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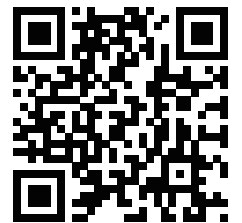
October 19, 2016



DAY

2

- 06** Taiwan Global Bike Exports Continue to Drop
- 08** Mid-Motor Guide
- 11-26** The Latest Products from Global Suppliers
- 30** Ride On - Taiwan Day
- 31** A Look at the Spanish Bicycle Industry Today
- 36** Taiwan A-Team to Dissolve at Year's End



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TOMORROW

34 (93°F)

Cloudy



Wednesday, October 19, 2016

Table of Contents

Taiwan Global Bike Exports Continue to Drop	6
Mid-Motor Guide	8
Tern Leading the Way in Urban Mobility	11
Roxim Introduces Wide Angle Illumination	12
Chosen's 1×12 Shifting System	13
Igus Limited Edition Bags	14
Gios Promotes Latest Bikes in Taiwan	14
Yu Hub Road Bike Disc Brake Hubs	16
Miche Presents Pistard Range Cranksets	16
Scada's New Pop-Up Cleat System	16
Kenda's K1160X Road Bike Tire	18
Satori Carbon Handlebars	18
Bafang Introducing 1000W Mid-Motor	18

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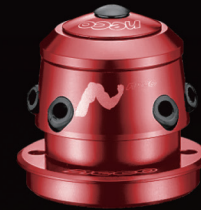


BOOTH NUMBER 攤位號碼：#1123

Good Focus Present Q-Brake Pads	18
Vee Tire Products Ideal for European Trends	19
SKS Develop E-bike Cable Routing System	19
Alexrims 845D Disc Brake Road Bike Wheelset	20
Agogo's 2 Bikes in 1 Frame	20
Clamber Introduces 3-Wheel Cargo Pedelec	20
Samox Cranksets	22
SR Suntour's Auron 27.5+ Suspension Front Fork	23
Neco Products Making Life More Convenient	23
Fox Redefines XC Forks	24
GTMRK Unveils New Suspension Fork	24
Stars BrakeDura Technology	24
Zonda DB Signals Campagnolo's First Disc Brake Product	25
DNM Debuts New Shocks	25
New Product Gallery	26
Ride On - Taiwan Day	30
A Look at the Spanish Bicycle Industry Today	31
Taiwan A-Team to Dissolve at Year's End	36
New EU Safety Standards for E-Bike Batteries	37



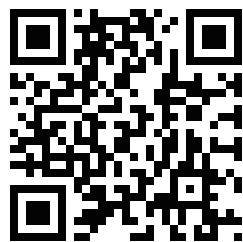
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Taiwan Global Bike Exports Continue to Drop

According to the latest draft figures released by the Taiwan Bicycle Association (TBA), exports of bicycles during the first 8 months of 2016 are showing no signs of improvement from the disappointing levels announced during the first half of the year.

From January to August 2016, 2,050,381 bicycles were exported from Taiwan, down 25.58% from the 2,755,129 bicycles exported over the same period last year. The average export value of these bikes increased by 6.13% to US\$472.33, and the total export value was US\$968,446,659—down 21.02% from US\$1,226,168,827 total value exported in the first eight months of last year.

Europe

The EU remains the top export destination for Taiwanese bicycles. Many EU countries reported bicycle sales being adversely affected by poor weather in the first half of the year, and exports to nearly every European country fell sharply. Most notably, sales of complete bikes to the UK fell by 41%, to the Netherlands by 11%, to

Region	Bicycle Export Quantity (Units)			Bicycle Export Value (US Dollars)		
	2016	2015	% Change	2016	2015	% Change
NAFTA	409,164	583,997	-29.94%	\$282,038,155	\$393,358,428	-28.30%
EU	1,160,057	1,535,194	-24.44%	\$407,563,939	\$485,457,796	-16.05%
EFTA	56,821	60,929	-6.74%	\$32,329,010	\$37,925,074	-14.76%
Other Major Markets	376,186	520,480	-27.24%	\$222,414,542	\$284,654,605	-21.87%
Other	48,153	54,529	-11.69%	\$24,101,013	\$24,772,924	-2.71%
Total	2,050,381	2,755,129	-25.58%	\$968,446,659	\$1,226,168,827	-21.02%

Source: TBA draft statistics

Jan-Aug 2016 - Top Ten Bicycle Export Destinations by Total Volume

Country	2106	2015	% Change	Average US\$ Value
USA	362,132	512,315	-29.31%	\$689.07
UK	290,470	495,053	-41.33%	\$338.88
Netherlands	241,973	271,873	-11.00%	\$502.07
Germany	149,590	163,744	-8.64%	\$320.54
Japan	119,172	178,118	-33.09%	\$486.99
Sweden	119,133	151,528	-21.38%	\$152.08
Italy	82,138	89,761	-8.49%	\$227.36
Belgium	76,519	90,152	-15.12%	\$624.53
South Korea	62,433	70,018	-10.83%	\$583.54
China	60,392	70,942	-14.87%	\$606.01

Source: TBA draft statistics

Jan-Aug 2016 - Top Ten Bicycle Export Destinations by Total Value (US\$)

Country	2016	2015	% Change
USA	US\$249,535,540	US\$346,484,782	-27.98%
Netherlands	US\$121,487,198	US\$151,828,963	-19.98%
UK	US\$98,453,664	US\$120,232,770	-18.13%
Japan	US\$58,035,256	US\$72,611,475	-20.07%
Germany	US\$47,949,432	US\$52,324,649	-8.36%
Belgium	US\$47,778,343	US\$49,269,097	-3.01%
South Korea	US\$36,431,969	US\$40,613,082	-10.29%
China	US\$36,597,985	US\$40,800,510	-13.19%
Canada	US\$28,699,653	US\$41,979,532	-31.63%
Australia	US\$35,857,568	US\$40,800,510	12.11%

Source: TBA draft statistics

Sweden by 21% and to Germany by 8%.

According to the TBA's draft figures, a total of 1,160,057 complete bicycles were shipped to the EU between January and August this year, down from 1,535,194 during the same period in 2015. The average export value per bike increased sharply by over 11% up to US\$351.23—up from US\$316.22. The average value of bicycles to the UK jumped dramatically by over 39%, from US\$242.87 to US\$338.88. The total value of complete bicycles exported to the EU was US\$407,563,939, down 16% from US\$485,457,796 total value exported in the first eight months of 2015.

North America

The United States was still the biggest single export destination for Taiwanese manufactured bicycles. According to the TBA's draft figures, in the first eight months of 2016, Taiwan exported 362,132 complete bikes—down 29.3% from the 512,315 exported in the same period of 2015. The average exported bike value increased from US\$676.31 to US\$689.07, and the total exported value dropped by nearly 28%, from US\$346,484,782 in the first eight months of 2015 to US\$249,535,540 in the same period of 2016.



Asia

In Asia, the situation was similar. Taiwanese bicycle exports to Japan were down by 33% in quantity, while exports to China and Thailand fell by 14% and 40% respectively. With a total of 62,433 bicycles, at an average value of US\$583.54 per bike, exported there during the first eight months of this year, South Korea is now the second largest export destination in Asia for Taiwanese-made bicycles. Japan remained as Asia's largest importer of Taiwanese bicycles. 119,172 units were exported to Japan at an average value of US\$486.99 from January to August of 2016.

E-bike exports rising

The only rays of sunshine for Taiwanese manufacturers in the TBA's draft figures are from e-bike exports. Taiwan more than doubled the total volume and nearly quadrupled the total value of e-bikes it exports around the world in the first six months of 2016 compared to the same period in 2015. Although previously, Taiwan's export of e-bikes represented only a tiny percentage of its total bicycle exports, the reduced bicycle exports from the first eight months of this year, coupled together with the higher general export value of e-bikes, mean that the total value of e-bikes accounted for nearly 10% of all Taiwanese complete bicycle exports.

The lion's share of Taiwanese e-bikes were exported to Europe, where electric-assist bicycles are enjoying ever-rising popularity. However, the TBA's figures from three countries particularly stood out as being exceptional.

Taiwan's e-bike exports to the Netherlands rocketed from 9,534 units in the first eight months of 2015 to 41,030 in the same period this year. During that time-frame, the average export value per bike increased by 42% from US\$511.17 to US\$989.76. Both in terms of volume and value, Taiwan exported more e-bikes to the Netherlands than to any other country.

Export volume to Germany fell from 20,764 to 13,052 units. However, as the average value increased substantially from US\$515.50 to US\$787.20, the total exported value to Germany fell only slightly from US\$10,703,853 to US\$10,274,597.

Exports to the USA grew substantially from January to August, 2016. Taiwan exported 11,651 e-bikes to the USA during this period. At an average export value of over US\$1,549 per bike, the total export value amounted to US\$18,053,637. 

