

Show Daily

TAICHUNG
bike week

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October 17, 2017



www.taichungbikeweek.com

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5th Floor - Room CANADA



2018臺中世界花卉博覽會
國際自行車宣傳隊

06 Mayor Lin: Bicycles, Taichung City's Brand

08 Ride On Expands Presentation Days

10-14 Drive System Technology and Design Trends

19 Kenda Acquire Starco

30-33 New Product Gallery

34-38 2017 Unibike Show & Spain Bike Market

43-44 Sightseeing in Taichung

DAY 1

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Remote lever

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October 17

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TONIGHT



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Partly Cloudy

TOMORROW



31 (88°F)

Sunny

Tuesday, October 17, 2017

Table of Contents

Mayor Lin: Bicycles, Taichung City's Brand	06
.....	
Welcome to Taichung Bike Week	07
.....	
Ride On Expands Presentation Days	08
.....	
Drive System Technology and Design Trends	10
.....	
DT Swiss' Recipe for Success	16
.....	
KMC Launch New E-Bike Series Chain	17
.....	
Bosch Announce Plans to Takeover COBI	18
.....	
Kenda Acquire Starco	19
.....	
Pexco – The 100-Year-Old Start Up	20
.....	
Bafang: Building a Reputation for After-Sales Service	21
.....	

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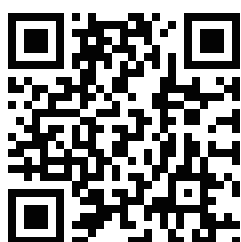
Miranda XMOD

XMOD is protected
under International patents.



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KS Update Carbon Dropper Post	22
Silent Oxtec Hubs from Tai-World	23
SRAM Makes Asian OE and AM Personnel Changes	23
TranzX Launch E-Bike Targeting Younger People	24
EBMA File Dumping Complaint Against Chinese E-bikes	24
Latest DNM Products Get New Edge	25
Satori UP2+ Adjustable Stem	26
Alligator Announce the S.B.S. C-Caliper	27
Rotor's Newest Cranks Offer Fine-Tuned Performance	28
New Product Gallery	30
2017 Unibike Show & Spain Bike Market	34
2017 Annual ABA Meeting Held in Russia	39
Eurobike 2017 Attracting Automobile Brands and Technology	40
Sightseeing in Taichung	43



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Mayor Lin: Bicycles, Taichung City's Brand



Taichung is in the center of Taiwan, and is also a center for the production of bicycles. Over 65% of the bicycles produced in Taiwan come from Taichung, which is renowned throughout the island for its Houfeng, Dongfeng and Tanya Shen bike lanes. Mayor Lin took office to actively promote green transportation and to push the 'Bicycle 369' program, setting up 300 ibike bike-sharing stations, building 600 km of bikes lanes around the city and acquiring 9000 bicycles.

Sports host

Every year, many cycling events are regularly held in the city, and cycling has become one of the most popular sports in Taichung. The city government will continue to build a bicycle friendly environment, to promote a more prosperous sports atmosphere and their related industries.

This year, a number of internationally renowned cycling activities are being held in Taichung, including L'Étape Taiwan, a single stage amateur cycling sportive licensed by the Tour de France. This was the first time the event has been held in Taiwan. The event set out from Taichung city center and not only marketed Taichung's attractions,

it also helped internationalize Taiwan. In addition, Taichung also hosted one of five main themed activities in Taiwan with the OK Taiwan – Taichung cycling Festival's series of activities, such as 'OK Taiwan -Taichung Biking Journey' and the 'Wheels Ride Festival'. Taichung is not only a most livable city, it has also begun to promote sport nationally.

Taichung will also host the East Asian Youth Games, and the city government will fight for cycling to be included in the games as a core sport, looking forward to Taichung becoming a bicycle training base. The city government is aiming to make Taichung a sports competition city and central Taiwan's sports park by holding international events, such as next year's National High School Athletic Games, and the next year's Taiwanese indigenous peoples Sport Games.

Industrial development

Taichung is the capital of smart machining, and the clustering of its mechanical processing industry provides a good base for the cycling industry, which has formed a bike industry cluster in central Taiwan. Taichung Bike Week provides industry members with opportunities to

both set specifications and talk about cooperative platforms. The event was initially started by the industry to meet their own demands and, after integration with the city government, the event increased in scale, creating better service over the four days of the show. While providing Taichung tourism information, TBW can also promote Taichung and let the surrounding areas gain benefits from tourism.

In order to provide a more perfect industrial development environment, Taichung city government and the central government are jointly promoting the construction of the Shuinan International Expo Center, combining the advantages of central logistics with direct access through one of the world's biggest ports at Taichung Harbor and air transport via Taichung International Airport, as well as other international links. With continuously strengthening infrastructure—a combination of industrial cluster advantages, expo centers and both sea and air transport support, the Taichung bike industry will play a growing role in the international arena.

TBW 2017

Each year, Taichung Bike



Week has increased both the scale of, and the number of exhibitors, and has maintained a steady growth rate. This year, with five hotel venues—The Tempus, The Splendor, The Evergreen, The Lin and The Millennium Hotel, it is expected that this year's TBW will attract more than 5,000 domestic and foreign buyers to visit and discuss cooperation matters. A demo area has also been arranged to allow for the testing of products and to strengthen the marketing experience. Taichung Bike Week continues to grow every year, and continues to break attendance records every year. Let us hope that the 2017 event is successful and that bike industry business opportunities will flourish. 

Welcome to Taichung Bike Week

It is with great pride and happiness that we 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. It is still pleasing to see that TBW has the ability to grow, in a year which has been quite challenging for most companies in the bicycle industry.

At this year's event, 250 exhibitors will exhibit at 302 booths at the Splendor hotel, 106 brands will be exhibiting at 115 booths located in the Evergreen hotel, 19 brands in 33 booths will be exhibiting at the Lin hotel and a further 73 booths belonging to 66 brands will be exhibiting in the Tempus. Including Ride On, approximately 461 brands will occupy 532 booths to introduce their new OEM products during Taichung Bike Week.

The rapid rise of TBW speaks volumes to the current format of the event. Taichung Bike Week is unique; it is not just 'another show' in the fall. There are no other B2B shows where organizers from within the industry volunteer to do such a large amount of unpaid and often unrecognized work. There isn't a trade show on earth that offers the same amount of efficiency, the same level of business opportunities at the kinds of costs that exhibitors at TBW are able to take advantage of. The show is held in Taichung for a reason—Everything is here on your doorstep. 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.

TBW sprang up because



there was a demand for it. Just one decade ago, TBW was only a few companies renting rooms in The Tempus to introduce 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.

Taichung Bike Week receives a lot of support from Taichung city government, and the organizers would like to thank Mayor Lin and other city government officials for their continued commitment and support. In addition to TBW information services, the city government is providing a free shuttle bus service between all of the event venues, and is sponsoring the Welcome Dinner on October 17th after the first day of the show.

Information booths are located in each hotel where visitors may pick up the TBW Guide and Show Daily magazines, as well as get any further information they require about the event.

Previously, it was announced that 2018 TBW would be held from October 16 to 19. A large number of industry members have expressed that this date is not suitable for them. Thus, next year's TBW will not be held on these dates. We would like

to invite industry members to kindly provide feedback on whether they would prefer TBW to be scheduled from September 25 to 28 or from October 27 to 30. During the course of the show organizers are welcoming feedback from industry members. Feedback

forms are available at the TBW information booths in each exhibition hotel.

Finally, we would like to wish all buyers and vendors participating in the 2017 Taichung Bike Week a successful and fruitful show. WG

2017 Taichung Bicycle Week Shuttle Bus Service

Line A: Splendor → Evergreen → Tempus → Lin Hotel

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		1800	1815
1830			

Line B: Lin Hotel → Tempus → Evergreen → Splendor

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		1805	1815
1830			

Ride On Expands Presentation Days

Running simultaneously with Taichung Bike Week is Ride On, which is taking place at the Millennium Vee Hotel—a short shuttle bus trip away from the other TBW hotels.

Brands exhibiting at this year's Ride On event include Brose, Mavic, Envè, Magura and Vittoria. FSA, together with its brands FSA, Vision and Metropolis; Hayes, with its brands Hayes, Manitou, SunRingle, Answer, WheelSmith and Sun Components; Selle Royal, with the brands Selle Royal, Fizik, Brooks, Pedaled and

Crankbrothers; and Fox Racing Shox, with the brands Fox and Marzocchi will also be exhibiting at the Millennium hotel with Ride On once again.

Similar to last year, Ride On is welcoming Chinese and Taiwanese producers and assemblers to its Taiwan Day held in the Nan Shan Exhibition Center on October 17. Product and marketing managers of brands participating in Ride On will give Chinese language presentations on their latest innovations. Presentations start at 9.00 a.m. and organizers recommend that visitors come at least 30 minutes before the



starting time to check in. Lunch will be offered by the Ride On organization. New for this year will be an International Day hosted in the Millennium hotel on the second day of the show—October 18, at which Ride On members will play English language product and marketing presentations.

Ride On are continuing to place a heavy emphasis on direct meetings with customers. Three complete floors inside the Millennium Vee Hotel will be dedicated to meeting and welcoming customers in one to one-on-meetings.

Currently in its ninth year of successfully presenting the Ride On event, organizers, Jonny Mole Design, are welcoming 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. 🌐WG

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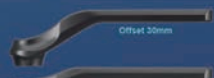
CL 52mm



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Taiwan Day: October 17

Time	Company
9:45 ~ 10:30	FSA
10:45 ~ 11:30	Selle Royal / Fizik
11:45 ~ 12:30	Magura
12:30 ~ 13:30	Lunch
13:30 ~ 14:00	Mavic
14:15 ~ 14:45	Brose
15:00 ~ 15:30	Vittoria
15:45 ~ 16:15	Hayes
16:30 ~ 17:00	Fox

International Day: October 18

Time	Company
9:15 ~ 10:00	FSA
10:15 ~ 11:00	Selle Royal / Fizik
12:00 ~ 13:00	Lunch
13:30 ~ 14:00	Mavic
14:15 ~ 14:45	Brose
15:00 ~ 15:30	Vittoria
15:45 ~ 16:15	Hayes
16:30 ~ 17:00	Fox

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Drive System Technology and Design Trends

Text: Hannes Neupert

The drive system market is rapidly developing, to the extent that many key innovations have still not made it on to center stage yet.

Integration of muscle power gear box and electric motors

One key trend, which was already highly visible at Eurobike 2017 was integration on the battery side. Most pedelec makers were offering frame integrated battery solutions for the 2018 season. Motors and muscle-powered gears are commonly still separated devices - but this is going to change as well - first examples were shown at Eurobike 2017 by Bafang, Continental, 3VE, Neox, ZF and Nexxtdrive.



↑ Continental center drive with integrated NuVinci CVT. The integrated system seems quite heavy at 6,4 kg but when considering the weight of the two devices it replaces, the NuVinci internal gear hub and the center drive motor, the weight is not excessive. The first product on the market will be by Cycle Union - expected in shops by early 2018. A key feature claimed by the manufacturer, which will be a great one, is the fact that the CVT can be shifted even while pedaling up a steep hill - something pedelec users have only dreamed of until this CVT solution. (Source: Continental)



← Bafang presents a one box solution with integrated internal gears for muscle power as well electric motors even they are in classical positions. The whole system is still connected chainlessly via a shaft drive. This solution seems to be originally developed for applications like shared bikes, but the claims of being maintenance free suggest it would also be suitable for many pedelec categories. (Source: Bafang)



↑ The Neox drive system, which until now was only available in the Neox pedelec range offered by the north Italian maker, has several unique features like the integrated 8 speed gear system, a mechanical locking of the chain and an electronic disconnection of the bottom bracket as anti theft measures. Another great feature is the frame mounted disk brake which stays on the frame when the rear wheel is removed. Neox is welcoming inquiries from vehicle makers for their drive unit technology to be applied to other vehicles. (Source: Hannes Neupert)



↑← Nexxtdrive offered two solutions for test rides at Eurobike, although both were in the prototype stage: the Cyber Drive, which is placed in the bottom bracket and the Cyber Hub which is placed in the rear hub. Both products integrate the muscle power gear box and the electric drive into one package. Since Nexxtdrive is a technology company it is open to inquiries for licensing its proprietary technology. (Source: Hannes Neupert)

Downsizing of drive systems

A second trend is the downsizing of drive systems to be more light and compact for easy pedelecs which should handle and feel like a classical bicycle, with the difference that they can be ridden easily up hills. This type of bike is going to form a product group which helps to make pedelecs more popular in urban environments like Berlin, where users often feel forced to take their bikes upstairs to their apartments as an anti theft measure - A rising star example here is the Ampler Pedelec, but drive system makers like Zehus, Vivax Assist, Bafang, Dapu, Tsinova, FreeFlow Technologies, Marquardt, Fazua and others are also paying attention to the market.



