

Show Daily



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06 Mayor Lin: Taichung - the Pearl of Central Taiwan

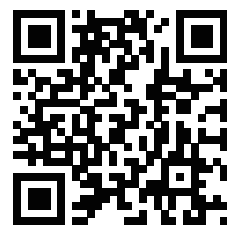
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Tuesday, October 18, 2016

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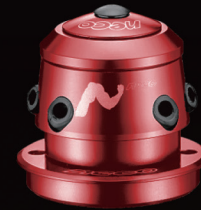
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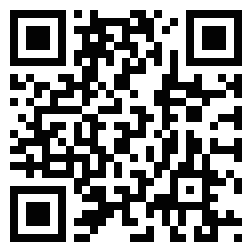


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Dynamo Hub Power Generator-UPS System
Global Patent World No.1 Bicycle Generator

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www.taichungbikeweek.com



▲ Taichung City Mayor, Lin Chia Lung.

Mayor Lin: Taichung - the Pearl of Central Taiwan

Taichung possesses mountains, rivers, and robust bicycle sports equipment industry clusters. The city also offers a convenient system of bike routes and the iBike bicycle rental system, as well as a full infrastructure for recreational travel and industrial transportation. As a result, Taichung has the wherewithal for development into a healthy, sustainable, exercise-loving city, and a bicycle travel hotspot.

Apart from its existing Coastal Bikeway, Tanya Shen Green Bikeway, Dongfeng Bikeway, Houfeng Bikeway, Hanxi Riverside Bikeway, and Gaomei Wetlands Bikeway; the city's Dajia-Houli, Dajia-Rinan, Houli-Wufeng, Fengyuan Boulevard, Huanhe and Wufeng Wuxi bike routes will be completed by 2020 or sooner. In addition, the cities and counties of Taichung, Changhua, Nantou, and Miaoli are also working hard to complete a network of bike routes. Taichung further plans to hold the East Asian Youth Games in 2019, and has obtained the right to host the Games' cycling competition. We hope that when

global tourists think about cycling, they will think about Central Taiwan first.

The bicycle industry—which can definitely be considered a green energy industry, has consistently been able to wrest growth from adverse conditions during global economic recessions. The success of Taiwan's bicycle industry in international markets is known to all, and Taiwan has become the world's center of high-end bicycle R&D and manufacturing. Because of this, Taichung Bike Week (TBW) is held by the industry in October each year to showcase the high-end bicycle and parts made by OEM suppliers, and also provide a forum through key industry figures and product managers. This grand event has won the attention of the global bicycle industry, and has been growing steadily in size and importance. The Taichung City Government began organizing accompanying services for visiting industry personnel seven years ago, and its support has earned praise from domestic and foreign cycle companies. As a result, bike industry members—both from Taiwan and

abroad, think of Taichung when they think of bicycles in Taiwan. TBW has also become one of the city's major annual events.

Thanks to steadfast teamwork on the part of the Taichung City Government and everyone in the industry, TBW has grown in size by double digits on an annual basis. In the past, the number of display venues and lodging space in hotels was insufficient to meet demand, and many firms had to settle for being on the waiting list. This year, however, the 2016 event will also include the Lin Hotel, as well as the original Splendor, Evergreen, Tempus, and Millennium hotels. The number of exhibiting firms this year will surpass 460, representing 15% growth compared to last year and setting an all-time record. We expect this year's TBW to attract more than 5,000 domestic and foreign buyers to view products and discuss the next model-year's specifications, We hope 2016 TBW is a rousing success, and wish the bicycle industry a prosperous coming year! 🌟WG



▲ Evergreen Laurel Hotel



▲ The Splendor Hotel



▲ Tempus Hotel



▲ The Lin Hotel

By the Bike Industry, For the Bike Industry

It is with great pride and happiness that I extend a warm welcome to all exhibitors and visitors to Taichung Bike Week. Once again this year the number of companies exhibiting at TBW has increased. Of course, this is hardly surprising with the addition of the Lin Hotel giving us extra booth space to allow more exhibitors to take part. However, it is still pleasing to see that TBW has the ability to grow in a year which has been quite challenging for many companies in the bicycle industry.

At Taichung Bike Week this year, 97 additional booths belonging to 57 exhibitors have been located in the Lin Hotel. In addition to these, 298 exhibitors have booths in the Splendor, 103 brands are exhibiting at 113 booths located in the Evergreen and a further 77 booths belonging to 72 brands are in the Tempus. In total, approximately 460 brands will occupy 585 booths to introduce their new OEM products at Taichung Bike Week. This, once again, represents quite a large increase over last year.

The increasing exhibitor numbers speaks volumes to the current format of the event. Taichung Bike Week is unique, it is not just 'another show' in the fall. Every year, I stress that this event is run by the bike industry, for the bike industry. I know of no other B2B show where organizers from within the industry volunteer to do such a large amount of unpaid and often unrecognized work. We organize this event as a service to the bike industry, and we go to the utmost effort to make sure that TBW reflects the wishes of the industry a whole.

As I'm sure most exhibitors and visitors are aware, TAITRA, the organizers of the Taipei Cycle Show, are conducting a study to look into the possibility of moving the existing Taipei show to the same time as TBW. I would like to make it clear to everyone that the TBW team has had no discussions with any bodies or organizations to either move the event or combine it with any other trade show.

TBW sprang up because there was a demand for it. Just one decade ago, we were only a few companies renting rooms in The Tempus to introduce our products to the OE product managers staying there. In that short time, TBW has grown rapidly every year to become the inimitable event it is today.

This incredible growth has been 100% organic, developing entirely from the needs and desires of the bicycle industry. The format, timing and location of TBW ticks all the boxes that the industry—both vendors and buyers-need. Companies can pack a concentrated series of one-to-one, quality meetings into a short amount of time. This can be done in a business conducive atmosphere, and at a limited cost. These are also big reasons why Taichung Bike Week has been able to continue expanding in a year which has seen other major international events decreasing in size and being forced to change format in order to rediscover their relevance.

Today there is no other show on earth that provides the same level of business opportunities at the kinds of costs exhibitors at TBW are able to take advantage of. The



▲ Steve Fenton, CEO of Prolite, and Organizer of TBW.

show is held in Taichung for a reason—the vast majority of the Taiwanese bike industry have facilities nearby. There is no other location, apart from Taichung, where visitors are never more than a 40-minute-drive from 85% of the bicycle industry in Taiwan.

Taichung Bike Week receives a lot of support from Taichung City Government, and I would like to thank Mayor Lin and other city government officials for their continued commitment and support. This year the city government is providing a free shuttle bus service between all of the event venues, as well as sponsoring the Welcome Dinner on October 19th after the second day of the show. I also appreciate the efforts of Wheel Giant and the contributions they make, through the TBW Guide and Show Daily magazines, towards the success of the show. 🌟WG

Pigeon's Action to be Held During Taichung Bike Week

Initiated by well-known Taiwanese rider, Liao Wu Xiong, the Pigeon's Action was created for the Chinese domestic market as a way for bicycle parts suppliers to introduce their products jointly to Chinese dealers. Since 2013, 16 companies have taken part in these joint presentations in the

Chinese regions of Huanan, Donghua, and Huabei. Named the Pigeon's Action, the joint presentations allow suppliers to quickly convey product information to bicycle brands.

During Taichung Bike Week, a Pigeon's Action meeting will be held for suppliers

to introduce products to traders, bicycle manufacturers and bike brand personnel, and allow for face-to-face interactions. The meeting will take place on October 19, from 14:00 to 16:00 at Taichung's Ful Won Hotel.

🌟WG

A New Force in Europe: Portugal's Bicycle Valley



In 2015, a total of 22 million bicycles and e-bikes were sold in the EU. Taiwan is the EU's major bicycle supplier, exporting over 2.2 million bicycles to the EU in 2015. However, due to such factors as lower shipping costs, shorter delivery times, no currency exchange losses and European policies promoting manufacturing, local manufacturing in Europe is increasingly coming into favor. In this situation, Portugal's Bicycle Valley is attracting more and more companies, and its solid foundation, extensive use of automated production, and achievement of synergy through clustering are worthy of admiration.

