

Show Daily



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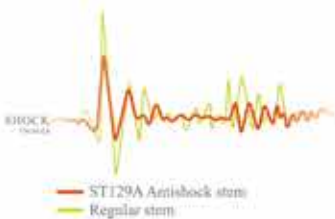
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Massload Introduce Shimano Battery Carrier

For over 30 years, Ibera Group have been making bicycle products. They started with pedal cages for OEM factories in 1984 under, what is today, its more well-known brand name, Massload. Since that time the company has grown considerably. Today they have six factories in Taiwan, and two in mainland China. Their Massload brand bicycle products range now includes: kickstands, bottle cages, bar ends, carriers and even elastic straps.

Ibera Group's extensive production facilities were one reason why they were approached by Shimano and asked to help provide a carrier

designed specifically to hold the battery pack for the Japanese component manufacturer's newly launched STEPS e-bike system. Massload, long-time exhibitor at TBW, are happy to show the fruit of that cooperation—the CL-623 at this year's show. Not content with just designing a carrier that fits Shimano's battery, Massload have packed the carrier with other features to both improve strength and reduce weight. The strap holder holes of the CL-623 can of course be used with any straps, but with Ibera's own brand straps the carrier can benefit from its proprietary hook retention system. 



▲ Massload's carrier for Shimano STEPS battery.

Selle Italia Increasing Rider Comfort




▲ Returning once again to old haunts, Selle Italia Product Manager, Piet Van der Velde proudly shows off his creations.

Selle Italia were one of the first and you could say founding companies of Taichung Bike Week, for over ten years now they have been booking hotel space and making product presentations to product managers visiting Taichung in November. This year, they have returned to the Tempus Hotel and kindly took some time out of a busy schedule to show Wheel Giant some of the OE products they have been introducing to visiting buyers.

One of the famous Italian brand's saddles that is currently gathering much interest at TBW is their Nepal MTB saddle. The well thought out design

overflows with great features that improve the function of the bike and rider enjoyment. Having a wider platform than other MTB saddles helps increase rider comfort levels, especially when riding for long periods of time. The tough surface, features an anti-grip covering so riders don't stick to the saddle when they want to stand on the pedals. The under side of the nose even has a rubber stop that can be comfortably rested on the shoulder if the cyclist dismounts and wants to carry the bike.

Selle Italia are currently introducing their full range of OE saddles at their booth in the Tempus Hotel. 

Tektro Offering TRP-Branded Brake Systems to OE Customers


Over the last 30 years, Tektro have risen to become Taiwan's premier brake system manufacturer. Both the company, and their products have a garnered an industry-wide reputation for reliability, ingenuity and integrity. Even with this standing and its cutting-edge products, Tektro found it hard to break into the very highest end of the market, and so created the high-end brand TRP in 2006.

TRP branded products

quickly gained a glowing reputation in many high-end segments of the market. Products like their carbon armed RevoX, and the TTV linear pull brake became go to products in the world of cyclocross and time trials. This year, Tektro are offering a full range of the boutique-branded TRP brakes to OE customers.

Attracting much attention is TRP's Slate 4 hydraulic disc brake for mountain bikes. The uniquely designed quad-piston brake

features two smaller pads which contact the rotor fractionally before the two larger pads. The result is an increased responsiveness of braking power. Weighing in at just 401 grams for the complete system including lever, the Slate 4 is one of the lightest complete systems on the market today.

Tektro are introducing their full range of products at their booth in the Tempus Hotel. 



▲ Tektro Vice President, Aver Tsai(left) and TRP Marketing Director, Lance Larrabee with TRP's impressive Slate 4.

Wellgo - Setting the Bar High

While the bike industry may use high-tech manufacturing processes or even materials, for the most part a bicycle and its components are generally considered low-tech. Wellgo may be changing that.

For 35 years the leading Taiwanese pedal-maker has been forging, casting, and cncing, what are essentially hunks of metal, into cutting-edge pedals. It speaks volumes for their designs that they can come up with products so full of features, usefulness, and beauty. It is the genius of Wellgo.

For the new model year, however, Wellgo are saying good bye to low-tech and entering into the world of high-tech with their Thrust E range. Each pedal features an integrated sensor and transmitter. The sensor detects how much power is being applied by the cyclist. Other systems usually measure this at the hub, cranks or bottom brackets—removed from where direct contact between rider and bike takes place. The Thrust E measures power output in watts and transmits the

quantifiable data wirelessly via ANT+ protocol from the in-built transmitters to either a cyclo-computer or smart phone app. Thrust E is also able to detect the difference in power placed on both pedals to show riders how balanced their pedaling action is. Outside of the average 40% / 60% range indicates that riding position is sub-optimal.

With the Thrust E, Wellgo are bringing pedals into the digital age, and continue to set the bar for others to meet. 🌀WG



▲ Wellgo push technology with their Thrust E pedals.

Gravel Grinding the WTB Way

At WTB everybody in the company rides a bike, everyone talks about the latest and greatest products, because everyone is thinking about the next bike they're going to buy. This ride-intensive working environment led to the development of WTB's Nano 700 x 40 tire for gravel-grinder bikes. At the time WTB didn't have any customers asking for it, but riders at the Marin County based company felt that riding along mid-west dirt and gravel roads on a drop bar bike could be vastly improved with the right tire. WTB's developers dreamed up a tire with a meaty 40c casing which offered a high volume of air to cushion rough dirt roads. They chose the well-proven Nano tread pattern because of its raised centerline for reduced rolling resistance on hardpack roads, and numerous knobs for extra grip on loose surfaces.



▲ WTB's Jason Moeschler presents the Nano 700 x 40 tire for Gravel Grinders.

