

Show Daily



Publisher: Wheel Giant Inc.

October 22, 2015



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Thursday, October 22, 2015



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INTEGRATION

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Correction

In the TBW Show Daily (Day 1) we printed this picture and misidentified Luigi Seghezzi in it. We would like to offer our sincere apologies to ITM GM, Luigi Seghezzi.



SEE THE ENTIRE LINEUP
A5F AMERICA ROOM

City Officials & Bike Industry Network at Welcome Party



▲ Taichung City Deputy Mayor, Lin Ling-San congratulated TBW for attracting over 400 exhibitors this year, another record for the show.



▲ Giant CEO, Tony Lo stated that he was very happy to see more and more people coming to TBW every year, and hoped the event would continue to grow.



▲ TBW Organizer, Steve Fenton thanked everybody for their support.

Yesterday evening, October 21, after the second day of the show, TBW organizers and Taichung City Government officials welcomed visitors and exhibitors to Taichung Bike Week at a Welcome Dinner held in the Splendor hotel.

The dinner was attended by over 200 people, mostly from the domestic and foreign bicycle industry. Representatives of the Taichung City government included: Taichung Deputy Mayor, Lin Ling-San; Taichung Government Director Generals,

Liu Yau-Jr and Chen Sheng-Sha; IDIPC Director, Huang Wong-Hsiu; and Vice-Director, Chen Chien-Ting.

At the dinner, Deputy Mayor Lin Ling-San welcomed the bike industry, and thanked them for coming to Taichung, especially mentioning Steve Fenton's selfless contributions. Deputy Mayor Lin also spoke of Mayor Lin's commitment to both the industry and to making Taichung an even more bicycle friendly city with his recently established 'Bicycle Project 369' which will see the establishment

of 300 stations for 9000 iBikes on 600km of bicycle paths by 2017.

Amongst the many bicycle industry VIPs in attendance were Giant CEO, Tony Lo; Merida President, Michael Tseng; TBW Organizer, Steve Fenton; KMC President, Robert Wu; Sram Asia GM, Hank Kao; Ming Cycle President, Chang Tai-Shan; Specialized Executive VP, Bob Margevicius; Joy CEO, Steven Chen; FSA GM, Claudio Marra; Ideal President, Hermes Chang; Wheel Giant President Grace S. Ruan and CHC GM, Francois Liang.

Giant CEO, Tony Lo made a short speech in which he welcomed everyone, and thanked them all for their support. TBW Organizer Steve Fenton thanked everybody for their support, and expressed his pride at seeing TBW's growth over the years, and his determination to help the show find the space it needs to expand more.

The dinner event gave everyone a chance to network with others both within and outside the bike industry, and was enjoyed by all. 🌟WG



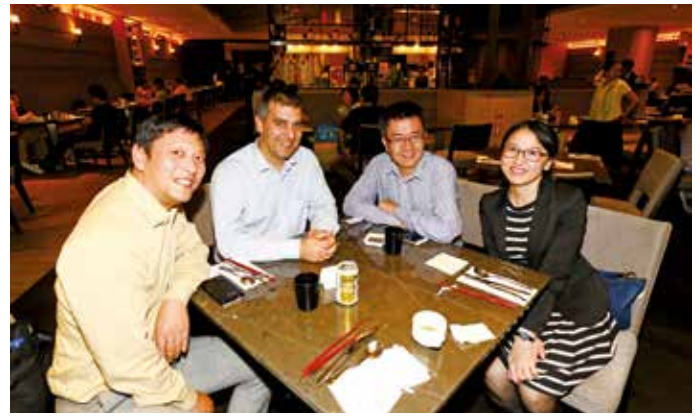
▲ Taichung Government Director General, Chen Sheng-Shan indicated that in the coming 4 years Taichung would establish 600 km of bike paths.



▲ Taichung Government Director General, Liu Yau-Jr stated the City Government's desire to make TBW a bigger and better show.



▲ Many organizations aid in the hosting of TBW: (From left) IDIPC Vice Director, Chen Chien-Ting; TBW Organizer, Steve Fenton; Taichung Government Deputy Mayor, Lin Ling-San; Wheel Giant President, Grace Ruan; IDIPC Director, Huang Wong-Hsiu and Taichung Government Director General, Chen Sheng-Shan.



▲ Sram Asia GM, Hank Kao; Giant CEO, Tony Lo; Merida President, Michael Tseng.



▲ Specialized Executive VP, Bob Margevicius and Ideal



▲ CHC GM, Francois Liang.




▲ The welcome party featured a live saxophone band performance.



Deda Maintaining Italy's Heritage of Prestige Design

So many Italian products have an illustrious history of combining to-die-for sleek aesthetics and design features with ferocious performance; and all Deda's products have a reputation for adding to that history. However the Italian component brand is taking things up a notch with the introduction of its latest line of aero handlebar, stem and seatpost—Superzero. The Superzero carbon handlebar offers a superb combination of stiffness, lightness, and aerodynamics, in a bar that is also ergonomically shaped to give riders greater levels of comfort, even over long rides. The short reach, short drop handles are integrated perfectly with Deda's Superzero stem. 3D forged from 2014 aluminum for incredible strength, the Superzero stem is flat at the top and tapers to the bottom, a design that not only looks good, it also further increases both aero properties and strength.

The icing on the cake for this Superzero range is some small additional accessories. A small D-clip can be clipped into the space between the two bar clamps that again enhances both aerodynamics and styling. A version of the clip is even available to perfectly hold a Shimano di12 controller. 



▲ Deda's Superzero personifies the classic Italian design penchant for combining exquisite beauty and stunning performance.

◀ A flat cap held in place magnetically replaces the traditional stem cap on Deda's stunning Superzero range.

WTB PadLoc Set to Revolutionize Grips

It is not often that handlebar grips become such a hugely talked-about item amongst product managers, but WTB's introduction of their PadLoc grip system has created much buzz in the OE industry.