The Portuguese bicycle industry has drawn considerable attention in recent years. Portugal produced 900,000 bicycles in 2014, making it the EU's seventh largest bicycle producer at that time. Since then, in 2015, it has leaped into 3rd place with a bicycle output of 1.9 million units, putting it behind only Italy and Germany. Portugal accounted for 1.9 million of the 20 million bicycles produced in the EU during 2015. Portugal's main bicycle production sites are in the cities of Aveiro—with the largest output, and Porto. Located in Porto, RTE is the country's largest bicycle producer. RTE manufactured approximately 1.1 million bicycles in 2015, is the industry's greatest

advocate of automation, as well as Portugal's leader in terms of management and production efficiency. Portugal's second-largest bicycle assembler is Maias, which produced 335,000 bicycles in 2015. These two companies both supply Decathlon. Additionally, there are about 10 to 12 bicycle assembly plants in Portugal, and over 40 more parts and accessories manufacturers. As Portugal is close to Spain, Spanish brands BH and Orbea perform manufacturing at Agueda. Because European bicycle production technology is relatively advanced, automation is widespread. Most factories are close to each other, and the vast majority of plants use robots, etc.

Efficiency is high, quality stable, and labor costs low. Most of the factories employ approximately 120-150 people, while the RTE plant employs 650.

The re-emergence of the Portuguese bicycle industry during the last few years can chiefly be attributed strong government support and dedicated efforts to recruit more companies. With plentiful government support, and many EU brands seeking OE production, the industry is rapidly gaining in vigor. Portugal's bicycle industry has a solid foundation of production technology, and an increasing grasp of the quality concept. As a result, the industry is advancing and upgrading rapidly,

and attracting participants from the Asian bicycle industry, which are helping to boost Portugal's output. Wage levels vary throughout Europe. Portuguese wages are relatively low by European standards—the minimum wage is set by law at €530 per month. Most factory workers receive monthly wages of €530-600. Workers pay 11% of their wages for social insurance, and companies pay 23.75%. Land generally costs around €15 per square meter.

Festival Bike

Every year in fall, Festival Bike Show is held near Apartado. Lasting three days, the first day is for trade visitors only until the evening, and the

final two days are fully open to consumers. This year the show, now in its 13th year, was held from October 14 to 16

The Portuguese bicycle industry has made the cities of Aveiro, Agueda and Porto its headquarters, and the Spanish firms BH and Orbea have plants in Agueda. Bicycle companies maintain excellent relationships with the cities' local governments. The Portuguese bicycle association—ABIMOTA—plays an important role in product testing. In order to boost quality and create value, the association is actively recruiting more companies.

Together with local

governments, they are encouraging other companies to set up facilities. From Taiwan and China, Fritz Jou and Cronus have already invested in facilities in Portugal. Additionally, Liow Ko will start a cooperation with RTE to produce forks at the end of this year. In the future, other companies will invest in facilities in Portugal.

As more and more companies establish production sites in Portugal, bicycle industry clusters are beginning to take shape. The Portuguese bicycle association ABIMOTA previously joined forces with local governments to vigorously recruit firms and to promote the country as “Bicycle Valley.”

The association later switched to the concept of “Bike Value Portugal,” which emphasizes innovation, value, and hopes to attract even more bicycle firms to Portugal's bicycle industry clusters. The French company Decathlon recently invited personnel from the bicycle industry in Taiwan and China to Portugal for a fact-finding tour that left everyone amazed at Portugal's progress. Already some Taiwanese companies are considering reducing the amount of factories they have in China, and are considering setting up production facilities closer to other markets, such as Europe.

ABIMOTA LEA



▲ Abimota's new Chairman, Joao Miranda (right) and new Vice-Chairman, Vital Almeida (left).

ABIMOTA LEA is the Portuguese bicycle association, and was established on July 1, 1975. It has 94 members, 75% of which are in the bicycle industry. In July of this year, Mr. Joao Miranda became the new Chairman of ABIMOTA. At the same time, Ciclo-Fapril GM, Vital Almeida became Vice Chairman. The association's Secretary-General is Joao Medeiros. ABIMOTA has its own museum, and also has testing instruments used to help customers perform testing and pass certification. ABIMOTA certification is recognized in the European Union.



▲ Portugal's ABIMOTA LEA General Secretary, Joao Medeiros.

RTE

In 2015, RTE assembled 1.1 million bicycles, produced approximately 1.8 million rims, and painted 1.1 million frames, 320,000 front forks, and 800,000 rims. The company anticipates that its bicycle output will reach 1.2 million units in 2016, and has set a target of 1.5 million bikes for 2017. The RTE plant occupies 25,000 square meters, and its automated warehouse occupies 1,700 m² and has 19 levels (30 meters in height). RTE employs 650 people and has an annual revenue of around €180 million.



▲ RTE CEO, Jorge Salgado is always looking for ways to make good even better.



▲ Outside RTE's facilities in Porto.

Maias

Maias was the first OEM producer in Portugal to supply products to Decathlon, and the two companies have a cooperative relationship that goes back 20 years. Maias has three assembly lines and two painting lines. It produced 335,000 bicycle frames in 2015 and frame size ranges from 16" to 20". Maias also produces its own rims. This company specializes in children's bikes; 80% of its bikes have steel frames, and 20% have aluminum frames. The company has been occupying its current 5,000 m² plant for 15 years; the plant's three assembly lines offer an annual capacity of 200,000 children's bikes and approximately 120,000 adult bikes.



▲ Outside the Maias factory.



▲ Maias GM, Rui Tavares.



▲ Maias Administrator, Luis Santiago.



▲ A Maias assembly line.

Orbita/Miralogo



▲ Orbita CEO, Jorgo Santiago stated, that the company has a target production of 50,000 units for 2017.



▲ The Orbita factory site.

Established in 1971, Orbita has already been in existence for 45 years, and has an annual bicycle output of 30,000-40,000 units. Because of its purchase of Miralago in 2015, Orbita has had to put considerable effort into reorganization and integration, and consequently only assembled 25,000 bikes in 2015. The company has three main shareholders. Its old plant occupies 25,000 m², and the newly-acquired Miralago plant occupies 18,000 m². Orbita also has a 6,000-square meter warehouse. The company currently employs 150 persons.

Orbita supplies 4000 frames and forks to Accell Group as well as providing bicycles for the Paris public bike sharing scheme, however, the agreement to supply bikes for this scheme will finish next year. For 2017, Orbita has a target of selling 50,000 bicycles.



▲ Orbita wheel sets.

Esmaltina

Established in 1968, Esmaltina was founded by the father-in-law of the current GM, Paulo Lemos. Esmaltina usually has an annual output of about 200,000 bicycles, and is Portugal's third largest bicycle assembler. Its current plant occupies 12,000 m², however, a new plant is currently being built and is due for completion before the end of 2016.



▲ Esmaltina General Manager, Paulo Lemos.



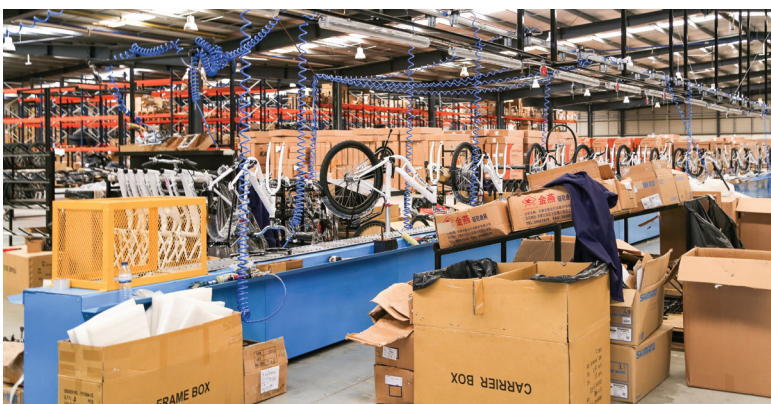
▲ Esmaltina QC Manager, Claudio Costa is also an avid cyclist.



▲ An assembly line at the Esmaltina plant.

