

Show Daily

TAICHUNG
bike week



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October 3, 2023



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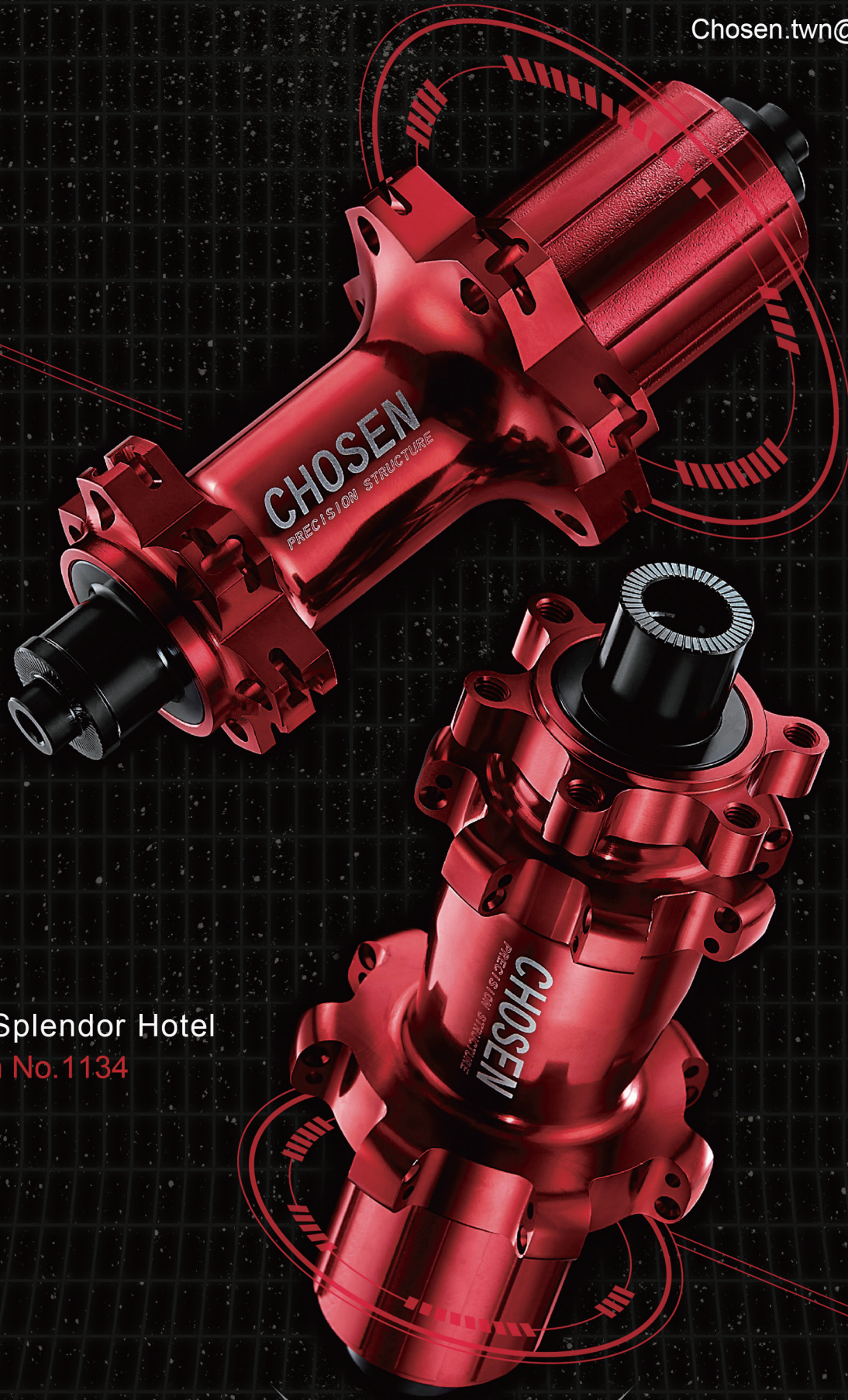


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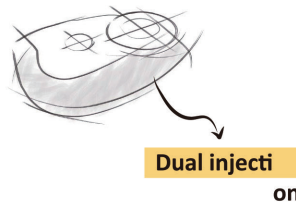
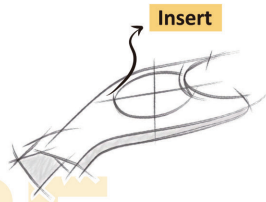
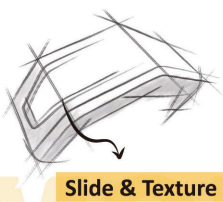
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October 3

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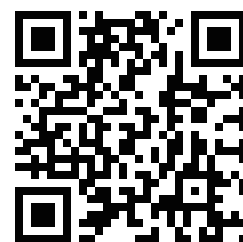
32°C (89.6°F)

Sunny

Tuesday, October 3, 2023

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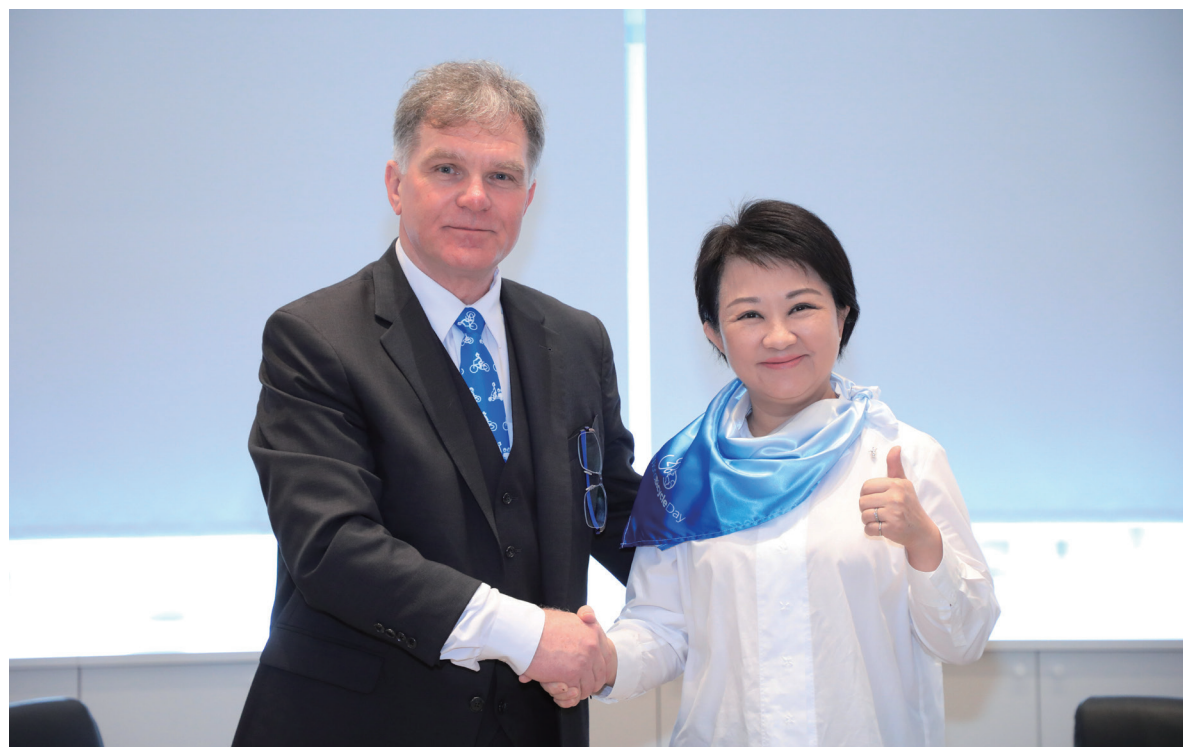
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Transforming Taichung into the Most Cycling Friendly City

After a decade of hard work promoting Taichung Bike Week, many international buyers think of Taiwan, and especially think of Taichung, when they think of bicycles! Why is that? Because Taichung City possesses one of the world's most important bicycle industry clusters. And apart from being a center of the bicycle industry, Taichung is also a very bicycle-friendly city. According to Taichung Mayor Lu Shioh-yen, "Taichung is not just a city of bicycles, but also a stronghold of the cycle industry." Taichung is also blessed with a stable, pleasant climate, beautiful scenery, and is home to numerous major bicycle companies or their Asian headquarters, including Giant, Bosch, and SRAM. It's worth mentioning that SRAM just broke ground on a new plant in Tanzi, Taichung occupying a 100,000m² site; the expected completion of this



▲World Bicycle Day founder Leszek Sibilski, Ph.D. (left) visited Taichung City Mayor Lu Shioh-yen (right).

plant is in January 2025. It's obvious that the international cycle industry holds Taichung in high esteem.

iBike Program

To make cycling in the city easier and more appealing, Mayor Lu began promoting the iBike Enhancement Program,

which expanded this bike rental system to approximately 1,300 locations within four years. Apart from offering more bike rental locations, Taichung has established over 20 bike paths allowing the city's many cyclists to ride free of cares. The city also provides outstanding outdoor recreation

routes that are great for family fun. Taichung's recreational bike routes attract users an average of 10 million person-times each year, and have created roughly NT\$20.6 billion in tourist value. On top of that, Taichung's very attractive "iBike First Half Hour Free" program has not only promoted



healthy, happy fun, but also helped reduce CO₂ emissions and ease traffic congestion. Besides transforming Taichung into a cycling city, these policies have also given it an economic boost. Mayor Lu notes that people had used iBikes more than 69.37 million person-times up to early April of this year. In addition, single-month ridership continues to hit new records, and has reached 1.59 million person-times. The mayor hopes to rely on coupling rental bicycles with public transportation, carbon credit trading, and lifestyle appeal to continue promotion of cycling, and turn Taichung into a healthy, happy, beautiful, livable city.

2023 World Bicycle Day

It's worth mentioning that when 2023 World Bicycle Day was held in Taichung, founder Leszek Sibilski, Ph.D. paid a special visit to Mayor Lu Shioh-yen, and praised Taichung for both its vigorous bicycle industry and its transformation into a bicycle-friendly city. In response to World Bicycle Day, Taichung City Government joined forces with the Tourism Bureau, MOTC to hold a series of bicycle carnival activities in Taichung. At the opening event in Dongshi's Hakka Culture Park on June 3, members of the public were invited to ride their bikes together to attractions along the Houfeng Bike Path. At the final stop—Houli Horse Ranch—participants found a bicycle industry market, food market, and performances with young children's push bikes. The public was invited to embrace World Bicycle Day's spirit of "environmentally-friendliness, sustainability, and low carbon emissions," and help spread the word internationally about this cycling-friendly city.



▲ This year IDIPC also participated in the world's largest bicycle show, Eurobike, to promote Taichung City and Taichung Bike Week. From left: TBA Chairman Robert Wu, IDIPC Director-General Huang Yu-shan, CHC & Marwi President Patrick Pai and CHC General Manager Johnson Wu.

2023 Taichung Bike Week

The 2023 Taichung Bike Week is coming soon with this year's exhibition taking place Oct. 3-6 at various venues, including The Splendor Taichung Hotel, Evergreen Laurel Hotel, Tempus Hotel, The Lin Hotel, and Lin Wedding Garden. As host, Taichung City government will hold the opening ceremony for 2023 Taichung Bike Week in Lin Wedding Garden at 11.00 on 3 October.

Taichung Industrial Development & Investment Promotion Committee (IDIPC) Director-General Ms. Huang Yu-shan noted that Taiwan's bicycle industry ranks second globally in terms of exports. Taichung City is also the hub for the nation's bicycle industrial supply chain, with a significant number (approximately 45%) of

the country's 950 bike-related businesses based in the city.