There is a human story behind the development of PadLoc, as these grips were not just the result of R&D engineers pouring over CAD systems for months. WTB OEM Sales Manager, Jason Moeschler was riding in a race when he overshot a jump. He lost control of the handlebars when his grips slipped and he came off the bike, breaking four vertebrae in his back in the fall. Reflecting on the accident during his recovery, he hit on the idea of interlocking the grip with the handlebar end to prevent grips from slipping. Once back at work, he mentioned his idea to WTB engineers who went to work on the concept and eventually came up with what is now the

PadLoc - a grip system that solves not only slippage issues, but also offers several other key advantages.

At the heart of the system is a wedged block that fits neatly together with an angled cutaway on the handlebar end. This prevents both grip rotation and slippage. However, as a by-product, the system also gives other advantages, not least of which is the fact that the grips are more comfortable after the void left by the angled cut is filled with the soft rubber of the wedge. An additional benefit of this is that rubberized ends won't scratch car or bike paintwork during transportation like metal ends do. PadLoc grips also offer increased durability due to the lack of wear from movement when the rider grabs the grips.

WTB are introducing PadLoc grips in a wide range of colors, lengths and grip patterns to suit differing cycling needs. Although WTB are patenting

the design internationally, they have also decided they will allow other manufacturers to use their own grips based on the PadLoc design, as long as the PadLoc logo is visible on the wedged end of their products.

Jason Moeschler has started racing again, although he still feels pain from his injuries. Hopefully he can find some solace in the knowledge that his experience and idea, may well become a new industry standard for grips, and more importantly, perhaps prevent similar accidents happening to others in the future. 



▲ WTB's Jason Moeschler holds the results his concept, WTB's much-lauded PadLoc grip.

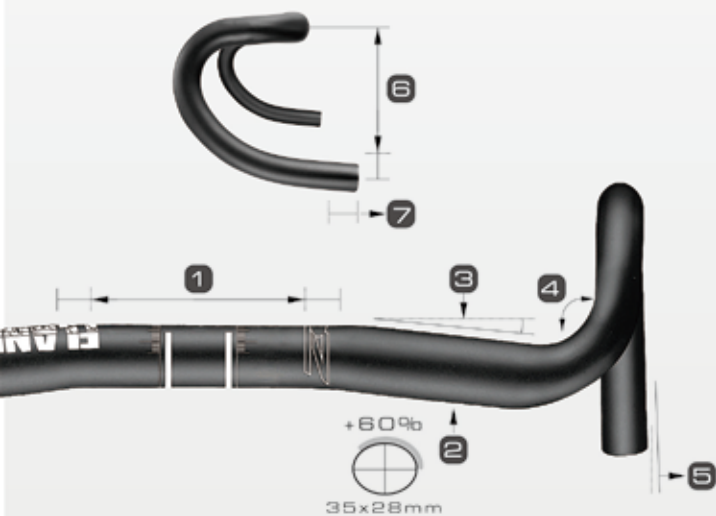


▲ By replacing an angled cutaway on the handlebar with a rubber wedge, WTB's PadLoc grip creates numerous advantages over existing grips.

PRECISE CONTROL



Model No. : TDS-RD701-8FOV/ISO-R
 Material : 3D FORGED ALLOY
 EXT : 80/ 90/100/110/120/130
 RISE : -7°
 Height : 41
 Finish : SAND BLASTED AN BK or SILVER



FLANDERS

Model No. : DR-AL-199BT FOV/ISO-R
 Material : ALLOY BUTTED
 Bar Bore : Ø 31.8
 Width : 380/400/420/440mm
 Reach : 77
 Drop : 124(W:380/400)
 128(W:420/400)
 FINISH : SAND BLASTED AN BK or SILVER



- 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



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Taichung Bike Week
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Keeping in Shape with Pro-Lite


For many years, Pro-Lite, founded by Steve Fenton, have been developing and bringing to market cutting-edge products that are built by hand in Taiwan. The company has grown to an extent that it now is one of the biggest producers of hand-made wheelsets in the world. This year Pro-Lite are introducing the Cicela road bike wheelset. It is a wheel that gives riders unprecedented levels of power transfer from pedal to ground.

At the heart of the Cicilia is Pro-Lite's XE hub that

has been brought over from their MTB series wheelsets. The hub's oversized bearing offers unparalleled support to lateral forces, the double-toothed, 6-pawl system with 84 engagement points ensures that riders keep more control and can deliver more power to the ground. The use of Pro-Lite's patented spoke braces effectively increases the size of the flange, allowing for better power transfer, meaning pedaling force isn't lost to wheel distortion.

The brand new XE

hub ushers in a new era of responsiveness and power.

Pro-Lite are presenting their entire range of wheels in the Evergreen hotel, booths B5 & B6.  WG



▲ The 84-engagement hub helps significantly with efficient power transfer.




▲ Pro-Lite CEO, Steve Fenton with the company's latest road bike wheelset.

A Touch of Cane Creek for the Perfect Coil Shock

It is not an exaggeration to say Cane Creek's double barrel shocks are something of a benchmark; the company has been producing them, in either air- or coil-sprung versions, for over 10 years. It is probably also fair to say that their latest double barrel shock, DBCoil CS, is more evolutionary than revolutionary, after all, double barrel coil suspension is not new technology.

However, what Cane Creek do bring to the table with this product is their proprietary Climbing Switch. The Climbing Switch is not a lock-out, it is a feature allowing riders to select a climbing mode in which they can retain the advantages of a fully-suspended bike while climbing,

without unwanted suspension motion. CS adjusts both low-speed compression and low-speed rebound. By selectively tuning both compression and extension phases when climbing, Cane Creek's shock maintains better traction and control while enhancing pedaling efficiency through its entire travel.

As the name of the DBCoil CS implies, Cane Creek have added the CS feature to their double-barrel coil-sprung shock, and in so doing have created a shock that they feel is the ideal recipe for enduro bikes. Cane Creek are introducing their entire range of products at the Tempus hotel, A-B1-C hall.  WG




▲ Cane Creek's DBCoil CS - a perfect recipe for enduro riding.

American Classic Present 'Do It All' Wheelset

American Classic return to TBW this year to display their new line-up of cutting-edge products. One of those products is the new 420 Aero 3 wheelset, a "do it all" set of wheels, fast and aero for racing, strong enough for training and cyclocross. The rim is 34 mm deep and 22 mm wide, giving it both decisive handling in corners, and speedy accelerations. The disc brake version of the wheelset weighs just 1679 grams/pair, is designed

for use with centerlock discs (a 6 bolt adapter is available), and are compatible with 12mm or 15mm thru axles and standard QRs. The rim brake set weighs 1525 grams/pair, and feature a 10mm wide brake track for secure braking and easy brake setup.