Portubike (Cronus)

After the Chinese-owned Cambodian plant of Cronus failed to obtain the EU's GSP last year, it established a factory in Portugal. Named Portubike, this company currently has two assembly lines in facilities occupying approximately 9000 m². Using many parts imported from China, Portubike produced about 85,000 OEM bicycles for European brands this year, and has a target output of 200,000 bicycles for 2017.



▲ Factory assembly line.

InCycles

Based in Agueda, InCycles produced 50,000 bicycles in 2015. Established in 1997, InCycles imports frames from China and does its own frame painting in-house. Its bikes—80 % aluminum and 20% steel, are sold under the Cycles Eleven brand name to approximately 300 dealers in Spain and Portugal. In Cycles also has an aftermarket component brand – Ozone, as well as owning Aguesport the official agent for other brands including: Tektro, SR Suntour and WTB. Aftermarket component sales account for 20% of InCycles annual revenue.



▲ InCycles produce 50,000 units annually. (Left) Joao Maia and General Manager, Rui Conceicao.

AvantisBike

Avantisbike began operations in 2001. Based near Oiã/Aveiro, AvantisBike assembles complete bicycles and carries out frame painting in its facilities. The company has a complete automated assembly line that allows production of 500 bicycle/day and paint capacity of 800 frames/day . With a new frame facility which allows for rapid, efficient painting and competitive customers service, AvantisBike's frame painting has an excellent reputation in Europe.



▲ Portugal's Avantisbike Director Commercial Sales Manager, Jorge Mosca.



▲ Portubike General Manager, Deng Yongqian.



▲ Portubike CEO, Eddie Eccleston.

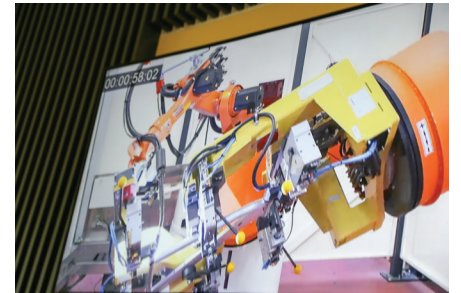
Triangle's

Established in August 2015, Triangle's chiefly produces aluminum frames, and has a target annual capacity of 500,000 frames. Triangle's plant occupies 185,000 m² and has 65,000 m² of outdoor areas. The plant's shell has been completed, and formal mass production is set to start in October. The plant will have 17 automated machines performing production tasks, and will employ 110 people, who will work two shifts daily.



▲ From left: Miranda President, Joao Miranda; Rodi President & CEO, Armando Levi Silva and Ciclo Fapril GM, Vital Almeida.

► The Triangle's site will boast the EU's largest aluminum frame production.



▲ With its fully-automated facilities, Triangle's can produce one aluminum frame every one minute.



Rodi

With an annual output of 4 million sets of aluminum rims, Rodi is a family company that was established by the grandfather and father of current President Levi. Armando Levi is responsible for the management of Rodi's rim plant and a kitchen utensil plant, his daughter is in charge of the sink plant; and his brother manages the lamp factory.

number 125 persons, and annual sales are roughly €16 million.



▲ Rodi President, Armando Levi Silva.



▲ Inside the Rodi factory.

Miranda

Miranda manufactures many bicycle parts and components, including freewheels, cranks, seat tubes, levers, brake systems, and lights while also producing motorcycle parts. While it once emphasized motorcycle parts, the company now focuses on bicycle products. Miranda has relied on automated equipment to resolve labor problems, and employees currently number approximately 160 people. The company's plant occupies 15,000 square meters, and a new plant will provide 1,200 m².



▲ Miranda President, Joao Miranda.



▲ Miranda Father son partnership. Son, Joao Filipe Miranda (left) is the Marketing Director; Father, Joao Miranda (right) is the President.



▲ Outside the Miranda plant.

Ciclo Fapril

In existence for 51 years, Ciclo Fapril was established in 1965, and major products include; hospital beds (41%), energy products (18%), auto products (16%), motorcycle products (11%), exercise equipment (6%), and bicycle and other products (8%). Ciclo Fapril is another family enterprise, and its current General Manager is Vital Almeida. Employees number around 200 persons, and bicycle-related products include hand-made saddles (5,000), cranks, and steel frames (400,000). Vital Almeida is also a Triangle's shareholder.



▲Decathlon Purchasing Director, Didier Morelle; Ciclo Fapril GM, Vital Almeida and SRAM GM, Joao Pires.



▲ Automated welding machines.

Tabor Saddles

Tabor was established in Agueda in 1965 from the consolidation of five local saddle manufacturers. The company hand-manufactured leather bicycle saddles. In 2001, Ciclo Fapril invested in the company. Today, as urban cycling and e-bikes are increasing in popularity, the comfort and distinguished looks of Tabor's leather saddles provide a perfect match up on bikes where weight is not all-important.



▲From left to right: Tabor Sales Manager, Helder Jesue; Coordinator, Samuel Santos; and Paolo Patrao.



▲ Tabor Saddles specialize in hand-made leather saddles.

SRAM

SRAM purchased a Portuguese plant in 1988. Chiefly producing chains, this plant occupies 6,000 m², and employs 140 people. SRAM produces 5 million meters of chain annually in their Portugal factory. The plant also assembles carbon fiber wheels, and has an annual output of approximately 30,000 sets. Products are sold to the EU market (40%), the US (40%), and China (20%).




▲SRAM Materials Manager, Isabel Gomes.



▲SRAM Portugal factory.

Polisport

Polisport chiefly produces accessories such as children's saddles and safety helmets, and seeks to combine safety and comfort. Polisport relies on both automated equipment and its employees, and has designed its own testing instruments. It produces motorcycle products (40%), bicycle products (40%), and other products (10%). Annual sales total approximately €35 million, and it sells roughly €25 million worth of products to Decathlon each year. Polisport markets its child seat range under the bobike brand name. 




▲ Polisport CEO & President, Pedro Araujo.



▲ Inside the Polisport factory.

Fritz Jou Holds Groundbreaking Ceremony for Portugal Plant

The Portuguese bicycle industry has made the cities of Aveiro, Agueda and Porto its headquarters, and the Spanish firms BH and Orbea have plants in Agueda. Bicycle companies maintain excellent relationships with the cities' local governments.

The Portuguese bicycle association—ABIMOTA, together with local governments, are encouraging other companies to set up facilities in Portugal. From Taiwan and China, Fritz Jou and Cronus have already invested in plants there. On September 3rd, 2016 Fritz Jou held a groundbreaking ceremony. At the ceremony, company President Fritz Jou said that the plant would go into production in June, 2017.  WG



▲Fritz Jou staff hold a traditional Taiwanese groundbreaking ceremony at the site of the company's new plant in Agueda, Portugal.

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All use full carbon tubeless ready rim

Paul Lange Positive about European Bicycle Outlook

So far in 2016, although sales of e-bikes in Germany seem to be continuing to forge ever upward, sales of traditional bicycles are somewhat down from last year. However, Bernard Lange, CEO of Shimano's long-time German distributor Paul Lange & Co. still remains positive that the overall public mood for cycling in Europe's largest bicycle market remains good.


Recently, ZIV released figures showing that while sales of e-bikes so far in 2016 have risen by 15%, sales of bicycles excluding e-bikes have fallen by 2% compared to last year.

"We had a good start in January and February to the OEM and a very good start in the dealer market. Unfortunately the weather was very bad in March, April, May and June, so the bicycle mood was a little bit down," explained Mr. Lange. "But this improved. Basically, bicycles are on a positive swing. Last year was a record year, next year will be a year of adjustment, but still positive for bicycles. However you can't predict if there will be bad weather or not."

Bad weather or not, the demand for e-bikes in Germany continues unabated. ZIV estimates that 560,000 e-bikes will be sold in Germany by the end of the year, and further estimates that one out of every four bicycles on German roads are now electrically assisted. At the forefront of the continued demand for e-bikes in Germany are the growing sales of e-MTB. Earlier in the year Shimano released its eMTB- specific e-8000 mid-motor, capable producing 70Nm of force on shorter chainstay bikes.

