

Show Daily



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Tuesday, November 05, 2014

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Taichung City Hosts Bike Industry VIP Dinner



▲ Global bike industry VIPs attend the Taichung City Government dinner.

Last night, Tuesday November 4th, Taichung City Government invited many bike industry heavyweights from around the world to a VIP dinner at the Evergreen hotel. The dinner was hosted by the city's Deputy Mayor, Tsai Ping Kun in combination with Taichung Bike Week organizers to discuss the future direction and development of the show.

Attending the dinner were: Taichung City Government Deputy Mayor, Tsai Ping-kun; IDIPC Director, Anna Wang; BR&IN Editor, Matt Wiebe; Bike Europe Editor in Chief, Jack Oortwijn; CSG Taiwan Branch VP Asia Sourcing, Mark Peterman; Eurobike Show Director, Stefan Reisinger; Giant CEO, Tony Lo; Merida President, Michael Tseng; Pacific Cycles President, George Lin; Pro-Lite CEO, Steve Fenton; Shimano (Taiwan) GM, Koji Muto; Specialized Executive VP, Bob Margevicius; SRAM Asia GM,



▲ Taichung City Government Deputy Mayor, Tsai Ping-kun.

Hank Kao; FSA (Europe) GM, Claudio Marra; Wellgo Sales Representative Jennifer Chen and Wheel Giant President, Grace Ruan.

Deputy Mayor Tsai welcomed the attending guests to Taichung and wished them all a successful show. He expressed his pleasure at seeing how Taichung Bike Week had grown in both size and




▲ (From left to right) Pro-lite CEO, Steve Fenton; Merida President, Michael Tseng; Taichung City Government Deputy Mayor, Tsai Ping-kun; IDIPC Director, Anna Wang; Giant CEO, Tony Lo.

success during the past 6 years the City Government has been supporting it.

As well as welcoming the guests, show Organizer, Steve Fenton expressed his appreciation of the hard work of IDIPC's Anna Wang and the others in attendance at the dinner for helping to take Taichung Bike Week to its current level of success. He also

expressed his great appreciation for the support that the event has had from Taichung City Government and the Mayor.

During the course of the dinner, the guests discussed ways in which to continue Taichung Bike Week's success into the future, while still maintaining its relevance to the global bicycle industry.  WG

Bosch Absent from Ride On's 'Taiwan Day'



▲ The Mavic team.




▲ Fox (Asia Pacific) Director of sales and marketing, Tony Herdrich (left) and sales operational manager Gracie Ooi (right).

On the first day of this year's event, Ride On held 'Taiwan Day', with Chinese language presentations designed for the manufacturers and assemblers from China and Taiwan, at the Nanshan Center. Brands making presentations included Selle Royal Group, Hayes Bicycle Group, FSA, Mavic, Magura, Vittoria, and Fox. They took turns introducing the new products and latest product trend to the attending visitors.

Seated around the packed amphitheater were over 200 members of the Taiwanese bicycle industry who had come to listen to the product introductions. With each company only having 30 minutes to introduce its products, they had no way to go into in-depth explanations. This left

many visitors wishing to learn about the exhibitors products in greater depth. Each brand welcomed visitors to the Millennium Vee hotel where the industry visitors could find out more about the products.

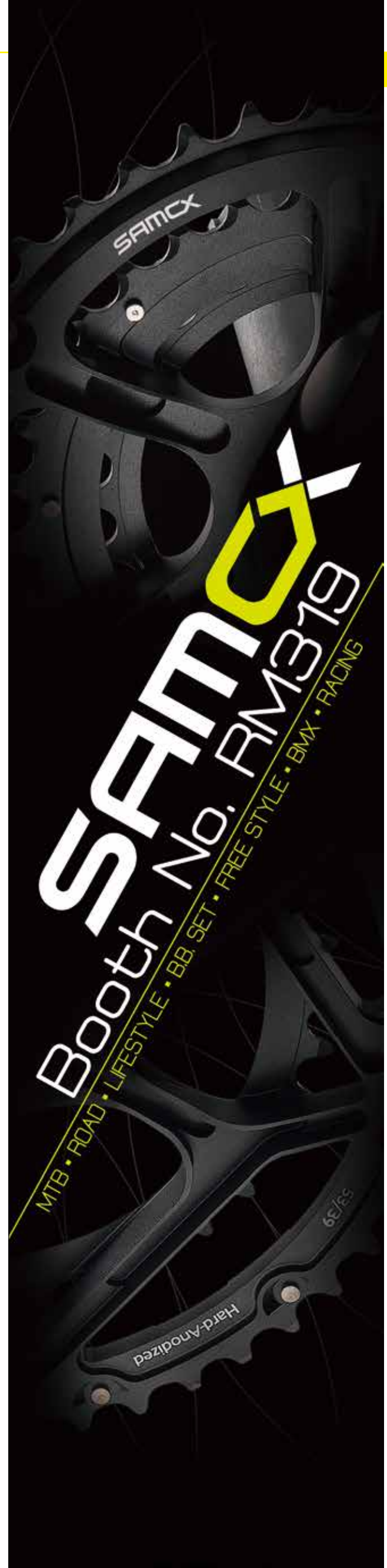
Many visitors were eagerly looking forward to the Bosch presentation, as it was their first year speaking on Taiwan Day, however, the German drive system manufacturer failed to attend. Later, Bosch Asia Pacific Head, Fouad Bennini explained that as it was Bosch's first time to participate in Taiwan Day, and there had been some misunderstandings in communications. He expressed Bosch's regret and also invited attendees to the Millennium Vee hotel and give the company a chance to explain their products further. 



▲ Taiwan day at the Nan Shan Center attracted over 200 industry visitors.



▲ (From left) FSA President, Yudi Wang; FSA GM, Douglas Chiang with sales reps, Felicia Lin and Tony Chiang.



European Bike Markets

Most European countries suffered from flat to declining bicycle sales in Europe in 2013. Poor weather in the winter and spring got bicycle sales off to a bad start in many countries, and although many markets received a boost with a glorious summer, it came too little too late to turn around annual sales volumes.

In general, sporting categories of bikes suffered most with many markets seeing declining sales volumes, although rising average prices tended to let turnover remain stable. Urban cycling fared better in most countries. E-bike sales are flourishing in nearly every country, and often this is coupled with healthy growth of city bike sales. Urbanization of cycling seems to be a trend taking place all over Europe. More and more Governments, both local and national, are putting effort, and euros, into making their cities more bike friendly. Bike lanes, marked cycling routes, and multi-use sidewalks are continuing to sprout up in European metropolises and populations seem to be slowly, but steadily making use of them. The potential of the e-bike continues to a big hope for many within the industry, and after continued substantial growth in 2013, expectations are high that this growth will continue this year.

Anti-dumping duties on bicycles from China in general appear to be having little effect on European manufacturing—although Italy is a notable exception, with most countries seeing domestic production continue to fall. Focus on lead-times stepped into the limelight with an industry meeting at Eurobike urging both Asian and European suppliers to consider setting up a base of operations within the EU.

Bicycle imports to the EU fell slightly in 2013 with imports from Taiwan dropping the most and imports from Cambodia skyrocketing.

Germany

In Germany there are an estimated 7 million cyclists who spend an average of €1,200 per year, generating a turnover of €9 billion. Poor weather was held responsible for flat to declining sales of bicycles in Europe's single biggest market in 2013. Although total unit sales of bicycles dropped to 3.75 million units, an increase in average unit price to €520 meant that the total sales value only dropped slightly from the 2012 figure of €2.03 billion.

Three-Year German Sales History					
Year	Bicycle Sales (million)	E-bike Sales (million)	Total Unit Sales (million)	Total Value (billion)	Average Unit Price
2011	3.77	0.33	4.10	€2.03	€496
2012	3.75	0.38	3.97	€2.03	€515
2013	3.45	0.41	3.75	€1.98	€520

Source: ZIV

2012 & 2013 German Imports				
Country	2012 Unit Imports	2012% Share	2013 Unit Imports	2013% Share
Cambodia	462,000	16%	611,000	21%
Taiwan	298,000	10%	263,000	9%
Poland	296,000	10%	261,000	9%
Lithuania	256,000	9%	240,000	8%
Bulgaria	178,000	6%	160,000	6%
Romania	166,000	6%	134,000	5%
Czech republic	114,000	4%	125,000	4%
Austria	120,000	4%	114,000	4%
China	90,000	3%	113,000	4%
Holland	129,000	4%	113,000	4%
Others	827,000	28%	733,000	26%
Total	2,936,000	100%	2,867,000	100%

Source: ZIV

Domestic production also fell again in 2013, with 2.16 million units produced, down from 2.21 million in 2012. 1.28 million bicycles were exported to other countries. Germany imported 2.87 million

bikes in 2013, down slightly from 2012, however, the largest amount of imports came from Cambodia which shot up to 611,000 units.