The riders at WTB love the Nano 700x40c, and as they introduce it to product managers at Taichung Bike Week, many others will get the chance to sample its benefits 🌀WG

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S-Sun Strengthens Cooperation with OE Factories

Although bicycle lights are generally regarded as a mainly aftermarket item, S-Sun does not want to put any limitations on its business partnerships. So in Taichung Bike Week the light manufacturer will seek to cooperate with OE manufacturers to develop a product that can be integrated on a bike. When many bike manufacturers design bikes, they think about how to integrate lights into bike frames. Especially on e-bikes which must be designed with lights integrated into the frame. This job can be left to S-Sun. Currently the light manufacturer is already cooperating with



several well-known bicycle brands, and has found new business opportunities and new directions at TBW. 🌟WG

Alligator Portable Metal Melting Cutter

With years of experience in inner cable production, Alligator have developed a Portable Metal Melting Cutter. The set includes a melting gun, a power unit, a cleaning device, goggles, and gloves. With different kinds of settings, the operator can cut stainless wire or steel wire into same high-quality wire end. Cutting inner cables within three seconds and naturally fusing ends together to form a closed head, so that the cables do not split or become sharp. 🌟WG



▲ With years of experience in inner cable production, Alligator have developed a Portable Metal Melting Cutter.

Neco 1 Hidden Cable Headset



▲ Neco President, Neco Wang (second from left) is very confident about Neco's groundbreaking hidden cable routing bicycle developed in cooperation with Tianjin Battle.

Neco are launching a hidden wire headset. The upper and lower part of headsets are equipped with the ports allowing braking and shifting cables to pass through. In addition to decreasing wind resistance, the design also increases the aesthetics of the headtube, reinforcing brand image. 🌟WG



▲ Tianjin Battle spec Neco's hidden cable headset.

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Step Cycling Setting Milestones


This year sees cutting-edge rim manufacturer, Step Cycling coming out with a new range of carbon rims extending their current line-up in new and exciting directions.

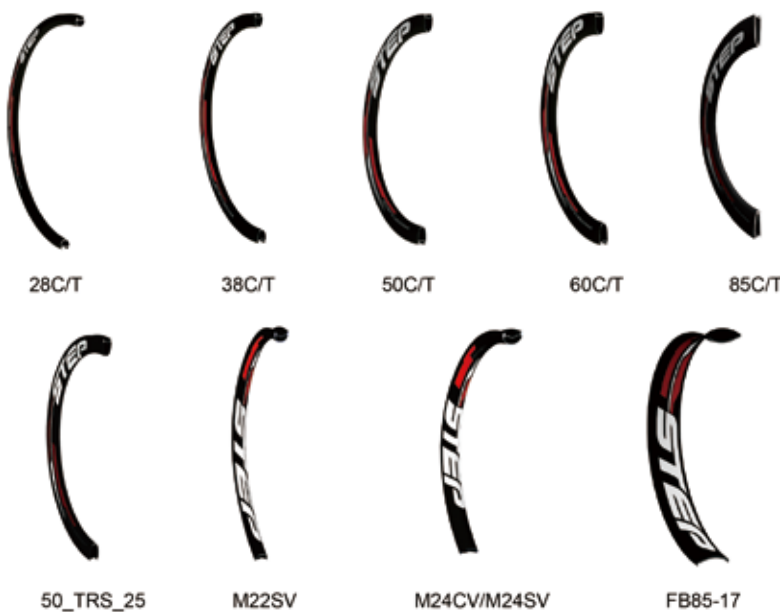
After two years of product development and testing, Step Cycling have optimized their new carbon rims for the dissipation of brake pad heat, specifically with Swiss Stop brake pads. Having satisfied themselves and proven their rims to offer a superior advantage, the company is now offering several models in the range for 28/38/50/60/85mm tubular and clinchers tires.

For the fatbike market, Step have also developed a

new 85mm wide rim. Weighing in at just 490g, the company claim that they have the world's lightest fatbike rim which is also tubeless ready.

Rounding out the carbon range, Step are also introducing their new XC/AM carbon MTB rims. Tubeless ready and hookless, the rims are certainly lightweight, yet strength has been increased through Step's use of a specially-designed hook structure.

Customers may visit Step Cycling booth at the Splendor, room 1317 for more information about their cutting-edge new products. 



Pacific Cycle Re-Opens Bicycle Museum

On September 27th, Pacific Cycle's Museum re-opened in its new home in Taoyuan county. Pacific Cycle hope to promote bike culture and ethos with the museum. In addition to giving visitors an insight into a variety of bicycles and an understanding of bicycle history and culture, the museum lets visitors see the life-story of every bike type, giving them a fresh view into the world of cycling.

Exhibits include a collection of about 150 classic bicycles, featuring 90% of Pacific Cycle's bike designs since 1980, a bicycle evolution science booth showing visitors the history of the bicycle through the decades and letting them understand the principles of bicycle operation. The museum is designed to arouse visitors curiosity about bikes, and unlock the answers to many kinds of bike-related questions.


Did you know that the background for the invention of bicycles came from a volcanic eruption? Did you know that the first modern style bicycle was developed in 1885 and was called a 'safety bicycle'? Have you seen Taiwan's early Happiness bike brand?

With some free leisure time, a trip to the Pacific Bicycle



Museum, can give visitors the background information behind all these facts. The museum explains not only the history and evolution of the bicycle, but also provides an overview of a variety of domestic and rare collectable bikes.


By booking on the internet just before visiting, the museum offers guided group tours with the advantage of having someone to explain the exhibits. Visitors may also wish to turn their trip to Taoyuan's Hsinwu township into a complete weekend getaway with a combined visit to the Pacific Bicycle Museum, Yongan Fishing Port with its delicious food, leisurely cycling through 'Green Tunnel' and taking in the glorious river views.

