imports of e-bikes originating in China fell by 83.76% in the first full year of anti-dumping and counter-vailing duties

against the country. A total of 107,124 e-bikes were imported into the EU from China in 2019, down from 659,807 units the previous year.

It appears that Taiwan was the biggest beneficiary of this drop. The EU imported over 388,000 e-bikes from Taiwan last year, up over 80% from the 215 thousand units imported in 2018.

That figure represents over half of the EU's total imported units. In terms of total value, Taiwan supplied over €410 million worth of e-bikes to the EU in 2019, up over 90% from the total value of nearly €216 million imported in the previous year. The average unit value of these e-bikes imported from Taiwan rose slightly to 1,055 euros. 

Top 10 EU suppliers of power-assisted e-bikes (87116010) by quantity

	2017	2018	2019	Change %
Taiwan	126,130	215,766	388,781	80.19%
Vietnam	105,742	152,803	154,478	1.10%
China	718,004	659,807	107,124	-83.76%
Switzerland	26,516	37,256	42,026	12.80%
Thailand	7,358	11,454	15,895	38.77%
Turkey	312	2,452	13,078	433.36%
Malaysia	8	18	10,507	58272.22%
Indonesia	255	497	3,488	601.81%
Cambodia	25	1,839	3,237	76.02%
Japan	1,136	217	3,131	1342.86%

Source: Eurostat (March 2020)

Top 10 EU suppliers of power-assisted e-bikes (87116010) by value

	2017	2018	2019	Change %	Unit Price
Taiwan	€125,396,083	€215,809,482	€410,087,579	90.02%	€1,055
Vietnam	€59,380,232	€73,967,756	€85,872,716	16.09%	€556
Switzerland	€41,742,900	€59,397,379	€72,042,220	21.29%	€1,714
China	€301,523,138	€292,242,782	€27,545,588	-90.57%	€257
Thailand	€5,555,709	€7,200,235	€9,517,594	32.18%	€599
Turkey	€229,273	€1,765,783	€8,662,073	390.55%	€662
Cambodia	€10,129	€1,116,424	€3,655,329	227.41%	€1,129
Canada	€2,627,288	€1,420,422	€2,374,550	67.17%	€2,346
Malaysia	€6,769	€14,841	€2,173,680	14546.45%	€207
Indonesia	€174,794	€273,925	€1,762,670	543.49%	€505

Source: Eurostat (March 2020)

E-Bikes Continue Flourishing in German Bike Market

Text: Editorial Dept.

The German bicycle industry association, Zweirad-Industrie-Verband e.V. (ZIV) have published data for 2019 showing that the overall German market for bicycles and e-bikes is continuing to grow.

According to the ZIV, the number of bicycles (including e-bikes) on the roads in Germany grew to 75.9 million in 2019. The proportion of e-bikes that figure contains is estimated at around 5.4 million vehicles.

Last year, 4.31 million com-

plete bicycles and e-bikes were sold in Germany, 3.1% above the previous year. However, while the sale of e-bikes grew strongly again, there was a decline in the sale bicycles of -7.8%. The total value of bicycles and e-bikes sold in the country rose to 4.23 billion euros in 2019—an increase of around 34%. Together with the components and accessories area, this resulted in total sales value of bicycles, e-bikes, components and accessories of around 7 billion euros.

Siegfried Neuberger, Managing Director of ZIV, commented in a press release that he was pleased about the very positive development of the bicycle and e-bike market in 2019. The popularity of e-bikes in particular is growing dynamically and has now encompassed all model groups in the bicycle sector.

The significant increase in sales was primarily due to the high sales of e-bikes and the associated, significantly increased, average sales price per bike (in-

Sales of complete bicycles and e-bikes in Germany (units)

	2015	2016	2017	2018	2019	% Change
Bicycles	3,815,000	3,445,000	3,130,000	3,200,000	2,950,000	-7.81%
E-Bikes	535,000	605,000	720,000	980,000	1,360,000	38.78%
Total	4,350,000	4,050,000	3,850,000	4,180,000	4,310,000	3.11%

Source: Zweirad-Industrie-Verband e.V.

Total sales value of complete bicycles and e-bikes in Germany

	2015	2016	2017	2018	2019	% Change
Euros (billion)	2.43	2.62	2.72	3.16	4.23	33.86%

Source: Zweirad-Industrie-Verband e.V.

Average bicycles and e-bikes sales price in Germany

	2015	2016	2017	2018	2019	% Change
Unit Price	559	648	706	756	982	29.89%

Source: Zweirad-Industrie-Verband e.V.

German domestic production of bicycles and e-bikes

	2015	2016	2017	2018	2019	% Change
Bicycles	1,885,000	1,619,000	1,260,000	1,170,000	890,000	-23.93%
E-Bikes	305,000	351,000	470,000	690,000	960,000	39.13%
Total	2,190,000	1,970,000	1,730,000	1,860,000	1,850,000	-0.54%

Source: Zweirad-Industrie-Verband e.V.

cluding e-bikes). In 2019, this was €982 across all sales channels, which is around 30% higher than in 2018.

Domestic production

According to ZIV data, a total of 1.85 million bicycles and e-bikes were produced in Germany during 2019, slightly down from the total quantity produced domestically in the previous year. However, this was very much a tale of two categories. Domestic production of traditional bicycles fell once again, dropping by 24% from 1.17 million units produced in 2018 to 890,000 units produced last year. On the other hand, domestic e-bike production continued its healthy upward trajectory for once more. 960,000 complete e-bikes were produced in Germany last year, a 39% increase on the 690,000 units produced in 2018. Germany manufacturers now produce more e-bikes than traditional bikes.

Categories

E-bikes of all types gained in popularity once again in Germany in 2019. The market share

of e-bikes in the overall bicycle market rose to 31.5%. The e-bike thus achieved a market significance that could not be expected so quickly. ZIV predict a medium-term share of 40% in the overall market, and even a 50% share in the long term can no longer be excluded.

With regard to the model group breakdown on the overall market (by units), a slight decline can be seen in the city / urban, trekking, MTB, Dutch and touring bike model groups. The e-bike category and the ATB model group grew. Youth bikes, racing machines / flat handlebar / cross, children’s bikes and other (recumbent bikes, tandems, etc.) remained unchanged from the previous year. For the first time, cargo bikes (without motor) could be identified independently.

The proportion of model groups within the e-bike category (by unit) was as follows. e-trekking 36%, e-city- / urban 31%, e-MTB 26.5%, e-cargo bikes 4%, speed e-bikes 0.5%, e-road 0.5% for the first time and e-others with 1, 5%. The e-MTB model group again grew significantly, and the e-other category recorded slightly higher shares.

Bike market share by category

Category	% Share
E-Bikes	31.5%
Trekking	26.0%
City / urban	14.5%
ATB	8.0%
MTB	5.0%
Youth	4.0%
Road	3.5%
Dutch	2.5%
Children's	2.5%
Cargo	0.5%
Other	2.0%

Source: Zweirad-Industrie-Verband e.V.

E-bike market share by category

Category	% Share
E-Trekking	36.0%
E-City	31.0%
E-MTB	26.5%
E-Cargo	4.0%
E-Road	0.5%
Speed e-bikes	0.5%
Other e-bikes	1.5%
Dutch	2.5%
Children's	2.5%
Cargo	0.5%
Other	2.0%

Source: Zweirad-Industrie-Verband e.V.

Import of bicycles and e-bikes into Germany

	2015	2016	2017	2018	2019	% Change
Bicycles	2,910,000	2,590,000	2,650,000	2,770,000	2,920,000	5.42%
E-Bikes	370,000	567,000	640,000	880,000	1,000,000	13.64%
Total	3,280,000	3,157,000	3,290,000	3,650,000	3,920,000	7.40%

Source: Zweirad-Industrie-Verband e.V.

German imports

According to the ZIV data, total bicycle imports into Germany rose by 7.4% to 3,920,000 units during 2019. The greatest rise was in the number of e-bikes, with 1 million units being imported last year, a 13.64% increase from the 880,000 complete e-bikes shipped into Germany in 2018. Shipments of traditional bicycles also rose,

with 2,920,000 total units imported in 2019, up by 5.42% from the 2,770,000 traditional bikes imported during the previous year.

Once again last year, Cambodia supplied the largest number of bicycles to Germany at 23% of all imports. Bulgaria and Poland rounded out the top three, each with 11% of total non-powered bicycle shipments.

According to the ZIV statistics, Hungary was by far the

biggest supplier of e-bikes to Germany, encompassing 26% of all shipments. Vietnam and The Netherlands were the second and third largest suppliers with 14% and 12% shares respectively.

With the EU's imposition of anti-dumping and counter-vailing tariffs on e-bikes manufactured in China in 2019, imports from there fell starkly last year. Only 2% of all German e-bike imports originated in China in 2019, plummeting from 9% in the previous year.

2019 German traditional bicycle import share by source country

Source Country	% Share
Cambodia	23%
Bulgaria	11%
Poland	11%
Portugal	7%
Bangladesh	7%
Netherlands	5%
China	4%
Philippines	4%
Taiwan	3%
Austria	3%
Other	22%


Source: Zweirad-Industrie-Verband e.V.

2019 German e-bike import share by source country

Source Country	% Share
Hungary	26%
Vietnam	14%
Netherlands	12%
Taiwan	9%
Poland	8%
Bulgaria	8%
Czech Republic	6%
Romania	6%
Switzerland	3%
China	2%
Other	6%

Source: Zweirad-Industrie-Verband e.V.

Domestic exports

Export of both traditional bicycles and e-bikes from Germany rose healthily in 2019. According to the data supplied by ZIV, a total of 1,450,000 complete bicycles were exported from Germany to other countries last year, an increase of over 14% compared to 2018. Of these 920,000 units were traditional bicycles; up over 10% from 2018, and 520,00 were e-bikes; up over 20% compared to 2018. 

2019 German bicycle and e-bike exports

Type	2015	2016	2017	2018	2019	% Change
Bicycles	1,020,000	920,000	870,000	830,000	920,000	10.84%
E-Bikes	140,000	233,000	290,000	440,000	530,000	20.45%
Total	1,160,000	1,153,000	1,160,000	1,270,000	1,450,000	14.17%

Source: Zweirad-Industrie-Verband e.V.

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Leva-EU Argue Case for Speed Pedelec Rule Relaxation

Text & Photos: Editorial Dept.

In early February, LEVA-EU, together with the project partners of 365SNEL, organized a European symposium on the legal status and market position of the speed-pedelec. In this symposium, attended by the European Commission, several manufacturers testified about the great difficulties they are having to get their vehicles approved. Additionally, Leva-EU concludes that the research

of the 365SNEL project indicates that type-approval creates risks for speed-pedelec riders.

Current regulations

In its technical regulation (Regulation 168/2013), the European Union has categorized the speed-pedelec as a moped. And so, all member states except Belgium have copied that category in their traffic codes.

In the Belgian traffic code, the speed-pedelec is not put aside as a moped, instead a separate category has been created: Moped Class P – Speed Pedelec. This made it possible to develop adapted traffic rules with new traffic signs which, by using the letter P, allow or exclude speed-pedelecs.

Moreover, this separate categorization made it possible to subject the speed-pedelec to

the same financial incentives as traditional (e)-bikes. In Belgium, you can enjoy a tax-free allowance of up to € 0.24 if you commute by bicycle, electric bicycle or speed-pedelec. The test riders of 365SNEL covered an average of 21.6 km a day. This can result in more than € 1,300 extra this year, tax-free. Sales are further boosted by advantageous leasing formulas through employers.

365SNEL

365SNEL is a project subsidized by the Environment Department to investigate the potential of speed-pedelecs for commuting in Flanders. In the 365SNEL project, a test fleet of approximately 15 speed-pedelecs was deployed at 10 companies and organizations, varying in size (from small company to international group) and in nature (from educational institution to hospital). Among them, 106 test riders were selected, who were invited to commute with the speed-pedelec for three consecutive weeks.

The main motivation for testing was speed. Most of the candidate test riders were under the assumption that they would be able to ride a constant speed of 45 km/h with a speed-pedelec and that they would therefore save a lot of time. None of the test vehicles was able to meet that expectation. The speed-pedelecs with



▲ Annick Roetynck LEVA-EU Manager



▲ There were extensive testimonies about the flaws of type-approval.

a 350W motor offered a cruise speed of 30 to 35 km/h, those with a 500W motor of 35 to 40 km/h. The test riders quickly overcame the disappointing speed performance of their vehicle because they experienced other benefits. In particular,

the predictability of travel time and the positive effect on their mental health was a huge boost for many.

Type-approval flawed

During the symposium,

there were extensive testimonies about the flaws of type-approval. These include: Firstly, the European technical regulations for speed-pedelegs were originally written for conventional mopeds, and gaining type-approval is an extremely complex, inadequate and extremely expensive affair. Secondly, torque not speed is the most important factor in the controllability of speed pedelecs. Thirdly, there are numerous examples of major and minor obstacles in the type-approval for speed-pedelegs. And additionally, that gaining type-approval pushes the price of speed pedelecs to nearly the price of a cheap car and thus out of the market.

Proposition

LEVA-EU proposes that all zero-emission vehicles for individual transport up to a maximum speed and weight, to be determined in consultation with the industry, to be excluded from the type-approval for mopeds and motorcycles. This will allow for the abolishment of the L1e-A category. LEVA-EU considers it essential to delete the current power limit of 250W. It is much more important to control the acceleration instead of the power. Furthermore, technological limitations (pedal assistance only) must also be removed from the law in order to make technological developments possible.




▲Efren Sanchez Galindo attended the symposium representing the EC.

New study

Efren Sanchez-Galindo, who represented the Commission, followed the discussions during the symposium with great attention. At the end of the day, he acknowledged that there is a lot of room for improvement, but he added an ominous statement. He argued that further exclusions of electric bicycles and speed-pedelegs from the L category and associated type-approval were unlikely because several Member States had approached his unit with a clear question. They want the Commission to examine whether and how light, electric vehicles such as electric scoot-

ers and self-balancing vehicles can be included in the type-approval. The request originates from Member States who have quite a few problems at home to get the new mobility phenomena regulated.

The European Commission intends to order a study on this issue some time this year. If that study argues that, for example, e-scooters should be classed under the L category, all hell will be loose. In that case, there would be no arguments left to even keep conventional, electric bikes out of L-category. And the consequences of such a conclusion would be simply catastrophic! 



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Darfon's New Generation Batteries

Text & Photos: Editorial Dept.

Seeing the promise of green energy products, Darfon Electronics has spent the last few years developing lithium batteries and chargers for e-bikes, and has introduced new-generation 21700 batteries and Shimano-compatible batteries. According to Darfon GM Josh Tsai, several years after the development of standard electronic control components, the major brands are

currently looking to differentiate themselves. The key to development is seeing how the industry will position itself in terms of standard components and new motor systems, and Darfon is focusing its differentiation efforts on battery power supplies and smart solutions. As the various brands respond to rapid market growth and change, they will need even more and even faster battery products. Since the market reacted well to the new-generation 21700 batteries and Shimano-compatible batteries introduced by Darfon in 2019, Darfon has now made integrated products such as smart products and component solutions one of its major focal areas, and will continue to respond to the market and maintain its competitive advantage in this area!

As the demand for large-capacity batteries for e-MTB continues to grow, the battery needs of e-city bikes and e-road bikes will also increase to keep pace. In order to provide customers real-time, nearby service, and win its customers' trust, Darfon has established service offices in the Czech Republic and the Netherlands. Looking ahead to the future, Darfon will also continue to



▲ Darfon GM, Josh Tsai.

expand its local service throughout global markets. In light of the fact that the US and EU have both established trade barriers against Chinese e-bikes, Darfon re-activated its lithium battery production line in Taiwan during the second quarter of 2019, and, in order to achieve greater flexibility, plans to continue to expand its Taiwanese battery production lines in the future.



▲ Darfon's head office in Taiwan.

Taiwan has an excellent bicycle supply chain, as well as a world-famous IT/electronics industrial capacity. As a consequence, Taiwan has a tremendous advantage in the area of e-bike development. Darfon's products chiefly consist of power supplies, batteries, and electronic control units, and it is gradually introducing intelligent solutions. At the same time, Shimano has designated Darfon a global partner since 2017, and Darfon introduced four types of Shimano-compatible batteries at the end of 2019, including the new-generation 21700 720Wh battery. Furthermore, after introducing the 21700 battery in 2018, Darfon has hope to provide the industry even more new-generation battery choices. The 21700 battery has been used by leading European brands in new e-bike models introduced at European trade shows, causing a sensation in the industry. Darfon will continue to introduce new 21700 battery products meeting the needs of e-MTB, e-trekking, e-city and e-road bikes.

Darfon has invested in Kenstone, which has been in the bicycle industry for 40 years; by providing it with more whole bicycle design knowledge, this investment has helped Darfon to expand its battery business and establishing relationships with more companies in the industry. Kenstone's plant in Vietnam will begin production



▲ Darfon supply a complete battery range with capacities from 252Wh to 720Wh.




► Darfon's smart quick recharger automatically detects battery condition and can adjust charging rate accordingly.



▲ Communicating via wireless, bluetooth, 3G or 4G, features also include GPS, touch-operation and an app.

in 2020, and this new plant will play a complementary role with Kenstone's existing plants in Taiwan and Germany. When the time comes, this will provide Darfon with greater reach, and enable it to provide more responsive service to customers. Apart from continuing to cultivate the European and Japanese markets, Darfon also plans to enter the US and other emerg-

ing markets, and it does not rule out producing batteries in other areas in the long term. Another of Darfon's advantages is its possession of the whole bicycle brand BESV, which enables it to provide OEM whole bicycle production service, and it can also provide customers IT and IOT integration and customization services. 