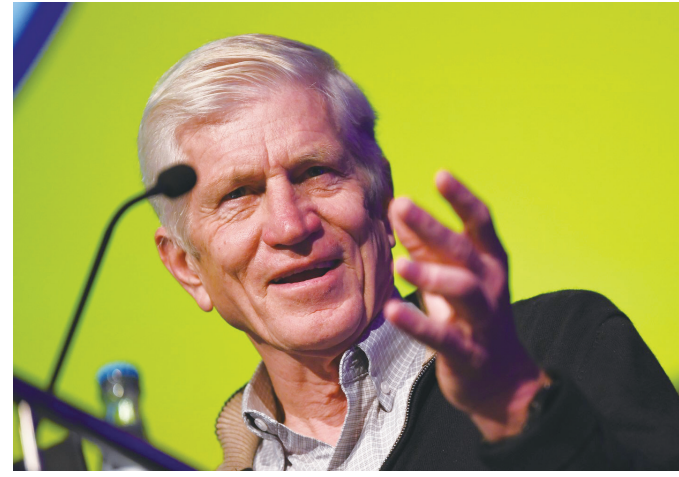
These local businesses hold a pivotal position and influential voice in the global market, and help advanced the industry through international exhibitions, promotion of collaboration among industry, government, academia, and research institutions, and development of high-value upgrades such as electric and smart technologies. This not only enhances industry exposure, brand recognition and market competition but also attracts investments and contributes to Taichung's overall economic prosperity. By capitalizing on its economic advantages, Taichung has become synonymous with the bicycle industry, generating abundant employment opportunities for exhibitors. The 2023 Wheels Ride Festival

is also scheduled to start on Oct. 15 in front of the Taichung City Hall, bringing 5,000 cycling enthusiasts together to challenge themselves and explore of Taichung's beautiful landscapes in a showcase of this city's splendor.

Thanks to close teamwork between IDIPC and the cycle industry, Taichung Bike Week has become Taiwan's second most important bicycle industry activity. Mayor Lu Shioh-yen looks forward to helping the bicycle industry continue to thrive in Taichung, and maintain its global competitiveness. Taichung also serves as an excellent media platform for publicizing the bicycle industry, attracting international buyers to Taichung, and ensure that the industry flourishes. We look forward to a highly successful Taichung Bike Week this year.

✪WG

Bob Margevicius's State of Supply in 2023



In a recent webinar hosted by the NBDA (National Bike Dealers Association), Specialized Executive Vice President Bob Margevicius was the guest expert, sharing his observations from gathered market data and recent industry trends.

He dug into the intricacies of the current inventory situation, revealed the challenges and opportunities the industry faces and some potential strategies and solutions to solve them, as well as shared paths forward and future expectations:

“Looking at the graph, we can see there is more than US\$2 billion in inventory, in both wholesale and retail, at IBD cost. It’s estimated that about US\$ 3.5 billion is also out in retail (not accounted for in the graph), and the estimated annual sales make up around US\$2.5 billion.”

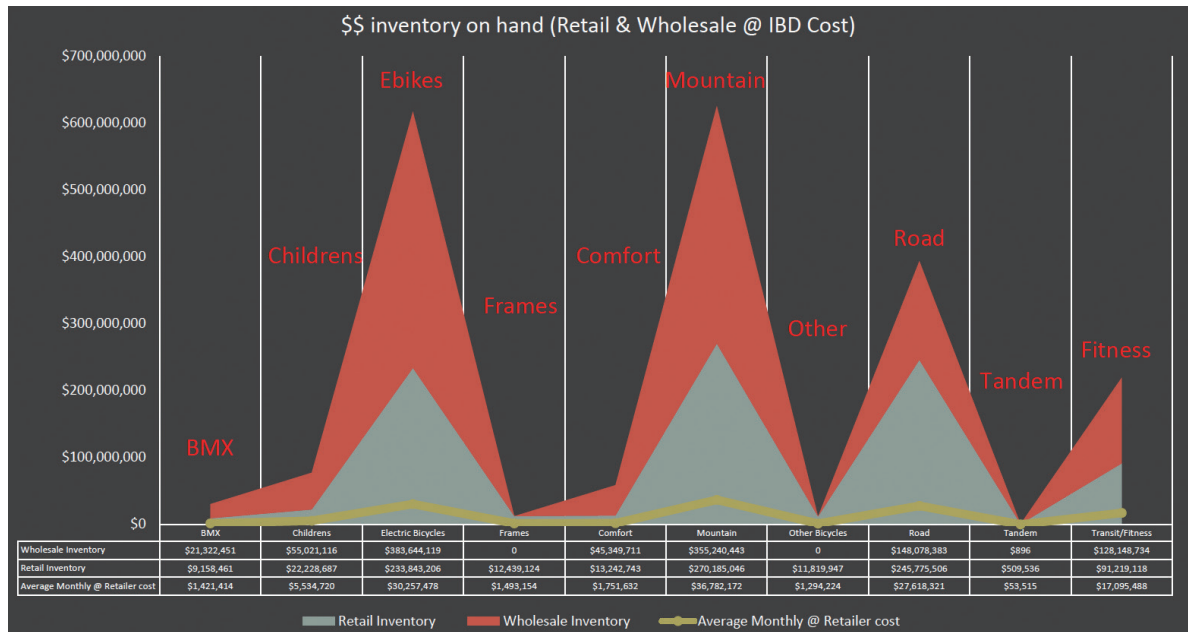
“You can see from the e-bike side and the mountain bike side that there’s a lot of gross dollar inventory at wholesale and less at retail,” Mr.Margevicius said.

“We weren’t able to get a lot of road bikes and road components, and they (the stock) came in at a later point in time, so a lot of that inventory has sold through retail, and from the wholesale side, we’re still struggling to try and get road components.”

For both retail and wholesale, there are 2.1 million bikes in stock. Mr. Margevicius said it would ‘probably last a while’.

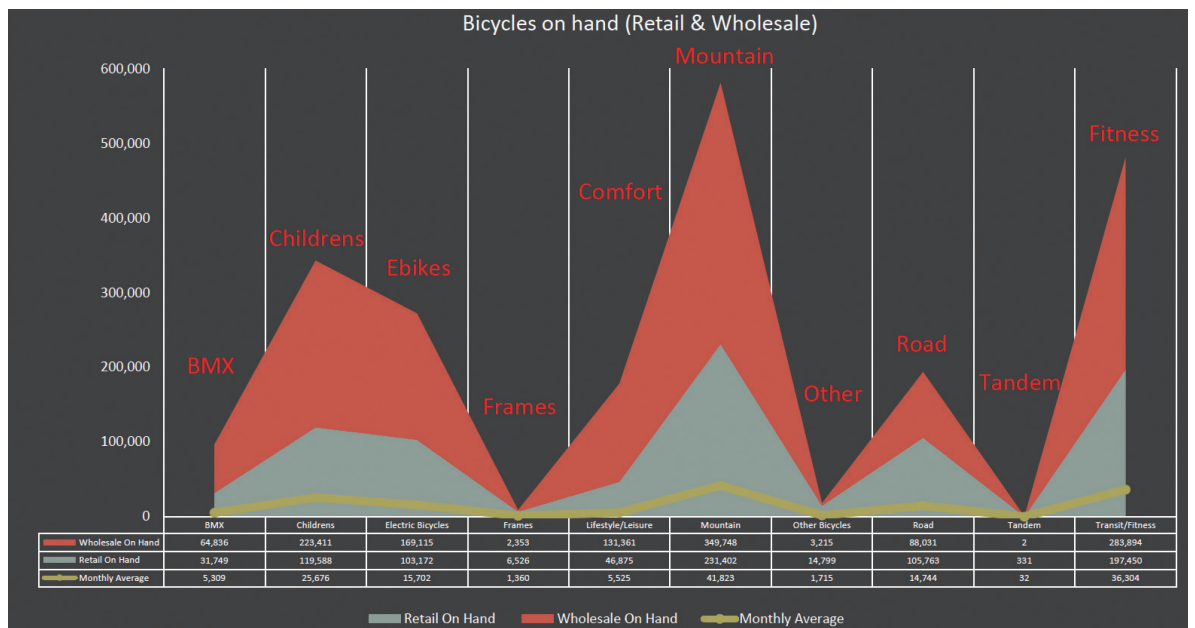
His estimates show that

Inventory on hand (July 1, 2023)



A lot of cash inventory is held up in the popular categories, especially in the e-bike and mountain bike segments.

Bicycle units on hand (July 1, 2023)



There are complete bikes on hand in most categories with mountain, fitness, and childrens bikes taking the up the most storage.

annual sales hit around 2 million bikes, probably 2.4-2.6 million if including smaller brands, too. From the wholesaler perspective, Mr.Margevicius said, “We think that we represent somewhere in the area of 80%

of the sales that are going into retail, and that 80% shows that big brands like Specialized, Trek, Giant, Cannondale, a lot of big brands are contributing to that, but we’re not capturing the smaller pure-play brands like

Pinarello, Time, or Cervelo that would also be in that number.”

Pre-pandemic, the average retail cost was around US\$900 per bicycle unit, which has risen around 40% to US\$1400 since.

In the first six months of

Average Inventory & Sales : pre-pandemic and now

2023, 218,000 fewer customers bought bicycles than in the first six months of 2022. But compared to the first six months of 2020, arguably peak pandemic times, the 2023 figure is 800,000 less.

“That’s a pretty big number, and we can talk whether it’s the economic conditions, whether it’s the weather, or whatever else it could be attributed to, but it’s a lot less bikes,” said Mr.Margevicius.

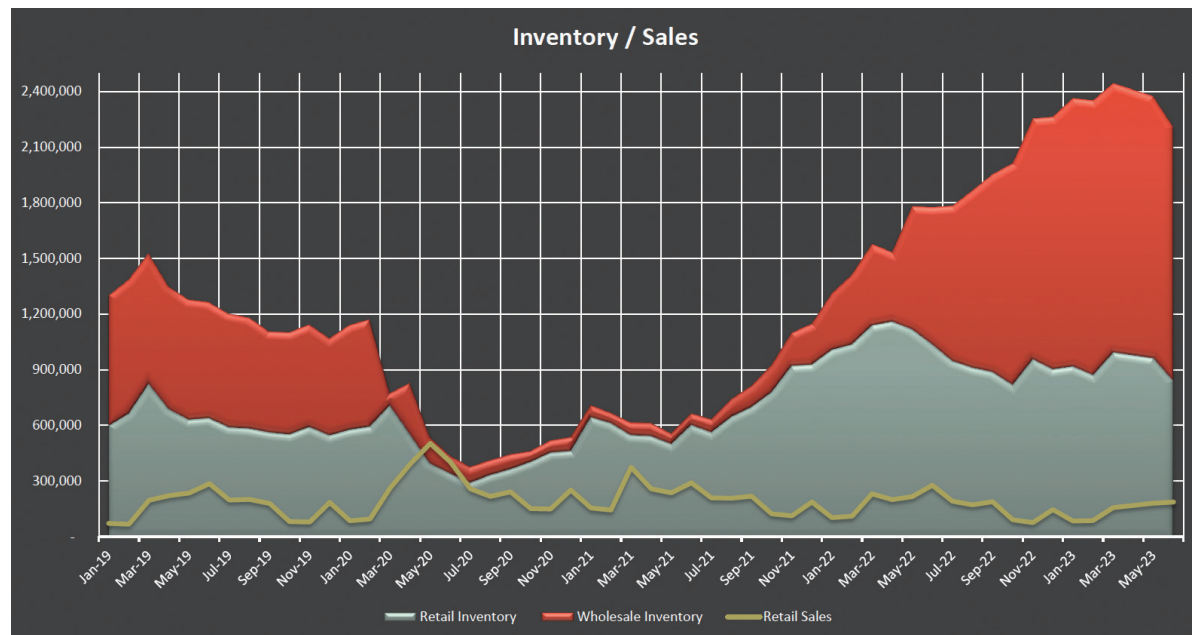
He compares the business to an ecosystem where fewer bicycle sales would mean fewer component parts, accessories, and services’ revenue. With retail sales for all products down 21% from the start of 2023 and unit sales down 19%, we can also expect a drop in other sales in clothing, accessories, and services.

The biggest drop-offs in 2023 are seen in comfort bikes, which are down 46%; fitness bikes, down 25%; and MTB and Road bikes, which are both down 19%, respectively.

He said, “These are fairly significant drops, and we can all look at it and attribute it to a lot of people buying e-bikes, or how people are not buying high-velocity bikes, but you know, it’s a big unit drop. 218,000 fewer bikes is a large quantity for the year’s first six months. We can say the rest of the market, including e-commerce, is a factor, well actually that is not the case. The rest of the market, which includes e-commerce sales, is still down by 21%, and unit sales are down by 15%. The rest of the market is suffering, not just the IBDs.”