Taiwan E-Bike Exports - Jan~Aug 2016

Country	E-bike Export Quantity (Units)			Bicycle Export Value (US Dollars)		
	2016	2015	% Change	2016	2015	% Change
Netherlands	41,030	9,534	330.35%	\$40,609,985	\$6,644,678	511.17%
Germany	13,052	20,764	-37.14%	\$10,274,597	\$10,703,853	-4.01%
USA	11,651	3,125	272.83%	\$18,053,637	\$3,109,054	480.68%
UK	8,399	1,700	394.06%	\$3,382,487	\$765,543	341.84%
Other	17,926	9,948	80.20%	\$20,943,842	\$8,284,717	152.80%
Total	92,058	45,071	105.25%	\$93,264,548	\$29,507,845	216.07%

Source: TBA draft statistics

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Mid-Motor Guide

Mid-motors continue to be the most popular position for drive units on e-bikes, particularly in European and American markets. While locating the motor at the center of the bike certainly brings with it some disadvantages, it seems that the advantages outweigh these, especially for OE product managers wishing to spec a more sporty e-bike as per the current trend.

Bikes with mid-motors are much more suitable for climbing steep hills than hub motors; there are videos on YouTube of mid-motor bikes climbing stairs, something that would be nearly impossible with a hub-motor. The center of gravity is also lower and more centrally-located, giving riders a better feeling of balance. Additionally, the ability to use gears means that the motor can stay in its most efficient RPM range, meaning less Amp/hour draw from the battery and greater mileage range.

Below are some of the mid-motor drive units currently available for e-bike product managers.

Bafang MM G330.250

Bafang offers many mid-drive motors, with rated voltages from 36 to 60 VDC and continuous rated power from 250 to 350W.

The G330 is a 250W mid-drive motor that constantly samples relevant information at a frequency of up to 80 kHz via a torque sensor and two speed sensors which are all highly sensitive. The resulting data on crank torque, vehicle speed and the speed of rotation of the pedals is made available to the controller, ensuring precise control of the vehicle while achieving the highest possible efficiency. In spite of a generous power output and a maximum torque of more than 80 Nm, the motor operates in virtual silence. The modular motor design and integrated controller make disassembly easier and improve service responsiveness. This drive



also comes with a 350W version for use with speed pedelecs.

Bosch

Bosch currently offer four mid-motor units designed specifically for specific categories of cycling, however all four units have several features in common. All weigh under 4 kg, feature gear shift detection and they all offer four different modes of operation: Eco, Tour, Sport and Turbo.

Bosch -Active

Aimed primarily at leisure and urban bicycles, Bosch's 250W Active drive unit offers pedaling assistance up to a maximum speed of 25 km/h. The unit produces 48 Nm of torque in Turbo mode and 35 Nm in Eco mode.



Bosch - Cruise Performance Line

The Performance line drive unit is a more sporty motor. While still rated at 250W and pedal assistance up to speeds up to 25 km/h, the unit offers torques varying from 63 Nm in turbo mode to 40 Nm in eco mode. Three sensors measure torque, speed and acceleration to provide enhanced interaction between rider and e-bike.

Bosch - Speed Performance Line

This is Bosch's speed pedelec drive unit. While offering similar torque levels to its Cruise sister unit, this motor is rated at 350W and provides assistance up to speeds of 45 km/h. A dynamic characteristic curve from the Cruise and Speed Performance Lines produces a more sporty riding performance and greater acceleration, especially when setting off.



Bosch - Performance Line CX

The Performance Line CX drive unit was specifically developed for eMTBs. This 250W motor delivers sustained power at high speeds, thanks to a continuous maximum torque of 75 Nm. A powder coating finish, rock protection cover and water splash protection prevent the drive unit from sustaining damage.

Bosch's dynamic power control always gives the riders support from 50 to 300% for riding over steep terrain.



Shimano – E6000



Since entering into the e-bike motor market in 2014 with its E6000 model, Shimano has stressed the importance of after-sales service, and with approximately 12,000 dealers in Europe alone, the company can boast second to none access to dealers. Nevertheless, Shimano still finds itself in the unusual position of not dominating the market for mid-drive motors.

Shimano's STePS E6000 is a smooth, compact and quiet drive unit weighing 3.2kg. The motor features a walk assist mode for extra support while walking next to the bike, and, integrating smoothly with Di2, the system automatically shifts down to a lower gear as the rider stops, making for an easy restart.

Brose Pedelec Motor

Taking advantage of its experience in producing motors for automobiles, the compact construction of the Brose motor allows optimal integration into a bicycle frame while retaining tried-and-tested frame geometry and the usual handling characteristics. The Brose e-bike drive is quiet, vibration-free and capable of assisting a bicycle up to 25 km/h. High-resolution sensors and intelligent drive regulation come together to create a pedal assist function that is both harmonious and powerful. Thanks to a wide range of customization options, the drive system can be used in a variety of different bicycle models. Engine setup can be configured to meet manufacturer specifications and the Brose drive can optionally be combined with even more battery and display versions.



Brose S-Pedelec Motor

Brose has also recently introduced a speed pedelec version of its motor. The new motor has the same compact dimensions as the standard motor, however it is also optionally equipped with a starting aid of up to 20 km/h (12 mph) or a pushing aid of up to 6 km/h (4 mph). While a maximum speed of 45 km/h (28 mph) can only be achieved by pedaling, the drive offers a starting aid of up to 20 km/h (12 mph) without any pedal movement. It can be activated at the push of a button and is constantly available. An additional advantage of the Brose e-bike drive system is that when the motor is switched off or the battery capacity is empty, the e-bike can be used as a conventional bicycle without pedal assistance. Gears and motor are decoupled over a freewheel and generate no resistance. Three different modes can be selected via a control panel on the handlebars: Cruise mode—with up to 40 percent support, Tour mode—with up to 150 percent and Sport mode—which supports up to 320 percent and exploits the full performance of the motor up to a maximum speed of 45 km/h.



GreenTrans MCC-3625

GreenTrans 250W mid-motor comes in two versions, one for use with a rear rack-mounted battery, the other for use with a downtube-mounted battery. The motor weighs less than 4 kg and features an integrated iTorqueSensor and built-in motor control unit. GreenTrans' MCC-3625 provides pedaling assistance up to a speed of 25 km/h, is compatible with coaster brake mechanisms and is also ISIS system compatible.



Dapu

The MD250 is a 250W mid-motor that generates 95 Nm max torque yet still achieves a peak efficiency of $\geq 80\%$. The torque sensor and motor controller are integrated within the motor body. Weighing in at 5.5 kg, the MD250 offers a high quality, yet affordable option for a mid motor.



Panasonic - Center Unit Multi Speed Assist System

Renowned as one of the world's premiere manufacturers of lithium-ion batteries, Panasonic continues to strive for excellence with its new Center Unit Multi Speed Assist System. This new system combines the advantages from the well known "One Axle Motor Unit" with internal gear box technology, to provide a new feeling for riding a high quality pedelec. Riders are able to choose between two different gears—a low (direct drive 1:1) as well as a 1:1.415 high gear transmission ratio allowing the motor to be suitable for sportive e-bikes as well as more traditional urban styles. The company believes the motor is the beginning of a new flexibility for using electric power within compact assist systems.



TranzX – M16

The M16 mid-motor series possesses a simple frame interface, integrated design and is compatible with several different battery types. Designed to hold the superior riding characteristics of a bracket motor with the competitive price of a hub-motor, the M16 series types are compatible with coaster brakes and are equipped with an integrated RPM sensor and controller, making it ideal for entry-level riders. All M16 series motors are provided with LogiX technology based on the CAN bus. The M16 weighs 3.9 kg.

Tranzx – M25

The M25 motor series is extremely capable and generates a surge of power comparable in strength to much larger e-bike motors. M25 motors are available with a broad range of torque to suit customer needs and are compatible with both coaster breaks and AGT (Automatic Gear Transmission) technology. As one of the first to be integrated successfully into the frame design, the M25 sets a new standard for e-bike aesthetics. Provided with LogiX technology based on the CAN bus, operating at 78 percent efficiency and weighing just 3.9 kg, the M25 offers a smooth, enjoyable ride.



Shimano – E8000

Earlier this year Shimano addressed the ever-growing market for e-MTBs by bringing the e8000 to market. Specially designed for e-MTBs, the E8000 Drive Unit offers a shorter chainstay and even more clearance, with a maximum output of 70 Nm (250W). The drive unit gives riders a direct pedaling feel, whether the power assistance is switched on or not. Its low weight ensures improved bike handling. Thanks to a better pedaling efficiency, it has a stable assist power output regulated by cadence.



Yamaha – PW-X

Yamaha's new PW-X is the successor to its PW motor. In the new model, Yamaha has decreased the motor weight down to 380g by making the axle shaft hollow, thinning the drive gear, and thinning the case, while simultaneously reducing volume by nearly 13%. They also adopted a 128mm ISIS interface BB axle commonly used in MTBs. The PW-X inherited its well established power and control technology, while also adopting a fifth mode; Extra Power Mode. With EXPW mode, it succeeds in further releasing power originally held by the motor, via a drastically improved cooling effect. This not only improves assist torque in all ranges, it also better maintains assistance up to high rpm. Furthermore, in order to reduce mechanical time lag, Yamaha has reduced backlash of the ratchet mechanism by 1/3. Yamaha sees the PW-X as having the ability to deliver the power the rider wants quickly and dependably.



Sunstar Virtus

The Virtus is a new drive system with universal eBike bottom bracket motor from Japanese manufacturer, Sunstar. The motor unit of the drive system which recently received the German Design Award fits almost every standard eBike frame. Therefore, Virtus is ideal for smaller companies or manufacturers who want to offer their products with ebike drive system as an option. Since 2003 Sunstar has produced Pedelects for the Japanese market. In Europe, Sunstar has concentrated on the development, production and sale of universal bottom bracket motors and fitting accessories since 2012. The Virtus is a 250 W motor offering 60 Nm of torque.