↑← Fazua: The Bavarian drive system which is actually produced in the downtown factory in Munich has hit the spot of a compact lightweight system. A prototype was tested by ExtraEnergy and surprised the test riders with its performance. Several bikes makers are launching pedelecs with this drive system at Eurobike: Bianchi, Focus and Cube to name just some. These bikes are not replacements for other existing pedelecs in their product range, they open new applications. Most of them focus on sports oriented customers which do not consider bikes which have 25 kg total weight and which ride hard after reaching 25 km/h. (Source: Fazua, Hannes Neupert, Focus Bikes)



↑ At Eurobike, Bafang displayed its new ultra compact hub motor family with a weight of only 1.4 kg and a diameter of only 99 mm. The motor targets the trend for light weight drive systems for 'easy pedelecs' which look like normal bicycles and typically weigh less than 15 kg. (Source: Bafang)



↑ Marquardt released its first compact drive system product which will enter the market later in 2017. The x2city scooter style compact and lightweight pedelec is fully legal as a pedelec even though it has only one pedal. It utilizes the legal possibilities since in EU regulations pedelec do not have a maximum assist factor required by law. (Source: BMW)



↑ A new player in the drive system world, FreeFlowTech from the UK offers a compact and lightweight BB drive system with a battery pack considered for frame integration. The company claims to have, 'the worlds most efficient power to weight drive system...' First products should be in stores utilizing this drive system by 2018. Vehicle makers are welcome for inquiries. (Source: Freeflow Tech)

Safety by Connectivity

A key sentence was spoken by Bosch CEO, Volkmar Denner, who stated at the Connected World Event Berlin 2017 that the spirit of openness is essential for the connectivity of people and things: "In the sense that we understand it today, connectivity has always been an open-source event - not the creation of a single company or inventor, but instead of a global community. Its guiding principle is that we are stronger together than alone." Nevertheless it seems that Bosch e-Bike systems are still following a closed path, not the open source one claimed by their CEO. However, safety requires connectivity like that shown by several products including the Magura/Bosch ABS brake system and the one developed by Brakeforce One, which originated from a Porsche/VW

development project and is now on the path for mass production. A perfect ABS system needs fast connectivity lines to other drive system components. The two ABS systems are probably only the starting point for many more products yet to come down the road, by other major players of the automotive supply chain industry. At Eurobike, Continental also showed a prototype ABS system, It seems to me that ABS brake systems will become quickly expected by customers as a commodity minimum requirement when shopping for a Pedelec. This might force established suppliers out of the market place very quickly, just as the Iphone has removed Nokia and Blackberry from the cell phone marketplace in just 10 years.



↑ ↑ Bosch is known in automotive applications for many safety relevant innovations including: Driver assistance systems, passive safety systems, active safety systems, and vehicle dynamics management systems. It is now entering the pedelec drive system market with a first product of this kind--an ABS brake system which utilizes Magura components. This may be just the first of many more safety improvement technologies that are likely to come into the marketplace later, even though most pedelec riders will probably claim that they do not need it. My guess is that 10 years down the road, almost every new pedelec will have an ABS, as well as many other safety enhancing features. (Source: Bosch)

Serial hybrid drive trains

Serial Hybrid drive trains were not very well represented at Euro Bike 2017. Interested parties instead went to the International Automobil Show (IA) which was held during September in Frankfurt. At the show, automotive suppliers like Mando showed their latest technology developments. At Eurobike only Bike2 from Denmark had its future drive train system on display. However, I believe such technology will become the dominant pedelec drive train technology down the road as it will have outstanding capabilities when fully developed (please refer to further details on series Hybrid drive trains in the ExtraEnergy Magazine No. 12 which is available for free download at ExtraEnergy.org). Series hybrid systems need strong hub motors which are able to completely deliver the whole drive energy, composed of the muscle power as well the electric assist power which is taken from the battery. Even today, due to the strong market presence of drive systems in the bottom bracket area and the common marketing knowledge that this is the holy grail of pedelec drive systems, the hub motor is still the dominant drive system sold, with an estimated market share of about 60% of all pedelecs sold in Europe (Market estimate by ExtraEnergy.org). The annoying thing for bike designers about hub motors has been always the old fashioned screws at the axles, which simply did not look up to date on a modern bike. That it is technically not a problem to make a good hub motor with a through axle was first proven by SR Suntour, which has been offering such systems for some time. Other manufacturers seem quite ignorant to this customer wish - EU market leader Bafang is finally producing such motor models including versions with thru-axles. Hopefully, all other hub motor makers will soon

follow suit. The drive system market, which is centered today around a few producers in the EU market, a few other producers which dominate the Japanese domestic market and yet another set of producers which dominate the Chinese domestic market, will have a lot of movement in the coming years. New technologies and new players will shake up the market and quick adoption of some new features by the consumers will force producers to adopt them quickly. That is why product managers would do well to look outside of the mainstream to ensure that they will not miss a new trend, nor fail to understand the features offered by their competition.



↑ The serial drive system maker Bike2 from Denmark claims to be ready for the market now after showing its system at several events. All of the big players in the bicycle industry still seem to ignore the fact that the serial hybrid drive train which works completely without a mechanical power transmission between the pedal and the wheel - has plenty of unique features that could make it THE drive system for next the generation of pedelecs. Several automotive players are working intensively on similar systems which will surface sometime soon. The biggest worry is the suggested low total efficiency - but in fact when considering that human efficiency can be improved quite substantially, the efficiency can be even higher than conventional mechanical drive trains. However, this seems counter-intuitive to most people at first. (Source: Bike2)



← Alber just released a improved version of its gearless rear hub drive system. Apart from some mechanical improvements, the display, remote control and software features have also been updated. The silent drive system is popular for touring bikes where motor noise is usually not well accepted by customers. (Source: Hannes Neupert)

→ At Eurobike, Shengyi displayed its DGW22 geared rear hub motor which is available in versions with 350 and 500 Watt ratchet power and weighs only 3.9 kg. (Source: Shengyi)



← The Shanghai-based company, MAC Motortech, is an old player in electric scooter drive systems. At Eurobike it was introducing a powerful 1000 W bicycle hub motor with up to 60 Nm torque and 24-60 volt capability. (Source: MAC Motortech)



↑ Mahle introduced its transition from a mechanical component maker for combustion engines towards a supplier for the electric mobility world at the EVS 30 Conference at the beginning of October 2017. Besides its electric heating and cooling systems, the company's electrical drive systems will hit the road in early 2018 when Specialized will launch a new series of center motor driven pedelecs featuring a Mahle drive system. (Source: Mahle)




↑VeloUp's Tsinova product line is a example of a new generation of Chinese companies which have their own distinctive design, creative branding and unique innovative approaches. The company's compact hub motor drive system as well a center motor option were shown at Eurobike. (Source: Tsinova)



↑ ↑ ← ZF debuted their ultra compact and lightweight center drive system in a show case model made together with Canyon bicycle at IAA Frankfurt in September 2017. The showcase bike has had das well hidden in the frame tubes ABS actuators for the front and rear brake. (Source: ZF)

About ExtraEnergy.org

ExtraEnergy.org was established 1992 for testing electric bicycles to assist consumers to find the most suitable Pedelec for their use. ExtraEnergy's mission was always to accelerate the market development by neutral and hard facts in the form of test results, conferences, individual consulting, expert building, standardization and publications. Most of ExtraEnergy's members have been engaged in electric mobility since the early 1980s and have met at solar mobility races in the late 80s and early 90s.

In 2013 Jean Chen and Hannes Neupert founded the jointly held ExtraEnergy Services GmbH & Co. KG which runs the key activities on behalf of ExtraEnergy NGO. A new activity was the creation of the LEV Component special exhibition allowing visitors to see and touch the most recent LEV components including drive trains at one spot. More information is available at www.ExtraEnergy.org 

→The German automotive and medical industry supplier Oechsler, showed its combined drive system at Eurobike. The system features internal gears for muscle power as well as for electric assist systems. (Source: Oechsler)



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DT Swiss' Recipe for Success

Following a management buyout from the Swiss-based "Vereinigte Drahtwerke" in 1994, Frank Böckmann, Maurizio D'Alberto and Marco Zingg founded the company DT Swiss AG with a passion for producing unique and high quality products. The new and innovative company quickly gained a reputation as the premiere spoke manufacturer. Since then, DT Swiss has not only expanded in size, but also its range of products, with each step of the way further enhancing the company's reputation as a market leader. Today DT Swiss employs 500 people at its manufacturing bases in four locations: Biel, Switzerland; Oborniki, Poland; Grand Junction, USA and Taichung, Taiwan. Additional sales / distribution offices have been set up in Germany, France and the USA, as well as 18 service centers throughout the world. Globally, DT Swiss has experienced double digit growth figures over the last few years

Commitment to Taiwan


The DT Swiss Asia office was opened in Taichung as a sales office in 2004. This quickly expanded first into a warehouse and then into a factory with a hub assembly line in 2006. Spoke production followed in 2009, and from there Asian facilities expanded quickly.

"Our problem initially was that our products were far away and we needed a long time for shipment.

The warehouse helped us, but the more conversations we had with our customers, the more they expressed their desire for us to set up a factory here," commented Urs Keller, Vice-President & Managing Director Asia Pacific. "Step by step we expanded our activities. In 2006 we set up a hub assembly for entry level hubs. Later on in 2009 / 2010 we began spoke production and we started expanding very quickly. The latest addition to our activities was the setting up of the suspension facilities.

Today, 220 people are employed at three plants in the Taichung area, and approximately 80% of the DT Swiss product range of spokes can be immediately supplied as soon as a order comes in, allowing customers to have the spokes they need within seven working days.

Uniqueness, passion and quality

A big factor for the continued success of DT Swiss is the company's passion to developing unique products and dedication to outstanding quality. This is shown clearly in the popularity of two of its most recent projects. Firstly, the Road Revolution 18 campaign with the ARC, ERC and PRC wheel lines have both sold well and received much praise. Secondly, after much investment in developing wheels for specifically for e-MTBs and e-bikes, the company's Mission Hybrid campaign is paying off, as sales of all types of sportive e-bikes continue to boom. 



▲ From left to right: Chief Technical Officer, Florian Zahner; Vice-President & Managing Director Asia Pacific, Urs Keller and Marketing Manager Asia Pacific, Amanda Yu.

KMC Launch New E-Bike Series Chain

KM C are debuting a new e-bike series chain which is the brainchild of intensive technical collaboration with renowned e-bike motor brands in order to offer a superior chain solution for all central motor and hub systems.

Mid-motor e-MTBs can cope with steep climbs and bear heavy burdens with ease. However the motor transmits its power directly onto the drivetrain with very high torque and tensile stress. The sudden impact from riders' powerful pedaling and shifting can put a chain's structural strength and durability level to the test.

With its new patented riveting technology to achieve an industry-leading pin power of 450kgf (kilograms of force), the KMC e-bike chain is able to cope with higher torsional stress and endure over 1,000 kgf of tensile stress generated by central motor systems. KMC's sturdy and stable e-bike chain empowers riders to easily conquer rugged trails and harsh riding environments.

KMC X e-bike chains are compatible with BOSCH and all other e-bike systems (with recommended maximum power of 850W).

New 12-speed chain

Additionally, KMC are also introducing a new chain optimized for 12-speed drivetrain systems. The 12-speed chain features a comprehensive X-Bridge on the inner wall of all chain plates; the narrow design adapts precisely to the limited gear space while improving functionality in spite of extreme cross chaining inherent to 1x drivetrains.

Optimal asymmetrical chamfering is strategically placed on outer plates to avoid chain and cassette teeth interference, while the upgraded bevel chamfering on the inside edges of all plates enable smooth gear tooth insertion and an efficient interface between chain and cog. As a result riding safety and stability is drastically improved.

Pairing elegant gold outer plates with jet black inner plates, the X12 chain delivers pleasing aesthetics on top of superior functionality. Built with industry

leading technology, KMC's newly debuted X12 chain has already won the 2017 Taipei cycle d&i awards. 🌟WG



BEAR PAWLS



New to the Alexrims family of brands is Bear Pawls – a dedicated line of performance hubs designed to bring quality and innovation to the forefront of wheel technology. Bear Pawls hubs are available in nearly every configuration from standard QR, QR12 and QR15 with and without Boost all the way to 12x142 and 12x148 Boost sizing. Front hubs feature innovative hub shell profiles that enhance aesthetics while minimizing weight while rear hubs are maintain extreme lightweight through the use of alloy cassette bodies with steel cladding to prevent bite from cassette cogs.