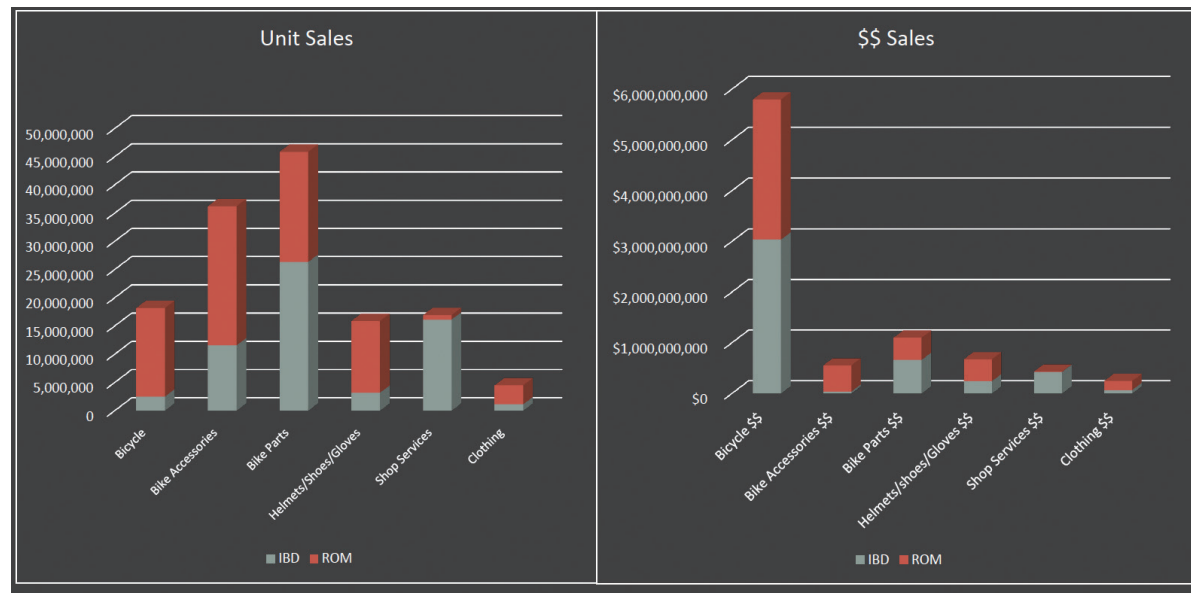
E-bikes have become an important part of the industry, representing about 10% of unit sales and 25% of all dollar sales.

“We all anticipated that e-bike sales would be ‘plus’ sales and that we would still be selling the same amount of bikes that we sold before, but we now add e-bikes into the product mix.”



The gap between wholesale inventory, retail sales, and retail inventory has remained relatively similar since January, 2019, albeit with all figures nearly doubled relatively. Since the middle of July, 2022 wholesale inventory has been on the rise. Between early 2020 and mid 2021 the surplus of inventory was considerably low. After retail sales dropped off in 2021, the then long lead times led to wholesale inventories filling up.

Average Inventory & Sales : pre-pandemic and now



IBD and Rest of Market (ROM) Interesting Data

Even though IBDs make up the majority of bicycle unit sales, when it comes to gross dollar sales, the ROM edges IBDs slightly. Where as the other variables on the graph, remain near relative between unit and dollar sales.

Although Specialized’s Stumpjumper is still selling as well as in pre-pandemic times, Mr. Margevicius pointed out that people are starting to buy e-bikes in place of traditional pedal bikes, but it’s not contributing to the growing size of the market or the number of bikes being sold.

To counter the drop in sales, there have been countless discounts across the market, leading to retail prices

declining overall. Retailers are selling through their inventory and ordering only what is selling.

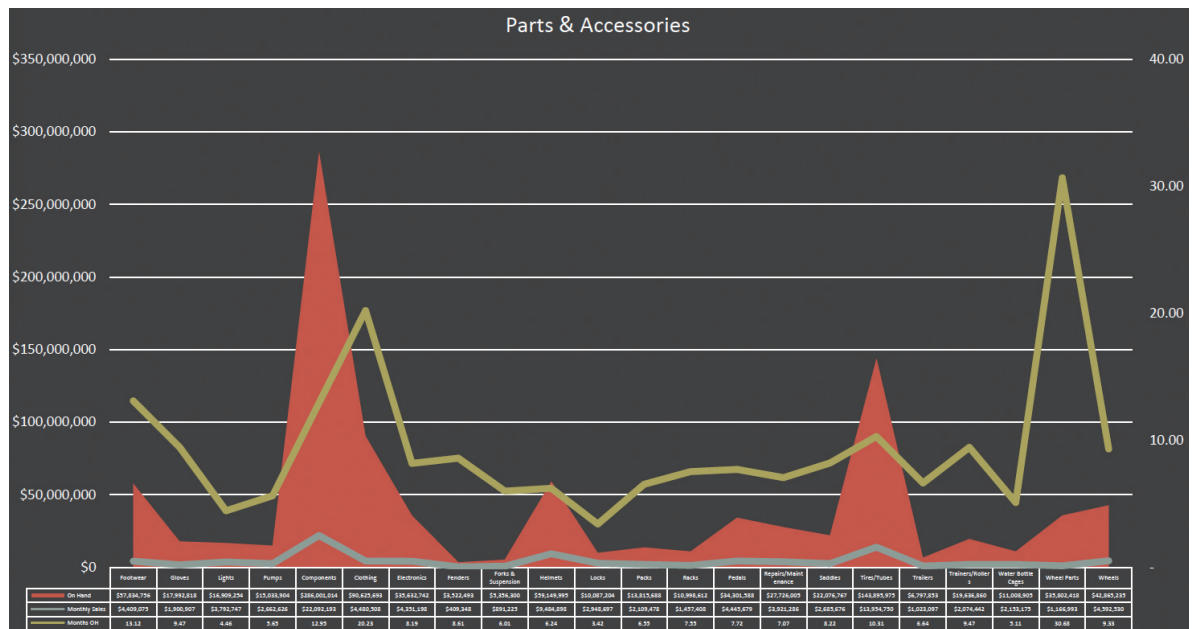
“From the retail side, you have a choice. You can buy what it is that you need to fill in or make purchases, but from the wholesale side, we haven’t had that luxury, and in many instances, we placed hard orders 730 or 365 days in advance that we weren’t able to cancel. We all anticipated that this growth was going to be with

us through the next four or five years, we were obligated to take that inventory, those bikes we had purchased are in inventory, and to be honest, there are a lot of them still coming in,” Mr.Margevicius said.

More than 85% of total market unit sales are through the rest of the market avenues. 57% of these unit sales are BMX and children’s bikes. However, independent bike dealers make up 52% of the total gross sales.



Average Inventory & Sales : pre-pandemic and now



The yellow lines represents the inventory months on hand. The gray line shows the monthly sales. The red segment shows the amount of inventory on hand. We can see that there is a lot of components and tires/tubes on hand at inventory.

Mr.Margevicius said, “So even though the numbers look big from the unit side, from the gross dollar side, IBDs are still winning in the game.”

More than 65% of the IBD’s revenue comes from complete bike sales. Bike accessories account for 6.3% of the total market sales, with a heavy 93% coming through the rest of the market. Bike parts make up 12.5% of the total market, 60% through IBDs. Safety and comfort gear like helmets, shoes, and gloves make up 7.7% of the total market; 64% is through the rest of the market. Bike service accounts for 4.9% of the total market; 98% through IBDs. Clothing is 2.8% of the market; 72% through the rest of the market.

No wholesale data is available for the previous graph, so it’s not been included. But at a guess, there is at least the same amount of inventory at wholesale as at retail, double what is shown. Just at retail, there is \$1.1 billion on hand at retail value. Annual sales could be close to US\$ 2 billion if including wholesale data (US\$ 1 billion without).

There’s a lot of inventory on hand in many categories. Clothing, 20 months on hand; shoes, 13 months on hand; components, 13 months on hand; tires and tubes, 10 months on hand; and wheel parts, 30 months on hand.

E-bikes come equipped with many accessories traditionally sold at retail, such as lights, locks, racks, fenders, kickstands, etc. “These are now coming OEM-equipped on the bike, which is affecting the accessory business,” Mr.Margevicius said.

E-bike buyers also tend not to buy high-performance helmets, shoes, clothing, tires, water bottles, and the like. Mr.Margevicius said, “You know when somebody walks into a bike store and buys an e-bike, they’re not going to be looking

Type	Drive	Market Share	Retail
E-Transportation	Hub	40%	\$1,500 ~ \$2,000
E-Utility/Cargo	Center	5%	\$5,000 ~ \$15,000
E-Leisure	Hub/Center	7.50%	\$2,000 ~ \$3,500
E-Sport	Center	20%	\$3,500 ~ \$5,000
E-Performance Road	Hub/Center	10.50%	\$5,000 Up
E-Mountain	Center	15%	\$4,000 Up
E-Kids	Hub	3%	\$1,500 ~ \$4,000

for the lightest-weight helmet when they’re walking out of the store with a 50-pound e-bike. This too seems to be impacting the sales of high-performance products. They’re not spending three hundred dollars on a helmet anymore, maybe just fifty or seventy-five.”

E-commerce sales are consistently on the rise, and they are destination purchases, meaning the customer has a target purchase in mind and only purchases that item, leading to the decline of impulse purchases at many brick-and-mortar stores. Mr. Margevicius thinks it’s necessary to identify a way to capture more parts and accessory business.

“When you go to an e-commerce website and you’re looking to buy a tire, you’re just buying a tire, you’re not browsing other things (that would usually be on display in the store), and you’re not making other impulse purchases. I see that as one of

the explanations as to why parts and accessory sales are not performing as well in conjunction with the number of bikes being sold,” said Mr.Margevicius.

Core performance cyclists continue to buy custom bikes tailored to themselves, with high-profile and new niche brands leading the way through webrooming (browsing online) and traditional showrooming (in-store viewing).

Shared bike and scooter systems are on the rise, popping up in urban areas across the world, promoting active mobility and sustainability, and keeping cars off the road. They could be seen as damaging to retail sales, but they are not taking away from retail sales, and there is an overall growing ridership. Many consistent users could be converted to buyers, getting their traditional pedal bikes or e-bikes.

E-bikes are currently estimated to grow at around a

10% annual pace through 2030. The following table shows how Mr.Margevicius sees the market situation for e-bikes in 2030.

As e-bikes are sold through retailers, it’s expected that e-bike services will also become a much more important part of retail.

Mr.Margevicius said, “I actually don’t drive a car. You know I’m a hardcore cyclist, and I have an e-bike. My e-bike needs servicing every three months. The brakes really wear down, and I need to have the chain lubed, and I take it over to a local retailer operator, which is often run by former bike racers.”

He believes customer retention, warranty, service, and customer care are the formula for success. He points out how car dealerships offer a comforting coffee lounge and snack experience when you take a car for a service or tire change. E-bike retailers could soon be offering the same.



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There has been an increase in children riding bicycles, credited to increased school programs, parent and child activities, and a renewed interest in BMX and freestyling.

“There’s a renewed interest in BMX and freestyle. About four weeks ago, I was at the U.S. Olympic office in Lausanne, Switzerland, and the president of the Olympic Committee (Thomas Bach) said that one of the big drives for both the Committee and the World Health Organization is to promote physical activity, and this starts with kids. So we need to promote physical activity through various programs,” said Mr.Margevicius.

On the supply side dynamics, Mr.Margevicius said, “We have seen that the 730-day lead time put a lot of pressure on the brands to be buying things, so it’s good to see that lead times are back to pre-pandemic levels and we’re moving back to a demand-driven market (as opposed to a two-year pandemic supply-driven market).”

Since 2018, the US has increased tariffs on Chinese imports as part of Section 301. There had been an exemption on kids’ bikes and e-bikes, but this was due to expire on September 30, 2023, without clarification on whether it’d be renewed. “We’re uncertain what this means,” he said, “but if exemptions are not renewed, it’ll add 25% additional import tariffs to kids’ bikes (24” wheel and below) and e-bikes.”