CONEBI Keep Active

Text: Editorial Dept.

CONEBI (Confederation of the European Bicycle Industry) represents the European bicycle, pedal assist e-bike, parts and accessories industries with about 800 SMEs and more than 100,000 direct and indirect green jobs in the industry. CONEBI's annual market figures show that 2018 was another positive year for the European Bicycle Industry with 20 million bicycles sold, 2.8 million of which were e-bikes. We expect that the sale of e-bikes will surpass 3 million in 2019 and will reach about 6-7 million units annually by 2025. Moreover, parts & accessories production was valued at €1.85 billion in 2018 an increase of 6% in comparison to the year before.

Over the past year, CONEBI has been invited to numerous high level events and conducted multiple bilateral meetings with important stakeholders. Among those events were the International Transport Forum's (ITF) Consultation Days in January 2020 where international transport organisations gathered to discuss the key topics for the 2020 edition of ITF's annual summit under the heading of "Transport Innovation for Sustainable Development". In addition, CONEBI strengthened its



▲ CONEBI President, Erhard Büchel.

collaboration with other bicycle industry associations around the world. In March 2019, CONEBI again organized a European Pavilion at the Taipei Cycle Show keeping up its almost 30 year old strong cooperation with the Taiwanese Bicycle Industry. In June 2019, I was invited to open the Ride Asia show in India in my role as CONEBI and WBIA president to keep on promoting a positive partnership with the All India Cycle Manufacturers Association (AICMA).

Moreover, the CONEBI General Assembly strongly welcomed CONEBI's appointment by the European Commission to the European Commission

Single Platform on Cooperative, Connected and Autonomous Mobility (CCAM). Road safety and traffic management systems, in the context of multimodal smart mobility, the role of in-vehicle data, digital and road infrastructure are all pivotal topics in the overall growth of bicycles and e-bike sales in the future cycling landscape, with a specific attention to urban mobility and this will help to make cycling safer. As a part of this, CONEBI is calling on the EU institutions to take in due consideration the role of vulnerable road users like cyclists before any deployment of connected and autonomous vehicles.

Another ongoing trend is Mobility of a Service (MaaS) where people are increasingly interested in having access to a variety of mobility options without the need to own their own means of transportation. Cycling is one of the best options for first and last mile trips, for example to reach the next train or subway station. In the Netherlands, 50% of all trips taking place on the transit system begin with a bicycle ride. Also the WBIA is active on this topic and has been invited to co-author a UN document on MaaS by writing a chapter on bike sharing. This document will be presented at the next meeting of the Inland Transport Committee in February, the highest level transport meeting at the United Nations.

In the meantime, politicians have also started to see the potential of cycling, and the EU Green Deal published in December 2019 states that in order to achieve climate neutrality, a 90% reduction in transport emissions is needed by 2050. According to the European Commission, this can be achieved by focusing on sustainable and smart mobility with more affordable, accessible, healthier and cleaner alternatives to current mobility habits as today transport accounts for a quarter of the EU's greenhouse gas emissions. Moreover, many of the trends connected to cycling above, such as automated and connected mobility as well



as Mobility as a Service, are also explicitly promoted in the EU Green Deal. The document further states that the envisioned “transition is an opportunity to expand sustainable and job-intensive economic activity” with the help of an EU industry strategy that is expected for March 2020. This strategy will also aim to further develop a circular economy and ensure a safe, circular and sustainable battery value chain.

Last but not least, as President of CONEBI and WBIA, I would like to point out that, thanks to the successful cooperation with its members, both associations are active as influential advocates for bicycles, pedal assist e-bikes, parts and accessories. The two associations are fully involved in discussions on the challenges of current and future mobility patterns in both Brussels and Geneva. 🚲

It's not evolution, it's revolution

Bike Market in Disruption

Text: Bob Margevicius · Phtos: Editorial Dept.

As we enter a new decade, technology and demographic changes are disrupting the bicycle market and will continue to drive evolution and innovation within the industry.

We are now in a technological world filled with surprising innovations that are changing the way we move. They are also changing the industry's landscape for products, channels and customers. It's not evolution, it's revolution.



▲ Bob Margevicius, Specialized Executive Vice President.

Six disruptions impacting the bicycle business:

Share-bikes and share-scooters: The sharing community is growing at a geometric pace as a dependable transportation solution for the final kilometer. Major players like Lyft, Uber, DiDi, Lime and Bird have multi-billion-dollar valuations with strong capital and significant resources to innovate and execute mobility solutions.

Market leaders are maturing and promoting socially responsible activities by cooperating with local, state and federal governments on safety, usage, data sharing, safe cycling routes, infrastructure development and city planning. There is stron-

ger emphasis on user education while providing rewards for safe and responsible use.

These businesses rely on subscription-based, per-user revenue streams, rather than traditional purchases. Customer referrals, connected networks and satisfied customers are the ingredients for valuation and equity growth. This creates an eco-system leading to creative solutions that further stimulate usage, build loyal customers and strong communities.

The continually evolving global GPS network and the massive amounts of captured data provide a bonus revenue stream while serving as a blueprint for efficiency gains, product innovation, monitoring usage

patterns and accurate user demographics. The ambitious vision of “a share bike or scooter on every corner in every city around the world” is happening.

E-bikes:

The market is transitioning to e-bikes. Some predict that within ten years more than 90 percent of all bikes sold will be e-bikes. Recently the EU announced that more than 30 million e-bikes will be sold per year. Double the number of automobiles sold annually.

Countries worldwide are incentivizing both purchases and usage with substantial tax credits. City planners are building safe bike lanes and secure

parking structures complete with universal charging stations to encourage e-bike use. Utility e-bikes are commonplace in major cities as delivery services realize the commercial, economic and environmental benefits of e-bikes.

From the product side, technology is changing everything-smaller, more powerful motors and lighter, simpler, longer-life batteries, robust frame structures, low-maintenance components and higher quality construction are driving customer satisfaction. Costs and retail prices are declining as economies of scale make e-bikes the product of choice for transportation, utility, sport, recreation and performance.

The price/value gap between traditional bicycles and e-bikes is narrow, which encourages e-bike purchases. New



retail e-bike outlets are popping up as sales, customer care and maintenance needs become an essential part of satisfying consumer demands.

Customization:

With the evolution of e-bikes, traditional bikes are moving to super high value. They are precise high-performance machines satisfying the passionate lust for untethered speed. Demand for custom bicycles is exploding.

Unique configurations, colors, cosmetics and components need to be personalized to communicate individuality while optimizing the riding experience. Customization becomes localized to satisfy immediate customer demands. New brands are offering a range of colors, sizes and configurations satisfying the most demanding buyers-

and turning a profit.

Traditional legacy brands are pivoting into customer-focused operations abandoning generalization. “Made Locally” has a special meaning as individuality and support of local businesses stress growing strong communities.

E-Commerce:

Channel changes continue to reflect consumer buying habits as shopping and purchase preferences shift to digital devices. On-line sales of bikes, branded components, soft goods and accessories continue to grow as digital platforms, rapid response and on-demand customer service drive buying decisions. Global e-commerce purchases will continue to evolve as new outlets enter the mix as consumer trust and confidence build.



Indoor Fitness:

The fastest growing cycling market segment is indoor fitness. Technology integration of entertainment, star-status instructors, social media interaction and advances in artificial intelligence (AI) have exploded within the indoor training sector.

Established players like Zwift, Sufferfest, Trax, Garmin, Saris, Peloton, Flywheel, Wahoo, TDF, Stages and others continue to innovate in software, products and platforms to draw, excite, captivate and retain users. Social media attention and global networks are revolutionizing fitness as fashionable, fun, competitive and inspiring.

Traditional cyclists, too, find indoor training a refuge from distracted drivers, unpredictable weather conditions, unexpected maintenance issues and bad air quality. It's an easy, safe and productive way to stay healthy and fit.

Participation in indoor fitness continues to grow as an established solution to insuring personal health and fitness. Medical insurance companies are incentivizing indoor fitness as a means to a longer, healthier, drug free life. Future Innovations like augmented reality (AR), the Internet of Things (IOT), and gaming will further enhance the user experience add excitement and drive usage.



Kids:

Youth will drive the future: Kids ride bicycles to learn, for fun, health, develop coordination and transportation. Parental engagement-bundled with simplicity, joy and freedom-means children can fuel the cycling experience. Advanced tracking devices, health monitors and integrated safety features allow parents to give kids permission to ride. Building confidence and fun into youth cycling will provide the industry's biggest payback. Cycling expands kids' realm of influence, builds social skills and develops lifetime friendships. Youth continue to be our best long-term investment in the future.

As you reflect on these market disruptions, think of ways to adapt and capitalize on them. These and other disruptive changes provide opportunities for those who recognize them and successfully service them.

We are living in fast-mov-

ing times where speed is the new currency and disruption is commonplace. Serving these five opportunities requires a clear vision, vigilance, agility and exceptional execution.

Believing in and adapting to new opportunities has always been the formula for success.

Essential TBS

For decades Wheel Giant's Taiwan Bicycle Source(TBS) has become the global cycle industry's purchasing bible. Thanks to its detailed and comprehensive information, userfriendly interface, and proven marketing effectiveness, TBS has become the most essential professional, practical, and complete purchasing guide for the world's cycle industry.

Moreover, TBS e-book and TBS App allow us to conveniently download and use the TBS purchasing directory at any time or place.



E-Bike



EC-01

Compatible with: Brose System



EC-02

One piece alloy cnc. Narrow wide
Chainring 20T with chainguard,
Anodized black
Compatible with: Bosch system



EC-A02

One piece alloy narrow wide
tooth(AL-6061)
Compatible with: Bosch system



EC-03

Compatible with: Brose System



EC-05

One piece alloy narrow wide(AL-6061)
Compatible with: Brose System



SS-EC-06A

Chainring: 6061/T6 alloy CNC,
Narrow wide tooth
Chain guard: alloy #6061
pressed 4mm W/ CNC
Compatible with: BAFANG M615



SS-EC-06B

Chainring: 6061/T6 alloy CNC,
Narrow wide tooth
Chain guard: Alloy #6061
pressed 4mm W/ CNC
Compatible with: BAFANG M315



EC-07

Compatible with: Brose System



EC-08

One piece alloy narrow wide (AL-6061) For Brose/Bosch Gen4/
Shimano E8000 and Fazua



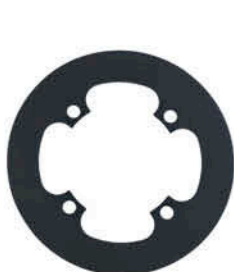
RD-1B

Narrow wide tooth



MTB-03A-2

Alloy narrow wide tooth



MTBG-1

Alloy/Steel guard



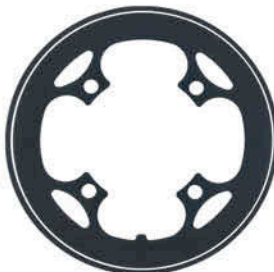
MTBG-2

Alloy/Steel guard



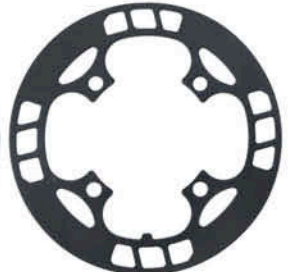
MTBG-3

Alloy guard



MTBG-4

Alloy guard



MTBG-5

Alloy guard

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Bernhard Lange: Cycling - The Modern Choice

Text & Photos: Editorial Dept.

When the Paul Lange & Co. OHG was founded in 1949, there was a huge demand for bicycles and bicycle parts in Germany. Why? Because there were no cars, no motorcycles, and people relied mostly on the bicycle to move from point A to point B in their daily routine. Today, we see a similar situation again. More and more people – old and young, male and female, more or less wealthy – use bicycles not only for sport and leisure activities but for everyday commuting. Yet, the motivation is different today.

While in the 40's and 50's people used bicycles for lack of an alternative, today they choose the bike because they want to. Because they realize that if we want to stand the challenges we face – climate change and sustainability, traffic congestion, health and well-being and many more – we have to make a change. And using the bike as a zero-emission vehicle, needing only little space and promoting health and happiness as an added value is one way of making a change that many people can easily achieve and afford. And with electric pedalling assistance – ergo: with e-bikes – this way of

making a change is open even to older people, less athletic people, people with longer commutes or people living in mountainous areas.

This behaviour affects the market too, of course. In Germany, for example, we expect more than 1.2 million e-bikes to be sold in 2020. And ultimately we expect cycling to secure a 20% share of the mobility mix. Cities around the globe are heavily investing in cycling infrastructure, and with the European Union and many more countries worldwide committing to climate protection goals, I expect this development not only to continue but to become even more dynamic. The new decade we just entered is going to be a cycling decade.

Of course this brings new challenges to the bicycle industry. The technical complexity of modern bicycles has significantly increased over the past few years. Both retailers and manufacturers struggle to stay up-to-date with new technologies, standards or applications such as software programming. Training is key and we have to adapt to that – and quickly. Offering extensive training opportunities is a major priority for all companies of the

Paul Lange Group in eight European countries. Every PLG member, today, has an academy programme to ensure dealer and OEM education.

The complexity of modern bicycles, however, is not only challenging for dealers. Consumers sometimes struggle even more. And they expect answers from their local dealer. This makes it very important for us to support IBD's in such a way that they can give valuable and competent advice to their customers. This was one of the main drivers that led to our decision to organise the biggest dealer tour in the German bicycle market between November 2019 and February 2020 – our "Shimano Steps Dealer Tour".

15 teams simultaneously travelled through Germany and visited close to 1,200 dealers. Each team consisted of three people, one of Paul Lange's staff, one of Shimano Europe's and one of Shimano Inc.'s, and carried four test bicycles, promotion and information material. They spent about 2 hours per dealer explaining about parts and Shimano's system philosophy in detail, answering technical questions, offering test rides and

leaving the dealer with valuable tools, knowledge and arguments to offer more qualified advice to consumers.

With e-commerce taking over increasing shares in parts, accessories and even bicycle sales, IBD's with brick-and-mortar stores have to focus on services that e-commerce can't deliver. Besides bike fitting solutions, qualified repair and maintenance services give stationary retailers an advantage over online competitors. Shimano's Service Center concept, for example, has grown to a huge, worldwide network over the past decades. To match today's requirements this concept has been re-structured recently and now offers retailers an opportunity to stand out as a competent and trustworthy store for bike repair and maintenance. This also applies to countries with a less developed cycling culture. Just recently, for example, we installed the first Shimano Service Centers both in Hungary and the Ukraine.


Aside from qualified mechanics, a sufficient and effective supply of tools, spare and wear-out parts is a decisive factor for dealers to offer high quality service. To effectively facilitate this supply in the Eastern European countries where PLG companies are active, we have, for example, launched our spare parts initiative that ensures delivery of these parts to the dealer, mostly within 48 hours, directly from our central warehouse in Stuttgart, Ger-



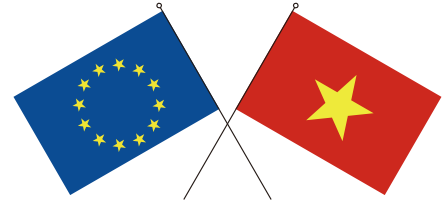
▲ President of Paul Lange & Co., Bernhard Lange.

many. And here we see the same principle as my father saw in the middle of the last century: If there are many bicycles and those are often used, a reliable supply of parts is essential and therefore an important task for the global bicycle industry.

And yet, despite e-bikes, bicycle commuting, cycling infrastructure, connectivity, e-commerce, digitization and many more topics, cycling still exists in its original and "pure" appearance. Road racing, for example, is extremely popular in many countries. With the Tour de France being one of the biggest sports events in the world, other Grand Tours are drawing more and more attention too. By hosting stages in other countries, these major races gain even more international

importance. The Giro d'Italia, for instance, starts in Budapest this year, not too far away from the main office of our Hungarian subsidiary. I am sure this event will massively contribute to further promote the bicycle in Hungary and we'll make sure this spark is carried forward by our company as well as our OEM and retail customers to light the fire of cycling in this country. As the global bicycle industry it's our common responsibility to promote cycling in all its various forms and all over the world. Not only because by doing so we can create the demand we're ultimately living off. But also – and maybe even more importantly – because with bicycles we can really make a difference for the planet and the people who live on it. 

European Parliament Adopts Vietnam Trade Agreement



Text & Photos: Editorial Dept.

The European Parliament formally ratified the Vietnam-EU Free Trade Agreement (EVFTA) and the Vietnam-EU Investment Protection Agreement (EVIPA) at a meeting held in Strasbourg, France in February this year. The European Parliament adopted the Vietnam-EU Investment Protection Agreement with 407 votes in favor, 188 votes against, and 53 abstentions, and passed the EVFTA vote with 401 votes, 192 votes, and 40 abstentions. This is the first new-generation free trade agreement to be approved by the new EU Parliament.

According to the agreement, when the EFTFA comes into effect, the EU will eliminate 85.6% tariffs on Vietnamese products, which is equivalent to 70.3% of Vietnam’s exports to the EU. Seven years after the agreement enters into force, 99.2% of tariffs will be eliminated, which is equivalent to 99.7% of Vietnam’s exports to the EU. Vietnam will reduce its tariffs by 48.5%, which is equivalent to 64.5% of imports from the Euro-

pean Union, and reduce its tariffs by 98.3% within 10 years, which is equivalent to 99.8% of imports from the European Union.

