

Show Daily



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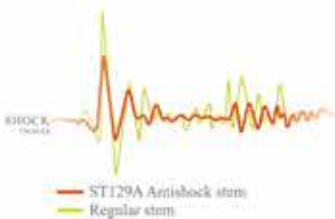
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Taichung City Government is sponsoring drink vouchers that have been made available for international visitors to this year's Taichung Bike Week. The vouchers, for either alcoholic or non-alcoholic beverages, are redeemable in the Lobby Lounge bar on the 12th floor of the Splendor Hotel on any day during the show. International visitors may collect a voucher from TBW stands at either The Splendor or Evergreen Hotels upon presentation of a business card on Nov. 4th and 5th..

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More New Highs for Taichung Bike Week

The bicycle industry has always had a solid foundation in Taichung, and with the city now adding its super-popular bike lanes and introducing the iBike public bicycle sharing scheme, Taichung has become exceptionally bike friendly. On top of that, holding the long-running Taichung Bike Week (TBW) means that when both domestic and foreign businesses think of bicycles, they think of Taichung.

Every year in November, Taichung Bike Week exclusively provides a chance for OEM component manufacturers to meet with product managers from all over the globe and hammer out the details of the bikes of the future. Every year it gains more attention in the global bicycle industry with the

joint efforts of the industry and the Taichung City Government, TBW has had double-digit growth every year. This year's show is expected to attract more than 4,000 international and domestic buyers negotiating their major OEM purchases for the new model year. The number of exhibitors has also increased by 27%, up to 380 companies. As exhibition space is limited at the hotels, and with more than 50 companies on the exhibitor waiting list, the city will move as quickly as possible to find a solution for these problems.

Taichung City Government began underwriting a portion of the event five years ago, offering important logistical support, including a Buyer's Guide, negotiating preferential hotel rates and exhibition space, setting up and maintenance of

the official TBW website, happy hour, cycle route planning and a daily show magazine. It is my hope that this public service will allow more domestic and foreign businesses to interact in a relaxed atmosphere and create more business opportunities. I also hope that over the past six years we have played our part in making TBW one of Taichung's most important annual events.

In line with the bicycle industry trends and needs, Formosa 900—a cycling event which tours around Taiwan held by the Taiwan Bicycle Association (TBA), will start on November 8th. After the exhibition, we welcome everyone to participate in this great opportunity to experience and enjoy Taiwan's stunning beauty and hospitality by cycling the island's routes at a leisurely pace.



▲ Taichung City Mayor, Jason Hu.

On behalf of the Taichung City Government, I invite all product managers, OEM producers and visitors from around the world to enjoy the scenery, gourmet dining and cheerful hospitality that Taichung has to offer. I would also like to wish everyone prosperous business and a successful exhibition! 🌐WG

CSG Open New Office in Taichung

Cycling Sports Group (CSG) the cycling segment of Canadian-based leisure Group Dorel Industries opened a new Taichung office on October 6th, 2014.

CSG currently employs 35 people in sourcing products, quality control testing, design and development. The increased space at the new office will allow CSG to employ up to 50 people, and among the new facilities are a state-of-the-art test lab.

At the new office opening ceremony attended by representatives of Taiwan's

bicycle industry, CSG Asia Vice-President Mark Peterman said "This is a significant investment for the future, and shows the commitment that Dorel is making to Asia."

CSG President, Peter Woods, thanked the guests from the bicycle industry at the opening ceremony "This year we have put our focus back into product—product innovation, product delivery. You, our supply partners, are the people who bring it all together. Thank you, we are very lucky to have the best partners in the industry." 🌐WG



▲ CSG President, Peter Woods (fifth from left); CSG Senior Vice President - Global Sourcing, Steve Reeds (fifth from right); CSG Asia Vice-President, Mark Peterman (fourth from left) with bicycle industry guests at the opening of CSG's new offices in Taichung.

TBW – Looking to the Future

Despite gloomy export figures so far this year, one need look no further for testament to Taiwan's continued importance in the bike industry than its ability to host two international bicycle shows—albeit each with a very different character.

Taichung Bike Week, the no-frills industry-exclusive show for OEM suppliers to meet with global customers, is once more showing its popularity with all those involved in the OEM bike industry, posting yet another year of continued record expansion.

2013 saw Taichung Bike Week quickly run out of exhibition space. To combat this, organizers persuaded the Splendor Hotel to dedicate an additional two floors to exhibitors, allowing an extra 50 companies to take part in the 2014 show. 231 companies are able to display in the Splendor Hotel this year, yet once again demand has far outstripped supply. “Even with the extra two floors given over to the show, we have still had to turn exhibitors away,” explained Stephan Lin, the Splendor Hotel's Sales Manager, “We have even had companies pleading with us just to let them rent some wall space.”

The 231 exhibitors at the Splendor combine with a further 96 displaying at the Evergreen, and 54 companies at the Tempus to give a total of 381 exhibitors for 2014 TBW, a 27% increase on last year's 315 exhibitors. While this expansion is healthy growth by anyone's standards, for Taichung Bike Week it is below average in comparison to the 33% average growth over the past 10 years. Indeed, with potential visitors being turned away again this year it is becoming clear that once again, finding the space to grow into continues to be one of the show's biggest problems, and show organizers are looking for a way to take the show to the next level. “I know where I want us to be, just not sure what is the route we will take to get there.” commented Steve Fenton, TBW organizer and CEO of Pro-lite, “in the next few months we will be looking hard at where TBW is going over the next 3 years,