2013 German Sales by Category					
Category	2009	2010	2011	2012	2013
Trekking	34.0%	35.0%	34.0%	33.0%	32.0%
City	24.5%	25.0%	25.0%	24.0%	23.0%
E-bikes	4.0%	5.0%	8.0%	10.0%	11.0%
MTB	11.0%	11.0%	10.0%	10.0%	10.0%
ATB	9.0%	8.0%	8.0%	9.5%	9.0%
Hybrid	7.0%	6.0%	5.0%	4.0%	4.0%
Youth	4.0%	3.5%	3.5%	4.0%	3.0%
Dutch	2.5%	3.0%	3.0%	2.5%	3.0%
Children's	3.0%	2.5%	2.0%	2.5%	3.0%
Other	1.0%	1.0%	1.5%	0.5%	0.5%

Source: ZIV

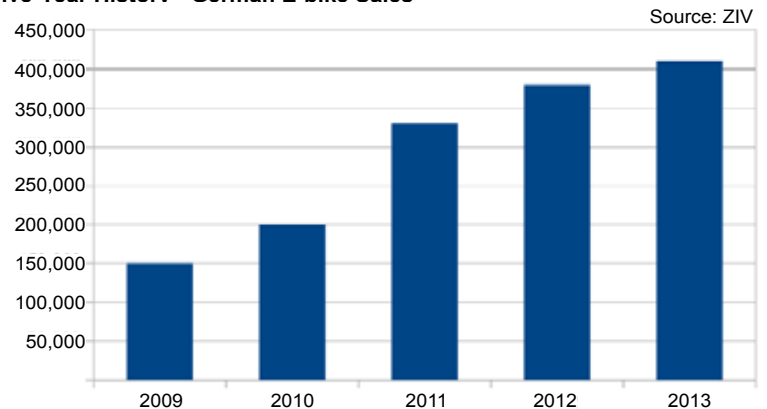
With an estimated 70 million bicycles in Germany, participation in cycling is high. Trekking and City bikes continue to dominate bike sales, however e-bikes have now taken over the third place slot from MTBs.

German Retail Channels – Five-Year History					
Channel	2009	2010	2011	2012	2013
Bicycle Dealers	68%	69%	69%	70%	70%
Mail Order / Internet	5%	6%	8%	9%	10%
Hypermarkets	26%	25%	23%	21%	20%

Source: ZIV

As seen elsewhere in the world online retailing is also continuing to thrive, however it is interesting to note that bike stores market share is also holding firm. Hypermarket and chain store retail channels have seen a continual decrease in market share over the past five years.

Five-Year History - German E-bike Sales



Source: ZIV

E-bikes continued to be the shining star of German bicycle sales in 2013 with 410,000 units sold—an increase from 380,000 in 2012.

2014 –First Half

A mild winter and beautiful spring in Germany seem to have boosted bicycle sales. The German bicycle industry association, Zweirad-Industrie-Verband e.V. (ZIV) has estimated that around 2.8 million bicycles and e-bikes were sold to end users in Germany from January to June 2014—an increase of 4% over the first half of 2013. The positive trend is expected to continue for the rest of 2014.

The increased sales have helped to sell through both trade and industry excess inventories from 2013. However, last year's difficult season has left manufacturers and importers cautious with estimates for the first half of this year showing a slight decrease in both German domestic production and bicycle imports. German domestic

production fell to 1.6 million bikes and e-bikes, while imports decreased to an estimated 1.8 million bicycles—a 2.5% drop over the same period last year.

An estimated 450,000 e-bikes were sold in Germany over the last 12 months, and ZIV believes that with changed usage behavior in everyday mobility, newly added providers, new model groups, and technical advancements, this figure could rise to 600,000 annually.

France

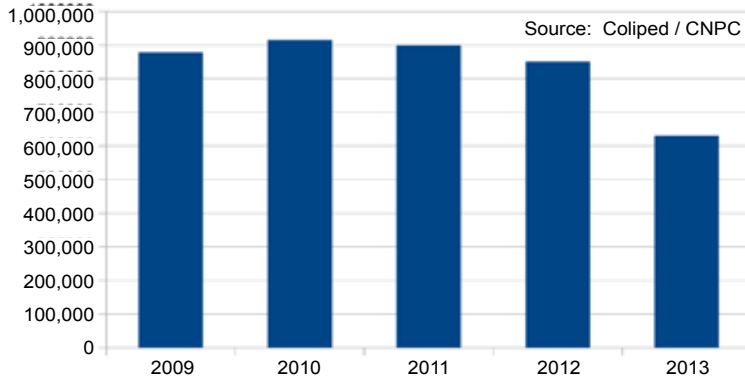
2.78 million complete bicycles were sold in France during 2013 with a total value of 845 million euros. Compared to 2012 this represents a decrease of 1% in terms of volume and 0.4% in total value. Sales of parts and accessories increased in 2013 with total sales value of 657.3 million euros, an 8% increase compared to 2012.

French Bicycle Sales			
Year	Bicycle Unit Sales (million)	Total Value (million)	Average Unit Price
2012	2.91	€879	€302
2013	2.78	€845	€303

Source: CNPC

Despite EU anti-dumping duties against Chinese bicycles, French bicycle production fell dramatically in 2013. 630,000 bicycles were produced last year of which 562,000 were exported. This is a huge decrease of from the 850,000 units reported to have been produced in France in 2012. The large drop may be somewhat explained by Cycleurope's Machecoul plant going into receivership, before being taken over by Intersport.

French Bicycle Sales



French Bicycle Sales by Category

Mountain bikes remain the largest category of bike sales in France with almost 50% of sales. City and trekking bike sales saw large drops, while folding and e-bike sales both saw double digit growth. CNPC have stated that sales of higher-end MTB and racing bikes are holding their own, and it seems to be sales of mid and entry-level bikes that are struggling.

Category	2012 Unit Sales	2013 Unit Sales	2013 % Share	% Change from 2012
MTB	1,365,500	1,346,400	50%	-1.4%
Junior	480,600	470,000	17%	-2.3%
Trekking	371,600	331,000	12%	-12.3%
City	272,900	214,000	8%	-27.52
Racing	163,600	157,000	6%	-4.2%
BMX	111,100	104,000	4%	-6.8%
E-bikes	46,100	56,600	2%	18.5%
Folding bikes	23,700	29,300	1%	19.1%

Source: CNPC

French Retail Channel Turnover (Bicycles and P&A)

French specialist bicycle stores are managing to grow their sales in France, being able to hold their own against a large jump in Internet retailing turnover. Sports chainstores and supermarkets both saw their share of the market decline slightly as internet sales jumped a whopping 32% to claim 14% of the total French turnover.

Channel	Turnover €	Turnover Share	% Change from 2012
IBD	€675 million	45%	1%
Sports Chainstores	€498 million	33%	-1%
Internet	€212 million	14%	32%
Supermarkets	€118 million	8%	-1.5%

Source: CNPC

E-bikes Sales Growing Quickly

As in many other countries e-bike sales are flourishing, however, France is still some way behind other European countries in terms of both sales volume and in their share of the bicycle market. 2013 saw total sales of e-bikes jump 18% to 56,000 units. While very positive, this still only represents under 2% of the total French bike market, and is a long way behind Germany's 400,000+ sales and 11% of the market.

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www.firstcomponents.com Evergreen Laurel Hotel (Taichung)

Italy

1,542,758 bicycles were sold in Italy last year, representing a drop of 3.9% from 2012's 1,606,014 units, and the fifth year in a row in which unit sales have dwindled. A report from ANCMA cited economic woes and bad weather for the poor sales. The one sales bright spot, as elsewhere in Europe, was e-bike sales which saw double digit growth.

Five-Year History - Italy Bicycle Sales

Year	Bicycle Unit Sales (million)	Total Value (million)	Average Unit Price
2009	1.93	€539	€279
2010	1.77	€460	€260
2011	1.75	€455	€260
2012	1.61	€433	€264
2013	1.54		

Source: ANCMA

Production & Imports

Italian manufacturers took full advantage of the EU's anti-dumping duties with domestic production soaring 22% - In terms of volume, Italy has now taken over from Germany as Europe's number one bicycle producing country. Of the 2.67 million bicycle produced in Italy in 2013, 1.75 million were exported—a growth in export of over 39%. Imports fell by nearly 8% in unit volume, although with the average price of imported bikes jumping over 9% to €219, the total value of imported bicycles remained stable at around €135 million.

Italian Production, Imports & Exports

	2012 (million Units)	2013 (million Units)	% Change
Production	2.19	2.67	22%
Exports	1.26	1.75	39%
Imports	0.68	0.62	8%
Total	1.61	1.54	-4%

Source: ANCMA

Italian Bicycle Sales by Category

With sales of 51,045 units e-bike sales grew by 12% in 2013, up from 46,000 in 2012 and now hold a 4% market share.