"I'm very happy that Shimano came out with the E8000. Everybody is talking about the e-MTB, it is a real positive trend," enthused Mr. Lange. "It was a very good time to bring this product to market, and I think more than 50 bike brands are using the Shimano system. That is very positive for us."

However, competition in the e-bike motor market remains fierce, and Shimano is finding itself in the unusual position of not being the dominant player in the market. "It hard to say how much of the market share we have in Europe. Bosch is still dominant. Our mid-term target is to reach a significant market share of about 20%. Of course in the long-term view we aim for even more. Our after sales service is fantastic. I would say we can solve nearly all problems within 24 hours and we work very hard at this. For parts delivery we are very quick, if we get an order before 2PM it will be shipped the same day and the next day the customer will get the goods."

Shimano sells bicycle and e-bike parts through the same channels. For Paul Lange & Co., this consists of 7000 dealers located throughout seven European countries. Keeping on top of sales to so many dealers is no easy task, and Mr. Lange puts his success down to his company's B2B solution. "We have a very good B2B solution, we have many of our own shows. We have in-house shows in each country and dealer education seminars at the beginning of the year. We are very busy but we have an excellent service network for our dealers." 



▲ Paul Lange & Co CEO, Bernard Lange.



▲ Earlier this year Shimano introduced its new Metrea groupset.



Eurobike's Influence Faces New Challenges

Eurobike celebrated its 25th anniversary this year, and it has shifted from a primary focus on mountain bikes to an all-round sports and leisure bicycle show. It was also the first bicycle trade show to hold a fashion show.

This year's Eurobike was attended by 1,350 vendors from

48 countries, and the previous four-day show length has been bifurcated into a five-day period and a three-day (B2B) period. The first three days were exclusively for retailers and industry personnel, and the final two days (a weekend) featured public admission, allowing cycling enthusiasts

to view the displays and experience some trial riding. The shift to three-day and five-day periods resulted in major shakeups in vendors' booths, and also caused difficulties for many visitors. As a result, many participating vendors were extremely dissatisfied, and the organizers announced

immediately after the show that the 2017 Eurobike would return to the original four-day format (8/30-9/2). Another notable aspect of this year's Eurobike was that a growing number of leading brands were absent, including Trek, Specialized, Felt, Cube, Derby Cycle, Focus, and Pinarello, which relied on house



▲ Campagnolo President, Valentino Campagnolo showcases the company's latest road bike disc brake.



▲ Giant flagship Full-E+ series eMTB.



◀ e-MTBs are getting popular in Europe shown here is Merida's latest e-MTB.



▲ The LEV dropper post is very popular in European markets.

shows instead of attendance at Eurobike. Even ZEG recently announced that it will no longer attend, starting next year. Eurobike's influence and bustling ambience are consequently facing stiff challenges.

Eurobike to Change 2018 Show to July

The organizers of the Eurobike Show, held in Friedrichshafen, Germany every year, have announced that they will be changing the date of the 2018 show to July. Additionally the show will stop consumer days to focus exclusively on trade visitors.

The decision to move

the show dates forward by two months is to address concerns expressed by some exhibitors and visitors that the current schedule at the end of August / beginning of September was too late, as many new products had already been covered by the media earlier.

“By taking place earlier in the year, Eurobike will be even more relevant and will strengthen its position as the leading trade show for new trends and innovations,” explained CEO of Messe Friedrichshafen, Klaus Wellmann. “The new dates and schedule have the backing of a large number of industry players and require sufficient advance

notice to ensure secure planning for all parties.”

In 2018, the Eurobike show will start on July 8th, although it is not yet clear whether the show will last for three or four days. A press release states “Whether the event runs for three or four days remains to be clarified nearer the time in consultation with exhibitors. In addition, it has been decided to focus Eurobike solely on industry visitors from 2018 on the earlier dates.”

The 2017 show will remain at the end of August, running from August 30th to Sept 2nd, with the last day remaining as a consumer day.

Teh 2016 show

The most attention-getting bicycle type at this year's Eurobike was the e-MTB. Mid-mounted motors have become mainstream, and e-MTBs equipped with Bosch

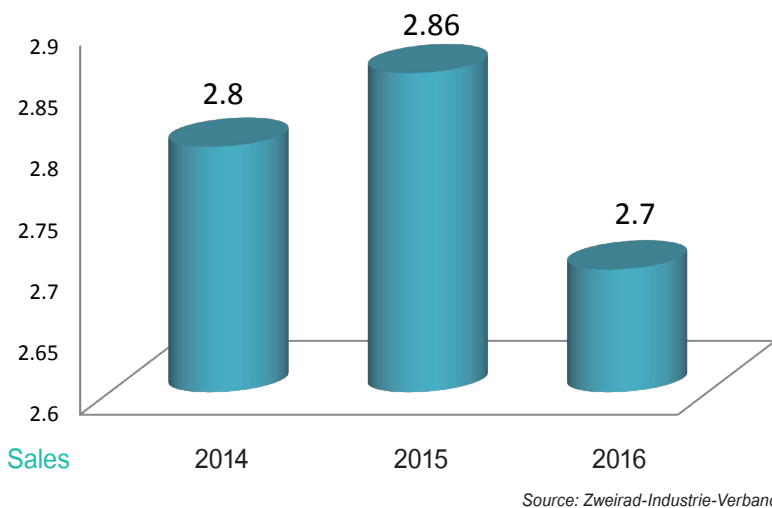
components predominated at the show. Shimano's latest Steps E8000 also attracted favorable attention. SRAM introduced its EX1 groupset components, which are aimed at younger cyclists. These moves are making e-MTBs a battlefield on which major brands are continuing their rivalries. In the area of road bikes, this year's most notable products included disk-brake equipped models, improved aerodynamics, lighter weight, and the gravel bikes. Trends for parts included ultra-large fat tires and wheels, boost specifications, dropper posts, electronic shifting, and 12-speed gear systems. Notable accessory features included integrated smartphones, smart cycling, mobile apps, and online community functions. WG

First Half 2016 German Bike Market Slightly Down

In an assessment of the first half of 2016, the German bicycle industry association, Zweirad-Industrie-Verband (ZIV), have announced that 2.7 million bicycles and e-bikes were sold in Germany between January and June of this year—a decline of just over 5% from the same period in 2015.

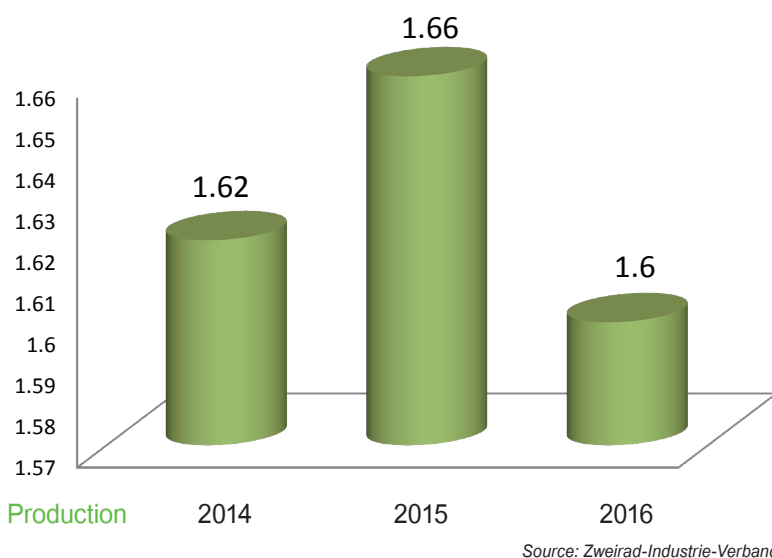
Remaining positive on the overall bicycle market in Germany, a ZIV press release described the figures as solid, considering that the weather wasn't as good this year as last year, and “consumers were not in any real mood for bikes up until June.”