Many brands are now focused on higher-valued e-bikes and performance bikes, and with this comes a desire for a cheaper workforce. The manufacturing cluster has been moving to Southeast Asia, to places like Cambodia and Vietnam, in place of China and even Taiwan.

“Section 301 tariffs of 25%, which apply for adult bikes from China, and anti-dumping tariffs on bicycles and e-bikes from China into the EU, have led to a movement to Southeast Asia. Taiwan is a good place. We’re still producing a lot of bikes in Taiwan, but there are a lot of limitations on capacity, and labor costs are increasing,” Mr.Margevicius said.

Now that the market is slowing down, lots of capacity and component availability are appearing in Asia. As for Europe, where there’s already a big drive for climate control and sustainability, e-bike sales are ten times higher than in the USA, presenting a massive opportunity. “E-bike sales in Europe are between seven and eight million bikes a year,” said Mr.Margevicius, “and it’s surprising to me that 80% of all e-bikes in Europe are assembled locally in the European community.”

Amongst the fluctuating market during the pandemic, ocean freight costs rocketed up to around US\$ 20,000 a container, but now they’re back down to usual levels at around US\$ 2500–3000. The US dollar remains strong against most currencies, but material costs are on the rise.

Mr.Margevicius insists mutual trust needs to be rebuilt with suppliers and customers. He said, “I think that the first and most critical thing we have to do is start rebuilding mutual trust between ourselves, suppliers, and our customers.

“We had to depend on each other for many years before the pandemic, and we had a good level of trust. This has really been broken during the pandemic with supply chain disruptions and actions that have gone on with it.” 



ISO 9001



Interview with Bosch CEO Claus Fleischer

Bosch eBike Systems' green innovations enhance riding comfort

Bosch eBike Systems held their 'Press Launch MY24' on June 19 at Grosser Feldberg, a hilly suburb of Frankfurt. They promised lighter and quieter drives, fully networked color displays, beneficial apps, improved safety, and slimmer batteries as some of the numerous innovations they have recently been working on.

Whether in the city or the countryside, Bosch's new products and digital features enable riders to enjoy "maximum flow" in all riding situations while

focusing on safety, intelligence, and personalization.

We caught up, once again, with CEO Claus Fleischer at Eurobike 2023 to learn about upcoming releases, innovations, and the direction the company is heading toward.

Performance Line SX

In the next model year, Bosch eBike Systems release Performance Line SX for minimalist eGravel bikes, stylish eUrban bikes, and lightweight eMountain Bikes "ensuring even

more comfort and long-lasting riding fun".

Lightweight e-bikes are in vogue, be it, on the trail, or for fast training laps with better handling and agility. They excel in the city with their sleek look and are easily carried and stored.

"Now that most types of bicycle have been electrified, the individual categories are becoming even more diverse. With the new Performance Line SX, we are primarily targeting sporty riders, for whom a low total weight is important for

riding fast whilst experiencing a natural flow," explained Mr. Fleischer.

"Our goal was to maintain the typical Bosch quality, riding performance, and reliability and transfer these to light, agile bikes. With the Performance Line SX, state-of-the-art e-bike designs and maximum riding fun can be optimally combined."

The new Performance Line SX drive unit has been specially developed for light eMTBs, eGravel bikes, and eUrban bikes, combining high performance with low weight,



▲The new Performance Line SX Bosch eBike Systems sets new standards for sporty riding with lightweight eMTBs, eGravel bikes, and eUrban bikes.



▲The new drive unit combines high performance with low weight.

weighing only 2kg, yet producing up to 55 Nm, making it the Bosch drive with the highest power density.

Bosch says the Performance Line SX helps riders to progress dynamically and efficiently in urban traffic naturally with the agility of a conventional bike, but with powerful support as soon as higher speeds are required, making rapid acceleration effortless.

With quiet and natural support, the Performance Line SX combines the riding sensation of a conventional bicycle with the advantages of an e-bike. A "Sprint" riding mode that is suitable for sporty rides and for speedy and safe travel in urban areas is included, helping riders quickly reach and maintain a high speed.

Even above 25 km/h, e-bikes equipped with the SX are particularly smooth and easy to ride, and the pedal resistance has been reduced by more than 50% compared to previous Bosch drive units.

With light eMTBs, riders benefit from the advantages of the Performance Line SX, especially on trails with frequent technical sections and tight bends. A peak power of up to 600Wh can be generated at a high cadence, supporting riders on steep uphill sections, and providing a natural riding

sensation - the eBike Flow app will provide further customizable 'EMTD' riding modes.

The first models with the Performance Line SX are expected to be available on the market from Autumn 2023.

The Active Line

The Active Line and Active Line Plus drive units will also join the smart system portfolio for eCity and eTrekking bikes from Summer 2023. As the quietest drive units in the Bosch eBike Systems portfolio, they are ideal for leisurely rides. With a sensitive sensor concept, the new drive units are highly responsive to riding behavior.

While the Active Line is suitable for city trips, Bosch also recommends the more powerful Active Line Plus for lengthy rides beyond city boundaries.

eShift offers swift gear changes

Bosch has been developing integrated shifting systems and "eShift" is their latest offering. At Eurobike 2023 Bosch presented its integration for the smart system.

Riding comfort is enhanced by the electric eShift gear-shifting solution. It makes changing gears easier and more comfortable. Bikers can simply pedal and select the desired

gear, and the system will change gears at the optimum moment.

From Autumn 2023, eShift will be available for e-bikes with smart systems and hub gear systems, initially available for e-bikes with Rohloff, 3x3, and Enviolo shifting systems.

Batteries

Whether for sports use, commuting to the office, or long rides, the new batteries for the smart system will help riders find the right battery for any requirement - all smaller than a size of a water bottle.

The new CompactTube 400, for lightweight e-bikes, weighs only about two kilograms (the lightest in the Bosch e-bike portfolio) and delivers 400Wh, providing enough energy for multiple-use demands with the Performance Line SX. For longer rides, the PowerMore 250 range extender increases the range by more than 60% by 250Wh.

Other additions are the new PowerPack 400 Frame, the smallest and lightest frame battery from Bosch eBike Systems providing 400Wh, and the PowerPack 400 Rack and PowerPack 500 rack batteries that come with anti-theft protection.

All batteries in the smart system will become DualBattery-capable using Bosch's 'Dualbatt'.

Batteries can be combined to achieve even greater ranges providing greater flexibility for e-bike riders, whether they require additional energy, or seek to keep the weight of their e-bike down, for example.

Giving batteries a post-life purpose

Bosch eBike Systems aims to further increase the capacity of battery cells while at the same time minimizing the proportion of valuable raw materials they contain, promoting the conservation of resources with their suppliers.

Since 2013, it's been possible to reduce the cobalt content in battery cells by around 65%. Bosch aims to further reduce the cobalt content while increasing the capacities of the battery cells.

Regarding battery repairs, e-bike drive units from Bosch are technically complex products that cannot be repaired by the majority of users. Specialist dealers carry out maintenance and minor repairs to drive units. If a major fault is detected, Bosch will collect the motor from the dealer and decide whether it can be repaired on a case-by-case basis.

Once an e-bike battery has reached the end of its lifetime, it must be disposed of appropriately. Bosch eBike

Systems supports new and sustainable recycling methods and, in all sales countries where it is legally possible, Bosch “absorbs the cost” of recycling.

Mr. Fleischer said, “If you take a bicycle and its related equipment, everything has its own recyclable content, whether it’s aluminum or magnesium, we ask our suppliers to be greener, we have batteries that can be recycled with specialist companies, we are part of the collection system, each country has a system.

“The process is already paid for by the customer when they buy the e-bike package, and we make sure they know that. The e-bike is relatively so young on the market, but we will see a high amount of recycled products in the future, and we have to prepare.”

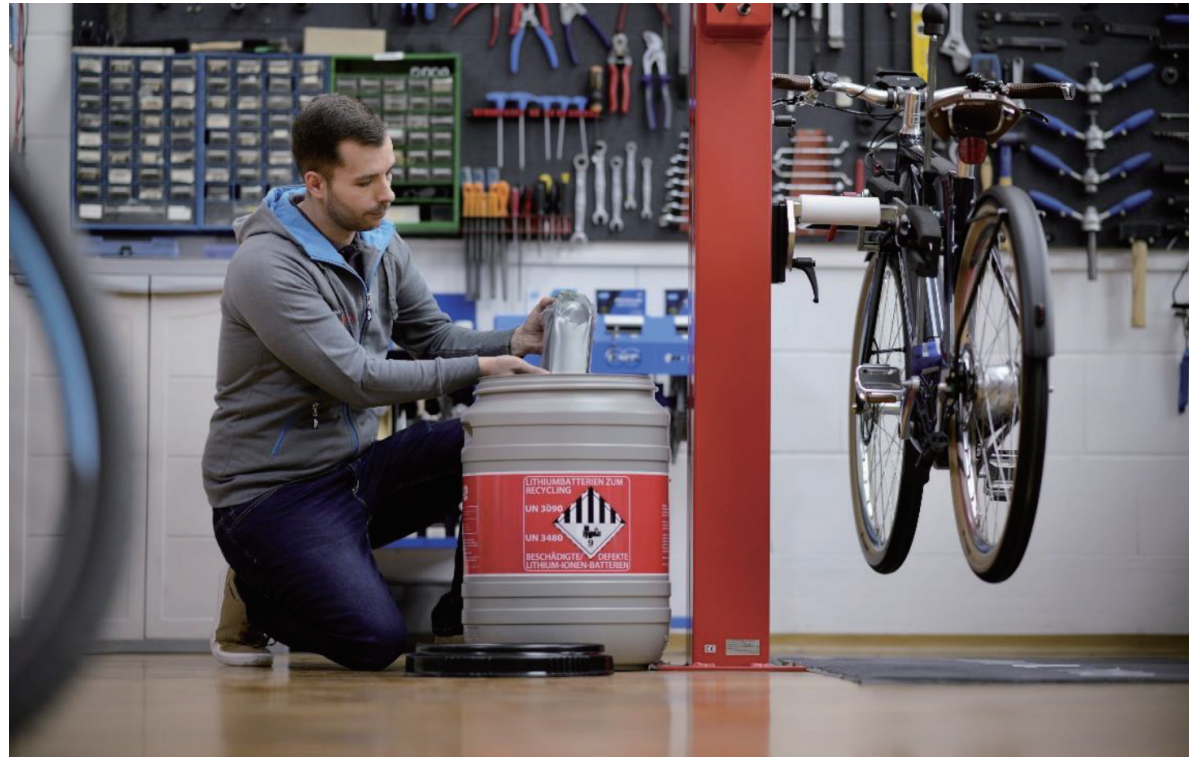
Connected color control units

With the Purion 200, Bosch presents a compact control unit with a clear color display. Thanks to the high resolution and integrated ambient light sensor, important information such as the exact battery charge percentage, riding mode, time, and total distance can be read with ease when riding in any light condition.

The Purion 200 can be combined with a second display if required, so riders could display the cadence or speeds on the Purion 200, for example, while the navigation screen could be shown on the second display, providing even greater flexibility, all with an ergonomic operation.

Another new addition to the display family is the Kiox 500. A 2.8-inch color diagonal screen that is about 40 percent larger than the Kiox 300. Audio signals tell users during navigation if they deviate from the planned route or when they arrive at their destination.

In the future, e-bikers will



▲Once an e-bike battery has reached the end of its lifetime, it must be disposed of appropriately.

be able to customize the display on the Kiox 500 and also on the Kiox 300 via the eBike Flow app and be able to determine the order and content of the screens.

Smart app for a unique personal riding experience

Bosch eBike Systems has a new upgraded premium subscription “Flow+” that provides extra connectivity and security. The increased connectivity of physical components with digital features allows e-bike riders to adapt the e-bike experience to their personal needs.

“Connected Biking plays a key role in the future of the e-bike,” explained Claus Fleischer, “more comfort, more safety, and more customizable features; riders can expand their experience with the Flow+ app.”

Bosch eBike Systems is introducing the Flow+ premium subscription with the 2024 model year. Initially, this includes the premium service eBike Alarm.

