

Publisher: Wheel Giant Inc.

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TAICHUNG
bike week



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October 17, 2019



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TODAY

October 17

TAICHUNG

30°C (86°F)

Sunny



TONIGHT



22°C (72°F)

Partly Cloudy

TOMORROW



30°C (86°F)

Sunny

Thursday, October 17, 2019

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LEV-Ci

XC never had it so good.

LEV-Ci gets a redesigned head clamp for more positive saddle clamping and a new cable interface and actuator for even ighter feel at the lever.

GET DOWN & DIRTY

SEE THE ENTIRE LINEUP

A5 AMERICA ROOM TEMPUS HOTEL

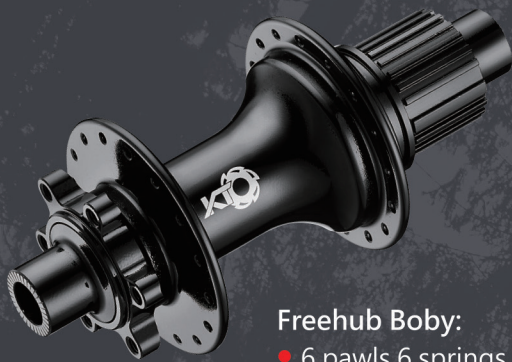
WWW.KSSUSPENSION.COM



MICRO SPLINE SHIMANO DRIVER 12 SPEED

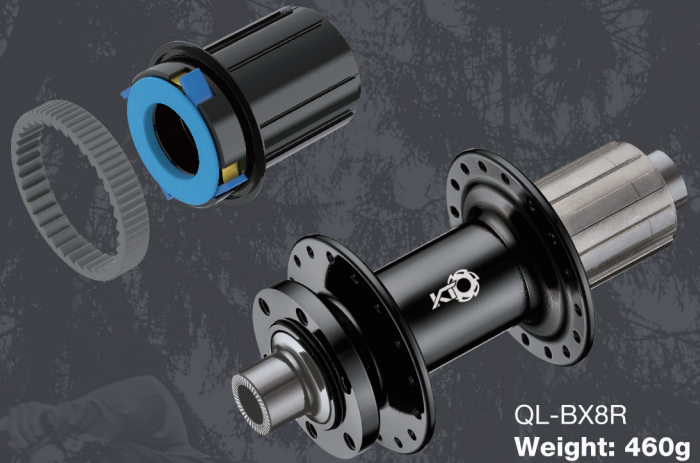


E-BIKE SPLINE (FOR E-BIKE)



Freehub Body:

- 6 pawls 6 springs & 102 Teeth
- 4 pawls 4 springs
- 3 pawls 1 spring



QL-BX8R
Weight: 460g

DYNAMO HUB SYSTEM

AC-6V3W ~ K 1280



JH-KC5F (Center Lock)
Weight: 448g



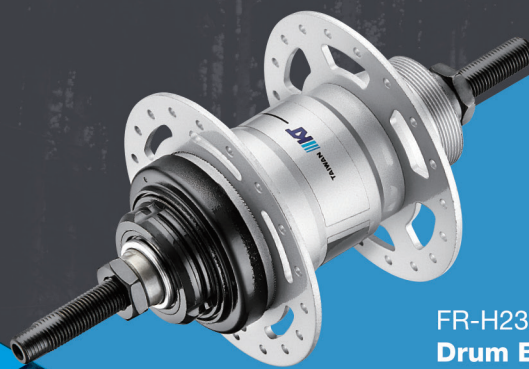
JH-KD6F (Disc Brake)
Weight: 415g

INTER-3 GEAR HUB

The proliferation of bicycle commuters and the associated bike-sharing programs, have resulted in an upturn in demand for the various components specifically designed for the commuter bicycle market. None more so than high quality, performance focused internal-gear hub systems.



FR-H13R
Disc Brake
Weight: 1,080g



FR-H23R
Drum Brake / V Brake
Weight: 940g

OPTION A
PARTS

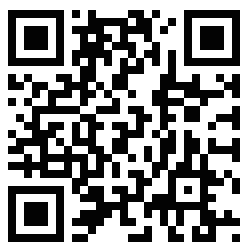
OPTION B
MICRO SHIFT

OPTION C
BRUM-BRAKE SET



2019 Taichung-Bike-Week: booth No. Tempus Hotel, B1, Hall A / No. 23 & 24

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USD-8/FAT

SIZE	TRAVEL	DOWN TUBE
24in	112mm	20x110mm
26/27.5in	203mm	20x110mm
26in	160mm	15 or 20 x150mm



USD-6/FAT

SIZE	TRAVEL	DOWN TUBE
27.5/29in	140/160mm	15 or 20 x100mm
26in	160mm	15 or 20 x150mm



Wire control



Manual control

OSL/FAT

SIZE	TRAVEL	DOWN TUBE
26/27.5/29in	100/120mm	9x100mm
20/24/26in	100/120mm	9x135mm
20 in	100/120mm	15x135mm



CSD

Diameter 30.9/31.6/
34.9
LENGTH/TRAVEL
230 / 50
380 / 125



CTB

Diameter 27.2/30.9/
31.6
LENGTH/TRAVEL
350 / 20



A0-38RC



A0-6



RCP-2S



RCP-2AR



DV-22



DV-6

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(w)
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(%)
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(Nm)
>60



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(kph)
≥25



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(kg)
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▲ Front row from left: KMC President, Robert Wu; Giant Chief Branding Officer, Phoebe Liu; Kenda Group President, Yang Ying-Ming; TBA Chairman & Merida President, Michael Tseng; Taichung City Deputy Mayor, Bruce Linghu; SR Suntour President & CEO, Daisuke Kobayashi; Tektro President, Gary Chen and Wheel Giant President, Grace Ruan.
Second row from left: La Bicycle President, Surasith Tiayacharapong; FSA General Director, Mark Vandermolten; Specialized Executive Vice President, Bob Margevicius; Bafang Electric Co-founder, Sunny He; IDIPC Director, Hank Kao; Bosch eBike Systems Head of Sales and Service, Armin Harttig; Brose Antriebstechnik Senior Vice President, Thomas Leicht; SRAM General Manager, Bob Chen; Joytech President, Tate Chen.

City Officials & Bike Industry Enjoy TBW Welcome Dinner

Yesterday evening, October 15th, after the first day of the show, Taichung City Government welcomed visitors and exhibitors to Taichung Bike Week at a welcome dinner party held in the Starlight Hall on the 6th floor of the Lin Hotel.

The Chinese-style dinner was attended by over 200 people, mostly from the domestic and foreign bicycle industry. Representatives of Taichung City Government included: Taichung City Deputy Mayor, Bruce Linghu and IDIPC Director, Hank Kao.

At the dinner, Taichung City Government Deputy Mayor, Bruce Linghu made a short speech in which he welcomed guests to Taichung – 'the City of Bicycles'. He stressed the importance of the bicycle to the city, both as an industry and as a means of transportation, leisure and maintaining a healthy lifestyle. He also wished all participants of

TBW success in their endeavors in Taichung this week.


TBA Chairman & Merida President, Michael Tseng spoke to note that this was a crucial time for the Taiwanese bicycle industry with the Sino-US trade war and the EU's anti-dumping sanctions against China. He stressed the importance of the Taiwan industry cooperating and complying with the EU against illegal transshipments.

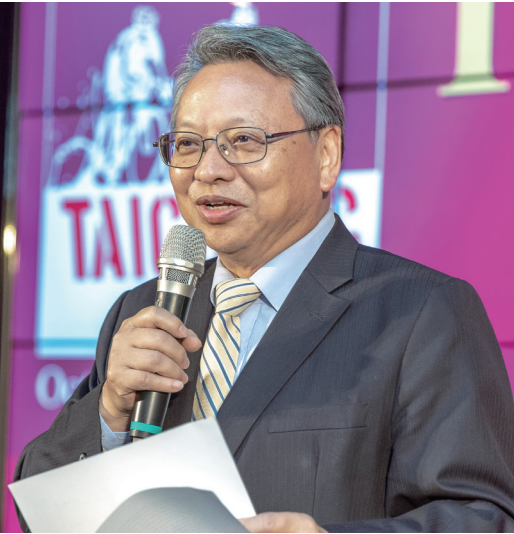
IDIPC Director, Hank Kao, proudly announced that the city broke ground on the new Minamata International Convention and Exhibition Center in March this year which will be completed by 2023 and henceforth host Taichung Bike Show in its state of the art facilities. Kao also noted that 2021 has been named the "Year of Bicycle Tourism" by Taiwan's Ministry of Communications. He added that the island can expect NT\$3.2



billion of investment expanding cycling infrastructure across the island.

Among the many bicycle industry VIPs in attendance were: TBA Chairman and Merida President, Michael Tseng; Giant Chief Branding Officer, Phoebe Liu; Kenda Group President, Yang Ying-Ming KMC President, Robert Wu; Specialized Executive Vice President, Bob Margevicius; SR Suntour President & CEO, Daisuke

Kobayashi; Bosch eBike Systems Head of Sales and Service, Armin Harttig; La Bicycle President, Surasith Tiayacharapong; Bafang Electric Co-founder, Sunny He; Tektro President, Gary Chen; FSA General Director, Mark Vandermolten; Brose Antriebstechnik Senior Vice President, Thomas Leicht; Joytech President, Tate Chen; SRAM General Manager, Bob Chen and Wheel Giant President, Grace Ruan. 



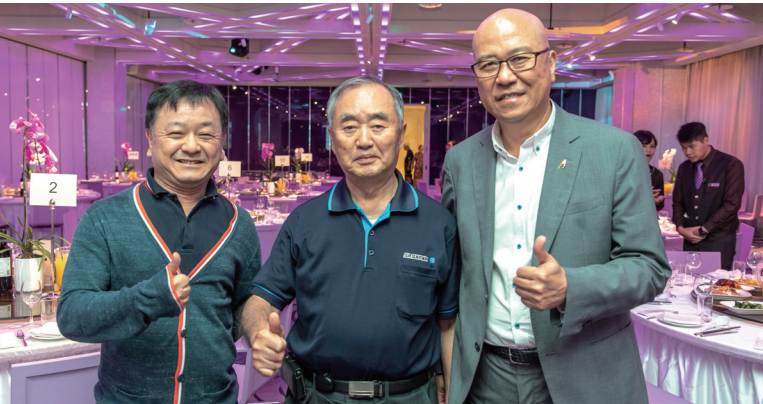
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Brose Innovations See Double Digit Growth

Brose Antriebstechnik GmbH & Co. KG was founded in 1908 in Berlin by Max Brose, as a trading company for motor-vehicles and airplane parts. It was closed during WWI and reopened in Coburg in 1919 producing automobile parts. Their first breakthrough was the patent which allowed windows to be halted in any position, an incredible innovation at that time. This led to a focus on specialized automobile parts and in the 1950's Brose developed the first electric window, which was another boon to the business. From there they expanded into adjustment systems for front and rear seats, and later into electric motors and drives for the car industry, such as power steering. Currently, Brose has 26,000 employees globally at 63 locations in 23 countries on every continent and sells over 200 million electric motors to the car industry every year, with every second car built around the world having at least one Brose product in it. As expected for a company with such global reach, turnover is over 6 billion euros.