Further information is available at <http://www.pacificcyclesmuseum.com> 

Blktec—Black Technology from the UK

Blktec have a product line which includes: wheelsets, handlebars, stems, and seatposts. The outer coating of the company's products is exclusively in matte black, to show the carbon fiber's highest quality.

R3 aero bars are aerodynamic with hidden cable routing design, while the rest

angle can be adjusted up or down. The company's highest-end wheelsets, C one, is perfect for climbing. The tubular type rim height is 45mm, and the width is 25mm. Spokes, hubs and rims are all made from carbon fiber material. By using bindings, spokes can be easily replaced if broken. The entire set weighs 1,200 grams. 



Asia Bicycle Industry Alliance to be Officially Established

On October 9, 2014, bicycle associations from Korea, Philippines, Japan, India, Russia, China and Taiwan, as well as other industry representatives, held a meeting in Kunshan City, Jiangsu Province, China to make preparations for the formal establishment of the Asia Bicycle Industry Alliance. Although representatives from Vietnam and Turkey's bicycle associations were unable to attend, present representatives were able to confirm that the alliance will be officially established at next May's Shanghai show.

At the meeting China

Bicycle Association Chairman, Ma Chung Chao reported on recent preparations for the alliance, and Taiwan Bicycle Association Chairman, Tony Lo made a supplementary report. China Bicycle Association Deputy Chairman, Ms. Xiao Yun Huo gave supplementary information on the previously prepared draft of the 'Asian Bicycle Industry Alliance Guidelines' with some representatives proposing amendments.

Asia Bicycle Industry Alliance members will work together for the prosperity of the Asian bicycle industry and market as well as promoting cycling culture. WG

CHC Joins A-Team



▲ First row: A-Team Deputy Chairman, Ben Yuan; Chairman, Robert Wu and Deputy Chairman, Hank Kao (from left), Second row: CHC Deputy GM, Francois Liang and the staff.




▲ A-Team General Secretary, Francois Liang making a presentation.

When KMC Chairman, Robert Wu took over the duties of A-Team Chairman from Michael Tseng earlier this year, the A-Team officially stepped into a new era. The group held their first meeting under the new Chairman on October 21, 2014, to discuss its vision, mission and strategy over the next three years.

In order to provide better service to its members and work more efficiently, the A-team has decided to invite the Cycling & Health Tech Industry R&D Center (CHC) to be a member of the group. They also invited CHC General Manager, Francois Liang, to be the new General-Secretary and the CHC

Manager, Hope Chou, to be the new Executive Secretary.

Under the leadership of the two former Chairmen, A-team members have successfully developed the core competitiveness of lean production by implementing TPS/TPM/TQM. For the next stage, members will aim to transfer lean manufacturing to lean enterprise, with this the group will become the benchmark of Taiwanese traditional industry.

In the future, the A-Team will continuously serve its members and support the bicycle industry to ensure sustainable development in Taiwan. WG

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Future Development of the ASEAN Market: View from Thailand



▲ Thanks to the efforts of the Thailand Tourism Bureau, the organizer NEO, and participating vendors, the cycle show has been steadily expanding in size.

The 10 ASEAN states have a combined population of 642 million, and their vast market potential is attracting plenty of global attention. The members of ASEAN have been displaying increasing vigor, and are expected to play important roles among the world's emerging economies. Both the South ASEAN group (Indonesia, Singapore, Malaysia, the Philippines, Brunei), which has been gaining favorable notice in recent years, and the rising North ASEAN group (Thailand, Myanmar, Vietnam, Cambodia,

Laos), radiate vitality and promise. Now that the importance of the ASEAN states has won international recognition, the North ASEAN + China economic corridor is poised to create a vast new economic world in 2015.

Among the 10 ASEAN states, Indonesia, Thailand, Vietnam, and Cambodia have the greatest impact on the bicycle world. In particular, thanks to its tariff advantage, Cambodia has become an OEM paradise for major brands in the EU and US. Indonesia's three major bicycle assembly firms are Insera,

United, and Wim, and each has an annual output of 500,000-800,000 bikes. It is projected that the three companies together produced a combined total of 1.65 million bicycles in 2014. Indonesia also imports a large number of bikes, and imported more than 4.3 million units from China in 2013. As a result, Indonesia's annual sales volume has been around six million bicycles in recent years. Thailand's largest bicycle company is LA Bike, which is also the biggest bicycle producer in any of the ASEAN countries. In addition, the Thai

market has developed quickly, and the country's economy has grown steadily. Of Taiwanese firms operating in Vietnam, Asama and Strongman have the greatest output. The dispute between Vietnam and China that erupted again during 2014 incited a burst of rioting that damaged the buildings and equipment of Taiwanese companies in Vietnam. But although production has gradually been restored, the episode has affected the willingness of Taiwanese firms to invest in Vietnam. The three leading Taiwanese assembly plants in Cambodia are A&J, Strongman, and Asama; the exported bicycles made by these assemblers fetch relatively high unit prices among ASEAN bikes, and are favored by EU brands. As a result, exports from Cambodia have grown steadily. Although occasional strikes have slowed deliveries, Cambodia's zero-duty advantage ensures that EU brands will continue to place orders. China's Cronus also began producing at its new



▲ The Bangkok Bike Show was held in Bangkok Impact Hall 4.



▲ A-Pro (China) GM Yang Po-wen is enthusiastic about the potential of the ASEAN market.



▲ President Kongpan (Tri) Premoj of Bike Zone, an agent of Cervelo.



▲ From left: Hang Kuang Hardware President Yang Chih-hsu, Ming Cycle President Tai Shan Chang, and Ming Cycle GM Hung Kun-huang are all attentively watching the ASEAN bicycle market.

plant in Cambodia this year, and has an annual assembly target of 220,000 bicycles. There is also a small cohort of Chinese bicycle manufacturers currently assessing the possible establishment of plants in Cambodia.