Category	2013 % Share
Trekking / City	32%
MTB	31%
Children	18%
Classic	9%
Racing	6%
Electric	4%

Source: ANCMA

Italian Retail Channels (Bicycles and P&A)

ANCMA noted an increase in sales at large retailers, at the expense of IBDs compared to 2012.

IBD turnover broke down to: 47% from bicycle sales, 23% from parts and accessory sales, 6% from apparel, and 24% from repairs.

Channel	Unit Sale %	Turnover %
IBD	40%	52%
Sports Supermarkets	30%	28%
Supermarkets	30%	20%

Source: ANCMA

For 2014, the Italian bicycle industry will be hoping to further take advantage of the EU's anti-dumping directives and consolidate on the production gains it saw this year. The market also looks set to increase its sales of urban-use bicycles with e-bikes leading the way.

Spain

Spain is similar to other countries in Europe in seeing a drift away from cycling as a sport, towards more utilitarian usage as transport in urban environments.

With sales of 1,034,374 bicycle units in 2013, Spanish sales volume fell by nearly 8% compared to 2012. However, increased average value meant that total value of bicycles sold increased very slightly by 2%.

Two-Year History - Spanish Bicycle Sales

Year	Bicycle Unit Sales (million)	Total Value (million)	Average Unit Price
2012	1.12	€293	€262
2013	1.03	€299	€290
% Change	-8%	2%	8%

Source: AMBE

Five-Year History - Spanish Bicycle Production

374,517 bicycles were produced in Spain during 2013 Anti-dumping seems to be having little effect on production, 2013 saw Spanish domestic bicycle production at very similar levels to 2012—still down from its high-point in 2011.

Year	Bicycle Unit Production
2009	333,472
2010	398,017
2011	403,526
2012	373,354
2013	374,517

Source: AMBE

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Spanish Bicycle Sales by Category

MTBs continue to dominate sales in Spain, and although both urban and e-bike categories are showing large percentage growth, the amounts are still small. Nevertheless, the growth of urban cycling suggests trends towards more utilitarian bicycle usage as seen in nearly every other country in Europe.

Category	2013 % Share	Average Price
MTB	63%	€211
Children's	18%	€82
Road	10%	€647
Urban	7%	€169
E-bike	1%	€1,237

Source: ANCMA

Spanish Retail Channels (Bicycles and P&A)

Channel	2012 Unit Sales	2013 Unit Sales	Share %
IBD	461,409	426,549	41%
Sports Chainstores	380,138	351,500	34%
Supermarkets	277,100	256,225	25%

Source: AMBE

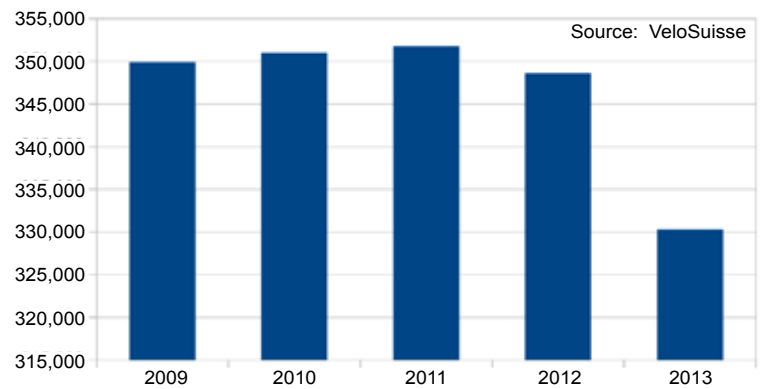
E-bikes

AMBE estimates that around 10,000 e-bikes were sold in Spain in 2013, although the market share in terms of volume is just 1%, expectations are high that e-bikes, along with other urban bikes, will grow markedly in 2014. With an average unit price of €1,237, total turnover could help vitalize a flat Spanish market.

Switzerland

330,313 bicycles were sold in Switzerland in 2013, over 5% down from the 348,643 sold in 2012. Bad weather in the first half of the year, was held to blame despite good weather and strong sales in the second half. Surprisingly, and bucking a European trend, e-bike sales also dropped significantly.

Swiss Bicycle Sales



Swiss Bicycle Sales by Category

Segment	Category	2012 Unit Sales	2013 Unit Sales	% Change
Sport	MTB 26"	114,694	98,889	-13.8%
	MTB 27.5"	0	2,993	n.a.
	MTB 29"	13,439	23,479	74.71%
	Cross 28"	15,337	12,468	-18.71%
	Racing	16,355	16,121	-1.43%
	BMX	40,009	32,527	-18.70%
City	City 28"	53,185	52,499	-1.29%
	City 26"	20,590	17,150	-16.51%
	Junior 20-24"	17,670	20,249	14.60%
	Niche bikes	4,423	4,536	2.55%
E-bikes	25 km/h	38,871	36,305	-6.60%
	45 km/h	14,070	13,057	-7.20%

Source: VeloSuisse

In overall declining market conditions, 29" mountain bikes stood out for bucking the trend with a huge 74% rise in sales. Switzerland goes against the trends set in many other European country by showing declining urban-usage bikes, city bike and e-bike sales both dropped. E-bikes enjoy a high level of acceptance in Switzerland, every seventh bike sold in the country is an e-bike. Velosuisse estimate that there are approximately 230,000 e-bikes on swiss roads, and even with the 2013 dip in sales, in ten years there will be over 500,000. WAG



Taichung Bike Week Splendor Hotel Room 1317

www.stepcycling.com

HB033

MATERIAL: CARBON / ALLOY 7075 / 6061
 DIAMETER: \varnothing 31.8 mm
 WIDTH: 650 - 250 mm
 BACK SWEEP: 3 DEG
 FINISH: S.B BLACK / ANO POLISHED BLACK
 WEIGHT: 180g / 240g / 290g (720mm)

ST008

MATERIAL: 3D NET FORGED ALLOY 2014
 STEERER: \varnothing 28.6 mm
 EXTENSION: 80 - 130 mm / 80 - 80 mm
 RISE: 6 / 10 / 73 DEG. STACK HEIGHT: 48 mm
 FINISH: S.B BLACK / ANO. POLISHED BLACK
 WEIGHT: 115g (105 mm) / 105g (70 mm)

SP016

MATERIAL: ALLOY / CARBON
 STEERER: \varnothing 27.2 / 30.9 / 31.8 mm
 OFF SET: 0 mm
 LENGTH: 350 / 400 mm
 WEIGHT: 175g / 250g (31.6 mm x 350 mm)

HB035 Full carbon stem with carbon patented "CLIP-ON" Road bar

DIAMETER: \varnothing 31.8mm
 WIDTH: 420 / 440 / 460 mm(O-O)
 REACH: 70 mm. DROP: 120 mm
 FINISH: UD / 3K
 WEIGHT: 220g

ST011

MATERIAL: HIGH MODULUS CARBON FIBER
 STEERER: \varnothing 28.6 mm
 EXTENSION: 70 / 90 / 110 / 130 mm
 RISE: 8 DEG / 82 DEG.
 STACK HEIGHT: 48 mm
 FINISH: UD. WEIGHT: 130g (110mm)

SP017

MATERIAL: ALLOY / CARBON
 STEERER: \varnothing 27.2 / 30.9 / 31.8 mm
 OFF SET: 20 mm
 LENGTH: 350 / 400 mm
 WEIGHT: 175g / 260g (31.6 mm x 350 mm)

HB036

MATERIAL: CARBON / ALLOY 7075 / 6061
 DIAMETER: \varnothing 31.8mm
 RISE: 15 / 25 mm. UP SWEEP: 50 DEG
 WIDTH: 620 / 670 / 720 / 740 mm
 BACK SWEEP: 8 DEG
 FINISH: S.B BLACK / ANO POLISHED BLACK
 WEIGHT: 180g / 250g / 230g

ST012

MATERIAL: HIGH MODULUS CARBON FIBER
 STEERER: \varnothing 28.6 mm
 EXTENSION: 60 / 80 mm
 RISE: 73 DEG
 STACK HEIGHT: 26 mm
 FINISH: UD. WEIGHT: 125g(80mm)

BC013 BC014 FULL CARBON Bottle Cage

MATERIAL: 3k / 1k / UD
 FINISH: 3K / 1K / UD
 MOQ: 300 PCS

STEP SOLUTION
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 Stephen Huang E-Mail: stephen@stepcycling.com

Forza Offering Super-Light Aero TT Bar

This year at TBW, Forza, the high-end component brand of Ridley, are introducing their new, full carbon fiber aero TT bar at their booth in the Splendor.