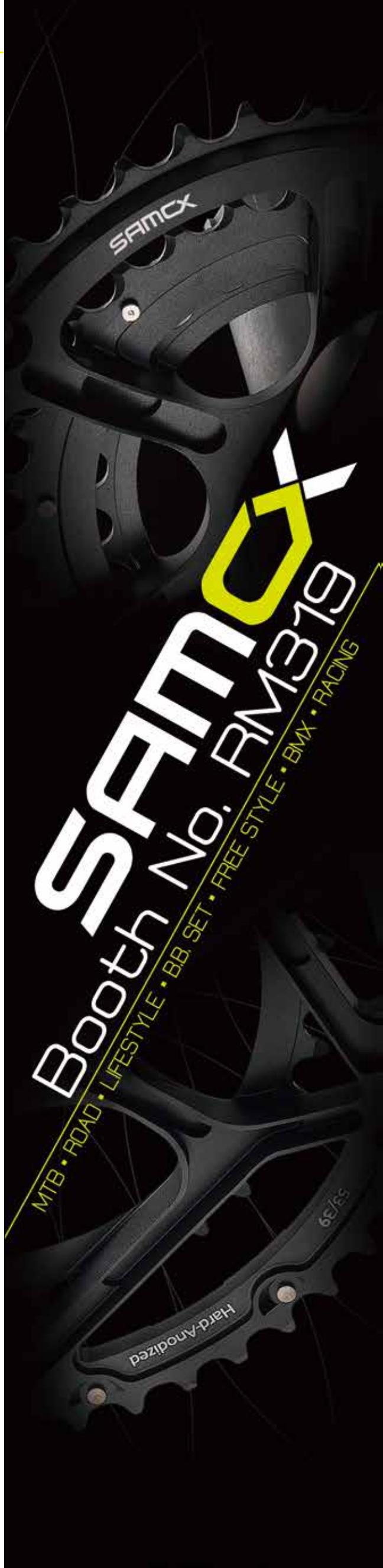
▲ Steve Fenton, TBW organizer and Pro-Lite CEO.

and examining our possibilities for the future.”

In support of local industry, Taichung City Government has plans to develop an international exhibition center on the site of the old city airport. One possibility for TBW includes a relocation to the center, a move that would certainly solve the space issues it currently faces, as well as offering several other key advantages. Organizers would be able to control access to the exhibition center much better than at hotels, visitors wouldn't need to travel between different locations and exhibitors would have larger rooms available for presentations.

“We will explore the possibilities of bringing the show into the exhibition center.” explained Steve, insisting that the fundamental character of the show should not change. “It will not become a show for exhibiting products to dealers, press or consumers. There would still not be a need for expensive booths. The prime requirement for companies will remain as informal private meeting rooms to meet with industry product managers.”

While in the bike industry, as in most walks of life, nothing is guaranteed, it seems a very good bet that, for the foreseeable future, Taichung Bike Week can look forward to increased demand, the growth of next year's show, however, seems set to be once again reliant on space availability. WG



America and the E-Bike

In Europe e-bike sales are flourishing, in many areas they are the only growth segment of the bicycle market. This year's Eurobike was so awash with pedal-assisted electric vehicles that it almost resembled an e-bike show. However, the American market is markedly different from Europe, and while all manufacturers in the industry look hopefully towards growing e-bike sales, there are many clear differences in attitudes on either side of the pond.

Most e-bikes are bought for transportation purposes, and while Europeans have no issues viewing the bicycle as a means of transportation, Americans traditionally tend to view cars as transportation, and cycling primarily as sport or recreational activity. This may be a reason for the slower initial take-up of e-bikes in the US, however, it would appear e-bike sales are now growing quickly, with the market showing many positive indicators for the future.

A big problem when trying to determine e-bike sales statistics in the US, is that they are hugely unreliable. US customs do not have separate

HS numbers assigned for electric bikes, so importers will enter widely differing product descriptions. With attempts at getting the industry to self-report sales figures largely unsuccessful, accurate statistical data for e-bike sales can be hard to come by. One of the most widely accepted sources of e-bike data for the USA, eCycleElectric (www.ecycleelectric.com) estimates that in 2013 America imported 173,886 electric bicycles, more than double the figure from 2012.

Demographics also seem to be shifting in favor of the e-bike in the USA. Aging Baby Boomers are now at an age that they can better enjoy and appreciate the benefits an electrically-assisted bicycle can bring. Younger and more female-dominated Gen X and Gen Y generations are also driving cars less. A recent report by Alliance for Biking & Walking shows that the number of people either walking or cycling to work is growing steadily. On top of this, America is also becoming more urbanized. Cities are growing, and as they do so they are becoming more bike-friendly.




From New York to San Francisco, municipalities across the country are building more cycle lanes, multi-use paths and signed bike routes. Even sprawling Los Angeles has embarked on a 35-year project to build 1,634 miles of bike lanes.

e-MTBs are a very hot issue in the States—specifically regarding access to MTB trails. Worried that electric-powered vehicles might undermine the work that it has done to open up trails for cyclists, the IMBA has unequivocally stated that 'MTBs are human-powered, eMTBs are motorized vehicles and as such, should be banned on trails designated as non-motorized use only'. A recent online poll indicated that 60% thought e-MTBs should be called motorbikes and not allowed on MTB trails.

On the other side of the argument eMTB users say that

their bikes are power assisted, and they open up some of the more scenic trails to riders that are older or in sub-optimal physical condition.

Most US bike brands are extremely interested in the potential of e-bikes in the USA, and are taking the trails access issue very seriously. The Bicycle Product Suppliers Association have formed a committee on e-bikes, with significant focus on trying to work with advocacy groups to devise suitable legislation.

With the attention and potential that e-bikes are attracting, more and more manufacturers are developing e-bike products for the US market. When combined with a changing demographic landscape, all signs seem to point to some positive changes in both the American market, and its attitude to the e-bike. 

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The US Market Bicycle in Figures

With a current population of 318 million, the US population pales next to Europe's 720 million. However, the US retains its huge importance in the global bicycle market due to a much higher proportion of bicycle purchases—15 million in the US last year compared to 20 million in the European market.

2013 Statistics

Sales: After a reasonable year in 2012, hopes were optimistic that an upward trend could be sustained. However, sales proved to be soft in 2013, with direct effect sales of bicycles products totaling \$5.8 billion—down 5% from the \$6.1 billion in 2012.

Production: Imports remain the main source of bicycles sold in the US, primarily sourced from China with a small proportion from Taiwan. It is estimated that 99% of all bicycles sold in the US were imported. Figures for domestic

production vary from 56,000 to 174,000 units from numerous small high-end manufacturers scattered around the country.

Retail channels: Sales continue to be dominated by the mass market in terms of volume and IBD's in total value. The estimated number of IBD's operating in the US once more dropped to just over 4,000, continuing a fall from over 6,000 in 2000.

Cycling Participation: 5.6 million Americans age seven and older were estimated to have ridden a bicycle six times or more in 2013, according to the National Sporting Goods Association. This number was down 9.4% from 2012 that had 39.3 million participants.

E-bikes

While lacking the number of sales in Europe, e-bike sales continue to grow in the States. Although accurate statistics are hard to come by, Ecycle Electric Business

Management Consultants (www.ecycleelectric.com) estimate 174,000 e-bikes were brought into the us in 2013, more than doubling from 2012. IBDs seem to be playing a larger part in e-bike sales than in the past with an estimated 900 bike stores now selling e-bikes at an average value of US\$2,000.