Next steps

With the Parliament’s adoption, the Council can now conclude the trade agreement. Once the Vietnamese National Assembly also ratifies the trade agreement, it can enter into force, most likely in early summer 2020. The investment protection agreement with Vietnam will still need to be ratified by all Member States according to their respective internal procedures. Once ratified, it will replace the bilateral investment agreements that 21 EU Members States currently have in place with Vietnam.

GDP Growth

Vietnam is the EU’s second largest trading partner in the Association of Southeast Asian Nations (ASEAN) after Singapore, with trade in goods worth €49.3 billion a year and trade in ser-

vices of €4.1 billion. According to the results of the study by the Ministry of Planning and Investment of Vietnam, EFTTA and EVIPA are expected to contribute to a 4.6% increase in Vietnam’s gross domestic product (GDP) growth rate, and a 42.7% increase in the total exports to the EU by 2025. The European Commission predicts that by 2035, the EU’s GDP growth rate will increase by 29.5 billion US dollars and the growth rate of total exports to Vietnam will increase by 29%.

EU Commissioner for Trade, Phil Hogan, commented: “The EU-Vietnam agreement has a huge economic potential, a win for consumers, workers, farmers and businesses. And it goes well beyond economic benefits. It proves that trade policy can be a force for good. Vietnam has already made great efforts to improve its labor rights record thanks to our trade talks. Once in force, these agreements will further enhance our potential to promote and monitor reforms in Vietnam.”



Cambodian Bike Exports Unaffected by EU GSP Changes

Text & Photos: Editorial Dept.

In February this year, the European Commission (EC) announced a partial suspension of Cambodia's preferential trade preferences with the European Union due to human rights and labor concerns. The suspension will affect certain garment and footwear products as well as all travel goods and sugar, however, bicycles and bicycle products will not be affected by the decision.

The EC decision followed a year-long review of Cambodia's Everything But Arms (EBA) which is one of the preferential trade arrangements under the EU Generalised Scheme of Preferences

(GSP). It grants full duty-free, quota-free access into the EU market for all products except arms and ammunition for countries classified by the United Nations as Least Developed Countries. Access to these preferences comes with the obligation to respect human rights and labor rights.

Continuing advantage

The EU is Cambodia's largest trading partner, accounting for 45% of Cambodian exports in 2018. Exports to the EU from Cambodia reached €5.4 billion in 2018, more than double the €2.5 billion re-

corded in 2013. 95.7% of these exports entered the EU market under EBA tariff preferences (i.e. €5.2 billion out of the €5.4 billion in total).

Under the scheme, bicycle imports from Cambodia enjoy duty-free status giving it a 14% advantage over other countries. The arrangement has helped boost Cambodian bicycle exports to the EU, and the country now supplies more bikes to the EU than any other country. According to statistics from the EU database, Eurostat, EU countries imported 1,498,596 bicycles from Cambodia in 2019.



▲ Tai Seng Special Economic Zone.



▲ The well-known Cambodian tourist attraction, Angkor Wat.

Eurobike Cancels Media Days & Considers Plan B

Text & Photos: Editorial Dept.

Organizer of Eurobike, Messe Friedrichshafen has decided to cancel the media events scheduled in the run-up to Eurobike in Sölden and Frankfurt am Main in 2020 due to the coronavirus pandemic and the resulting restrictions. Organizers decided that it would not be possible to organise product testing of the latest bike industry innovations for media representatives at such an early time. In a press release, Messe Friedrichshafen noted that it was a tough call to make and one that weighed heavily on the heart. Both the Eurobike Media Days (planned for 16-18 June 2020 in Sölden, Austria) and the Urban Mobility Media Days (planned for 2/3 July 2020 in Frankfurt am Main) have been cancelled.

“Unfortunately, the Corona pandemic has left us with no other option. In Austria, all events are cancelled until at least the end of June and given the current industry requirements and contact and travel restrictions, the early-July Frankfurt date is foreseeably too early. These exceptional circumstances mean that it makes more sense to bring together all the new innovations and present



them at Eurobike,” says Head of Eurobike, Stefan Reisinger.

Plan B for Eurobike

Preparations for the 29th edition of the show at Lake Constance are going largely according to plan, despite the present uncertainties and show organisers still plan to run the trade show itself on schedule in Friedrichshafen from 2 to 5 September 2020. However, there is a Plan B in place to offer an alternative Eurobike date at the end of November 2020. The final decision will be announced by mid May at the latest.

“We are aware that there is currently no way to guarantee holding the Eurobike show at its early-September date. It’s not just the actual show preparations that

have to be considered, but also the dependency on border openings, travel possibilities, the availability of passenger capacities and accommodation capacity. This is why we have “reserved” a possible later Eurobike date from 25 - 28 November 2020 to have maximum flexibility,” explained Stefan Reisinger in the press release. “By mid May at the latest, we will make a decision based on the information available and announce whether Eurobike 2020 will run as planned from 2 - 5 September or whether it makes sense to postpone it by two and half months. By consulting trade and industry evaluations and the political conditions in a few weeks, we will be able to make a more appropriate decision, based on the specific market situation.”



TBW Schedule Decision on Hold

Text & Photos: Editorial Dept.

Due to be held from September 22 to 25 this year, Taichung Bike Week (TBW) organizers have stated that a decision on whether to alter the current schedule due to the current COVID-19 pandemic will be made in May or June.

Held in three hotels in Taichung every year, TBW is the bicycle industry's only event created solely to promote OE business. The event has grown dramatically since its inception, and this year two of the three hotels have sold out of booth space. However, as with other shows, the current global coronavirus outbreak has put this year's TBW schedule in doubt.

Organizers stated that with the cancellation of numerous other shows, many companies and buyers are putting much more importance on this year's Taichung Bike Week. If the epidemic can be controlled as early, TBW will be held as scheduled. However, an alternative plan of rescheduling the show to the end of October is being planned. 🚲





The
BIG GEAR
--- SHOW ---

July 22-25, 2020 • Salt Lake City

Paddle • Bike • Climb • Camp



GET INTO GEAR

America's First Hardgoods + Consumer Show

Substantial Cost Savings for Exhibitors
Retailer Networking & Travel Incentives
Highly-Technical On-Site Demos

Outdoor Excursions Across Utah
One-of-a-Kind Consumer Show
For Retailers, By Retailers

TheBigGearShow.com

Calvin L. Rampton Salt Palace Convention Center



Hydraulic Disc Brake

ARES 3E

Reach adjustment

Signal connection switch



EZ plug-in



Bell

ARES 7+

Reach adjustment



EZ plug-in



Bell



Stop pin



Signal connection switch

ARES 7.5

Reach adjustment



EZ plug-in



Bell



Stop pin



Signal connection switch

Optional connector types



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



Taipei Cycle d&i Awards 2020 – Winner’s List

Text & Photos: Editorial Dept.

Tektro Technology Corporation



Tektro HD-E745

Tektro has been successfully developing cargo bike solutions to meet the demands of new mobility. With the goal of reducing vehicle emissions in cities, the cargo bike has risen significantly in the mobility segment. With its uses in parcel services, transporting kids and shopping, the loads have been growing to over 200 kg. The new Tektro HD-E745 has three adaptive solutions to deal with the added weight. First, a stronger 4-piston brake caliper on both front and rear with top loading brake pads for easier maintenance. Second, new 5mm brake pads to increase the wear-life. Third, new ergonomic designed parking brake lever for simple and safe use.



Continental Reifen Deutschland GmbH



Urban Taraxagum

Continental claim that Urban Taraxagum is the first serial bicycle tire made from dandelion rubber, grown and made in Germany. While the road tire sparks with comfortable construction and is ideal for the urban ride, its design reflects the manufacturing context. The tread pattern takes up the dandelion plant's cell shape and transforms it into an unconventional tire design. The detailed sidewall engraving quotes the plant origin. The project is embedded in a full sustainability strategy, covering economic, ecological & social aspects. With significantly shorter distances between fields and Continental's plant we reduce efforts in logistics/transport and use resources more efficiently.



Outbraker (HS Co., Ltd.)



Brake Power Booster

BPB is designed to boost the brake power with an adjustable reservoir tank inside. By adjusting the dial, the rider can change the brake strength stronger in the same reach and this helps the rider to keep the Brake performance constantly. Less maintenance will be needed to add/remove the brake oil as the brake pads worn out or replacing the new one. When having a noise issue between the brake pads and the rotor, It can be used as a Pad Contactor by making the tank size maximum. Weighing only 25g and simply added on all hydraulic brake system (DOT or mineral oil).



Darad Innovation Corp.
Besv PSF1



The Besv PSF1 understands the modern bike rider's thirst for space and freedom. While maintaining Besv's well-known stylish design, the PSF1 adds a folding feature that greatly increases convenience and functionality. Its unique integrated frame makes the PSF1 rigid as well as stylish. The LCD color display and Besv app provide smart mobility and the removable battery adds convenience. The PSF1 unfolds to bring you an amazing riding experience!



Merida Industry Co., Ltd.
eOne-Sixty



eOne-Sixty is a fun e-bike with a clear focus on trail riding & also often used as a kind of 'SUV' bike. It offers a real alternative to the conventional human-powered mountain bike. Thanks to the superior tuned riding geometry and suspension travel following the so-called M.O.R.E., Merida Optimized Riding Engineering, eSixty creates more comfortable riding and a lot more confidence for the users. Besides of innovative designs such as patented Thermo-Gate and Energy-Guard, its striking appearance from a super stiff, robust yet lighter new carbon frame make Merida claim that eOne-Sixty is unprecedented as an eMTB.



Giant Mfg. Co., Ltd.



Thrive E+ Pro

Designed with Liv's 3F Design Philosophy, the Thrive E+ series bolsters Liv's lineup of e-bikes built specifically for women. The new SyncDrive Pro motor provides a natural, yet powerful, e-bike experience. Powered by Yamaha, the SyncDrive Pro motor on Liv's Thrive E+ series features tunable support modes offering up to 360 percent of a rider's effort. The new motor also features a Smart Assist mode that automatically adjusts the support level based on the rider's pedaling input. The battery integration into the downtube offers a sleek look made possible by the EnergyPakSmart 375 that includes an integrated lithium-ion battery.



Wahoo Fitness



Wahoo Kickr Bike

The Kickr bike is designed for simplicity, superior ride feel, comprehensive connectivity, and maximum customization for passionate cyclists who demand best-in-class equipment. The Kickr bike is ideal for anyone but designed around those who want an uncompromising solution when it comes to year-round training. Kickr bike combines the Kickr trainer's ride feel with upgraded innovations like integrated grade simulation, both uphill and down. Front and rear braking allow riders to control their speed just as they would out on the road. The Kickr bike's proprietary "gear shifters" can be easily set up to replicate Shimano, SRAM, and Campagnolo.



LiteMOVE Technology Co., Ltd.
SE e-bike head light



The LiteMOVE SE series of e-bike lights use patented MTi optics and heat dissipation technology to provide uniform illumination. They are small, lightweight, easy to install and suitable for various road conditions. The LiteMOVE SE is equipped with LiteMOVE's special accessories to meet the installation and use of various models. All lights in the series have passed the EMC test for safety and security.



Complete Bicycle

Fairly Bike Manufacturing Co., Ltd.
Com Cycle

Fairly's Com Cycle is designed for sharing operations, providing a vandalism-secured vehicle with full anti-theft part integration. Made for sustainability, most parts are covered from abuse, keeping the bike low in maintenance and carefree for both users and operators. With Fairly's foldable handle design, Com Cycle brings minimized volume for transportation with the strength and rigidity in mind. The roller brake provides a safer stopping coefficient. The sophisticated frame design provides a high-level riding comfort. Fairly bring high value to modern design and details, offering a comfortable 'sharing bicycle' [SIC] into the market.



Onecool Co., Ltd.

Onecool Sports CVM-E

This modern pedelec design merges the quietly smooth Gates carbon belt with an electric motor system.



Parts and Components

KMC Chain Industrial Co., Ltd.

e12: E-Bike dedicated chain

e12 chain is a chain from KMC dedicated to all 12-speed e-Bikes. KMC's chain offers "Shield Tech", a patented new riveting tech that strengthens and oversized pin which adds 25% up to the intensity. Moreover, its pin power crowned with the market-leading tensile and torsional strength that overcomes the constant load challenge and fatigue by mid-motors. Such tech provides a smoother rivet surface, low parasitic drag and thoroughly decreases the interference between chain and cassette teeth. KMC claim this durability prolongs mileage up to 3 times longer than standard chains.



Tektro Technology Corporation

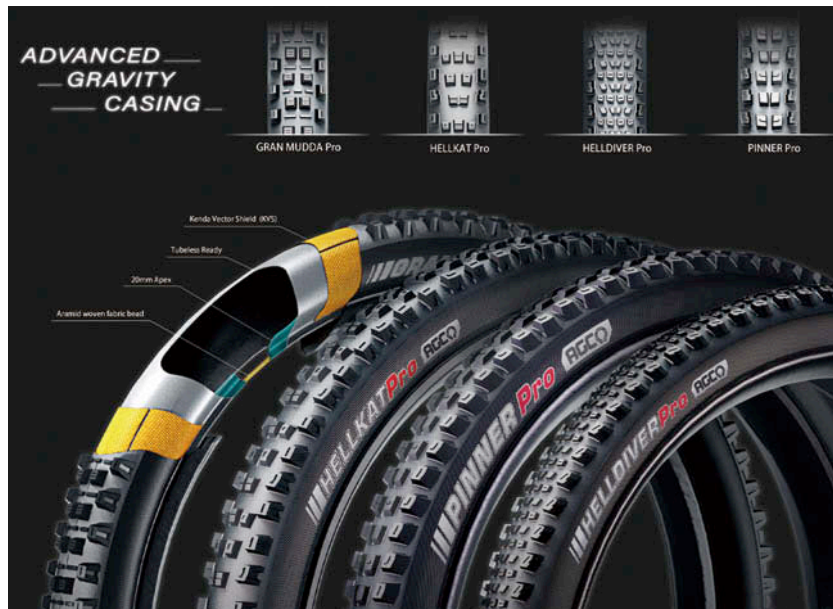
DH7

TRP presents a new shifter and derailleur designed for the gravity-focused rider. The TRP DH7 series drivetrain components are the result of teamwork between TRP Taiwan, TRP USA, and 5 x DH World Cup Overall Champion, Aaron Gwin in cooperation with his mechanic, John Hall. One key TRP DH7 derailleur feature that separates our product from the category's existing products is the Hall Lock, named after Aaron Gwin's mechanic, John Hall. The Hall Lock is a lever integrated into the derailleur mount, which locks the movement of the B-knuckle around the mounting bolt when closed. This feature provides more stability in shifting at much less noise.



Kenda Rubber Ind. Co., Ltd. Advanced Gravity Casing

Kenda claim that Advanced Gravity Casing (AGC) is the latest innovation for professional downhill riders. The series tires' construction is jointly developed and tested by professional teams in consideration of various user experiences. A strip of Kenda Vector Shield (KVS), a lightweight woven aramid material, is built in under the tread area and along the sidewalls to protect the tire from cuts and punctures. KVS offers nearly three times more cut resistance than standard protective materials. A 20 mm apex along the bead prevents pinch flats and burping. AGC is our lightest and strongest gravity casing up to date.



Thinkchange Composite Co., Ltd. Adou Sharp+ Tubeless 2019

With carbon fiber engineering, Thinkchange have developed unique skills and producing rims with exclusive tech. The front rim enhances the damping capacity for better control, while the rear rim has improved rigidity. Based on the physics rule "moment of inertia", the hub "Sharp+" has been developed to be the axis and main mass location. Adou is a wheelset that presents speed, culture, physics rule and color. Adou means "the sun" and originates from a Taiwanese aboriginal story. The wheel is designed for high-speed cruising, especially on long-distance races or triathlons.



Innova Rubber Co., Ltd. Multiple Chambered Tire

Innova has developed a patented technology to produce a non-inflation tire with multiple independent chambers located at a tire inside. These small chambers contain air pressure at least 1 atm and rubber pillars among chambers can strongly support rider and bike. This structure provides better elasticity and flexibility due to these air contained chambers which can absorb rebound and shock force during the riding and give better comfort. Existing PU tires have an aging decay issue after 2 years and can not be recycled, Innova's tire is made of 100% high-quality natural rubber compound which boasts good traction, longer life and 100% recyclability.



Chennq Hou Co., Ltd.

Spirit Modular Crankset

Spirit modular crankset is a new concept crankset, which provides a solution for cyclists who require shorter crank arms. It's hard to find the shorter arm of crankset in the market, especially for women, climbing or triathlon cycling. Currently available in 5 sizes, 150 / 155 / 160 / 165 / 170mm to meet the rider's demand for the shorter crank arms, also more in line with various fitting theories. The Spirit crankset is designed for two types of spiders (4-arm / 5-arm) that can be used with chainrings from Croder or different brands.



Zeno Bicycle Component Co., Ltd.

SpeedLink Q-Connector

SpeedLink Q-Connector is a set of hydraulic quick connectors designed for bicycle braking systems. Hydraulic brakes provide better braking power and handling but are more difficult to install, maintain and transport. Q-Connector provides a solution that allows the hydraulic system to be easily disconnected and connected when it needs to be repaired and installed. In particular, the recent rise of E-Cargo bikes has a volume and weight that far exceeds normal bicycles. These E-cargo bikes require a design that is easier to handle during installation and maintenance and transportation from the factory to the client.



Ming Suey Precision Industrial Co., Ltd.