The Belgian company, describe the TT bar as the ultimate aero cockpit. The bar can achieve unparalleled aerodynamics thanks to its concealed cable routing and optimized shape design. The aero bar has a wide variety of setup options. Both the height of the armrests above the bar, and the distance between each rest are quickly and easily adjustable. Additionally, the rests can also be moved forward



▲Forza's full carbon TT aero bars push the extremes in lightweight.

and backward on the extension bars allowing riders to adopt numerous different positions while riding.

With a weight of just 895 grams including the stem, Forza believe they have the lightest aero bar on the market. 🌐WG

GoSwissDrive Push Rear Motor Advantages

Although center-mounted motors are currently the popular drive system on e-bikes, Swiss motor manufacturer, GoSwissDrive insist that their rear hub motors also offer several key advantages.

Since the drive force is applied directly at the rear wheel without having to pass through the secondary medium of a chain, rear hub drives, in general, feel more dynamic and responsive than center-mounted ones. With no gearing, they are also quieter—GoSwissDrive proudly proclaim that their motor runs at just 18-25 decibels. Also, unlike center-mounted drives, rear hub drives do not

need to apply force to the chain, ensuring that they need much less maintenance.

All GoSwissDrive's rear motors also feature an integrated patented torque controller, at least one energy recuperation system, and 11-speed compatibility. They are available for use with either solid, through or X12 axles. 🌐WG



▲GoSwissDrive are pushing the advantages of rear hub motors for e-bikes.

PRECISE CONTROL



CODE -7

Model No. : TDS-RD701-8FOV/EN-R
Material : 3D FORGED ALLOY
EXT : 80/ 90/100/110/120/130mm
RISE : -7°
Height : 41
Weight : 128g (E:100)
Finish : Sand Blasted Anodized
Black or Silver



FLANDERS

Model No. : DR-AL-199
Width : 380/400/420/440mm
Drop : 124/128mm
Reach : 75mm
Bar Bore : Ø 31.8mm / 110mm
Weight : 300G/420mm

- 1 Wider Bar Bore, easy to equip Stem, Computer Mount, Clip on aero bar, Light and so on
- 2 35 x 28mm Big Oval Upper offers 60% more area to support rider's palms
- 3 6° Back Sweep upper easy to maintain aero riding position
- 4 Maximum upper width offers wider holding points
- 5 3° degree outward lower for better balance and chest breath
- 6 Dual Drops follow 4 widths to catch better lower position
- 7 More extend lower easy to rock at spinning



Panasonic Look to Key Advantages

Panasonic Cycle Technology have been making e-bikes and complete drive systems for four decades. While for most of that time, sales have been to Asia, the rise in popularity of electric-assist bicycles around the world over the last few years, has brought the brand more prominently into the global bicycle spotlight. Those years of experience have not been wasted on the Japanese. They have encountered and overcome problems that companies newer to drive system manufacturing haven't yet faced. This has given Panasonic Drive Systems an advantage in developing the smooth-riding, efficient and above all, safety conscious drive systems they have today.

Their other key advantage is, that they belong to part of a giant multi-national corporation which manufactures a wide range of products, from TV's



▲ Panasonic use passed-on knowledge from other divisions to bring better products to cycling.

to batteries to massage chairs. Panasonic's drive systems can benefit from passed-on technological advancements from other divisions. Their e-bike batteries, for example, were designed taking advantage of the company's experience in battery and home appliance production to manufacture a power source that is compact and high capacity, yet optimized for safety.

As more and more drive system manufacturers start trying to take a bite out of the e-bike pie, Panasonic will be looking to capitalize on its advantages to make sure it gets its share. 🌐WG

Onza Cutting-Edge Enduro Casing



◀ Swiss tire brand, Onza CEO, Michel Manz (right) and Head of OEM Sales, Urs Odermatt.

Renowned Swiss tire manufacturer, Onza are introducing their latest Enduro casing – EDC, at their booth in the Splendor hotel. Their design takes features common to both their freeride and downhill casings, and combines them to make a casing perfectly suited for Enduro bikes.

Sitting in the middle between their lightweight, foldable freeride casing, and the nonfoldable dual ply downhill

casing, Onza's EDC casing replaces steel beading with Kevlar to make it foldable and reinforces the sides. The result is the casing can be used to make tires offering substantial protection and still remaining lightweight and tubular ready.

Onza have used their EDC casing on three tire patterns. Citius for dry and dusty conditions, Ibx for wet conditions and Greina for deep mud conditions. 🌐WG

VDO Looking at OE Possibilities

German cyclo computer manufacturer, VDO has a long and illustrious history in the bicycle industry, designing many high-end cycling computers for the aftermarket over the years. 2014, however, is their first year to exhibit in Taichung Bike Week. With the ever-increasing popularity of e-bikes equipped, with display systems as standard, VDO are in Taichung to look at the possibility of supplying product at OE level.

VDO are renowned for their use of altitude and gradient measurement in their cycling computers. However, while current e-bike systems may also offer these functions, VDO's use of barometric pressure



▲ VDO Sales Manager, Petra Jung. It is VDO's first time attending Taichung Bike Week.

rather than GPS to take altitude measurements gives them an advantage in accuracy.

At their booth VDO were showing their latest M6 wireless bike computer, offering features including: ultra-accurate measurement of cadence, altitude, gradient distance and speed. 🌐WG

MINTA ALUMINUM ONE-STOP SOLUTION PROVIDER

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ABOUT MIN-TA

MINTA is going to celebrate 60th anniversary this year, was established in 1953 in Tainan, set up Shenzhen Ray-Bless Machinery in 1991. The company was founded as a steel tube processing manufacture for bicycle industries. Throughout continually dedicating efforts in metal processing for over half century, MINTA has the capability to provide customers a complete solution in supplying aluminum profile.

To ensure and monitor the quality in every detail, MINTA started the Aluminum production sector in the new millennium, located in Jiangsu Taicang. Successfully vertical integrated the supply chain from tooling design in house, Aluminum Extrusion, CNC Milling in cutting bending and punching, Hydroforming and Surface Anodizing... etc. Annual capacity of ten production lines can reach 20000 tons.

In order to achieve the best efficiency of cost and quality control, ONE-STOP Service Solution would bring down the opportunity cost during the communication process and maximum the benefits to the customers.

To pursuit the perfection of quality products also to carry on team's belief "PASSION, PRECISION, AND PERFECTION", MINTA devotes in self-improvement continuously.

The company certificated with ISO 9001:2008/ITS-16949 in automobile industry. Meanwhile, in 2012, MINTA has been authorized as the "High-Technology Enterprise" by JIANGSU Government, which approves their dedication to ensure the quality and precision manufacturing capability.

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Splendor
Booth 1344

Applications Open for Taipei Cycle Awards

Taiwan External Trade Development Council (TAITRA) will organize the 28th Taipei International Cycle Show (TAIPEI CYCLE) from the 18th to 21st of March in 2015, at the Taipei World Trade Center (TWTC) Nangang Exhibition Hall and the second floor of Hall 1.

At a media conference held in Taichung, Mr. Peter W. J. Huang, the President and CEO of TAITRA said that 1,100 exhibitors have registered to participate in the 2015 Show, with exhibits ranging from complete bikes, parts, accessories, to e-bikes and components and more than

25% of exhibitors coming from overseas.

To further encourage innovation, TAITRA and the Taiwan Bicycle Association co-organize the 'Taipei Cycle d&i awards', executed independently by iF International Design Forum. For the first time winning entries for 2014 Taipei Cycle d&i awards were featured in Interbike in Las Vegas (USA) in September, receiving rave reviews from North American buyers and award-winning enterprises. 2015 added a Gold Award for Young Enterprise, in special recognition of innovation from enterprises established after

January 1, 2011. Applications for the awards are accepted until December 19, 2014.

In 2015, 60 new companies will join Taipei Cycle at the second floor of TWTC Hall 1, many of which are involved in the development of accessories and repair tools. Their exhibits reveal a clear trend of cycling becoming a part of everyday life, and offer buyers new options in making cycling more comfortable and convenient. Joining Japanese name brands such as Shimano, Cateye, and Crops, Japan Bicycle Promotion Institute will organize 11 other Japanese

brands to participate in Taipei Cycle 2015, demonstrating that it is becoming the platform for gaining international attention for businesses from Taiwan and beyond.

Taipei Cycle 2015 will again be held in conjunction with the Taipei International Sporting Goods Show (TaiSPO) 2015, which is expected to attract over 10,000 foreign buyers altogether. 17% of all buyers visited both shows in 2014, shopping for all things sports including fitness, outdoor, and water sports equipment conveniently in one trip. 

EU Groups Seek to Boost European Production

During this year's Eurobike show, a meeting jointly organized by the WSGFI & EBMA for all industry members was held to urge component suppliers from both Europe and Asia to consider setting up a sustainable bike production camp, or a 'Bike Valley', in Europe.