Both rim and disc models can be ridden with tubeless tires and sealant, or with standard tires and tubes. American Classic are in booths A32 & A33 of the Evergreen Hotel.  WG



▲ American Classic founder, Bill Shook brought a touch of his genius to their new Aero 3 420 wheelset.

FEATURES

- *NEW SHAPE MAXIMIZES STRENGTH WHILE MINIMIZING WEIGHT
- *NEW CHAINRING PINS IMPROVE SHIFTING FOR SMOOTH AND ACCURATE SHIFTS

ROAD RACE ETERNAL-721C-TT

- .Crank Length: 170,172.5,175mm
- .Crank Material: Forged AL-6061-T6
- .Crank Finish: HP Black Ano.
- .Chainring: 52-36T/50-34T
- .Chainring Material: AL-7075-T6
- .Chainring Finish: 100% CNC Mach., Black Sand Ano.
- .Compatibility: 11S
- .Chainline: 43.5mm
- .BCD: 110mm
- .Q/I-factor: 160/129mm
- .Weight: 946g
(50-34T,170mm)



PW-BB68+
INTEGRATED TT ROAD-II



PW-BB86
BB86

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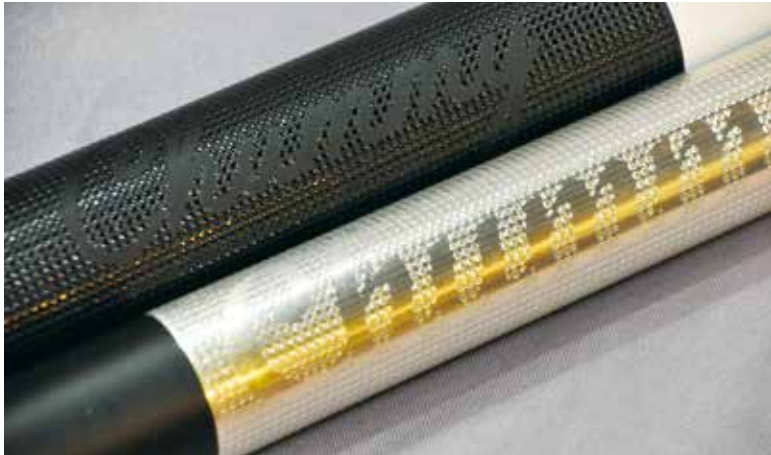
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Chummy Super Eye-Catching 3D Logos

3D water transfer decals can be based on different designs, to give a decal a textured feeling. For example, when used on MTBs, they can express more 'power'. 3D decals are stronger than traditional types and can also offer greater protection for the frame. Chummy's 3D decals have passed acid, solvent and other related tests. They are less prone to damage or falling off the frame.

WG



▲ Chummy's new 3D logos are very eye-catching.

Aclass Present 27.5+ Tubeless Ready Wheelset

Leading Taiwanese rim & wheel manufacturer, Alexrims is introducing its one of its latest products—the Animal 3.5 27.5+ wheelset under its Aclass brand. The Aclass Animal 3.5 is compatible with the popular, Sram's Boost open standard. The wheelset rim is offset, and it also features an improved rim shape

in order to keep weight low, a feat also aided by Aclass making the rim tubeless ready. In addition, they have emphasized function and attractive design; sandblasted rims include water transfer decals to preserve its good looks and provide easy maintenance.

WG



▲ The Aclass Animal 3.5 is a 27.5+ wheelset that can boast both good looks and sought-after functionality.

PopBike Release Push Bike With Brakes

Most push bikes don't have any braking system, usually relying on the rider placing both feet on the ground to stop or slow down. However, for the next stage of child bike use, there should be a braking device, and many parents want to let their children get used to using brakes earlier. Taiwanese manufacturer PopBike will launch a special version of their renowned PopBike push bike with a braking system, especially important for meeting the needs of the Japanese market. Additionally, the company is launching a special online custom color service for the frame, front, and grips. Customers can also choose to add on a fender, giving children the chance to have a personalized push bike. WG



▲ PopBike's push bike with brakes.

Controltech's New Logo Showing Off Quality

More and more, low-key, simple painting styles are becoming popular, so Controltech has launched a new glossy black logo, used on its wide variety of products. The logo is much more suited to the painting styles used on frames today, and gives the products a feeling of very high quality.

With regards to product, Controltech have added a 27.2mm version of their popular Affilado combined seatpost and saddle, originally 31.6mm. The weight of the new Affilado is just 258 grams, which is exceptionally lightweight for road bikes. WG



▲ Controltech's new logo. Before and after.



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BOOTH NO. **1020-1021**

VP Create Rich & Diverse Product Line

VP are introducing many new products with popular and innovative features. One of the most warmly-received products is the VP831P, a pedal which features non-slip sheets which can be replaced when worn down. In addition to being very elegant, it also provides good friction for both city bikes and e-bikes. VP are also presenting the VP658, a die-cast pedal body with an increased spindle diameter of 9mm, to improve durability. The pedal utilizes TPE materials and non-slip pins. VP also have a cleat that is compatible with Shimano SPD SL, using a design that can be separated, so that when riders replace the cleat they don't need to reposition the entire cleat. The cleat is available in 0 and 6 degrees styles. 



TakeEasy's Commuter Bag Series

TakeEasy are introducing their range of commuter bags, made from canvas and leather, emphasizing a minimalistic fashion style. The product line includes waist bags, backpacks, tote bags, messenger bags and notebook bags. Additionally, TakeEasy have some bicycle bags that are also designed to be used as waist bags, and some messenger bags that can be mounted on a bicycle via a quick release system. 



First Aggressively Market Height Adjustable Headsets


Using a CNC manufacturing process, First have developed height adjustable headsets featuring heavy duty thin threading. Designed for removal or installation using a common wrench, this headset is easy for the average person to use and adjust. The threading ensures concentric cupping, guaranteeing a perfect fit every time, which improves both durability and bike handling. This product comes with an additional extension for an optimal fit for every rider.