Ridea 6cbb Gecko Grip

Ming Suey claim that Ridea 6CBB Gecko Grip solves issues with Press-Fit BBs such as tolerance sensitivity, creaking noises and hard installation with expensive tools. Its construction in thermo-formed carbon make it lightweight and stable against weather conditions. The Gecko Grip technology allows an installation similar to threaded BBs using inexpensive tools. The frame suffers less mechanical stress during installation and uninstallation, increasing its lifetime while assuring a tight connection every time, which eliminates any creaks. The same BB body and bearings can be used with different cranks by just replacing the spindle spacers.





Good (Taiwan) Intelligent Co., Ltd. Starlight AI Wheels

Good Intelligent note that the company's Starlight AI wheels offer: "Spokes and hub: Static round spokes lean-to hub flange to gain the max horizontal stiffness; Pulling bladed spokes to gain the max torsional stiffness. Expand drive side hub flange to get bigger depression angle and better horizontal stiffness. Non-drive side use 4mm carbon spokes to balance tension and lateral rigidity both sides. Horizontal stiffness 54Nm; Torsional stiffness 190 Nm/degree.

Wheel rims: Rear drive wheel provides rolling energy to the front wheel against the wind force. A higher-profile front-wheel contribute aerodynamic benefit; lower profile rear wheel keeps firm and solid driving force from riders. had won patents in TW USA DE & CN."



Evergreen I&D Lightskin H2 Built in light handlebar

The structure of all light components inside the handlebar offers plenty of advantages. To incorporate the headlights, Evergreen needed a large hole for the light which must also meet the Mountain bike standard. The company also had to develop an extremely small lens which meets German StVZO standards. Evergreen are planning to develop various products like an e-bike, Lithium-Polymer battery charging type, and dynamo type. Evergreen claim the H2 is the world's first built-in light handlebar meets StVZO regulation and will provide riders with a different experience than the front light mounted outside the bike.



Hubsmith Co., Ltd. HS-R071R

The "driving system" of the HS-R070 rear hub is designed to be driven in one direction with zero angle engagement. Hubsmith claim, "While in use, this hub set will not have any delay and can drive more smoothly with low resistance and low noise."

Cycling Accessories

Nuvo Ent. Co., Ltd.

n+1-B733AAO

Nuvo has launched its new Eternity bicycle bell. This is an innovative bike bell with a triangular shape to its alloy body which mimics the Chinese character for “forever” and emits a sound that is particularly warm and long-lasting (up to 6 seconds).



Beto Eng. & Mktg. Co., Ltd.

Foldable Dual Purpose Bike & Hand-Tow

This foldable 50 KG/120 liter cargo trailer is designed for long haul cycling trips or daily moving / shopping / camping needs. Beto have provided the following information: “All panels & wheels are foldable or removable to the flat of its 1/4 size in seconds. Quick-release 16 air tires for easy transportation by any means. Strong 1 dia. steel tube on 4 sides both upper & lower frames. Stand upright to occupy the least storage space, both in opened or folded mode. Both Bike-tow & hand-tow bar can be stored and fixed under the base, no worry to lose any part. Telescoping Hand-tow bar to fit everyone with any heights. Snap buckles at 4 sides to attach optional pockets. Rain cover pocket is standard.”



Fulchee Ent Co., Ltd.

RapiLock Quick Release

In this century, accessories such as cellphones or cameras are already part of cycling life. Sport cameras can usually be held on bicycles facing one direction only and it can easily become loose, especially on an MTB. Fulchee has created a new concept of operating the camera on a bicycle with a 360-degree direction adjustment which allows riders to freely control the camera without tools. Fulchee state that riders will have no more regrets like realizing the camera was facing down the whole time after experiencing a wonderful ride. The device is also compatible with bicycle lights, cellphone cases, and other accessories with a snap quick release design.



Eiso Enterprise Co., Ltd.

LR80

LR80 can switch mode automatically in different circumstances, which improves the warning effect for vehicles behind. It integrates two sensor chips inside the body. When the sensor detects the bicycle brake operation, the light will activate the strobe mode to warn vehicles behind. Additionally, it also combines a light sensor function, when sensor detects light from a vehicle behind, it switches into strobe mode as a warning to the vehicle. Moreover, the light can also switch to pulse mode when the light detects low power source, thus enabling the extension of battery life.



Shenzhen Voxtech Co., Ltd.

AfterShokz Aeropex Bone Conduction Headphones

Claiming to have pushed the boundaries of open-ear listening, Shenzhen Voxtech have implemented brand new PremiumPitch 2.0+ and angled the transducers to ensure optimal placement on the cheekbones, allowing for more dynamic bass, higher volume and less vibration. Aeropex harmonizes portability, usability, durability, safety and enhances sound quality.



Kind Shock Hi-Tech Co., Ltd.

Lev Ci 272

Lev-Ci 272 features optimized unidirectional carbon process applied on the mast which increase the strength. In addition, Kind Shock state tthat, "the CNC milled processed to produce the lighter aluminum end sleeve." Moreover, the all-new design forged bracket head is lighter and harder, and the rigid chassis housing provides a secure place for KS' Lev high performance hydraulic system. The company not only pursued quality and also put safety as our priority, increasing the size from 4mm to 5mm for more secure clamping. Also, the forged seat clamp and carbon fiber clamp both offer advanced strength.



Yung Shyang Chemical Industrial Co., Ltd. EZ Clean Varnish

While dirt attaches to bikes during riding, especially on forks, rims and chains, the situation is worse when riding on a muddy path. If the bike is not cleaned in time, the muddy water seeps into the clear layer makes it hard to clean and leaves stubborn stains. The hardening mud will add wear and tear to the bike components and shorten lifespan. To ease bicycle maintenance efficiency and save money by extending components' life, Y. S. developed "EZ Clean Varnish" with a smooth surface and low adhesive force between dirt and varnish. So dirt can be easily removed over a period of time after riding.



Rooble Ltd. Rooblee

Rooblee note that bicycle reflector design is constrained by a flat surface profile which dictates that reflectivity can only be achieved when the cyclist is approached directly from behind, thus compromising safety for variations in vehicle approach angles. Rooblee resolves this by creating an inner polyhedron profile that enables 360-degree reflectivity and is enhanced by an outer profile that propagates light onto all reflective surfaces. This is complemented by a flexible mounting system that utilizes the cyclist's motion to oscillating the reflector. This captures the driver's attention or promotes motion detection by the autonomous vehicle guidance system.



Nuvo Ent. Co., Ltd. n+1-BC106C-D-MB

Nuvo designed this functional bottle cage to have more space to place the tire lever, tool kit, mini box and the bottle cage as a 4 in 1 design, providing only the necessary features. This bottle cage with tool case and built-in mini toolbox (included patches for rubber repair, chain tool) is easily accessed with a simple push. Included is a precision full metal mini tool that is comfortable in the hands for repairs.



HL-Corp (Shenzhen)

FB-AL-324

HL Corp offer the following introduction to its folding stem: "Drawback of Ordinary eccentric-wheel structure: travel range is too small. Drawback of Ordinary cam friction structure: not durable. Built-in "tongue-tip shape" Pinto realize meshing via upper/lower buckle, stable and solid. Safety-lock, automatic into locking, double protection, much safer. It can be applied to all kinds of folding bicycles and e/bike to meet kinds of customer demand."



Tannus

Tannus Armour

Tannus notes that Armour is a clincher tire liner solution that offers mess-free installation and greatly improved puncture protection while enabling the rider to run lower tire pressures safely and reliably for improved comfort and grip in all conditions. Armour is constructed of an innovative nanofoam polymer compound called 'Aither', which is ultra-lightweight, resilient and engineered to provide maximum puncture protection, with tire sidewalls also guarded thanks to near-360-degree coverage. In the worst-case scenario, Armour provides run-flat ability thanks to how it fits in between the rim and tire, protecting rims from damage on the road or path.



Qbicle Inc.

Bike Porter TT box

Integrated cable routing on the handlebar and thru-axle dropout are popular on triathlon bikes. The former is not easy to disassemble then assemble again by the user; the latter has a couple of types. This makes it difficult when packing a bike for travel. BikePorter TT shapes the box to fit the handlebar. A unique suspension floating method effectively holds the fork, therefore no need to set up different types of dropout. It is made of PP corrugated board with rein-forced layers that are robust, lightweight and recyclable. The patented design can be folded to save space in a car or at home. The design meets the UN's Sustainable Development Goals #12#14#15.

BIKE PORTER
Qbicle

47cm
81cm
124cm
89cm
16cm

Quick-trolley
TSA locks

SUSTAINABLE DEVELOPMENT GOALS
CO₂ Water Waste

LIGHTWEIGHT
Leaves plenty of weight allowance for travel gears.
5.0 KGS
(Trolley not included)

STRONG
Use architecture engineering to design the box in ultimate stiff structure.
The shell:
The load: 80kgs
Dual-bottom rein-forced design. Max. load up to 35kgs.

UNIQUE SOLUTION
The lift-system applied on fork blade and chain stay. The corrugated material absorbs impact and provide cushion which is different to other design.
Less adaptors also means easy for user.

Northwave s.r.l.

Magma XC Core

Northwave claim that the Magma XC Core is the first winter cycling shoe using Primaloft technology. Insulation is a key during winter, especially during effort in cycling when you need your feet to stay warm. Primaloft lining provides one of the highest insulation-to-weight ratios on the market. The Magma XC Core provides insulation both on the upper and in the sole.



Chia Cherne Industry Co., Ltd.

Elite Bleed Kit

Premium syringes offer enhanced clarity, improved durability, and ergonomic handles. Innovative 1/4 turn valves make it easy to quickly open and close the bleed system. Straight and 90-degree clips keep the syringe upright to lend an extra hand to the technician. The kit includes bleed blocks for most popular 2-piston and 4-piston brake calipers. Available separately for DOT fluid and mineral oil systems, each kit contains adapters for nearly all disc brake systems on the market. A deluxe case keeps small parts organized and protected.



e-Bikes and Drive Units

Fairly Bike Manufacturing Co., Ltd.

Ecom Cycle

Fairly state that its Ecom Cycle is designed for sharing operations, providing a vandalism-secured vehicle with full anti-theft part integration. The eCom Cycle is IoT ready, with fully integrated CANBus communication protocols. All parts are covered from abuse, keeping the bike low in maintenance and carefree for users. With unique foldable handle design, eCom Cycle brings minimized volume for transportation with strength and rigidity. Roller brakes provide a safer stopping coefficient. The sophisticated frame design provides a high-level riding comfort.



Elite Energy Co., Ltd.

Elxey

Elite Energy state its Elxey is, "understated but also outstanding. Innovation- Built-in system, motor, and battery. Different from normal E-bike. Integrated all the systems inside the bike frame, offering a simple and stylish appearance. Creative- Keyless start up the system. You don't have to be busy finding the key in your bag. Safety- Brake light system, car-like specifications, providing brake flash safety function. Convenience- IoT/ GPS / APP, provide a complete cloud service, searching bike, alarm system and riding data information. Creative change your e-bike, technology changes your lifestyle."



Beijing Didi Infinity Technology and Development Co; Ltd. (DiDi)

Qingju e-Bike

Qingju E-bike is a smart and accessible solution for long-distance transportation, it embodies Qingju's experience in quality manufacturing, the sharing economy, smart technology and modern design language. The bike features a mid-motor system, integrated lights, a relatively lightweight of 20.5 kg and an app that collects and retrieves a wide range of data. Using specially designed equipped with GPS and proprietary smart Drum Brake Lock System, locking and unlocking can be automatically controlled by the software and Bluetooth, which solves the biggest problem - disorderly parking.



Giant Mfg. Co., Ltd.

Trance E+ Pro

The SyncDrive Pro motor gives the Trance E+ Pro a massive 80Nm of torque and 360 percent tunable support, all controlled by the new Giant E-bike App. This lets riders enjoy every aspect of e-bike riding, whether they want to ride with full power or tune it less aggressively. Featuring 140mm of smooth Maestro suspension travel in the rear, 150mm in the front, and frame geometry that's designed for 27.5 wheels, this is a whole new way to tackle technical singletrack trails.

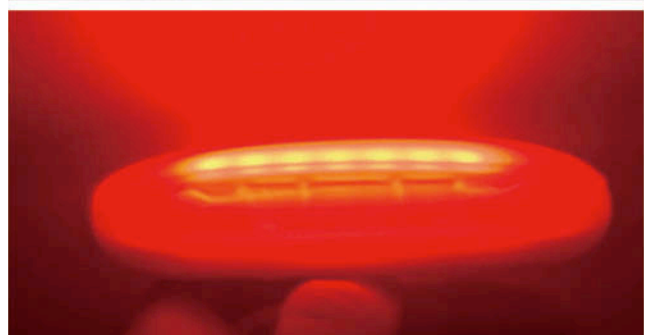


Smart Cycling Services

Taiwan New Lion Rock Co., Ltd.

Lumenus lolight

Lumenus has spent years building both hardware and software that create a truly smart bike light. The lolight is a bike that connects with GPS and other IoT data to automatically change color, brightness and animation to keep riders safer and more aware while cycling on the streets. The Lumenus app prompts a user to enter their final destination and is automatically provided the best cycling route to their destination. The lolight then automatically changes from a red tail light or white headlight automatically indicate yellow turn signals, flash in intersections, and strobe a brake light. All done without requiring any user interaction.



IF Design Awards

Text & Photos: Editorial Dept.

First awarded in 1953, the iF Design Award is the oldest independent design seal in the world. It is a symbol of outstanding design achievements that focuses on the innovative power of

design. Every year, companies, designers, agencies and architects put themselves to the test by entering the iF Design Award and appreciate its high value – not least as an established mar-

keting instrument for excellent work and performance.

Fifteen cycling industry products in the products/bicycle category have received the prestigious awards this year as follows:

Arthur - Electric bicycle

The design of Arthur's electric bicycle means that you cannot tell it apart from bikes without an e-motor. The 250-watt rear motor powers the bike, while the battery is concealed in the downtube. Arthur offers a Light-skin lighting system integrated into the seat post and handlebar, which complies with strict regulations in Europe. The level of motor assistance can be selected via a button integrated into the top tube. Internal cable routing through the frame and fork give

Arthur a sleek, harmonious look - all this at only 13.4 kg total weight. Fenders and a rear rack can be installed optionally.

Designer:
Schindelhauer Bikes
Berlin, Germany

Manufacturer:
Schindelhauer Bikes
Berlin, Germany



Bike Bag II

The new Bike Bag II makes bicycle transport easy. Maximum protection is achieved through the optimized size in combination with a new fastening system. More space inside allows racing bikes, triathlon and mountain bikes with wheel sizes up to 29 inches to safely embark on their journeys. Bicycles are securely fixed on the adjustable pedestal. The service mat integrated in the Bike Bag II makes working on the bike significantly easier. The bottom tray, made of

shockproof ABS material, and the bag, made of hard-wearing ripstop polyester with additional padding, protect the precious cargo from the outside.

Designer:

B&W International GmbH -
Andreas Kuch, Juri Herzog
Ibbenbüren, Germany

Manufacturer:

B&W International GmbH
Ibbenbüren, Germany



Black Iron Horse

The Black Iron Horse is a Danish designed e-cargo bike. It is rear-wheel steered and therefore needs little space when turning, ensuring it is both easy to control and very stable. The bike's cargo box is ideal for transporting children as well as cargo, and is a safe choice because of the steel frame. Appealing to men and women, the bike comes in a variety of colors and features a clean look with seamlessly integrated components. The bike presents a reduced carbon footprint by utilising recycled plastics for the box and ingenious production design which produces very little scrap as the seats are made from what would otherwise have been waste product.

Designer:

Artlinco A/S
Horsens, Denmark

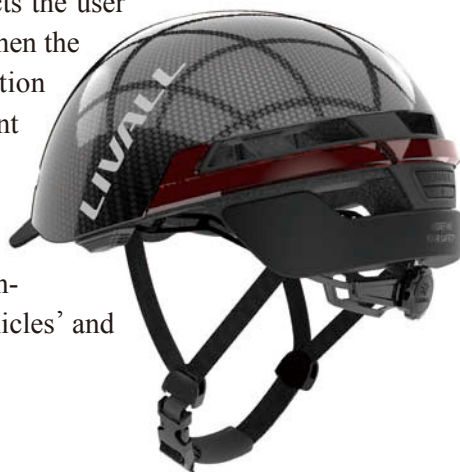
Manufacturer:

Black Iron Horse A/S
Copenhagen, Denmark



Ehelmet5

Ehelmet5 is an iterative product that not only retains the turn signals of the previous generation, automatic light perception, SOS emergency, bluetooth speaker, hands-free phone answering, and real-time voice navigation based on mobile communication network, but also adds front warning light, brake warning light, two-way anti-lost and automatic shutdown. The warning light protects the user safely in 360 degrees. When the built-in gravity acceleration sensor detects a significant deceleration, the front and tail LED lights will be highlighted for 8 seconds to draw the attention of front and rear vehicles' and pedestrians.



Designer:
Shenzhen Qianhai Livall IoT Technology Co., Ltd.
Shenzhen, China

Manufacturer:
Shenzhen Qianhai Livall IoT Technology Co., Ltd.
Shenzhen, China

Hexr bicycle helmet

Utilizing 3D scanning and additive manufacturing, Hexr offers a truly disruptive, mass configurable product. Hexr's low weight and bespoke fit make it easy for the rider to forget they're wearing a helmet. Curventa led the creative process, unearthing key consumer insights, and delivering a product that resonates with cyclists. Featuring removable, washable padding and straps, an inbuilt sunglasses holder and an optional ratchet system, the Hexr helmet offers extreme ease-of-use and ownership. For a truly one of a kind product, Hexr offers optional custom engraving and a removable lid that can be swapped out for alternative designs.