The aim is to take advantage of the EU's current anti-dumping duties on bicycles originating from China to support current European


manufacturers and bring overseas production back to Europe. With the cost of wages, transportation and production rising in China, Romania was presented as a good location to setup a 'bike valley' due to its low labor costs, geographical convenience, and infrastructure.

Speaking at the meeting Accell Group COO, Jeroen Snijders Blok explained "Our biggest problem is lead time.

We have to decide on our production far before the selling season starts. Lead times can go up to six months. That, we can not handle anymore, so we need to have short lead times, and flexible production of the components."

Accell Group had worked together with Porsche Consultancy to perform an on-site analysis of production efficiency at Accell's factory in Hungary. The analysis

found several problems including unreliable supply chains, too much inventory, and a poorly consolidated supplier base. By cutting lead times, Accell would be able to dramatically improve efficiency.

Since the meeting, Porsche Consultancy has held a workshop for suppliers at Stuttgart, Germany to discuss supply chain integration and lean production methods. 

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New Hope for MIFA

October saw a new hope emerging for bankrupt German bicycle manufacturer, MIFA AG. The German investment company Deutsche Balaton AG has agreed to buy 1,575,000 of its shares, an investment representing almost 16 percent of the cycle company's capital. The shares will be purchased from former CEO, Peter Wicht, who resigned for health reasons in April when MIFA's financial problems were first announced.

In a second phase, Balaton is prepared to buy a further €1.26 million MIFA shares, should all new shares that are issued fail to be sold. However, the investor does have an exit strategy – If the recovery plan is not successful, it will have the right to return the acquired shares to their original owner.

Founded in 1991, Deutsche Balaton AG focuses on private equity investments in listed and unlisted companies, real estate investments and investments in other assets. Based in Heidelberg, Germany,

the firm tends to invest in German and Hungarian manufacturing, investment and service industries.

MIFA first announced its financial difficulties in the spring of this year when it admitted that it had published incorrect financial figures over several years amounting to around €28 million. Attempts at refinancing the company failed, including selling land to the local district council, and an aborted agreement with Indian bike manufacturer Hero Cycles. In September MIFA was left with little choice but to file for bankruptcy.

The future of the company, that just one year ago prided itself on being Europe's largest bicycle manufacturer, remains precariously balanced. On one hand, several European companies are reported to have shown an interest in MIFA, on the other, the company has negligible room for maneuvering. More news will surely follow over the coming months. 

Bosch Ending Shimano Service Cooperation in Benelux


Bosch eBike Systems has announced that it will cease its existing service partnership with Shimano in Benelux. Decided by mutual agreement between the two companies, the service partnership will officially end on November 30th.

Bosch will start working with Magura as its service partner in Belgium, Netherlands and Luxemburg from November 1st 2014.

"By extending our service partnership with Magura to Benelux we can bundle resources and use our know-how to ensure optimal long-term service conditions for the retail trade in Europe. That includes both simplified spare parts procurement processes and improved service management, including repairs and the hotline," says Armin Harttig, Head of Sales and Service at Bosch eBike Systems. In Switzerland, cooperation with Fuchs Movesa continues unchanged.

To ensure a smooth transition, Bosch



and Magura are in the process of setting up teams of Dutch- and French-speaking employees. Dealers can book training courses via Magura as of now. Additional general measures are an upgrading of the service hotline, with its capacity to be doubled by the beginning of 2015, and the bundling and expansion of logistics, with additional staff to be hired to ensure that consignments are shipped faster and more flexibly. 

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Kind Shock Extend Internally Routed Dropper Seatpost Level

Kind Shock 2016 product line will focus mainly on internal routing of cables to give a more simple appearance to their dropper seatposts, and meet the various requirements of different levels of MTB models. Originally only installed on high-end bikes, inner-routed dropper seatposts may now also be installed on mid-level and even entry-level bikes, making it easier for more MTB riders to own one.

Among the products that Kind Shock are introducing at this year's TBW are the Lev Ci, a light weight dropper post for XC bikes. The post boasts a carbon mast reinforced with milled aluminum endoskeleton, and also features a carbon

fiber head clamp. Optimized to reduce weight yet still maintain compatibility with ODI Lock-On™ Grips. With 65mm of smooth travel, LEV Ci strikes a balance for nearly every type of riding.

The Lev Integra's internally routed cable significantly cleans up a bike's look. In addition to offering 100, 125 or 150mm of smooth travel via an air-sprung hydraulic locking sealed cartridge, the Lev Integra also features an ODI Lock-On compatible remote that connects to an all-new cable interface for easy setup and service


One of Kind Shock's newest dropper posts is the Crux-i. Utilizing an air sprung hydraulically locked alloy



cartridge and a proven head clamp design, the Crux-i gives a good combination of competitive price and features.

Rounding out the lower end of the Kind Shock's dropper post spectrum is the Eten-I, a post that is perfect for new riders just getting used to the idea of on-the-fly seat height adjustment or more experienced riders looking for a value-priced solution. Eten-I uses the same

head and cartridge as the Eten Remote but moves the cable interface to the bottom of the post for compatibility with frames accommodating internally routed cables.

Additionally, in the future KS will also extend their product line to the Road, Trekking and other bikes, allowing more riders to enjoy the features of the adjustable seatpost and enjoy a different riding experience. 



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MTB

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CRANK FINISH	Black Sand Ano.
CRANK LENGTH	170, 175mm
GEAR	40/30/22T
INNER CHAINRING	Steel, BED
CENTER CHAINRING	Steel, BED
OUTER CHAINRING	3mm, AL-7075-T6, Black Sand Ano. CNC Detail
BOLTS & NUTS	M8 steel CP
COMPATIBILITY	10S
CHAINLINE	50mm
BCD	96/64mm
Q-FACTOR	178mm
WEIGHT	1003g



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Six Taiwanese Firms Move into the Fujian Zhangpu Bicycle Industrial Park

On October 17, 2014, the 255-hectare Zhangpu Bicycle Industrial Park in China's Fujian Province welcomed its first batch of six Taiwanese occupants. These companies consisted of Fasten Products (Zhangzhou), Nuvo Enterpri (Zhangzhou), Aluforce Industrial (Zhangzhou), Yuanfuh Hardware Product (Zhangzhou), Pingchi Sporting Device (Zhangzhou), and Zhang Zhou Yuan Long Industrial. These companies will help make the Zhangpu Bicycle Industrial Park Fujian's leading center of bicycle R&D, design, production, display, trading, and competition.

The Zhangpu Bicycle Industrial Park is located near the old town center of Zhangpu, and offers excellent transportation. The first phase of the industrial park development will involve 67 hectares and projected investment of RMB 2.0 billion; the land developed in this phase will accommodate over 20 companies in bicycle-related fields. It is expected that the park will generate annual sales of over RMB 3.0 billion, and yield annual tax income of RMB 120 million. The first companies in the park look forward to starting production in mid-2015.

WG



▲ From left to right: Yuanfuh Hardware Product President Yeong-Yuan Wu, Nuvo Enterpri GM Shih Chun-hsiung, Aluforce President Yeong-Fu Wu, Pingchi GM Hsu Ching-lu, Fasten Products President oseph Chao, and Zhang Zhou Yuan Long President Chen Wei Hsiung are shown participating in the groundbreaking ceremony.

Joy Holds Ground-Breaking Ceremony for New HQ Project

Founded in 1981, Joy has been manufacturing at bases in Taiwan, Shenzhen and Kunshan. Producing a wide range of products extending from hubs to wheelsets and even e-bikes, the Taiwan plant became no longer big enough. After three years of preparation, the project for a new headquarters in Taiwan was completed earlier this year. A groundbreaking ceremony was held on September 28th starting the construction project which is due to be completed in 2016.

At the ceremony Joy CEO, Steven Chen explained that they had started preparations of the construction project three years ago because their product lineup kept expanding. Originally, Joy only made hubs, but expanded production to include both complete carbon fiber composite and alloy wheelsets. Optimistic about the e-bike market, the company then went on to manufacture dynamo hubs like those currently used on Youbikes. Joy also produces hub



▲ Joy CEO, Steven Chen, was happy to talk about the blueprints of the future development.

motors, controllers, batteries and other parts for e-bikes as well as complete e-bikes and scooters. With the company developing towards green industry, the extra floor space became essential.

As the original land for the new factory had been designated as agricultural use, a considerable amount of time had to be spent going through the correct procedures to change the land use over to industrial before a legitimate license to begin construction could be granted. The future seven-story headquarters (including basement) will be linked to the old factory.

Steven Chen was also pleased to announce that plans to become listed on the stock exchange. Classified in the Motor category, Joy has already been given the ticker symbol of 4559.

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▲ All the guest together at the groundbreaking ceremony.