Yamaha – PW-Series

Yamaha's PW-series was developed for the European market with an emphasis on an "organic" cycling feel. The 250W drive motor delivers 70 Nm of continuous power with ample amounts of low-down torque, making electrical assist on hills and gravel roads - under the hardest of conditions - extremely powerful. The unit is fitted with a triple sensor system for torque, speed and crank RPM which combine to provide continuous assistance under a wide variety of riding conditions. The motor operates in one of four different modes: High, Standard, Eco and +Eco. ⚙️WG



Tern Leading the Way in Urban Mobility

Established in 2011, Tern's mission is to convince more people to use sustainable forms of transportation. Founder and Team Captain at Tern Bicycles, Joshua Hon passionately believes that people need to take firm, concrete steps - immediately - to reduce our impact on the climate and the environment. This year the company launched its new Tern Folding E-Bike, the Elektron, as well as the Verge X11, a model which marks the debut use of 451 mm wheels for this brand.

Tern Elektron

Tern's Elektron is the world's premiere folding e-bike. With patented Tern folding technology, a Bosch Active pedelec drivetrain, integrated Valo 2 light with 150 lumens of power and Shimano Deore hydraulic disc brakes for all-weather control, the Elektron is compact yet powerful, and offers riders an excellent means for getting around cities.


Unlike conventional e-bikes, the Elektron is designed to integrate with subways, buses, and other transport networks. For theft prevention, the Elektron stores easily under

a desk at work. By combining electric and folding, the Elektron takes everything great about folding bikes—multi-modal commuting, portability for travel and storage—and accelerates it.

Tern Verge X11

The Tern Verge X11 inaugurates a new wheel size

for Tern bikes—451 mm—and does so with more flash and speed than any model that's come before. This folding bike utilizes SRAM's revolutionary 1x drivetrain which allows rear cassettes ranging from 10 to 42 teeth. On the X11, that range delivers an eminently compact and durable bike, ready to climb any grade and power down any

descent. The X11's Kinetix Pro X 451 wheels are light, yet strong, and with hydraulic disc brakes, the bike has all-season stopping power. 



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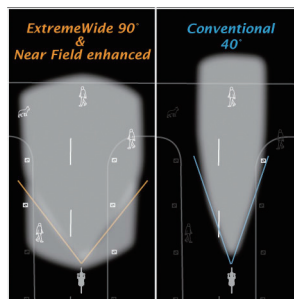
Roxim Introduces Wide Angle Illumination

Cutting edge Taiwanese light manufacturer, Roxim, is dedicated to developing innovative and revolutionary improvements. The company's bike lighting systems are based on human technology and adhere to the safety guidelines based on German cycling road regulations. Combining fashion with function, Roxim offers products for a wide range of riders designed to give a superior, safer and greener night riding experience.

This year the company has introduced its innovative Raptor X3 series of lights designed to deliver unparalleled performance and full-time corner lighting for riders. This super compact range achieves panoramic 180 degree near field lighting, and projects 80 degree wide light-spread, maintaining constantly clear side- and extreme-wide forward vision. The "USB Burst" feature increases brightness output by 20% and extends run-time while an external USB power supply is attached. The X3 models deliver very bright



output up to 350 lumens/40 Lux, and are compliant with German regulations. Weighing just 120 grams with an integrated 2200mAh battery, the streamlined and super-compact Raptor X3 stands out from other available lighting systems. WG



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Chosen's 1x12 Shifting System

Shifting systems have continued to evolve toward even greater levels of speed. Now that SRAM and Shimano have both introduced 11-speed systems, the well-known Taiwanese hub maker, Chosen, has recently developed a 12-speed shift system, appropriately named Doz. According to Chosen GM, Hsu Tien-chin, in light of the fact that the widest gear ratios on the Shimano and SRAM systems are not large enough for professional riders, Chosen has developed a 12-speed shift system with an even larger gear ratio.


The Doz 1x12 shift system includes a shifter, freewheels, and hubs. The smallest ring of the 12-ring freewheels (9T-42T) has nine teeth, which provides an even higher gear ratio than Shimano's 11 teeth and SRAM's 10 teeth. The first five freewheel rings are made of SCM chromoly, which provide the strength needed to withstand large pedaling forces. In addition, the hubs rely on special design and fabrication processes to accommodate

the 12-speed freewheels. The Doz 1x12 shift system can be paired with Shimano's XT and XTR, and SRAM's X1 and XX1, 11-speed systems, which allow bicycles equipped with these shift systems to accept Chosen's shifters, hubs, and freewheels. As a result, cyclists can directly upgrade to this 12-speed system, which can be used by both OE market and aftermarket.

Upgrading hubs to 150T

Chosen's newly introduced "150-tooth hubs" are an upgrade of its existing 20-tooth hubs, and have inner toothed rings inscribed with an ultra-fine 150 teeth. Since a full ring is 360°, each tooth accounts for only

2.4°, which also implies that the starting rate is 2.4°, so that the rider can easily start a bike moving even when pedaling with only tiny strokes. The hubs have all-aluminum alloy drums, which ensure an even lighter weight, and their three splines are finely cut and heat treated for extra strength. Clips with seven teeth are located on the splines; fabrication of these

clips requires very complex processing, and they have an extremely good fit as a result. Because of this, the assembly of the hubs entails very precise workmanship, and the hubs give riders an exceptional pedaling sensation. These products weigh 300g each, and are suitable for both road bikes and MTBs. 



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RXD 3
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FOR ROAD BIKES.

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Igus Limited Edition Bags



With the rise of global environmental awareness, the Taiwan Environmental Protection Department in 2016 is expected to require six categories of businesses no longer issue free plastic bags, and will gradually increase the price of plastic bags to 5 yuan each. Igus are good at dry-technology, and in order to promote the concept of environmental protection and love of earth's life, Igus is taking used canvas exhibition banners and upcycling them into bags for use by TBW visitors. Igus are giving the unique bags away to visitors for free at their booth during the week of the show.



Gios Promotes Latest Bikes in Taiwan



On Sunday, October 16, 2016, Gios held a product presentation for local Taiwanese dealers at the Calligraphy Greenway in Taichung. The event, organized by Gios' Taiwanese distributor, Miracle Cycle was attended by top executives from Gios, including company President, Alfredo Gios; his son and Managing Director of Gios EuroAmerica, Luca Gios and Managing Director of Gios International Sales Office in Hong Kong, Hiroto Takahashi. After the presentation, attendees had a chance to personally talk to company President, Alfredo Gios.

conceived, engineered and designed in Italy, however manufacturing is done in a modern factory in Taiwan using the most advanced technological equipment.

While stressing value for money, approximately 65% of Gios bicycles are made from carbon fiber, in a range that extends from high-end titanium and carbon fiber racing bikes through ultra-aerodynamic TT bikes to steel-frame classic road bikes. Unsurprisingly, the famed 'Gios Blue' color features heavily in this line-up. Among the most popular models is a retro-styled classic steel framed road bike that speaks volumes about the brand's historical racing roots. With its popularity in Asian markets, Gios also sells a line of urban bicycles which includes a drop handlebar bike with 20" wheels, a popular type in Japan.

Gios' main markets are Japan, South Korea and Thailand, with over 70% of its annual production of 20,000 bikes being sold in Asian markets. All of the Gios bicycle models continue to be

1921

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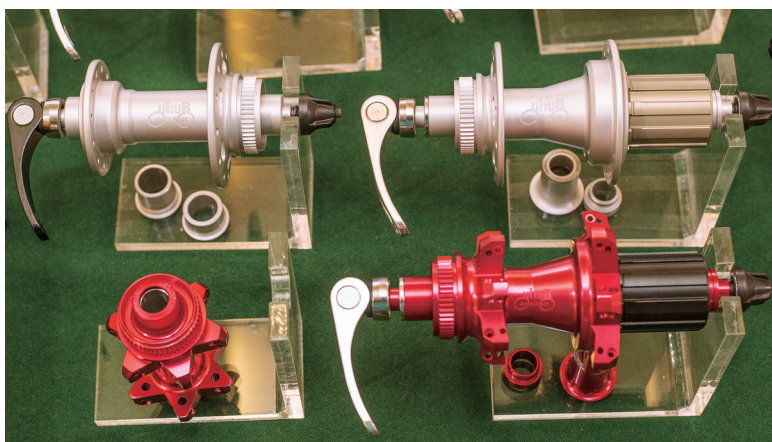
SRSUNTOUR 

www.srsuntour-cycling.com

Yu Hub Road Bike Disc Brake Hubs

Yu Hub's main product introduction is a disc brake hub for road bikes. With straight pull spokes, Shimano center lock disc system, and a six-pawl independent ratchet, both

front and rear hubs have end caps that correspond to different frames and specifications, as well as being usable with different wheelsets. 



USD-8

- RIDING STYLE DH/FR
- AXLE 20MM

RC-15

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



HQS

- WEIGHT 30.9
- 31.6
- 34.9 MM

AO-42RC

- RIDING STYLE AM/XC/TRAIL

dnmstock.com

Miche Presents Pistard Range Cranksets

At TBW this year, Miche is presenting components from a new Pistard range. Pistard cranksets are precisely CNC machined in Italy from an aluminum alloy to high quality standards. Featuring an integrated BB axle, these can be assembled with the entire Miche BB range: EvoMax, 68 x 46, 68 x 42, 86.5 x 6, and 86.5 x 41.