WWW.BEARPAWLS.COM

Bosch Announce Plans to Takeover COBI

Bosch e-Bike Systems has announced its plans to expand its product portfolio with the acquisition of German-connected biking start-up, COBI.

COBI GmbH is a start-up in the field of connected biking. Founded in 2014, COBI offers e-bikers and cyclists the opportunity to use their smartphone as a control, infotainment and display unit. COBI offers services such as navigation, music, telephony and fitness. It also connects riders with other apps such as Strava,

Komoot, Spotify, Apple Health and Bluetooth fitness sensors. A press release from Bosch noted that 'the mobility of the future is electrified, automated and connected. COBI's products and, above all, its technology platform, make biking more connected and smarter. This means that an e-bike or cycle ride becomes a unique digital experience.

"The acquisition



▲(Picture: Bosch)


of COBI GmbH provides the ideal opportunity to expand the product portfolio of Bosch e-Bike Systems in the area of connected products and services. COBI offers the necessary expertise and experience, as well as the appropriate technologies for a successful partnership," said Claus Fleischer, CEO of Bosch e-Bike Systems.

The continuation of the company and of the COBI brand represents a great opportunity for the founder and CEO of COBI, Andreas Gahlert: "With Bosch as a strategic partner, we see huge scope for worldwide growth in the area of digitally connected products and services in the bike environment. For us, this is undoubtedly a significant step into the future".

COBI's offerings are largely aimed at the fast-growing

digital target group which now uses smartphones in many areas of daily life, and also when cycling. COBI solves the issue of limited smartphone battery life and provides ease of use in a safe and comfortable manner while riding. In the background of the product portfolio, a technology platform of cloud-based, apps, services and firmware has evolved, which can be used in conjunction with existing Bosch systems for future digital solutions.

While a few years ago, the cycle sector was largely focused on mechanical and analogue products, these are now becoming increasingly electric and digital.

The parties have agreed not to disclose the acquisition price. The transaction is subject to the approval of antitrust authorities.  **WG**

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Kenda Acquire Starco

Kenda Rubber Ind., Ltd has announced its continuing global expansion with the acquisition of wheel and tyre manufacturer Starco Europe. Besides being a good cultural, organizational and strategic fit, both companies see significant long-term opportunities.

Kenda has been a Starco supplier since 1982 and the relationship between the two parties has been strengthened and developed ever since. Over the last 12 months, a series of meetings determined a clear willingness from both Kenda and Starco to take the partnership to another level.

“We recently launched our Focus on Europe strategy. The acquisition of Starco is a natural step to more quickly establish a platform which gives Kenda better access to the market in this region,” said Jimmy Yang, Vice Chairman of Kenda. “Kenda has a strong market share in USA in trailers, lawn and garden, equipment, golf cars and utility vehicle tire and would like to grow its market share in these areas through the

acquisition of Starco, who is one of the leading player in this area in Europe”

The two companies see many strategic and operational opportunities. There are significant long-term synergies, and opportunities when it comes to engineering, market insight, supply chains and shared customer portfolios. The aim is to benefit from these synergies and unleash their joint potential, growing both companies in North America and Europe.

“I see many opportunities. For instance, both companies get a stronger global presence, improving the distribution chain and gaining further market insight. Kenda gains new opportunities in Europe and Starco in the US. This will allow us to serve customers globally,” stated Richard Todd, Chief Executive Officer at Starco.

The Starco Executive Management team will report to Kenda USA. Starco will continue to operate in the same segments and markets as today and plans to maintain its current supplier base and hence offer the same broad and strong product

offerings. Starco does not plan any organizational changes or

redundancies related to this acquisition. 



▲ Kenda Tires is actively expanding its layout in Europe and the United States. On the left is Kenda Chairman, Ying Ming Yang, and on the right Vice-Chairman, Jimmy Yang.



▲ Starco CEO, Richard Todd and Mike Andrew, head of plastic wheel production in UK.

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Pexco – The 100-Year-Old Start Up

At Eurobike this year, Susanne Puello, the founder of Haibike and former MD of Winora Group announced a joint partnership with KTM Industries AG to form a new family-run bicycle company—Pexco GmbH, that will sell both bicycles and ebikes under three different brand names.

Puello family history

The Puello family has long and distinguished career in the bicycle industry. Over a century ago, Susanne Puello's great grandfather founded a bicycle company in Schweinfurt, Germany. This company eventually passed to his grandson who founded the first Winora bicycle factory. In the 90's Susanne Puello took over management of Winora, and together with husband, Felix, founded Haibike. The family grew these brands both in size and reputation first under the umbrella of Derby Cycle Corporation and then Accell Group before in March of this year Susanne Puello announced that she was resigning from her position at Winora. On this decision to leave Winora, Susanne Puello noted "It was the hardest decision in our lives. I am the 4th generation in our family [in the bicycle industry]. However, sometimes when you are a family-run business and a member of a group, the group strategy changes and you come to a point when you have to make a decision."

Pexco—the 100-year-old start up

With the founding of Pexco, the Puello family is continuing

its long history in the bicycle business. Susanne's husband, Felix has recently taken on the role of Pexco Chief Operating Officer. Joining her mother and father at the company is, Tina Puello. She is taking on responsibility for International Business Development & Sales / HR. KTM Industries AG is a minority partner in the firm.

Pexco is an abbreviation for Puello E-mobility Crossover Company with the word 'crossover' standing for the next level of e-mobility, which is the company's goal. "With Haibike we changed the ebike market, and set in motion the e-performance move within the bike market," explained Susanne Puello. "The target is now to reach the next level, and we will do this with 3 brands—Husqvarna, Raymon and R2R."

Husqvarna, R2R & Raymon

The main and biggest focus for Pexco will be a range of bicycles and e-bikes marketed under the Husqvarna brand name. Well-known throughout the world, multiple companies sell a diverse range of products, from sewing machines to outdoor power products, under the Husqvarna brand name. Pexco will utilize the desirability and brand recognition of the brand to introduce sporty-style urban-mobility ebikes suitable for any type of terrain. "We are aiming to reach future urban needs where we believe that in the next five years—especially in Europe, cars will need to go out of the big cities. People will need to have a complete fulfillment of the demands that they are used to having with a car - carrying things, having



▲With the founding of Pexco, Managing Director, Susanne Puello (center); COO, Felix Puello (left) and International Business Development & Sales / HR, Tina Puello (right) continue a 100-year-old family involvement in the bike industry.

things available and digital processes as well. We would like to be one of the first ones to fulfill all these needs, and also having very nice looking bikes."

The Raymon brand will start with sales of traditional bikes but very soon will have ebikes too. This brand will be focused more on a price/performance entry level range.


R2R stands for ready-to-Race and will be the brand name for the company's range of very high-end sportive bikes and e-bikes. This brand will be the top end message of Pexco and will feature both 25 kmh and 45 kmh pedelecs.

Although acknowledging the size of the challenge in starting three brands, Mrs Puello is confident that the company is up to the task and firmly believes the potential benefits outweigh the difficulties. "We have been so long in this bicycle industry and we are used to working with different brands with each covering their own target groups with its own program and

portfolio. It makes it useful for us, as an international acting company, to have different brands to cover all market segments. It also enables us to send different messages with different brands."

Production

Production will start soon in Taiwan with Husqvarna branded bikes, and the first units will be available for sale at the start 2018. Production of Raymon bicycles will begin in Bulgaria with models also being made available in January or February of next year. R2R will be the last brand to launched, with a debut planned for Eurobike next year.

In November, a series of Pexco roadshows will be held Hamburg, Nürnberg ad Salzburg reflecting the initial marketing targets in Germany Austria and Switzerland. A second step will see a further push into other international markets.  WG

Bafang: Building a Reputation for After-Sales Service

Over the last few years e-bikes have emerged as a force to be reckoned with, especially in the European market, but also in the American market. A major motor system manufacturer, China's Bafang, has been steadily boosting its R&D, strengthening its after-sales service, and vigorously marketing its products, which are increasingly finding favor in international markets.

Establishing subsidiaries in Europe and America

According to Sunny He, co-founder of Bafang, European brands have purchased Bafang's motors in the past, but significantly stepped up their purchases of the company's complete drive systems this year. While the US market typically accounted for roughly 5%-10% of the group's sales, American orders took a big leap during 2017.

Although consumers commonly worry that certain new products are insufficiently mature, consumers' confidence is sure to rise as the visibility of e-bikes on the street increases. Sunny He noted that although Europe is Bafang's main e-bike market, the American market may soon catch up. Sunny visited major American bike sellers this year, where he found strong interest in e-bikes from housewives, students, and city residents. Bafang is currently taking steps to enhance its service in the European market. Apart from establishing an after-sales service center in Germany, Bafang has also set up a subsidiary in Bielefeld and an

office in Stuttgart. The company also established a subsidiary in Las Vegas in March of 2017 to serve branded firms and provide more comprehensive after-sales service. It also plans to establish an American service center in 2018, which will ensure that its US partner firms and consumers can rest assured after they purchase Bafang's products.

Customized service

With regard to the different riding approaches and orientations of the company's regional markets, Sunny explained that Bafang will respond to market trends as quickly as possible, and design motor systems exclusively targeting each of its major markets. To further address customers' needs, Bafang is developing dedicated motor systems for different e-bike types, including e-city, e-MTB, e-road, and e-folding bikes; it expects to complete prototypes of these motor systems by the end of 2017 and formally introduce them at Eurobike in 2018.

Switching to another topic, Sunny noted that apart from internal batteries now being standard, e-bikes' communication protocols, battery size and appearance, and battery location have all been standardized, which will allow batteries to be applied to all types of e-bikes and riding needs. Furthermore, Bafang has obtained battery certification, which will enable brands to offer certified products without additional expense. Looking ahead to the future, Bafang plans to intensify automated



▲ According to Sunny He, co-founder of Bafang, the US e-bike market has a promising future.




▲ Bafang's Interbike booth attracted enthusiastic crowds.



▲► Bafang's newest M500 & M600 drive system offer lighter weight and greater torque. They are specifically designed for eMTBs and Speed pedelecs. Taking power of 250W as an example, the motor now generates 95 newton-meters of torque, which is up from the 80 newton-meters of the past model. The motor's weight has been reduced from 3.9kg to only 3kg. Bafang has also added a new 500W motor generating 120 newton-meters, and provides built-in batteries.



production and upgrade its manufacturing equipment, gradually standardize its products, establish a

comprehensive quality control system, and boost product quality and safety. 

KS Update Carbon Dropper Post

Leading Taiwanese dropper seatpost manufacturer, KindShock (KS) released its first carbon dropper seatpost, the Lev Ci, which at the time the company claimed was both the first dropper post made from carbon on the market, and also the lightest dropper post on the market.

KS had discovered that even though carbon production technology has improved year year, no other company was willing to produce a carbon dropper post. However, with its adherence to strict quality control levels and a desire to push the boundaries of dropper post possibilities, KS was able to overcome the difficulties in controlling the quality of the carbon tube, and to manufacture the Lev Ci, which went on to win much acclaim on the world stage.

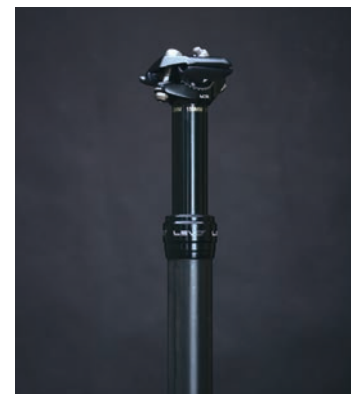
KS have now updated the Lev Ci making it shorter while also increasing the travel. The old Lev Ci was 410mm in length and had 65mm of travel; the new model now has 175mm of travel and is 60 mm shorter in length. KS noted that this was not just to increase acceptance in the OEM market, but also to increase the possibility that riders would be willing to use dropper posts. WG



▲ With the unique vision of General Manager, Martin Hsu, KS became devoted to dropper seatpost development very early.



▲ Genesys is a new product concept allowing seat tube and bicycle specification integration.



▲ KS' new LEV Ci is not only lighter weight, it is also more convenient to install.

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Silent Oxtec Hubs from Tai-World

In existence for 38 years, Tai-World got its start in precision processing, and currently possesses 50 pieces of CNC machinery. According to GM Shih Sen-tien, he enjoys the challenge of working with difficult technologies, and considers the bicycle market to have considerable future promise. Tai-World has introduced the Masstec brand, which develops, designs and produces hubs, wheels, carbon fiber frames and forks in-house.