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Taya's GST Anti-Rust Treatment Technology

With 40 years of history, Taya produces high-quality chains, and is also a leader in anti-rust surface treatment technology. Although the existing "Dacromet" surface treatment method, which is widely used on bicycle parts, is highly effective, it contains Cr6+ chromium compounds declared by the UN to be carcinogens. These compounds are water-soluble, which allows them to be ingested by humans, and they can also contaminate the environment through runoff and groundwater. As a result, their use is subject to legal controls. Taya therefore developed its GST environmentally-friendly anti-rust surface treatment method to meet this need;

this method uses no Cr6+ compounds, and complies with European, US, and Japanese environmental protection requirements. GST technology can also improve anti-rust capabilities by a factor of 2-10, and has passed salt mist testing of anti-rust ability for 500 hours administered by SGS. The GST process can also be used to treat chromoly parts, greatly improving their corrosion resistance. It will not affect parts' physical performance, particularly torsion strength, and yields strength even better than that of stainless steel, at a lower cost. This surface treatment method is thus a green technology deserving of widespread adoption. 




▲ The GST surface treatment method can be used on many kinds of bicycles parts.

Lanxi Wheel Top - Extending Product Range

Lanxi Wheel Top Cycle Industries Ltd. is China's largest bicycle chainwheel and crank manufacturing enterprise. With their two large production bases in Tianjin, the company produces 18 million cranksets annually for export to Europe, America, Japan and other international markets with OEM support from customers including Giant, Trek, Decathlon, Accell Group, Bridgestone.

With the application of a TPS management system, a strong technical force, advanced technology and stable quality, Lanxi Wheel Top has managed to become a leader in the industry. The company have a number of forging production lines utilizing advanced

international equipment and technology to form products in over 400 varieties of aluminum, steel and carbon fiber suitable for use with MTB, road, city, folding and e-bikes.

Lanxi Wheel Top has a high-end product development center, and has invested heavily in new automated CP production lines, surface coating production lines, punch lines, forging production lines, three electroplating production lines and an automated metal processing production line. With the development of carbon fiber, hollow-forged and other high-end products, Lanxi Wheel Top aim to provide customers with a full range of component solutions. 



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Arisun - A Rising Sun




▲ Arisun's three special exhibition Prototype tires, provide buyers more choice.

Zhongce Rubber has two subsidiaries, Arisun, which made its debut into the global bicycle industry at 2010's Eurobike show, and Chaoyang Tire, which has over 50 years of manufacturing, marketing and development experience. As Chaoyang Tire had a wide range of product lines, it was decided to establish Arisun to differentiate product positioning. The brand naming is a play on words as Chaoyang means 'rising sun' in Chinese, and Arisun sounds like 'rising sun' in English.

Arisun's products are positioned in the mid to high-end of the market, with their complete range being designed in America.

In order to give riders a more comfortable riding experience, and out of both safety and environmental considerations, Arisun has put a lot of painstaking effort and developed new technologies into specially strengthening their tires against punctures, both in the tread and the sidewalls.

The company has also cooperated with Pirelli to develop a rubber to give road bike tires both good gripping characteristics and low rolling resistance.

This is Arisun's second year exhibiting at Taichung Bike Week, the company hopes to use the show to introduce their products to more people in the industry, and give global buyers a wider range of product choice. 

Stars Circle Product Designs Evolve

It's the second time that Stars Circle have attended Taichung Bike Week (TBW). Stars Circle has paid a lot of attention to R & D and product design, and now, with its rapid lead times—the fastest can be shortened to 15 days, the company currently cooperates with over 300 brands.

In recent years, welded rims have been favored by the market, and Stars Circle were displaying some excellent quality welded rims at TBW. With their retro style, both the appearance

and performance are better than ever. The products have been issued the global liability insurance, and have passed EU tests. Currently the rims can be equipped on 26 inch MTB (weighing 390 grams) and 700C road bikes (weighing 450 grams). The rims are designed with a etched logo, so that the overall quality is far better than in the past.

Stars circle turned out 200,000 snow bike rims in brisk sales last year. Their snow bike rims have evolved even more this year in terms of performance and rigidity. Customizable rim punching and drilling give customers the chance to differentiate their products.

 WG



▲ Stars Circle's retro-style rim designs show more sophisticated.



▲ Stars Cycle rims feature an etched design Logo, giving an improved texture.



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Shutter Precision Challenge the World's Lightest Dynamo Hub

In 2011 Shutter Precision introduced the first revolution in dynamo hubs, at the time it caused great consternation for wheel manufacturers. However, Shutter Precision has no room for complacency and remains constantly innovating, developing and searching for breakthroughs. In recent years, the company has gained favor with Diamant, Stevens, KTM, Winora, Derby, Bergamont, Hartje and other world famous brands—without interruption in cooperation. Customers are always satisfied with Shutter's products.


Known as one of the toughest races in the world, competitors in the 'Tour Divide' must ride from Canada to

Mexico—a total distance of 4,500km. Needing to be self-sufficient, and wanting to use lights both day and night, most riders use dynamo hubs to power lights, navigation equipment and other electronic products. 2013 saw Mike Hall take first place and Jesse Carlsson take second using SP dynamo hubs. 2014 saw Jefe take first place and all three winners ran SP dynamo hubs throughout the competition. If the proof of a product is in the riding, then Shutter Precision dynamo hubs have proved themselves to be extremely durable, offering the best performance through any weather or road conditions.

Looking to sustain their levels of excellence in 2015,



▲ Shutter Precision products are distributed globally by Kun Teng. From left: Shutter Precision Vice President, Vic Chen; Kun Teng CEO, Hubert Chen and Shutter Precision General Manager, Borjiou Lin.

Shutter Precision have launched the SV-9 series, challenging to become the world's lightest, smallest, and most efficient dynamo hub. The SV-9 weighs just 309 grams, has the volume equivalent to a golf ball, and offers extremely competitive performance. 



▲ Aiming to sustain their levels of excellence, Shutter Precision have launched the SV-9 series, challenging to become the world's lightest, smallest, most efficient dynamo hub, weighing only 309 grams.

Every year DDK receives public recognition from over 7 million users around the world. The saddle is the major "Golden Principle" while riding bicycles. Poor design in saddle makes riders feel uncomfortable, less endurance, it might even lead to sports injuries. However, DDK focuses on designing saddle products with ergonomics and aesthetics. We further win the prize of Design & Idea in 2011 and 2012. In addition, DDK collaborates with well-known Italy factory for all the series of products. With the strict control in production and EN test approval, DDK is able to meet customers' demands every now and then. DDK shall keep working on innovative design, creating new values and making the saddle surpassing its real value. Hereby, we sincerely invite you to experience and feel in person.



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Tel:+886-4-777-5931 ; 776-1590 Fax:+886-4-778-3156 ; 7786548
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100% ITALY DESIGN

Gestar Beacon 270° - The Patron Saint of Night Riding

Chao-Wei Precision, Product Developer, Derek Liao saw a difference in brightness between the back and the side of taillights currently on the market. He also saw that traditional lights' angle of illumination was not wide enough, especially for other road-users at intersections. This can be a prime cause of cycling-related accidents. Even with the most stringent German K-Mark taillight standards, side brightness requirements are still not enough to reduce the probability of side impact accidents. Derek Liao believed that taillight designs should allow riders to be seen by more people, and that effective wide-angle visibility is more important than long direct-at-the-rear visibility distances of

up to several kilometers. Through Derek's beliefs, the Gestar Beacon 270° was born.

Using the same principle as taillight lenses on cars, the Gestar Beacon 270° utilizes a specially designed lens micro-structure. Light from an LED source point is converted into surface light at 60% efficiency, and ensures that the brightness at both side and rear of the light are the same, and drivers to the rear are not effected by either glare or lack of brightness. With an effective angle of about 270°, the warning distance for rear and side are 500 meters and 250 meters respectively.

Currently launched combined with a mudguard, and featuring a weatherproof design, the Gestar Beacon 270° is perfectly suited for




▲Currently Kun Teng are responsible for global distribution of the Gestar Beacon 270°. Kun Teng CEO, Hubert Chen (right) and Chao-Wei Precision Product Developer, Derek Liao (left).



▲The Gestar Beacon 270° utilizes a specially designed light guide plate so that luminance to the rear and sides of the taillight are the same, increasing the safety of night riding.

use on e-bikes or bikes equipped with dynamo hubs and was very well received at this year's

European shows. Patents are pending in Taiwan, China, the EU and other regions. 

Sales Booming for Wiggle


In 1998, Mitch Dall and Harvey Jones decided they wanted to sell things on the internet—they didn't know what, they were just excited by the untapped potential of trading online. Fortunately for them, that year there was a solar eclipse in the UK, and the pair managed to get hold of eclipse-viewing sunglasses. With the sunglasses selling out rapidly, the two entrepreneurs realized some of that potential and got a taste for more. They quickly expanded to seven people, and as they both had connections with cycling, started to sell cycle products online—the company story goes that they only had six desks for those seven people, so the last person in the office had to spend the day packing.