With the new integrated axle,



the stiffness of the system has been increased by 15%, and on the 'Air' version, the aerodynamic profile helps to increase the system stiffness by 20%.


Q-factor and chainline sizes are respected for track use, so Pistard cranksets are suitable for professional use in track races, but the cranksets are also suitable for single speed and fixie use. Chainrings BCD 144 are made of black anodized Al7075-T6, while length and chainrings combinations are extremely wide: 165, 167,5, 170, 172.5, and 175 mm, and from 44T to 54T.

The track range also sees one-piece track sprockets from 12T to 18T, and the renewed Pistard wheels are available in silver finish or full black finish.



Scada's New Pop-Up Cleat System

SCADA launched its rotary cleat system, which is different from the traditional flat cleat designs. The Pop-Up cleat system can rotate by 15 degrees, allowing riders to more easily clip in.

After the rider is clipped in, the cleat returns to its flat position. Scada are offering four pedals with different specifications that utilize this Pop-Up system, three models made from aluminum, and one made from plastic. 



Tequila

HANDLEBAR

MTB-AL3520BT

MTB-AL3512BT

MTB-AL3500BT



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STEM

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TDS-D607



DROPPER

SPD-801

SPD-801E



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Email: sales@hlcorp.com

2016.10.18-21

Tempus Hotel Room No.1150-1151


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台湾台中国际自行车展览会



Kenda's K1160X Road Bike Tire


The K1160X road tire from Kenda is made with the latest R3C rubber material, which allows their slick tires to roll very easily, while still providing the grip riders need when cornering. Its unique characteristic is its use of 'K-Armour', which

is highly puncture resistant. K-Armour works in a similar manner to Kevlar tires, and also offers great strength with less rolling resistance. This makes the K1160X both light and strong, ideal for road racing conditions. 



Satori Carbon Handlebars

In response to racing bike market demands, Satori are introducing its latest Flanders Series handlebars. Aimed mainly at endurance and long-distance riding. The Flanders handlebars are made from Toray carbon cloth and designed to

be used with Shimano's Di2 system with external routing that is convenient for replacing cables. The flanders handlebars come in four widths from 380 mm to 440 mm. The 420 mm version weighs in at only 190 grams. 




▲Bafang General Manager Europe, Jack Brandsen.

Bafang Introducing 1000W Mid-Motor

Premium Chinese e-bike drive system manufacturer Bafang are introducing a 1000W mid-drive motor to product managers at this year's Taichung Bike Week. The MM G510.1000 can be made to 48V 1000W specifications, and can deliver a maximum speed of up to 60 km/h.

Bafang explained that the motor was specifically designed for eMTB builds, and has a maximum torque of more than 160 Nm. The motor constantly samples relevant information at a frequency of up to 80 kHz via a three sensors, and the resulting


data on crank torque, vehicle speed and pedal RPM ensures precise control. In spite of the generous power output, the motor operates in virtual silence, and the modular motor design and integrated controller make disassembly easier and improve service responsiveness. 



▲Bafang MM G510.1000 Mid Motor.

Good Focus Present Q-Brake Pads

The Q-Brake brake pads from Good Focus are considerably bigger than most. They are designed to prevent wheel lock-up under heavy

braking. The Q-Brake pads work in a similar manner to an ABS on a car, preventing dangerous skidding situations, using a unique 2-contact-point system. 



Vee Tire Products Ideal for European Trends

Vee Tire is the high-end bicycle tire division of leading Thai Tire manufacturer, Vee Rubber. Based near Bangkok, Thailand, Vee Rubber was founded in 1977 and has grown steadily to its present size today, employing 4000 people in four factories in Thailand, one in Vietnam and a recently-opened production plant in India. Additionally, the company has offices in several other countries including the USA, Taiwan and Indonesia. 40% of Vee Rubber's production is for automobiles, 35% for motorcycles and 25% for bicycles.

Renowned for its focus on fatbike tires,

Vee Tire has expanded to offer many different types of tires, and at this year's TBW, they are introducing a tire designed for eMTBs and speed pedelecs – all the rage in Europe.


The Bulldozer features sidewalls made by a 'synthesis' of rubber compounds that help to strengthen the tire whilst still allowing for subtlety while riding. The Tubeless-Ready Bulldozer has passed the EU ECE-R75 tire standard, allowing the tire to be used on speed pedelecs up to 45 km/h and with loads of up to 90 kg.


This week, Vee Tire is introducing its entire range of tires in the Splendor hotel. 🌐WG




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SKS Develop E-bike Cable Routing System

Renowned German accessory manufacturer SKS has developed an innovative cable routing system for e-bikes—the E-Charge. Sitting under the fender, the E-Charge is a ultra-lightweight aluminum profile plate that guides and protects the thick e-bike cable harness as it passes from the rear-mounted battery to the motor. Easily latched onto a fender via two bolts, the E-Charge system is especially designed to fit large cables with preassembled plugs.

The E-Charge system also provides the advantage of stenghtening and stablizing the fender, making it possible to skip using fender stays, even on full length rear fenders. A perfect example of this can be found in its match up with the Mantis, SKS' newest link system to secure a rear




fender to a pack carrier.

SKS is introducing its full range of products at their booth on the 3rd floor of the Evergreen Hotel at this week's TBW. 🌐WG

Alexrims 845D Disc Brake Road Bike Wheelset


Alexrims' latest road wheelset, the 845D, is one of many of its road bike carbon wheel sets. The 845D is their top-of-the-line product, featuring a rim height of 45 mm. It

has been designed specifically for use with disc brakes and clincher tires. It weighs 1690 grams. 



Agogo's 2 Bikes in 1 Frame

The Agogo BB-Drop bike frame features an adjustable bottom bracket mounting unit that can be used for gravel bikes or MTB. When in gravel bike configuration, the

BB-drop will be 70 mm (700C wheelset), and in MTB mode, the drop will be 45 mm (27.5" wheelset). Caliper and disc brakes are supported under both configurations. 



GT
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Tempus Hotel 2F LeBar2-3




355AIR

AFA RC53

Clamber Introduces 3-Wheel Cargo Pedelec

Based in Ningbo, China, Clamber has unveiled its new pedelec cargo bike--Jumbler. This pedelec is designed so that children can sit in the front of the bike between the two front wheels. As cargo bikes are usually heavy and unwieldy, the Jumbler

features electric pedal assistance to provide an easier ride. It also boasts two front headlights powered by the bike's battery. The utilization of 3" wide tires reduces road shocks and gives passengers a smoother ride. 





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CRANK LENGTH 170MM,175MM
 CRANK MATERIAL FORGED AL-6061-T6
 CRANK FINISH BLACK SAND ANO.

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

COMPATIBILITY 11S
 CHAINLINE 49MM
 Q - I FACTOR 171/141MM



Samox Cranksets




At Taichung Bike Week Samox are presenting its latest cranksets including carbon fiber and models for e-bikes.

As some e-bike motor manufacturers don't fully consider gear and crank combination, Samox have

developed a complete solution (cranks, spider and chainrings) for e-bike transmission systems matching every type and brand of motor including Bosch V2, Bosch V3, Brose, Yamaha, and Bafang.

Samox is also showing its new 7Series crankset. Different

from traditional carbon fiber cranksets where the carbon cranks need two moldings and often need repairing, Samox uses a new carbon fiber layup process, a type of one-mold hollow forming technology, which gives the cranks more strength. Another special

production process also helps strengthen the chainrings while also reducing weight. For example, the 7Series road bike crankset weighs just 525 grams. Samox currently have cranksets for road, MTB and BMX bikes which they are presenting in the Evergreen Hotel. 

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SR Suntour's Auron 27.5+ Suspension Front Fork

Designed for enduro bikes, this air sprung suspension fork from SR Suntour features lower legs made from magnesium alloy, while the crown is made from an aluminum alloy. The stanchions have an increased width, of 35 mm. The forks employ SR Suntour's new damping system (PCS) which prevents oil and air contamination. Other improvements include the use of a chrome spring in the damping system to ensure a smoother ride when off-road and greater durability. The PCS damping system is easy to maintain and repair without the need for special tools. With travel of 130~160 mm, the Auron 27.5+ has an Over-Locknut-Dimension of 110 mm, and uses titanium 15 mm thru axles. There is also a version available designed specifically for eMTBs.

In the MTB market, single chainrings are popular, so SR

Suntour is also introducing their Auron, Aion and Zeron cranksets. The Auron has an aluminum chainring and carbon fiber cranks. The Aion has aluminum chainring and cranks, while the Zeron has a steel chainring. The Auron and Aion utilize a Wave-style tooth design so that the chain can engage better with teeth and won't readily jump off. The Zenon uses SR Suntour's 'Ziguzagu' technology to achieve a similar effect. 



▲ SR Suntour offers three MTB single chainring cranksets, the Auron (left), Aion (right) and Zeron (center).



▲ SR Suntour, President Daisuke Kobayashi shows the company's ATS E-Bike System.



▲ SR Suntour Auron 27.5+ suspension fork.