6-Month Bicycle and E-Bike Market in Germany (Jan-Jun)



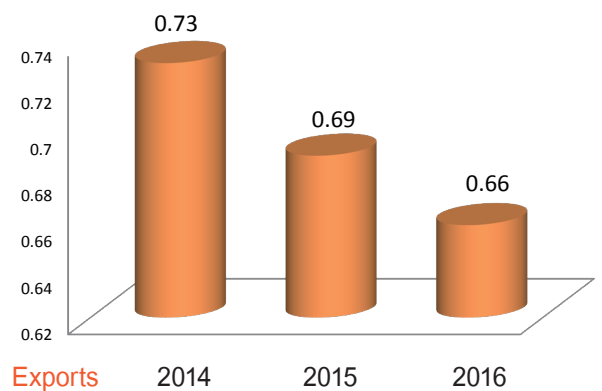
According to ZIV, German domestic production of bicycles and e-bikes also fell very slightly in the first six months of 2016 compared to last year. 1.6 million units were produced, which is still a reasonably high level.

6-Month Bicycle and E-Bike Production in Germany (Jan-Jun)



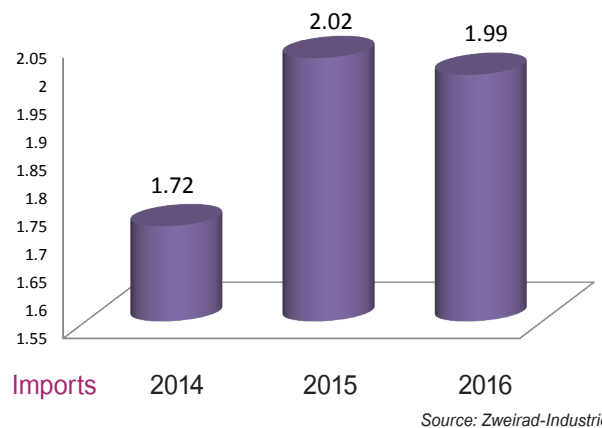
German exports of bicycles and e-bikes fell by 6.8% in the first six months of the year, which ZIV believes is principally due to poor weather conditions in key export markets.


6-Month Bicycle and E-Bike Exports from Germany (Jan-Jun)



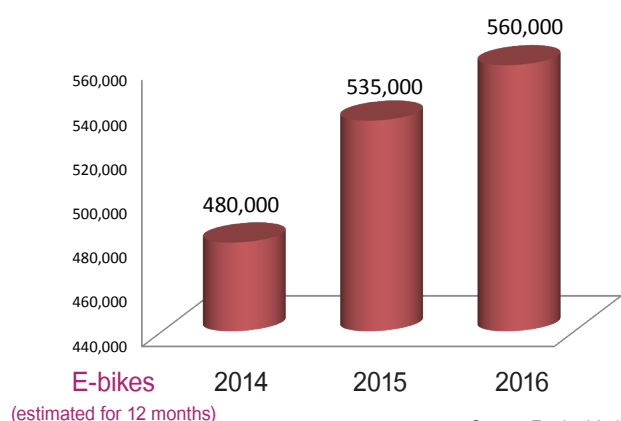
Imports of bicycles and e-bikes into Germany declined by 1.9%, although imports of e-bikes rose by 19%.

6-Month Bicycle and E-Bike Imports into Germany (Jan-Jun)



E-bike sales continued to rise, despite the less than ideal weather conditions in the 1st half of 2016. ZIV expects the volume of e-bikes sold in Germany by the end of the year will be slightly up from last year at 560,000 units—an increase of about 5%. The association also noted the increased acceptance of e-bikes among younger riders, with sales of sporting e-bikes becoming more important. 

Estimated Annual E-Bike Market in Germany (Jan-Dec)



FLANDERS

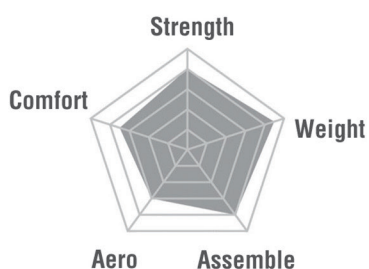
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Kenda Presents EMC Casing for E-MTB Tires

EMC (E-Mountain Casing) by Kenda is the first tire casing construction in the market developed to meet the specific requirements of E-Mountain bikes.

Due to the increased weight of e-mountain bikes and the high torque of their motors, tires are stressed far outside the norm. The stiffer

and more durable EMC casing provides more control, better handling characteristics and better puncture protection than a standard MTB tire. All Kenda EMC tires are tubeless ready and ECE 75R certified, and therefore officially approved for fast E-Mountain bikes (45 km/h)! Kenda has launched three different EMC tire models.



Havok Pro EMC

Apart from utilizing Kenda's new E-Mountain Casing, the Havok Pro EMC offers riders better traction and control through an increased ground contact patch. The ECE R75 certified tires also feature a reinforced sidewall for greater puncture protection. As 27.5+ sizing is the most popular for E-MTBs, Kenda's Havok is available in 27.5" x 2.8" & 27.5" x 3.0" sizes, and are tubeless ready.




Honey Badger DH Pro EMC

The Honey Badger—Kenda's most popular gravity tire, is also being made available for E-MTBs. Featuring the innovative tri-bite knobs and reinforced sidewall & tread protection, this tubeless ready and ECE R75 certified tire utilizes dual tread compound (42sA/50sA) to give riders superior grip & traction. Kenda's Honey Badger DH Pro EMC is available in 27.5" x 2.4" sizes.



Nevegal X Pro EMC

E-Mountain Casing has also being used on Kenda's all-mountain classic—Nevegal. The dual tread compound (50sA/55sA) ensures low rolling resistance, while the reinforced sidewalls offer improved puncture protection. The Nevegal X Pro EMC has been ECE R75 certified, is tubeless ready and is available in a 27.5" x 2.35" size. 



KMC's 11 Speed Chain Optimized for 1X systems



KMC has recently introduced its new X11 chain. The 11-speed chain is specifically designed to offer optimized performance on all single chainring drivetrains, including narrow/wide and the tall-tooth chainrings of SRAM's X-Sync series.

KMC's advanced 11-speed chain design ensures chain retention while smoothly guiding gear teeth into the chain via dynamic chamfer angles. The addition of a newly developed coating provides 10 times more rust resistance than the average chain, and creates a smoother surface with a durable dark black appearance. Further adding to KMC's existing design, the asymmetrical outer plate chamfer design significantly reduces gear tooth interference, and enhances shifting performance, allowing cyclists to fully appreciate the performance evolution of the new X11 on all 11 speed drivetrains.

Despite being optimized for 1x system, the new chain is not only compatible with that system; it is also perfectly suited for all bicycles and all riding conditions, staying true to KMC's maxim "One chain for all".

WG



KMC
Chain

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Cheng Shin Introduces 3 New Tires

At Taichung Bike Week this year, Cheng Hsin is introducing three new tires for both road and mountain bike markets.

Cito (C1922)


Lighter, more flexible and stronger than the competition. That was the order, and that's how the CST engineers went about their work. The Cito can therefore compete with the best racing tires in the market. The carcass consists of 170 TPI. These tires are therefore flexible and strong. Available in various colours and, of course, in addition to the familiar 23-622 size, they are also available in wider sizes: 25-622 and 28-622. With the Cito, CST is introducing a top-class product to the racing segment.



Studmuffin (C1908)

The Studmuffin mountain bike tire is a studded 26X2.10 tire with open spacing for clearing snow, with each knob having a stud hole for a total of 210 studs. The CST Studmuffin MTB tire is an aggressive tire that offers outstanding traction in extreme conditions.

Rock Hawk (C1844)


The Rock Hawk from CST features an aggressive tread pattern with large, well-spaced lugs. This spacing allows the tire to shed mud and other debris on mountain bike trails with varying conditions. In order to help reduce rolling resistance, the center knobs have been ramped. The Rock Hawk is available with a wire bead or folding bead with EPS puncture protection.  WG



Giant Presents Full E+ eMTB

Giant has introduced an all-new full suspension plus-sized e-mountain bike for 2017—the Full-E+. Highlights include a Maestro rear suspension and syncDrive system powered by a Yamaha motor offering 80 Nm of torque.