From those early days, expansion and growth continued at a phenomenal rate. Today, Wiggle employees 420 people, boasts a turnover of £185 million (US\$297.5 million), with over 2 million consumers buying products from them over the last year. Although Wiggle also sell swimming and running gear, bicycle products remain at the core of sales volume, making up 2/3 of all sales. Wiggle's website is now translated into 15 different languages and accepts transactions in 13 different currencies. While the online



Wiggle Commercial Director, Mike Snell

retailer's base, and main, market is still the UK, 1/2 of all sales are to other markets—Australia, Japan, Spain, France, Germany and Sweden are also sources of healthy sales and expansion.

Wiggle is currently the UK's second biggest retailer—behind Halfords. However these two giant's of UK retailing differ in product focus as well as sales method. Halfords sell a much higher ratio of complete bikes, starting at price points under £100 (US\$160), Wiggle's complete bikes start at £450 (US\$720) and represent a small fraction of their sales—parts and accessories being their main sales items. Wiggle is continuing to grow prodigiously, recently opening a new 330,000 square foot warehouse to deal with the ever-growing business. 


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Trigon Road Bike Frames Surpass Themselves



Trigon GM, Eric Lee introduced the TR507, the ultra-lightweight frame for road bikes manufactured from T800 carbon fiber, of which the outer layer is made of 1.5k carbon fiber, producing a special finish as well as significantly reducing weight. Equipped with a BB86 oversized bottom bracket and hidden routing cables, it

weighs only 850 grams. The fork is a one-piece design, weighing 300 grams. TR719 is a comfortable road bike frame and through optimized frame geometry design, it gives a higher riding position so that it is suitable for long-distance riding. Consumers can select to equip a caliper or disc brake.

✿WG

Samox Launches a Second Generation of MSC Series Products

Samox has launched a second generation of products utilizing the MSC (Mono Structure Chaining) unique design concept. The new crankset has been designed to allow consumers to change chainrings according to the riding requirements. Unlike the appearance of traditional designs, the overall look is both very simple and very striking. With the design Samox have been able to simultaneously reduce both weight and production costs. A customization service is also available. ✿WG



Kenda Focus on Fat Bike Tires

The design of the Kenda's new K1151 tread is derived from its best-selling mountain bike tire—Nevegal. It is suitable for a variety of riding environments and terrains. Utilizing dual tread compound (DTC Compound), the center of the tread is made with hard plastic, providing maximum rolling resistance. While the sides are made of soft materials, providing better cornering grip. Currently they are available in two sizes; 26 X4.0 inch and 26X4.5 inch, and can be further divided into two types, 120TPI (foldable) and 60TPI (non-foldable). ✿WG



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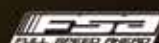


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2014 E-bike Showcase

This year's Eurobike was so inundated with e-bikes that those outside the industry might be forgiven for thinking it was an exhibition to showcase the latest and greatest in electric transport. Wheel Giant journalists prowling the exhibition floor came across many unique and exceptional designs, some of those are highlighted below. 🌀WG



▲ Looking like fun-waiting to-happen - Many brands had developed Fat e-bikes.



▲ Haibike decided to enclose the drive unit with the frame.



▲ The introduction of Shimano's Steps e-bike system will give interesting decisions to make for next years OE spec.



▲ Haibike's Full Carbon Ultimate Xduro attracted a lot of attention at Eurobike.



▲ Italian style shines through in the design of Italjet's retro-classic styled ebikes.



▲ Stromer won Eurobike Design Award with the ST2 Sport. The design, integration and connectivity of the bike receiving much well-deserved praise.



▲ Not satisfied that they had enough attention with their e-mtb range, Haibike were also showing their eRace at Eurobike.



▲ Bosch's Nyon - Eurobike was packed with people trying to get a look at it!



▲ Folding e-bikes, definitely a growing market area.



▲ Peugeot have checked all the sleek design boxes with their e-bike range.



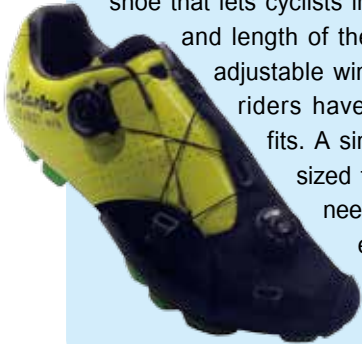
▲ Sleek integration of battery into the frame - One of many stylish BESV e-bikes.

New Products 2015

Lintaman

The Adjust

Cycling shoes manufacturer, Lintaman is focused on developing shoes with a clear purpose and function. This philosophy is clearly evident in its latest model, the Adjust cycling shoe. The Adjust is the first shoe that lets cyclists increase or decrease both the overall width and length of the shoe while riding. Using patent pending adjustable wings that mechanically flex open or closed, riders have the freedom to fine tune how the shoe fits. A single pair of shoes can not only fit different sized feet, but can also be adjusted to fit people needing half, narrow and wide sizes - A feature especially helpful when using custom insoles or thick socks.



Splendor
Booth 1344

STEP SOLUTION CO., LTD.

STEP 24SV

With tubeless-ready looking to have a big future for MTB rim in industry now, OE rim manufacturer Step Solution have developed the 24SV, a tubeless-ready, hookless carbon rim in order to save even more weight. The design features 3.5mm a hook-bead structure to increase strength. The hook beads are also sandwiched in glassfiber for impact absorbtion. Weighing 554/592 grams, the rim is great for all types of MTB racing.



Splendor
Booth 13F 1317

DUAL CHANCE PRINTING CO., LTD.

Heat Reaction Mask Material (HR)

Dual Chance's Hight Brightness Mask Material offers customers higher brightness and higher contrast printing with trademark fonts displayed by painting. The material also has no drop-distance between the upper side and the backing material.

Evergreen
Booth L04



AGOGO BIKE CO., LTD.

FM-RD14

Agogo's carbon fiber road bike frameset is compatible with road bikes disc brakes. Available in frame sizes (C-T) of 450, 490., 520, 550 and 580mm the FM-RD14 features a PF30 bottom bracket, and interchangeable dropouts. The frameset weighs 940 grams (520mm). www.agogobike.com



Splendor
Booth 13F 1382

ACECAST INDUSTRIAL CO., LTD.

USD-8

DNM's USD-8 suspension fork features adjusters for preload, rebound and pressure giving riders superb control over the feel and performance of their bike. The dark hard anodized 35mm stanchion and 20mm thru-axle are manufactured from 7075 aluminum. Available only for disc brake (Port or IS) mounts and offering 203mm of travel, the USD-8 is perfectly suited for DH or freeride bikes.



JOVIAL BIKE COMPONENTS LTD.

JRF008 Fork

Jovial JRF008 fork features a steerer tube made from crMo and 7050 aluminum. The fork length is 490mm and therake is 50mm. The JRF008u has been designed to accommodate tires from 348-73mm.

Splendor
Booth 1050/1051



OLYMPIC PRO MANUFACTURING (VIETNAM) CO., LTD.

Retro Heavy Duty Mixte Frame set

During TBW this year Olympic Pro are introducing their Heavy Duty Series to OE product managers with new ideas for cargo, dutch or other bikes designed to transport heavy goods. The carrier is combined with the retro mixte frame and remains independent of rht eforks. This feature allows the forks to turn independently of the carrier giving riders greater control and an easier ride on their bikes. The design is also available for female mixte frames.

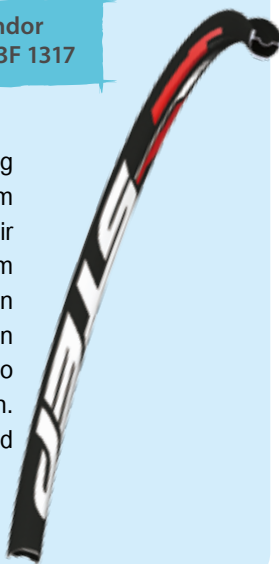


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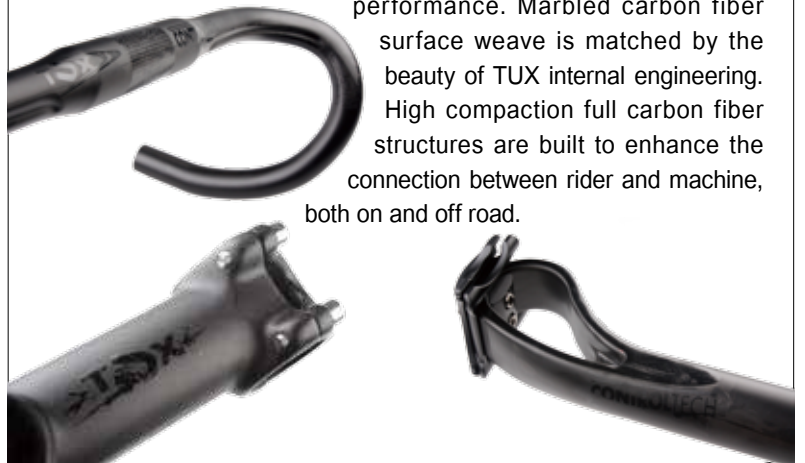
STEP SOLUTION CO., LTD.**STEP 22SV**

With tubeless-ready looking to have a big future for MTB rim in industry now, OE rim manufacturer Step Solution have developed their 22SV, a tubeless-ready, hookless carbon rim in order to save even more weight. The design features 2.7mm a hook-bead structure to even increase the strength. The hook bead it also sandwiched in glassfiber for impact absorbtion. At just 345/360 grams the rim is slim and lightweight suitable for XC MTB racing.