Thanks to the company team's many years of precision processing experience, it possesses extensive R&D, drafting, design, mold development and design drawing experience & capabilities. Since the company's capable team needed room to develop, it eyed the potential prospects of the

high-end bicycle market. As a consequence, the company began producing bicycle products around three years ago. All necessary equipment has since been acquired, and its aluminum alloy hub and wheel products are entirely produced using the company plant's machinery. Tai-World is also gradually developing carbon fiber frames and front forks.

Tai-World's most popular current products are its Oxtec silent bicycles hubs, which embody some very innovative thinking. The noiseless Oxtec hubs represent a break from the long-term design restrictions resulting from number of gear teeth and need to minimize resistance. Ordinary hub ratchets make a considerable amount of clicking noise in operation, and where there

is noise, there is also friction. The silence of Oxtec hubs indicates low friction, which enables cyclists to save energy and makes wheel rotation smoother. Since Tai-World's hubs employ axial bearings, and also have to sustain torque of 180-210 newton-meters, the company had to design them from scratch, which required a two-year process of research, innovation, and improvement. Tai-World has since applied for global invention patents for the hubs.

Tai-World's Taiwan plant occupies 5,300 m², has over 30 employees, and offers adequate production capabilities for alloy hubs and wheels, all of which



▲Oxtec silent bicycles hubs

are manufactured in-house. As the production of carbon fiber frames entails greater manpower needs, Tai-World plans to outsource their production, and the company looks forward to entering the high-end market in Europe, America, and Japan.

WG

SRAM Makes Asian OE and AM Personnel Changes

As SRAM's growth continues the company has proactively shifted to dedicated sales channels for both aftermarket and OE. Specific to this evolution, SRAM has made several staff changes to better focus on these respective customer needs.

Ian Young has agreed to the addition of Asia to his existing responsibilities for European AM sales. Ian and his family have relocated from the UK to Taichung, Taiwan, and will be based there for the next several years. Ian Wang, based in Shengkang, Taiwan, will shift his responsibility to focus on AM sales, reporting to Ian Young.

Billy Yu will focus on OE customers as the Asian Sales Director. His responsibilities will include selling efforts to regional bike brands, but with increased efforts in technical training and demand planning at key assembly factories. He will also manage the Taiwan customer service team. Elbert Cho has been promoted to OE Account Manager, reporting to Billy Yu.

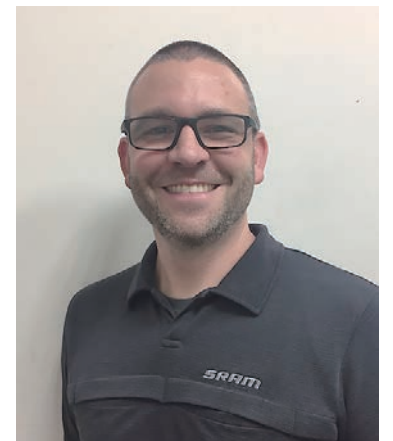
About SRAM

SRAM is a manufacturer of innovative bicycle components that was founded in Chicago, Illinois in September of 1987, with the invention of its first



▲SRAM's new Asian Sales Director, Billy Yu, will focus on OE customers.

product, Grip Shift. Throughout its 30-year history, SRAM has focused on its product development innovation expertise in all bicycling disciplines. SRAM has also acquired some of bicycling's most exciting brands. With




▲Ian Young has added Asia to his existing responsibilities to European Am sales.

3,500-plus employees, offices and manufacturing facilities in 15 countries, SRAM and its brands—RockShox, Truvativ, Zipp and Quarq, is the second largest manufacturer of bike parts in the world. WG

TranzX Launch E-Bike Targeting Younger People

TranzX have launched a new e-bike aimed at younger generation riders. The Mavis e-bike is the result of the company's strategic market research that identified great potentials amongst price-sensitive and design-conscious buyers. The research also found that the latest trend among younger people is that they are starting to discover that ebikes are cool new way to get around town.

With these target groups in mind, Tranx developed the Mavis as a stylish, quality ebike, that is not overpriced. This new product line aims to enable OEM brands and their IBDs to successfully reach these potential new customers, with an ebike, whose design sets new standards in low-boarder segment and that comes at a highly attractive new entry price level.

Equipped with the classics of a TranzX drive system - F15 front motor, a new battery design, based on the BL07, a compact DP27 display and a CAN-BUS based Logix technology, TranzX claims that the Mavis takes riders on a reliable and fun ride, whenever they feel like it, and that this could happen more often, as the elegant design with an innovative carrier concept stands out and compliments every style conscious individual. WG



EBMA File Dumping Complaint Against Chinese E-bikes

At the start of October, the European Bicycle Manufacturers Association (EBMA) filed a complaint with the EU's European Commission (EC) alleging dumping of e-bikes by Chinese companies onto EU markets. The EBMA claims that Chinese made e-bikes are flooding EU markets at prices sometimes below the cost of production with the help of unfair subsidies. Imports of Chinese e-bikes to Europe have increased from almost zero in 2010 to an estimated 800,000 in 2017, according to the EBMA.

The EBMA has also preparing a related complaint alleging illegal subsidies and

asking for the registration of Chinese e-bike imports, which could allow eventual duties to be backdated. Such an investigation would be the latest in a string of probes into Chinese exports, ranging from solar panels to steel, and could raise trade tensions with Beijing, particularly with a subsidy inquiry into the support provided by the Chinese state.

Bicycles have already been a flashpoint in EU / China trade negotiations. Last December, the EU blamed China for scuppering a global environmental trade deal by insisting that bicycles be included as a tariff-free green product. Conventional Chinese bicycles have been subject to


EU anti-dumping duties since 1993.

EBMA Secretary-General, Moreno Fioravanti said Europeans buy some 20 million bicycles per year, of which about 10 percent are now e-bikes, with the potential to rise to 25% within five years. European companies had pioneered the pedal-assist technology that e-bikes use and had invested about 1 billion euros (US\$1.2 billion) last year, he said, but was risking losing its industry to China. "Today European bikes are the best in the world and we have to invest every year to renew the range. The Chinese are getting money from the government and the subsidies



▲EBMA Secretary-General, Moreno Fioravanti

have an impact of 30, 40, even 50 percent of the price of the product," Fioravanti said. "You have subsidies, which generate overcapacity, which generate dumping," he said.

The Commission has until late October to determine whether to start an investigation. WG

Latest DNM Products Get New Edge



After putting considerable effort into developing and testing, renowned Taiwanese suspension manufacturer, DNM, are introducing several new and updated products to customers at this year's TBW.

USD-8A


Over the past two years, DNM's USD-8 suspension fork has been tested by many professional bikers, allowing company engineers learn from the results and turn their experience into a new air structure version, the USD-8A. The updated inverted fork uses a whole new damping system with

air support offering superior performance compared to the USD8. With 203mm of travel, the USD is designed for downhill use and weighs in at only 3.3 kg.

CSP

DNM's CSP dropper post offers riders smooth vertical adjustment, with a durable remote control. The seatpost has been certificated with ISO 4210 standards, and comes with clear instructions, allowing riders to easily install it on their bike. The all-black coloring of the CSP gives it a clean, efficient look suitable for many bikes.

Burner RCP-2S

With all these improvements DNM have made this year, the company has not neglected its most popular rear shock, the RCP2. DNM have updated the features of the shock absorber and launched the RCP2S. This new shock features a more delicate damping system to handle both small and big impacts, and also makes the shock more durable. Additionally a new oil route improves the bouncing behavior and better resists shocks on the roads. The RCP2S is available in several different sizes and travel amounts. 

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Satori UP2+ Adjustable Stem

The UP2+ adjustable stem recently introduced by Satori features a design inherited from the previous-generation UP2. But while only one screw fastened the stem in the past, the new stem is fastened using two screws, and has increased holding area. The new stem also has an angled tooth design, which greatly increases stiffness and holding power. The stem has passed ISO 4210 MTB standards, and can be used on speed pedelecs. In addition, while it was necessary to loosen the screw completely to adjust the stem angle in the past, the

angled tooth design makes it only necessary to loosen the screws a tiny bit, so that the screws' locking locations can be changed to adjust the stem's angle.

In addition, on ordinary adjustable stems, most angle adjustment structures are located either in the center of the stem or close to the end. The problem with this design is that when the brakes are applied hard, the force concentrated in the stem can cause it to break. Satori resolves this structural design problem by placing the angle adjustment feature right at the tip of the stem, which not

only boosts stiffness, but also allows the angle to be adjusted to 90°.

Although another of Satori's adjustable stems, the UP3, uses only one locking screw, it offers a similar angled tooth design, which significantly increases locking strength. And since the angle adjustment structure is located at the end of the stem, it can also be rotated through an angle of 90°. The clever design of this stem's front cover increases support, allowing various types of headlamps to be installed and their angle to be adjusted. 



▲ According to Satori Salesperson, Johnny Lai, the angled tooth design of the company's adjustable stems can effectively increase locking strength.



▲ Satori's UP2+



▲ Satori's UP3.

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Alligator Announce the S.B.S. C-Caliper

Formerly focusing on mountain bike braking systems, Alligator has recently been developing caliper brakes for road bikes, and has now introduced its globally-patented S.B.S. C-Caliper brake.

General Manager, Chester Wen favors bold new ideas, and according to Mr. Wen, as Alligator is a supplier to many brake firms, it wanted to produce products that would not compete with those of its customers. As a result, it adopted a different approach, and worked hard to develop a unique product with future potential. This resulted in the patented S.B.S. C-caliper.

The caliper brakes currently on the market rely on outer tubes, inner cables, and two arms acting against each other

to apply braking force. Brakes of this type tend to yield rough, imprecise braking, and since the force applied by the brake shoes on the two sides will not be completely the same, there will be a tendency for one brake shoe to work harder than the other, which will abrade one side of the rim and cause that rim and brake shoe to wear out quickly. As a result, there is a fine adjustment dial controlling the brake cable in the existing caliper system, and the calipers also have an even smaller adjustment dial. These adjustment dials are intended to ensure that the forces applied by the right and left brake shoes are as balanced as possible.

The all-new "S.B.S. C-Caliper" system modifies the structure of the caliper brakes



▲Alligator GM Chester Wen is vigorously developing new products.

by mounting a large brake arm so that it is fixed and unmoving, and allowing the arms on both sides to move so that they are completely balanced. In addition, there is no longer any need for the inner cable to pull against the outer tubing. As a result, the brake cable tubing does not need to move, and only the inner cable moves, which conserves energy and achieves smoother action. When the force applied by the brake shoes on both sides is the same, wear on the shoes will

be balanced, and the stopping power of the brakes as a whole will increase.

On the S.B.S. C-Calipers, the front and rear arms are made of 6061 aluminum alloy, while the central arm is made of 7075 aluminum alloy offering great strength. In addition, the brake cables are of #31 galvanized wire, which is strong, supple, and very smooth, and the brakes can employ even finer 1.1 wire, which has a longer service life and an even better feel. 🌟WG

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WHEEL TOP

Rotor's Newest Cranks Offer Fine-Tuned Performance

Rotor has introduced its new ALDHU 3D+ cranks and one-piece Spidering, conceived to offer more options to riders who want the flexibility to build a crankset based on personal preferences. The innovative modular structure makes each component individually available to accommodate the current spectrum of riders and bike standards. Crank arms CNC'd from 7055 extruded aluminum are paired with either a round or oval Spidering machined from a solid block of 7075 aluminum to save more than 30 grams over a standard spider + chainring combo.

However, the real difference is the ability to fine-tune pedaling performance with the one-piece oval Spidering with OCP Mount. This patent-pending, proprietary technology allows the oval Spidering to be adjusted in 1-degree increments for optimized pedaling biomechanics. A 12.5% ovality heightens the performance advantages of oval chainrings, and Rotor claims that no other oval chainring in this growing category offers such adjustment options in addition to the ALDHU Spidering's unique ovality.