2014 (7-month July year-to-date)

Statistics available for the 7-month period from January to July 2014 show only a slight improvement over 2013's soft sales. Unit imports increased by 10% over the same period in 2013, while total value rose by just 1%. This led to an 8% decline in the average unit value.

WG

Year	Total Units	Total Value	Average Unit Value
2014	10,149,717	\$859,076,756	\$84.64
2013	9,220,246	\$847,046,224	\$91.87
2012	11,146,959	\$888,503,626	\$79.71
2011	8,658,618	\$770,415,082	\$88.98
2010	11,180,916	\$743,292,972	\$66.48
2009	8,753,082	\$654,038,691	\$74.72
2008	10,305,158	\$698,491,172	\$67.78
2007	10,573,170	\$617,003,639	\$58.36
2006	10,394,020	\$564,194,160	\$54.28
2005	12,171,104	\$632,563,383	\$51.97

*Source: U.S. Department of Commerce Import Statistics and Gluskin Townley Group Analysis

Year	New Bicycles Sold (Millions)	New Bicycle and P&A Sales (US\$ Billions)
2013	16.2	\$5.8
2012	18.7	\$6.1
2011	15.7	\$6.0
2010	19.8	\$6.0
2009	14.9	\$5.6
2008	18.5	\$6.0
2007	18.2	\$6.0
2006	18.2	\$5.8
2005	19.8	\$6.1
2004	18.3	\$5.8
2003	18.5	\$5.4
2002	19.5	\$5.3

*Source: NBDA/ Gluskin Townley Group Analysis

Channels	% Bike Units	% Bike Value	Average Value/Unit
IBD	15%	52%	\$714
Mass market	74%	30%	\$84
Sporting goods stores	6.5%	8%	\$254
Outdoor stores	2.5%	6%	\$577
Other (incl Internet)	2%	4%	\$412

* Source NBDA / Gluskin Townley Group Analysis

Category	2011	2012	2013
MTB	28.3%	31.4%	27.1%
Comfort	7.1%	3.8%	7.9%
Hybrid	22.7%	18.7	26.4
Cruiser	2.9%	1.1	2.3
Road/700C	17.4%	37.3	15.0
Youth	20.9%	7.3	21.0
Other	0.8%	0.5	0.4

* Source BPSA / Gluskin Townley Group

Jay Townley – Viewpoint on the American Bike Market

It is one thing to read market data and statistics, however, Wheel Giant wanted to get beyond surface impressions and explore the state of the American market in greater depth. One man stands out as the go-to guru for his insights and in-depth analysis of the American bike market—Jay Townley.

For over 50 years, Jay has had his fingers on the pulse of the US bike industry. From advocacy, government relations, purchasing, marketing, strategic planning and retail education, Jay has done it all. He is one of the senior partners at the bike industry consultancy company, Gluskin Townley Group, providing statistical data and analysis for many cycling organizations and regularly speaking to packed conference rooms at Interbike.

Sometimes controversial, yet always knowledgeable, Jay kindly made time to share his views on the American bike market & industry with us.

WG – How do you see the current state of the US bicycle market?

JT - The market is flat, sales are flat and we see flat to declining cycling participation levels - and it has been flat for 15 years now. In the 90's the US bicycle market shifted from being an activity to being a sport. Road bikes boomed until 2009, but now sales are falling off both in terms of volume and dollar value. Unless the U.S. bicycle business becomes proactive in promoting bicycles and bicycling the market will plug along for 5 or 6 years until demographics shift. During that time, I think we will see stagnant to declining gross revenue as road bike revenue falls. We are now moving to a more metro/urban market where unit dollar values are lower, and retailers are going to have to be proactive in promoting the activity of bicycling and in improving their

close rates through delivering extraordinary retail shopping experiences.

WG – That doesn't sound good, is there a magic pill that can be taken to cure the market ills?

JT – There is no magic bullet or pill and essentially, one of the things I think the industry could do is get back to the everyday hard work of promoting bicycles and bicycling to the American public. I've been hollered at before for making this statement, but I'll make it again: If the leading brands in the American market took a small portion of what they spend on pro-racing, and used that to promote the fun of bicycling to the American public, bicycles would start to gain relevance with the American public again.

To my knowledge, this year only one brand promoted to the general American public about the fun and joy of riding a bicycle—that was Huffy. They ran a coordinated print campaign together with a series of YouTube videos centered on a 10-year-old girl reaching out to adult women reminding them of the fun and joy of riding a bicycle. Essentially they reached out to women, emphasizing the pleasure of riding a bicycle, which no one else in the U.S. bicycle business has done in over a decade

WG – Can you explain what you mean when you talk about bicycles gaining relevance to the public?

JT - Over the past 15 years the American population has grown—it is now 318 million. As it has grown, bicycle sales have not – they have been flat. Essentially we are seeing less bicycle per thousand population. As an industry, we are good at reaching out to enthusiasts, but we're failing to go out to the general public, and with declining numbers of bicycles and bicyclists per thousand U. S. population, bicycles become



▲Gluskey Townley Group, Jay Townley provides market and strategic planning to national associations and the US bike industry .

less and less relevant as a solution to the ills and problems of individual Americans.

WG – You have mentioned demographics a couple of times, how are demographics changing?

JT – Traditionally, the bike market has catered to Baby Boomers (born 1946~1965) and skewed to white male cycling enthusiasts. Baby Boomers no longer drive the U.S. market and have been replaced by Gen X (born 1966~1985), bicycles owners in Gen X and Gen Y are both dominated by women. In the Baby Boomer generation we see around 45% bicycle ownership by women, but in Gen X—which is driving the market at the moment, that is 60% bicycle ownership by women. In particular, the younger Gen Y (born 1986~2005), the millennials will start coming into the market from now until 2022, and with a total of 100 million people, Gen Y is the largest generation of Americans ever.

WG – How will these changes drive the market in the future?

JT - Americans are moving into cities and changing them. Cities are developing better public transport, and many big cities like New York, Chicago or LA are increasingly becoming more bike-friendly. Added to that, many younger generation Americans are simply not driving automobiles as much. As Gen Y enters the market, we will

see a further shift of what is already occurring—the market shifting from sport to activity and becoming more diverse. In turn, that 'activity' will include transportation, commuting, and the general utility of the bicycle.

WG – Are American cycling attitudes becoming 'European-flavored'?