Diversification

The move from the auto-industry into e-bike systems was precipitated by the 2008 financial crisis. Brose looked to expand their portfolio and spotted an incredible opportunity in the burgeoning e-bike industry, correctly predicting that they would be a major part of future mobility around the world. As explained by Horst Schuster, the Sales and Marketing

Director, the expansion of the e-bike arm of the company has been impressive since then. "In 2010 Brose engineers started investigating the e-bike business and went on to develop the company's first drive system. The basis for the first drive was a power steering motor for Audi, and it is actually still in use today. In 2011, we showcased our concept for e-bikes at the car show in Frankfurt and the response was very good and it seemed like there was a market for it so we spent a further three years on testing and development. In July 2014, we started production, and released it in 2015. Since then we have grown and grown," said Schuster.

This growth is as a result of the constant innovation and problem-solving that has been at the core of the company since its founding, as well as finding ways to use their previous experience to develop new products. The most recent example of this innovation is their Drive S mag (Sport with magnesium housing). Brose was the first producer globally to produce an e-bike drive out of magnesium, a move which many competitors have since followed. They moved into working with magnesium despite the risks, because of the metal's weight-saving benefits. "With it being 15% lighter (than carbon), we can save 500 grams just in the housing. While it is a dangerous material to work with we had so much experience because the brackets for the belt from our first drive were magnesium, so for us it was easy," explained Schuster.



▲ Horst Schuster, Brose Sales and Marketing Director.

Mid-drive focus

Brose's focus on Mid-drive systems is mainly because of their popularity in Europe where they enjoy a 60% share of the market. The success of Bosch's mid-drive system, released in 2010, essentially split the e-bike market into two sectors: more expensive e-bikes which use mid-drive systems, and cheaper e-bikes which use hub drive systems. This meant that Brose needed to choose an area of specialization for their e-bike venture. "We thought, if we are going to make hub drive systems we will be competing with countries like China. How can we compete with them? So, for us it was clear: we must do mid-drives. All of the motors are made in Berlin. So, our drives can say: Ich bin ein Berliner," said Schuster, laughing. He also noted that their focus on the

higher end of the market meant that producing the motors in Germany is not a disadvantage. "Ultimately, we are a premium product, and we are comparable with other top-tier European products," he said.

Products

Brose's four current drive systems are conveniently named for easier understanding. Drive C is for City, T is for Trekking, TF is for Touring Fast (speed pedelecs which can go up to 45km/h) and S is for Sporty. They also have five companies who are using their drives for cargo e-bikes, and several companies using them for bike sharing programs like Nextbike in Germany, as well as customers in South America.

The company are consistently, but painstakingly, expanding their e-bike product

range and now boast four specialized drive systems, as well as three displays and most recently moved into batteries.

“It was important for us to develop a total solution for e-bikes. That’s why we have developed three new displays which are designed to fit perfectly with the Brose Drives. And our new battery system, the Brose Battery 630, which we have a company assembling for us, has our patented locking system so it’s incredibly secure while riding, but it is easily removed for charging. So, now we are the whole package for e-bikes,” noted Schuster, adding that all of the new products had been enthusiastically received.



▲ Brose showed off their mid drive system at Eurobike.

Road forward

Looking ahead, Brose believes that the future of e-bikes looks strong and there are definite trends emerging, with both risks and rewards associated. “Connectivity is a huge trend as well as demand for bigger batteries with a longer range and, on the other hand, smaller, lighter batteries that can reduce weight, which is why we are using Magnesium. There is always this trade off between size and power, so we need to pick our battles in order to focus on our specific market,” he said, while pointing out the scrupulous R&D that Brose puts into its products. “Of course, further down the road, we will be looking to make our drives smaller, but we have just introduced the new drive (the Drive S mag) last year and development takes a few years, it’s not just overnight.”

Because of this incredible investment into their products, Brose monitors the markets for trends, but always does its due diligence before committing to a new segment, like the new e-scooters trend in Germany where they recently became legal. “We are not in that market yet. Of course, we are looking

into it very carefully, because right now it is booming, but we need to assess the business potential because any new avenue has risks. We need to make sure it won’t be a bubble that will burst like the bike sharing program in China for example, which went from 25 million bikes in the first year, to 20 million in the second year, and none in the third year,” cautioned Schuster. “Right now there are scooters that last only one month, which is an ecological disaster. An important consideration for us is environmental impact, because people in Europe want to know

that the products that they are buying are eco-friendly.”


Brose will also be applying a wait-and-see approach to the electric systems for road bikes.

“This is only a trend in the last two years. Out of the total bicycle market, only 3% are road bikes and only 10% of those are electric, because road bikers are very conservative. And if you enter this tiny segment of the market you are fighting with other systems. So, we always ask ourselves. “Is there a business case (to get involved in this market)?”

With this attention to detail and focus on ensuring

the quality and longevity of their products, it is not surprising that Brose is experiencing significant growth. Brose declined to give specifics, but Schuster said that there is a huge demand for all of their products.

“In the last 12 months, we have been running at capacity, 24/7, and we haven’t had a holiday. We are growing at a double-digit figure in terms of sales, turnover, and market share. We now have more than half a million motors in the market,” he said.

The road ahead looks promising for the pride of the Berlin e-bike industry. 



▲ The new Brose Drive System: For the first time, Brose is offering a proprietary system comprising drive, control unit and battery.

Fazua Drive Meets Sporty Demands

With the innovative Evation drive system, the Fazua team, led by Johannes Biechele and Fabian Reuter, has developed an electric drive system that conveys the natural driving feel of a non-motorized bicycle in an easy, compact and elegant way.

Renowned manufacturers already offer premium bikes with the Fazua drive system. Whether road, gravel, MTB or urban bikes, they all rely on the high quality that one may expect from a “Made in Germany” product.

Uniquely light, modular and sensitive, the Fazua evation drive system is one of the more discreet mid-engine e-bike systems on the market. Made for the demands of sporty bikes and e-bike fans who want to ride with gentle and optional support, the bottom bracket, drivepack and replaceable battery are unobtrusively integrated into the bike.

Weighing in at just 4.6 kilograms, the low weight of the drive system is positioned centrally above the bottom bracket of the bike. This creates a natural riding experience,


which riders otherwise only get from non-motorized bicycles.

The drivepack can be easily removed from the down tube and clicked in again with just one single move. In a matter of seconds, riders can transform their pedelec into a bicycle.

At speeds above 25 km/h a freewheel decouples the engine completely from the bottom bracket gearbox. The Evation allows riders to pedal without support at these speeds and at the same time without any resistance. This makes it particularly interesting

for ambitious athletes who can easily ride over 25 km/h on flat ground, but need support as soon as it gets steeper or the wind is blowing.

Riders can choose between three support levels: BreezeMode for restrained support—such as through a gentle tailwind; the moderate RiverMode; and RocketMode—when the mountains get steeper.

In addition, there is a neutral mode in which the system is completely decoupled and cyclists can ride along just like on any normal bike. 



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Welcome to visit our booth
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Alex Introducing New Products

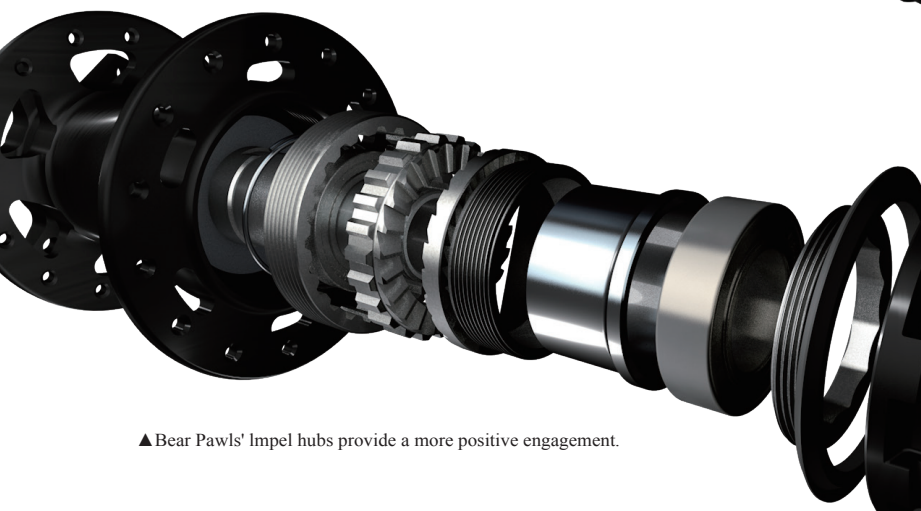
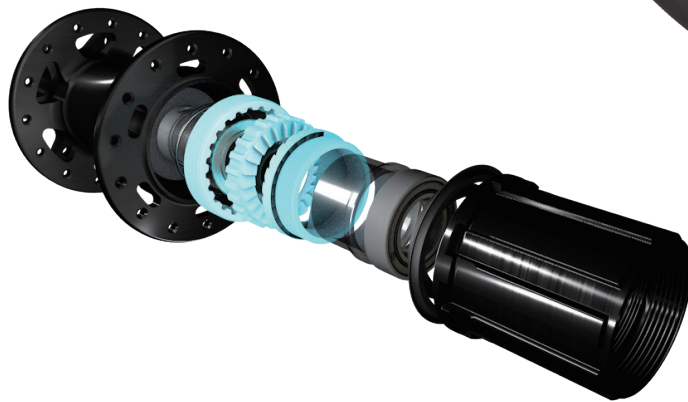
Long-time TBW exhibitor, Alexrims are once again displaying their latest rims, wheels and hubs in the Evergreen Hotel this week. Among the latest offering from the renowned manufacturer include a premium-level wheelset for gravel bikes and a ratchet ring cassette body suitable for aggressive riding and e-bikes.

Alexrims - Baxter 3.0

Alexrims introduces the Baxter 3.0 premium gravel wheelset. The Baxter 3.0 uses Alexrims carbon rim technology with in-molded alloy inserts at key areas to ensure durability and long fatigue life without sacrificing compliance. Built with 31mm wide rims (25mm internal) and 24 straight-pull spokes front and rear laced to their Bear Pawls star flanged hubs. Baxter 3.0 wheels are available in 700c diameters weighing 765g/front and 950g/rear.



▲ Baxter 3.0 wheels designed for gravel bikes.



▲ Bear Pawls' Impel hubs provide a more positive engagement.

Bear Pawls - Impel

Bear Pawls introduces a new 24T ratchet ring style driver compatible with select hubs. Unlike a traditional pawl system, Bear Pawls' ratchet ring provides more positive engagement with the hub for improved power transfer. Additionally, ratchet ring systems have increased lifespans and improved wear characteristics making them ideal for aggressive riding as well as e-bikes. Visit Bear Pawls at the Alexrims area of the Evergreen Hotel B2 Booth C1 & C2.



Bafang's Bigger Batteries For Longer Rides

Bafang, one of the leading manufacturers of e-mobility components and complete e-drive systems, has expanded its battery portfolio for their ultra-compact M800 drive system to include the new BT F09 model with 430Wh. The company focuses on all global e-mobility trends of the future and has seen that e-drive systems are ready to make waves in the road and gravel bike segments. Range is the number one issue for riders of all kinds, and Bafang's new InTube battery adds a long-range option to their M800 drive system for

eRoad, eGravel and eCross bikes which, up until now, relied on the 200Wh BT F05.200.C InTube battery.