Neco Products Making Life More Convenient

The Neco team have two products attracting special interest at this year's Taichung Bike Week: One is an anti-theft pedal, the other a dynamo hub.

Even though there are many dynamo hubs on the market, Neco however have developed a smart dynamo hub, the Neco 4. Utilizing Neco's UPS system, this dynamo can output between 0.5 and 2.0 amps, which can provide a stable current to the Neco 3 power


pack. Using this system, cyclists to get a steady stream of power during their ride allowing them to charge their electronic products. Tested by sponsored teams, the hub is already developed and being introduced to the OE market.

The Neco 5 pedal (WP 908C) uses a securing latch allowing pedals to be mounted and removed from a bike without the use of tools. This provides two main advantages: Firstly, when storing a bike or



putting in the trunk of a car, the pedals will not take up space – This is especially useful for folding bikes. Secondly, after a rider parks the bike, the pedals can be easily removed to reduce the chance of the bike




being stolen. Other features include; a pedal body made from aluminum, a spindle made from cromoly, and sealed bearings. The pedal weighs 522 grams and currently has a patent pending in Taiwan. 

Fox Redefines XC Forks

At Ride On, Fox are introducing their new line of XC Forks. Their 32 Step-Cast (SC) model weighs in at 2.98 pounds (1.35kg), and is the lightest cross country fork they have ever produced. Optimized for 100 mm of travel, the Step-Cast lower leg design and narrow crown spacing both save weight, while the 32 mm upper tubes maintain the ride quality people have come to expect from Fox products. Axle options include 15QR X 100 Boost or 15QR X 100 Kabolt. The forks can accommodate both 27.5" and 29" wheels, and feature a FIT4 and FIT GRIP three position damper for improved control while a lockout increases efficiency. The Factory Series models feature a genuine Kashima coat, available in gloss orange, matte black, and gloss white.

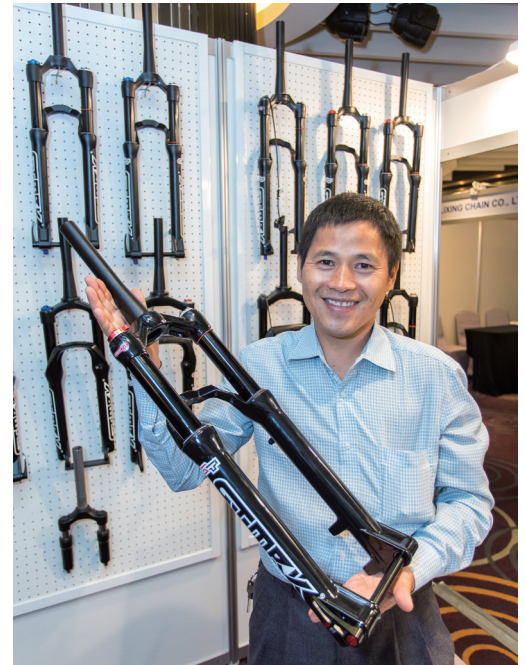
The distinctive shape of the lower leg design isn't just for looks. The 32 Step-Cast (SC) chassis uses a narrow stance to save weight, and the step design makes room for the spokes and brake rotor. The 32 SC features 32 mm upper tubes and ample bushing overlap for a quality ride, and the hollowed out lower legs provide even more weight savings. Their patented closed cartridge system, now in its fourth generation, was first developed in 2004 for superior damping performance. This represents an upgrade to their proven FIT RC2 10mm shaft architecture, which provides more oil flow through the base valve. The dual circuit rebound allows for a more controlled return from hard hits, and a quicker recovery from successive impacts.


This design features 120 mm upper tube spacing (the 32 Model uses 130 mm), and can accommodate a tire with a maximum size of 2.3". Maximum rotor sizes are 180 mm for 27.5" tires, and 203 mm for 29" tires. 



▲ The Fox 32 Step-Cast fork.

GTMRK Unveils New Suspension Fork



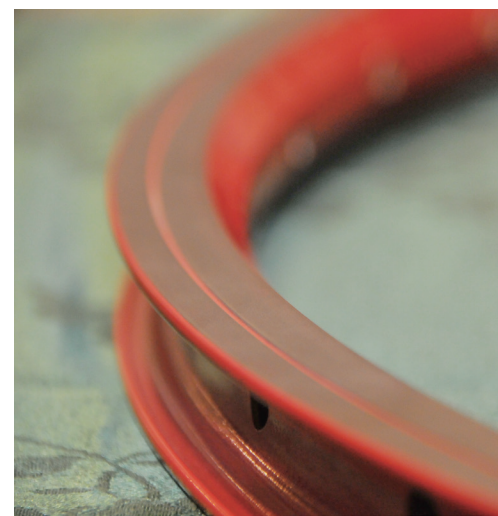
To meet global customer demand for the increasingly popular 27.5+ size wheels, GTMRK has produced an air-cushioned suspension fork, made from a magnesium alloy. It is mounted on thru-axles, weighing 1950 grams in total. The shape is unique, reflecting its wild nature. Riders can show the spirit of off-road cycling with these robust suspension forks. GTMRK have two booths at the TBS, at the Splendor and Tempus hotels. 

Stars BrakeDura Technology

BrakeDura is a new rim coating from Stars. While high-end rims usually have a ceramic coating, ceramic is prone to excessive wear over time, requiring the replacement of the rim. The Stars BrakeDura uses a metal ceramic compound which is far stronger and more durable than previously used materials. Stars claim the metal ceramic compound is impervious to almost anything – even a knife cannot cut into the surface of the rim. 



▲ Stars General Manager, Fei He Ying shows off the BrakeDura technology.



▲ The BrakeDura technology uses a ceramic metal for increased durability and strength.


Zonda DB Signals Campagnolo's First Disc Brake Product

In the rim-brake wheel market, Campagnolo's Zonda wheel has been extremely well respected, however, the company has now also developed a disc brake wheel with the same level of quality—the Zonda DB.

The rims of the new Zonda DB are milled to eliminate excess material and keep weight down while maintaining high reactivity and efficiency. Campagnolo's Rim Dynamic Balance™ (RDM) technology keeps the wheel as efficient and safe as possible, as it eliminates any wobble or inconsistency during the smooth rolling of a wheel. MoMag™ technology eliminates all spoke holes on the tire side of the rim, thus creating a stiffer, more solid and lighter than would be possible with traditional designs.

As asymmetry is wheel an issue for both front and

rear wheels, the Mega G3™ spoke and hub design has been optimized for disc brake usage. The Zonda DB front wheel comes with 21 stainless steel spokes in a Mega G3™ pattern with an innovative new flange design. The rear wheel also comes in a 21 spoke Mega G3™ design, albeit slightly different in order to compensate for the space necessary for the cassette.

To ensure full compatibility with all existing rotors currently available, both a 6-Bolt and AFS™ version will be produced. The Zonda DB's front hub is compatible with both Thru Axle (HH12) and Quick Release skewers (100 mm). The rear hub is made for use with either a Thru Axle (HH12 – 142 mm width) or a Quick Release axle (135 mm). For the latter, a special new quick release skewer will be made available.  WG



DNM Debuts New Shocks

HQS-R dropper seatpost

The biggest feature of DNM's latest dropper seatpost is the patented anti-rotation structure 'Anti-roll spin of structure', that can effectively prevent rotation in the saddle when riding under severe road conditions. The post, manufactured from 7050 aluminum alloy, is available with either internal or external wiring. The HSQ-R comes with travel of either 100 or 125 mm and in post dimensions of 27.2, 30.9, 31.6 or 34.9 mm. With the 27.2 model weighing in at just 440 g this seatpost is designed for high-end lightweight bikes. By adjusting the air volume riders are able to adjust the speed of rise.



27.5 inch suspension fork

DNM has launched its first 27.5 suspension fork, manufactured from magnesium alloy stanchions, the air-sprung fork is light weight at just 1,670 grams, and has a more curved appearance. Available with travel of 100 and 120 mm, the 7075 aluminum alloy steerer tube is available in either 1.5" tapered sizing or 1-1/8". The fork has a 15mm thru axle to suit XC, trail and AM riding conditions.



AO-42RC rear shock

This air-sprung shock is forged for extra strength and lighter weight. The damper shaft is made from 7075 aluminum while the shock body is made from 6061 aluminum. Damping has 3 levels; soft, medium and hard, and air volume can also be adjusted. Weighing in at just 250 grams this shock is suitable for use on XC, trail and all-mountain MTBs

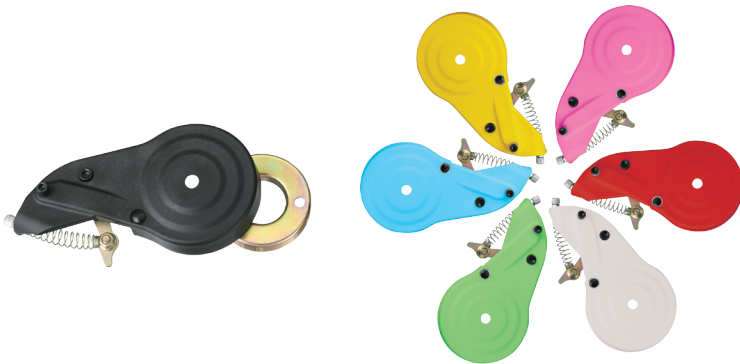


New Product Gallery

Alhonga

HJ-DB01

Alhonga's new HJ-DB01 drum brake is made from a super durable nylon compound. It provides excellent brake performance, outperforming previous drum brake designs by up to 25%. The HJ-DB01 comes in various color options.