The Kra Isthmus Canal Plan

Thailand is the economic hub of the North ASEAN countries. Thailand has a population of 67 million, and the vast majority of its citizens are polite and friendly; 95% of Thais are Buddhists. Thailand and China are currently planning to construct a canal across Thailand's Kra Isthmus. By providing a direct connection between the Indian Ocean and Gulf of Thailand, this enormous project will cut the distance traveled by shipping that now passes through the Strait of Malacca by more than 1,000 kilometers. The cut shipping time and cost will yield great economic

benefits. When this project is completed, it will have a profound influence on Thailand's economic development and China's international trade.

While Thailand has unquestionably achieved impressive growth and regional economic status, its political instability remains a source of much dismay. For instance, the demonstrations and rioting that broke out this spring caused much trepidation among tourists and investors, who naturally tended to stay away. Nevertheless, although the military government that took power after Prime Minister Yingluck Shinawatra stepped down has only been in control of the country for a few months, a majority of Thais feel that the new government will bring stability, which will stimulate more economic development. Although the demonstrations during the first half of the year had a severe impact on tourist income and delayed product shipments, most Thais assert that the inconvenience and economic losses were limited to

the Bangkok area. Many people in the bicycle industry have a positive view of the new government, and the country's innate optimism is still very apparent.

Rapid growth in road bikes sales

Due to inventory pressure in Europe and North America, as well as the Thai government's preferential loans to encourage the auto industry, bicycle sales fell by close to 20% during the first half of 2013. In addition, the demonstrations and riots that occurred during the first half of 2014 also took their toll on bicycle sales. Nevertheless, some companies report that their sales actually jumped this year, and road bikes enjoyed the fastest sales growth, which contrasts with the popularity of mountain bikes in the past. The Bangkok government has built a 24-kilometer cycling route near the city airport, and this has become a popular cycling area after work and on weekends. The facility has helped stimulate road bikes sales, and road bikes now have a market share on a par with that of MTBs. The rainy season, which lasts from June to September in Thailand, as well as the intense heat prevailing from May to September, has a noticeable impact on cycling.

Bicycle sales have rebounded strongly since the second half of last year. The growing number of cyclists and increasing prevalence of cycling activities has prompted

the holding of bicycle shows at exhibition centers, shopping malls, and even railway stations. Bangkok's NEO held cycle shows in May and October of last year, and participating vendors gave these events enthusiastic reviews. This year some department stores also held exhibitions attracting major crowds, and cycle shows have even been held at larger railway stations. The potential of the bicycle market is widely acknowledged, and NEO continued to hold cycle shows in May and October of this year. These shows were chiefly aimed at the Thai domestic market. The May show was relatively small, and did not feature any new products; instead, it mostly achieved the elimination of inventory, chiefly through discount sale. Because new products had been introduced by the second half of 2014, the October show contained a wider range of bicycles, and was larger in scale than the May event.

Bangkok Cycle Show

This year's 2nd Bangkok Cycle Show was held in October. According to Tanaphat Sirikulvadhana, business manager for the organizer NEO, this year's exhibition area was 7,000 m², an increase of 2,000



▲ The road bike market is growing rapidly in Thailand.



▲ Masi and Cinelli were represented by agents.



▲ Tire Co is the auto tire subsidiary of Thailand's Vee Rubber.



▲The family enterprise Winncomp displayed Totem bicycles. Shown here are proprietor Mr. Hsu (2nd from left), Mrs. Hsu (2nd from right), Mimi Hsu Chih-ping (1st on right), and sister Ling-ling (1st on left).


m² compared with 2013, and participating vendors numbered approximately 300. While agents for Trek, Bianchi, and Specialized failed to participate, and Strongman, which exhibited its Bulls brand last year, was also absent, most brands were represented by their agents, and new vendors included Asia Bike, World Bike (agent for Giant), and Cycle Sports (agent for Merida). LA Bike—Thailand's largest bicycle manufacturer—also continue to support the show, and expanded the size of its booth. The bicycles on display this year included road bikes, MTBs,

folding bikes, and children's bikes, etc., and a few vendors displayed fat tire bikes. Many visitors were buying bicycles on the spot, and models with a price range of 10,000-20,000 Thai Baht enjoyed the best sales. For instance, the distributor Jave had its sales personnel out selling bicycles at the show, and the promotional activities held by this and other distributors induced a wave of purchasing among visitors.

Although the crowd at the show was only passable, most vendors were still optimistic about the potential of Thailand's bicycles market. More and more

cycling teams are forming, and Thai manufacturers such as LA Bike, as well as most distributors, are actively expanding sales into neighboring countries. In contrast with the past, when most agents focused their efforts exclusively within Thailand, a majority of agents are now operating within such regional countries as Vietnam, Myanmar, Cambodia, Laos, and Malaysia as the various brands take advantage of ASEAN's new economic integration. Due to the absence of import tariffs (Form E must be filled out), it is currently advantageous for firms in Thailand to import bicycles and parts from China, and most mass-market bicycles and the parts and components used to assemble bikes are therefore imported from China. Thailand imposes 30% tariffs on bikes and parts imported from non-ASEAN countries, but bicycles used in international-class races (such as UCI-recognized events) are subject to tariffs of only 1%. Chinese head most bicycle importers and distributors, and the outstanding younger generation possesses both an international outlook and modern business thinking.