The BT F05's light weight (1.6kg) and 150km of motor support when used conservatively, is perfectly suited to stronger riders who spend most of their time above the legal support speed limit (25 km/h in Europe; 32 km/h in the USA). But in a fast-growing market, Bafang recognised the need for a product to address the broader range of customers who rely on the batteries in their sportive e-bikes to provide a more relaxed riding

experience, as well as endurance riders seeking the maximum range while maintaining a light, responsive ride.

The new BT F09 InTube battery as well as its BT F05 cousin have a shared design which is compatible with eRoad or eGravel bike designs, while also being entirely suitable for sleek flat handlebar Urban or Cross bikes. Both batteries feature high energy density due to Bafang's unique 43V battery design; premium battery cells (type 21700); a long service life; full integration into the frame's



downtube; charging available both on and off the bike with two charging options (2A/3A); as well as LED capacity indicators on the side of the battery.

The new BT F09.430. C battery will be available for Bafang OE customers as of Q4 2019, and the first production models will be on display at the Bafang booth in Splendor Hotel (Booth #1507 & 1508). WG



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A-Forge Implements Improved Manufacturing Techniques

A-Forge was founded in 1993 in Taichung, Taiwan. The company has expanded to five factories in China in the past 26 years and a sixth plant is opening in Vietnam this year. The company proudly produces not only forged parts, but also hydroformed tubes.

Under the General Manager, George Chang's leadership, A-Forge strives to innovate and develop its technology. With their desire to remain an industry leader, they acquired two laser cutting machines in 2018 to

improve production efficiency. Additionally, A-Forge acquired new welding technology enabling the company to offer better quality, as well as a wider variety of shapes for customization in its forging department. This move left positive impressions of A-Forge internationally.


Furthermore, A-Forge has connected with major electrical motor systems manufacturers for first-hand industry information. With advanced technology, and continuous investment in research and development, A-Forge is prepared to expand

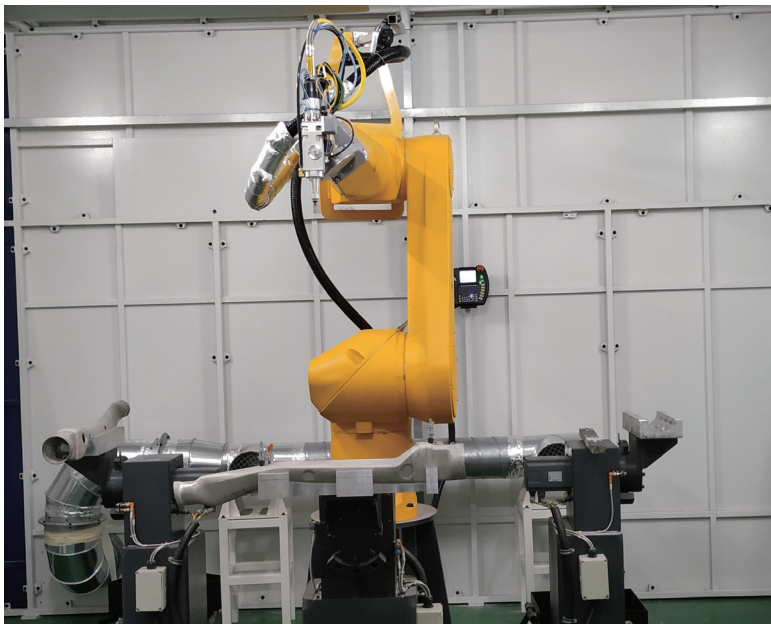
into the fast-paced e-bike realm with their clients.

Advancement in A-Forge's forging technology!

After almost two years of development, A-Forge has implemented a patented welding technique on all two-piece bicycle & e-bike parts. This new technique is now in the process of getting ready for mass production. Compared to traditional forging technology

on bicycle and e-bike parts, the newest development not only reduces weight, it is also capable of producing a wider variety of shapes.

A-Forge claim to have overcome and mastered this e-bike challenge, and now they are looking at a more light weight option for the e-bike market. As always, the company will continue its research and innovative development and improve on customers' requests in the future. 



▲ Laser cutting machine.



▲ Machine for new welding technology.

◎ The new welded two-piece motor base is lighter than the traditional forged one-piece base. (A-Forge Patent: CN108971906A) ↓→



▲ Traditional one-piece forged motor bracket.
Weight: 583g



▲ New two-piece welded motor bracket.
Weight: 413g

Zoom Introduces ICR Dropper Seat Posts

Zoom specializes in handlebars, seat posts, seat tubes, and suspension forks. It is the industry's largest producer, has over 90% in-house content, and has established production sites in southern, eastern, and northern China and Vietnam.

In order to give e-bike and road bikes a clean and uncluttered appearance, bicycle firms prefer to employ ICR (inner cable routing) designs, and this accounts for the growing popularity of oversize head tubes. While head tubes previously had under-1.5" specifications, such as 1-1/8", there has been a growing trend toward 1.5" tubes. Oversize head tubes boost overall frame strength and give bikes cleaner looks. In addition, because some e-bikes place their batteries in the down tube, they also have oversize down tubes, so oversize head tubes are needed to go with the oversize down tubes. The use of oversize head tubes also enables smoother cable routing via ICR. As a result of these advantages, Zoom has developed a series of ICR seat post products.



TDS -D616 -8FOV (Upgrade)

Designed for e-city and e-trekking bikes this is an upgrade of the old TDS-D616-8FOV. The new model features integrated cable routing (ICR), an exclusive ICR top cover and spacers, and an ICR headset from Token/Prestine. There is also a changeable light clamp.




TDS-(R)D631-8FOV

Designed for high-end city e-bikes, this model has different cable guides to distinguish integrated and internal cable routing. Features an exclusive ICR top cover and spacers and an ICR headset from Token/Prestine. Also has an additional light bracket. 31.8x60/75/90/105mm. +/- 5mm rise.

TDS-D632-8-35

These models have an integrated Bosch Kiox computer mount and an integrated new ICR design for high-end e-city and e-trekking bikes. Also features an exclusive ICR top cover and spacers and an ICR headset from Token/Prestine.

By replacing the computer bracket, the model can be modified to use the Shimano E6000 computer. Also for the Motinova CS800, and a mobile phone bracket. Has an additional light bracket. 35x100mm. 



Japan's DP Motors Builds Plant in Taichung

Because DP Motors President, Fumio Kurebayashi, was aware of the impressive basic technology and development potential of Taiwan's bicycle industry, he decided to establish DP Motors in the industry stronghold of Dajia, Taichung. He hopes to stimulate the growth of the e-bike supply chain, and provide customers with the finest and most suitable products and services.

Mid-drive motors

According to President Kurebayashi, the production line at DP's Dajia plant focuses on mid-drive motors. Depending on the state of market demand, the company may also produce high-end hub motors at the plant in the future. At present, the Dajia plant has already begun to take orders and ship products. After production technology has reached a greater state of maturity, the plant will then add an additional production line to increase capacity. The QCD-oriented plant has

a projected annual output of 30,000 motors, and can provide customization and ODM services.

Based on its supply chain concept, DP Motors decided to establish its first overseas plant in Taiwan, and it hopes it can help Taiwan to establish a complete e-bike supply chain. DP Motors is trying to localize its supply of parts and components in Taiwan as much as possible; it is aiming at the mid-/high-end market segment, and hopes to develop lightweight motors as it continues to improve its technology.

DP's groundbreaking M080MD high-performance, compact mid-drive motor for city bikes is available in 36V/250W & 46V/350W specifications, offers over-80% efficiency, and can provide torque of 80Nm and sustain a speed of 25-32kph (the motor can be customized in order to comply with different countries' regulations); it has an overall weight of 3.5kg, making it extremely competitive, and its trim,

compact design can enhance the appearance of the completed e-bike. Responding to market demand, DP has also introduced the M065 MD mid-drive motor for road bikes; this motor is very compact, and weighs less than 2.5kg, but offers an astonishing 200W and 60Nm in assist power.

WG



▲ DP Motors President Fumio Kurebayashi is extremely demanding when it comes to quality.



▲ The M065 MD motor for e-road bikes.



▲ DP's M080MD mid-drive motor for e-city bikes.



▲ Apart from motors, DP also produces electrical control systems and data panels.

MTB RACE

DMB-32T-TT 1X12S,11S

CRANK LENGTH: 170,175MM

CRANK MATERIAL: FORGED AL-7075-T6

CRANK FINISH: BLACK SAND ANO.

COMPATIBILITY: 12S,11S

CHAINLINE: 49MM

CHAINRING: 38T.36T.34T.32T

CHAINRING MATERIAL: AL-7075-T6

CHAINRING FINISH: BLACK SAND ANO.

Q / I-FACTOR: 175/145MM

BB SETS: PW-BB73+ / PW-BB92



INTEGRATED TT MTB BB-II

BB STANDARD: INTEGRATED TT MTB BB-II
BB SHELL WIDTH: 68/73MM FOR MTB
BB MODEL NO.: PW-BB73+
BB COMPATIBILITY: BC1.37" X24T BB CUPS
WITH Φ 24MM SPINDLE
BEARING CUP: ALLOY, FORGED AND CNC
MACH. EXTERNAL BLACK ANO.
CUPS WITH LASER LOGO
CENTER SLEEVE: PLASTIC BLACK

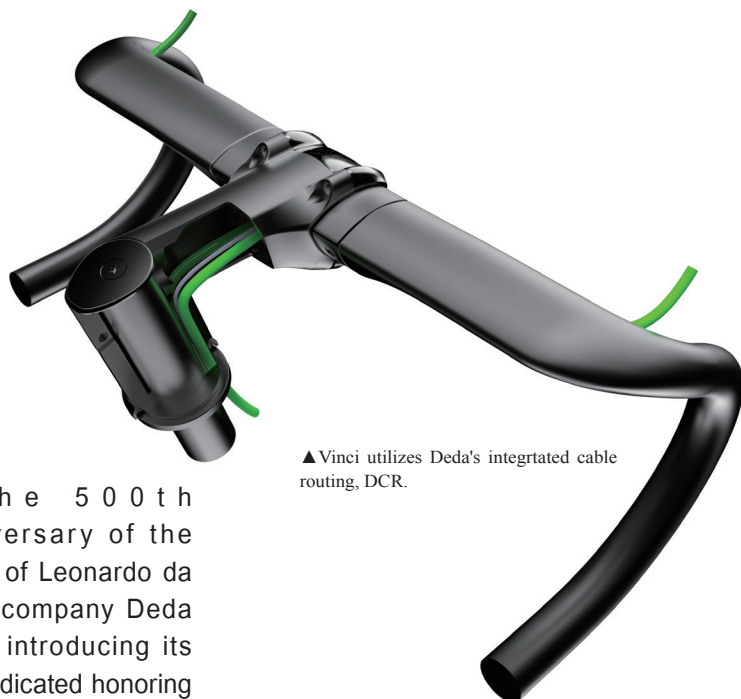
BB92

BB STANDARD: BB92
BB SHELL WIDTH: 89.5/92MM FOR MTB
BB MODEL NO.: PW-BB92
BB COMPATIBILITY: WITH Φ 24MM SPINDLE
BEARING CUP: PA+GF BLACK, INJECTION
CENTER SLEEVE: PLASTIC BLACK

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Deda 'Vinci' Summons the DNA of Genius



▲ Vinci utilizes Deda's integrated cable routing, DCR.