The company also claims that the ALDHU 3D+ crankset

and Spidering is its lightest crankset ever. The name comes directly from Rotor's racing heritage—an abbreviation of Alpe d'Huez to commemorate

Rotor's first iconic victory at the Tour de France with Carlos Sastre. WGP



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S-6



JAK-8



T-2



ER-1



S-5



Y-5

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Http://www.discbrake.cn E-MAIL:chinayake@126.com

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CRANK LENGTH: 170,175MM
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CRANK FINISH: BLACK SAND ANO.
COMPATIBILITY: 11S
CHAINLINE: 49MM
BCD: 104/64MM
CHAINRING: 38-28/36-26T
CHAINRING MATERIAL: AL-7075-T6
CHAINRING FINISH: 100% CNC MACH.,
BLACK SAND ANO.
Q/I-FACTOR: 176/146MM
BB SETS: PW-BB73+/PW-BB92



PW-BB73+

BB SHELL WIDTH: 68/73MM FOR MTB
BB MODEL NO: PW-BB73+
BB COMPATIBILITY: BC.1.37" X24T BB CUPS
WITH Ø24MM SPINDLE
BEARING CUP: ALLOY, FORGED AND CNC MACH.,
EXTERNAL BLACK ANO.
CUPS WITH LASER LOGO
CENTER SLEEVE: PLASTIC BLACK



PW-BB92

BB SHELL WIDTH: 89.5/92MM FOR MTB
BB MODEL NO: PW-BB92
BB COMPATIBILITY: WITH Ø24MM SPINDLE
BEARING CUP: PA+GF BLACK, INJECTION
CENTER SLEEVE: PLASTIC, BLACK

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電話 Tel: 86-22-66321818
傳真 Fax: 86-22-66321819
E-mail: sales-tj@pro-wheel.com

New Product Gallery

Thun Paso

Evergreen
Hotel H3

Thun's latest bottom bracket features a zinc-coated (A2B) spindle with composite sleeves and cups and 2Z ball bearings. The Paso is ISO 4210-8:2014 compliant.

+49-2333-8360
www.thun.de



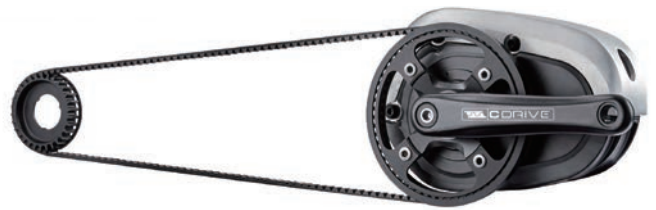
CDrive

Evergreen Laurel Hotel,
3F Peony Room D1

Performance 8M E-bike system

Belt drive systems have several advantages over chains including being cleaner, quieter and offering a more efficient transmission of power. CDrive has developed its Performance 8M E-bike belt drive system in consultation with a team specialized in belt drive solutions for all types of bikes. The CDrive system offers a better control of costs and customization availability.

+886-4-24919555
www.cycledrive.com



Controltech

Tempus Hotel - 3rd Floor
Oxford Room

EXL Gravel Compact (RA-534)

As its name suggests, Controltech's EXL Gravel Compact is a UD carbon fiber handlebar specifically aimed at gravel bikes. Available in lengths of 400, 420 and 440 mm, this handlebar has a reach of 75mm, a rise of 20mm and a backsweep of 6°. Further specifications include an outward bend of 16° and a bar bore diameter of 31.8 mm. The EXL Gravel Compact is available in red or gray.

+886-4-8231923
www.controltechbikes.com



Brakco

The Splendor
Hotel 1109

FR-01 SA

Brakco has developed a new safety rotor with a chamfered edge. With its SUS-410 stainless braking band, the FR-01 SA is available in sizes of 140mm, 160mm, 180mm and 203mm, and also features a wearout indicator. The rotor comes in 5 different color options: Red, black, green, blue and gold.

+886-4-7797916
www.brakco.com.tw



Novatec

Splendor Hotel 10F
Booth #1033/1034

Diablo XL

The all-new plus-sized Diablo XL features an internal width of 35mm and a depth of 21mm. The internal design with its asymmetric rim profile was inspired by Novatec's bestselling Diablo rims. The wheels are built on XD641SB-B15/ XD642SB-B12 boost spec hubs and boast 4.25 degrees of engagement. There is also a standard specification for 15x100mm and 12x142mm 4n1 conversion systems allowing them to be run in current and past frame standards.

+886-4-25668888
www.novatecwheels.com



Envision Cycle Works

Lin Hotel
3F - A-16&26

CleverStand

The CleverStand is a selfie stand that also works as a portable cell phone stand on the road or in the house. When out riding, cyclists' can simple use the stand as a cell phone stand to take pictures. In an emergency, it can also be used as a tire lever. The CleverStand available in black, white, navy, pink and blue.

+886-966-228173
www.cleverstandard.com



Oxtec Hub

Splendor Hotel
Taichung 1126

Oxtec hubs have a limitless angle of the engagement mechanism, which the company claims is different from regular ratchet devices in that it has a "start immediately function" that allows the wheel to be 100% accelerated.

☎ +886-4-7511838

🌐 www.masstec.com.tw



Cosmos

CO-04 Dynamo hub

Splendor
Hotel 1122

Featuring patented new technology, Cosmos' CO-04 dynamo hub's constant current power supply system can be used to charge mobile phones and GPS devices while riding, as well as making it suitable for public bike use. Inside the hub there is a backup power source so that lights can be used even after the bike has stopped. The CO-04 is suitable for use with 700mA lamps and can reach a brightness of 600 Lumens without burning the bulb.

☎ +886-2-27719001

🌐 www.facebook.com/cosmosmotorcycle



Innova-Pro Stampede

Splendor Hotel - 15F
Pearl room

Innova is introducing its voluminous 700x40c tire catering to the evolving gravel market. Fast in a straight line thanks to a quick rolling arrangement of small and closely packed lugs, leaning over the Stampede will reveal a dual character. Its shoulder tread features more aggressive rectangle knobs.

Coming into play as you turn they're designed to provide additional confidence when cornering.

☎ +886-4-7521037

🌐 www.innovatires.com



Clarks

M1, M2 and M3

Splendor Hotel 12 Floor
booth number 1214

Clarks hydraulic disc brakes offer high-end performance yet are exceptionally lightweight. The brakes use environmentally friendly mineral oil, and a reach adjustment is located on the lever blade for easy access.

☎ +886-2-2257-1739

🌐 www.clarkscyclesystems.com



Innova-Pro Butte

Splendor Hotel - 15F
Pearl room

Innova's Butte is a 27.5 x 2.25 tubeless ready tire for aggressive touring and all-mountain riders. With an open tread pattern that features blocks cut with a v-shape profile, it provides for fast cross-country performance. The special arrangement of these blocks also allows for excellent self-cleaning properties that should keep the tire debris free and grippy in all conditions.

☎ +886-4-7521037

🌐 www.innovatires.com



BiJumbo

Callisto

Splendor
Hotel 1144

BiJumbo's Callisto is a dual-piston disc brake caliper forged from an aluminum alloy. The Callisto is designed with a thinner body, and is suitable for MTB, City, Hybrid, E-Bike, Road and Cyclocross bikes.

☎ +886-4-7771179

🌐 www.bijumbo.weebly.com/



Pedotec**Formula P1**

Tempus
A-B1-A Hall-4, 5

Pedotec is introducing a road pedal with built-in power meter, Formula P1. The injection-engineered thermoplastic body features fiberglass reinforced, tension adjustable bindings. Able to measure both cadence and power, the Formula P1 transmits data over both ant+ and Bluetooth 4.0 protocols. The pedal is water resistant to ipx7 level, and weighs in at 175 grams per piece.

www.en.apms.tw/pedotec/formula/formula-p1-detail.html

**MHL****DB-B00/DB-W00**

Splendor
Hotel 1315-1316

With many color options, MHL's vivid DB collection can fit the style of a wide range of bicycles. The DB collection of tapes have a tacky polyurethane surface with polyamide fiber backing to provide a superior feeling of comfort for riders.

+886-4-26991719

www.mhl.com.tw

**Controltech****Tux Compact Road Bar (RA-523)**

Tempus Hotel - 3rd Floor
Oxford Room

Controltech is introducing its Tux compact road bar to customers at the Tempus hotel. Made from UD carbon fiber, specifications for the bar include: Length availability of 400, 420 and 440mm, a reach of 75mm, a drop of 125mm, and an outward bend of 4°. The Tux is available in either red or gray.

+886-4-8231923

www.controltechbikes.com

**First****Gtm**

Evergreen
Laurel Hotel - B2-A27/A28

First is introducing an upgraded compact crankset for gravel bikes, Gtm. The cranksets are available with 48T/32T, 46T/36T and 46T/30T chainrings, while crank lengths are 175, 172.5, 170 or 165mm.

+886-4-26815039

www.firstcomponents.com

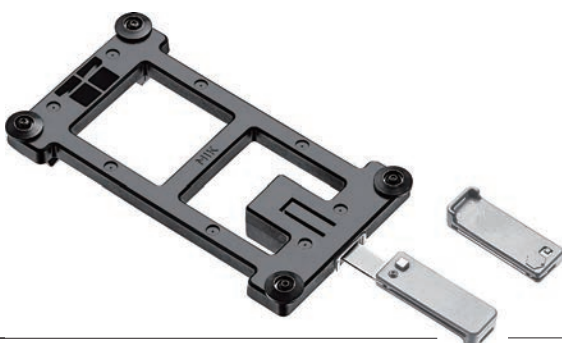
**Massload****CL-QS1 (MIK System)**

Tempus
A-B1-A Hall 8, 9

Massload's CL-QS1 carrier utilizes its newly-developed MIK System for allowing riders to quickly and easily clip bags, baskets or other accessories onto luggage carriers. The MIK System will hold items securely until they are released, equally simply and quickly, by the rider. Compatible with Basil and other brands of bags and baskets, the CL-QS1 also works as an anti-theft function, and is suitable for 90mm or 120mm width platforms.

+886-4-7994998

www.cl-massload.com.tw

**Fulchee****FH-1000**

Splendor
Hotel - Booth 1327

Fulchee have launched an innovative lever operated thru-axle. When the axle is not being operated, the lever is hidden away inside the axle body. In this position the appearance of the bike will be more sleek, and it will also increase the reliability of the locking system by avoiding impact with the lever. The design also does away with the need for an a hex wrench or any special tool to operate the axle.

+886-4-7526232

www.fulchee.com



Wellgo

C330

Wellgo's C330 pedal features an aluminum body with kraton top, polymer bearings and a boron spindle. With dimensions of 106.8 x 109.4 x 26.2 mm, the C330 weighs 492 grams.

☎ 0800-378789

🌐 www.wellgopedal.com



Tempus Hotel - 5F VIP Room

KS

LEV-Ci and LEV Carbon

Both the LEV Carbon and LEV-Ci feature a carbon mast that is reinforced with a milled aluminum endoskeleton resulting a lightyet rigid platform for proven internals. A high compression molded carbon fiber head clamp and titanium bolts hold the saddle securely. The remote is the newly designed KGSL with carbon lever, optimized to reduce weight yet still maintain compatibility with ODI Lock-On™ Grips. Now available in 65, 100, 125 and 150mm travel, LEV Ci strikes a balance for nearly every type of riding.

☎ +886-6-2568575

🌐 www.kssuspension.com



Tempus Hotel - A5 America Room

RideFarr

Farr Barr

Based in South Africa, Farr is presenting, for the first time, an exciting new concept and design in carbon MTB handlebars. The Farr Barr is an endurance-specific carbon handlebar for MTB use. Paying close attention to current trends and riding styles Farr kept the preferred width (720mm) and bar sweep (9 degrees) as used by stage racers/marathon riders whilst incorporating additional hand positions for long endurance efforts.

🌐 www.ridefarr.com



Splendor Hotel - Rose 1

Promax

SP-292TLA

The adjustable height of the SP-292TLA provides comfort under various riding conditions for mountain, city and e-bikes. The identification system with built-in lighting and a personal design plate provides unigue safety features. A patented push mechanism is a key function, providing two adjustment speeds for improved rider safety. A modular gas spring provides an easy solution for riders to replace the old ones, ensuring constant performance.

☎ +886-4-7382121

🌐 www.promaxcomponents.com



Splendor Hotel - VIP S2

TranzX

JD-YSP16

TranzX' JD-YSP16 is an adjustable height post with suspension function. The ergonomic design provides comfort throughout different riding conditions.

☎ +886-4-7681756

🌐 www.tranzx.com



Splendor Hotel - VIP S2

Controltech

Cougar (RA-522)

Among the new products that Controltech are introducing to customers is the Cougar carbon fiber handlebar. The aerodynamic Cougar is compatible with Shimano's new Di2 Junction box and is also PCS compatible. The handlebar is available in lengths of 400, 420 and 440mm, has a reach of 78mm, a drop of 125mm and an outward bend of 4°.

☎ +886-4-8231923

🌐 www.controltechbikes.com



Tempus Hotel - 3rd Floor Oxford Room

2017 Unibike Show & Spain Bike Market

Spain's 4th Unibike cycle show was held this year during the four-day period of September 21-24 at Madrid's IFEMA Exhibition Center. A total of 212 companies took part in the show, and close to 500 brands were on display. The show occupied 303,000 m², which was about the same size as last year. However, because this year's Unibike overlapped with the Polish show, Interbike, and Britain's Manchester show, the number of visitors was relatively low.



▲ Some exhibitors chose to only display in the outdoor area at Unibike.