JT – Despite the desire of some advocates for American attitudes about bicycling to become more like Europe, this simply won't happen. There are key differences between the markets. A recent UCLA survey has shown that American women have much less free time available for riding bicycles than their European counterparts. American women spent more time in automobiles driving children and doing shopping and errands than women in Europe and this cultural difference is just one reason American attitudes about bicycling will have to evolve in an American way, and won't be as European-flavored as some would like – but than again this could be a good thing in the long run. There is also a new wave of bike stores and an emerging bike economy that is catering to metro/urban American lifestyles. Fortune Magazine recently ran an article exploring the growth of several small but growing companies, making higher-end bicycles locally in Detroit, and it is this buy local movement that will set American attitudes about

bicycling apart from the rest of the world.

WG – We can see European companies fighting hard to retain/bring back bike production to domestic soil, is there any similar desire in the US?

JT – In Europe they are focusing on component led times, but they have a large bicycle manufacturing industry to both consider and that they want to protect—we have had none for years. However, we may be starting to see the first glimmers of change. Kent International just had a grand opening of their new factory in South Carolina. They are hoping that the plant will produce 500,000 units in 2015 as part of Walmart's 'Made in America' program. By Asian standards that's not large volume, but nobody has made that many bikes in the US for 20 years! This is big news because if a company can make and sell 500,000 bikes profitably at the low-end... then why not for mid and high-end bikes? If Kent and Walmart are successful, it could have a profound impact on the market.

WG – How can mass market bikes be made in America at a profit?

JT – It starts with Walmart, the transportation costs from Asia, and the cost of owning goods on the water. Two years ago, the National Retail Federation predicted that in certain categories of products we would see landed-to-landed cost parity between Asian and American-made goods due to rising costs of labor, raw materials and transportation. Bicycles are not at that point yet, but they are getting there—and it could happen because a large retail company like Walmart is willing to support it by giving purchase orders. They may pay a little more, and the manufacturer might have a smaller margin, but Walmart can probably squeeze one or two more inventory turns out of those 500,000 bikes than

they could with the millions of bikes they bring in from offshore. Another inventory turn for Walmart is worth a lot of money.

WG – On the other side of retail channels, 2013 was a poor year for US bike stores. How is 2014 looking?

JT – 2014 is not much better. At Interbike this year, dealers were very quick to tell me how bad it is. Margins are getting tighter, the Internet is becoming omnipresent, and fewer Americans are walking into bike shops. In 2011, 57% of women who owned a bike didn't want to go into a bike store, by 2013 that figure has jumped to 67%. Part of the reason for that is economics, but on top of that many bike stores are not women-friendly or novice-friendly. Too many bike stores are like exclusive clubs, catering to elite-enthusiasts—and many of those same enthusiasts are now moving away to the internet.

WG – Are Internet sales having a large effect on IBDs?

JT - Internet sales will continue to grow, and its creating some turmoil within sales channels. Show-rooming has evolved to web-rooming which is evolving to buy-online-and-pick-up-in-store. Bike stores need to take an omni-channel approach, they need to stop chasing people away and become more embracing, and more inclusive. A new-wave of bike stores that does this are emerging in many US cities, they combine a coffee shop/light lunch with selling bikes, and sell local product. In short, U.S. IBDs need to make the Internet a part of their proactive marketing, and they need to welcome everyone into their stores and provide inclusive and extraordinary retail shopping experiences that differentiates them so they stand out.

WG - What part do you see e-bikes playing in the US bike market, both now and going into the future?

JT – E-bikes will play an important, but different role

than the current e-bike brands and advocates envision. Electric assist is in demand for Cargo and Bucket-bikes and the demand goes up as the geography gets hillier. While the off-road community debates allowing e-bikes on trails, the real market potential in the U.S. will emerge in metro-urban neighborhoods in challenging geography where moms are transporting two or more children and groceries. It is possible that retro-fit electric assist will become stronger and may even lead the market potential in some U.S. metro-urban communities.

WG – What changes do you foresee for the US bike market in the future?

JT – As I said, unless the U.S. bicycle business changes and becomes proactive in promoting

bicycles and bicycling to the general American public, and becomes more relevant - 2014 and 2015 will be more of the same with mediocre markets and a higher probability of a downturn. I think road bike sales and value will fall for five or six years as the market moves towards lower -priced metro & urban bicycles.

Like it or not, the US bike market will face the combined forces of demographics, new retail channels, and changing cycling habits. Bicycle businesses, from Asian suppliers to US brands to retailers that can flow with these market forces and adapt to the changes of a 'New America' can look to the future with optimism, those that continue to cater exclusively to pro/elite riders are heading for tough times—with bike stores at most risk. 🌐WG

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Cionlli Hold Party to Show Appreciation

Cionlli President, Ching Song Lee established the company 38 years ago in 1977 mainly producing bicycle saddles, saddle covers, grips and other accessories. This year marks Ching Song Lee's 50th anniversary since entering the bicycle industry. To celebrate he held a dinner party on November 4th coinciding with the start of Taichung Bike Week, to show his appreciation to his domestic and international partners within the bicycle industry for their continued support and help over the past 50 years.

With its various brands: SMANIE, McSelle, and Cionlli, the company will display

their annual new products at the Evergreen B2-A6 during Taichung Bike Week.


To date, Cionlli's products have been marketed and exported successfully around the world, earning the company an excellent reputation and credibility. Cionlli's headquarters is located in Nankang Industrial Park, Nantou, with marketing and R&D offices in Taichung and Kunshan (China). Furthermore, Cionlli has four production bases in China, including Guangdong Shunde, Tianjin, Jiangsu, Taichang and Jiangsu Kunshan.

Through the division of labor and the integration of



▲ With the good wishes of many guests from the bicycle industry, Cionlli President, Ching Song Lee (fourth from right) celebrates 50 years in the bicycle industry.

resources across the five plants on both sides of the strait, Cionlli manages to supply the global market demand. All the

employees in the company hold a philosophy "in the pursuit of a healthy, comfortable and happy life." 

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SRSUNTOUR

RST's New Taichung Plant Sets Another Milestone

RST has actively cultivated its brand in recent years, and has placed particular emphasis on quality and performance safety. In order to provide customers superior products, RST established a new plant in Taichung's Youth Industrial Park in January 2012. This plant occupies roughly 11,000 m², employs more than 70 persons, and chiefly produces suspension forks, it also contains its own painting line and R&D/testing center. The Taichung plant currently produces 200-250,000

high-end air suspension forks annually; depending on customer demand, total output may rise as high as 400,000 forks annually in the future. RST believes in prudent actions and a quality-based outlook; it will never focus exclusively on quality. Accordingly, the company has invested heavily in the development of its own testing equipment. The main production line at the Taichung plant has many testing and inspection points, which ensures that quality is maintained from the time raw materials enter



▲RST's talented team (from left to right) includes sales manager Patrick, production department assistant manager Yu Sheng-fu, special assistant Liu Kun-liang, RST president Tsai Ming-ta, materials department manager Chen Chin-shui, and sales manager Richard.

the plant until the time finished products are shipped.