On the 500th anniversary of the death of Leonardo da Vinci, Italian company Deda Elementi are introducing its Vinci series dedicated honoring the genius of the inventor and artist.

Featuring Deda's integrated cable routing (DCR), the Vinci stem offers the versatility of being compatible with both traditional 1-1/8" fork steerer as well as 1-1/4". The DCR system works with a standard tapered steerer with 1-1/8" upper diameter, but requires a 52mm (1.5") upper headset bearing OD. The stem leaves room at the back for the cables to fit the gap in between

the headset bearing and the fork. The Vinci stem system also features special spacers that provide channels for the cables. Spacers are designed with slits that allow them to be pulled open, they can be added or removed to get the fit right without having to remove all cables.

The Vinci handlebar has an aero profile and cross section that have been designed to minimize drag and



▲ Deda's Vinci logo reads DNA from one direction and Vinci from the other.

provide an ergonomic grip for any riding style. The handlebar features two removable foils to allow for the mounting of clip-ons and computer mounts. The versatility of Deda's cable routing is that although it is integrated, the setup also allows for external cable routing

if required. The innovative 3D forging technology and flat design result in better aero performance.

An aero integrated topcap, headset spacers and an alloy sleeve adapter for 1-1/8" fork steerer complete the accessories included. **WG**

Massload's E-Bike Kickstand Series

Renowned Taiwanese part manufacturer, Massload is exhibiting the company's latest designs to product managers at the Tempus Hotel this week. Among Massload's newest products are a range of kickstands specifically developed for use with e-bikes. The square design kickstands are exceptionally sturdy and ideally suited to bear the extra weight of e-bikes.


The series features two rear stands, CL-KA112 and CL-KA113 and one center stand, CL-KA105. All the stands in the series feature an aesthetically pleasing carbon-look foot cap/pad, and come in a liquid coated finish offering superior durability as well as good looks. **WG**



▲ Massload's E-Bike Series center and rear kickstands

ABUS Large Rim Locks

Germany's Abus provides high quality security products to consumers around the world. The Abus Group has around 3500 employees worldwide. The company has production facilities in both Germany and China, with the main production for OE business taking place in Germany, near Frankfurt.


At TBW this year the company is introducing its Amparo 2.0 4750 XL lock, developed specifically for e-bikes with bigger tires or where larger fenders are used. Abus is the first brand to come up with very large rim locks, and the company states that the new Amparo lock even fits eMTB tires with bigger fenders. The Amparo 2.0 4750 XL lock is for MY 2021 production. 



▲ The Abus team presents its Amparo 2.0 4750 XL lock at the show. From left Sales & Marketing Director, Axel Rosler; Key Account Manager OEM, Jannick Muller; Backoffice Sales OEM, Nils Schapertons.

SR Suntour Durolux 36 Suspension Fork

In response to the more rigorous strength requirements of eMTB's, SR Suntour has introduced the Durolux 36 suspension fork, which has a larger 74mm shoulder and has been specially developed to fit 1.8" tapered headtubes.

SR Suntour designed the Durolux 36 to make e-bikes stronger and more stable, in line with the current trend towards bigger e-bike frames and thicker tubes. The product attracted the attention of many buyers at its Eurobike launch this year. Currently, the product is being exclusively manufactured for a single e-bike company, but if demand grows it may become available to other bike manufacturers in the future. 



→SR Suntour's Durolux 36 garnered much attention at Eurobike.

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+/- 2% Power accuracy
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Bluetooth and ANT+ FE-C connection
- 可傳輸功率、速度、踏頻
Power, speed and cadence transmission
- 手動三段式阻力調整
Manually adjustable with 3 resistance levels
- 加大提把及可收縮腳架便於搬運
Easily portable with large handle and pop-out stands



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Sapim Present E-Bike Spokes

Belgian firm Sapim has been producing high quality spokes and nipples since 1918. The company started production in Taiwan in 2014 and became involved in the development of e-bike spokes in 2016. 2018 was meaningful to Sapim as it celebrated its 100 year milestone. The company has approximately 250 employees globally.


During Taichung Bike Week, Sapim is promoting 3 specific models for e-bikes: E-Light, E-Race and E-Strong.

The E-Light is especially designed for eMTB wheels. Reduced weight on the threaded side can withstand the higher forces on the hub, keeping rotating masses at the end of the spoke specially reduced. This brings benefits to both stiffness, acceleration and braking qualities with the wheel.

The double butted E-Race spokes provide better shock absorption due to a thinner middle section than non-butted spokes.



▲ Sapim presents its spoke for e-bikes. From left Sales Manager, Ismael Kip; Sales Director, Henk van Empel and Sales Manager, Wout Lammertink.

The E-Strong is specially developed for E-Cargo and E-Tandem bikes with heavy load usage. The 2.6mm spokes offer an increased bending strength of 470kg.  WG

Prologo Introduce Latest Saddles

Prologo is introducing its latest saddles at its booth in the Tempus Hotel. New designs from the boutique brand include five saddles in the Proxim series for e-bikes, and Scratch M5, an innovative multi-discipline saddle suitable for either on-road or off-road use.


Proxim

Proxim is a line of saddles dedicated to e-bikes. Designed to combine comfort, performance and innovation in a single product. A complete universal range, available in 'Performance' (maximum width 145/155 mm) and 'Sport' (maximum width 155 mm) versions, perfect for e-commuting, eMTB & e-road. All saddles feature Prologo's Multi-Sector System technology which provides differentiated zones mapped and separated along the

saddle, each composed of different interactive foams and single-cell padding designed to improve comfort and performance. Additionally, Proxim saddles are equipped with an integrated rear handle to facilitate moving the e-bike.

Scratch M5 / Scratch M5 PAS

The T-shape design of Prologo's Scratch M5 make it ergonomically suitable for either men or women, and also for

multiple disciplines of riding. As well as featuring Prologo's MSS Multi Section System, the round shape of the M5 / M5 PAS helps to create stability and support for the lumbar areas and distribute pressure over a greater surface area.  WG



▲ Prologo Brand Manager, Salvatore Truglio with the new Scratch M5 multi-discipline saddle.



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Neco Launches 13-Speed Shifting System

NECO has officially launched their MTB 13-speed shifting system, including shifting levers, crank sets, rear derailleurs and freewheels. Chairman, Neco Wang, said the company designed the product to fill a gap in Neco's product line which currently includes pedals, crank sets, bottom brackets, headsets and Bottom bracket bowls. Neco's products have a wide range of applications and various surface treatments.

While producing 13-speed high-level freewheels is difficult, Wang noted that the company has experience with many processing capabilities such as cold forging, casting and CNC machining, so the heat treatment technology required for their new product was not an obstacle for them. Crucially, the company can now offer a complete shifting kit made entirely with Neco parts.

Wang's aim is to provide consumers with a more affordable 13-speed system and the Neco factory is currently taking orders from companies. 🌐WG



▲Nico President, Nico Wang introduces the company's latest products.

Stars Circle Poland Expands Production Capacity

Stars Circle has grown into a well-known bicycle rim manufacturing company since its inception in 1997 in Zhejiang, China. While their company's current factory in Poland has served them well, the original four production lines are now unable to cope with demand. Because of this the company plans to purchase a new plant in the near future which will increase the production and warehouse capacity. Stars Circle Vice General Manager, Hollis Dong, says the company is excited about the move and hopes that the new plant will impress buyers of the company's products when they visit. 🌐WG



▲Stars Circle Vice General Manager Hollis Dong hopes that the new factory will create a better image of the company.

Lunge's Plant Expansion Increases Capacity

Established in 1978, Lunge chiefly produces bicycle cranks, chainwheels, cassettes, aluminum alloy cranks and chainwheels. Apart from upgrading the image and positioning of its Lasco company brand, Lunge has recently increased its production capacity in Taiwan through an expansion of its Dali, Taichung plant by 1,100m², investing in more machinery and establishing a new production line.

Emphasizing appeal and aesthetics

For many years, Lunge has believed in the principles of serving customers, actively developing its market, and creating product value. It has consistently emphasized the development of attractive, lightweight, sturdy products. It introduced its Lasco brand name in 2006, and has recently redesigned its brand logo. According to Sales Manager, Teresa Lai, while most ordinary chainwheels emphasize functionality, and lack appeal, Lasco's new logo consisting of a flame, mountain, and bicycle

elements represents Lunge's enthusiasm for its products and emphasis on product design aesthetic. Lunge seeks to bring this enthusiasm for aesthetics to its innovation, and add color and warmth to its products.

Plant expansion

According to President Jack Lai, due to the intensifying China-US trade war, Lunge has recently shifted production of some products from Wuxi in China back to Taiwan. In addition, it ships Taiwan-made e-bikes chiefly targeting the EU market from Taiwan. This concentration of production in Taiwan has prompted Lunge to expand its Taiwan plant, and it has added 1,100m² of production space, which is already in use. Lunge currently produces e-bike parts that can be paired with all major e-bike motor systems, and produces chainwheels that are compatible with the vast majority of e-bike motor brands on the market. Its production lines are very broad, and it can perform rapid customization to meet customers' needs. Compared with conventional bicycle parts,



▲ Lunge President, Jack Lai (right) has passed the baton to his daughter Teresa Lai (left).

Lunge's parts have particularly strong interchangeability and versatility. However, since the major e-bike motor systems were independently designed, Lunge is gradually moving to a "fixed machinery, shifting personnel" production approach in order to boost output and efficiency. Lunge has also been investing in more machinery and equipment, including such

testing equipment as projectors, materials testing machines, load testers, fatigue testing machines, and 3D imaging machines. President Jack Lai hopes that the company's second-generation personnel will inherit the spirit of craftsmanship, and looks forward to passing on the enterprise's culture. WGW



▲ Bosch Gen3



▲ Shimano E6100/E5000



▲ Bafang M420/M500/M600



▲ Shimano E8000/E7000




▲ Lunge has expanded its Taichung plant by 1,100m².

Cane Creek Hellbender's Solid Oil Lubrication

Cane Creek keeps its focus on bringing benefits and improvements to riding when it brings out new products. For this reason the company started a collaboration with German bearing technology company SKF GmbH when requested to develop a bottom bracket. At the Tempus Hotel, Cane Creek are introducing the Hellbender bottom bracket lubricated by SKF's solid oil bearing technology.

The bottom bracket's specifically developed Hellbender


Neo bearings utilize the solid oil lubricant which is constantly releasing oil through its micro-pores. Through this technology, the Hellbender is better able to resist high pressure water ingress.