Safety solutions

Bosch now offers a choice of lighter and smaller ABS brake



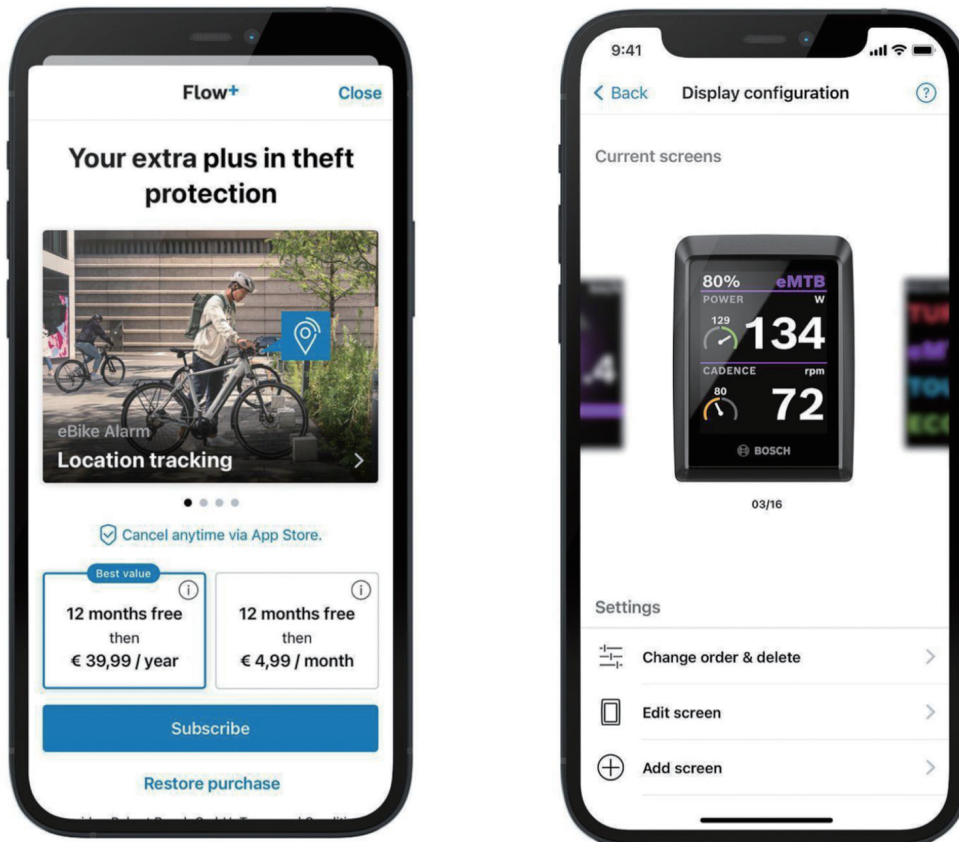
▲The Kiox 500 has a color display about 40 percent larger than the Kiox 300.

systems, with both Magura and Tektro working alongside them. Claus Fleischer said, “We are firmly convinced that eBike ABS will become established on all eBike types in the long term and will become standard on high-quality eBikes. Alongside Magura, we are now working with another renowned brake manufacturer, Tektro, who are particularly concerned about the safety of e-bikes. We are looking forward to working together.”

With connected e-bikes, there is great potential for safety

improvement. Digital solutions and services look to ensure greater safety when riding.

Bosch’s vision is to create a virtual safety shield around e-bikers. In cityscapes, connectivity between the rider, infrastructure, and other vehicles promises to improve road safety. Allowing e-bikes to connect to their environments will give riders an early warning of any danger. This would significantly reduce blind spot danger, reducing accidents when turning.



▲With the Flow app, e-bike riders will be able to select the content and order of the display screens.

Vehicle-2-Everything (V2X) technologies focus on cars, but not yet on vulnerable road users, such as cyclists. “Our goal is to integrate the e-bike into the V2X ecosystem and make e-bikers digitally visible. However, this cannot be done by one company alone - which is why we are bringing together the relevant players of different industries to work together towards this goal,” Fleischer added.

On the way to a sustainable future

Around a quarter of the EU's total CO2 emissions are caused by transport, according to a report by the European Environment Agency. Riding an e-bike helps reduce congestion, noise, and exhaust emissions.

As part of the Bosch Group, they make daily contributions to reduce the global carbon footprint, their production locations have been climate-neutral since 2020, and the Bosch eBike Systems business unit has also established sustainability as a

central element of its strategy.

“E-bikes are already demonstrating the major role they play in sustainable mobility in our cities. They don't emit pollutants, don't generate noise, and require little space,” said Fleischer.

The state of supply and demand

“Tumultuous”, “a rollercoaster”, “overstocked”, “Covid”, and “instability,” may have been some of the hot words used to describe not just the state of the cycling market in recent times, but many consumer industries. So how does Bosch see the near future going?

Claus Fleischer said, “We are looking forward to a good balance between demand and supply. During Covid, demand went up, but supply went down, due to factors like people being unable to fly or travel as freely. And then the other side of it, there was the potential recession and cost increases, and resistance and hesitance from consumer behavior.

the spring and summer, but products were coming in the winter.

“We believe by mid-2024, or the start of 2025 we'll have a good balance of supply and demand, that's me talking for the industry as a whole, as part of other associations, too,” Fleischer said.

“E-bikes are a very good opportunity for a solution for a green transformation, a green transformation for mobility can only happen with a bicycle, it would almost be impossible without them.

“This is maybe underestimated by politicians, regulators, and governments. A second benefit is a health transformation, research from the WHO says “The number one disease is inactivity”. Our number one goal is to get people on bikes.”

Mr. Fleischer also pointed out that 2.2 million e-bikes were sold in Germany last year, accounting for nearly half of the market. WVG



New Bicycle Development Trends at Eurobike

Germany's Eurobike show has always been a bellwether for global bicycle development trends, and it wasn't hard to see that e-bikes and e-cargo bikes have truly entered the mainstream this year. As for design trends, Eurobike emphasized light weight, minimalist designs, IoT (Internet of Things) technology, intelligent functionality, and user-friendliness. It can also be said that functions and cycling feel have made great strides. E-bikes and e-cargo bikes in particular are still extremely popular in most of Europe, and their sales have reached new highs.

The extraordinarily eye-catching Pinion MGU

One of the most striking products at this year's Eurobike show was the Pinion MGU. Pinion's groundbreaking MGU (motor gearbox unit) combines motor and gearbox, and represents a new milestone in e-bike development. Coming at a time when many companies are vying to develop new motor products, the Pinion MGU offers lighter weight, smaller volume, and a wider range of applications. Furthermore, IoT and safety functions have become part of e-bikes' standard configuration.



E-cargo bike rental services

Highly diverse e-cargo models have recently been spreading like wildfire across Europe, and are also gradually becoming more popular in the US. Depending on their intended usage, e-cargo bikes fall into two major categories. One type of e-cargo bike is for household use, while the other is for business use. Because of their bulky size, e-cargo need plenty of parking and storage space. They are also relatively expensive, and are not necessarily used every day. As a result, e-cargo bike rental services

have begun popping up in numerous European cities, and they have greatly boosted access to and use of e-cargo models. For instance, for persons needing short-term e-cargo bike use, Riese & Müller has introduced a 6 month to 3 year rental option. Users need only pay fixed monthly or annual fees to use the bikes, and have an option to purchase the bikes for the remaining price at the end of the rental period. According to statistics, 90% of German e-bike transactions involve rental contracts. This rental concept is both increasing demand and accelerating product circulation.



world's first bicycle tire made from waste tires—the Green Marathon. This tire emphasizes that it is made from 100% recycled and

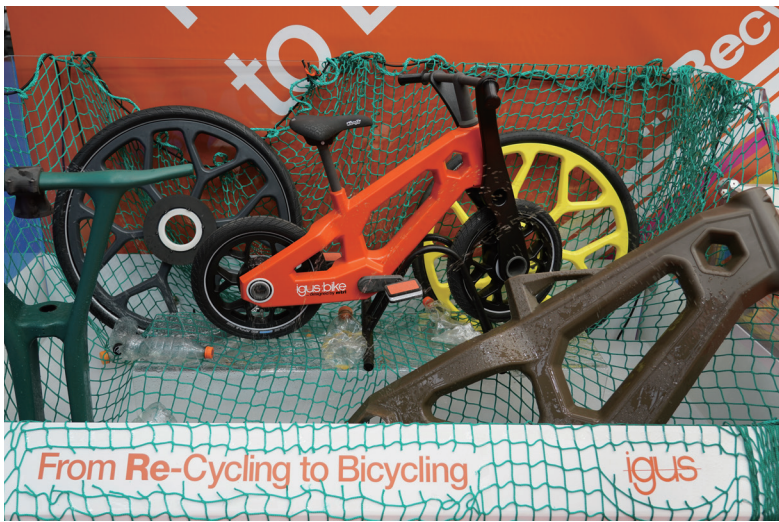
regenerated material, reduces CO₂ emissions by 34% during the production process, and offers excellent performance and puncture resistance.

Green products and the circular economy

Green products boasting low CO₂ emissions and environmental sustainability were another focal point of the show. These environmentally-friendly low-emissions products, which are typically

made from recyclable materials, represent a major contemporary trend. In particular, Igus displayed bicycle containing 90% recycled plastic waste that requires no lubrication or maintenance, and is rustproof. Schwalbe introduced the





Wireless intelligent shifting

In the field of road bikes, the 90-year-old firm Campagnolo has finally followed SRAM and Shimano in introducing a wireless electronic shift system. This

move has formally ushered in the age of intelligent wireless shifting. SRAM has now included its AXS wireless shifting technology in its mid-level road bike technology, which shows that wireless shifting is gradually becoming standard equipment.



Manufacturing in Europe

The international bicycle industry is currently facing the challenges posed by globalization, digitization, electrification, intelligent functionality, and environmentally-friendliness. Europe has been actively promoting re-industrialization for many years, and its manufacturing industries have rebounded. Particularly since the outbreak of Covid, the bottlenecks and risks associated with Asia Pacific supply chains have encouraged manufacturers to boost the made-in-Europe content of their products. As a result, the volume of bicycles and e-bikes assembled in Europe has soared. Notably, the Portuguese bicycle industry has taken advantage

of its closeness to markets and advanced production technology to outshine its competitors. The companies Triangle (alloy frames) and Carbon Team (carbon fiber frames) have relied on high levels of automation to establish large-scale production in Portugal, and their quality and technology are widely recognized. Another development is rapidly growing assembly capacity of Romania and Bulgaria. These developments indicate that Asian frame manufacturers and assembly firms must work harder to up their game.

SRAM's New Taichung Facility Groundbreaking Kicks off Construction

SRAM announced its new Taichung City facility back in February 2023. The company expects the new 100,000-square-meter location to be completed by January 2025, continuing more than three decades of product development and production there. SRAM has celebrated the groundbreaking on September 20, with representatives from the central government and Taichung government joining SRAM leadership.

Located in the Tanzi District, the new four-story building will replace all SRAM's current locations, providing 30% more workspace. The modern design will serve team members by optimizing productivity, maximizing efficiency, ensuring quality, and fueling the competitiveness that characterizes SRAM.

The eco-friendly design will enable SRAM to reach its 2030 GHG emission reduction targets and meet "US LEED" certification. It will also meet the "Taiwan Green Building Label" and "two green building evaluation system" standards, which evaluate water usage, energy supply and consumption, materials selection, and workspace efficiency. Operations will resume at the new facility beginning in January 2025. 



▲SRAM CEO Ken Lousberg.



▲Ministry of Economic Affairs, Minister Mei-Hua Wang.

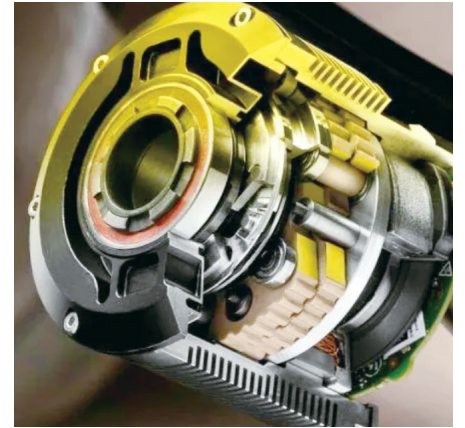


Mavic's new X-Tend motor

Mavic has created the X-Tend, a new road e-bike motor system that the company claims is the "biggest innovation it has ever imagined."