Splendor
Booth 13F 1317

**CONTROLTECH****TUX**

The TUX Collection represents premium carbon fiber componentry designed and crafted for riders demanding the highest caliber performance. Marbled carbon fiber surface weave is matched by the beauty of TUX internal engineering. High compaction full carbon fiber structures are built to enhance the connection between rider and machine, both on and off road.



Tempus A 3F
Oxford Room

ACECAST INDUSTRIAL CO., LTD.**AOY-36RC**

DNM's new air sprung shock absorber utilizes 4-system damping ideally suited to XC and trail riding. The high quality surface finish of the hard-anodized shock body is made from 6061 aluminum, while the damper shaft is made from 7075. Adjusters for rebound, lock out, and pressure allow riders to fine tune the performance of the shock giving them the perfect ride.

**HUMPERT-ASIA INTERNATIONAL CO., LTD.****Octopus Ahead 50 Stem**

For bikes requiring a higher seating position as well as for city, trekking and e-bikes, Ergotec's Octopus Ahead 50 stem is the optimal solution. The gripping position is 50 mm higher and provides significant benefits in terms of comfort.

www.cyclingright.com

**S-SUN ENTERPRISE CO., LTD.****Shield 200 / SS-L127**

Designed according to German regulations, the SHIELD 200 offers 200 lumens light output, designed to give outstanding illumination performance without being dazzling. The chiseled metallic appearance of the alluminum housing provides both stylish looks and function--efficiently helping to radiate heat away. The SHIELD 200 is powered by a lithium polymer battery which can be charged via a micro USB port. Ilumenox's SHIELD 200 can be fixed on a wide variety tube shapes via an adjustable bracket and rubber band.

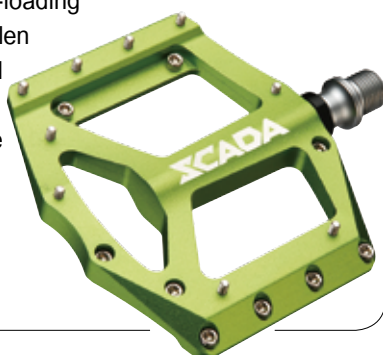


Evergreen
Booth A22

Evergreen
Booth 326

SCADA INTERNATIONAL CO., LTD.**SC-BC648**

A 17mm thinner and wider platform improves efficiency by spinning close to the centre of pedalling axis and increases shoe contact for more stability and control. Bottom-loading pins are easier to replace as the Allen heads don't get crushed or full of mud. The rubber-lipped seals prevent water or grit getting into the axle/bearing interface.



Tempus B1F
No.8 & 9

EISO ENTERPRISE CO., LTD.**Line LR200**

Dosun's new rear light, Line LR200 operates in three different modes--high, medium and flash. Producing 12 lumens, the single AAA battery will last for 5 hours of continuous use in high mode, and 10.5 hours in flash mode. The light is available with three different straps for attachment--Small 18~26mm, Medium 26~35mm and Large 35~50mm.



EISO ENTERPRISE CO., LTD.**Speed AF200**

With a maximum illumination rated at 310 lumens, the AF200 is a powerful bicycle headlight encased in a sleek black aluminum body that would look good on any bike. The light can operate in three different modes--high, medium and flash. The 2600 mAh Li-ion battery body offers 3 hours continuous use in high mode, and 12 hours in flash mode, and is rechargeable via USB cable.

**UFOR ENTERPRISE CO., LTD.****Hexa-Rings Twist Rubber Grips / UG-602**Splendor
Booth 11F 1101

Hexa-Rings Twist Rubber Grips are a brand new locking system designed to be totally different from the traditional round-ring systems. Featuring hexagonal shape lockrings, this series of grips would be a big attraction for cyclists who are looking for innovative products to fit their unique and stylish bicycles. The TWIST design grip is a great choice for performance grips, the sturdy spiral rib design provides uncompromising control, comfort and long-lasting durability.

**HUMPERT-ASIA INTERNATIONAL CO., LTD.****EP-1**

With its large, ergonomically shaped surface the Ergotec's new EP-1 pedal hugs the sole of riders' feet ensuring the optimum transmission of power, and offering greatly improved pedalling performance. www.cyclingright.com

Evergreen
Booth 326**FUL CHEE ENT. CO., LTD.****Internal Cam Design Quick Release / F60-F**

Fulchee's QR mechanism is designed in metallic materials and protected inside with an alloy cap that offers increased resistance to dust, water, and mud. Without using traditional plastic materials, the



life time of this new product is longer than most QRs, as well as reducing power-lose over time.

CHING CHERN INDUSTRIAL. CO., LTD.**CC#653**

Ching Chern's new chainguard is made from alloy. Available for 36T,38T,42T,44T,46T and 48T the tolerance of the CC#653 is ± 1.5 mm. Colors are available to order. www.chingchern.com.tw

**VELO ENT. CO., LTD.****VL-3206**

The VL-3206 is part of a series of top-end MTB saddles. With features such as soft nose protection, suspension, and pedaling support, the sleek saddle was born for speeding riders. The VL-3206 is available in a choice of either 3 widths: 130, 143, or 155 mm, and features a press release central zone.

**SHOUH MAO IND. CO., LTD.****Pop Bike**

Utilizing a production process called gas-assisted injected molding (GAIM), to create plastic 30% stronger than normal, Pop bikes can claim the advantage of being both strong and lightweight. Weighing in at just 3 kg, it can even be carried by children on their own. The Pop Bike is very quick and easy to assemble, the height is adjusted by simply turning a knob. Beginner riders can attach free training wheels - no tools necessary. This fun kid's bike has passed EN 71-3 (2013) & CPSIA, CE certification and is suitable for children from 85 to 120 cm in height - maximum weight load is 40 kg.



VELO ENT. CO., LTD.**WOW Saddles**

Velo's new range of WOW products are designed to look like they are made for speed. The elegant saddles are sleekly finished on both top and bottom. Taking advantage of Velo's latest patented technologies ArcTech and Y Cut, WOW saddles provide excellent suspension and shock absorption.

**XFusion****Sweep HLR**

Continuing their previous models design features, the new model, Sweep HLR, also features a 34mm diameter damping system diameter of 34mm, travel distance of : 120, 140 and 160 mm, and is suitable for use in Trail-AM road conditions. With the 27.5-inch size model weighing a mere 1,875 grams, the Sweep HLR is ultra-light compared to other brands.



Tempus A 5F
Italy Room

MEKKEM INDUSTRIAL INC.**VHC33**

Saso's full HM carbon handlebar is 750mm wide. The bar center diameter is 31.8mm, and handlebar rise is 15mm. Saso's VHC33 weighs in at 164 grams.

**Arkietech Engineering Company****MS3 Tubing**

Splendor
11F-17



Already proven in other industries, KVA stainless MS3 tubing has been embraced in the cycling world since 2008. Made in the USA, KVA's stainless tubing is integrated into high performance road, mountain and touring bicycle frames featuring weight reduction, increased strength and stiffness at competitive prices. To shorten lead times and to better serve the market, KVA now offers a variety of tubes in Taiwan with the option of custom fabrication.

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

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

Head Office: 193 Tze-Chiang Rd., Changhua City 50095, Taiwan

Tel: 886-4-7350500, 7360794~5

Sales Dept Fax: 886-4-7357860 Editorial Dept Fax: 886-4-7360789

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

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

Advertising: Pelin L. Lee

Shanghai Branch Office: Room 1802 Building 2, No. 999, Bailu South Road, Kunshan District, Jiangsu, China. Postal Code: 215500

Tel: 86-512-57515789, 86-512-57516309 Fax: 86-512-57515789-8899

Tianjin Branch Office: Room 3406, Unit 1, Building 17, Merchants Diamond Hills, Olympic Sports Center East, Weijin South Road, Nankai District, Tianjin, China

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U.S. Branch Office: 3630 W. Pioneer Pkwy., Suite 127, Arlington, TX 76013. U.S.A. Tel: (817)860-7299 Fax: (817)860-7499

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Fax: +886 4 7694028 | orders@srsuntour.com.tw

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