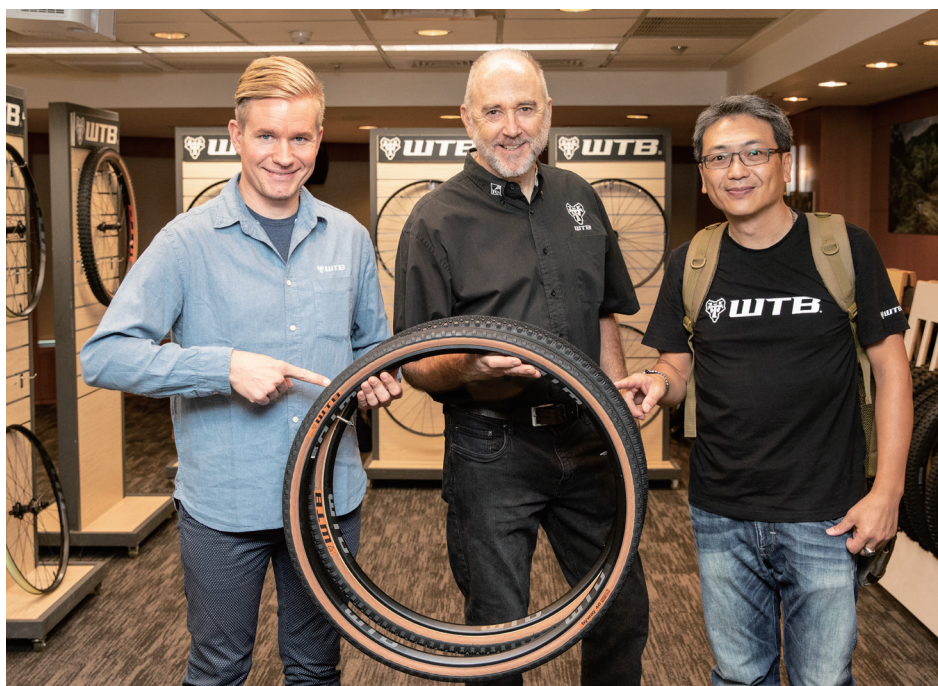
Cane Creek suggest pairing the company's eeWings titanium crankset and Hellbender bottom bracket for the ultimate in a robust crankset/bottom bracket combination. The Hellbender is available on four variations: BSA Threaded, PF41/92, PF30-and BB30. 



▲ Cane Creek's new Hellbender bottom bracket.

WTB Show Off Latest Tires


Renowned for its saddles, tires, rims and grips, WTB are showing off the company's exciting new products in Tempus Hotel this week. Among them, WTB is making its famed Byway tread pattern available in 700c x 34, 40 and 44 size tires with either black or tan sidewalls for each width. These new sizes expand the tread pattern outside of 650b for riders who prefer the increased rolling momentum of a high-volume 700c tire. 



▲ WTB Vice President, Mark Slate (center); WTB Europe GM, Petr Ladman (left) and WTB Taiwan Sourcing & Quality Manager, Robert Hsiao (right) with the new 700C Byway tire.

Jetset's Ultra-Light Aluminum Rim Series


Taiwan's Jetset introduces a range of ultra-light aluminum tubeless ready rims. The rims have passed CHC dynamic testing and are specially designed so that riders can use a hand-operated pump to inflate them. The wheels are available in 700C and 650B for road bikes.

There are three new products in the range: JS-715 for disc brakes, 25Hx25mm weighing 385 grams; JS-717, 28Hx18.8mm weighing 450 grams and JS-719, 32.5Hx19.2mm weighing 495 grams. 



→From left: JS-715 for disc brakes, JS-717 and JS-719.

DDK Memory Foam Saddle

DDK is introducing a memory foam saddle. The saddle comprises two layers, the bottom layer is normal foam while the top layer is memory foam, making the saddle more comfortable to ride. The addition of two springs underneath the base provide a shock-absorbing effect, which makes the overall ride even smoother. In addition, DDK can also provide a customized service, matching the color of the saddle with the color of the springs. 




▲ DDK memory foam saddle with springs to enhance the shock absorbing effect.



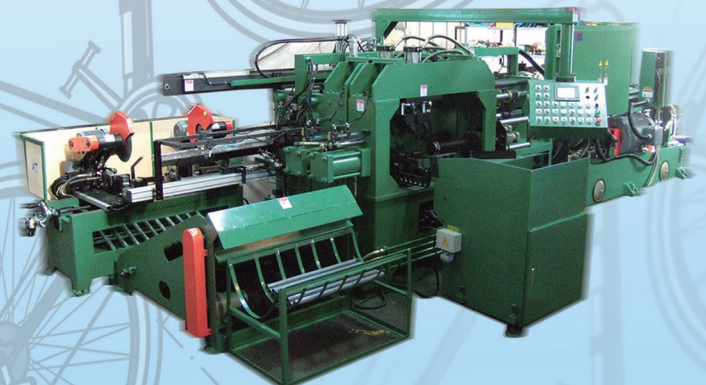
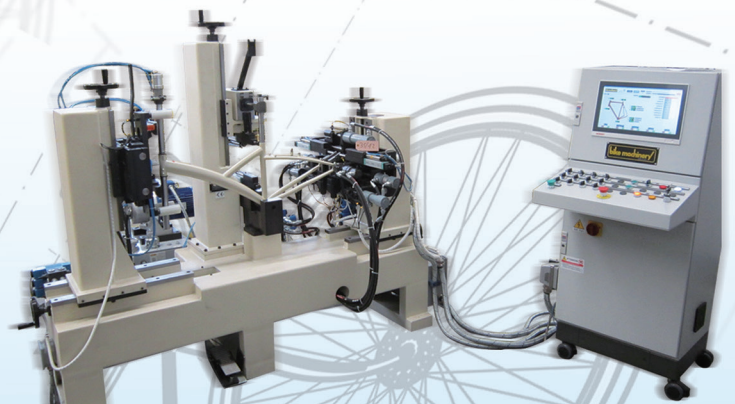
▲ Samox' 2020 "Direct Drive" chainring & crankarm for e-bikes.

Samox Direct Drive E-Bike Cranksets

To match with their customers' needs, Samox is introducing three levels of "Direct Drive" chainrings for e-bikes: premium, middle and basic. The chainrings are compatible with various popular motor systems. Samox stress that all three levels are very wear resistant and durable. Crankarms are available in either carbon or aluminum. 

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New Product Gallery

Prowheel

DMA-821-1T-TT

With forged alloy cranks available in lengths of 170, 172.5 and 175mm, the DMA-821-1T-TT crankset is compatible with 11-speed systems. Chainrings come in 52-36T and 50-34T options, and have an anodized sand-blasted black finish. The crankset is compatible with PW-BB68+ and PW-BB86 BB sets.

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Sunny Wheel

SW-BM-117A

Sunny Wheel's SW-BM-117A is an upgraded mirror with a clamp system for E-bike handlebars—particularly speed pedelecs. With e-Mark approval, riders can choose and use these mirrors with peace of mind.

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www.sunnywheel.com



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F3 #333

Ergotec

Viper

Evergreen Hotel
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The Ergotec Viper seat post allows for optimal alignment, because they are available in four versions: 0°, 10°, 20° or 30° offset. Proper saddle positioning makes pedaling more efficient and less stressful. The special saddle clamp allows for easy and safe adjustment both in the inclination and in the longitudinal direction.



www.richtigradfahren.de



Samox

E-Series EMA & E7-S1/S2

According to Samox, the E-Series EMA & E7-S1/S2 has a 7075/7050 alloy direct mount e-bike chainring with hollow carbon crankarms.

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DDK

DDK-346MFSD

The DDK-346MFSD features a safety damping system and engineered closed cell memory foam. It also has dual shock damping cushions shocks and reduces road vibration. DDK state that the exterior enclosure barrel perfectly protects the interior elastic component.



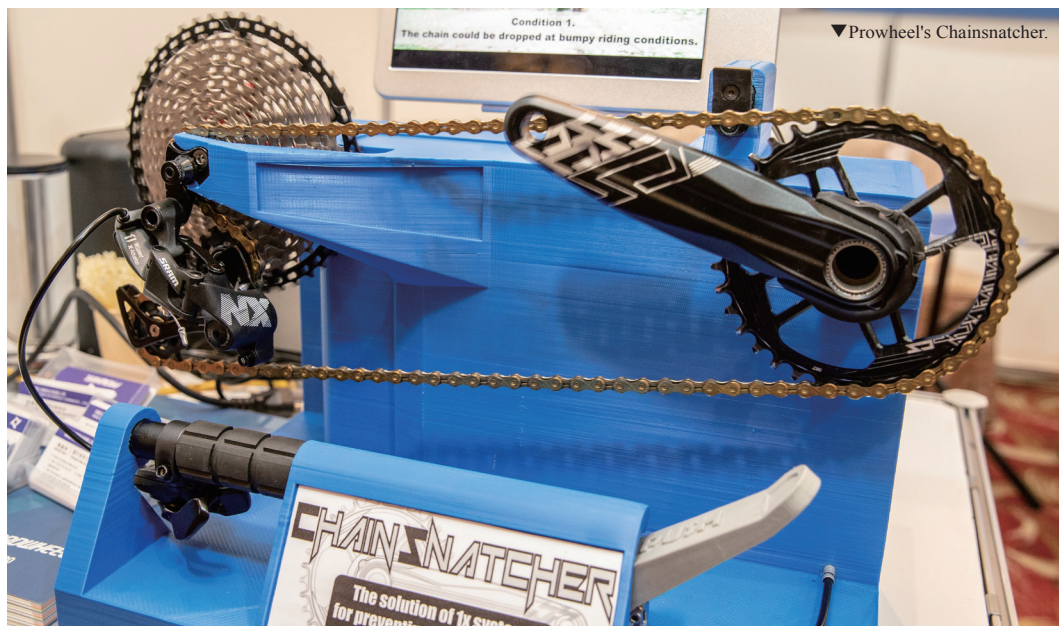
Evergreen Hotel
B2-A8



Prowheel's Chainsnatcher

Prowheel have developed a new mountain bike 1X anti-drop chain transmission system-Chainsnatcher. Prowheel claim the system will automatically guide chains back accurately while riding after dropping out. With this, riders are able to continue riding without stopping.

According to Prowheel. "Whether you are challenging for the XC World Cup, riding rugged mountain roads, or exploring the jungles, the safety of our Chainsnatcher powertrain will safeguard you through your riding journey and allow you to feel free while pedaling on bumpy rugged roads." 🌐WG



Wheel Top Develops Wireless Transmission System

Wheel Top is a well-known bicycle gear manufacturing plant in China with two production bases in Lanxi and Tianjin. Recently, it has developed three wireless transmission systems for the market. There is a 1x11S system for flat handlebar road bikes, as well as a 1x12S and a 1x11S system for mountain bikes. The systems have multiple signal output, supporting both ANT+ and Bluetooth and can be used with a larger range of freewheel teeth; from a minimum of 10T up to a maximum of 52T. It has a waterproof rating of IP67. 🌐WG



▲ Wheel Top Develops Wireless Transmission System.



ERDP6.0CA-S 275+
SHIMANO E8000/E7000



ERDP6.0A-B 29
BOSCH Gen4



ERDP6.3CA-R 29
Brose system



Rear Drop Pivot provides an alternative to the popular Horst Link suspension design. The Four Bar Link design allows for fine tuning on both wheel travel path and shock rate.

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ASYMMETRIC PROFILE DESIGN

Asymmetric rims with offset spoke holes allow for better triangulation of spoke angles and balance of tensions in a wheel build, resulting in a stronger, stiffer (laterally due to proportionately more lateral tension), more compliant (radially due to proportionately less radial tension), and more reliable wheel.