The CNC threading of First's height adjustable headsets ensures concentricity, and makes them easy to use, durable and fully customizable.





Igus' Maintenance-Free Bushings

Igus have launched a range of bushings made from a specially-developed plastic composite material including tribopolymers, using German Drytech™ technology that, unlike traditional bushings, do not require lubrication. Apart from oil-free use, the material also offers high wear resistance, and higher service life characteristics. Since bicycle parts are often exposed to dirty environments, using these bushings can reduce the frequency of replacement and maintenance issues. Customers can now use the bushings on pedals, shocks, brake systems, dropper posts, BMX hubs and other bicycle components with sliding or rotating parts. Additionally, Igus have invested in a lot of testing equipment to obtain the predicted life of their bushings, and the results serve as a reference for manufacturers to develop products, while also allowing those companies to reduce production costs. 



Alhonga Introduce Dual Activated Road Disc Brake

Alhonga have been showing customers their mechanical disc brake for road bikes, which features dual activated pistons for improved braking control and performance, and which also prevent rotor deformation. The pistons are made from a low heat conducting Bakelite material to overcome the heat produced from road bike disc brakes at higher speeds. The mechanical disc brake is also more suitable for internal cable routing, preferred on modern road bikes, as maintenance and replacement is much more convenient. 🌐WG



▲Alhonga's dual actuated mechanical disc brake has many desirable features.

Samox's Crankset: Same Strength, Lighter Weight

Samox has a history of sponsoring cycling teams, and they have used the feedback from those riders to guide their recent innovations. Originally, they made their chainring thicker (8mm), using 7075 aluminum alloy, enhancing strength and durability, as demanded by their riders. Now, employing the latest CNC manufacturing processes, their chainring has been radically streamlined, and the crank has been redesigned to be hollow, greatly reducing their crankset weight to 710 grams, while retaining the same level of strength. 🌐WG



▲Using state-of-the-art CNC manufacturing processes, Samox has produced a strong yet lightweight crankset.

X-Fusion Key Product: Revel-X

Inverted suspension forks offer a smoother action than normal suspension forks, allowing the rider to get a more responsive feeling from the road, but they are easily contaminated with dust. To get around this shortcoming, X-Fusion have specifically developed their Revel-X inverted fork. The Revel-X is a 27.5 air suspension fork, with 140-160mm of travel, equipped with the Key Way System, so that the action is extremely stable. The fork also features the Roughcut HLR damper system to adjust rebound, lockout, LSC and HSC.

🌐WG



Baradine Launch Exclusive Carbon Rim Brake Pads

With 45 years of experience producing brake components, Baradine have evolved from a brake pad manufacturing company to one that produces many kinds of brake system parts. This year, Baradine are introducing their exclusive new line of brake pads for carbon rims. Using improved materials, the stopping power and overall feel of the new pads have been enhanced for a safer, quieter ride. Consumer tests have reported very positive feedback in all respects from these new pads. 🌐WG



▲Baradine's new Carbon Rim Brake Pads are receiving glowing customer reviews.

Ashima Roll Out New Ceramic Brake Linings

Ashima are introducing stronger, more durable ceramic brake linings, which significantly outperform composite linings, nearly equal to metal linings for a fraction of the cost. Their linings perform very well in wet conditions while minimizing rim wear. They are highly compatible. 🌟WG



▲ Ashima's ceramic brake linings offer excellent, metal lining-like quality at low cost.

DNM Unveil Cold Forged Forks

DNM' have changed the production method of their crowns and dropouts of their USD-8 downhill forks to cold forging in order to increase the strength of these parts. The forks also uses post mounts and stem locks, so that bike control is more stable and sensitive. Because of this emphasis on strength and safety, without being particularly focused on keeping the fork lightweight, the forks are popular on eMTBs, since they are safe under intense riding and rugged road conditions. 🌟WG



▲ DNM new Downhill suspension fork, USD-8.

ShunShing Debut Carbon Crankset and Aluminum Chainrings

Among ShunShing's complete line-up of new products, the company has put a great deal of focus on two main items. The first is a carbon crankset. Customers can choose from 1 chainring or 2 chainring options. The chainrings are CNC'd from 7075 aluminum. The second major product is a line of aluminum oval chainrings with a variety of specifications to meet customer demands. 🌟WG



▶ Shun Hing ShunShing launched a carbon fiber crankset (left) and an aluminum oval chainring (right).

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New Products 2016

Prowheel

Charm-36T-TT

Tempus Booth

Prowheel's single-chainring specific tooth profile ensures that the chain is held securely on the chainring without the need for chainguides. A new cold-forged shape helps to maximize strength while keeping the weight down. Chainrings are available in 32T, 34T and 36T, while crankarms are available in lengths of 170 and 175mm.



Dosun

ESC10

Dosun's New COB, ESC10 rear light utilizes the classic Dosun aluminum case. The attractive and linear light beam fulfills the rider's safety and quality demands. The brightness of the light is 10 lumens, and it is also rechargeable by USB. Riders can fasten the light to the seat post with a strap, or lock it on to their bags with a U-clip.



KMC

Revolution of KMC X Series 11-speed Chain

Single-piece chainring systems have become increasingly popular; thus, KMC will introduce the new X11 speed series chains during Taichung Bike Week. This is great news for the refinement of chain performance on 1X systems. The key innovation of new KMC X11 speed chains is its compatibility across all single chainring systems while focusing on an upgraded chain plate design to prevent chain drop, especially when backpedaling, while also improving shifting performance.

Correction: Yesterday we reported that KMC 'One By System' chain was for 10 speed bikes. Regrettably we made a mistake, it is actually for 11 speed bikes.



Samox

K5

Evergreen 3F RM-319

SAMOX are introducing their K5 crankset series designed for use on freeride, mountain, and downhill bikes. The crankset features an extremely large hollow-forged alloy crankarm compatible with either direct mount narrow-wide or spider mount chainrings. For the narrow-wide chainring, Samox have also developed both alloy forged and steel forged chainrings as options.