The X-Tend motor was developed in 2016, before Mavic's financial difficulties and the brand being placed into receivership. Mavic, on the other hand, continued to invest in the project.

Mavic claims that a release date of 2025 or 2026 is possible. Mavic is also looking for additional funding and collaboration to bring the motor to market. Retail pricing is not available because this will only be available to OEM manufacturers.



When asked, a Mavic representative said, "We are seeking a trusted partner both for industrial and financial aspects to be able to produce the drive unit concept and deliver it to the OEM manufacturers that showed us much interest."

The 1.2kg X-Tend brushless motor is a compact, lightweight unit with an 87mm diameter that is bottom bracket shell mounted and made in Europe. Mavic has been working with BMC on prototype frames into which the motor can be installed. It works

with all Shimano Hollowtec 2 cranksets and should have a normal Q-factor. Mavic claims that more than 120,000 kilometers of testing have already been completed and that the technology is protected by 15 patents. 



EC58
Offset: 13mm
Interface: ISIS/BNI/JIS
Length:
150/155/160/165/170/175mm

EMS06
Teeth: 32/34/36/38/40T
CL: 47/49/50/52/53/55/56mm
Compatible with most of motor brands.

SAMOX
EVERGREEN
ROOM 319
www.samoxcycling.com



EC58
EMS06

SAMOX

Velo Saddles Takes Stage in Eco-Friendly Collaboration

Show at London Fashion Week

Velo Saddles took the stage at this year's London Fashion Week, taking part in Taiwanese designer Ray Chu's fashion show, merging eco-friendly creativity with responsibility. Chu's models walked the runway carrying special edition Velo Prevail Ride and the new Prevail Revo saddles as handbags and crossbody bags.

Drawing inspiration from the ocean, the Ray Chu SS24 collection is centered around the Manta Ray, highlighting the importance of safeguarding marine ecosystems and advocating for environmental conservation. Chu collaborated with Taiwanese manufacturers to feature the latest biodegradable polyester fibers and create fabrics with fish-scale textures. This sustainability vision aligned perfectly with Velo's focus on environmental protection. Velo's Vice President, Ann Chen, stated, "Velo continues to recycle ocean fishing nets and plastic, transforming them into high-quality bicycle grips, significantly reducing waste." "Not only this cross-industry collaboration just came in place for sustainability, but we believe cycling is fun and healthy that we want more people to join on a bike!"

As a leading manufacturer of bicycle saddles worldwide, Velo has reduced the use of petrochemical raw materials and diligently sought out

recycled materials certified by PCR (post-consumer recycled) or GRS (Global Recycled Standard). They also optimized designs to ensure that over 50% of certain products contained recycled materials, minimizing waste.

"Velo is striving towards comprehensive sustainable solutions, not just to meet the general standards of energy conservation and carbon reduction, but to prepare a better world for the next generation," said Chen. Velo joined the Bicycle Association for Sustainability (BAS) in 2022, along with leading bicycle manufacturers, committing to carbon reduction goals, aiming to reduce carbon emissions by 40 kilograms per bicycle produced by 2030 or at least reduce carbon emissions by 25%.

Prevail Revo

Velo's newest model, the Prevail Revo, was showcased for the first time at London Fashion Week. The Prevail Revo utilizes the latest eco-friendly foam material, a superlight foam combined with recycled coffee grounds, which is exceptionally lightweight and provides additional shock absorption. Its low thermal conductivity prevents the seat from heating up during extended rides.

The Prevail Revo shares many future-friendly features from the Angel Revo saddle, launched in October 2022, including the EuphoroBase.



The EuphoroBase shell is made from a high-performance polyamide polymer derived from natural plant oils, making it lightweight, moisture-resistant, durable in dry and cold conditions, and resistant to cracking.

It also includes a hidden Y-Cut design, along with extended perforations at the front, to help maintain the flexibility of the base, effectively releasing pressure and reducing discomfort.

The OmniCover, consisting of recycled knit fabric wrapping the foam, is GRS 4.0 certified as an environmentally friendly material. AtmosShaping technology creates a seamless integration of the base shell and foam. This ensures a 100% waterproof seal between the cover, foam, and base shell, allowing the saddle to conform to a rider's position.

The Prevail Revo will be available in early 2024. WG



Pinion's "Next-gen" MGU

The full-power electric bicycle motor from Pinion, the leading gearbox manufacturer, has up to 12 speeds with electronic shifting in a compact package the size and weight of ordinary mid-engine motors to create a completely new drive system for e-bikes that has already won Eurobike Gold in the 'Components' category.

Upping the ante with their "powertrain," Pinion's MGU (Motor.Gearbox.Unit) combines a full-power motor and high-end gearbox in a single unit capable of meeting the tough demands of the evolving e-bike. The MGU can be used in conjunction with either a Pinion Longlife Chaindrive or a belt drive system.

Because the unit is sealed,

the rigors of the environment have no effect on shift quality over time. The total system weight is limited to 180kg, and the MGU has a two-year warranty.

Furthermore, the various remote options with backlit buttons are simple to use without taking your hands off the handlebars. Haptic vibrations, in addition to an integrated display, can provide feedback to riders as riding intensity changes.

The elimination of the derailleur and cassette has some significant advantages with the majority of the weight centered around the bottom bracket area for balanced weight distribution. For a chain setup, the system saves about 800 grams of unsprung mass at the rear wheel, while for a belt

setup, it saves about 730 grams.

The MGU and shifters are designed and built in Germany. Only a few minor components are sourced outside of the EU. At the moment, the cranks are still made in Taiwan.

For 2024, Rotwild, Simplon, and Bulls will offer mountain bikes with Pinion's E-Drive System.

Motor.Gearbox.Unit

According to Pinion, a gearbox provides more reliable shifting than traditional bicycle drivetrains and is far better suited to withstand the stress of an e-bike motor. The Pinion gearbox technology has been tested with over 100 bicycle manufacturers and has proven to be reliable, durable, and

simple to maintain.

To redesign the fit for e-bikes, Pinion started with wear-free brushless electric motors from industrial applications and improved them using stronger magnets.

To ensure a natural feel, a variety of internal sensors measure the torque, motor speed, position of the shaft and crank arms, cadence, speed, and more. The multi-sensor can detect the smallest changes and inputs, while the microcontroller improves system efficiency while reducing heat generation.

Variations of the MGU are available. The E1.9 has nine gears, weighs 4 kg, and has a gear range of 568 percent. The E1.12 has 12 gears, weighs 4.1kg, and has a 600% range.

Smart.Shift Functions

Gear shifting on a Pinion MGU-equipped e-bike happens lightning fast, in a very precise and smooth manner, especially under load, thanks to Pinion's own hardware and software.

When coasting downhill, Pre.Select allows the system to automatically shift into the perfect gear for your speed, providing you with the right gear to get back onto the pedals without having to manually shift up or down in haste.

The MGU can automatically shift into a predetermined gear. When stopped, there is no need to be concerned about missing a gear change or struggling to take off.

Smart.Shift technology has already been seen on a Stromer ST3 and has even been spotted on a Gamux Sego.

The system always knows what gear it is in, what cadence you are pedaling at, and how fast you are going, and it can adjust the speed of the motor. This enables the E-Drive to run a semi-automatic shifting function that determines when it is best to shift.

It is capable of shifting multiple gears at once and even manually. They claim that with the internal charge, it can still shift 1,000 times after the e-bike power runs out.

They claim that the MGU's shift quality is far superior to other systems in terms of shifting

under load and gear change speed due to the system's integrated nature and in-house hardware and software.

Drive Modes, Display, and App

The Pinion E-Drive system has four "support levels" to accommodate any riding style. "Eco" is designed for maximum range, making it ideal for long commutes, whereas "Fly" allows the rider to go all out and use the system's full power for an adrenaline rush on the steepest and most technical sections.

The "Flow" and "Flex" levels are both adaptive riding modes that are designed to be dynamic and adapt the amount of support to each riding situation and terrain. Furthermore, the FIT E-Bike Control App allows riders to tailor all support modes to their personal preferences.

Wheel spin when starting on slick terrain can be avoided with a tuned starting aid. A Boost Button on the handlebar controller can provide full motor power for a short period, regardless of gear.

To round out the system, Pinion has collaborated with FIT to provide display, control, and battery options, as well as to provide manufacturers with modularity and a proven and reliable service infrastructure that can be customized on the cockpit in a variety of configurations.



The FIT ecosystem includes the Ultracore battery range, which comes in 480, 720, and 960Wh capacities, as well as a range extender and a 'Long-Life-Mode' that enables smart charging and increases battery lifespan.

They have also collaborated with FIT to create the FIT E-Bike Control app, which allows access to ride mode customization and features. Connecting to a Pinion-powered e-bike with an individual ID using Abus SmartX technology is possible with the use of a unique FIT Key Card.

Every support mode's pre-configured setups can be fine-tuned. Assist ratio, maximum torque, elasticity, and torque, as well as adjustable power onset, power delivery, and the Smart, can all be displayed. Shift functions.

The dial on top of the display makes it simple to adjust settings within the menu structure. The main drive overview shows the basics,


including the battery percentage.

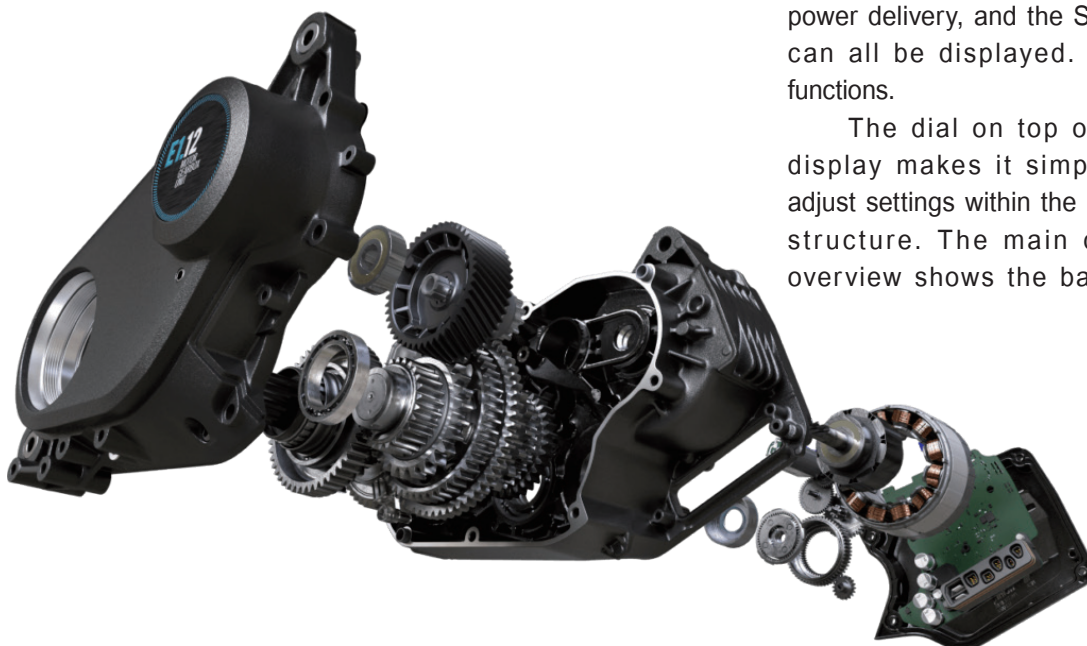
Aside from the modular approach and sleek design, the displays have excellent readability in all lighting conditions and can be linked to control, manage, and display a wide range of digital functions. The displays can be used to plan or show routes and directions via Komoot.

10,000km Maintenance Free

The entire system is housed in a closed and sealed enclosure that keeps dust, mud, and water out. Cleaning and maintaining the bike is a breeze, especially with the Gates Carbon Drive belt, which does not need to be greased or lubricated.