▲ Public e-bikes in Madrid.

e-Bikes and e-MTBs steal the show

During 2016, a total of 1.12 million bicycles and e-bikes were sold in Spain; this figure was up by a tiny 0.99% compared with last year, and made Spain Europe's sixth largest bicycle market. Spain produced 350,000 bicycles and e-bikes during the year, making it the EU's 10th largest bicycle manufacturer. Spain is very mountainous, and 60% of the bicycles sold there are mountain bikes. Most of the bicycles sold in Spain are imported from Asia and Portugal. In 2016, MTB sales were flat in the Spanish market, while road bike sales increased by 24%, and city bikes also enjoyed some growth. In addition, e-bike sales grew by an enormous 64% compared with the previous year, and reached 40,000 units. The Spanish bicycle market is intensely competitive, and the growing level of online sales has dealt a major blow to bicycle shops.

Although the indoor display area at the Unibike was about as large as last year's, the outdoor test riding area was much larger, and featured many more brands. Some brands, such as Obera and Berria, even chose to exclusively display their products and provide

test riding opportunities in the outdoor area only. Because the show was held relatively late this year, almost all new bicycle models and products had been introduced in July, and bicycle shops had already stocked up on new products, consumers and bike shop owners chiefly focused on test riding, and directed their attention to mid-/high-end models, parts and accessories.



▲ AMBE Secretary-General, Carlos Nunez.



▲ BH Director, Javier Beisteguri (right) and Sales Manager, Inigo Beistegui (left).



▲ FSA Sales Manager, Maurizio Bellin (left) and BH Commercial Director, Mikel Mendizabal (right).



BH / Monty

BH is a family enterprise, and is currently run by fourth-generation family members. It has 200 employees, has established subsidiaries in Britain, Italy, Portugal, France, Taiwan, China, the US, and Mexico, and sells its bicycles in 65 countries worldwide. BH sells approximately 100,000 bicycles annually, of which MTBs account for 60% and road bikes for 40%. BH also imports children's bikes for sale in Spain, and produces bicycles for BMW under contract. The chief markets for BH bikes include Spain, Germany,

and France. In addition, BH is also a sales agent for SR Suntour, Prologo, and Vision. The company had sales revenue of US\$80 million in 2016. Targeting the promising e-Sport market, BH has introduced its new Atom series of e-MTBs, which can generate as much as 700 W of power. BH has purchased a majority stake in the well-known Spanish BMX and stunt bike brand Monty, which was established in 1983.

Orbea



Orbea only displayed its products in the outdoor area at this year's Unibike, and chiefly offered opportunities to test out its new bicycle models. Orbea's newly introduced Wild FS e-MTB and Gain e-Road will go on sale globally starting on October 15. The Gain series, which includes e-Road, e-Allroad and flat-bar e-Urban models, features rear-wheel drive and batteries integrated with the frame's down tube. Orbea has assembly plants in northern Spain and Portugal; the Spanish plant employs 200 persons, and the Portuguese plant employs 50. It assembles 190,000 bicycles annually, of which the majority are MTBs. Reflecting Europe's burgeoning e-bike sales, Orbea met its e-bike sales target for all of 2016 during the first half of the year. According to company personnel, Orbea sold 3,500 e-bikes during 2016, had

€ 5 million in sales revenue, and expects to sell 6,000 e-bikes in 2017, which will generate € 9 million in revenue.



Massi / Masferrer

The Massi brand of mid-/high-end bicycles was introduced by the venerable Spanish importer Masferrer in 1991. Around 16,000 Massi bikes are assembled annually from frames that are chiefly imported from China, Taiwan, and Vietnam; 60% are MTBs, and 40% are road bikes. The first e-MTB bearing the Massi brand was introduced this year. The largest markets for Massi bikes are Spain, France, Portugal and Belgium. The Massi brand takes customized products as its chief feature, emphasizes uniqueness and agility, and pledges that it can deliver customized products to dealers within 48 hours. Established in 1934, Masferrer is currently managed by third-generation family member Jaume Masferrer. Masferrer is an agent for brands including Look, Campagnolo, Fulcrum, Schwalbe, Michelin, Selle Italia, and Sigma. Masferrer stresses superlative service, short delivery time, and after-sales service, and is constantly strengthening communication with dealers.



▲ Masferrer owner, Jaume Masferrer (right) and his son, General Manager of Masferrer, Jaume Masferrer (left).



▲ Berria Sales Manager, Jose Vitoria.

Berria

In existence for five years, the bicycle assembler Berria employs close to 30 persons, and focuses on mid-/high-end bicycles, 60% of which are MTBs and 40% are road bikes. Berria sells 90% of its bicycles in Spain, and has 160 dealers. Berria only displayed its products in the outdoor test driving area at Unibike this year, and mainly focused on test riding; no Berria products were displayed indoors. Thanks to its focus on innovation, Berria has enjoyed steadily growing annual sales, including 100% sales growth last year and expected 30% growth this year. The fastest growth has been in the full suspension MTB category. Berria plans to introduce an e-MTB model next year to take advantage of this fast-growing market.



▲ Mondraker Marketing, Laura Sanchez.

Mondraker / Team Bike

Mondraker is the MTB brand introduced by the leading Spanish importer Team Bike. Team Bike sold 18,000 mountain bikes last year, and expects to sell 20,000 this year, with growth largely being driven by the German market. Apart from its sales in Spain, Mondraker's largest export market is Germany, followed by France, Portugal, and Austria. Mondraker established an office in Colorado this year, and plans to market its products in the US starting in November. Mondraker employs 110 persons and has 100 dealers in Spain. Mondraker frames are mostly imported from Taiwan and China, and assembled in the company's Spanish plant. Apart from roughly 3,000 carbon fiber MTBs, the company's bicycles all have aluminum alloy frames. Mondraker has introduced several new full-suspension e-MTB models with PowerTube batteries this year; recommended retail prices range from € 5,000 to € 9,000, and the bikes are attracting favorable attention. Established in 1992, Team Bike is an agent for more than 20 brands, including SRAM, Giro, Bell, Pirelli, Camelback, Parktool, Fizik, and VDO.



▲ MMR General Manager, Bruno Prieto Gonzales.

MMR

MMR is a youthful and innovative Spanish bicycle brand with sporty positioning. In its Spanish plant, MMR assembles frames chiefly imported from Taiwan and China, and uses parts and accessories mostly imported from China. Most MMR bikes are MTBs (75%), and the remaining 25% consistent road bikes; MMR bicycles have an average price of € 1,400. Most of the company's bikes have front shocks only, and full suspension models account for 10%. Most frames are aluminum alloy. The company's chief markets are Spain, Portugal, and Belgium. The carbon fiber e-MTB introduced by MMR this year is equipped with PowerTube batteries and retails for € 4,599. In addition, MMR is also a Spanish agent for Germany's Cube, and has 150 dealers.



▲ Vitoria Genral Manager, Juan Vitoria Campos (center), with Diana Vitoria (left) and Esmeralda Vitoria (right).

Vitoria

In existence for close to 30 years, the Spanish bicycle assembly firm Vitoria chiefly sells mid-/high-end bicycles, which are primarily road bikes and largely have carbon fiber frames, but also sells a few mountain bikes. Vitoria sold 4,000 bikes last year, and expects to sell the same number at this year. The company is aware of the potential of the e-bike market, and is currently actively developing e-bike models.

Deportica

The Spanish importer Deportica was established 21 years ago and chiefly imports mid-/low-price bikes, which sell for € 135-700. Deportica can help



▲ Deportica General Manager, Jose Miguel Lazano (left).

OE manufacturers sell products under their own brand names, and also sells bicycles under its own WST and Newstar brands. Deportica chiefly sells through the superstore and mass merchant channels, but also sells bicycles bearing its brands through bike shops. Deportica has a 2,500 m² warehouse in Spain, mostly imports bicycles from Tunisia, China, India, Turkey, Italy, and Portugal import, and sells 40,000 bicycles annually.



▲ Trek (Spain) Marketing, Susana Teijelo Fernandez.

Trek

Trek bicycles were displayed at Unibike by Trek's Spanish subsidiary. Trek has 240 dealers in Spain, and sells over 30,000 bikes annually. While most Trek models sold in Spain are MTBs, it has enjoyed increasing road bike sales in recent years, and is also experiencing growing e-MTB sales. Because the renowned Spanish cyclist Alberto Contador announced his retirement this year, Trek created a special limited-edition commemorative model in honor of Contador and his achievements, and sales have been brisk.



▲ Macario Marketing director, Cristobal Perez Huertas.



▲ DH pro rider, Eva Castro (left) with Macario CEO, Juan Miguel Llorente.

Macario

Macario is Shimano's exclusive agent in Spain; 70% of its sales consist of MTB components, and 30% consist of road bike components. Macario's e-bike component sales have also grown significantly. Macario is the Spanish agent for GT, and has enjoyed great sales success, and is also an agent for such brands as Cateye, Stevens, Blue Grass, Vittoria, Selle Royal, Lazer, Pearl Izumi, MET, and Garmin. With 3,000 dealers in Spain, Macario had sales growth of 40-50% in 2016, and expects growth of 2-3% this year. Apart from IBD sales (80%), seven years ago Macario began cooperating with online merchants, including Depowillage and Bikestocks, and the online channel now accounts for 20% of total sales.



▲ Comet Managing Director, Gorka Aizpitarte.

Comet

With 138 years of history, Comet is Spain's largest bicycle parts and accessories importer and agent. Comet was acquired by the Accell Group three years ago, whose member companies are agents for 84 parts and accessory brands. Comet's chief markets include Spain, Portugal, and France; it has 1,000 dealers in Spain, 500 in Portugal, and 2,000 in France. Comet's headquarters are located in northern Spain, and it has an all-new 6,000 m2 automated warehouse. The company has over 60 employees; while it enjoyed considerable growth last year, it expects only 3% growth in 2017.



▲ General Manager, Franz Kalteis (left).

Fun Sport / Progress

Fun Sport is a Spanish importer and agent, and assembles wheels sold under its in-house Progress brand. In existence for 18 years, Fun Sport is an agent for KCNC in the Spanish, Portuguese, and French markets.

It assembles 10,000 sets of wheels annually, of which 60% are for MTBs and 40% are for road bikes, and emphasizes light weight and stiffness. The company has developed its own hubs, and has three OEM plants, which are located in Spain, Xiamen, and Taichung.



CDC Sport

The Spanish importer and agent CDC Sport has been in existence for 20 years, and has adopted a high-end, high-quality strategy. The company has been an agent for

the Taiwanese brand Exustar for more than a decade, and became an agent for China's Chaoyang Tire four years ago, it has also introduced its own branded parts and accessories. Most of CDC Sport's products are purchased from Taiwan and China.



▲ General Manager, Josep Corominas (right).

Vic Sports

The Spanish importer and agent, Vic Sports was established 30 years ago, has 15 employees, and is agent for more than 15 brands, including : Northwave, Powerbar, Speedplay, Ortlieb, Bickerton, and Vittoria. Vic Sports' main markets includes Spain, Portugal, France, and Andorra. With annual sales of around € 6 million, Vic Sports enjoyed 10% growth in 2016, and expects 13% growth in 2017.



▲ From the left: Technology Manager Fabio; Marketing and international Sales Manager, Tiago; and CEO, Ricardo display Prototype's newest wheels.

Prototype

This Portuguese mid-/high-end wheel brand was established ten years ago, and has nine employees. Prototype specializes in competition wheels, and cyclists sponsored by the company have won numerous prestigious races. Fast-growing Prototype sold 2,000 wheelsets last year, and expects to sell 3,000 wheelsets this year. Apart from wheels, Prototype also sells other small parts, which are mostly purchased from Europe and Asia; the company's chief markets include Spain and Portugal, followed by Italy and South America.



▲ Ciclos Ca-Mon owner, Tino Anguita (left) and his son, Sergio Anguita (right).

Fuji

Fuji began selling its products in the Spanish through an agent seven years ago. Retail prices of its products, which mostly consist of mountain bikes, range from € 500 to € 10,000, and it has over 200 dealers. Fuji's Spanish agent also has its own Togano brand, which mainly appears on low-price, entry-level bikes. The agent's bikes are assembled in Portugal, and its sales channels consist of mass merchants and chain sporting goods stores.

PORTUGAL
BIKE VALUE

AN ABIMOTA BRAND
A PROJECT TO PORTUGAL



▲ Equestrian statue of King Philip IV outside the Palacio Real De Madrid.