M801



M802



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Impact of International Standards on the e-Bike Industry

The rapid growth of the e-bike market during the last few years has ignited a revolution in the bicycle industry. While the makers of high-end conventional bicycles once took pride in the sport of cycling, and turned up their noses at power-assisted bikes, nowadays they have all developed complete series of e-bikes, and are increasing their percentage of e-bike staff in response to surging market demand. As a result, e-bikes are now the dominant force steering the bicycle market and industry.

Apart from replacing traditional bicycles, thanks to the promotion of green transportation, e-bikes are also a major factor driving the growth of the bicycle market as a whole. In addition, the promotion of shared bicycles in cities can effectively help mass transit systems provide first- and last-mile transportation. By boosting usage of mass transit systems and dramatically reducing motor vehicles in urban areas, shared bicycles and e-bikes can resolve environmental and transportation problem.

Because of the burgeoning growth of the e-bike market, companies are rushing to join the ranks of e-bike manufacturers in an effort to seize market share. But in the eyes of e-bike consumers and users, problems concerning e-bike battery safety and the convenience of maintenance services

are a source of worry. Moreover, other problems connected with e-bikes, such as their high prices, rampant e-bike theft and the fact that the differences in e-bike chargers make charging while vacationing inconvenient, are also beginning to cause concern. These problems are likely to become even more severe as e-bikes become more common. Unfortunately, e-bike and parts manufacturers are all frantically trying to raise their market share, and are not willing to address and tackle these issues.

In the long-term development of e-bikes as a means of green transportation, convenience of use and sustainability will be two very important issues, and the majority of manufacturers who employ traditional bicycle market thinking to manage their e-bike business will face great challenges. In the development of electric cars, we have seen that only the electric car specialist Tesla has managed to differentiate itself. And in Taiwan, we have seen that the electric motorcycle specialist Gogoro and some conventional internal combustion motorcycle manufacturers have developed differentiated electric motorcycles. The adoption of electric technology has enhanced product safety and convenience, and different electric vehicle charging business models have



▲ Dr. Mo-Hua Yang, President of EnerBus e.V.

emerged (such as quick charging stations and battery exchange stations). These measures have been the key to success on the part of dedicated electric vehicle manufacturers.

The International Electrotechnical Commission (IEC) and International Standards Organization (ISO) are the leading promoters of international e-bike standards. The following is a summary of standards for light electric vehicles (L1e to LFe), including e-bikes:

1. IEC/ISO/TC 69/JPT 61851-3: These standards

chiefly discuss and define power supply systems, and their content covers system architecture, the charging environment, charging interfaces, and batteries.

2. IEC 62196-4: E-bike DC charging and battery interface connectors and communications protocols.

3. ISO/TC 22/SC 38/DIS 18243: Safety requirements for e-bikes employing lithium batteries and testing criteria.

4. ISO 4210-10: E-bike safety testing standards.

The European Union has currently chiefly implemented EN standards

for e-bikes. These e-bike EN standards are as follows:

1. EN 15194: 2017: e-bike testing standards.
2. DIN EN 50604-1: 2017-05: light electric vehicle secondary lithium battery testing standards.

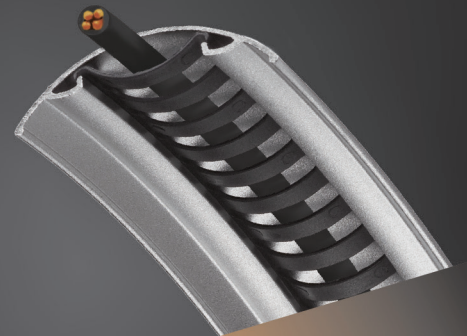
The key technologies used in e-bikes are chiefly employed in the power drive system, which consists of the battery, motor, pedal sensing element, charger, and instrument panel. In contrast with traditional bicycles, the power drive systems mainly depends on motor integration and electrical control. Because various drive system part and component manufacturers have developed their products, and there are no common interface standards to promote modularization, and major drive system firms desire to control their own specifications, there is currently little compatibility. As a result, e-bike maintenance and after-sales service systems are heavily dependent on system vendors. This has caused e-bike manufacturers and distributors to lose their autonomy, and sharply reduced product differentiation and the influence of bicycle brands.

The promotion of standards has provided certain quality criteria for e-bikes. Another important function of standards is to prevent safety problems caused by the pairing of incompatible drive system parts and component interface hardware and software. Finally, international standards can promote the establishment of public charging and parking environments for shared urban e-bikes.

EnergyBus Operations GmbH

EnergyBus Operations GmbH is a daughter company of EnergyBus GmbH which is 100% owned by the not-for-profit organization EnergyBus e.V. The aims of EnergyBus Operations GmbH are to promote the LEV market through the standardization of LEVs charging interfaces and license the IP to the industrialization of public LEVs charging infrastructure. The IP is open to every stakeholder regulated by a FRAND declaration to ISO and IEC. EnergyBus Operations GmbH is very active in ISO/IEC/CEN/CENELEC standardization committees for LEVs safety and charging interface. EnergyBus Operations GmbH not only focuses on EU (EN) standards but also the international standards in significant LEVs markets, for example, China and the growing Indian market.

The target of EnergyBus Operations GmbH is to support the growth of the LEV market uptake by delivering solutions to increase convenience and safety in daily operation and at the same time reduce the costs of production and operation.  WG



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Motinova Inaugurates Vietnam Plant

Motinova inaugurated its new plant, which is located in the Protrade International Tech Park in Vietnam's Binh Duong Province, on October 8. At that event, CEO Deniel Liu thanked customers from around the world who had traveled long distances to attend the inauguration. According to Liu, Motinova's R&D center in Wuhan, China has been in existence for 5 years, and its more than 60 outstanding engineers are engaged in development and design work, including spending more than two years verifying Motinova's mid-drive e-bike motor system. Both the EU and US have slapped high tariffs on Chinese e-bikes during the last year, which has meant that Chinese e-bikes face stiff challenges. In order to continue its development and global sales expansion, Motinova established a plant in Vietnam, and chose a site in the Protrade International Tech Park because of its excellent facilities and the



▲ The Ribbon-cutting ceremony. From left to right: HL-VT Corp. Vice-Chairman, Younger Chen; HL Corp. CEO, Liao Hsueh Hu; Motinova CEO, Daniel Liu; Belgian Dewo Europe CEO, Jogi Sienaert and Motinova Europe GM, Arno Raajinakers.

fact that it is not vulnerable to flooding during the rainy season.

Liu added that Motinova's employees are all quite young, and relevant company personnel were busy establishing a complete supply chain system in Vietnam while the plant was being built. Motinova's mid-drive

system boasts 50% in-house content, which meets Vietnam's original place of production verification standards. Motinova has acquired a full set of production equipment and technologies from China, complies with a quality management system and production management standards at the same level

as at its plant in China, and has sent Vietnamese employees to Wuhan to study and receive training. In addition, the company has also sent Chinese technical and management staff to Vietnam to train employees, and strictly requires the purchasing of only high-quality parts. Motinova has two brands: "Ttium",



▲ Motinova Europe GM, Arno Raajinakers; HL Corp CEO, Liao Hsueh Hu and Motinova CEO, Daniel Liu at the product launch.



▲ The DDK President, Richard Tsai, who has been involved in the Bicycle industry in Vietnam for a long time, came to congratulate them.



▲ Motinova CEO, Daniel Liu has extensive faith in their young team.



▲ HL Corp CEO, Howard Liao, is optimistic about the development of Motinova in the future.



▲ Belgian Dewo Europe CEO, Jogi Sienaert is Motinova's European cooperating partner.

which is used on products produced at the Wuhan plant and chiefly intended for the Chinese market, and "Motinova," which is used on products produced in Vietnam, and emphasizes a high performance-price ratio, compact size, quiet operation, high quality, and high performance.

Motinova's Vietnam plant will initially produce four models in two series. It will have a monthly capacity of 3,000 units at the current stage, and expects to increase output to 100,000 units annually during 2020. The Vietnam plant currently occupies 2,000m², which will be expanded to 10,000m² during a second phase of development, which is scheduled to go into production in 2021. In order to serve European customers in real-time, Motinova has established a European subsidiary in Belgium tasked with performing sales and after-sales service, and has hired Arno Raaijmakers as its European GM. Numerous prominent brands in Europe have begun cooperating with Motinova. Targeting the American market, Motinova plans to draw on the

resources of shareholder HL Corp in establishing sales and after-sales service centers in the US and other areas.

Invited to speak at the inauguration, HL Corp CEO, Liao recalled that when Motinova originally sought investment from HL Corp, he saw that the company was extremely competitive and had great promise, and was favorably impressed by Motinova's technical team, which was why he decided to invest in Motinova. The output of its Vietnamese plant will help Motinova boost its global market share. According to Motinova Europe GM, Arno Raaijmakers, he has over a decade of experience in the e-bike industry, and has very high regard for Motinova's products. Raaijmakers concluded his speech by affirming that he knows deeply in his heart that Motinova has a big future.

In his speech, Belgian partner and Dewo Europe CEO, Jogi Sienaert noted: "Since early this year we have been honored to be Motinova's partner in Europe, where we provide them with warehousing,



▲ The Motinova management team in their Vietnam factory. 1st from right is Assistant General Manager, Eva Hsu.



▲ A tour of the factory.

office space, and logistical services. Because of our location, we can offer Motinova and its clients timely deliveries to most of Europe. Over the last couple of months working together, we at Dewo feel that there is true potential and lots of interest throughout Europe. This is

thanks to the combination of Motinova's products as well as their professional and experienced team offering clients the support they need." Sienaert is convinced that Motinova will continue to stay on course and keep on providing customers with the best possible products and service. 

State of the South Asia bicycle industry

India, Bangladesh, and Sri Lanka have the best-developed bicycle industries in South Asian. These three countries have a combined population of 1.6 billion—22% of the world's total population—and produce more than 20 million bicycles annually. The China-US trade war has put India in a better position to export bicycles to the American market. These three countries all have improving economies, and it will be worth watching how their bicycle industries develop in the future.

India

India is already the world's 5th largest economy (after the US, China, Japan, and Germany), and is the world's second-largest bicycle producing country. According to official statistics, India produces 17 million bicycles annually. The leading bicycle manufacturers in India are

Hero, TI Cycles, Avon Cycles, Atlas Cycles, SK Bikes, Neelam, Hero Ecotech and Tata. Trinx, which is based in Guangzhou, China, also has a joint venture plant in India.