RST Greenergy

Rebel

Tempus Canada Room

Inverted forks have several advantages, including less unsprung weight and better lubrication of bushings, which lead to better overall performance. RST's Rebel fork features a one piece magnesium upper with 34mm stanchions, using a new air main / air negative spring system, along with our proven OCR+ damping system. The 15mm thru axle is keyed into each drop-out and, when paired with a wheel using 31mm endcaps, the torsional strength of the fork rivals that of a conventional fork.



Forecasting 2016 Bicycle Trends

Trend 1: e-MTBs



▲ Full suspension eMTB from Haibike.



▲ Panasonic also introduced e-MTB transmission components in hopes of capturing a share of this promising market.



◀ Bosch's recently-introduced e-MTB component series emphasizes high torque (75 N/m) and a 300% power boost, which set new benchmarks for e-MTBs.

Trend 2: 27.5+ Bikes



▲ The Rotwild RX1 27.5+ full suspension MTB.



▲ The new "+"—"Plus"—concept promoted by Scott involves the use of 2.8" tires and a slightly lower tire pressure (1-1.2Bar) to achieve better steering and rolling performance. Scott has also introduced 11 Plus models to provide consumers with ample choice.



◀ Welcoming the 27.5+ age, RST has introduced suitable suspension forks.



▶ 27.5+ tires series introduced by Schwalbe.

Trend 3: Gravel Bikes



▲ Cannondale's Slate single-fork gravel bike is eye-catching in the extreme.



▲ Scott's Addict gravel bike.

Trend 4: Wireless Technology



▲The Red eTap wireless electronic shift system introduced by SRAM.



▲In the wake of wireless suspension forks, Magura also introduced a wireless suspension seat post this year.

Trend 5: Road Bike Disc Brakes



▲Canyon's disc brake-equipped road bike.



▲Pinarello's road bike with disc brakes.



▲Stevens' gravel bike has a belt transmission system.



▲Tires introduced by Maxxis exclusively for gravel bikes.

Trend 6: Aerodynamics



BMC Team Machine TM01

Aimed at time trials and long-distance triathlon riding, the Team Machine TM01 enabled Rohan Dennis to maintain an average speed of 55.446 km/h in the first stage of this year's Tour de France, which set a new Tour record for the fastest individual time trial. The Team Machine TM01's aerodynamic frame geometry and innovative, adjustable design make it nearly invincible in races.



Merida Scultura

Merida's all-new 2016 version of its classic Scultura climbing bike smashes old stereotypes through the use of the newest carbon fiber technology. Apart from having one of the world's lightest frames, the all-round Scultura also incorporates aerodynamic elements.



Giant TCR

The handmade TCR Advanced SI carbon fiber bike offers an outstanding stiffness/weight ratio and weighs a mere 780 g (including seat tube), which is 12%—181 g—less than that of its predecessor. Boasting an optimal balance of "weight, handling, stiffness, and comfort," the TCR Advanced SI has an aerodynamic design featuring a tapering head tube; apart from light weight, this model also offers superlative stiffness during cornering.



▲ An aerodynamic helmet from Giant



S-Works Venge ViAS makes you faster by 120 seconds

Born in a wind tunnel, S-Works' Venge ViAS uses special headset bearings and washers to ensure that all cables are hidden. The patented integrated brakes ensure a perfect pairing of aerodynamics and optimal stopping power. The front brakes even enhance the aerodynamics of the rear edge of the front forks.



Cipollini NK1K

With the legendary Italian cyclist Mario Cipollini personally manning its booth, Cipollini displayed a revolutionary new model featuring integrated advanced technology and aerodynamics. The bicycle's one-piece carbon fiber frame boasts a novel appearance and fluid lines.

Trend 7: Smart Bicycles



Canyon Smart Bike Computer

Canyon has joined forces with Sony to develop an operating system providing cyclists with the popular Strava, Komoot, and Google Maps apps. By interacting with technology as they ride, riders will have even greater cycling fun. Canyon also offers an electronic chip that can be implanted within frames to record cycling data.



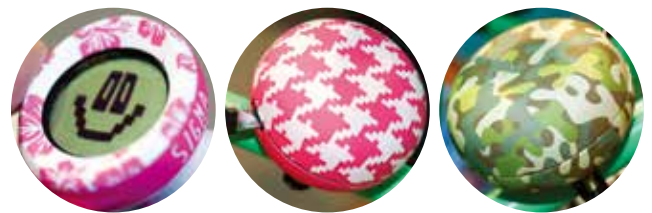
Copenhagen wheels

This innovation lets people quickly transform ordinary bicycles into power-assisted bikes by merely changing the rear wheel. The red wheel's built-in motor, batteries, wireless system, and sensors can automatically monitor road conditions, carbon monoxide, nitrogen oxides, noise, temperature, and humidity. A GPS unit can record location and riding habits, and data can be uploaded to cell phones. The batteries can be recharged during level and downhill riding.



The brainy Bulls Sturmvogel E Evo

Germany's Bulls, Brose, and Germany Telekom cooperated to develop the Bulls Sturmvogel E Evo, which features a matchbox-size central "brain" placed inside a frame's down tube, a built-in SIM card, a microprocessor, a Bluetooth interface, motion sensors, and a GPS module. This system can rely on the Internet to transmit data to an app on the user's cell phone. Users do not need to return the system to the distributor for firmware upgrades, and can simply obtain upgrades from the Internet. Even more importantly, this system allows a cyclist to know where his or her bike is at all times; if the bike has been stolen, the owner can use the cloud or a cell phone app to find it, and can immediately notify the local police.



▲Novel cyclo computer & bell designs.

Trend 8: Urban-Mobility Styling



▲Low-carbon e-bikes promote fitness and fashion.



▲Green low-carbon tires—Schwalbe's environmentally-friendly inner tubes emphasize 100% recyclability.



▲Commuting helmets.

Brose Joins Ride On Group

A new exhibitor in the Ride On group this year is Brose Antriebstechnik, the German e-bike component and drive specialists. The company is the world's fifth-largest family-owned automotive supplier developing innovative mechatronic systems for vehicle doors and seats, as well as electric motors and drives. Around 24,000 employees work for Brose at 60 locations in 23 countries, generating a turnover of almost €5.2 billion in the 2014 fiscal year. The company can boast that every second new vehicle worldwide is equipped with at least one Brose product.