Designer:
Curventa Design Works Ltd.
London, UK

Manufacturer:
Hexr
London, UK

Hydro Flask

Journey Series hydration pack for cyclists are designed to be the first insulated hydration pack for mountain biking. Research studies have shown that cold water increases body hydration, the ability for the body to stay cool, and increases performance durations. And cold water tastes better. The insulated reservoir and neoprene sleeve with reflective lining of the Hydro Flask maintain cold water temperature, while the articulated back panel lets air flow between rider and pack to prevent body heat. These hydration packs offer cyclists an excellent method to stay cool on hot rides.

Designer:
Hydro FlaskBend
USA

Manufacturer:
Hydro FlaskBend
USA



iXS Trigger FF helmet

Utilizing patented technology, iXS' Trigger FF helmet is a unique fully in-molded unibody construction in a full face helmet. An internal cage allows for increased protection; keeping weight to an absolute minimum. It is one of world's lightest MTB helmets with full face protection. Due to multiple and oversize ventilation and its minimized weight/size ratio, this helmet is not only for extreme mountain biking but also for trail and all-mountain biking and/or-re-biking, and therefore for users wanting to increase safety but keep comfortable.

Designer:
Hostettler AG / iXS Sports Division,
VOG Image Police
Sursee, Switzerland

Manufacturer:
Hostettler AG / iXS Sports Division
Sursee, Switzerland



TRIGGER FF
ALL PURPOSE/ALL-DAY/RACE



iXS

M99 TL 2

Supernova claim that the M99 TL 2 is the first legally-approved e-bike tail light with a homogeneous light signature. The luminance intensity of the outer contour of the light with high density LED technology is unprecedented and the visibility remains equally high at different viewing angles, unlike in other tail lights. The 45-gram, lightweight aluminum body becomes an integral part of the luggage carrier and allows more practical handling as the wheel can be lifted by the tail light. The light signature opens up new possibilities for designers: A part that was

previously a simple, mandatory attachment has now become a stylish component which increases the attractiveness.

Designer:

Supernova Design GmbH & Co. KG
Gundelfingen, Germany

Manufacturer:

Supernova Design GmbH & Co. KG
Gundelfingen, Germany



Paobike 80

The PaoBike 80 was designed to create a riding experience comparable to the flow of surfing. One of its most innovative features is the Eye Brake, the first inverted disc brake exclusively developed for a kids' bike. It makes riding safer and gives children confidence as they cruise on their 12-inch wheels. The main design goal was to balance autonomy and adventure with safety and strength, giving children a well-balanced tool to explore the world.

Designer:

Paona Europe GmbH -
Christian Zanzotti, Reinhard Pascher
Munich, Germany

Manufacturer:

Paona Europe GmbH
Munich, Germany



Paobike 90 Plus

This dream was realized by Designer of the Year, Christian Zanzotti and an international R&D team. With a clear mission: ‘Surf the Streets’, the Paobike 90 Plus is more than just a bicycle, it is a completely new surf bike for kids. A combination of a balance-bike and bicycle. A deep surfing entry, long wheelbase and Eyebrakes suitable for kids, to excite young athletes right from the start. After kids ride balanced and secure, the Paobike 90 Plus balance bike can be transformed in seconds into a bicycle.

Designer:

Paona Europe GmbH -
Christian Zanzotti, Reinhard Pascher
Munich, Germany

Manufacturer:

Paona Europe GmbH
Munich, Germany



Qwic Charging Station

The Qwic charging station is designed to charge riders' batteries quickly, safely and effortlessly. Docking the battery feels natural and intuitive, and the elegant design fits into the home. With the Qwic charging station, the high capacity battery can be charged in only 3 hours. When storing a battery for more than a month users can switch to hibernation mode, which utilizes smart protocols to prolong the health of the battery over time.

Designer:

Qwic - Ludovica Zengiaro
Amsterdam, Netherlands

Manufacturer:

Qwic
Amsterdam, Netherlands



Qwic Premium Q

The Qwic Premium Q seamless design comes with the integration of all components in a continuous streamlined frame. It is manufactured using an innovative method which reduces the number of welds while increasing functionality. This allowed Qwic to have an elegant but robust low-step bike, for superior com-

fort and driving experience. The battery has the highest capacity and longest range the company has ever produced. It is both integrated and removable within the frame with a clever securing and carrying system. This makes

it easier for riders to manage the battery with only one hand.

Designer:
Qwic
Amsterdam, Netherlands

Manufacturer:
Qwic
Amsterdam, Netherlands

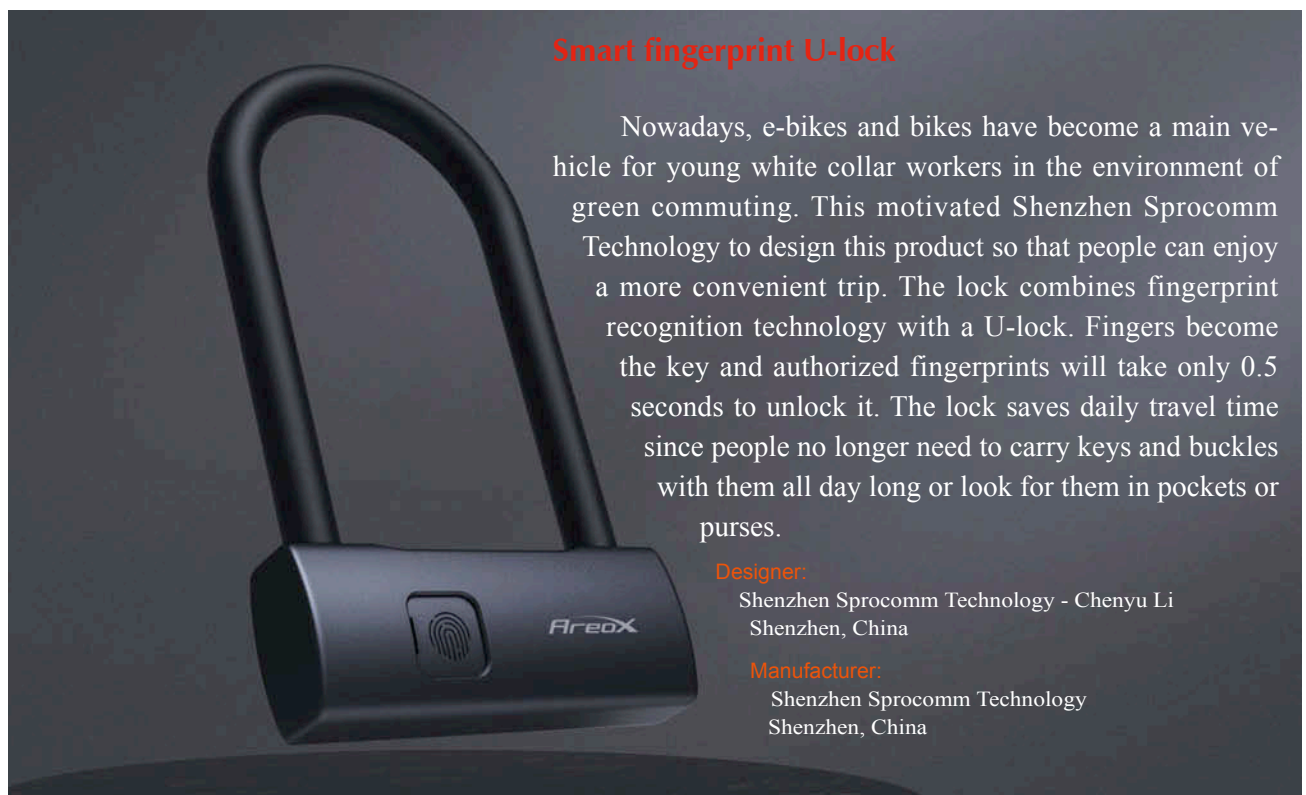


Smart fingerprint U-lock

Nowadays, e-bikes and bikes have become a main vehicle for young white collar workers in the environment of green commuting. This motivated Shenzhen Sprocomm Technology to design this product so that people can enjoy a more convenient trip. The lock combines fingerprint recognition technology with a U-lock. Fingers become the key and authorized fingerprints will take only 0.5 seconds to unlock it. The lock saves daily travel time since people no longer need to carry keys and buckles with them all day long or look for them in pockets or purses.

Designer:
Shenzhen Sprocomm Technology - Chenyu Li
Shenzhen, China

Manufacturer:
Shenzhen Sprocomm Technology
Shenzhen, China



VanMoof Electrified S2 & X2

The Electrified S2 & X2 are completely integrated transport solutions, designed for the mega-cities of tomorrow. With powerful electric motors, high-capacity batteries, and an arsenal of smart tech on board, VanMoof claim that riders have everything they need to get where they're going – with absolutely zero hassle. Smartphone integration allows for seamless rider recognition, while riders can control all bike features via the VanMoof app. Most importantly for city-dwellers, VanMoof further claim that the bike is completely theft proof, with a near-invisible Stealth Lock, three-phase integrated alarms, and anti-theft location tracking.



Designer:

VanMoof - Alexandre Phaneuf, Job Stehmann, Moses Hu, Max Hsieh, Pam Pan, Jean-Paul Niellissen, Roy van Hoevelaak, Ties Carlier
Amsterdam, Netherlands

Manufacturer:

VanMoof
Amsterdam, Netherlands

Woom Off Mountain bike

The Woom Off is a super-light children's MTB offering children between 6 and 14 years a cutting-edge mountain bike with smart components designed to suit children's needs. The aluminium frame with its butted hydroformed tubes combines extremely low weight with excellent mechanical strength and features a lowered top tube enabling the child to get on and off the bike with more ease. The tyres' special compound gives the perfect combination of low rolling resistance and maximum grip while the narrow-wide chainring prevents the chain from coming off, even in rugged terrain. The bike is equipped with child-friendly brake levers, especially adapted to children's hands.

Designer:

Woom GmbH - Christian Bezdeka, Matthias Gürtner
Klosterneuburg, Austria

Manufacturer:

Woom GmbH
Klosterneuburg, Austria





2020 Taiwan Excellence Awards

Text & Photos: Editorial Dept.

Organized by the Bureau of Foreign Trade (BOFT) and implemented by the Taiwan External Trade Development Council (TAITRA), the 28th Taiwan Excellence Awards Ceremony, regarded as the Oscar award of the Taiwanese Industry, was held on November 27. Taiwan Excellence Gold and Silver Awards were not only announced, but 418 Taiwan Excellence Award-winning products from 240 companies were awarded at the ceremony.

“Solution” products account for 22 percent, which shows that the application of AIoT has become a trend and has been introduced to the medical and machinery fields. ICT industry products account for 34 percent of the total award-winning products. The smart machinery industry accounts for 18 percent, while the medical industry accounts for 12 percent.

In addition, this year’s award-winning products on more eco-friendly/green en-

ergy reflects increased environmental awareness and the Taiwanese government’s policy to promote renewable energy.

Award-winning products from the bicycle industry include Silver Awards won by Giant for its Advanced Defy Pro road bikes, Merida for the eOneSixty eMTB and Darad Innovation (Besv) for its PSF1 folding e-bike. Products from Dizo, Arofly, Volando, Kenda, TPI and KMC, also won normal Taiwan Excellence Awards, as well as second products from Merida, Giant and Besv.

The symbol of Taiwan Excellence honors Taiwan’s most innovative products and provides tremendous value to users worldwide. All products carrying this symbol were selected for specific Taiwan Excellence Awards based on their excellence in research and development, design, quality, marketing and Taiwanese manufacturing. The Taiwan Excellence Awards was initiated by the Ministry of Economic Affairs

(MOEA) in 1993 to assist Taiwanese brands in entering global markets. Award-winning companies carrying the Taiwan Excellence logo not only highlight their accolades, enjoy self-promotion, but also have the opportunity to join collective marketing activities organized by BOFT and TAITRA in Taiwan and international markets. Taiwan Excellence’s marketing objectives range from company to consumer, and include exhibition marketing, sports marketing, brand experience, digital marketing, media coverage, and trade meetings. These activities have effectively assisted award-winning companies in strengthening their international marketing, building overseas channels and increasing the international popularity of Taiwan’s distinguished industries.

Silver Award Winners



Defy Advanced Pro



This all-new high-performance Defy Advanced Pro is handcrafted with Giant's Advanced composite and specifically engineered for endurance road riding. With the blend of stiffness and compliance, the bike delivers a smooth, fast ride quality suitable for the longest, hardest rides. Its innovative technologies include a Giant D-Fuse SL composite seatpost and Contact SLR D-Fuse composite handlebar, and specially shaped cockpit components that work as a system to add compliance and reduce road shocks and vibrations. The frame is also integrated for disc brakes,



with flat mounts and 12mm front and rear thru-axles, plus clearance for high-volume tires up to 32c. The oversized and tapered OverDrive 2 full-composite steerer tube boosts cornering pre-

cision, while the PowerCore bottom bracket (dropped 5mm from the previous generation Defy to compensate for larger tires) delivers precise handling and class-leading pedaling efficiency.



eOne-Sixty



With all-in resources & know-how, Merida's brand new eOne-Sixty embodies its ambition to surpass the most tested and awarded bike in Merida's history, the "original" eOne-Sixty which was created 3 years ago. The eMTB features finely-tuned geometry and low centre of gravity to offer agile handling, superior traction, comfort and a playfulness normally feasible only from a non-assisted bike. The unique "Thermo Gate" guarantees optimum operating temperature for the battery,



while "Energy Guard" protects the super compact battery co-developed with Shimano & rattle proof, superfast, easy yet secure access. Other special features in-

clude an internal clamp inside the downtube, space for water bottle, big tyre clearance and an internal block system into head tube.



The PSF1's advanced vertically double-folding design allows users to fold and unfold quickly with six easy steps. It also allows the PSF1 to keep an integrated frame design to make the folding e-bike stylish as well as rigid. Along with a rear shock, the PSF1 offers comfortable rides on bumpy city roads and in outdoor environments. Featuring a 18.3kg lightweight design, the PSF1 perfectly satisfies the needs of city commutes and leisurely rides. Besv also provides an optional carrying case tailored



for the PSF1. Stored inside the carrying case, the PSF1 is better protected and more conveniently placed in a trunk or carried around. The PSF1's Algorithm software calculates the power

needed by the drive system and delivers optimal performance as required, while the Smart Mode making sure every pedaling force is within the comfort zone.

Award Winners



Intrigue E+

The Intrigue E+ is powered up and ready to hit all the exciting terrain of its battery-free sisters. It features SyncDrive Pro motor, RideControl One's clean controls and optional display upgrade specced onto a playful and aggressive Liv 3F frame design, complete with a 150 mm fork and 140 mm of rear Maestro suspension. Intrigue E+'s ample standover height and fully-integrated 500Wh battery lets riders maneuver through technical sections with ease and confidence.



The 27.5-inch wheelsystem and tubeless high volume tires paired with the Maestro suspension system mounted on the torsionally

stiff yet sleek lightweight carbon linkage readies the bike for high-speed and technical terrain.



Mission CX

Merida’s all-new Mission CX is a Design & Innovation Award 2019 winner. It combines thoroughbred cyclocross racing genes with a long list of features that make it a sophisticated “all-round” bike. While this bike presents a UCI-certified frame for cyclocross race, Mission CX features Merida’s CF3 carbon frame with ‘Nano Matrix’ carbon dropouts for extra impact resistance, a tapered head tube and 142x12 mm rear through axle



to provide stiffness and steering precision. Additionally the bike is equipped with ‘Smart Entry’ internal cable routing, removable

seat stay bridge and mudguard mounts, and a full carbon tapered fork with a 12 mm bolt through axle.



TRS2

The TRS2’s frame is made by hydroforming, CNC processing and gravity casting to significantly improve the strength. Its geometry integrates the powertube and motor into its streamlined frame for swift performance, and the battery pack inside the down tube is easy to install or remove for recharging the battery on or off the bike. The TRS2’s strong power system provides 3 assistance modes and features a 70 Nm torque value for faster and longer rides while the display and app indicate impor-



tant info and offer customization functions to match different users’ riding styles. A 150mm travel Horst link suspension system and a 150mm travel fork offer a better riding experience. Additionally,

the TRS2’s Light Link lets users add a front light in just minutes, and the pre-set hole at the bottom of the top tube allows users who prefer a dropper seatpost to easily install and maintain it.

DIZO

S6ego

T800 high modulus carbon fiber has been utilized in the S6ego frame structure to ensure its durability and security as well as balance between comfort and rigidity. C.N.T tech has also been implemented into the manufacturing process to greatly increase the impact resistance of the frame. With the C.N.T tech, both tensile strength (33.5%) and elastic modulus (17.14%) of the S6ego are higher than usual epoxy. The latest carbon lamination



design also increases the general rigidity by 15% over other S6 models. The performance of the lightweight S6ego in impact-resistance, handling, accelera-

tion and comfort is top-notch. The frame is not only approved by UCI standard, but also tested 20% stricter than EN standards.



VOLANDO Fit Disc GLR

The extra-solid bottom bracket is strengthened to reduce the stress from the rear fork and improve the pedaling reaction. The design of the frame is asymmetrical head tube, short head tube and shorter length of the lower fork, to balance the weight increase of the bike after the disc is added. It is expected to improve the safety of the bike without losing the sensitivity. The rims that won't get too hot, which can improve brake sensitivity, while the light and shaded refraction generated by the disc as the wheel rotates rapidly brings a rich color banquet.