LA Bike

LA Bike is Thailand's largest bicycle manufacturer, and has an annual output of 1.3-1.6 million bikes, depending on the market and business conditions. The company produced approximately 1.38 million bicycles last year. Roughly one-half of the company's output is exported, and the remaining half sold on the domestic market. Exports are chiefly bound for the EU and neighboring countries such as Vietnam, Cambodia, Myanmar, Laos, and India. Domestic retailers number around 150, and LA has 60 of its own specialty stores. LA Bike established the Infinite brand in 2009 in an effort to move into the medium and higher price range. LA Bike has two Culture Cycliste flagship stores in the Bangkok area; the first store opened in November 2013, and the second opened in December 2014. LA Bike jointly established the Singha Infinite cycling team with the Thai brewer Singha Corporation this year, and this team plans to obtain a UCI intercontinental professional team license in two years. 



▲LA Bike President Surasith Tiyavacharapong (front); GM Prakrit Lertyaovarit (back right) and Jimmy Chen (back left).

▲LA Bike executives attended Cionli President, Ching Song Lee's 50th anniversary party.

LA Bike



▲ LA Bike has established Singha Infinite team. LA Bike President Chen Chiu-wen is 6th from the right in the back row.



▲ LA Bike's Culture Cycliste flagship store.

Nave Bike



▲ From left: Hsueh Kuang-hung, Mrs. Hsueh, and Kesri Hsueh.

Asia Bike



▲ President Seema Permyong (left) founded Asia Bike in 1988; also shown are Sida Permyong (center) and Srach Permyong (right).



▲ Asia Bike is the Thai agent for both BH and Wheeler. From left: Asia Bike Side, Wheeler Assistant Manager Chen Hui-chen, Ho Hsin-ju of Wheeler, Chen Yun-an.

Cycle Sport



◀◀ GM Nathakora Wu is a third-generation member of the company.
◀ Crowds of people looking at bikes were thick at the Cycle Sports booth.

OPTIMA

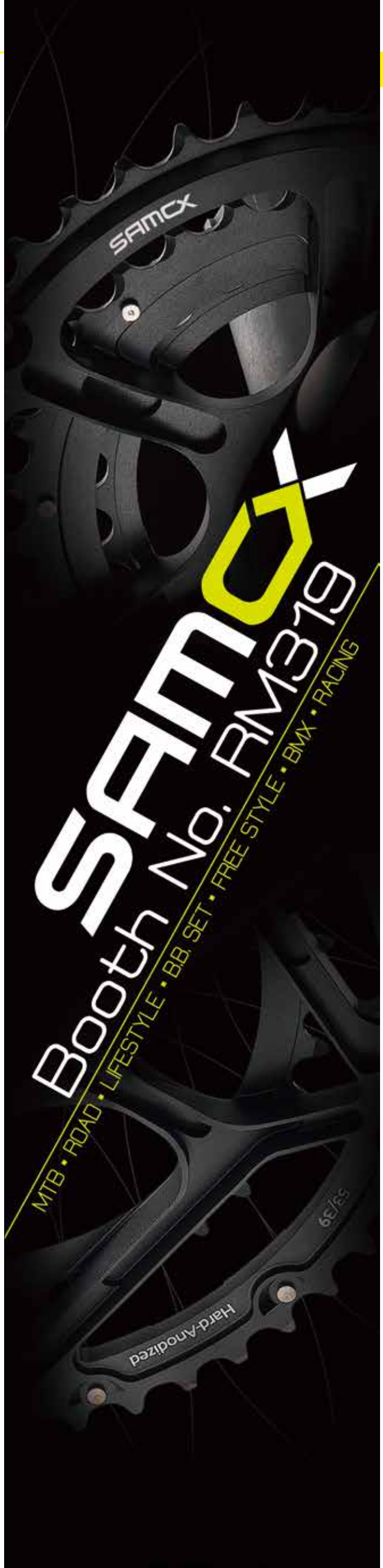


▲ Tanapant Sirpompasarn is in charge of marketing.

World Bike




▲ President Fu Chien-sheng of Giant's Thailand agent.



Chosen Release BMX Freecoaster hub

Due to changes in Free Style riding, hubs must have better strength and durability. Chosen hub features self-lubricating bushings which offer a 3-fold increase in

durability over the average Perlin type bushing. Chosen have also added three internal washers with which riders can adjust the travel by themselves. 




First Components Launch Semi Oval Cranksets

First Components GM, Johnson Lee, saw oval chainrings as being more suitable for straight-line acceleration and circular chainrings more suitable for steep climbing. With this philosophy the company has launched its latest crankset combining a large oval chainring and a small circular chainring. The pedaling efficiency of the 50T oval chainring is approximately the same as the 52T circular chainring. Additionally, the riders can replace the chainrings easily according to the road situation and the desired functionality. By doing so, the purchase costs



▲ First Components GM, Johnson Lee.

can be lowered.

First Components have also launched other oval-related products for track bikes. 

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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Joytech Sponsor Hand-Bikes

With many improvements and adjustments, Joytech's handbike is the only one in Taiwan to completely comply with international safety regulations, and is suitable for use by handicapped persons. The bike has both an electronic braking system and a hand

brake function. It also features an adjustable seatback, mechanical transmission and stepped intelligent power-assistance, so that people with disabilities can ride the handbike securely. Joytech President, Steven Chen enthusiastically donated 10 handbikes to Taichung disability associations, so that more people with disabilities could exercise safely. 🌐WG



◀ Taichung City Government Mayor, Jason Hu appreciated Joytech President, Steven Chen's enthusiastic donation of 10 hand-bikes to Taichung disability associations.

Chyuan Hong Yi - Using Data to Validate Wheel Quality

Chyuan Hong Yi is a subsidiary of Achimay and a OEM & ODM wheelset supplier focusing on both hand-built and machine-built wheelsets. Unlike other manufacturers, Chyuan Hong Yi have started utilizing specialized testing machinery to produce data which can validate the quality of their wheelsets.



▲ Achimay President Archer Wu (second from left) leads salesman Alex Hsiao (left); factory manager, Yong Chang Chang (second from right) and Jennifer Tsai (right) in serving the bicycle industry.