Most of India's bicycle industry is clustered in the city of Ludhiana, which has approximately 6,000 bicycle firms. Apart from assembling bikes, most assembly plants in India also produce frames, parts, and accessories. In order to protect the

Indian bicycle industry, the government has imposed high tariffs (30%, 32%, and 40% on bicycles; 20% on parts) as barriers to imported products. But because of the lack of external stimulation and

competition, local bike manufacturers still mainly produce steel-frame low-end models, such as the roadster bikes that serve as major means of transportation in India. However, attitudes have

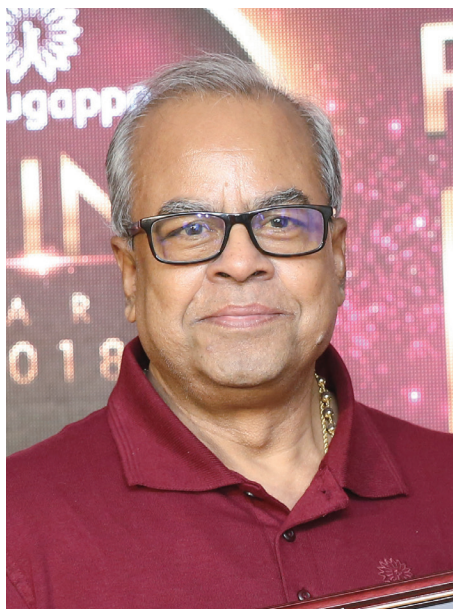
begun changing over the last few years, and aluminum alloy bikes are gradually increasing, and there has been significant growth in the number of MTBs. India's Ride Asia bicycle trade show was held in New Delhi



▲ The Taj Mahal was built by Shah Jahan, India's fifth Mughal emperor as a mausoleum for his favorite wife, Mumtaz Mahal. It was built by 20,000 craftsmen over the course of 22 years, and is one of the Seven Wonders of the World.



▲ Hero Cycles President, Pankaj Munjal frequently suggests that Indian bicycle companies learn from Taiwanese manufacturers. Eagerly looking for cooperation opportunities, Hero Cycles bought the majority share of Sri Lankan BSH.



▲ This year, TI Cycles reduced production to approximately 3 million bicycles due to excess inventory on the market. The picture shows TI Cycles President, Kalyan Kumar Paul.



▲ Avon's annual production is about 2.5 million bicycles. Avon Managing Director, Onkar Singh Pahwa stated that this year's production will increase by 10%.



▲ Atlas Cycles President, Girish Kapur.



▲ SK Bikes' President Sachin Lakra emphasizes quality, design and image.



▲ Seth Industrial/Neelam produces 1.5 million bicycles annually. Shown here are Joint Director, Rajesh Seth (right), his son, Pranshu Seth (left).



▲ According to MD, Gaurav Munjal, Hero Cotech's production is enjoying steady growth.



▲ FICO President, Gurmeet Singh Kular.

for the first time this year; although it was held during very hot weather (5/31-6/2), the show had indoor air conditioning, the location was excellent, and the show as a whole had improved a lot from when it had been held in Ludhiana during the previous years. As a result, 80% of participating vendors expressed that they plan to participate again in Ride Asia when the show is held next year from May 29-31. Furthermore, FICO has provided strong support for Ride Asia, and the show is expected to grow in size. With its 1.35 billion population, India's potential market cannot be ignored.

Sri Lanka

Known as the "Hawaii of the East," Sri Lanka has a population of 22.5 million. Its economy has recently grown at a rate 4.7%, and its chief exports are tea, spices, sapphires, clothing, coconut products, seafood and rubber. Among these, tea, rubber and coconuts are the country's three leading agricultural products.

Beginning in 1983 and not ending until 2009, the Sri Lankan civil war lasted 26 years. The level of education is high in Sri Lanka, and most people can speak English. A million and a half Sri Lankans work overseas, and 90% of these are working in the Middle East. From the time the



▲ There are numerous buddhists in Sri Lanka.

FTA signed by India and Sri Lanka took effect on December 15, 2001, India has replaced China and Singapore as Sri Lanka's leading market, and Sri Lanka has also become a gateway to South Asia. Bicycle assembly plants in

Sri Lanka include Asiabike, DSI, BSH, City Cycle and Creative Cycles. Firefox was originally located in Sri Lanka, but failed to pass the anti-dumping investigation of Sri Lanka performed by the EU in 2011. As a consequence, Firefox moved



▲ Asiabike Director, Naqeeb Isthiark.



▲ Ranatunga(left) and Kavinda are father and son.



▲ BSH Cycle. From left: General Manager W.A. Pradeep Kumara; Director Finance, Sanjay Singh Suryavanshi; CEO, Jehan Peruma and Deputy Manager, Abhishek Puri.

its operations to a plant in Chittagong, Bangladesh in 2012, sold the Firefox brand to India's Hero, and changed the name of its new plant to Corvo. Sri Lanka's bicycle industry produces roughly 750,000-800,000 bikes annually. After Sri Lanka exports to the EU reached a peak of 1.2 million units in 2011, the EU conducted an anti-dumping survey during the following year; in addition to Firefox, Creative Cycles and City Cycle also failed to pass.

Because Sri Lanka's export to India are free from tariffs, the Indian bicycle industry has invested in a number of Sri Lankan bicycle plants. For instance, Hero purchased most of BSH's stock in 2016, and TI Cycle purchased 80% of Creative Cycles stock in 2018. Moreover, in a new approach to partnership, Giant has chosen Asiabike to perform OEM production, and the two companies are cooperatively selling in the Indian market.



▲ Director, Aazim Mifal. City Cycle has three bike stores in Colombo.



▲ Creative Cycles General Manager, Gan Shuyuan has been working in Sri Lanka for 14 years.



▲ In Bangladesh, tricycles are an important means of transportation. There are more tricycles in Bangladesh than any other country.

Bangladesh

The first thing visitors to Bangladesh notice are the vast numbers of three-wheeled vehicles and tuk-tuks on the roads, most of which

are produced in India. With a population of 170 million, Bangladesh is predominantly Muslim (90%), and has the highest population density of any large country. The past problems of flooding

and lack of power have now improved, but the traffic jams still remain extremely severe. It very commonly takes close to 2 hours to travel 30km. And because there are so many older second-hand

vehicles, the air pollution is also severe.

Bangladesh's exports to the US, EU, Britain, and Canada enjoy preferential tariff rates under the GSP program, and the country has had an economic growth rate of over 6%. Bangladesh's chief bicycle producers include Meghna, M&U, RFL, Cube, Corvo and Alita, with the newcomer Great Cycle (Evergreen) joining the industry in 2018. Of these firms, Meghna, M&U, RFL and Cube are located in Dhaka, while Corvo, Alita and Great Cycle are located in Chittagong. Germany's Cube has initiated a joint venture with Meghna to produce bicycles and frames in November 2018, and the joint venture facility is located within the Meghna plant.

Bangladesh produces roughly 1.3 million bicycles annually, most of its bicycle exports got to Britain, and it also exports to other EU countries. According to CONEBI statistics, Bangladesh's

bicycle exports grew during the period of 2009-2012 (to over 400,000 units), reached a peak of 805,000 units in 2017, and then fell to 706,000 units in 2018. The average unit price of Bangladesh's

export bicycles has risen from US\$68.17 in 2009 to US\$88 at present.

Cube's decision to enter into a joint venture with Meghna will help boost the technology, unit price,

and image of Bangladeshi bicycles. With a bike output of 1.3 million units annually, the Bangladeshi bicycle market is worthy of continued attention.

✪WG



▲ Meghna Group Chairman, M. Mizanur Rahman Bhuiyan.



▲ Meghna General Manager, Md. Mahbubur Rahman (left); Cube Bangladesh General Manager, Lukas Zakrzewski (second from left) and Cube Sales Manager, Hao Rei Zheng (right).



▲ M&U Bicycles General Manager, Md. Zahidur Rahman.



▲ RFL Group. From left: Plant Manager, Mahbubul Alam; Production Manager, Hasan and General Manager, Md. Jafor Iqbal.



▲ Corvo President, Pradeep Mehrotra.



▲ Over the past few years, Alita Chairman James Yeh has focused on Europe and bought factories in Germany.

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Erhard Büchel: E-Bikes Are the Safest Micro-Mobility Solution

Pedal assist e-bikes have emerged as a key factor in the micro-mobility revolution. Commuters of big, small, and medium size urban centers have been resorting more and more to e-bikes in order to reach their work, especially during rush hours. In particular, during the last two years, sales have been booming in the EU, reaching more than 2 million units in 2019. Every third bicycle sold in Germany, the Netherlands and Belgium is an e-bike. Strong incentives to take up an e-bike, like nation-wide subsidies on the sale of e-bikes, are given in some European countries such as France and Sweden. Furthermore, production of e-bikes in the EU is also doing well—around 1 million pedal assist e-bikes were produced in the EU during 2019. Additionally, we should also not forget the number of jobs that are created by the industry. It is estimated that more than 90,000 people are working in the EU Bicycle Industry, which is also one of the most environmentally friendly industries in Europe.

The data can be found in the Bicycle Industry and Market Profile (BIMP) that CONEBI publishes annually: a detailed market report about production and sales figures in the European

bicycle, e-bike and component industries and is among the most important references for the entire EU Bicycle Industry. CONEBI represents the European bicycle, pedal assist e-bike and component industries, which are playing an increasingly important role in urban mobility. CONEBI deals with a wide variety of topics that are crucial in order to support these European industries by enabling the industry to work in a favorable regulatory environment where innovation can prosper, and the highest-safety regulations are developed. To sum up, CONEBI manages the following topics:

- EU and International Regulations and Standards: Through its industry experts and Working Group, CONEBI supports the work of CEN and ISO, and contributes actively to the Motorcycle Working Group and Machinery Working Group organized by the European Commission

- Intelligent Transport Systems, Connectivity and Access to Data: CONEBI is committed to work on the regulatory and policy guidelines of intelligent transport systems, connectivity and access to data together with the automotive industry - which is leading this process.

- B I M P : A n n u a l



Erhard Büchel
• President of CONEBI
• Chairman of WBIA

European Bicycle Industry & Market Profile, as previously mentioned

- EU Advocacy: CONEBI follows-up on the EU Cycling Strategy, which was developed together with the European Cyclists' Federation and provides inputs on an EU industrial strategy together with other leading EU industrial associations

- CONEBI EU pavilion at the Taipei Cycle Show: For the last 25 years, CONEBI has brought more than 30 EU companies to the Taipei Cycle Show under the CONEBI EU pavilion.

- Internal market issues: CONEBI is currently advocating to avoid a compulsory motor insurance for pedal assist e-bikes and that the sale and repair of bicycles should enjoy a reduced VAT rate. Achieving

an exclusion of e-bikes from a compulsory third party liability insurance is of utmost importance for the well-being of the industry. A mandatory third-party liability insurance will act as a hindering factor for cyclists to take up e-bikes as they will have to deal with several administrative and financial costs.

In the revolution of electric micro-mobility we need to make sure that e-bikes are well represented and highlight that they are the safest micro-mobility solution and are produced in one of the most environmentally friendly industries 🌍WG

Ton Anbeek: Constant Innovation, Embracing E-Bikes

E-Bikes have given the EU's bicycle industry tremendous selling power. At a time when bicycle sales are stagnant, e-bikes represent the European bicycle industry's great hope, and have boosted the income of a majority of bicycle firms. In the case of Accell Group, for example, e-bike revenue accounts for 70% of income. E-bikes have assumed a leading role in the cycle industry, and the part they are playing in life, sports, travel and commerce (such as e-cargo models) can no longer be ignored.

For a product to make a lasting impression on the market, and win consumers' approval and preference, it must have an excellent creative team, which must engage in ceaseless innovation, and its materials and functions must comply with consumers' needs. The various brands owned by the Accell Group all have their own strengths. For

instance, the design of Haibike products, including e-MTB, e-City, e-Trekking, and e-Cargo models, boast cutting-edge, avant-garde styling.