Modular e-bike drive system

Drawing on its many years of experience as a market leader in electric motors in the automotive industry, Brose are introducing their modular e-bike drive system comprising an individually configurable motor, a number of different displays, operating unit and battery variants. Bicycle manufacturers can combine and optimize the drive components according to their bike's intended application. For example, the drive

used for cargo bikes is configured completely differently than the drive used for a sporty mountain bike, even though the motor hardware is the same.

Powerful drive

The heart of Brose's modular e-bike system is a powerful drive motor with a design based on a power steering drive for cars. The result is an efficient and powerful electric motor that provides virtually silent and vibration-free pedal assistance. The compact and lightweight (3,400 gram) mid-motor can be rotated 360 degrees and mounted in any position. It offers 250 watts of continuous rated power, with 75 to 82 percent efficiency, and a maximum torque of 90 Nm. The drive is compatible with all frame types and designs, and is suitable for use with derailleur and hub gear systems.

Unique design language

With appealing aesthetics playing a pivotal role in purchasing decisions and differentiation from the competition, Brose is offering bicycle manufacturers individual solutions that go above and beyond the selection of

system components. These range from expanding the system in line with customer requirements using their own components to developing a completely unique system integration concept. The battery packs are developed and produced on the basis of the bicycle design, and the motor position and cover individually defined. This makes completely new e-bike designs possible.

"Unlike competitors' solutions, our system can be individually and homogeneously integrated into the bicycle – enabling the development of new bicycle concepts. The open interface of our system already takes connectivity, mobile control via a smartphone app or remote services into account. We have explicitly allowed third-party manufacturers such as GPS providers or telecommunications specialists to further develop these areas," says Christoph



▲ Brose sales, Tobias Bergmann.

Bantle, General Manager of Brose Antriebstechnik. "In this way, we can move forward together in a connected world."

More information about the Brose e-bike drive system can be found by visiting their booth at the Millenium Vee Hotel during Taichung Bike Week. 🌐WG



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Seismic Shifts in US Bicycle Retailing



▲Bicycle industry analyst and one of the senior partners of industry consultants, Gluskin Townley Group. Jay Townley has had his fingers on the pulse of the US bike industry for over 50 years.

Earlier in the year, major American bike company, Trek Bicycle, shocked the US bike world by announcing that it would start selling bicycles online—the first major US brand to do so. Although Trek retailers who sign up for the program will get a service commission for assembling the bike before its picked up at their store by the consumer, Trek's announcement, naturally, caused quite a stir in the American bicycle industry. To get a more in depth look at what the move means for US bicycle retailing, we spoke to industry consultant and expert on the US bike market, Jay Townley.

"Trek's move falls in line with the sea-change that bike retailing is undergoing in this country. The shifts that are occurring in the market are also affecting all the major manufacturers.

Recently, the BPSA announced that US bicycle sales were, in general, flat. This is nothing new, as sales have essentially been flat for 20 years. The number of IBDs is falling, bike sales are flat and the profit margins that retailers make from the sale of bicycles are negligible. Trek is doing exactly what it should do, which is to act in the best interests of

their company. They are moving forward in adopting this omni-channel approach—and they have invested a lot of money in this system.

Trek's website only went live last month, so this will be the quarter when they see the system rolled out and where retailers begin to really come to grips with the issues of serving consumers who have ordered online and are going to pick up in the store. So, outside of all discussion this new retailing direction has stirred up online, the true ramifications have yet to be felt.

Trek is not the only major manufacturer looking at ways to cope with the current market situation in the US. Giant have already published a letter which essentially says that they already do this in Europe, and will wait and see what action they will take in the US. In July, Accell North America CEO, Chris Speyer, spoke quite candidly about the competitiveness of the US market and the need to reposition and re-focus the Raleigh brand.

Bicycle retailing is also changing with the growth in the number of new-wave and outlier shops. These are bike stores who, to a large extent, are not tied to the mainstream market—

they are not Trek or Specialized or Giant dealers. From the get-go, these bike retailers, who started emerging onto the market around five years ago, have had full omni-channel presences in the market place. These stores are making money, and they are showing that there is no difference between brick & mortar and online sales—they are one and the same. This is the essence of omni-channel retailing. The growth of these new wave and outlier retailers is a market change which is getting bigger and becoming more important all the time.

On top of this, the introduction of new regulations is allowing crowd-funding to go from strength to strength in America. What this has done

is to allow bike brands to start up overnight, markedly different from in the past when they would struggle to get funding. The last time I checked, there were over 400 bike segment startups on kickstarter.com.

I believe 2015 is a seminal year in American bicycle retailing. We are seeing some seismic shifts with the number of new brands increasing, the number of new wave & outlier retailers increasing, and at the same time, the top-tier brands are changing the way they are doing business. Although this is only Trek for now, I would not be surprised to see other dominant brands implement some major retailing changes in the future."

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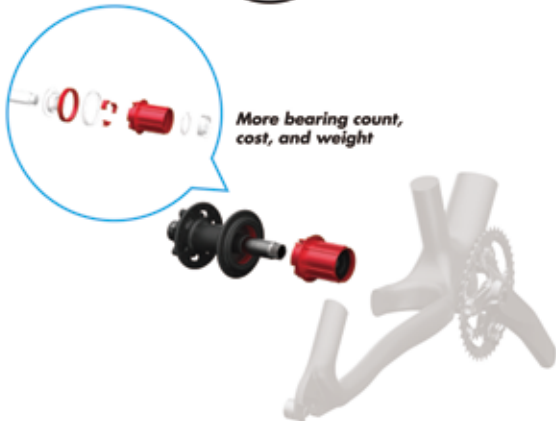


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Interbike to Start East Coast Show




Interbike, the largest bicycle industry trade show in North America, have announced the launch of a new four-day demo event that focuses on East Coast bicycle retailers, ending with a two-day consumer demo and music festival. The Fall CycloFest, presented by Interbike, will incorporate a blend of Interbike's OutDoor Demo, tech seminars, retail education and more over the first two days of the event, and will also include activities and races to create some competition and fun between stores. Musical entertainment is planned for both the trade and consumer days. At press time, Interbike was still working to secure the details behind the race component.