Looking ahead to the future, apart from developing more high-end shock absorbers, RST also plans to offer cable-controlled dropper seatposts, and provide

consumers an even wider range of choices. But come what may, RST intends to maintain its focus on quality and create products meeting the needs of various customers and markets. 🌱WG



▲An all-new painting line featuring rotating cup spray-painting equipment seeks to shorten the painting process, boost efficiency, and keep management costs within reasonable limits.



▲RST's new 11,000 m2 plant in Taichung.

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KMC Introduce Extensions to Acclaimed X11 Line

In its concept for product development "ONE Chain for ALL" KMC aims to not only deliver a great chain, but also provide the best chain to meet the diverse demands of all cyclists. The leading chain manufacturer's KMC X11 series exemplifies this concept with its superior performance across all 11 speed drivetrain systems. This year KMC has further expanded the X11 series lineup to meet the various demands of market-focused 11 speed drivetrain systems and Sport e-bikes.



X11 Eco ProTeQ (EPT) Chain

"11 speed" is no longer a synonym for the top-level bike with increased choices in 11 speed drivetrain systems; a wide selection of mid-ranged 11 speed bikes are to join the market and attract consumers to upgrade. Therefore, KMC is providing a complete X11 series product lineup to serve assemblers and end users, alongside the new cutting edge X11 Eco ProTeQ (EPT) Chain for MTB enthusiasts.


With the advantages of X11 series chains - high pin power, high durability, and the best shifting performance and compatibility - the X11 Eco ProTeQ(EPT) Chain also benefits from significantly enhanced anti-corrosion / anti-rust capability with an added focus on a more environmentally friendly manufacturing process. By following international environmental standards (RoHS, REACH, CPSIA, etc.), the EPT treatment technology improves the chain protection by completely coating all the components to form a comprehensive and durable anti-corrosion surface. By substantially increasing the anti-rust coefficient, EPT is able to reduce the probability of outer and inner chain rust by protecting against mud and water infiltrating the chain structure. It allows less maintenance for Cross Country and Cycle Cross riders who frequently navigate muddy courses. It's also a must have for Fat Tire Snow bikes.

X-eBike Series Chains

KMC are also focusing on the flourishing e-bike market, especially high-end sport e-bikes. Considering a mid-motor such as Bosch puts an enormous strain on the chain, especially when shifting, KMC has contended with this by combining 20% upgraded durability with the highest pin power on the market to ensure longer chain life and higher anti-torsion and anti-stress endurance for the KMC X-eBike Series Chains - X10e and X9e. Additionally, following the X series structure design, the X-eBike series are perfectly compatible with Bosch and other e-bike drivetrain systems. X-eBike series are available in EPT coating.

In anticipation that sport e-bikes will upgrade to 11 speed, KMC also presents X11e chain for the coming market demand.

Proven Performance

The superior performance of KMC chains and the value of the "ONE Chain for ALL" concept have been proven again and again by several top racers' acclaimed victories, such as Kathrin Strinemann who won the 2014 UCI World Championships in Cross Countr Eliminator, Adelheid Morath who won the 2014 German National MTB Championships, Luis León Sánchez who won the King of the Mountains (KOM) of Vuelta a Espsan, Sabine Spitz who won the 2014 Germany National MTB Marathon Championships, Chun Kai Feng who won three consecutive KOM of the Tour de Taiwan, Marcot Zanotti who won the King of Sprinter of the Tour de Taiwan. KMC not only provides these riders with the best chains, but also gets valuable feedback for further product innovation. 

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Taichung City Promotes iBike System

The Taichung City Government has joined forces with Giant to establish the iBike public bicycle system, which began operation in July of this year. The city currently has seven bicycle rental locations. The system has found favor with residents, and made green transportation a new trend.

The Taichung City Government has continued to promote low-carbon transportation. Apart from offering free bus service over routes totaling 8 kilometers, the city is also introducing a fast BRT bus system. Operating in tandem with city buses, which serve as major arteries to the bikes' capillary transport, the


iBike scheme will allow local residents and out-of-town tourists to conveniently visit Taichung's various sightseeing attractions, experience the joy of healthy cycling, and effectively sidestep the problems of limited parking and traffic congestion.

Taichung Mayor, Jason Hu encourages the public to use bikes frequently, and hopes that Taichung will one day rival the Netherlands as a cycling paradise. In the words of Giant President King Liu, "As a local business owner, I have waited a long time for this. Establishing a public bicycle system is a public policy, and will be an impressive achievement if people like to use the bikes and appreciate the system. YouBike is a good



▲ The Taichung City Government and Giant have teamed up to introduce the iBike public bicycle rental system.

example. Taipei's YouBike is already quite successful, and has made Taipei a bike-

friendly city. Taichung should make every effort to follow this example." 

Lanxi Jieke Introduce Road Disc Brake

With seeing increased usage on road bikes, Lanxi Jieke have been gaining much attention with their latest product, the S-2 dual activated mechanical disc brake..


One of the key features of this unique brake comes from the structure of the activation arms. Flexible rods with a natural shape similar to the figure 'eight' eliminate the need for a return spring that is usually found on mechanical disc brakes. The structure also allows the height of the activating arms to be lower than other dual-actuated brakes on the market, and as a result also reducing the overall weight of the brake.

A common problem with small rotors is that the smaller they are, the more prone to deformation they are. Lanxi Jieke's S-2 disc brake's dual activation applies pressure from the brake pads equally on both sides of the rotor, reducing the risk of deformation, and also



▲ The S-2, Lanxi Jieke's new dual-actuated disc brake for road bikes.

reducing wear on the rotor. This advantage makes the S-2 very suitable for use with rotors under 160mm often found on road bikes. Furthermore, the S-2's dual actuation also allows for equal pad wear on both sides increasing the braking power and the life of the pads.

During Taichung Bike Week, Lanxi Jieke are introducing their products at the Splendor in room 1210. 