Accell Group's pledge to consumers is that it will offer different brand and product positioning, pursue continuing innovation and always try to do even better as it strives to meet the market's needs. Much of the Accell Group's success can be attributed to the support and cooperation of its vendors. Some of its products are even designed jointly with vendors, who help to develop the most optimal models. For instance, Astro is one of Accell Group's most outstanding partners. Accell Group has many vendors in Taiwan, Vietnam, China and Portugal. Good products require good teams and good partners, and also require the most up-to-date information and reporting from the professional media.

In the face of the e-bike trend sweeping the world, we



Accell Group CEO Ton Anbeek.

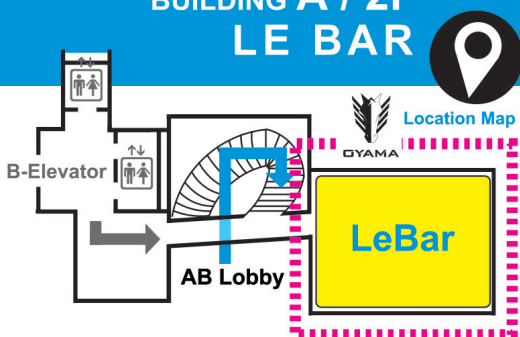
are delighted that Wheel Giant has introduced EBS(Global e-Bike Source). Their TBS (Taiwan Bicycle Source) is very well known in the global

bicycle industry, and is an indispensable purchasing guide for Accell Group's subsidiaries. WG



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2019 Aseanbike Disappoints

In the past, Thailand's Aseanbike cycle show had a B2C orientation, and most participants used the show to hold sales promotions and try to liquidate their inventory. This year, however, the show attempted to re-position itself as a B2B professional trade show, which caused the absence of numerous brand-owning firms and assembly plants. As a result, the trade show floor was considerably quieter, and the show's size was significantly smaller. Exhibitors chiefly consisted of local Thai distributors, including Asia Bike (agent for BMC, Ridley, BH, and DT Swiss), Bike Zone (agent for Cervelo, Santa Cruz, and Ceepo), Red Baron Cycling (agent for Felt and Magura), and Champion Cycle (agent for Factor, Eddy Merckx, and ABUS). Apart from Optima and Diablo, however, local assembly plants were absent from the show. Parts manufacturers included Vee Tire. Only slightly more than 30 firms from Taiwan and China exhibited at the show, which was largely because most companies wanted to hurry to Eurobike or were invited by the Eurobike organizers. The crowds at the three-day show were very thin, and many exhibiting firms are undecided whether to participate next year.

Local bicycle firms pointed out that Thais like to shop for bargains, and bicycle firms have long relied on sales promotions and ultra-low discounts to attract consumers. Now that Aseanbike has changed to

a B2B show, consumers have lost interest, and local Thai assembly plants and distributors have been reduced in number. To establish an effective international B2B show with real influence, the organizers must attract more bicycle, parts and accessory manufacturers from other Southeast Asian countries, and must also draw more buyers from Southeast Asia, other parts of Asia, Europe, and America.

Thailand has a population of approximately 70 million. Although the Thai bicycle market was bustling in 2016, sales have since fallen, and this year's sales have dropped by an average of at least 50% compared with last year, which has resulted in many bike shops going out of business. In addition, not only bicycles, but also other businesses and industries have been affected by Thailand's economic downturn. Single-speed commuter bikes are the dominant bicycle type in the Thai bicycle market. With regard to sporting bicycles, MTBs have dominated in the past, but road bikes have recently begun gaining popularity, and have more momentum than MTBs. Triathlon bikes have been extremely hot during the last two years. Many large and small triathlons are held in Thailand, and attract numerous athletes, which has spurred growth in triathlon bike sales. 



▲ NEO President, Sakchai Pattarapreechakul wants to make Thailand the hub of the ASEAN bicycle market.



▲ Eurobike Head, Stefan hopes to make Aseanbike Southeast Asia's Eurobike.



▲ Positioned as a B2B seller, this distributor still habitually conducts promotions and clearance sales at trade shows.



← ↑ In existence for 25 years, the Thai bicycle distributor Asia Bike is an agent for BMC, Ridley, BH, DT Swiss, Haro, and over 206 parts brands from Taiwan. Asia Bike has more than 100 dealers in Thailand. According to President Seema Permyong, the Thai domestic bicycle market has been very poor during the last few years (the market has contracted by close to 70%).

▼ According to Bike Zone co-founder & Director Kongpan Tri Prang, Bike Zone was established 11 years ago and has 18 employees; it chiefly sells bicycles from Cervelo, Santa Cruz, CEEPO, and Vision, and has 40 dealers. Triathlon bikes have been very popular in Thailand during the last two years, and Bike Zone's triathlon bike sales have been very good. Tri Prang is also very enthusiastic about triathlons, and expects road bikes with disc brakes to stimulate new demand next year.



▲ The Thai assembly plant Raja Cycle was established in 1990, and has chiefly been a producer of steel bike frames on an OEM basis. Raja has now introduced the Meadow brand for its commuter bikes and inexpensive e-bikes, and is developing mid-/high-end MTBs, road bikes, and triathlon bikes for supply to the domestic market under its Optima brand. The photo shows second-generation family member and Optima manager Tanapat Siripornprasarn, who is a triathlon enthusiast. Optima has made triathlon bikes for the Thai Royal Navy triathlon team, and is also a distributor for XFusion, Six One, Crops, and Motorex bicycles.



▲ Red Baron Cycling is a Thai distributor, and is chiefly an agent for Felt, Magura, and HJC. Red Baron introduced the carbon fiber MTB brand Diablo three years ago; it imports its frames and assembles its own bicycles. According to brand manager Shine, the company's sales have fallen by slipped 50% this year.



▲ Champion Cycle GM Thanarat Jieraphanpong has been cycling since the age of 8, and is a genuine expert on bicycles and parts. He is famous for his success in answering bicycle questions on a well-known quiz show. Established five years ago, Champion Cycle is chiefly an agent for Factor, Eddy Merckx, ABUS, SRM, and Black Inc., and has 90 dealers in Thailand.



▲ Thailand bicycle shop KM. 8 Bicycle has three shops in Bangkok.



▲ Vee Tire has plants in Thailand and Vietnam, and produces 18 million tires annually. Its Vietnamese plant chiefly produces motorcycle tires (90% of output), and bicycle tires account for 10% of its output; its bicycle tires are chiefly supplied to the local market and bicycle assembly plants. The BMX team that Vee Tire sponsored for the first time this year won the UCI BMX World Cup.



▲ Titan Helium's Thai distributor, is also an agent for various parts and accessories.



▲ Devel is a Filipino frame design and promotion firm; it was established two years ago and has 100 employees. It has 100 dealers in the Philippines, and its road bike frames have received UCI certification. Shown here are CEO Paul Laurence Tan (left) and sales manager Rommel Adrian Gallardo (right).



▲ Bangkok's Pun shared bicycle system has been in existence for six years, and currently has 50 stations and 356 bicycles. It has a membership system, and currently has more than 10,000 members. Membership costs baht 350 (USD 11.50), the first 15 minutes are free, and from 15 minutes to one hour costs 10 baht (USD 0.33).



▲ Shared bicycles are being promoted at major schools and colleges in Bangkok.

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Legal Advisor: Chenyi Law Firm, Chang Lee Chung

Printing: Chuen Fung Enterprise Co., Ltd.

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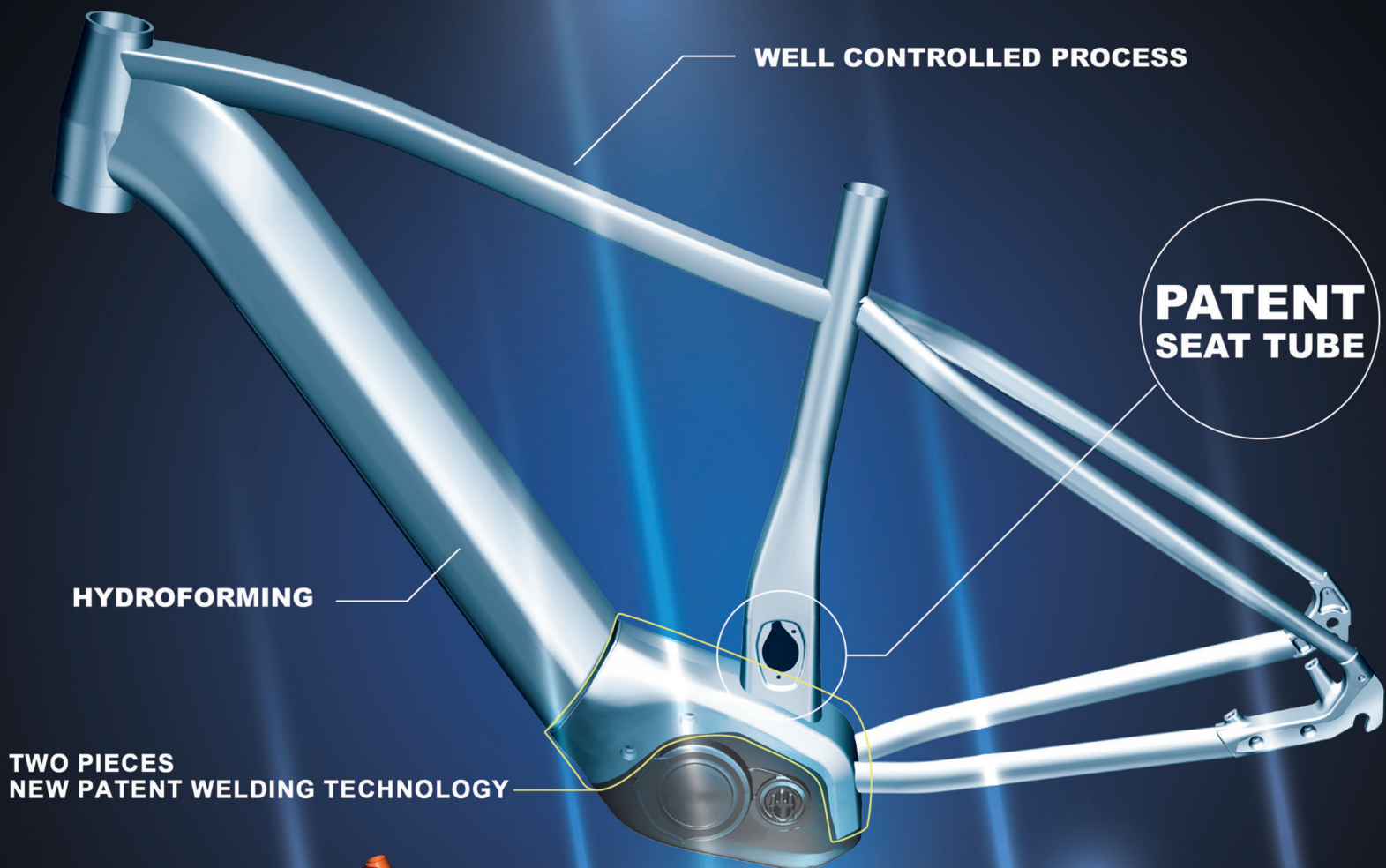
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