The Catalonia independence crisis

On October 1, the Spanish region of Catalonia held a public referendum on independence, which sparked riots and bloody conflict, and plunged Spain into its most severe separatist crisis in several decades. Catalonia has a population of 7.5 million, which accounts for 16% of Spain's total population of 45 million, but its GDP accounts for 19% of the GDP of Spain as a whole. Catalonia's exports also account for 25% of all Spain exports, and it is Spain's leading exporting region. During 2016 and the first quarter of 2017, Catalonia's exports accounted for one-fourth of Spain's total exports. As a result, Catalonia is one of mainstays of the Spanish economy. But in spite of the fact that 90% of persons casting ballots in the referendum on October 1 were in favor of independence, the Spanish government stubbornly insisted that the referendum was illegal and invalid, and has taken tough measures to stifle the independence movement. Because the EU is worried that the crisis in Catalonia may have a major economic impact on Spain, which has the EU's fourth largest economy, and may even spread to other countries, the future development of the Catalonia independence movement is worthy of continued observation. WG



2017 Annual ABA Meeting Held in Russia



visit Red Square and eat at a restaurant with over 100 years of history.

Since bicycles were invented 200 years ago, this year's conference had the theme of "Year of the Bicycle," and the member state representatives shared the history of bicycles in their countries and their visions for the future. CBA Secretary General, Kuo Wenyu spoke about the development of bicycles in China since their introduction in a talk with the topic of "200 Years of Bicycles: China." Speaking on the topic of "Cycling: An Indispensable Mode of Transport," the Secretary General of All India Bicycle Manufacturer Association talked about how the Indian bicycle industry encountered and resolved problems in the past, and how the vigorous production and promotion of bicycles as a means of transportation can quickly resolve problems and improve the environment. Pi Yun Seop, Executive Director of Korean Bicycle Industrial Association, spoke on the topic of "Diversification of the Bicycle Industry's Development," and talked about the boundless possibilities of bicycles and Korea. Taiwan Bicycle

Association (TBA) Secretary General, Tina Chang shared her take on Taiwan's future bicycle development trends and vision.

According to Velomotors President, Alexander Nachevkin, after the financial crisis that occurred two years ago, low-price bicycles have dominated the Russian market, and the

Russian bicycle industry's sales have shrunk by at least 30%. But because Velomotors responded appropriately, and produced models meeting the market's needs, its sales have in fact increased, and it has maintained annual sales of 1.3 million bicycles. WG

The 2017 Asia Bicycle Alliance (ABA) annual conference was held in the Russian city of Zhukovsky on September 29. As ABA Chairman, Ma Zhongchao fell ill before this event, ABA Secretary General, Huo Xiaoyun attended the conference at the head of six Chinese companies. The team led by Alexander Nachevkin, who is the Chairman of the host organization—the Russia Bicycle Association—and also President of Velomotors, put great effort into arranging the conference and all itineraries, and displayed enthusiastic hospitality to all member state representatives. Apart from a visit to Velomotors' largest bicycle factory (which occupies 320,000 m²), which is located over 400 kilometers from Moscow, the organizers also arranged for everyone to

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Eurobike 2017 Attracting Automobile Brands and Technology



▲ Major bike brand booths on both sides of the main walkway has always been the focus of the show, however year-by-year fewer brands have had booths at Eurobike. With Giant absent this year, the Meridia booth was very popular.



▲ Eurobike's Industry discussion special guests: (from left) Siegfried Neuberger, Director of the German Bike Industry Association (ZIV); Claus Fleischer, Director of Bosch eBike Systems; Claudio Marra, Managing Director Full Speed Ahead (FSA); Stephan Geiger, CEO Bike & Outdoor Company GmbH & Co. KG (B.O.C.) and Stefan Reisinger, Head of Eurobike were optimistic about the development prospects for e-bikes.

At the end of August, Friedrichshafen played host to the 26th edition of Eurobike. It was also the last time that Europe's premier bike show will be held at the end of summer, as it is being rescheduled to early July in 2018.

This year's Eurobike changed its format slightly from last year. Gone were the two days of public admission, allowing cycling enthusiasts entrance. Many exhibitors expressed disappointment and dissatisfaction with this format last year. Instead the show

returned to the tried and trusted configuration of only allowing the public access on the last day of the show, after the first three days of trade and industry visitors only.

Eurobike in numbers

In a final show report, organizers of Eurobike announced that 42,590 industry visitors attended the show, down slightly from the 42,720 industry attendees in 2016. Including an additional 22,160



▲ On the first evening after the show, Eurobike Gold & Green Award winners were announced.



▲ The B side of the demo area. Even with the good weather on the first day, the crowd was still not very large.



▲ With much exuberance, the Cheng Shin Tires exhibition team showed many new tires. The picture shows the Xiamen CST team and the European CST team.



▲ Fox introduced three kinds of forks for eMTBS.

bike fans attending the show's last day, Eurobike visitors came from 101 countries around the world. Fourteen hundred companies from 50 countries exhibited at the event in Friedrichshafen, Germany.

"We are very satisfied with this year's show, even if there was a lot of rain after a sunny start," Eurobike Head, Stefan Reisinger explained. "With high profile visitors again this year and its location in Europe's top bike selling region, the Eurobike remains a guarantor of good contacts and business as well as a reliable showroom for the industry."

Awards

There were 43 winners during the 13th edition of the Eurobike Awards in 2017. On the first evening of the show, eleven of these were

announced as winners of the prestigious Gold Award and one winner of the Green Award for an especially sustainable innovation. Additionally, five new idea factories received Start-up Awards.

"We are delighted by the large number of entrants in the Eurobike Awards and the high level of innovation displayed among them. This year's competition has shown once again that the bike industry is now one of the high-tech segments and in some areas, such as electromobility, materials technology and digitization, is actually assuming a pioneering role. Added to this is the fact that product design has long been a subject that suppliers in the cycle market master with aplomb," explained Head of Eurobike, Stefan Reisinger.

The eleven companies

who won Gold Awards for their products were: Pâhoj, Rohloff, Linka, Mokumono, Adlerwerke, Durbanis, Tucano Urbano, Rondo, Focus, Fazua, and Van Nicholas. The Green Award winner this year was Schwalbe for its Green Compound.

Show news

On the first day of Eurobike, Bianchi unveiled its first bikes under its 'Bianchi for Scuderia Ferrari' project at a press conference. The debuted bikes include the SF01 road bike and a triathlon concept bike with disc brakes.

Founder of the Haibike brand and former MD of Winora Group, Susanne Puello

announced a partnership with KTM Industries at Eurobike in forming a new bicycle company—Pexco. The company will market both traditional and e-bikes under three different brand names: Raymon, R2R and Husqvarna.

Pirelli returned to the bicycle industry with a both at Eurobike where they were showing a new line of road racing bike tires—the PZero. Pirelli has not produced bicycle tires for many years, but in the past the company has been heavily involved in road racing, being partner for the first edition of Giro d'Italia (year 1909), in which 30 of the 49 finalists used the company's tires.



▲ Once more entering into the bicycle market, Pirelli was showing off its F1 pedigree.



▲ Bosch have developed an ABS system designed for city, touring and trekking e-bikes.



▲ Merida's full suspension eMTB, eOne-Sixty 00E, won a German '2017 Design & Innovation Award'.



▲ Continental displayed its 48V drive system featuring stepless automatic transmission.

Product highlights

Not surprisingly, e-bikes in all their manifestations from e-cargo bikes and folding e-bikes to e-MTBs and e-Racing bikes took up premiere positions at the booths of most bicycle brands.

Focus was displaying its Project Y pedelec road racing bike which won a coveted Eurobike Gold award. The road e-bike, weighing just over 12kg, features a battery and drive system by Fazua fully integrated into the downtube to create a smooth, clean appearance. The Project Y bike can accommodate 32mm tyres with mudguards fitted, or 35mm tyres without mudguards, providing plenty of setup options.

Both the Bosch and Magura booths were displaying the results of a collaboration between the two companies

to develop an ABS brake system for e-bikes. Designed specifically for city, touring and trekking bikes with 28-inch wheels, the ABS system features high-resolution wheel speed sensors that monitor the speed of both wheels. As soon as the front wheel threatens to lock, the system regulates the brake pressure, thus optimising riding stability and steering capability of the bike.

Continental launched a new 48V electric bike technology including a new drive unit with both motor and a stepless automatic gear system. Continental boasted that the 48V Revolution is the world's first 48V-powered e-bike motor with a fully integrated stepless automatic transmission contained in an all-in-one drive unit. The 48V Revolution 2-in-1 drive with continuously variable planetary (CVP) gearing offers a fully automatic ride that

Continental boasted as being seamless in operation.

MRP and Cane Creek both launched coil versions of their popular long-travel forks. The coil-sprung comeback on suspension forks is now in full effect. Colorado-based MRP is offering coil-sprung versions of its popular Ribbon forks for both in 27.5" and 29" bikes. Cane Creek was displaying the Helm Coil suspension fork which uses the same 35mm chassis as its air-sprung version.

Oakley took their first steps into helmets with the launch of a snow sport range last year. At this year's Eurobike, the company launched its first foray into cycling helmets with its range of Aro helmets for road bikes. In development for nearly two years, the Aro helmets are available in three versions: The Aro 3 featuring increased

ventilation, the Aro 5 with more aero features, and the Aro 7 for time trial and triathlon use.

New concept for 2018

In 2018, the Eurobike show will take place from Sunday, July 8 to Tuesday, July 10, and due to its early date will only be open to industry visitors. The well known Eurobike Media Days will take place right before Eurobike, from July 4 - 6, 2018, in the Serfaus-Fis-Ladis region of Tyrol, Austria. The day in between, July 7, will be filled with individualized events that appeal to target groups, such as conventions, test events, media launches and even including closed door meetings. In a press release, the organizers noted that they are continuing to be pleased with the broad approval of the new Eurobike concept. 

Sightseeing in Taichung

Taichung Railway Station 臺中車站

Stock 20 Art Space 20號倉庫鐵道藝術網絡

📍 No.174, Jianguo Rd., Central Dist.

Taichung Station was built during the Japanese occupation, and the building style is highly reminiscent of the Tokyo main station. Due to its architectural importance, the Taichung station is now designated as a class-two historical site. Original warehouses from the same period, many of which have been converted into open art spaces, can be viewed by crossing under the tracks to the back side of the station.



Feng Chia Night Market 逢甲商圈、夜市

📍 Wenhua Rd., Xitun Dist.

Feng Chia is the premier night market in Taichung. Goods are affordable, stores are open late, and tasty street food is everywhere. Spilling out onto numerous blocks around Feng Chia University, this night market is a must-visit destination for visitors to Taichung.



National Taichung Theater 臺中國家歌劇院

📍 No. 101, Section 2, Huilai Road, Xitun District, Taichung City, Taiwan

The National Taichung Theater is the first national-level performing arts venue in central Taiwan. Designed by the Pritzker-winning architect, Toyo Ito and hailed by Reuters as one of the world's nine new landmarks, it houses three world-class theaters: a 2014-seat Grand Theater, an 800-seat Playhouse Theater, and a 200-seat Black Box. The stunning structure, which also features a scenic Sky Garden, along with the Corner Salon, gift shops, cafés and restaurants, seeks to attract diverse and quality programs from all over the world, and carries high expectations as a new cradle for the performing arts in Taiwan.



Fulfillment Amphitheater 台中市圓滿戶外劇場

台中市圓滿戶外劇場

📍 No. 289, Sec. 1 Wenxin Rd., Nantun Dist., Taichung City

☎ 04-23806458

🌐 fa.culture.taichung.gov.tw/

Fulfillment Amphitheater is located inside Wenxin Forest Park and is an open stage. It is the biggest outdoor amphitheater in Asia. The amphitheater was completed in 2006 and is designed in 3 sections including a stage, audience seats and the lawn.



Miyahara Eye Clinic 宮原眼科

📍 No. 20, Zhongshan Rd., Central Dist., Taichung City.

☎ 04-22271927

🕒 10:00~22:00 (weekday) 🌐 www.dawncake.com.tw/

Built in 1927, Miyahara Eye Clinic was once the biggest eye clinic in the Taichung area. After Japan lost the war, the owner of the clinic went back to Japan and the place became the Taichung Health Department. However, over the decades things changed and the eye clinic has been taken over by different owners. In 2010 the owner rebuilt the whole building.



Taichung Park 臺中公園

📍 Corner of Gongyuan Rd. & Ziyou Rd., Central Dist.

This century-old park features classic architectural designs like the Huxin Pavilion and a memorial monument for the inauguration of Taiwan's North-South railway. Visitors can find small boats for rent alongside the lake.



The New City Hall 台中市政府

📍 No. 99, Sec. 3 Taiwan Boulevard, Xitun Dist., Taichung City.

☎ 04-22289111 🕒 08:30~17:30

🌐 www.taichung.gov.tw/

The city council building has been designed into an open style, with the arches symbolizing stepping into a bright future. There are also gardens, unique stores, and restaurants inside the city hall. The outside plaza has a huge LED screen that allows for the hosting of concerts and outdoor theater performances.