As a result of the elimination of external shifting components, the Pinion E-Drive System is extremely durable, with extremely low wear on the drive system. Pinion claims that a 10-minute oil change every 10,000 kilometers is the minimum requirement to get started.

Gears never need to be adjusted because the lack of external shifting components prevents them from becoming out of alignment.  WG





L-TWOO's electronic gravel groupset offers affordable performance

The gravel bike market

According to the most recent market research, the gravel market has grown significantly in recent years. The market was worth \$491 million in 2020, and it is expected to grow to \$858 million by 2030, with a compound annual growth rate (CAGR) of 13.1%. The growing popularity of adventure cycling and off-road riding, as well as a shift toward more environmentally friendly modes of transportation, are driving this upward trend.

More riders are seeking challenging and exhilarating cycling experiences as the



demand for adventure and exploration grows, and gravel biking is the ideal choice to meet this demand. Cycling is becoming more popular as a fitness activity, attracting more people to participate.

The gravel market is expanding rapidly in North America, Europe, and Asia-Pacific, particularly in China, India, Japan, and South Korea.

With a market share expected to exceed 50%, North

America and Europe are set to dominate the gravel market. The Asia-Pacific region is expected to grow significantly, capturing approximately 25% of the market share.

Introducing the eGR groupset

eGR is designed to meet the needs of the mid-to high-end gravel market. L-TWOO has invested a lot of time and effort in terms of design and development. eGR also represents the first truly market-oriented gravel electronic groupset in China.

It consists of the shifting and brake levers (left and right), electronic rear derailleurs, an integrated caliper (front and rear, with hydraulic lines), a seat post battery, a magnetic charging cable, and a rear

derailleur connecting line.

When compared to dual-chainring systems, eGR is exclusively designed for single-chainring systems, which reduces the number of components. This design choice enhances system stability and reduces the potential for malfunction issues. A simpler design makes it better suited for a variety of riding environments, such as gravel roads and difficult mountain terrain. Riders can more easily navigate obstacles such as rocks or tree roots, which is particularly crucial for gravel biking.

eGR possesses all the features of an electronic groupset, making it smarter and more precise with millisecond-level response times, etc. What sets eGR apart from other brands is its compatibility adjustment through the L-TWOO app. It supports 10 to 12 speeds and can accommodate a maximum cassette size of 46T.

Furthermore, its unique single-gear micro-adjustment feature allows it to adapt to most chain and cassette combinations available on the market.

cushioning travel by 10%. This structure will withstand more challenging environments.


eGR has optimized the angle of the diagonal push of the rear derailleur swing arm with L-TWOO's innovative shifting structure. This results in a more compact shifting path than other products, resulting in more agile shifting actions. This design also saves power, which extends battery life. It is especially suited for cyclists who are passionate about long-distance outdoor cycling.

The new electronic algorithm logic improves eGR's shifting responsiveness and overall experience significantly. It achieves asynchronous multi-gear shifting through logical control of pulse current, allowing it to respond quickly to complex and changing road conditions. The most recent precision control algorithm keeps single-gear accuracy errors to less than 0.2mm, ensuring precise execution of every shifting task.

A strong and innovative rear derailleur

With an anti-impact structure, the design of the eGR rear derailleur has created more space at the internal and external connection points. It utilizes longer and more powerful reset springs, increasing the impact



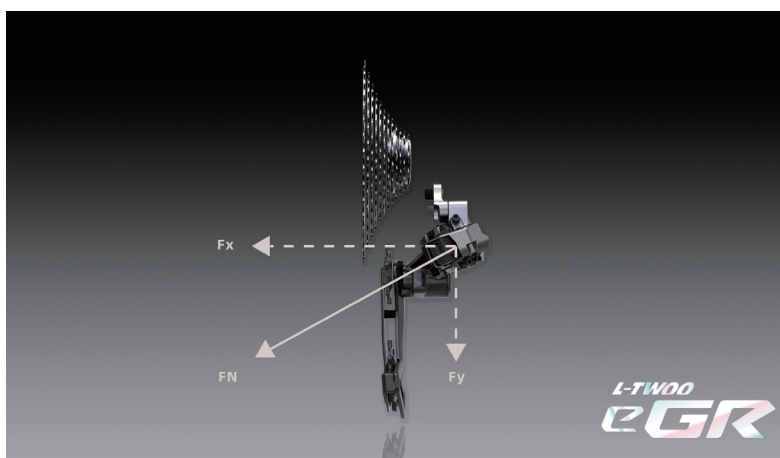
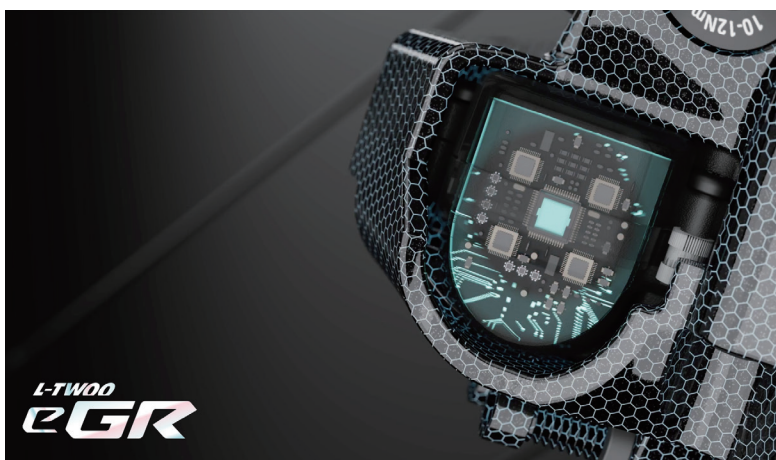


Rear derailleur DATE

Model:	RD-GR8001
Speed:	10-12 SPEED
Main Material:	Carbon&Aluminium
Cage Material:	Aluminium
Max Gear Range:	11T-46T
Color:	Flash Grey+Laser tag
Weight:	330g

Technical Features :

- Anti-Impact Structure
- Innovative Shifting Structure
- New Electronic Control Program
- Friction Damping System
- Convenient Charging





Rear derailleur DATE

Model:	ST-GR8001-L/R
Speed:	1x 10-12S
Side:	Left/Right
Brakes Lever:	Aluminium
Braking Mode:	Hydraulic
Color:	Flash Grey+Laser tag
Weight:	225g(L)/225g(R)

Improvements :

- Button
- Brake Levers
- Handlebar grip

To ensure a smooth ride, the L-TWOO engineering team has designed and implemented a more robust friction-damping system. During impacts and vibrations, this system significantly reduces energy consumption. The eGR rear derailleur's friction damping system absorbs the kinetic energy produced by chain vibrations and pulls on the derailleur guide plate during vigorous riding, allowing eGR to perform accurate and silent shifting even in difficult and uneven terrain.

eGR's charging voltage has been adjusted to work best with power banks and popular mobile power sources. As a result, eGR can be charged whenever it is needed, even in remote areas without access to traditional power sources.

Shifting and braking performance

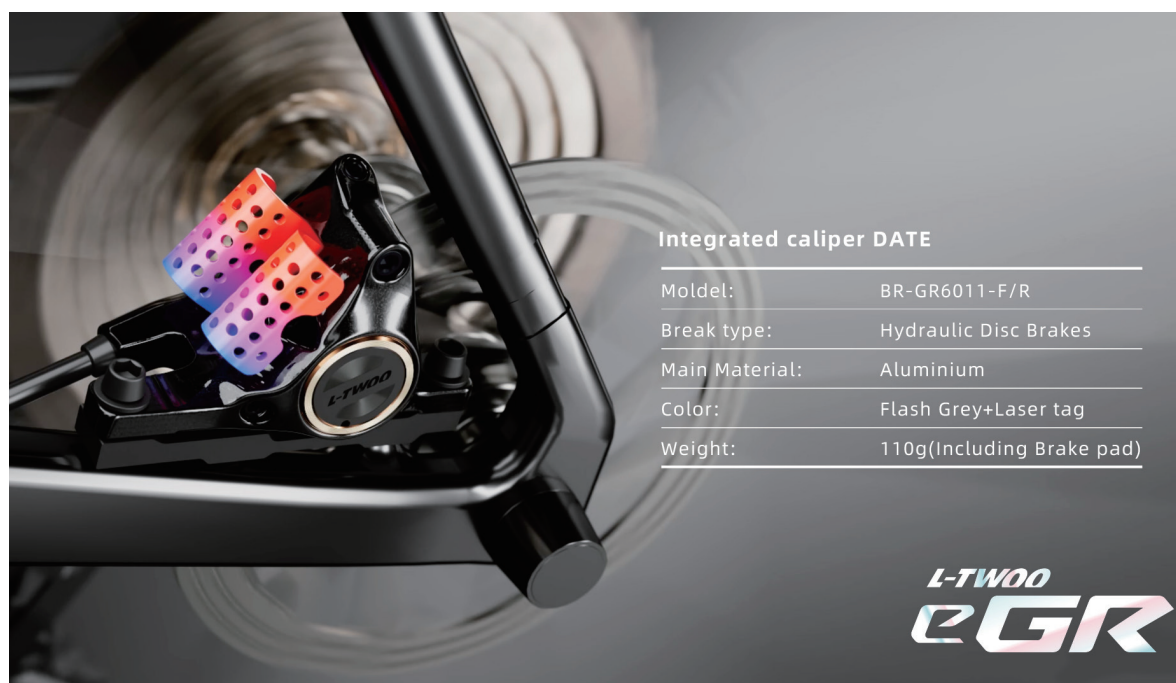
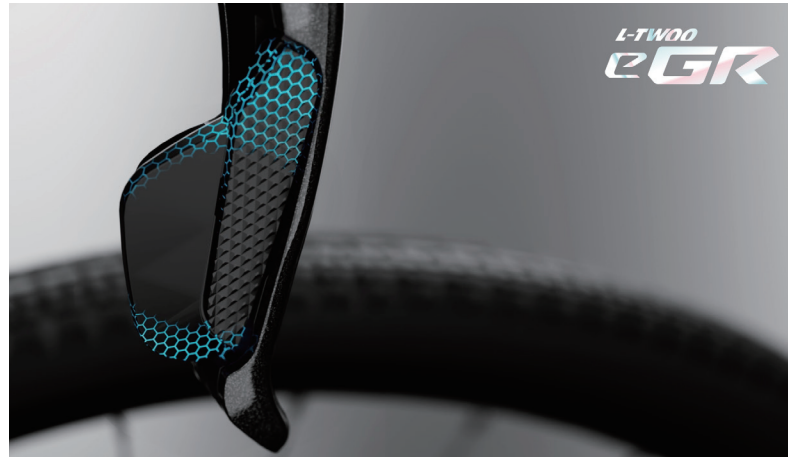
The L-TWOO engineering team incorporated innovative design concepts into the eGR shifters to ensure more precise shifting feedback during intense rides. The new material's elastic deformation structure and springs have significantly altered how the eGR shifter buttons feel to the touch. The new shifter buttons are expected to last up to 250,000

presses after passing elastic deformation and fatigue tests. The surface area of the button has been increased for easier manipulation during rides, and tactility has improved in terms of pressing tension and rebound feedback.

To improve the grip and maintain excellent riding comfort throughout the cycling experience, eGR has optimized the handlebar grip's material and texture. The brake levers have received ergonomic upgrades, greatly improving the lever's sensation. The use of new metal materials improves the strength of the brake levers without adding weight.

When compared to the Disc series brake systems, eGR offers more powerful braking performance. Gravel cycling environments differ from urban or paved roads, so eGR includes an integrated caliper suited for gravel biking.

This design improves braking rigidity and force transmission, resulting in better performance in extreme riding conditions. Furthermore, eGR is outfitted with the Disc series' ceramic pistons and L-TWOO's proprietary "Egg Roll" technology, making it superior to traditional brake systems in terms of temperature management.