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FSA Enter Chain Market

With so many choices in the chain market, FSA knew they had to exceed market expectations for a quality chain in order to be recognized and accepted. The cutting-edge manufacturer therefore focused on two areas of chain use where the consumer could notice a difference: quietness and longevity.

Deciding that a bike that runs quietly and smoothly can enhance a cyclist's riding experience, FSA put a huge effort into reducing the noise generated from the drivetrain—specifically in managing the noise that comes from the chain engaging with the teeth of cassettes and chainrings. FSA began cooperation with a leading noise and vibration test laboratory to analyze and



measure the noise generated by the chain. Thanks to the feedback provided by these tests, they were able to drastically decrease the noise level of their chain.

FSA also spent a lot of time in improving the longevity of their chains. The company simulated chain wear over time by measuring chain elongation. In their tests against those of competitors, FSA found that their own chain suffered less elongation, and was thus more resistant to stretching.

FSA's chain is sure to attract attention from both product managers and consumers, and with pricing as sharp as their product, FSA chains deserve serious consideration. WG



Alexrims: Pursuing Ceaseless Innovation

Alex—one of the best-known wheel, rim and materials manufacturers—introduced its new Karves MTB wheels this year. Karves wheels are standard UST tubeless wheels aimed at the European and American markets; their largest features include a tread groove styling providing an even more eye-catching look. In addition, Alex's special T-Bar rims are made from 7000 aluminum alloy, and have copper nipples set into the rim. The design makes running spokes to the nipples even easier, can reduce stress concentrations and false fastening and does not require frequent adjustment. The 7000 aluminum bar is available in different colors to meet the need for customization. The hubs have four bearings, and the straight-pull spokes offer improved stiffness. The tubeless tires are resistant to blowouts, and do not need constant filling with air. The wheels are available in 26", 27.5" and 29" sizes, and



◀▼ Karves mountain bike wheels are standard UST wheels that have been launched in the European and American markets.



are already being shipped to global markets. Alex plans to introduce similarly-designed road bike wheels as this year's Taichung Bike Week. WG

MTB / XC	MTB / AM
22SV-27.5 ERD ϕ 551 26 20.6 345g 22SV-29 ERD ϕ 596 29 20.6 360g	24CV-27.5 ERD ϕ 554 33 24 415g 24CV-29 ERD ϕ 592 33 24 425g 24SV-27.5 ERD ϕ 554 33 26 395g 24SV-29 ERD ϕ 592 33 26 415g
Model: 22SV 27.5"/29" Material: Cabon T700 Spokes: 24/28/32H System: Tubeless Ready/Hookless	Model: 24CV 27.5"/29" 24SV 27.5"/29" Material: Cabon T700 Spokes: 24/28/32H System: Tubeless Ready/Hookless

FATBIKE

FB85-17 26"
 ERD ϕ 538
 85
 17.2
 490g

Model: FB85-17 26"
 Material: Cabon T700
 Spokes: 28/32H
 System: Tubeless Ready/Hookless

ROAD / TUBELESS

50C-TRS-25
 ERD ϕ 539
 25
 19.6
 50
 475g

Model: 50C-TRS-25
 Material: HTG Cabon T700
 Spokes: 18/20/24/28H
 System: Tubeless Ready/Hookless

ROAD

28C-25 ERD ϕ 583 25 17 395g	28T-25 ERD ϕ 563 25 17 325g	50C-25 ERD ϕ 539 25 17 475g	50T-25 ERD ϕ 539 25 17 425g
38C-25 ERD ϕ 563 25 17 435g	38T-25 ERD ϕ 563 25 17 385g	60C-25 ERD ϕ 511 25 17 515g	60T-25 ERD ϕ 511 25 17 465g
85C-25 ERD ϕ 469 25 17 595g	85T-25 ERD ϕ 469 25 17 545g	Model: 28/38/50/60/85/C 28/38/50/60/85/T Material: HTG Cabon T700 Spokes: 18/20/24/28H	

Ride On Give More Power to Direct Meeting Service

Running in conjunction with Taichung Bike Week, this week's other OEM meeting and presentation event, Ride On has returned to the Millennium Vee Hotel again this year.

Ride On will be operating with the format it started last year featuring two presentations per day for each brand—one in the morning and one in the afternoon.

Day 1 of the event on November 4th, has been

assigned as Taiwan Day, completely dedicated to Chinese and Taiwanese assemblers and producers, with Chinese language presentations being held in the Nan Shan Center. On the other days of the event (November 5th to 7th), international presentations in English will be held in the Millennium Vee Hotel, Taichung.

Organizers of Ride On have also given more power to their direct meeting service,

making it possible to plan and make meeting reservations, online.

Brands exhibiting include: Bosch, FSA, Sell Royal Group, Magura, Mavic, Fox Racing Shox, Vittoria, and Hayes. Show organizer, Luca Conte, was happy with the interest Ride On was attracting, "At the moment, more than 100 bike brands have confirmed their presence, and for us this is a great result."

For further information and making an online reservation,




visitors may go to Ride On's website at <http://www.ride-on-org.com/> 

Controltech's Affilado Integrated Saddle Forges Ahead

Controltech's Affilado integrated saddle and seat tube is an innovative, lightweight new product. According to Controltech Marketing Director Alex, Affilado breaks with stereotypes and dispenses with the mounting plates of conventional saddles. Instead, the Affilado features one-piece design that makes assembly even easier, and achieves visual

and structural simplicity. In addition, this does not reduce saddle functionality: The front-to-back adjustment distance is maintained at 20 mm, and the vertical adjustment angle is 2° in either direction. Most importantly, the weight is only 258 grams for a tubing diameter of 31.6 mm.

Furthermore, the Y-shaped saddle rail is made totally from carbon fiber, and can increase

comfort by effectively absorbing the impact of road bumps while riding. Finally, for cyclists who are concerned about looks, the Affilado offers a very up-to-date paint scheme, and the glossy black logo ensures that the product can be identified at a glance. In keeping with the one-piece design, continuous lines extend from the saddle to the seat tube achieving an exceptionally clean aesthetic. 



▲ The Affilado integrated saddle and seat tube offers light weight and comfort. It has no mounting plates, and offers a novel paint scheme.

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A Scenic Tour of Utah, 2014

Conceived in 2013 as part of Ogden's initiative to integrate the cycling industry and lifestyle into its city's culture, last year's inaugural Scenic Tour of Utah was viewed by all concerned as a tremendous success in getting the attention of key cycling industry leaders from Asia who may be considering business opportunities in the US. The tour was repeated from September 13th to 20th, 2014 right after Interbike closed its doors. Similar to 2013, this year's tour also showcased the beautiful State of Utah to Asian bike industry CEOs, this time starting in Ogden City, as opposed to finishing there last year.