Traditionally, while hand-built wheelsets strongly emphasize quality and workmanship, testing relies on a craftsman's experience to fine-check all aspects of the wheel, but produce no empirical data. This lack of numerical information can lead to unreliable wheelset quality. In order to achieve both superior and more stable quality for their wheelsets, Chyuan Hong Yi have purchased several state-of-the-art wheel testing machines, including computerized tension, truing, and rolling rigidity testing machines that can supply complete numerical data on wheelset quality.

In June 2014, the company purchased a new 300 m2 plant to house the new equipment, and they have now moved their entire wheel-building process, from lacing

to fine-tuning and testing, in-house, allowing them to provide customers with stable and optimal wheelset quality, as well as provide cyclists with better value for money.

Chyuan Hong Yi have also assisted customers in their considerations of development of their wheelsets hubs, spokes, nipples using the 'overall wheel performance' as a basis for product design. They also provide customers with professional technical service and after-sales support.

In the future, the company plans to focus on carbon fiber wheels, further raising the standards of their wheelsets, and giving their customers wheelsets of outstanding quality. 🌐WG

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KUN TENG INDUSTRY CO., LTD.



Yu Hub, Your Hub

Founded in 1982, Yu Hub has more than 30 years of history. During that long time, the hub manufacturer has been providing customers with excellent quality and perfect service as well as building a good reputation in the industry.

At this year's TBW, Yu Hub is having a special launch

for two of its hubs. The first is for their MTB-01R—a 6 pawl, 72-click rear wheel hub, designed for MTB use. The second, for their BR-02R, a 6-pawl, 16T cog, 72-click hub designed for BMX racing bikes weighing just 267 grams and available in eye catching colors.

WG



▲ Yu Hub's are showing off their high quality.

DURO Launch High Speed Tires for E-Bikes

E-Bikes have received a lot of attention in Europe and sales have continued to rise, so Duro has responded to this trend by launching four types of special high-speed e-bike tires. With the number of 45 km/h high-speed e-bikes increasing, Duro's e-bike tires are designed to meet high-speed riding demands. Having passed the EU's motorcycle tire standard ECER75, Duro have no doubts about the strength of their tires. In the future, they



▲ Yu Hub's are showing off their high quality.

will introduce more models and specifications, in order to supply the demand of e-bikes. WG

Dual Chance Innovative HR Tape

Usually when frame is being painted, tape must be used; and after painting, this tape needs to be manually torn off. This can be time consuming, and in winter it will be much harder to tear off—adhesive residue may also be left behind. To counter these problems, Dual Chance have

introduced an innovative HR (Heat Reaction) thermal reaction tape. After the paint application, it will naturally deform, curl up and fall off. The cost is only slightly higher than the average tape, but it can save manpower, and provides a better quality of paint. WG



▲ HR tape showing heat deformation after use.

Yaban 11-Speed Chain Gets Complete Upgrade

Yaban's 11-speed chains have been given a new plate design, with each side being thinned and the center thickened. This design will prevent the plate from shaking during riding, cutting out abnormal rattling noises. Additionally, as the inner plate has been treated with Teflon to reduce friction, shifting will be more accurate. Rollers and pins have been treated with Cromium

Carbide Heat Treatment, increasing both hardness and aesthetics. WG



▲ The pieces of Yaban's 11-speed chain; plates, rollers and pins have all been redesigned to increase performance.

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Prowheel 11-speed Crankset

For its crankset, Whole Man has focused not only on OEM production but also on its own brand, Prowheel, which it markets around the world. The company's products are made mainly with aluminum alloy, with 9-speed and 10-speed cranksets as the major products for MTB.

The 10-speed crankset is the company's mainstay for road bikes, but as 11-speed products have also become popular, during this year's Taichung Bike Week, Prowheel is also displaying its 11-speed road bike cranksets and are expecting to launch more related products in the future. 



▲ Prowheel's 11-speed road bike crank set.

Lanxi Jieke Gain Important Place in Market




▲ Lanxi Jieke GM, Jack Huang (left) and Foreign Trade Manager Saul Zhao (right).

First-time exhibitors, Lanxi Jieke hope that they can meet and introduce a variety of special products to industry professionals and buyers during Taichung Bike Week. The most high-profile of these products being their S-3 mechanical disc brake for cyclocross bikes, and their Y-1 hydraulic disc brake.

From Zhejiang's Lanxi city, Jieke Sports Equipment produce mainly bicycle disc brakes and cranksets. With disc brakes in high demand in recent years, Lanxi Jieke have seen sales reach 1.5 million units, they have also specially developed some

new products.

General Manager, Jack Huang pointed out that many single arm activated disc brakes are likely to cause deformations in rotors with a diameter smaller than 120mm. With that in mind, Lanxi Jieke specially developed a dual actuated mechanical disc to resolve the problem and allow the use of various sizes of rotor with their brakes. The Y-1 hydraulic disc brake for mountain bikes has a forged body and became very popular after its launch at the Taipei exhibition, and has currently found a place in the mass market. 

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Chaoyang Tires Look Forward to the IBD Market

This is the second time Chaoyang Tire has attended Taichung Bike Week (TBW). According to Chen Guo Qing in the tire sales department, "Taichung Bike Week gives us very important access to the IBD market and is also helpful in increasing product visibility."

Chaoyang Tire has been producing snow bike tires for a long time. In recent years, snow bikes have been well-received by consumers worldwide, and the demand for these products

has become relatively high compared to previous years. Chaoyang believe that with a full range of categories and sizes, it will be easier for customers to choose their products.

The company offers the snow bike tires in 29 inches, 27.5 inches, 26 inches and 20 inches. In order to be more competitive, Chaoyang Tire will launch tubeless ready snow bike tires in the future. Meanwhile, their snow bike tires will be installed with spikes for more difficult road conditions. 