The event will be held October 20-23, 2016, at the U.S. National Whitewater Center (USNWC) in Charlotte, NC, just minutes from Charlotte Douglas International Airport – the 2nd largest airport on the East Coast and the largest hub for U.S. Airways.

The Fall CycloFest will start out with two days open to retailers, distributors and media only. In addition to the heavy emphasis on demos, the event will also feature numerous educational sessions for retailers from Mann U, the NBDA and Interbike University. Technical seminars are also planned, with SRAM and Fox Racing already committing to the demo and technical seminars at the event.

Show organizers are looking to integrate a strong music component as part of the experience for both trade and consumer days. Interbike will be working closely with the USNWC's team to secure music acts that reflect both the region and the audience. The USNWC hosts musical acts on its concert stage most weekends throughout the summer.

"This is in no way a replacement to Interbike for East Coast retailers and their staffs, but more of an opportunity to let them be a part of the demo experience," said Pat Hus, Vice President of Interbike. "When we look at our OutDoor Demo attendance every year, it is always weighted heavily to the west coast. Most eastern retailers could have two days of travel in order to attend Interbike, making it difficult to attend the demo or even take part in tech seminars. This event is a natural progression and one that we hope will allow retailers to experience those things they have been missing for years now at Interbike. Adding some new twists to this new event should make it a very compelling event to attend."  WG

The Rise of the Belt Drive



Recent years have seen increased interest in bike manufacturers replacing the standard chain-powered drive train on their bikes, with alternative belt-driven systems. This rise in belt-driven specced bicycles is, by no small amount, driven by the surge in popularity of urban-mobility transportation, a bicycle segment that lends itself exceptionally well to the advantages belts bring to riding.

Not least amongst the improvements that belt drives have to offer, is that unlike chains, they require no lubrication, essentially making them much cleaner. This allows inexperienced riders and commuters to avoid unsightly oil stains on their clothing from chain rub. Additionally, belt drives are also longer-wearing than chains which will stretch more over time. In fact, most belt drive manufacturers can claim belt-drive life of many times that of even a good-quality chain. This longevity also offers riders some long-term improvements in performance. As chains lengthen, they lose efficiency; belts, on the other hand, retain a more consistent length over their extended lifetime, and therefore offer riders greater efficiency over months and years of maintenance-free riding.

In addition to the benefits, belt drives are also quieter and lighter than chains while at the same time requiring less maintenance from the rider. These all add up to some very big selling points for manufacturers designing bikes for non-cycling enthusiast, urban mobility markets where riders use their bikes purely for getting around rather than seeking thrills, speed or fitness.

The drawbacks


Of course, if belt drives were perfect manufacturers would have been speccing them on all their bikes for years. Belt drives come with drawbacks, two of which

severely limit the type of bikes they may be used on. The first is that the belt's lack of lateral flexibility mean that they can only be used on either single-speed bikes or bikes specced with internally-geared hubs. The other limitation is that due to a belts need to retain consistent tension, any bike where the effective chainstay length changes during riding is inherently incompatible with belt drive systems. This rules out the belts being used on any bike with rear suspension.

Less problematical for manufacturers who are able to design their frames from scratch are that belt-driven bikes require a frame that can be opened to allow installation and removal of the belt. Belts also require some tensioning method, which can often be achieved through the use of horizontal dropouts.

The future

Without, revolutionary advances in material and design of belt drives, we are unlikely to see large numbers of belt driven MTB or racing bikes in the near future. The rising popularity of commuting and transportation bikes, coupled with nearly every urban-planners desire to see more bicycles on city roads, means that belt drives are looking at a very rosy future. It is little wonder that current belt drive manufacturers such as Gates and Continental are proudly announcing spec on an increasing number of bicycles.

At this year's TBW, both of these manufacturers are introducing economy-level belt drive systems to product managers. The lower price-points will surely lead to more 2017 OE bike models specified with this clean, quiet, maintenance-free alternative to the chain. 

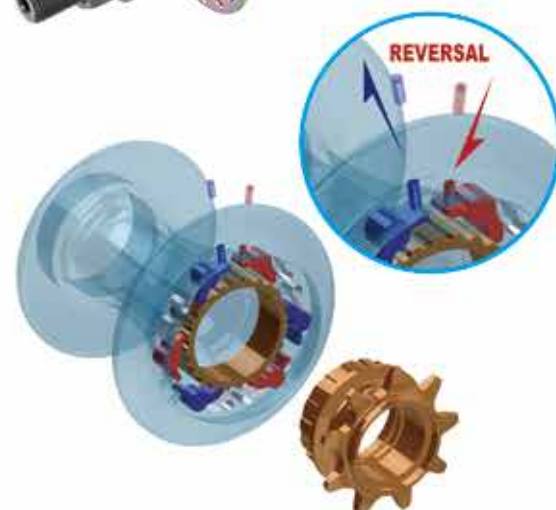


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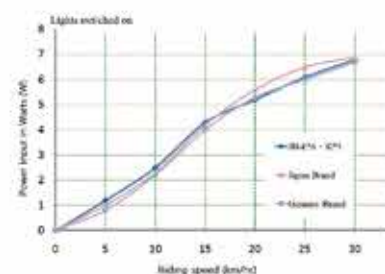
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2015 International Bangkok Bike Show



Although the recent terrorist bombing in central Bangkok was still fresh in everyone's mind, the International Bangkok Bike Show from October 1st to 4th nevertheless had a relaxed atmosphere. According to Mr. Liu Shu-tien, chairman of the Taiwan Chamber of Commerce in Thailand, coups are a routine occurrence in Thailand, and have taken place 58 times. The Army is currently in control of the country, but the soldiers vow loyalty and devotion to the King, and most observers believe that the political situation in Thailand will continue to stabilize.

The show's organizers pointed out that the number of booths increased this year, and participating firms included such manufacturers as LK Bike, Asia Bike, and Cycle World. Hwa Fong's agent took part, but Merida's agent, Cycle Sports, was absent. More than twenty firms from Taiwan participated. Visitors at the show included

many local consumers (88%) and a good number of bike shop owners (12%). Thailand is a key ASEAN market, and the show felt like it was largely geared toward the domestic market. The numerous visitors were mostly not target customers, and participating firms generally sought to find local agents. Thailand's bicycle market has plenty of room for development, and there is a thriving market for second-hand bicycles.