Duro

Dorado

Evergreen
A-10

The compound used on Duro's latest Dorado road bike tire ensures a fast rolling rate and maximum adhesion at 120 TPI. Features include a smooth centerline with a diamond-knurled shoulder to allow for improved cornering, and thus increasing rider confidence.

+886-4-8520121

www.duro.com.tw



Jetset

HC-513

The new HC-513 rim from Jetset is for use on BMX bikes. It is 36 mm wide, and is optionally available with welded joints.

+886-4-7526232

www.jetsetrims.com



Splendor
13F No.1327

Bengal

Ares 5

Splendor
Booth 1305

Bengal's Ares was designed for a wide range of use on XC, TRAIL, AM, FR and DH bikes. The body of the open-system hydraulic disc brake is an aluminum forged master cylinder and caliper. Apart from a window for riders to visually inspect pad-wear and to clean out mud the Ares 5 also features an 'EZ-adjust' hose connector which is adjustable up to 180 degrees, and a 2-piece bracket for assembly.

+886-4-7203979

www.bengalperformance.com.tw



QBEST CYCLE

QBA979

The QBA979 is a multi-function saddle rail mount for CO2 cartridges and inflators. Additionally, GoPro cameras can be mounted. A bracket is available for use with either a rear light or a bottle cage.



Tranzx

JD-YSP16

The JD-YS16 is an adjustable height post with a suspension function. Its ergonomic design provides remarkable comfort under different riding conditions.

+886-4-7681756

www.tranzx.com



**Tranzx****JD-QR54**

The Tranzx JD-QR54 from J.D. Components Co., Ltd. is a quick release through axle offering micro-adjustments by simply turning a nut.

+886-4-7681756

www.tranzx.com

TransArt**Extrusion Decals**

Transart's newly patented Extrusion decal is a great idea for attractive and creative surface decorations. It is made by a special material and precise trimming process and is designed to be applied before paint or varnish.

+886-4-23593687 www.transart.com.tw



Splendor
Booth 1360

Velo**VL-3586**

Velo's VL-3586 is a saddle specially designed for eMTBs with a center zone-cut system to relieve the pressure on the perineum. To minimize the impact brought when mounting, Velo equips the saddle with anti-slip leather, increasing foam on the nose sides and on the highest point. Additionally, with an excellent suspension system and flexibility on both sides of the saddle, the seat provides comfort for mountain lovers.

+886-4-26864546

www.velosaddles.com



Tempus
Holland Room

Ridea**X66 Pulley Wheel**

Ridea has developed a series of pulley wheels offering increased chain power and reduced chain friction and noise. The aluminum X66 features steel ball bearings and 16-tooth wheels with X-shaped teeth to give riders stable shifting. The X66, which weighs in at 76 grams, is available in Shimano, SRAM or Campagnolo compatible versions.

**Wellgo****HR292**

Wellgo's HR292 features a pedal body made from CNC aluminum with a Cro-Mo spindle. HR292 has 3 sealed bearings, and the cleat is compatible with RC7A/B/C. With dimensions of 84.5 x 90.2 x 30.2 mm, the pedal weighs 293 grams.

+886-4-27065885

www.wellgopedal.com



Tempus
5F V.I.P. Room

Ilumenox**Siren (SS-L313E)**

This Ilumenox's tail light is compatible with Shimano StePS, Bosch, Panasonic and Bafang systems. Three super bright red LEDs give the Siren a brightness of 30,000 mcd. The tail-light has 50mm C-C mounting holes and comes with a German standard reflector.

+886-4-27065885

www.ilumenox.com



Evergreen
Booth A11 & A22

Baradine**DS-17F**

Baradine's latest type of disc pads—the Fin Pad features a forged aluminum backing plate with heat-sink pillar and a reliable organic compound. A multiple airflow channel design allows for efficient heat dissipation and gives superior, lasting brake performance. Baradine's DS-17F pads are initially being made available for compatibility with Shimano brakes: XTR M975, M966, M965, XTM775 and M765, however Fin Pads for other common brakes will be released soon.

+886-4-7112650 www.baradine.com.tw

**Ashima****AT0104 – OR-A**

Splendor
Booth 1322

Ashima's latest brake pads feature mounted fins that let air circulate throughout the pad during use, helping to dissipate the heat generated by friction. The varying heights of the fins maximize the surface area, and air flow channels help to maximize heat dissipation.

+886-4-7260496

www.ashima.com.tw

**C.D. Components Co., Ltd.****CD-177 40mm**

This side kickstand from C.D. Components is specifically designed for e-bikes. The kickstand is adjustable from 26" to 29" and features two holes for mounting which are 40 mm apart. The surface of the CD-177 is powder coated.

+886-4-76896586

**Novatec****Diablo XL**

Splendor
Booth 1033 & 1034

With an internal width of 35 mm, depth of 21 mm and an asymmetric rim profile, the Diablo XL is a plus-sized wheel with an internal design inspired by Novatec's bestselling Diablo rims. These wheels are built on the XD641SB-B15/ XD642SB-B12 boost spec hubs and boast 4.25 degrees of engagement. The

Diablo XL also offers a 4n1 conversion system allowing riders to run them in all of the current and past frame standards. Novatec's Diablo XL weighs just 1995 grams per pair.

+886-4-25668888

www.Novatecwheels.com

**GMD****Dark Summon (G812)**

Splendor
11F No.1119

The Dark Summon is an all-mountain tire that excels in all conditions. The design of the center ridge allows the tire to fly on hardpack and yet still provide superior braking and cornering over a wide range of trail conditions. A great choice for riders who want to go fast everywhere. The tire is available in sizings of 27.5" x 2.25" and 27.5" x 2.8".

+886-49-2762306

www.gmd-tire.com.tw

**Leadtec****LCS-7718**

Splendor
Booth 1042

In response to the popularity of sporty e-bikes, Leadtec is launching a new forged stem specifically for e-MTBs. It looks more robust, and with a short extension, bike handling is improved. Moreover, it provides more than adequate strength to sustain the larger forces e-MTBs generate.

+886-04-7691125 #211

www.leadtec.com.tw/en/main



MPF DRIVE

MPF6

Splendor
F13 No.1363

The MPF6 line helps turn e-bikers into explorers, adventurers and racers. The powerful, mid-drive unit comes in two designs—the MPF6-Sport and MPF6-City. These versions possess the suitability to be fitted onto a wide range of bikes, from cargo to mountain bikes. The centrally positioned display unit is optimized to display information to the rider quickly and clearly. MPF power packs are available with 300, 400 and 500Wh.

+886-6-2538390

www.mpfdrive.com



Fulchee

G87 Through Axle

With through axles playing an ever-important role on MTBs, fatbikes and also in disc brake-equipped road bikes, Fulchee has developed the G87. Installation of the Fulchee through axle is very simple because the lever is designed with a 360° angle of adjustment allowing users to operate it without any bolts or any tools. The G87 is available for various systems in the market.

+886-4-25605818

www.fulchee.com



Atop

A-A32

With its ergonomic design, this new reel knob from Atop offers users optimal comfort and fit with a quick and easy turn of the adjustment knob. This patented system requires only one hand to adjust the tightness—on the left shoe by turning the knob counter-clockwise to tighten and on the right shoe by turning clockwise; turning anticlockwise to release the wire fully. The A-A32 reel knob lacing system is easy and convenient to assemble, and is also available for color customization to fit in with the customer's product style.



Duro

Charger EXC

The Charger EXC is part of Duro's Evolve line of e-bike tires. Sidewall breakers help to bear an e-bikes heavier weight load while the use of a harder rubber compound helps to increase battery life. Additionally a 3 mm undertread gives added protection from flats and enhances stability.

+886-4-8520121

www.duro.com.tw



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Ride On - Taiwan Day

As in previous years, 2016's Taiwan Day at Ride On was held at the Nanshan Education and Training Center, with Chinese language presentations given for manufacturers and assemblers from the cross-strait bicycle industry. Eight group members, FSA, Selle Royal Group, Magura, San Marco, Mavic, Vittoria, Hayes Bicycle Group, and Fox, took turns introducing new products and presenting their visions for the future development of their companies. The Training Center amphitheater was almost completely full of industry representatives, who came to hear the Ride On members introduce their products. Although each product could only be given a short introduction, every speaker was able to give a sufficient amount of information about the products. The series of lectures provided attendees with a rough idea of what Ride On exhibitors had to offer. Anyone interested in learning more about Ride On and their exhibitor's products are invited to visit the event at the Millennium Vee Hotel during Taichung Bike Week, from October 18 to 20.

Almost every manufacturer was excited to introduce its latest products for Fatbikes,



▲ FSA GM, Douglas Chiang (fourth from right), hopes Taiwan can improve its competitiveness and move towards a higher quality production model.

e-bikes, eMTBs and gravel bikes at the event. Another emerging trend was that companies rolled out their websites, with online customization service systems letting customers can fully customize their bicycles before placing an order.

FSA launched their KForce WE, a hybrid wireless shifting system, a product they have been developing for many years. This highlighted the fact that high-end bicycle products can be manufactured in Taiwan. Marvic and Fox acquired Enve and Marzocchi, respectively, extending product lines and enhancing market presence. 