Industry executives from Asia joining the tour included: SRAM GM, Hank Kao; Kind Shock President, Martin Hsu; Alex Rims GM, Sally Chen; XDS President, Weilong Tan; Winmore Manager, Yuan Li; VP Components President, Victor Lin; Hill Zhou and Zhen Wang of Lance Sobike, Tektro Vice President, Bada Nian; HL Corp Special AGM, Stanley Liao; Jagwire GM, Jerry Hsu; Hua Chin GM, Anthony Chen and Cionlli Vice President, Richie Lee.



▲ The riders at the beginning of the trip.

The ride of approximately 253 miles took in many of Utah's most famous scenic locations including Zion National Park, Arches National Park, the Colorado River, Canyonlands National Park, Goblin Valley State Park, Capitol Reef National Park, Fish Lake, Sundance Mountain Resort before finishing with a city tour of Ogden City in last two days. As last year, all participants felt the tour had been a wonderful riding experience and Ogden City Mayor, Mike Caldwell vowed to continue the event next year. 🌟WG



▲ Mountain bike rider's paradise at Sundance Mountain Resort.



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SR Suntour's New Plant Fine-tunes Operation

SR Suntour (KS) began use of its new plant at Kunshan in November 2012. Suntour has recently adjusted its production lines at the plant, and has shifted some die-casting from its old Kunshan plant to the new facility. At the same time, it has also put increasing effort into the production of chainwheels and parts and accessories for e-bikes. SR Suntour's secret has been to constantly adapt to and evolve with the market's need.

Expanding output to meet domestic demand

The new SR Suntour (KS) plant has recently acquired new die-casting equipment chiefly used to produce SR Suntour suspension forks, which are mainly supplied to major customers including Giant, Merida, and Ming Cycle. The company's old plant chiefly produces belt pulley parts and e-bike parts. SR Suntour's plants in Kunshan mainly supply customers in northern China, while the company's plant in Shenzhen mostly produces products for export and for customers in southern China.

According to General Manager Ryutaro Takamura, SR Suntour has earned favorable appraisal in Europe and the US, and its market share is quite high. The good reviews earned at after-sales service centers

and repair shops in Europe are an important element of this success. In the future, SR Suntour will focus on the needs of its customers in China, and, listening to customers' views, establish even more after-sales service locations. "We not only need to manufacture products," said Takamura, "but also take responsibility for the products we make. Our focus is therefore on enhancing our service capability."

Seizing a share of the e-bike market


While SR Suntour's output is currently very high, the company will plan its future development on the basis of actual conditions. Its current mission is to protect its market share, and maintain both quantitative output and product quality. Because of the intense competition in the chainwheel market, in view of SR Suntour's advantage in the production of high-quality front forks, it will attempt to boost its competitiveness by selling its front forks and chainwheels in tandem.

SR Suntour currently enjoys a large share of the suspension fork market. But because of market saturation, there will be only limited opportunity for it to increase front forks sales in the future. SR Suntour is also heavily committed to the e-bike



▲ SR Suntour (KS) General Manager Ryutaro Takamura.

market, and plans to devote even more effort to e-bike R&D and manufacturing in the years ahead. At present, the company's e-bike R&D mostly focuses on rear wheel drive

models, which will avoid the current competition among central drive designs, and it mostly exports its products to international markets. 



Y-1 Hydraulic discbrake



S-1 Dual-activation mechanical discbrake



S-3 Dual-activation mechanical discbrake

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▲ Production line for e-bike components.



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Kent Start Manufacturing Bikes in South Carolina

On October 15, 2014, Kent International Inc. announced the opening of its new plant in South Carolina with production starting later in the week. The \$4.3 million investment is expected to eventually create 175 jobs initially manufacturing bicycles for Walmart as part of the huge retailer's 'Buy American' initiative.

Kent previously outsourced all of its bicycle production overseas—estimated at 3 million bikes last year, for major

retailers including Walmart, Toys R Us, Academy Sporting Goods and Amazon, and has no plans to cut back on their importation. Instead the company hopes that by 2016 the new 200,000 square foot plant can produce an additional 500,000 bikes a year in a new line called Bicycle Corporation of America (BCA) for sale in Walmart.

"We are seeing the economics of domestic sourcing changing due to increased energy and transportation costs overseas," said Arnold Kamler,



▲ Kent International's new 200,000 square foot production facility in South Carolina.

CEO & chairman of Kent International, "We are excited with the challenge of assembling and manufacturing affordable bicycles in the United States.

Kent's new factory will start by assembling all their parts from China but eventually will cut and paint its own metal parts and do other basic

manufacturing with the goal of sourcing as much as 60-70% of the parts in the USA by 2018. "We figure by 2017, we will be able to produce a bike here for the same or less than in China," said Kamler, "If we're right, we'll be so far ahead of the curve, we expect some of our competition to follow us." 🌐WG

New Products 2015

TDCM CO., LTD.

5 Speed internal gear motor

TDCM 250W-500W direct drive gearless motor offers a combination of 244% gear shifting range with a 5-speed integrated gear box. The motor provides both a powerful drive and a smooth gear shifting ride experience.

Compatible with shaft, chain, and belt drive as well as with disk brakes makes the versatile motor compatible with multiple applications from city to MTB.



Splendor
1310

TA YA CHAIN CO., LTD.

OCTO - DH - Impact Resistant E-bike Chain

E-bikes with central motor systems and larger chainwheels (32T-36T) generate high-torque, potentially increasing risk of a broken chain! With safety as its first priority Taya has designed the perfect match for e-bikes with a central motor system--the OCTO-DH.

Utilizing Taya's exclusive heat treatment process on the pins, The elegant OCTO-DH is 25% harder than other chains on the market.

The inclusion of precision inner & outer bridges between plates creates more space for low-friction shifting. The OCTO-DH GST series chain has been approved in SST test (13 years anti-rust capability in the city), allowing cyclists to use water to clean it without rust problems. Available in 15 different colors, the chain also incorporates the double-pin structure of the 'Sigma QR Connector' allowing tool-free connections in case of urgent outdoor repair.

Evergreen
A37



S-SUN ENTERPRISE CO., LTD.