The frame is engineered with lightweight and strong ALUXX SL aluminum to take full advantage of Giant's widely acclaimed Maestro rear suspension system that offers 140mm of travel. Both frame and forks come compatible with Boost standard sizing and will accept tires up to 3.0" wide on the front and 2.8" wide at the rear.

The SyncDrive system is powered by a Yamaha 250W motor offering 80 Nm of torque fed by a long-lasting 500Wh battery pack that has been sleekly integrated into the frame design. Similarly, both the computer and control unit have been designed to be both stylish and ergonomic. 



USD-8
 RIDING STYLE DH/FR
 AXLE 20MM

RC-15
 RIDING STYLE XC/TRAIL/AM
 AXLE 15MM

HQS
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AO-42RC
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dnmstock.com

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RST Keeping Up with Latest Trends

Keeping up with current bicycle market trends, RST has developed three new suspension forks to cover both high-end and entry level 27.5" and 29" mountain bike specifications, and also a 700C suspension fork designed specifically for e-bike use. All three forks are being launched in Taichung this week.

Rebel: High-end magnesium alloy inverted forks

RST has a long history of manufacturing inverted forks, starting with the Sigma fork nearly 15 years ago, and, using the knowledge they have gained over the years, the company is returning to its roots with the all new Rebel fork. Inverted forks have several advantages (less unsprung weight and better lubrication of bushings) which lead to better overall performance.


The Rebel fork features a one piece Magnesium upper with 32 mm stanchions. This keeps the overall weight down and the costs considerably lower than carbon fiber. The Rebel uses a new air main/air negative spring system, along with RST's proven OCR+ damping system.



ALPHA 15: Magnesium alloy economy fork

The Alpha 15 also comes in 27.5+ and 29" models, with Boost specifications and 110 x 15mm axle. If the Rebel is RST's high-end fork, the Alpha 15 may be regarded as for the entry-level market. However, for an entry level fork, the Alpha 15 still retains a magnesium alloy upper offering considerable weight saving over standard aluminum uppers. The 27.5+ version can accept tires up to 2.8mm wide, while the 29" version accepts tires up to 2.4".

Volant Air 700C: E-bike fork

For the increasingly popular e-bike market, RST has developed the Volant Air 700C suspension fork. Featuring a light-weight casting with post mount disc brake mounts the Volant Air 700C not only offers travel of 50 and 60mm, it can also be extended to 80mm. The fork is front mount PLS Extension compatible, and also has stronger stanchions—30 mm, to increase torsional rigidity.  WG

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FSA Releases Electronic Groupset



FSA has introduced their brand new electronic groupset. Named K-Force WE (the WE stands for Wireless Electronic), the system is described by FSA as “Hybrid wireless” with the shifters configurable wirelessly while the derailleurs and the battery pack are connected via a wire hidden in the driveside chainstays and seat-tube.

Designed as an 11-speed system for double cranksets, K-Force WE is a completely new groupset featuring carbon shifter levers, front and rear derailleurs, a hidden long-life battery pack, newly updated brakes as well as a redesigned K-Force cranksets, chainrings and cassettes.

Customizable shifters

K-Force WE's shifters are unidirectional carbon fiber levers housing fully wireless shifters that can be set to each rider's requirements. The shifters operate on rocker switches on the outside of each lever blade.

Gear shifts can be made with either single gear shifts via the familiar single tap, or in multiple gears up or down by holding the appropriate button. A slight delay has been engineered in so that riders don't accidentally shift by two or more gears. Powered by a single 'coin' battery positioned inside the hood, the levers are available in two lengths – with a 6mm difference between them, and shifter operation is customizable.

Front & rear mechs

Along with the front mech shifting cage itself, the neat, traditionally positioned front mech box also houses the K-Force WE's digital control box (its 'brain'). Here, signals are received via ANT+ from the shifters, and relayed directly to the front mech itself, and by wire to the rear mech. The rear derailleur is a highlight of innovation. Unlike anything else on the market, as it's not a traditional parallelogram


design, it is a unique electronic-driven gearbox moving the cage across the cassette with immense precision. Adopting this direction has enabled FSA to produce a more compact design where the motor works in perfect synchronicity with the lightweight mechanical arm, transferring motion with minimised opportunity for loss of accuracy.

Cranksets, chainrings & cassettes

K-Force WE features new cranksets, chainrings and cassettes specific to the groupset. The cranks are a new development based on the familiar K-Force models, with modifications including slightly thinner arms, resulting in a lower Q-factor. The spider mounts where the cranks join the chainrings are a new shape, which helps both with improved stiffness, and with the accuracy of power meters. The effective and efficient ramps from the current K-Force Light chainrings

are retained for K-Force WE.

Chainring sizes, both standard and compact, will be compatible with the groupset, from a lowest size of 34t for the lower chainring and up to a maximum size of 53t for the big ring. The maximum capacity of the front derailleur (i.e. the greatest difference in the number of teeth between bigger and smaller chainrings) is 17. The choice of cassettes immediately available are 11-25 and 11-28T, while an 11-32 option is under development and testing.

K-Force WE's wireless signals are transmitted via ANT+, and FSA has produced proprietary software apps, working closely on integration with headunit makers Wahoo and Garmin for compatibility with many other ANT+-equipped bike computers. The overall weight of the K-Force WE drivetrain is 2090g.  **WG**

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SKS Celebrates Anniversary of Rennkompressor

To celebrate the 50th anniversary of its famous Rennkompressor floor pump this year, German pump manufacturer SKS is releasing a limited edition numbered special version of the pump in the original red color, like the very first version.

Since its introduction in 1966, the Rennkompressor has remained almost unchanged as it continues to be enjoyed by cyclists around the world, and is considered as the father of all floor pumps. For its anniversary edition, the Rennkompressor is dressing up notably and gets, in addition, a high-quality leather wall holder, as well as the traditional brass push-on nipple for its Presta valves. The pump also features a heavy iron casting base with folding up feet for easy transportation, an extra long high pressure hose of 125 cm, a solid steel tube and a precision pressure gauge up to 16 bar / 230 psi.



Founded over 90 years ago, SKS continues to manufacture pumps in Germany and currently employs over 300 people, including 30 young people who are continuously in training with the company. Over the years, SKS has been the recipient of numerous design awards and excellent test ratings. 



▲ SKS are making a limited edition Rennkompressor available to mark the pumps 50th anniversary.

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 CRANK FINISH BLACK SAND ANO.

CHAINRING .38T,36T,34T,32T,30T,28T
 CHAINRING MATERIAL AL-7075-T6
 CHAINRING FINISH BLACK SAND ANO.

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Pro Releases Stealth Saddle Developed With Team Giant-Alpecin

Cycle component brand Pro, has unveiled its new Stealth saddle—the latest of its co-creation projects with Team Giant-Alpecin's professional riders. Together with Shimano Dynamics Lab and bikefitting.com, a subsidiary of Shimano, a wide variety of performance positions were analysed and tested with professional riders to create the comfortable Stealth saddle designed for aggressive all out performances in both road races and time trials.

The Stealth saddle's shape is wider at the nose, spreading pressure, allowing riders to use more of the front of the saddle and remain comfortable on the drops or on TT bars for extended periods of time. This allows riders to maintain a more aerodynamic position on the bike.

At the same time, the super lightweight EVA padding shape has been specifically designed to take account of sitbone comfort and pressure points in

the three main positions – on the hoods, on the drops and on the aero bars – to provide all-round comfort.


Thigh movement and abrasion points have also been considered with the choice of saddle cover material. The Stealth saddle's polyurethane (PU) cover was tested with a variety of bib short materials to find the lowest friction rates between the saddle and the shorts. Less friction, less

rubbing and less irritation provide greater comfort.

The most obvious feature, though, is the wide cut-out channel in the middle of the saddle, offering extra comfort for riders on the edge. To retain saddle stiffness and power transfer, the base includes horizontal reinforcement bridges, part of a one-piece carbon reinforced base.

The underside of the base features ports for new Pro

accessories including Pro sports camera mounts, race plates, race fenders and CO2 brackets.

The super-thin lightweight base and super lightweight padding helps to create a low profile unisex shape and, together with carbon rails, results in one of the lightest (172g) and shortest saddles for comfort-orientated performance in the Pro line up. 