AROFLY

Link



Arofly's power meter, Link, can easily pair all the GPS bike computers and upload the data to the cloud. Precise analysis can be obtained easily. Link can be easily installed and it does not require tools or calibration. Link is equipped with a unique tire pressure monitor to perform a tire health examination. Arofly adopts the globally patented algorithm with exclusive Dynamic Pressure Technology and according to the company, as Link utilizes an economic method to collect and analyze data, its series is always below NT\$9,900.



Booster K1227

The new Kenda Booster K1227 is a World Cup proven XC race tire that is aggressive enough to push traction to new limit. It's also one of the fastest and lightest XC tires on the market. The Booster utilizes a newly developed race compound that is fast and grippy, especially on dry, loose over hard and rough and rocky terrain. It is available with Kenda's lightest casing Tubeless Race, and with added sidewall protection (Sidewall Casing Technology). The tire is the first choice for the UCI World Class cycling teams Bianchi MTB Team and Norco Factory Racing. It also took leading positions in new designs among the top bicycle brands. K1227 is available in various sizes, with full line being completed in 2019.



KMC e101 e-Bike Chain

KMC has redefined the chain technology limit through innovating chain structure and has introduced an unrivalled eBike series chain. KMC increased strength and durability to better withstand the rigors of e-bike systems. The eBike series chain has 20% upgraded strength to cope with extreme drivetrain energy transfer and to avoid premature chain elongation. KMC combines Triple-X durability and bushings with the highest Pin Power, X Bridge and Chamfering Design and anti-rust coating, to provide chains with superior transmission efficiency (rigidity) and durability for e-bikes.

TPI Bearings-All-Ceramic ball bearings

TPI first introduced all-ceramic ball bearings for bike wheel hubs several years ago. They were assembled in a hub and wheel for track bike. The company states that the low friction and high stiffness to weight ratio properties of the bearings gave a 0.3 second reduction to an Olympic athlete in a test. The all-ceramic ball bearings are made of ASTM F2094 Standard ceramic and manufactured by automated machine exceeds industrial standard.



Giant Launch New TCR Range

Text & Photos: Editorial Dept.

More than 20 years after first launching its TCR range, Giant has updated the series again for the new 2021 models noting that they offer even greater aerodynamic-efficiency, stiffness-to-weight ratios and control.

The TCR Advanced 2021 model lineup is divided into three different framesets—TCR Advanced SL, TCR Advanced Pro and TCR Advanced. Each frameset is available in either a disc brake or non-disc brake equipped model.

TCR Advanced SL & TCR Advanced SL Disc

The flagship model of Giant's new range, the TCR Advanced SL, was the result of a team effort involving Giant engineers and product developers, leading aerodynamics experts, and some of today's top professional racers including Olympic champion, Greg Van Avermaet. The project goal was to make the bike even more efficient. To accomplish that, Giant engineers analyzed every aspect of the bike, from raw materials to all-new manufacturing processes. Even the paint was created to minimize weight. Giant claim that in the



▲ The flagship TCR Advanced SL models boast greater aerodynamic-efficiency and stiffness-to-weight ratios.

end, the major breakthrough with this TCR is that it is significantly more aerodynamic than the previous generation while retaining its best-in-class stiffness-to-weight ratio.

New aero tube shaping at head tube, down tube and fork were designed to create an overall structure with significantly lower drag at a wider range of yaw angles without adding any extra weight. Other key updates include added clearance in the frame and fork to fit larger diam-

eter tires up to 32mm, the latest integrated WheelSystem technology, and a new aero-engineered Contact SLR composite handlebar to make it even faster against the wind. The new TCR Advanced SL Disc also builds on its climbing capabilities by boasting the highest stiffness-to-weight ratio ever seen in a TCR.

TCR Advanced SL bikes come equipped with SRAM Force eTap AXS and SRAM Red eTap AXS.

TCR Advanced Pro & TCR Advanced Pro Disc

With its new Advanced-grade composite frame, which minimizes weight without sacrificing its best-in-class stiffness. This next-generation model features aero tube shaping in the headtube, downtube and fork. Compact Road race geometry blends quick, precise handling with aggressive positioning, while the OverDrive 2 front end delivers superior steering performance. The Variant seatpost helps smooth out rides, giving riders a well-rounded machine that flies from start to finish. The composite Giant WheelSystem with tubeless tires delivers a smooth and efficient ride quality with a reduced risk of punctures.

TCR Advanced Pro bikes are specced with Shimano 105 to Shimano Ultegra Di2 groupsets.




▲ The TCR Advanced Pro features select aero-shaped tubing.

TCR Advanced/ TCR Advanced Disc

Reengineered with updated aerodynamic tube shaping in the headtube, downtube and fork, plus added clearance for larger diameter tires (up to 32mm), the TCR Advanced is built for all-round road performance. Giant

engineered the OverDrive steerer system and MegaDrive downtube with the aim of giving riders precise handling while the Variant seatpost adds compliance to give the bike a balanced, race-tuned feel on the road.

The TCR Advanced Disc offers integrated disc-brake technology, including flat mounts and 12mm front and rear thru-axles, making it a multi-weather, multi-condition race machine.

TCR Advanced bikes to come equipped with Shimano Tiagra to Shimano Ultegra groupsets. 

► The TCR Advanced is built for all-round road performance.



KMC's E-Bike and X12 Solutions

Text: Editorial Dept.

The e-bike market has evolved in the past few years and has launched various models of bicycles to complete the demand of an increasingly diversified market. Due to their strong growth, the demand for e-bike-specific components has also increased in addition to the 12-speed drivetrain market growing enthusiastically. High-end 12-speed chain demand continues to expand while changing the market in new directions. Driven by innovation, experience, and the pursuit of perfection, KMC continues to develop award-winning products that achieve market-leading status and provide an enhanced cycling experience.

e-Bike solution drivetrain

With e-bikes flourishing in the European and American markets, KMC claims to be the first chain supplier to offer a complete e-bike solution: e-bike chain + chainring + sprocket, specifically designed for Bosch Gen 2, Gen 3, and Gen 4 motors paired with Shimano, Enviolo, or Rohloff hubs. KMC chainrings utilize a direct mount design for easier assembly and maintenance. Premium CrMo steel with a sleek de-



sign not only make the chainrings lighter but also provide extended durability. The drivetrain pairing provides superior efficiency via chain rollers and cog teeth interaction allowing for the most professional performance.

KMC e-bike chains utilize Shield Tech e-Pin and e-Riveting technology together providing a 25% stronger chain. The oversized pin design upgrades pin power to 450kgf which easily overcomes high torque and torsional stress caused by mid motors. Combined with KMC's e-bike chainring & sprocket with special tooth profile design,

KMC e-bike chains are a match made in heaven.

An entirely new experience for 12-speed systems


With the rapid development of 12 speed systems in recent years, more challenges were brought upon all bicycle and component manufacturers. With narrower gear spacing, the specific challenges to chains included precise shifting while dealing with increased friction causing extreme demands on chain life. In response to the revolutionary 12-speed system, KMC intro-

duced a new benchmark of performance and adaptability – the X12 chain.

With its optimized craftsmanship, KMC brought about a numbers of upgrades to the X12 chain. First, the Double X internal bridge aims to expand spacing between chain plates, providing smoother chain-teeth interaction and better shifting performance. Secondly, the asymmetrical outer plate chamfering and increased inner plate chamfering were strategically placed on plates to enable swift shifting and to avoid chain and gear tooth interference. The upgraded pin power enhances pin durability and decreases



chain wear caused by the extreme chain lines of 12-speed systems. Lastly, the exclusive surface treatment brings a unique outlook to the chain with Ti-N (Gold) and

Jet Black which also increase smoothness. X12 is compatible with all 12-speed drivetrain systems and components. 


Microprogram Introduce E-Bike Data Systems

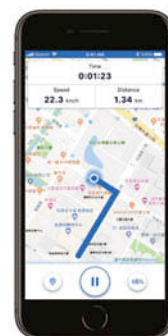
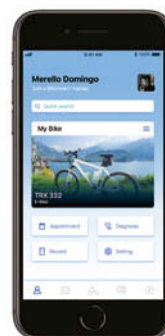
Text & Photo: Editorial Dept.

Microprogram has introduced an easy-to-use smart bike devices for e-bikes. The e-bike computer displays real-time speed, battery power, power-assistant mode and other cycling data to diagnose e-bike system health automatically with one click. Connected via Bluetooth (BLE) and cycling data can be synchronized with a cell phone app and uploaded to cloud storage, providing a convenient e-bike experience for both casual or commuter cyclists.

The e-bike app is specially designed to display advanced

functions in connection with the e-bike computer such as remaining power display, power-assst mode, cycling data and e-bike system diagnostics. Additionally, cyclists can book bike repairs and enquire after its maintenance

history via the app. It can also estimate power supply for residual mileage, save ride history to the cloud, provide automatically system reminder notifications as well as other advanced smart cycling services. 





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EICMA, 3rd-8th November 2020
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eicma.it

The image features a collection of high-precision mechanical components, including various gears, shafts, and brackets, some with 'ASHIMA' branding. The central focus is a large, intricate circular part with a complex, lattice-like internal structure and a perforated outer ring. This central part is shown in two overlapping views: a top view in a dark grey color and a side view in a lighter, metallic grey color. The top view includes the text 'ASHIMA', '1119', and 'Factor'. The side view shows red O-rings or seals around the perimeter. In the top right corner, the 'ASHIMA' logo is prominently displayed in red, with the tagline 'Without Limit' in a smaller, italicized font below it. The background is a clean white, which makes the metallic parts stand out.

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Giant Establishes New Brand Architecture

Text & Photos: Editorial Dept.



▲ Giant President Bonnie Tu(right) and CEO Young Liu(left).

Giant Manufacturing has announced a new Giant Group brand architecture, which will consolidate its resources and function as a parent company of multiple business units and brands. Giant Group was created to optimize overall corporate growth strategies, assist in the development of both OE brands and its own consumer brands, and continue to collaborate with its partners to lead the bicycle industry and create a better cycling world for consumers.

The goal of this new multi-product brand management structure is to shift from building a strong singular brand to building a strong brand portfolio. The Group brand not only objectively supports the development of independent product brands, but also strengthens synergies to strengthen the overall brand portfolio. And now the Giant consumer cycling brand can focus more on building a distinctive brand voice within the group.

Brand development

Established in 1972, in its first ten years, Giant operated mainly in OE business. After that, it developed its own product brand, Giant, which has become a global leader in the market. In order to respond to the growth of the industry and market

BRAND ARCHITECTURE



changes, the Giant Group also established Liv, a women’s-specific bicycle brand, and Momentum, a brand focused mainly on urban and commuter bicycles and gear. Last year, Giant Group launched Cadex, a premium bicycle component brand. This multi-brand operation prompted the Giant Group to initiate a brand rejuvenation plan.

According to the new brand architecture, the first task was establishing a group-level brand independent of the product brand. Giant Group will stand on a global level and plan the development of its own independent product brands from a macro perspective. All strategies fully consider industry dynamics and provide corresponding guidance and support for each

business.

Giant Group now has 14 sales companies around the world. Through a complete and seamless distribution network, it provides market feedback and insight to the four major product brands and various business entities. At the same time, Giant Group will also continue to support the Cycling Lifestyle Foundation, YouBike—the Public Bike-Sharing System, and Giant Travel Agency to jointly promote cycling culture and encourage more people to enjoy cycling.





Production Begins at Chengdu Haqi

Text: Editorial Dept.

In the wake of its Taiwan and Changzhou plants, the Ming Cycle Group has constructed a new plant in the Chinese city of Chengdu—"Chengdu Haqi Intelligent Technology"—which was inaugurated at a ceremony on October 30, 2019. Chengdu Haqi

not only represents Ming Cycle's effort to tap the southwest China market, but also forms an important manufacturing link among between its 5 plants at three locations in Taiwan and China,.

Strategic alliance

According to President Tai Shan Chang, Chengdu Haqi has a plant floor area of 9,000m² and an annual capacity of 400,000 units (including 250,000 bicycles and 150,000



▲Ming Cycle President, Tai Shan Chang believes that Chengdu Haqi has bright future development prospects.



▲Ming Cycle (China) GM, Kun Huang Hung hopes to actively expand into the southwest China market.



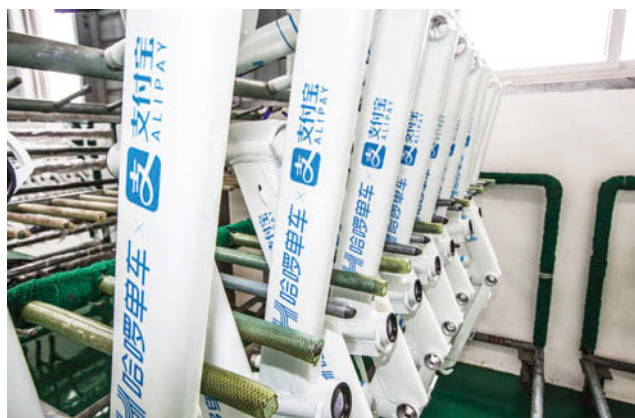
▲Hellobike GM, Cheng Liang.

e-bikes); it currently has two wheel assembly lines, and one e-bike assembly line. The Chengdu Haqi plant is the first fruit of the strategic alliance between Ming Cycle and Hellobike (a shared bicycle brand), and will help the Ming Cycle Group to penetrate the southwest China market (including Sichuan and Chongqing, etc.) and expand its two-wheel bicycle business.

Expansion plans

According to Hellobike GM, Cheng Liang, there are currently more than 1 million Hello e-sharing bikes on the market, and registered users exceed 200 million. Hellobike has established shared bicycle distribution points in over 300 Chinese cities, as well as in more than 260 scenic areas. In the future, apart from establishing R&D centers

in Hangzhou and western China, Hellobike also plans to expand its operations from more traditional fourth- and third-tier cities into first-tier cities. Representing the cross-industry collaboration and strong partnership between a major traditional bicycle manufacturer and an online big data company, Chengdu Haqi Intelligent Technology has bright prospects. 🌀



▲Chengdu Haqi will initially chiefly produce Hellobike shared bicycles, and also produce some e-sharing bikes.



▲Hellobike introduced e-sharing bikes and an e-bike battery exchange service.

2019 Company Financial Reports

Text & Photos: Editorial Dept.



Giant 2019 Revenue at Record High

Giant Manufacturing has announced financial data for December and the entire year of 2019. The group stated that revenue in December 2019 was NT\$ 4.808 billion (approx. US\$ 160 million), an increase of 6.93% annually. For the entire year, Giant recorded a total revenue for the year of NT\$ 63.405 billion (approx. US\$ 2.11 billion), an increase of 5.67% year-on-year. This figure was a record high after the group's revenue of 60.4 billion yuan in 2015.

The company stated that the main growth of Giant-branded product sales in 2019 came from

Giant Europe—where the growth momentum of electric bicycles was still strong, Giant America and Giant China. However, it was noted that anti-dumping and exchange rates were adverse factors throughout the year.

Merida records its second highest revenue

Merida announced that during the period from January to December 2019, the company shipped a total of 1,052,165 complete bicycles from its three plants and other overseas subsidiaries. This amount represented a decrease of -8.71% compared to the same period in 2018.

However, as sales of e-bikes

with a higher unit price increased, the group's consolidated revenue for 2019 was slightly over NT\$ 28 billion (approximately US\$ 924 million). This figure was an increase of 8.59% over the previous year and represents the company's second highest annual revenue ever.

Shimano Show Slight Increase in Sales

Shimano has announced consolidated financial results for 2019. Net sales for the entire company were 363,230 million yen (approx. US\$ 3.25 billion), an increase of 4.4% compared to the previous year. Operating income was 68,010 million yen

(approx. US\$ 608 million), an increase of 3.5% compared to 2018.

For the company's bicycle segment, net sales increased 4.6% from the previous year to 290,038 million yen (approx. US\$ 2.59 billion), and operating income increased 1.0% to 57,850 million yen (approx. US\$ 517 million).

In a financial statement, Shimano noted the following general situations in markets around the world:

In Europe:

Continued good weather conditions supported favorable retail sales of completed bicycles, mainly sport e-bike, and distributor inventories of bicycles in Europe generally remained at an appropriate level.

In North America:

Although total retail unit sales of completed bicycles slightly decreased, the sales amount remained at the same level as the previous year partly due to increased sales unit prices. Distributor inventories generally remained at an appropriate level.

In China:

Retail sales of completed bicycles remained at the same level as the previous year as the downward trend that persisted until last year has begun to slow and stopped. Distributor inventories remained at an appropriate level.



In Japan:

Although sales of middle-to high-end sports bicycles were sluggish, the sales amount remained at the same level as the previous year partly due to increased sales unit prices driven by stronger demand for cross bike and e-bike for commuting to work and school. Distributor inventories remained at an appropriate level.

Accell Announce Turnover Increase and Profit Drop

Accell Group N.V., with well-known brands such as Haibike, Koga, Batavus and Raleigh, has published financial results for 2019. The company announced that “performance improved across the board” despite net profits plummeting from € 20.3 million in 2018 to just € 2.8 million last year; the decrease being mainly due to losses on discontinued operations. Net

turnover increased by 7.5% to € 1,111 million with growth being driven by increased sales of e-bikes (+11%) and e-cargo bikes (+47%) sales.

However, according to a company news release, traditional bike sales were down 13% in value, and now represent only 16% of net turnover. Growth was held back in 2019 by delayed introductions of a number of new innovative bike models. Volumes declined due to lower sales of traditional bicycles in Turkey.