Thailand's bicycle market has been shaky this year. To celebrate the Queen's birthday, the Crown Prince rode a bicycle for 45 kilometers on August 12th, which attracted interest in cycling and boosted bicycle purchases by roughly 20%. The Crown Prince plans to take another celebration ride on December 12, and this will probably also stimulate increased enthusiasm for cycling.  WG



▲ Left to right: Giant Thailand representative, World Bike CEO Fujian Sheng, Yo Jia Wei, responsible for developing the ASEAN market, and NEO Projector Int'l Suhbpong Smithtun (Jobe).



▲ LA Bicycle General Manager, Prakrit Lertyaovarit (left) says LA Bicycle will focus more on quality than quantity. Marketing Director Jantana Tiyawatchalapong (right).



▲ Asiabike President Seema Permyong.



▲ JAVA's mid- and high-end bikes sold well at this year's show. Pictured: GM Hsueh Kuang-Hung (left), and Kesri Hsueh (right).



▲ TCQuick bicycles from Tianjin. Left: Chairt Konthamas, Sales Manager. Right: President Nidchai Konthamas.



▲ Savox is the agent for Axman in Thailand, Pictured: GM Piyadol Deekajomdel (left), and ASG brand manager Jones Ho (right).



▲ Central Bike is the agent for Orbea, 3T and Cipollini. Pictured (right) is Jinda and (left) Kris Rattanan Muurchai.



▲ Panther represented Asama from Vietnam; the company imports bicycles from China as well as having four of their own assembly production lines.



▲ Optima Marketing Manager, Tanapat Siripomprasam says besides optima the also have another brand called Meadow.



▲ Totem boss, Mr. Hsu with his daughter, Ling Ling Hsu are very optimistic about the Thailand bicycle market over the next three years.



▲ TBA members visit Taipei Economic & Cultural Office Representative, Kelly W. Hsieh (front row, fourth from right) at the TECO Office in Thailand.



▲ Bike Zone President, Kongpan Pramoj says they focus define on high-end products.

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California Enacts E-Bike Law

On October 7, 2015, California Governor Jerry Brown signed A.B. 1096, legislation that clarifies the regulation of electric bicycles (e-bikes) in California. This new law is the result of a coordinated campaign between the Bicycle Product Suppliers Association (BPSA), PeopleForBikes, and the California Bicycle Coalition (CalBike) to refine how and where cyclists can ride electric bicycles.

Assembly member, David Chiu (D-San Francisco) introduced the legislation, and played an instrumental role in the bill's success. A.B. 1096 passed the Legislature with


unanimous support in both chambers and takes effect on January 1, 2016.

The legislation updates California law to reflect the progression in technology around electric bicycles. The bill designates three classes of e-bikes and distinguishes lower speed electric bicycles, that reach motor-assisted speeds of up to 20 miles per hour, from higher "speed pedelecs" which have motors that provide assistance up to 28 miles per hour. This class system allows the use of lower-speed e-bikes on bicycle paths, and also provides local authorities with the flexibility to regulate different types of e-bikes based on their

needs.

In addition to modernizing e-bike law, with A.B. 1096, e-bikes are no longer regulated like mopeds, and the same rules of the road will apply to both e-bikes and human-powered bicycles. E-bikes are also no longer subject to the registration, licensing, or insurance requirements that apply to motor vehicles.

"The US bicycle industry is very pleased that Governor Brown signed AB 1096 into law," said Larry Pizzi, Chair of the BPSA's Electric Bicycle Committee. "We believe that these new regulations will serve as a model for many other states to follow and provide

safe and appropriate access to bicycling infrastructure for the wide variety of low-speed electric bicycles that are being marketed today. From the onset of our involvement in drafting the concept for the bill, safety has been our primary concern. With a multi-class structure established, states, municipalities and land management agencies can regulate effectively and clear a path for the proliferation of electric bicycles, which we believe will provide access to bicycling for many more Americans." 

International Dining in Taichung



Little Italy Restaurant

Little Italy Restaurant has several franchises throughout Taiwan, but it is by no means a fast food establishment. This eatery is in the mid-price range, but the prices are quite reasonable for what you get. They offer a wide variety of pizzas, pasta dishes, and several steak/seafood/chicken meals which are prepared very well indeed. Add to the mix a friendly staff and an excellent choice of wines, and Little Italy is a sure bet for a great evening of dining.

📍 No. 130-1, Sec. 2, Zhonghua Rd., North Dist, Taichung
 ☎ +886 4 2208-1329
 🌐 www.facebook.com/pages/Little-Italy-Restuarant/200714333288591



Find the Way Cafe

A fairly unknown, small restaurant off the beaten path, Find the Way Cafe is quite a unique place. It has several very tasty meals on offer, surprising for such a tiny restaurant. Their coffee is very nice, as well, in addition to a good (but small) selection of wines and beers. The owner is very friendly, as are his two cats, that tend to wander around the restaurant as you eat. This is a fun little place, and the food is first rate.

📍 No.320 Dehua Street, Taichung
 ☎ +886 4 2238 8199



Windsor Cafe

This restaurant, located in the basement of the Windsor Hotel in Taichung, specializes in buffet-style American cuisine. There is a wide selection of food available for the choosing. The seafood dishes, which are fresh and very tasty, are some of the most popular amongst the customers. This restaurant gets crowded – booking a reservation is highly recommended.

📍 B1F, No. 610, Section 4, Taiwan Blvd, Xitun District, Taichung
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 🌐 m.windsortaiwan.com/en/

Ikki Japanese Restaurant

A (mostly) sashimi restaurant, this establishment is focused on seafood. While it does offer some very well-prepared non-seafood dishes (the stone grilled beef chuck steak is particularly good), the seafood, both raw and cooked varieties, really shine here. Moderately priced, they offer some excellent meals for two, which are a great value. Delicious food is readily found here.

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Legal Advisor: Chenyi Law Firm, Chang Lee Chung

Printing: Chuen Fung Enterprise Co., Ltd.

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