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KS Answering Market Calls



▲ KindShock General Manager, Martin Hsu.

KS does not only produce shock absorbers, it also occupies an important position in American and European markets as producer of dropper seatposts, with many high quality models.

Wireless Challenge

KS' latest introduction is the LEV Circuit—a wireless controlled dropper seatpost. The company has combined the hydraulic cartridges of its tried and tested LEV structure with a wirelessly operated battery powered servo motor on the post. The servo is controlled with a Bluetooth remote to give cable free control. At present, the LEV Circuit is available with the mainstream travel options of 100, 125 and 150 mm and weighs in at 571 grams.

The post is controlled with the Southpaw E—the wireless version of KS's popular Southpaw control lever.



Competitive Pricing

In addition to continuously striving to improve product performance, KS also attaches great importance to market development, and this is clear in two other new dropper seatposts, the LEV Si and LEV Integra. Both are high-value dropper posts, marketed at a price point which makes it easier for OE product managers to spec. They feature the same structure as KS' LEV dropper seatpost but are manufactured from 6066 aluminum to reduce manufacturing costs. Both posts come in three travel lengths: 100 mm, 125 mm, and 150 mm.




Specification Upgrades

In addition to technical upgrades, KS has also been busy upgrading length specifications to meet current market demands. Several posts in the KS line-up, including the Lev, Lev Integra, Lev DX and LEV Si feature an increased travel from an original length of 150 mm to 175 mm. Also available in 175 mm length is the carbon LEC Ci. Swapping out to a carbon mast results in a dramatic weight reduction; the 175 mm LEV Ci weighs only 458 grams. The LEV Ci is available in five different lengths 65, 100, 125, 150 and 175 mm.



EXA Form's strong debut

KS' alternate brand is ExaForm, which is mainly pushing its new Speed Up mechanical dropper post. GM Hsu commented that although most families have at least one bicycle, different people may end up using that bike and so have the need to adjust the seatpost height more often. This could lead to damaged clamps or QRs. The Speed Up is priced to meet this family-use market and GM Hsu hopes to see a wide take up in this market, and with public bicycles, which also need to change saddle height frequently. 



Pro Unveils New Koryak Dropper Post

Designed for enhancing the enjoyment and versatility of mountain biking, Pro is proudly showcasing its first cable-integrated dropper post.

Weighing in at 520g (inc. remote and cable) the Koryak adjustable alloy seat post brings 120mm of smooth non-indexed travel for on-the-fly adjustability.

The smooth downward movement and quick, responsive upwards rebound of the post is provided by a replaceable air cartridge. The mechanism is operated by an internally routed

cable, which runs down the seat post and through the frame, and is connected to a bar-mounted lever by Shimano's Optislick cables for optimum performance in the face of dirt and mud.

Two lever options are available, a regular up/down lever which can be mounted on the left or right of the bars, or a Firebolt-style lever (compatible with Shimano i-spec II) for those running 1x11 or a Shimano Synchronized Shift set up, which takes advantage of the free left hand shift lever position for operating the dropper post.



A full complement of spares are available, including air cartridges and new bushes to prolong longevity. The dropper post is available in diameters of 30.9mm or 31.6mm. 



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UCI to Recommence Disc Brake Trials



On October 13, 2016, the UCI announced that its Management Committee has decided to recommence the trial of disc brakes in road events. This decision comes after months of discussions between representatives of teams, riders and the industry, and following confirmation from the Cyclistes Professionnels Associés (CPA) and Association Internationale des Groupes Cyclistes Professionnels (AIGCP) that they support the trial.

UCI will restart the trial from January 1st, 2017, with the same team categories as in 2016. However there will be a modification when it comes to the rotors of the disc brakes. Due to practical reasons which should guarantee a faster wheel exchange, the Commission decided to use discs which are modified to ensure the perimeter

edge of the brake rotor does not contain any 90 degree edges but are smoothed or chamfered.

The World Federation of the Sporting Goods Industry (WFSGI), as the representative body of the bicycle industry, released a press statement in which Secretary General, Robbert de Kock welcomed the news. "The industry never doubted disc brakes to be a safe and well performing product. We appreciate that the good collaboration among AIGCP, CPA and UCI did help to get a better understanding of the circumstances around the introduction of this product and did finally lead to a positive decision. The WFSGI is also looking forward to working with the UCI and a working group on a periodical review of the trial period in 2017." 



Taichung Bike Week 2016
Evergreen Hotel, Booth No. A-10

Photo credit: Scott Markewitz



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A-10

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Look Gets New CEO

Following the acquisition of Look Cycle by Activa Capital, together with historic shareholders Sominique Bergin and Thierry Fournier, Federico Musi has been nominated CEO of Look Cycle Group as of September 1st 2016.

Federico Musi brings to the company his vast experience of brand and product management as well as international business development. Mr. Musi began his career as an engineer in the oil industry at Saipem in Great Britain, then later at the strategic consulting company McKinsey, both in Italy and the

United States. With the Piaggio Group since 2004, he has led extensive commercial business development operations in several countries. In particular, Mr. Musi managed the establishment of the brands Vespa, Aprilia and Moto Guzzi in the United States, the relaunch and restructuring of the Spanish company Derbi, and, as the Director for Southern Europe, managed the largest European region. As President of the French subsidiary of the Piaggio Group, Mr. Musi succeeded in re-establishing the leadership of Piaggio in France.

The new CEO, who is also

a passionate and experienced cyclist, stated "I am really excited to be joining Look Cycle Group, a historic brand that I am looking forward to leading into a new phase of development. Look and Corima have outstanding results in innovation and performance, and even more potential for growth and consolidation in this very dynamic market. I am honoured to work alongside the Supervisory Board with Activa Capital, Dominique Bergin and Thierry Fournier, and know that I can count on the monumental expertise of the Look and Corima technical team."

Federico Musi and



▲ New CEO of Look Cycle, Federico Musi.

his team will build upon the technical know-how and the innovation capabilities of the Group to strengthen the brand and accelerate its international growth. 🌐WG

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BROOKS
ENGLAND

Brooks England expands Carbon Range



From criterium to cyclocross, ultra endurance to fast touring, Brooks England is now offering three widths of the carbon C13 range to expand its performance offering to a wider range of cyclists, both men and women.

The three widths, which suit every rider, are 132 mm, 145 mm, 158 mm, and are also offered in a carved option for increased flexibility and pressure relief.

Finished with aluminum rivets in all black, the C13 range features the proven vulcanized natural rubber and organic cotton top of the Cambium line at a much lighter weight than the popular C15 and the C17 models with alloy frame. This is accomplished through a continuous carbon rail that reduces contact points and saves weight. **WG**

Hafny

Quality Manufacturing & Design

MIRROR patent

Hafny Mirror uses high quality lens. It provides the clearest view from the behind. High-impact nylon plus fiber frame is durable and decreases vibrations while riding. Hafny mirror is eco-friendly, safe, and stylish design!



PEDALS patent

4D-CNC precision machining with high-strength materials, professional experience and wonderful riding convenience. Made in Taiwan, accord with EN17466 (EU standard)



GRIPS patent US 7,866,002 B2

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Giant Breaks Ground on New Headquarters

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▲ Giant President, King Liu leads a group of dignitaries and other Giant executives in conducting a groundbreaking ceremony at the new site.

A groundbreaking ceremony was held on September 23 for Giant Group's new headquarters building in the Central Taiwan Science Park (CTSP). This event was attended by Giant Chairman, King Liu; Giant's directors and supervisors; Chen Ming-huang, Director of the CTSP Administration and Taichung Deputy Mayor, Chang Kuang-yao. Giant's CTSP facilities will include the group's R&D headquarters, an office tower (with 15 above-ground floors and two underground floors), and a multifunctional bicycle culture hall (with three above-ground floors and two underground floors).

The headquarters as a whole boasts dynamic lines and a highly creative design, which can be largely attributed to King Liu's stubborn quest to make Giant an enterprise that will last a century. Liu expects that the new headquarters building will

be completed within two years, but hopes that it will be finished even sooner, because he cannot wait to see it.