“We are well on track with our ‘Lead global. Win local’ strategy. In 2019, we booked higher top-line growth, a higher added value and a solid EBIT. Excluding one-offs, EBIT was slightly behind last year due to additional - yet planned – investments and costs made under our strategic agenda and transition roadmap. We completed the disposal of the North American business (discontinued operations) which

allows us to now fully focus on executing our strategy,” stated Ton Anbeek, CEO Accell Group.

“Our supply chain team continued to create material efficiencies and delivered another € 13 million in structural savings in 2019, which come on top of the € 12 million of supply chain savings realized under our strategic plan in 2018. That said, trade working capital increased due to substantially higher inventories caused by delayed introductions of new innovative bike models and lower sales than forecasted in the second half of 2019.”

According to a news release issued by Accell, the drop in net profits from 20.3 million to 2.8 million was mainly due to losses from discontinued operations. In August 2019, Accell completed the strategic review of its North American operations, which resulted in the sale and transfer of the loss-making US business including the worldwide registrations (excluding the Canadian brand registrations) of the Diamondback, Redline and IZIP brands, this meant the North American operations were substantially liquidated as per that date. Subsequently, the closely linked Beeline operations were sold and transferred to a group of investors led by the StrataFusion Group in October 2019.

The loss from discontinued operations amounted to € 56.5 million in 2019 were broken down as follows:

1. Operational losses of €12.1 million reflecting the operational result during the year excluding one-off cost related to the discontinuation of business.

2. A loss related to the outcome of the North America strategic study amounting to € 38.4 mio and consisting of:

- A gain from the sale of the Canadian brand registrations to CTC with € 3.0 million reported under discontinued operations and € 11.4 million reported under continued operations (other income);
- A loss on the sale of the discontinued US operations including transaction costs totalling € 31.8 million. The transaction result in continued operations was a loss of € 5.4 million (write-off of brands in operating expenses);
- A reclassification of the cumulative translation reserve of -/- € 7.9 million
- Closing and restructuring costs of € 7.8 million.

Dorel Sports Announces Flat Revenues

Dorel Industries Inc. has announced results for its fourth quarter and year ended December 30, 2019. Revenue for the full year was flat at US\$2.63 billion, compared to US\$2.62 billion the previous year. Reported net loss



▲ Accell Group CEO, Ton Anbeek.

was US\$10.5 million or US\$0.32 per diluted share, compared to US\$444.3 million or US\$13.70 per diluted share the previous year. Adjusted net income for the year was US\$16.8 million or US\$0.51 per diluted share, compared to US\$39.5 million or US\$1.21 per diluted share last year.

“Our teams have done an excellent job bringing inventory down to more traditional levels, with a reduction of US\$80 million since the third quarter. Dorel Sports revenue grew for the third consecutive quarter as our new models, particularly Cannondale, are selling well.” stated Dorel President & CEO, Martin Schwartz.

The Dorel Sports segment of the company which includes brands Cannondale, GT, Pacific

Cycle, and Caloi saw revenue for the year increase to US\$909.0 million, up US\$26.0 million, or 2.9%, from US\$883.0 million the previous year. Pacific Cycle Group (PCG) and Caloi posted growth in the quarter while the Cycling Sports Group's (CSG) revenue declined. According to an official statement, PCG rose on the back of strong POS at key retailers and robust e-commerce sales. There has been tariff relief on children's bicycles and this mitigated the year's earlier impact at PCG. Caloi benefitted through the quarter from price increases on their models and improved mix on higher Cannondale sales. CSG organic revenue growth was in most geographies with increased sales of Cannondale e-bikes and model year '20 product launches.

Dorel Sports operating profit for the year was US\$30.3 million compared to an operating loss of US\$229.1 million in 2018. Excluding impairment losses on goodwill, intangible assets and property, plant and equipment, restructuring and other costs, adjusted operating profit increased by US\$13.9 million, or 70.0%, to US\$33.8 million.

In a move to support its next level of growth and to maintain the increasing momentum of the Cannondale brand, Dorel Sports is strengthening its European CSG operations, which will be centralized in the Netherlands. The existing assembly plant in

Oldenzaal is being transformed into a state-of-the-art facility to more than double its current production capacity of Cannondale bicycles and e-bikes, and allow for an increase in focus on premium quality products. All production and supply related departments are being merged into the new facility.

In addition, CSG's European headquarters is being relocated to Woudenberg in a new, scenic campus, where an excellent working environment is being created in a setting that will bring CSG's brands to life. The offices in Oldenzaal and Basel, Switzerland have been closed. The reorganization is expected to be fully completed by year-end and will result in estimated restructuring costs of between US\$8 million to US\$10 million, of which US\$3.8 million was recorded in the fourth quarter.

"This is a major step in implementing CSG Europe's strategic plan. We have had excellent results in Europe in 2019 and the exciting changes we are announcing today will enable us to better serve our customers, boost our brand presence, and further develop our culture," commented Dorel Sports President, Peter Woods.


Speaking of the future outlook for the company, Dorel President & CEO, Martin Schwartz commented,

"Sales at Dorel Sports remain strong and the segment is



▲ Dorel President & CEO, Martin Schwartz.

anticipating another good year. The China supply chain is improving and product is expected to be increasingly stable as production gradually returns to normal.

"The world economy is in uncharted waters due to the ongoing Coronavirus, the full impact of which is difficult to predict at this time. Historically, people have purchased juvenile products and personal recreation items such as bicycles during disruptions in the market and are likely to continue to do so. Supply chain interruptions in China will impact the delivery of orders in the first quarter and possibly into the second quarter. Despite overall business improvement, the Coronavirus and related foreign exchange impacts will likely affect the first quarter." 



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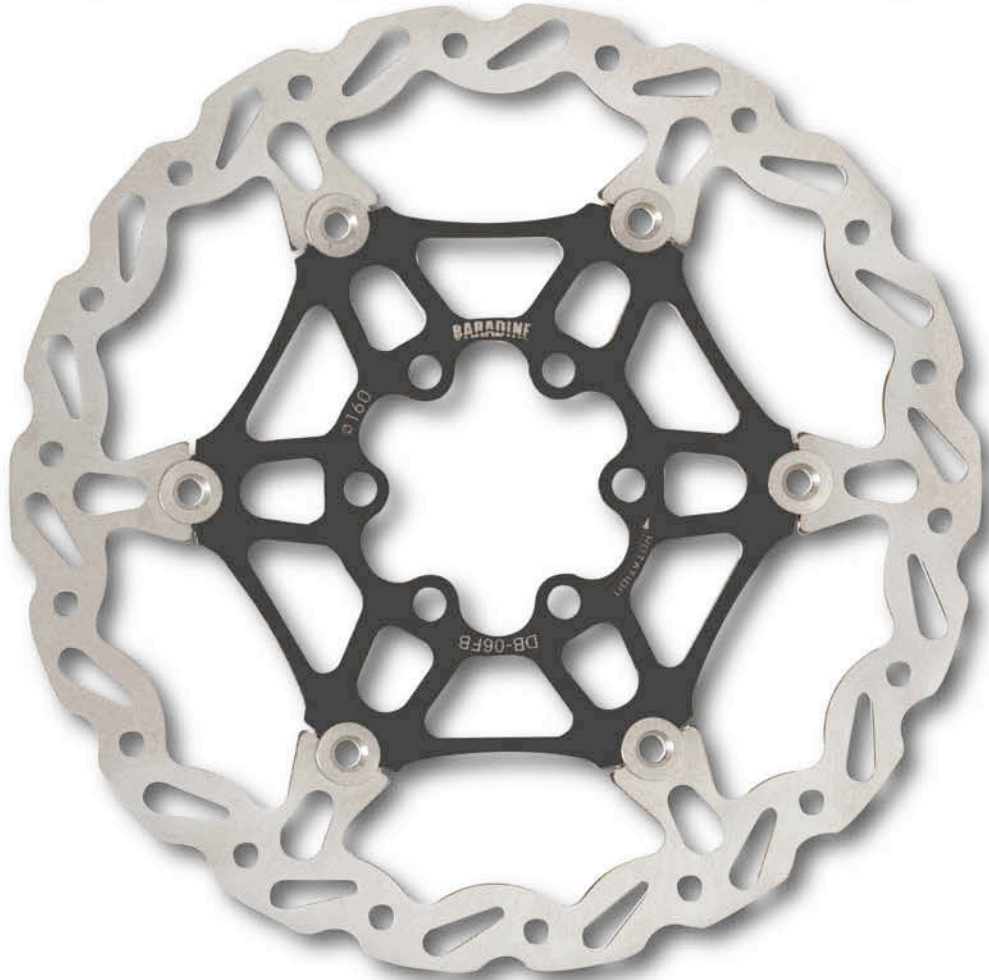
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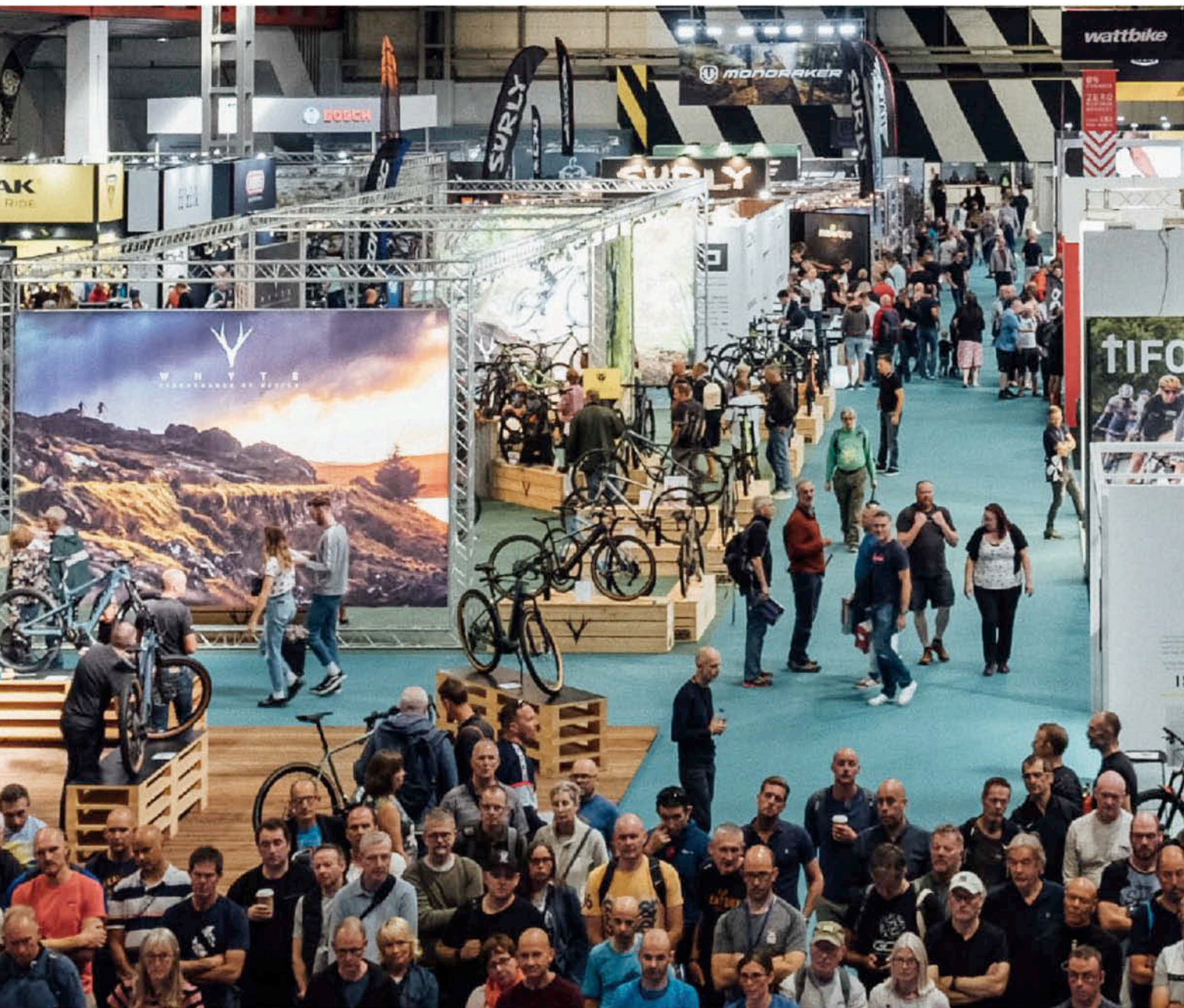
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Touring the Tea Country of Pingding

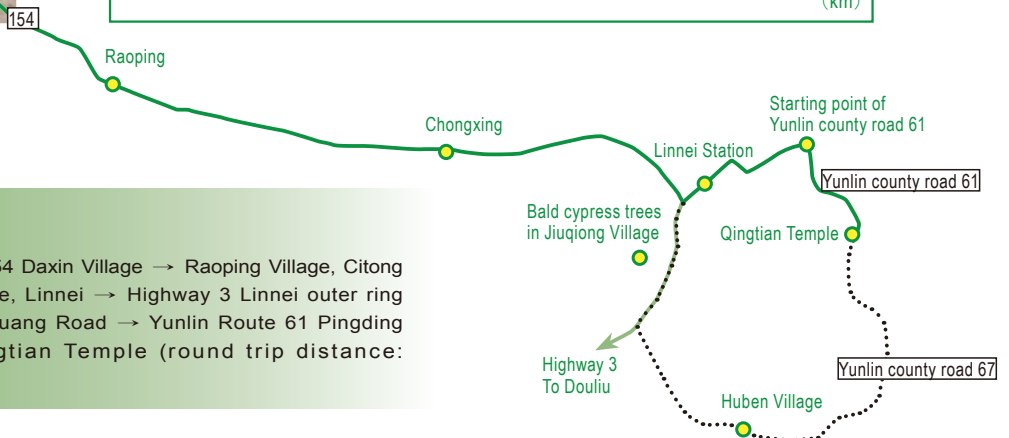
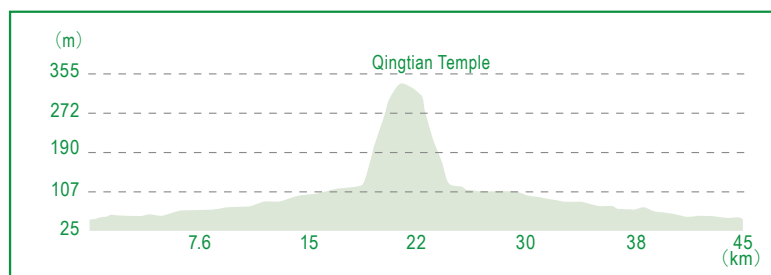
Text & Photos: Editorial Dept.



▲ Passing a century-old red silk-cotton along the road in Linnei.

Located along the middle section of the Zhuoshui River (Taiwan's longest river) in the northern part of Taiwan's Yunlin County, Linnei Township lies where the Central Mountain Range begins rising above the coastal plain. The eastern

half of the township consists of hills, and is extremely suitable for cycling. The ride from the town of Xiluo to Linnei Township, allows cyclists to visit the tea country around Pingding and view the bald cypress in winter.



Cycling route:

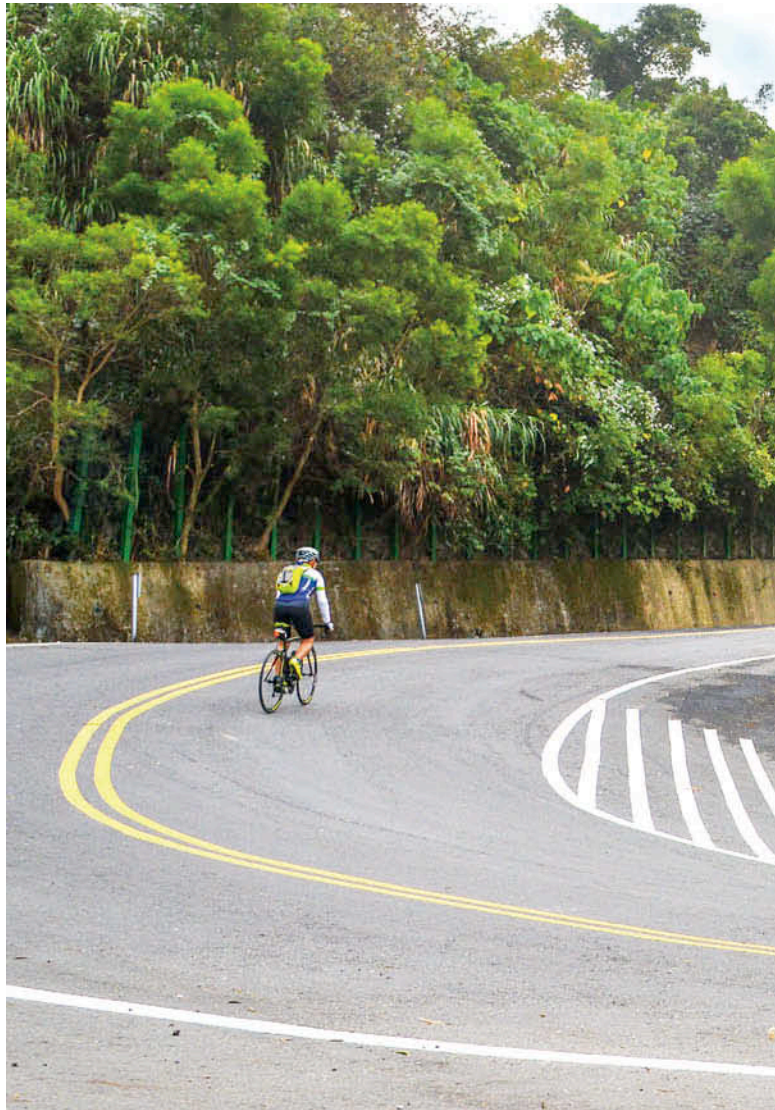
Central Xiluo → County road 154 Daxin Village → Raoping Village, Citong Township → Chongxing Village, Linnei → Highway 3 Linnei outer ring road → Zengchan Road, Xinguang Road → Yunlin Route 61 Pingding Road → End point at Qingtian Temple (round trip distance: approximately 46km)



▲ The “green tunnel” in Linnei.