LiuChuan Canal 柳川藍帶水岸

📍 Between Sec. 3, Liuchuan E. Rd. and Sec. 3, Liuchuan W. Rd., Central Dist., Taichung City 400

Liuchuan Canal was originally known as Dadun River, however during the Japanese colonial period it was transformed to resemble a river flowing through Kyoto with willow trees on both sides, leading to its current name which means Willow Creek. Over the years, increasing development of Taichung's central district led to the 'creek's' demise into little more than a ditch. In 2016 Taichung city government completed a renovation project which has brought back the former glory of the waterway. Locals are delighted with the transformation, with weeping willows returned to the banks and fish once again swimming in the clear waters of this urban blue belt.



Gongyi Road Shopping Area 公益路商圈

公益路商圈

From tasty hotpot, rotating sushi bars, and bustling Japanese steakhouses to traditional Hakka stir-fry and beautiful traditional tea ceremonies, this road is quickly becoming the go-to cuisine street of Taichung.



National Taiwan Museum of Fine Arts
國立美術館

2, Sec. 1, Wu Chuan W. Rd., Taichung 403 Taiwan

Tuesday to Friday 9:00 ~17:00 /
Saturday and Sunday 9:00 ~18:00 /
Monday: Closed

☎ 04-2372-3552 🌐 www.ntmofa.gov.tw/

The outdoor courtyard of the Museum comprises of a total area of 102,000 square meters (inclusive of the Public Outdoor Sculpture Park), making the NTMOFA the largest art museum in Asia. The exhibition area consists of Galleries A to F, the Art street, E-Transit and DigiArk, a picture Book Area, the Family Room, the Media Art Center, the Media Art Platform, the Teachers' Resource Center and other educational and recreational areas.


Zhenglang Temple 鎮瀾宮

No. 158, Shuang-tian Rd., Dajia Dist., Taichung City.

☎ 04-2676-3522 🕒 24 hrs

Zhenglang Temple in Dajia, Taichung, is the most renowned Mazu Temple in Taiwan. It has over 200 years of history and gathers numerous worshippers from all over the world. Every third month of the lunar calendar, pilgrims hold a parade for Mazu in every Mazu temple in Taiwan. It has also become a world-class religious event. Mazu is the goddess of protecting fishermen and sailors and is widely worshiped in Chinese society.


Gaomei Wetlands 高美濕地

Gaomei Wetlands is the famous bird watching spot in Taichung. The area boasts fresh air and a great diversity of wildlife. It is also the best spot to enjoy an amazing sunset with friends or family.


Confucius Temple 孔子廟

No. 30, Sec. 2, Shuangshi Rd., North Dist.

🕒 09:00-17:00

Taichung's Confucius Temple is relatively new, but its detailed traditional building style, quiet interior, and peaceful open spaces provide a welcome respite from the hustle and bustle of Taiwan's third-largest city.


Yizhong St. Shopping Area & Night Market 一中街商圈、夜市

Yizhong St., North Dist.

The stores in this area sell a wide variety of food and clothing, and fashion bargains abound from the small vendors hidden in the area's narrow lanes and alleys. Many of Taichung's authentic local snacks originated here.


Rainbow Village 彩虹眷村

Ln. 56, Chunan Rd., Nantun Dist.

Originally built as housing for Nationalist soldiers who fled the mainland in the 1940s and 1950s, this neighborhood was scheduled for demolition until very recently due to a large number of derelict and abandoned buildings. Rainbow Village is now a huge local attraction, and has been spared the wrecking ball thanks to the colorful folk-art style paintings, made by local residents and ex-soldiers, that cover every possible surface, including houses, fences, and streets.


Jhongsiao Night Market 忠孝夜市

Jhongsiao Rd., Taichung Rd., and Guoguang Rd. (near Chung Hsing University)

This is the perfect place to sample such local street food specialties as spring rolls, small steamed buns, Taiwanese meatballs, sugar cane lemon juice, and stinky tofu.


Taichung Broadcasting Bureau
臺中放送局

No. 1, Diantai St., North Dist.

+886-4-2229-0280

🕒 Mon-Fri 10:00-18:00, Weekends 10:00-19:00

The Taichung Broadcasting Bureau was built in 1935, during the height of the Japanese occupation. The lovingly-renovated building now houses a small broadcast museum showcasing authentic radio and broadcasting equipment from the pre-war era, as well as an exhibition and crafts space with a rotating display of local artworks and handicrafts. An interior design firm featuring wholly made-in-Taiwan furniture and fabrics takes up the rear of the building.


Nova (3C)

No. 508, Yingcai Rd., West Dist., Taichung 403, Taiwan.

🕒 11:00-22:00

☎ 04-2325-8899

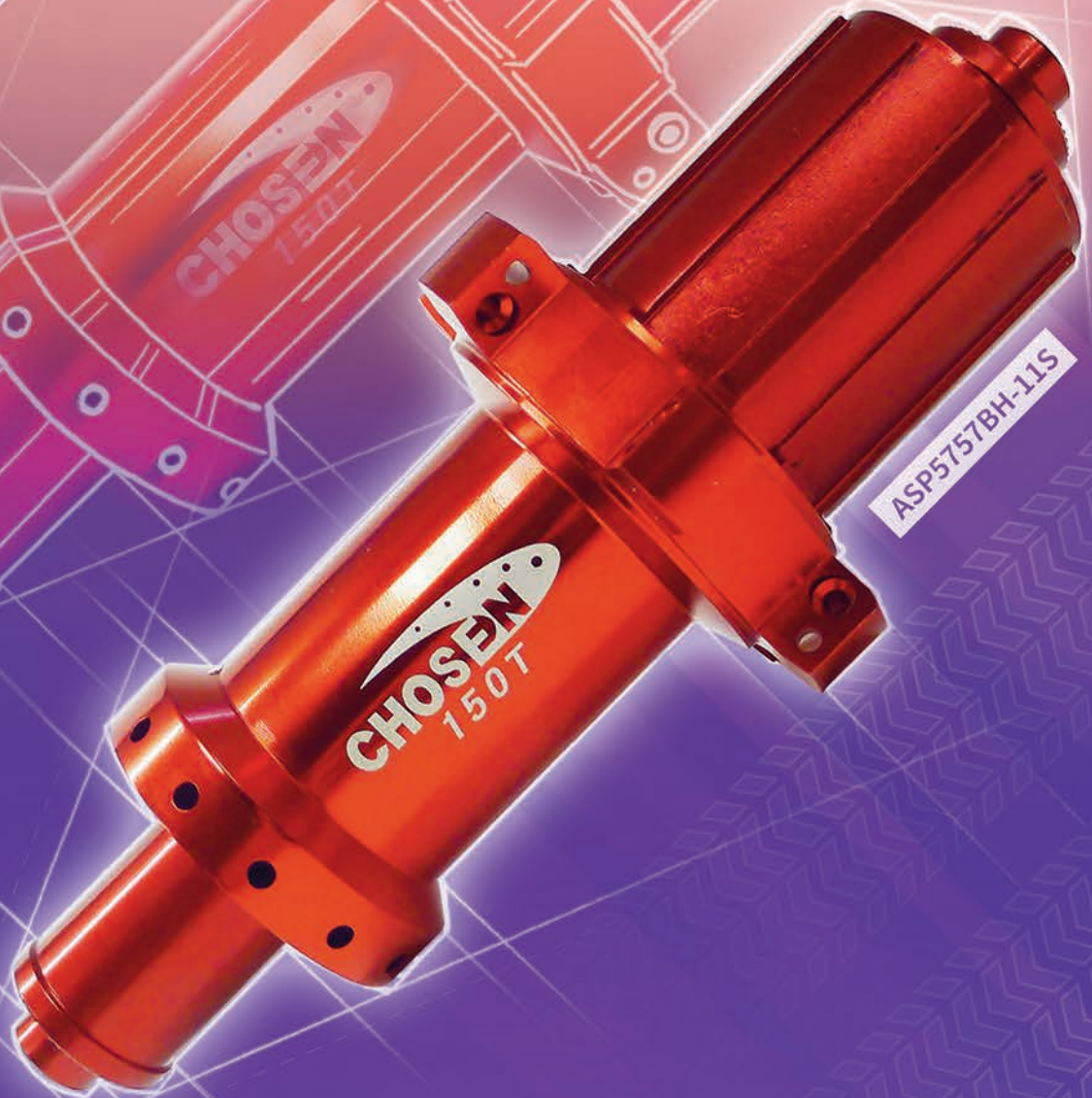
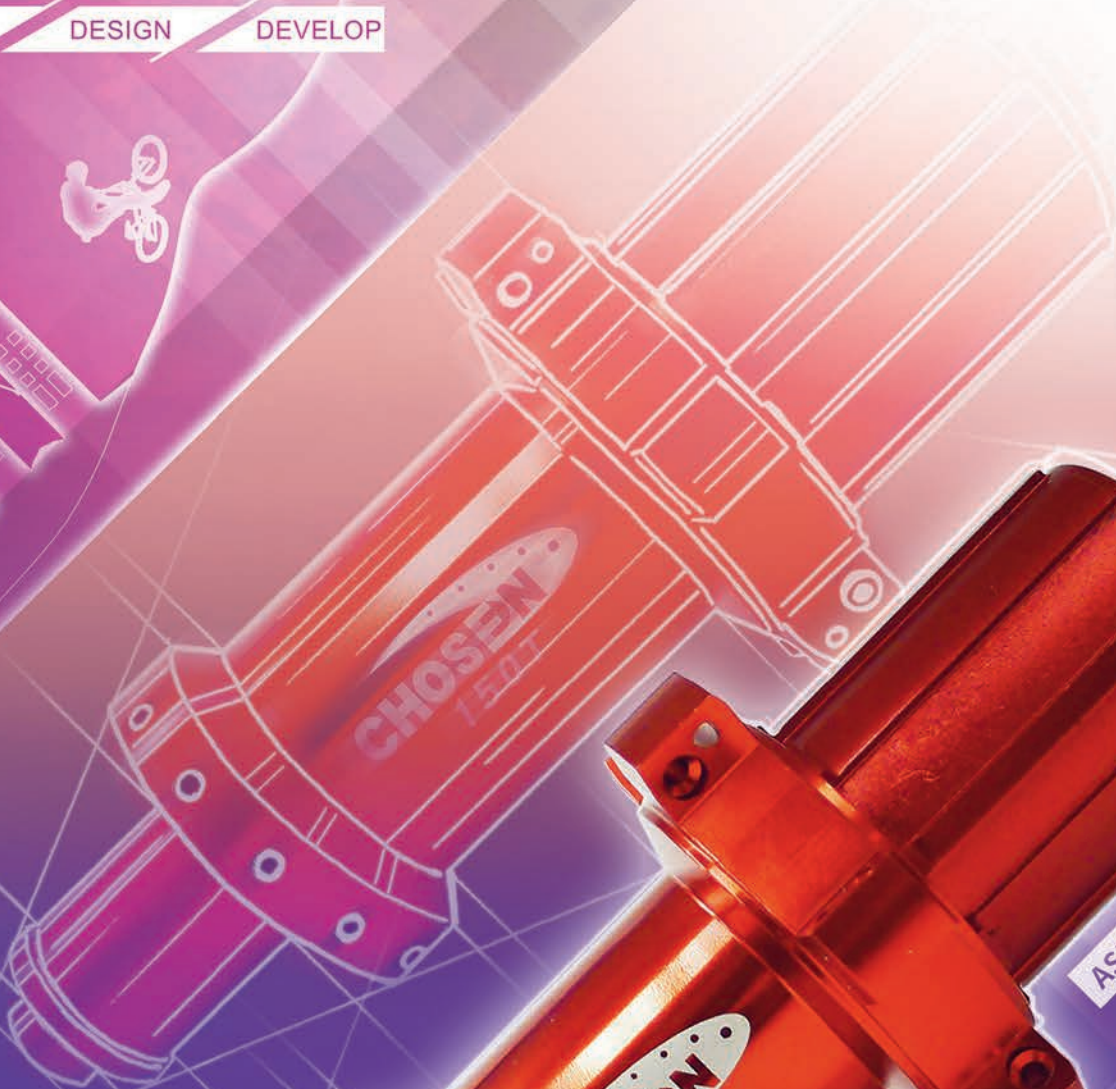
With its countless shops spread out over multiple floors, Nova has almost every computer, cell phone, and electronics product imaginable under one roof, and the prices are some of the best in Asia.



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Visit the KT booth during Taichung-Bike-Week :
Tempus Hotel / B1 Hall A 23, 24
or contact kttw@q-lai.com.tw for more information.



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