Nano Duo / SS-L329

With its new appearance and new function, Illumenox' Nano Duo brake light offers a very different experience from before. It still possesses the same mechanical light activation system, however, the upgraded model adds a rear light mode for increased cycling safety. The Nano Duo also features increased battery longevity to ensure that safety is long lasting.



Evergreen
A22

YU HUB INDUSTRIAL CO., LTD.

90.6B FW

Yu-Hub's latest design is a 16T crmo freewheel with 45tooth inner ratchet ring. The high-quality double-bearing freewheel features a 6-pawl 7075 drive system and offers 90 clicks for faster engagement. The high-performing freewheel can be anodized in different colors.

Tempus A B1
A Hall 12



STEP SOLUTION CO., LTD.**STEP FB85-17**

Weighing in at 490 grams, Step Solution's FB85-17 fatbike carbon rim is designed to meet of the needs high-wattage worldwide specialists. The rim utilizes Toray T700 material to create increased strength and rigidity, and features a 'Special Double I bean' design with foam to provide stronger nipple bed strength whilst ensuring the rim remains lightweight. The countersunk nipple bed provides best lacing angle for wheels. Furthermore, The FB85-17 is also a tubeless ready system to save wheelset weight.

Splendor
13F 1317 **TSAI JUNG ENTERPRISE CO., LTD.****CL-KA88 Double Leg Kickstand**

Massload's double-legged kickstand is highly suitable for use on e-bikes, trekking or other bikes which carry heavy loads. The kickstand is designed to be mounted centrally reducing the risk of riders touching the chain as they might with a single-legged kickstand. The CL-KA88 is adjustable to fit bikes with wheel sizes from 24" to 29", and is available in either ED black or V-P silver.

Tempus AB1F
07**GREAT GO CYCLE INC.****TR719**

The TR719's full carbon monocoque frame with 1/8 +1.5" head tube design offers improved safety, handling and stiffness, while the endurance frame geometry and ultra-slim seat stays give a smooth and comfortable ride without loss of power. The strengthened and oversized bottom bracket shells for BB86 create exceptional stiffness and power transfer. Internal cable routing design adds to a clean look with improved aerodynamics, and integrated carbon dropouts reduce the frame weight.

Evergreen
RM324**KIND SHOCK HI-TECH CO., LTD.****LEV Ci**

LEV Ci is the ultimate dropper that is light enough for XC but tough enough for Enduro. A carbon mast is reinforced with a milled aluminum endoskeleton resulting a light yet rigid platform for the proven internals. A high compression molded carbon fiber head clamp and titanium bolts hold the saddle securely. Optimized to reduce weight yet still maintains compatibility with ODI Lock-On™ Grips. At 65mm of smooth travel, LEV Ci strikes a balance for nearly every type of riding.

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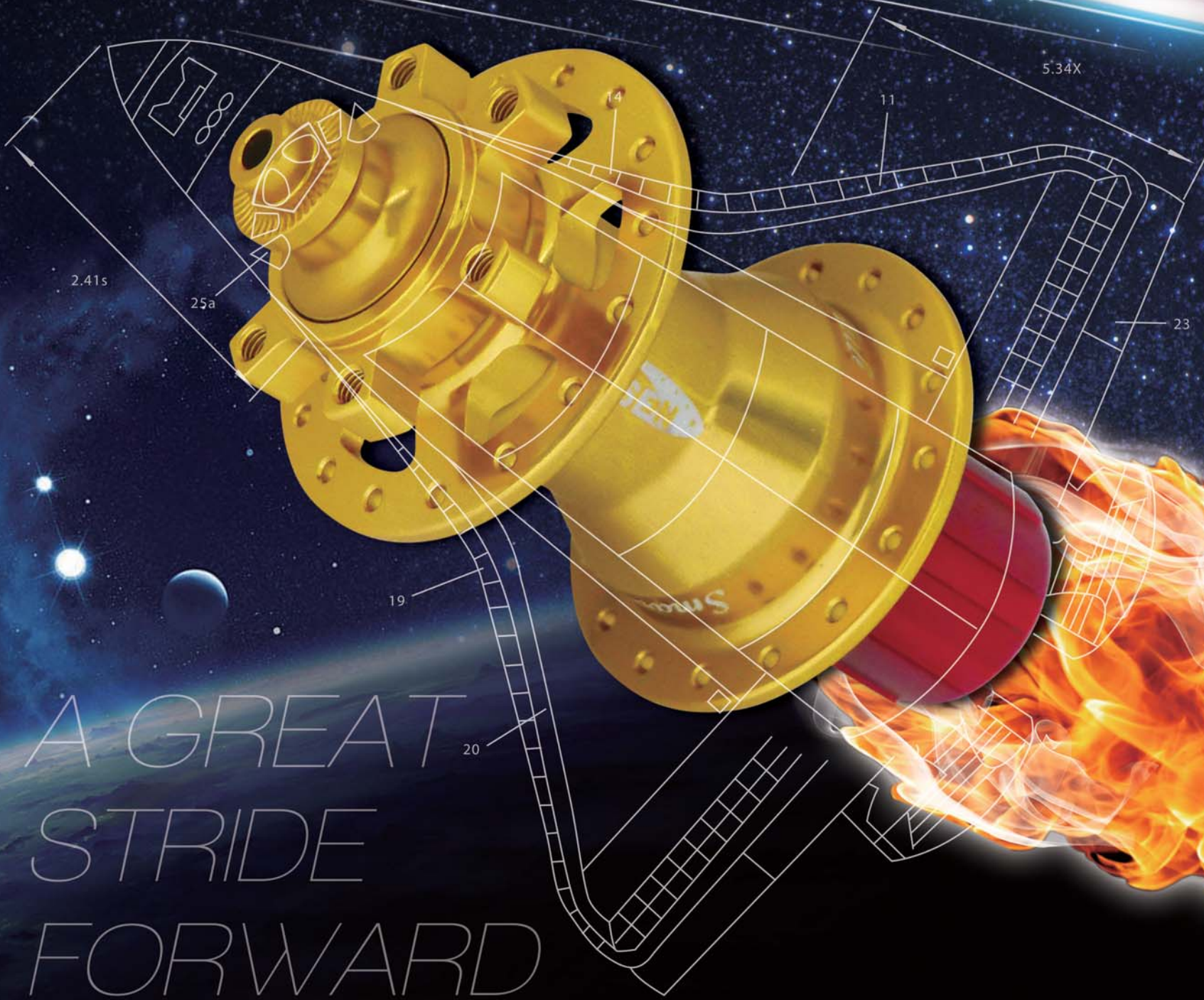


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