▲ Hayes Asia Pacific Sales Manager, Yong Jing Chen brought a series of new product introductions.



▲ Fox Technical Service Representative, Damon Chen stated that Fox's acquisition of the Marzocchi brand made the product line richer.



▲ The San Marco overseas sales representative stage took the stage to explain their product line.



▲ Vittoria Asia-Pacific Sales Manager, Hao Fu explained that this year some products had added graphene to enhance product performance.



▲ The Magura team this year introduced their powerful hydraulic disc brake.



▲ The Selle Royal sales team introduced its product line and specifications, as well as Crankbrothers Highline dropper post.



▲ This year, Mavic acquired US brand, ENVE brand, enriching their product positioning even more.

A Look at the Spanish Bicycle Industry Today



While Europe suffered a recession in 2015, Spain's 3% GDP growth was a bright spot on a gloomy continent. Nevertheless, Spain's sky-high 20.9% unemployment remains the highest in the EU. Cycling is very popular in Spain, and although people's incomes are fairly low, a large proportion of bicycles sold in Spain are high-end models. According to statistics from Europe's CONEBI, Spain has annual bicycle sales of 1.0-1.2 million units, and 1.1 million bikes were sold in 2015. Spain is sixth in the EU in terms of bicycle sales, and bicycles sold in Spain have an average unit price of €481, which is the third highest in the EU. Spain itself produces only 360,000 bicycles annually; however, most bicycles sold in Spain are imported from Eastern Europe, other neighboring countries, and Asia.

After mountain bikes became popular in Spain following 1989, they brought about enormous changes in the bicycle business. For instance, of the five leading bicycle manufacturers in the 1990s (BH, Orbea, Rabasa, Gac, etc.), only Orbea and BH still survive, and their output is lower than before; nevertheless, Orbea has recently transformed itself into a

high-end bicycle brand. According to Jose A. Gomez Damborenea, Director of Spain's AMBE, there are approximately 20 bicycle assembly firms with annual outputs of 4,000-5,000 bikes in Spain. AMBE has 58-65 members, and there are 80 bicycle manufacturing firms in Spain, including makers of whole bicycles, parts, and accessories. Because e-bike sales have continued to grow, there are numerous small e-bike producers. Director Damborenea noted that Spain produced 25,000 e-bikes in 2015, of which BH produced approximately 20,000. Spanish bicycle parts and accessories production have only a 1% market share in the EU.

Madrid's Unibike show was in its third year in 2016, but occupied two rooms and had only 215 vendors. The participating firms mostly consisted of Spanish bicycle manufacturers, importers/distributors, and parts and accessories companies. Nine participants were from Portugal, and small numbers of companies came from Italy, the US, Germany, France, and other European countries. Most leading brands were represented by local agents, and the local



▲ Spanish bicycle association (AMBE) Director, Jose A. Gomez Damborenea, who is also a director of BH, and AMBE Secretary-General, Carlos Nunez (left).

subsidiaries of Trek and Specialized were present, although the parent companies did not participate in Eurobike. Pinarello, Cube, Orbea, and Derby all opted to participate in the show, although they were likewise absent from Eurobike. The types of bicycle on display included MTBs, road bikes, 29" large-tire bikes, fat tire bikes, e-bikes, and children's bikes. Neon red, bright green, and orange were the most predominant colors, and most bikes were mid-/high-end models. Distributors displayed full bicycle, part, and accessory brands that they represent or distribute, and at least 80% of the participating vendors had a positive impression of the show.



▲ Portugal's newly-elected Chairman, of Abimota, Joao Miranda (3rd from left) and Vice-Chairman, Vital Almeida (second from left). Paulo Pires (third from right), Luis Pires (second from right) and Teresa Martin (right).



▲ According to Trek Marketing Manager, Luis Munoz Comos, Trek sells around 33,000 bicycles in Spain each year.



▲ Derby's products were displayed at the Unibike show by its Spanish distributor.



▲ Cube products were displayed at the show by its Spanish distributor.



▲ Specialized has a highly effective marketing strategy in Spain.

BH

According to BH Director, Jose A. Gomez Damborenea, BH has an annual output of 120,000 bikes, of which approximately 50-60,000 are assembled at the company's Portuguese plant. Damborenea also noted that there are approximately 1,000 dealers in Spain, and BH was the first Spanish company to begin producing e-bikes, of which it sold 20,000 last year.



▲ According to BH Director, Jose A. Gomez Damborenea, BH has an annual output of 120,000 bicycles, and produces 50,000-60,000 of these at its Portuguese plant.



▲ Starting e-bikes early, BH's output is the largest in Spain with an annual output of nearly 20,000 units.

Orbea

Orbea has an annual output of 200,000 bikes, which is split roughly equally between Spain and Portugal. The company chiefly produces mid-/high-price models, and claims to be the largest bicycle manufacturer and oldest bicycle brand in Spain. Many of the frames used by Orbea (including aluminum alloy and carbon fiber frames) are produced in China, and the company has roughly 500 distributors in Spain and Portugal.



▲ According to Ramon Nunez, Orbea's Regional Sales Manager for the Spanish and Portuguese markets, Orbea has an annual output of 200,000 bicycles, units, and production is roughly split between Portugal and Spain.



▲ Orbea did not participate in Unibike chiefly to display its bicycles, but instead to provide on-site services and understand its distributors' needs.

Team Bike/Mondraker

Mondraker is the agent for 21 brands, which include SRAM and Kenda, etc. Established in 1992, Mondraker has 40 employees and 1,500 distributors. Mondraker is an assembly plant brand under Team Bike, and its Chief Executive is Paco Sanchez. The bikes displayed by Mondraker all sported Maxxis tires.



▲ Paco Sanchez is the President of Team Bike and Mondraker.



▲ Team Bike is an agent for 21 brands, including SRAM and Kenda.

Mondraker/Team Bike

Mondraker has 100 employees and produces approximately 18,000 bicycles annually. It has 120 dealers in Spain and a total of 300 distributors; apart from Spain and Portugal, Mondraker's chief markets include France, Germany, and Slovenia. It also produced frames and e-bikes. According to marketing personnel, Mondraker produce close to 1,000 last year, and has nine models; it also assembles 2,000 carbon fiber bikes annually using frames imported from Taiwan and China, and expects sales to grow by 5% in 2016.



► Mondraker produces 18,000 bicycles annually; left: Marketing Manager, Laura Sanchez, right: Chief Communications Officer, Israel Romero.

MMR

MMR is over 20 years old. MMR was purchased eight years ago by cycling-loving current General Manager Prieto Gonzalez and another employee, and totally reorganized. MMR has established an excellent image, and has found favor with young people. This company produces 20,000 bicycles annually, employs 30 persons, and has 200 distributors. Of MMR's output, 80% consists of MTBs, 19% consists of road bikes, and 1% consists of children's bikes.



▲ MMR General Manager, Burno Prieto Gonzalez was originally a professional cyclist.



▲ MMR has hired cyclist Carlos Coloma (right), who placed third at the 2016 Olympics. Pablo Rodriguez (left) signed his autograph at the show.

Coluer

Coluer General Manager Luis Mayoral, who turned 80 this year, started out as a cyclist, and participated in the 1964 Tour de France. Coluer has an annual output of 25,000 bicycles, employs 28 persons, and performs all of its manufacturing Portugal. It has 200 distributors, and a salesperson in each city; apart from Spain and Portugal, its chief markets include Switzerland and Italy.



▲ According to Luis Mayoral, bicycles are his life, and he participated in the 1964 Tour de France.



▲ Coluer assembles 25,000 bicycles each year, all of which are produced in Portugal; left: Executive Manager, Miguel Moreira, right: General Manager, Luis Mayoral.

Berria

Established in 2012, Berria assembles 4,000 bicycles annually, which include mostly mid-/high-end models. This company has 30 employees, and is managed by two brothers. According to younger brother and sales manager Jose Vitoria, Berria's bicycles mostly have retail prices of around €2,000-3,000, parts are largely obtained from Europe, the chief market is Spain (93%), and some bicycles are also sold in Switzerland and France.



▲ Berria Sales Manager, Jose Vitoria.

Monty

Monty's original General Manager has retired. Previously, Monty and BH each held one-half of the company's equity, but BH now holds a large share, BH controls the company. Monty has an annual output of 30,000 bikes.



▲ BH is a majority shareholder in Monty.

Vitoria

Established in 1988, Vitoria has 10 employees and assembles 2,000 bicycles—mostly mid-/high-price road bikes—annually. This family-owned company has 80 dealers. General Manager Juan Vitoria Campos has a Ph.D., and his daughter Diana Victoria is product manager. According to Diana Victoria, 60% of the company's output consists of carbon fiber bikes, and 40% ultra-light aluminum alloy models.



▲ Shown here are Vitoria General Manager, Juan Vitoria Campos (center), Product Manager, Diana Victoria (left), and Mrs Vitoria (right).



▲ Spain's Vitoria produces 20,000 bicycles each year; 60% have carbon fiber frames, and 40% have ultra-light aluminum alloy frames.

The Spanish market revolves around high-end bicycles. Many whole bicycles are imported, and Spanish parts and accessories have an EU market share of only 1%.