▲ The 3km continuous uphill section headed toward Pingding will test your cycling strength.



▲ The uphill section has 5 hairpin turns.

The south bank of the Zhuoshui River

County road 154 is a two-lane road following the south bank of the Zhuoshui River. Although the lanes are not wide, the road surface is good. Because the road runs close to the Zhuoshui River, there are patches of sand and gravel along the side of the road in places, and cyclists should be careful not to approach the margin closely.

The distance from Xiluo to the intersection with county road 61 in Linnei is approximately 20km, and total elevation gain is only 50m on this very level stretch.

Five hairpin turns

Pingding Village is located in the foothills of Taiwan’s Central Mountain Range on the east side of Linnei Township, and has a maximum elevation

of only a bit over 300m. But although the mountains are small here, the road gains 200m of elevation in the very short distance of only 3km on the way to Pingding, and the average slope is 6%, which makes it a good test of stamina and cycling strength. After passing through the archway to Qingtian Temple, the road begins to climb, and there are virtually no level or downhill stretches after this point. There are five



relatively broad hairpin turns before reaching the final high point at Qingtian Temple.

Tea country

If you continue along the road from Qingtian Temple, you will soon reach the main settlement of Pingding Village, which is Linnei Township's most important tea-producing area. Pingding Village has an exceptionally rich natural ecol-



▲ Rustic Pingding Village still retains many old-style buildings.



▲ Tea is Pingding Village's chief economic crop.

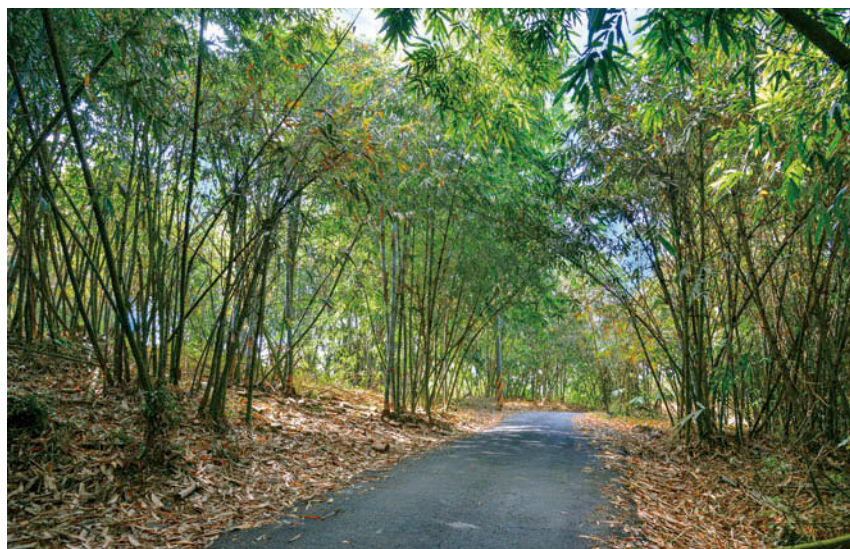
ogy, which is exemplified by the four ancient trees (three mango trees and one fig) in the center of the village; these trees are all estimated to be over 200 years old. It is also possible to follow the Longguopai forest

path on foot from the side of Linnei Park on Route 3 to get to Pingding Village. This path is around 3,500m in length and follows the terraces upward, with plenty of lush natural scenery along the way.

Cycling the mountain route around Linnei; touring an ecological forest area

Taking the center of Pingding Village as a starting point, continue south until turning off on Yunlin road 67, which leads to Huben Village. The forest land along this road is an important habitat of the blue-winged pitta. After arriving in Huben Village, the road is up and down, but mostly downhill with a gentle slope, as it continues through bamboo groves. Upon reaching level ground, you can take Highway 3 back to central Linnei Township or go south to Douliu.

County roads Yunlin 61 and 67, along with Highway 3, form a circular mountain cycling route. Taking Linnei Station as



▲ Yunlin road 67 heads back to level ground at Huben Village. This up and down road mostly passes through bamboo groves.



▲ Grove of bald cypress trees in Jiuqiong Village.

a starting and ending point, the total length of the route is approximately 16km. We recommend that you ride a mountain bike and ride in a counterclockwise direction from Highway 3 toward Huben Village, and then to Pingding. The distance from the entrance to Highway 3 to the Huben Village Activity Center is approximately 2.5km. The route begins to climb in earnest after passing the activity center, and the winding continuously climbing section to Pingding Village is 6km in length.

Hidden realm of the bald cypress

Linnei Township contains two popular scenic spots featuring bald cypress trees. One is



▲ Sea of flowers near the irrigation museum park.

located in the park outside the Farming and Irrigation Artifacts Museum, and the other is within Jiuqiong Village, near the railroad tracks on the south bank of the Douliudong River. The

latter area is a cultivated private grove, and the bald cypress trees form a thick canopy. The landowner very graciously allows travelers to view the trees and take photos. 🌀



Enjoying the Beauty of Taiwan's Central Mountain Range

Text & Photos: Editorial Dept.

An e-bike tour of Taiwan's rooftop

To give cyclists a better understanding of e-bikes' characteristics, and help Taiwan earn recognition as an e-bike

riding paradise, Giant recently launched the innovative "Cycling Taiwan's Rooftop" activity. The first group of cyclists consisted of bike shop proprietors and media representatives, and their mission was to

ride a 345km route through the Central Mountain Range with over 10,000m of total elevation gain. In spite of the challenging terrain of this route, the e-bikes enabled the participants to appreciate the beauty of Taiwan's highest mountain range in comfort.

A spectacular, world-class route

According to Giant Travel Agency, the route along Taiwan's rooftop—the formidable Central Mountain Range—fea-



tures sublime beauty and spectacular scenery, and can be considered Taiwan's contribution to the world's classic cycling routes. But to fully appreciate the grandeur of the mountains and their lofty villages while riding a bicycle along this route would be quite challenging, using an e-bike can leave cyclists more energy to enjoy the landscape. The route taken by this group began from Luodong, and initially followed Taiwan Route 7. After turning onto Route 7A, the participants passed through Nanshan Village and Huanshan Village, and finally reached Lishan—their destination for the first day. On the second day, the intrepid cyclists rode from Lishan to Sun Moon Lake. The section from Lishan to Dayuling was a steady uphill climb; because Route 8 was closed, there were relatively few motor

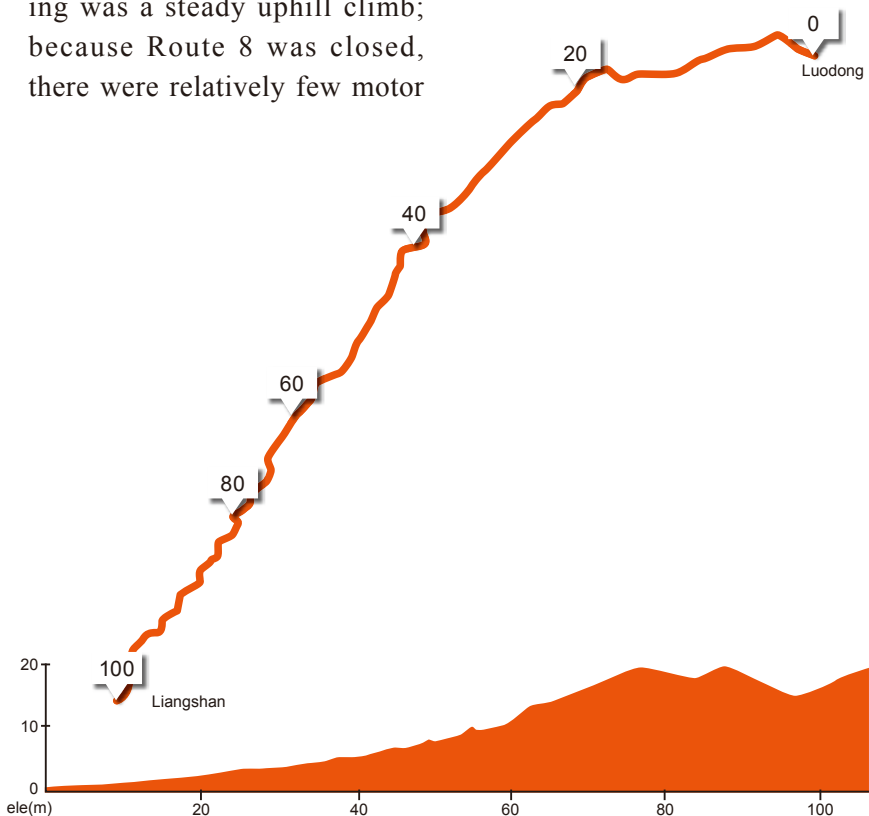


▲Following the Lanyang River after turning onto the Route 7A branch of the Central Cross-Island Highway.

vehicles on this section, and the scenery was captivating. The cyclists then passed the highest

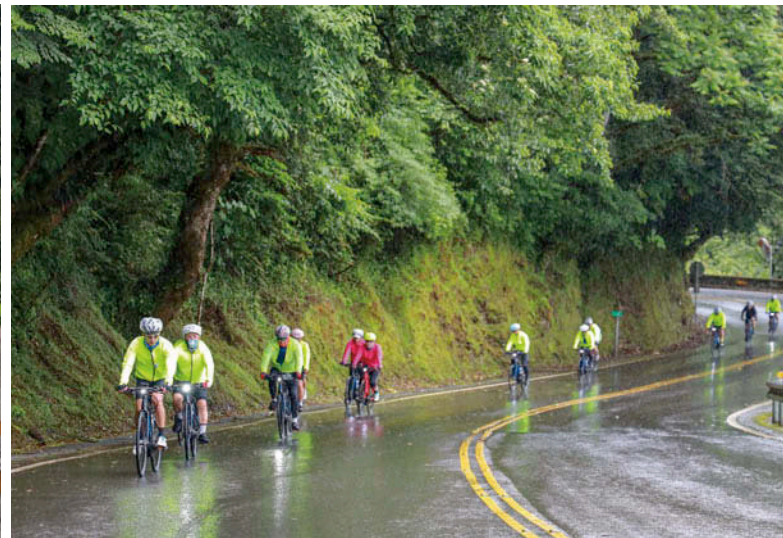
point reached by a road in Taiwan—Wuling—which is at the lofty elevation of 3,275m. After the section from Dayuling to Wuling, which is famously challenging due to the thin air and many extremely steep climbs, the riders were rewarded with a long downhill to Sun Moon Lake. The third day's route began at Sun Moon Lake and ended at Alishan. On that day, the cyclists followed Route 21 to Tatajia, and then coasted to Alishan on a gentle downhill section 20km in length. The travel agency personnel feel that this section is one of the most beautiful routes through Taiwan's high mountains, and is something that everyone should experience for themselves.

One of the female cyclists participating in this activity noted that an e-bike is an es-

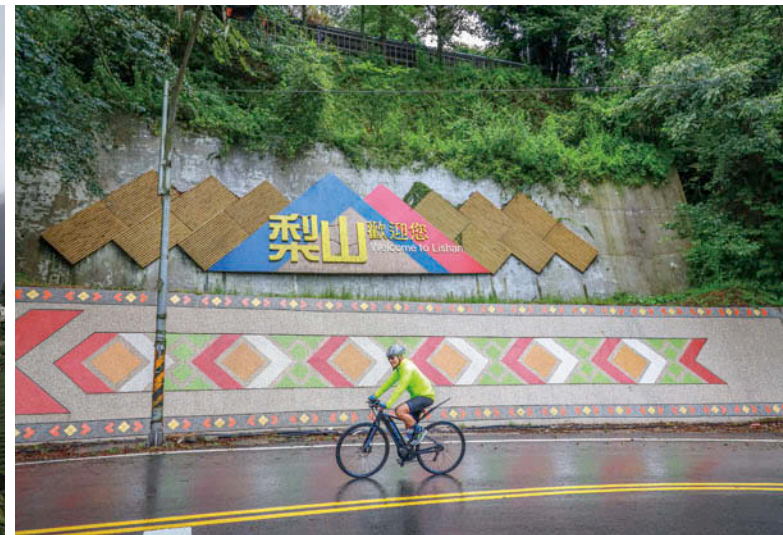




▲► Although the weather was overcast and rainy, the group managed to complete the day's 108km section and challenging 2,800m of elevation gain.




▲► After a series of tasks, riders arrived in Lishan successfully.



sential means of experiencing Taiwan's great beauty. Taking an e-bike through the Central Mountain Range gave her the extra energy and mental vigor to truly appreciate the gorgeous vistas, and she could stop at any time to take photos. This participant also gave her a favorable impression of Giant's

new-generation Aimez e-bike's superb performance. Apart from the bike's improved aesthetics, the Aimez's most powerful version—the Sport+—has an impressive 350% assist ratio, which lets it give appropriate assist power at all times. In addition, because it ensured that she did not need to think about

adjusting her cycling mode, the Aimez's all-new Auto mode made a very favorable impression on this cyclist. Furthermore, the Aimez's centrally-mounted motor gives the e-bike a high level of stability, which is a great source of confidence on downhills. 

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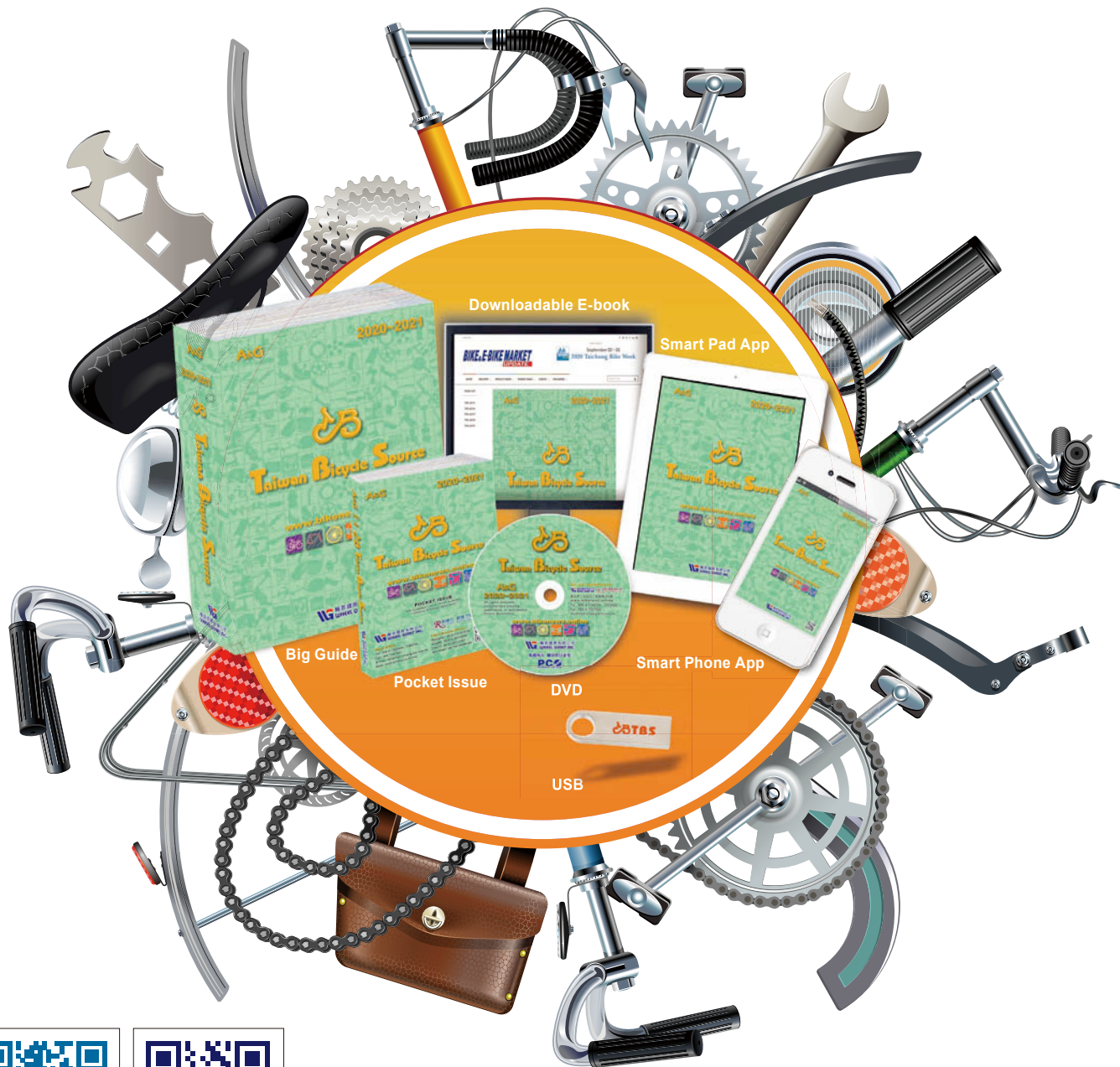
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