▲ Chaoyang Tire offer their high quality snow bike tires in a range of choices.


Huizhou Flybike—First-Time Exhibitor at TBW



▲ Huizhou Flybike Deputy GM, Ajie Li (left) and company staff display the latest carbon fiber products at TBW.

Founded eight years ago, Huizhou Flybike has its own carbon fiber manufacturing plant with 400 employees. The company mainly produces carbon fiber frames and rims, with a monthly output of 3,000 frame sets and of 2,000 wheel sets respectively. Product quality has earned recognition in the bicycle industry, and the company has exports to

Europe, America and Taiwanese assemblers.

Aware of the importance of TBW, Deputy GM, Ajie Li is showcasing the company's newly developed suspension mountain bike frames, lightweight road bike frames and aerodynamic road bike frames at the event. 



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Taiwan Bicycle Industry Supplies Hi-End Parts to the World

Taiwan export of bicycle parts for first three quarters (January through September) of 2014 grew 12.66%, according to statistics compiled by the Taiwan Bicycle Association (TBA) based on export figures from the Customs Administration, Ministry of Finance. Total value reached USD746 million, compared with USD662 million for the same period in 2013. Among them the export of electrical lighting equipment totaled USD\$9.235 million, increasing 46% comparing with the same period last year. As cycling grows in popularity, cyclists become more concerned about safety,

so traditional halogen lamps are replaced by LED lamps. The synergy between Taiwan bicycle industry and LED industry, another industry in which Taiwan also possesses internationally competitive supply chain, is one example of how Taiwan moves towards becoming the center for development and manufacturing of hi-end bicycle parts globally.

Taiwan exported 2.67 million units of complete bicycles for first three quarters this year, decreasing 6.24% compared with the same period last year. By region the EU (European Union) remained on the top in 2014, accounting for 53.68% of total export in volume (1.43


million units). Second in place was NAFTA (US, Canada and Mexico), accounting for 19.60% of total export in volume (520,000 units).

The decrease in export volume showed the impact of economic downturn, particularly in Europe and Australia, with consumers more reluctant in purchasing new bikes, and of moving assembly to other tariff-free areas such as Southeast Asia or within the European Union, in order to avoid 14% tariff on complete bikes exported from Taiwan. Nevertheless, Taiwan exported nearly 40 thousand units of LEVs (Light Electrical Vehicles) to EU for first three quarters of the year, growing 79.26% compared with the same period last year, indicating that LEV is the growth engine driving the future of Taiwan bicycle export.

The decrease in export volume was also the result of 46.33% fall in export to China, from 222,715 units to 119,533 units for first three quarters of the year. However, in value the export to China reached USD 67million, falling only 5.59%. Unit price rose 75.25% to USD 559.76, indicating that the demand of the Chinese market changed to high-end bicycles.

Export of complete

bicycles to several major countries continued to grow substantially in volume. Export to New Zealand reached 36,536 units, increasing 81.41% compared with the same period last year, benefiting greatly from the Agreement between New Zealand and the Separate Customs Territory of Taiwan, Penghu, Kinmen, and Matsu on Economic Cooperation (ANZTEC), which eliminated all tariffs on bicycles exports from Taiwan to New Zealand. Exports to Thailand also grew 45.40% to reach 34,000 units, while exports to Sweden and Spain both increased over 15%. Complete bicycles exported to Japan also rose 1.32%, totaling 164,000 units, but export value decreased 4.83% to reach USD 65.53 million, impacted by devaluation of Japanese Yen.

The total export value of complete bicycles in the first three quarters totaled USD1.217 billion, a slightly decrease from USD 1.226 billion (0.75%) for the same period last year. However, the average unit price rose from USD 430.51 to USD 455.70, a 5.85% increase, showing that continuous effort by Taiwan bicycle industry to upgrade in quality, function and design was well recognized globally. 

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Taiwan Bicycle Industry Exports (January to September of 2013 and 2014)

	Jan. to Sept. 2013	Jan. to Sept. 2014	Growth Rate
Total Bicycle Exports by volume (millions units)	2.85	2.67	-6.24%
Total Bicycle Exports by value (USD billion)	\$12.26	\$12.17	-0.75%
Average unit price (USD)	\$430.51	\$455.70	5.85%
Main Parts Export Value (USD 100 million)	\$6.62	\$7.46	12.66%
Combined Total Value of Bicycle and Parts Exports (USD billion)	\$1.88	\$1.96	3.0%

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VITESSE

New Products 2015

Yibotong

Trekking Bike Saddle

One of the biggest problems for long-distance riders is the length of time they spend in the saddle. Yibotong combined a gel material with a thick foam material to form a double shock absorbing saddle which enhances riders' comfort.



Rubar

Shadow Stone 38 - Hybrid Carbon Clincher

Rubar's Shadow Stone 38 is a hybrid carbo clincher wheelset with a design that effectively reduces brake temperatures in the braking region, eliminating the need for wheels to be treated against temperature deformation. Shadow Stone 38 is made from Toray HMX / T700 carbon fiber.



Guee

Multi-Function Extended Holder



This extended holder, features an aluminum alloy bracket in combination with a headlight. Most well-known brands of bike computers can be attached to the top of the holder, while many brands of sports cameras can be attached to the bottom. This design feature allows riders to clear up handlebar clutter.

Shangdong Xinpeng Carbon

Carbon Road Bike Frame

Shangdong Xinpeng Carbon use 100% Toray carbon fiber in their frames to ensure optimum quality. This helps reduce the weight 10% compared to other frames, and allows more aerodynamic designs



emphasizing a low drag coefficient. The frames are compatible with either caliper or disc brakes.