King Liu thanked the CTSP Administration and Taichung City Government for their assistance and steadfast support, which enabled the Giant Group's new headquarters to be built in the CTSP. Giant's current business headquarters, located in the Dajia district of Taichung, has gradually become too small to meet the needs of Giant's steady expansion of sales and production. Responding to the Group's future development needs, the new operations headquarters will not only facilitate the long-term development of the Dajia plant, but also assist in the Group's human resource recruiting and strengthen its overall operating capabilities. It should be mentioned that Giant is fulfilling its corporate social responsibilities by



▲ Giant president, King Liu (second from right) thanked CTSP Director, Chen Minghuang (first from right), Taichung City Government's Deputy Mayor, Chang Guang Yao (second from left) and Li Ming Construction President, Wu Tsun Shan (first from left) for their efforts.

including a multifunctional bicycle culture hall in his new headquarters. This facility will be open to the public, and will provide a panoramic view of the development of cycling culture. In addition, Giant is also establishing YouBike public bicycle sharing stations in the CTSP, and hopes to promote cycling culture locally.

Located in the Phase V area of CTSP's Taichung

campus, Giant's new operations headquarters will occupy approximately 1.67 hectares. The building's architectural design, which was inspired by plain yet intriguing sculptures, will incorporate Giant's corporate image, and project a sense of technological speed and fluidity. When completed, it will become a new landmark in the Central Taiwan Science Park.  WG

Direct Meeting Services Boosted at Ride On

Running simultaneously with Taichung Bike Week is Ride On, organized by Jonny Mole Design, a European Design Agency. Once more ride on will take place at the Millennium Vee Hotel—a short shuttle bus trip from the other TBW hotels.


This year the group is joined by Italian saddle manufacturer, Selle San Marco. Together with Brose which joined last year, Ride On has managed to attract two new exhibitors over the past two years.

Both Brose and Selle San Marco will be joined in the Millennium Vee by FSA—with the brands FSA, Vision, Metropolis; Hayes—with the brands Hayes, Manitou, SunRinglè, Answer, WheelSmith and Sun Components; Selle Royal,—with the brands Selle Royal, Fizik, Brooks, Pedaled and Crankbrothers; Fox Racing Shox—with the brands Fox and Marzocchi; Mavic—with the brands Mavic and Envè; Magura and Vittoria.

The event will once again feature a Taiwan Day on October 18th at the Nan Shan Center,

where Chinese language presentations of new innovations will be made to Taiwanese / Chinese assemblers and producers.

This year, there will be no English language presentations at the Millennium Vee Hotel. Instead, Ride On is placing even more emphasis on direct meetings with customers and boosting the service of the private meetings. Three complete floors inside the Millennium Vee Hotel will be dedicated to meeting and welcoming customers in one to one meetings.

Currently in its seventh year of successfully organizing the Ride On event, Jonny Mole Design would like to welcome all visitors to take advantage of the quick, convenient and free shuttle buses to the Millennium Vee Hotel, where they can meet with representatives of some of the world's leading bicycle brands. 



Schedule for Presentations in Chinese at the Nan Shan Center


08:30 ~ 09:00 - Check-in	14:00 ~ 14:30 - Mavic
09:30 ~ 10:00 - FSA	14:45 ~ 15:15 - Vittoria
10:15 ~ 11:15 - Selle Royal / Fizik	15:30 ~ 16:00 - Hayes
11:30 ~ 12:00 - Magura	16:15 ~ 16:45 - Fox
12:15 ~ 12:45 - Selle San Marco	





▲ Last year, over 200 industry members participated in Ride On's Taiwan Day at the Nan Shan Center.

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2016 Taichung Bicycle Week Shuttle Bus Service

Dates of Service: October 18, 2016 to October 21, 08:30 to 18:30

Service runs between: Splendor Hotel, Evergreen Hotel, Tempus Hotel, Lin Hotel

Number of buses: Two (Line A & Line B)

Line A :

[Splendor → Evergreen → Tempus → Lin Hotel]

路線 A : 【金典→長榮→永豐棧→林酒店】

Splendor	Evergreen	Tempus	Lin Hotel
0830	0840	0850	0905
0920	0930	0940	0955
1010	1020	1030	1045
1100	1110	1120	1135
1150	1200	1210	1225
1330	1340	1350	1405
1420	1430	1440	1455
1510	1520	1530	1545
1600	1610	1620	1635
1650	1700	1710	1725
1740	1750	1800	1815
1830			

Line B :

[Lin Hotel → Tempus → Evergreen → Splendor]

路線 B : 【林酒店→永豐棧→長榮→金典】

Lin Hotel	Tempus	Evergreen	Splendor
0830	0845	0855	0905
0920	0935	0945	0955
1010	1025	1035	1045
1100	1115	1125	1135
1150	1205	1215	1225
1330	1345	1355	1405
1420	1435	1445	1455
1510	1525	1535	1545
1600	1615	1625	1635
1650	1705	1715	1725
1740	1755	1805	1815
1830			



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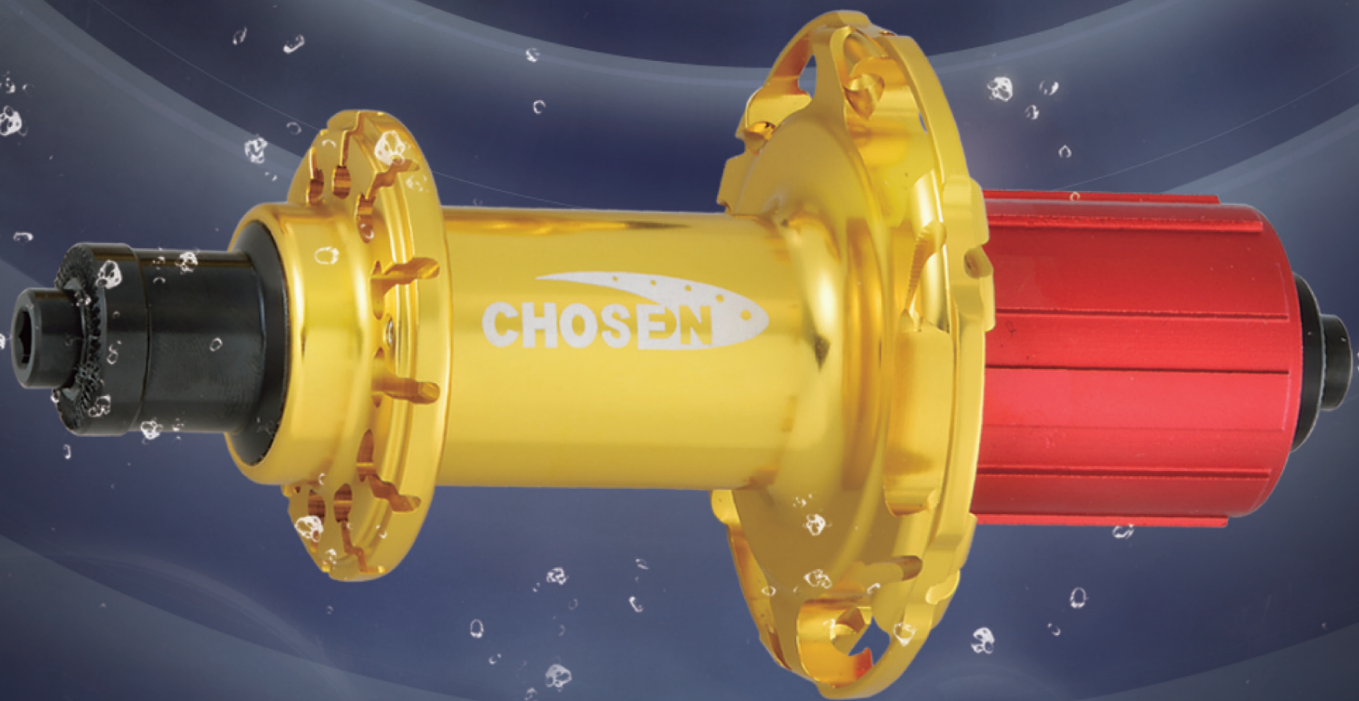
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