Rotor/Bike Motiv

Among part and accessory manufacturers, Rotor (Bike Motiv) produces chainwheels and cranks; the company has been in existence for 20 years and employs 120 persons. According to Business Director, Jose Luis Robollo Aguado, the company chiefly makes

chainrings, has an annual output of 100,000 units, and introduced carbon chainrings this year: 60% of the company's products are intended for road bikes, and 40% for MTBs. Rotor displayed many newly-developed products this year, including brakes and freewheels.



▲ Rotor is Bike Motiv's brand; Rotor Business Director, Jose Luis Robollo Aguado is shown here.

The Spanish market is mature and focuses on high-end bicycles. Since imports account for as much as two-thirds of bicycle sales, importers and distributors play important roles.

Macario

Macario is Spain's sole Shimano agent. Although it is also the agent for products from other brands, it chiefly focuses on Shimano. According to President, Miguel Llorenfe, Macario has 3,000 distributors, but only around 1,500 of these bring in much business. Most sales are to dealers (80%). As for OEM customers, Macario sends orders to Shimano in Japan, and Shimano sends its products directly to the customers. Macario keeps only small amounts of products at its warehouse for emergency orders. According to Llorenfe, Spanish MTBs have stable quality; 60% of parts imported



▲ Macario is Shimano's exclusive agent in Spain. According to Managing Director, Miguel Llorenfe, sales of e-bikes, community bikes, and city bikes are continuing to grow in Spain.

from Shimano are used on MTBs, and 25% are for road bikes. E-bike, community bike, and city bike sales are continuing to grow, said Llorenfe, and mid-end bikes are also enjoying significant growth.

Masferrer/Massi

With 80 years of history, Masferrer became one of Shimano's three agents in Spain in 2014 (along with Macario and Velimsa). Because Shimano designated Macario as its exclusive Spanish agent in 2014, Masferrer changed its business direction, and began assembling bicycles in addition to importing. Masferrer's brand name is "Massi," and it assembles imported frames near Barcelona. It assembles 5,000-8,000 bicycles annually, and its factory employs 30 persons. Most parts are imported from Asia, and the company's chief markets include Spain, Portugal, France, Germany, Italy, Britain, and Argentina.



▲ Masferrer is an importer and distributor.



▲ From left to right: Product Manager, Elene Llorente Garcia; Managing Director, Miguel Llorente; Mrs. Llorente and Juan Miguel Llorente.

M S C is Maxxis' Spanish distributor, and is also an agent for other brands.



Comet



Comet has an astonishing 136 years of history, and is the Spanish agent for over 80 brands (60 from the EU and 20 from Asia). The company's products carry different brand names, and do not have exclusive brands. The brothers Eduardo Bardane and Carlos Bardane sold the company to the Accell Group when they retired two years ago. It employs 50 persons, has 3,000 dealers (2,000 in Spain, and 500 each in France and Portugal). Comet's focus is on road bikes and the extensive MTBs. Comet is also one of SRAM's two agents in France.



▲ Comet was purchased by the Accell Group two years ago. From left to right: Sales Manager, Jose Ignacio Izaguirre Errazquin; Business Director, Aner Sarasa; Jose Luis Gil Luzarraga and Javier Ayala.




▲ Prologo is also one of the Comet Saddle's agents. The picture shows OEM Manager, Paolo Bailetti.

CDC Sport

CDC Sport is also an agent for numerous brands, including Chaoyang tires and Exustar's products.



The Unibike show provides the cycle industry with a very good interchange platform. Although purchasing was not fast-paced, more than 80% of participating vendors praised and wished to support the show. It is expected that 2016 bicycle sales in Spain will remain flat or achieve minor growth of up to 5%. 

Taiwan A-Team to Dissolve at Year's End

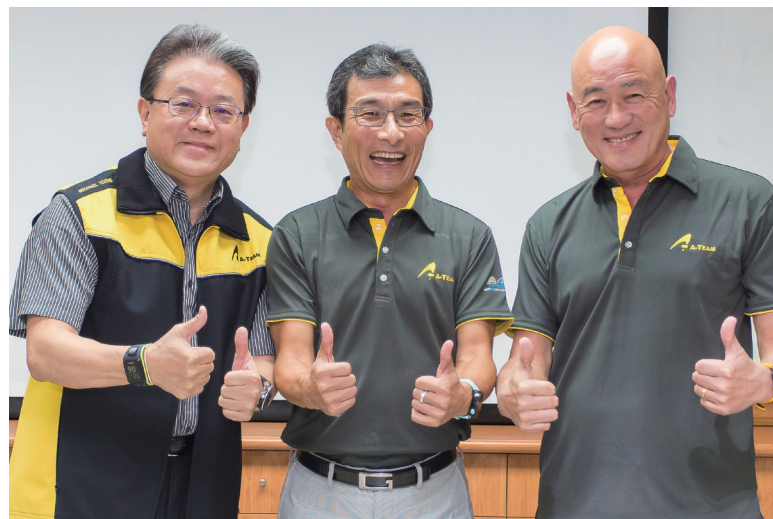
In the 1990's, to survive in the fading bicycle industry, King Liu, Chairman of Giant, and Ike Tseng, Chairman of Merida, two leaders in Taiwan bicycle industry, cooperated to gather the most important Taiwan parts vendors, by means of their vision for sustainable industry development and intelligence when facing challenges. This drove the creation of the A-Team in 2003, under full support of the government. In the past 12 years, the A-Team kept on acting as a learning organization for development. Under the leadership of Antony Lo, the first chairman of the A-Team, the production/manufacturing abilities of member vendors have been enhanced, and high level bicycle products have been developed through coordinated management (TPS, TQM, TPM), together with coordinated R&D and coordinated marketing models.

Moreover, the A-Team goes further, based on the base created when Michael Tseng was the chairman. Under such a cooperative learning / shared growth model, members could not only develop techniques robustly, but also drive the entire bicycle industry to advance. At that time, many non-member vendors engaged instructors to instruct TPS, because they saw the results of 3T, in which the A-Team had invested. Such comprehensive technical improvement has resulted, with continuous increases of output value, throughput and average export price for Taiwan's bicycle industry, showing very good performance since 2003.

Through 12 years of "basic education", the A-Team already has a strong capability

to go through the global market. With the changing demands and trends of the market, the A-Team knows the key factors of industrial value creation, and has paid attention to "production/manufacturing", various nodes of product development, manufacturing, sales and services etc. Accordingly, the A-Team has changed to be a knowledge sharing platform for member vendors, allowing them to go from Lean Production to Lean Enterprise, and in turn, become models of global industrial development by communicating and spreading expertise. Hence, the A-Team's new Chairman, Robert Wu, has developed three development policies, "By Platform", "By Progress" and "By Popularization", and has gained excellent operational performance under the three major policies after 2 years.

After two years of learning, the members of the A-Team are deeply aware of the importance of promoting smart manufacturing under Taiwan's Industry 4.0 policy. During the promotion of smart manufacturing, the Taiwan Bicycle Association (TBA) and CHC will continue to jointly



▲ (From right) the A-Team's first Chairman, Tony Lo; current Chairman, Robert Wu and the second Chairman, Michael Tseng.

advance toward identical goals. All of the A-Team's members have agreed, after discussion, that the A-Team was a product of its times, its mission was completed during the 14-year period since it was founded, and a new positioning is required. As a result, it has been decided to dissolve the A-Team at the end of this year, and its role will be taken over by the TBA's smart manufacturing promotion committee, which is striving to enlist the support of industry, academia, and research organizations in order to boost the competitiveness of Taiwan's bicycle industry as a whole.

According to A-Team Chairman Robert Wu, the

A-Team represents a spirit and attitude, and signifies a benchmark for Taiwan's cycle industry. This will never change, noted Wu, and the industry's current task is to transform and refine itself. This transformation will require wholehearted contributions to the industry, which will require the selfless dedication of the experience accumulated by the A-Team over the course of 14 years. The future merger of the A-Team with TBA will yield even greater synergy, allow the establishment of a more effective knowledge sharing and learning platform, and enlist the whole cycle industry in the struggle to advance. 🌐WG



▲ A-Team graduation photo.

New EU Safety Standards for E-Bike Batteries

On September 2nd at this year's Eurobike show, Stefan Scheuer, President of Battery Safety Organization e.V (BATSO.org) held a presentation on the essentials all product managers need to know on the new battery safety standards for EN 50604. Speakers included Stefan Scheuer, President of BATSO.org / TÜV Rheinland; Eduard Stolz, a member of several IEC, ISO and Cenelec standardization groups and Siegfried Neuberger,

President of ZIV.

The European Standard EN 50604-1:2016 is related to the testing of the safety performance of battery packs and systems for their intended use for a vehicle, specifying test procedures and providing acceptable safety requirements for voltage class A and voltage class B removable lithium-ion battery (packs and) systems, to be used as traction batteries of or for electrically propelled road vehicles.



Source: Stephan Scheuer (BATSO.org)

▲ Left to right: Siegfried Neuberger of ZIV, Stephan Scheuer of BATSO e.V. and Richard Aumayer of ZVEI.

This European Standard enables setting up a dedicated test plan for an individual battery pack/system, subject to an agreement between customer and supplier. If required, the relevant test

procedures and/or test conditions of lithium-ion battery packs and systems may be selected from the standard tests provided in this standard to configure a dedicated test plan.



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