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Pushing technology to the edge in the name of performance. The all new KARVES wheel set from ACLASS Wheels featuring T-Bar technology. The T-Bar provides amazing lateral stiffness and stability with amazing resistance to dents and dings that are bound to happen during your All Mountain and Enduro runs.



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**HUMPERT-ASIA INTERNATIONAL CO., LTD.****M-99 Rear-view mirror**

The rear-view mirror on 45km/h e-bikes and S-pedelecs requires an ECE approval certificate. Anyone fitting a mirror without an ECE approval certificate loses the relevant operating licence. The new M-99 and M-99L rear-view mirrors from ergotec have ECE approval certification.

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KIND SHOCK HI-TECH CO., LTD.**Southpaw**

It is a simple little thing, but then again the world was turned upside down when shifters went down under. With the advent of 1x drivetrains, we saw a vacancy downstairs just begging for a hot neighbor to move in. Introducing the Southpaw underbar remote specifically designed for bikes with 1x drivetrains. Sold as an accessory only, Southpaw uses an innovative split clamp allowing for 4-axis of adjustment for perfect ergonomics and feel.



Tempus A 5F
America Room

CONTROLTECH**MST**

Tempus A 3F
Oxford Room

Control Tech are dedicated to producing the best and most well thought out innovations available on the market today. The MST Collection embodies that dedication with a set of control parts that will change the way bikes feel. Built on a stout 35mm bar clamp platform, MST is dedicated to giving the most thrilling rides.

**KIND SHOCK HI-TECH CO., LTD.****Ether Stem**

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Ether All Mountain Stems by KS feature an all forged and CNC machined construction with all unnecessary material removed. The result is a stem that is light and strong, perfectly suited for All Mountain and Enduro riding. When mated to our Ether carbon or Alloy handlebars, the Ether stems stout design transforms any off road cockpit into a nimble and responsive interface for the rider. Available in 50mm and 70mm lengths for conventional 1-1/8, steerer tubes.

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**KIND SHOCK HI-TECH CO., LTD.****Southpaw**

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J.D COMPONENTS CO., LTD.**TranzX P2-ST129A**

TranzX' Antishock series includes a seatpost, dropper seatpost, and a stem all of which utilize an innovative & patented design to absorb vibrations and provide optimal relief and pressure distribution. Antishock products can help reduce numbness and fatigue of the hands, arms, shoulders and neck. Pictured above, the JD-ST129A Antishock stem can provide optimized relief and pressure distribution, especially during long rides.



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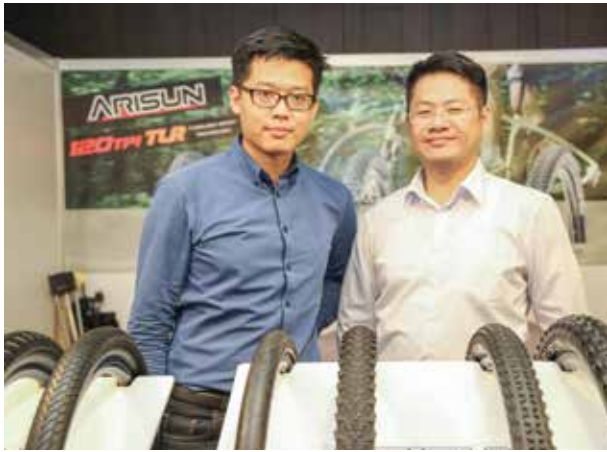
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▲ Arisun Tire focus on the mid/high-end market. Ken Cheng (left) with Sales Manager, Kyle Liao.



▲ SR Suntour President, Daisuke Kobayashi (middle); Sales Manager, Vance Lai (left) and Kunshan Plant GM, Ryutaro Takanura (right) are very satisfied with the show.



▲ Min Ta stress technology is the essence - Will Cheng (left) and Jane Cheng (right).



▲ DVO engaging in deep product talks with customers.



▲ With a branch office in Germany, Bafang has both good reputation and sales in Europe. From left to right: Bafang EU GM, Jack Brandsen; Marketing Director, He Xien Bing; Technical Sales Manger, Bart Van Den Boom and Sales Manager, Joe Jiang.



▲ Liang Feng President, Chen Nian Feng puts great emphasis on product development.



▲ Cheng Yi Sales Manager, Nick Hsieh (left) displaying Cheng Yi's folding bikes to Nan Hai Sales Manager, Lin Ching Hsiang (right).



▲ Many accessory manufacturers also exhibited in Taichung Bike Week.



▲ C. Star are eagerly exploring oversea markets.



▲ Thailand Asia Bike President, Seema Permyong.



▲ Jiang Ding cooperated with Jet Bike to develop new products. Jiang Ding GM Yuan Feng Hsu (left) with Jet Bike GM, Along Wu.



▲ Bulgaria's Drag production amounts to 40,000 bicycles annually. CEO, Drogomir Kouzov (right) plans to build a plant in Azerbaijan, and will begin production in 2015. Pictured with Drag Technical Support, Yeselin Stoiloy-Spiro (left).



▲ Kalloy President, Jeff Chen and his wife held a barbeque party inviting both domestic and international guests.



▲ TBW has become a very important annual event. Even though some trading companies don't have a booth, they still visit the show. (from left to right) Suzico President, Susanah Wu; Marudean President, Paul Lee; Suzico VP, Patrick Chuang and Suzico Sales, Albert Liu.



▲ Dr. Mo-Hua Yang is very popular in the e-bike industry in Taiwan and China. (from left) TDCM CEO, Lon Cheng, Dr. Mo-Hua Yang and Bafang Marketing Director, He Xien Bing.



▲ From left: Merric's Frances Tsai with Junior's Sara Lu, Tzu Lin Liu and Gina Jheng.



▲ TBW hotels were crowded with visitors.


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