Integrated caliper DATE

Model:	BR-GR6011-F/R
Break type:	Hydraulic Disc Brakes
Main Material:	Aluminium
Color:	Flash Grey+Laser tag
Weight:	110g(Including Brake pad)



Pricing strategy

In L-TWOO's product planning for the coming years, the goal is to fully electrify, smarten, and popularize bicycle transmissions. The intention is to once again set a new price standard for electronic transmissions, with a complete eGR kit priced at US\$23.49. This pricing strategy aims to keep the eGR competitively priced in the market while achieving the goal of making bicycle transmissions fully electronic and accessible to a wider range of users. 

L-TWOO

www.ltwoo.com

eGR

electronic gravel groupset

Shift levers (left, right)
Electronic rear derailleur
Front, Rear Brake calipers (with hydraulic hoses)
Seatpost battery
Magnetic charging cable
Derailleur Connecting cables



RECOMMENDED RETAIL PRICE

3499 RMB / Per Set

BUTTONS:

Increasing the contact area of the buttons.
Button feel has been optimized, enhancing button tension and feedback.

DAMPING SYSTEM:

Effectively filters out shocks and vibrations from the road surface feedback, fearlessly handling complex environments.

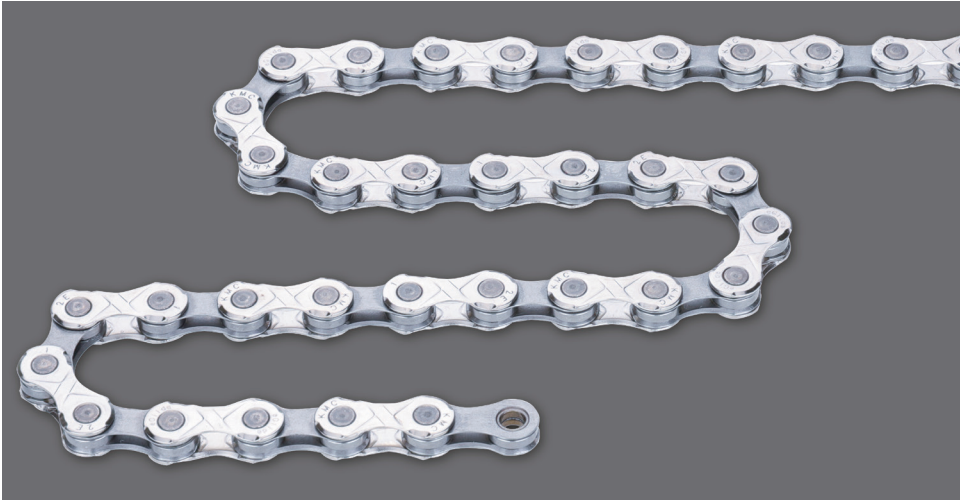
ANTI-IMPACT STRUCTURE:

Along with the use of longer and more powerful reset springs, resulting in a 10% increase in impact cushioning travel.
This has given rise to a brand new collision-resistant structure to handle even more challenging environments.

BRAND-NEW ELECTRONIC CONTROL PROGRAM :

Achieves asynchronous multi-speed shifting by controlling pulse currents through a designed logic.
With the latest precision control algorithm, it maintains gear accuracy within 0.2mm, ensuring precise execution of every shifting task.

Innovative Chains from KMC



eGlide- for 9-11 speed

eGlide is KMC's newest chain combining technology from both X-Series and e-Series chains. eGlide is optimally hardened through perfectly-tuned component heat treatment and has internal double X-Bridge between chain plates, both providing excellent durability, and smoother shifting performance.

eGlide maintains e-Series market-leading tensile strength, and uses KMC's Shield Tech to achieve industry-leading pin power for ultimate torsional strength. eGlide is compatible with Shimano Linkglide (LG) system.

e-Bike Solution

KMC's e-Bike Solution chains and chainrings combine with a unique Chain Mate design where KMC's chainring roller seats between teeth that are perfectly matched to chain rollers for exceptional component engagement resulting in superior chain and cog tooth running efficiency. e-Bike series chains wield revolutionary Shield Tech e-pins, a patented technology that increases pin surface area by 10% for a bigger and stronger rivet, achieves industry-leading pin power of over 450kgf, and also significantly improves chain rigidity by 25%.

KMC's e-Bike Solution chainrings offers superior chain retention via an optimized tooth design to hold the rollers in place, significantly preventing chain drop while also reducing friction. The tooth is vertically asymmetrical to avoid interference while at extreme chain angles to the rear cassette.



eCargo

With the diverse use of eCargo bikes, KMC has designed a chain with a focus on strength and longer chain life. Unparalleled tensile strength and outstanding durability surpass all expectations of a dedicated eCargo chain.

In response to significantly increases force on eCargo drivetrains, eCargo chain tensile-strength achieves a market-leading 1350kgf which is 30% higher than other KMC e-Bike standard chains and 50% higher than industry standards.

Redesigned protective bushings and durable premium pins reduce abrasion and high-load wear allowing eCargo chains to last over twice as long.

Unique O-Shaped inner and outer plates are strengthened by 13% and 20%, respectively. Wider and thicker plates allow for increased strength, stability and provide anti-chain drop assurance.

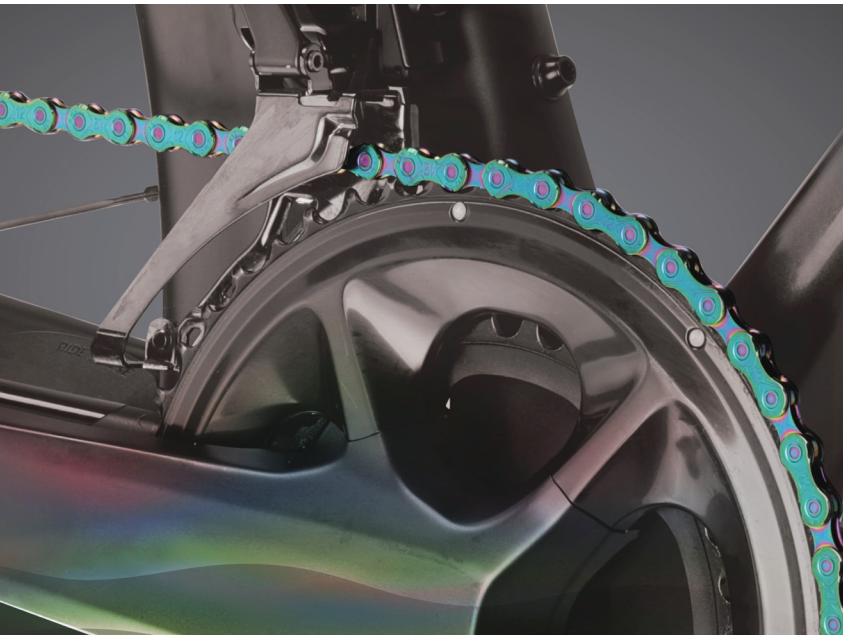
Aurora chain

KMC brings you a whole new level of extraordinary style with X-Series Aurora chains, each with a unique color combined with responsive shifting and outstanding durability.

Aurora chains have a Double X Bridge design to provide smoother gear tooth insertion and efficient shifting performance. The asymmetrical outer plate and inner plate chamfering enable phenomenal shifting performance while avoiding interference between the chain and gear teeth.

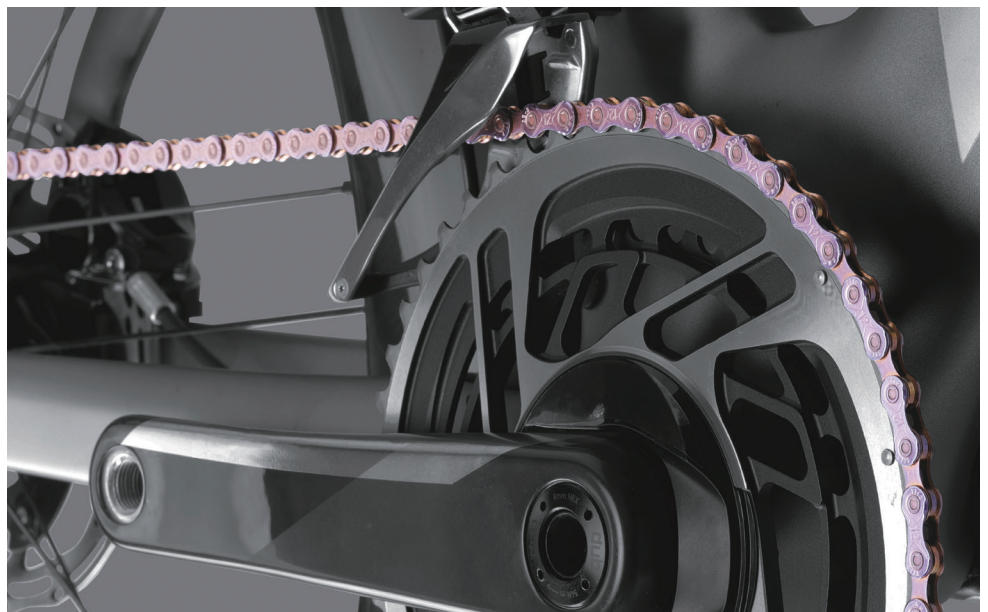
Aurora chains have enhanced pin power to withstand torsion in extreme chainlines and provide the highest power conversion efficiency. Aurora chains are compatible on all Shimano, SRAM, Campagnolo, and other drivetrain systems.

The newest Aurora color brings a unique outlook to the chain and is available for 10, 11, and 12 speed. KMC Aurora chains are the perfect match for your exceptional style.



TT Racing Chain


TT Racing Chain is the first chain specifically designed for the highest efficiency in the most competitive environments. Friction is the enemy of drivetrains; KMC has focused on significantly reducing it with exceptional component engagement. Available in 11 and 12 speeds, TT Racing Chain has unique construction that reduces rider effort and improves riding efficiency: ability to ride 5% farther in the same time span, allows for a 3-watt energy savings, 9% increase in acceleration and more effectively maintain top speed. It also has an embossed double X-Bridge and optimal chamfering to provide smoother chain, tooth interaction and enhance shifting performance.



Chain Tool PRO

KMC Chain Tool PRO is the best for all single to 13 speed chains.

The rotating de-riveting pin will become perfectly situated when engaging the chain allowing stable and steady effort to protect the chain plates, rivet, and reduce de-riveting pin wear.

The ergonomic sliding-handle is easy to use, improving chain rivet removal efficiency. The de-riveting pin is reversible offering a convenient replacement and additional storage space holds a second reversible de-riveting pin. The chain cradle and adjustment knob allow for safe adjustment and modification to accommodate all chain widths from eCargo1 and BMX chains to super narrow 13 speed chains.  WG

WBIA Focus on Sustainability of global supply chains and continued involvement at the UN and WHO level



The World Bicycle Industry Association (WBIA) successfully concluded its annual General Assembly, where key stakeholders from the global bicycle industry associations gathered to discuss the ongoing industry developments and set strategic objectives for the future.

Chaired by WBIA President Erhard Büchel, the meeting took place on the 22nd of June at EUROBIKE 2023 in Frankfurt and resulted in a reinforced commitment to the work of WBIA at the UN level and the 10 Sustainability Principles agreed on at the 2023 Taipei Cycle Show.

The General Assembly saw active participation from representatives of WBIA member associations, including the Confederation of the European Bicycle Industry (CONEBI), Taiwan Bicycle Association (TBA), Bicycle Association Japan (BAJ), All India Cycle Manufacturers Association (AICMA), and

People for Bikes (USA).

Taking stock of the fruitful event at the Taipei Cycle Show in March, the General Assembly agreed to strengthen the focus on the 10 sustainability principles i.e., effective data management, education, energy, circular economy, material consumption, eco-design, sustainable supply chains, focus on e-bikes, carbon offset projects and carbon footprint verification even further. There is a unique momentum for WBIA to take a leading role in coordinating the industry on global guidance regarding sustainable supply chains. Additionally, there was broad agreement to reach out to more global stakeholders and foster cooperation with associations that are not yet part of WBIA.


"Collaborating on global sustainability initiatives during the WBIA General Assembly was an important exercise for our team at PeopleForBikes,"

said Jenn Dice, President and CEO of PeopleForBikes. "Bringing back resources and processes to help our more than 300 industry members make progress on their sustainability goals will undoubtedly change the impact the bicycle industry has on our planet for the better," she continued.

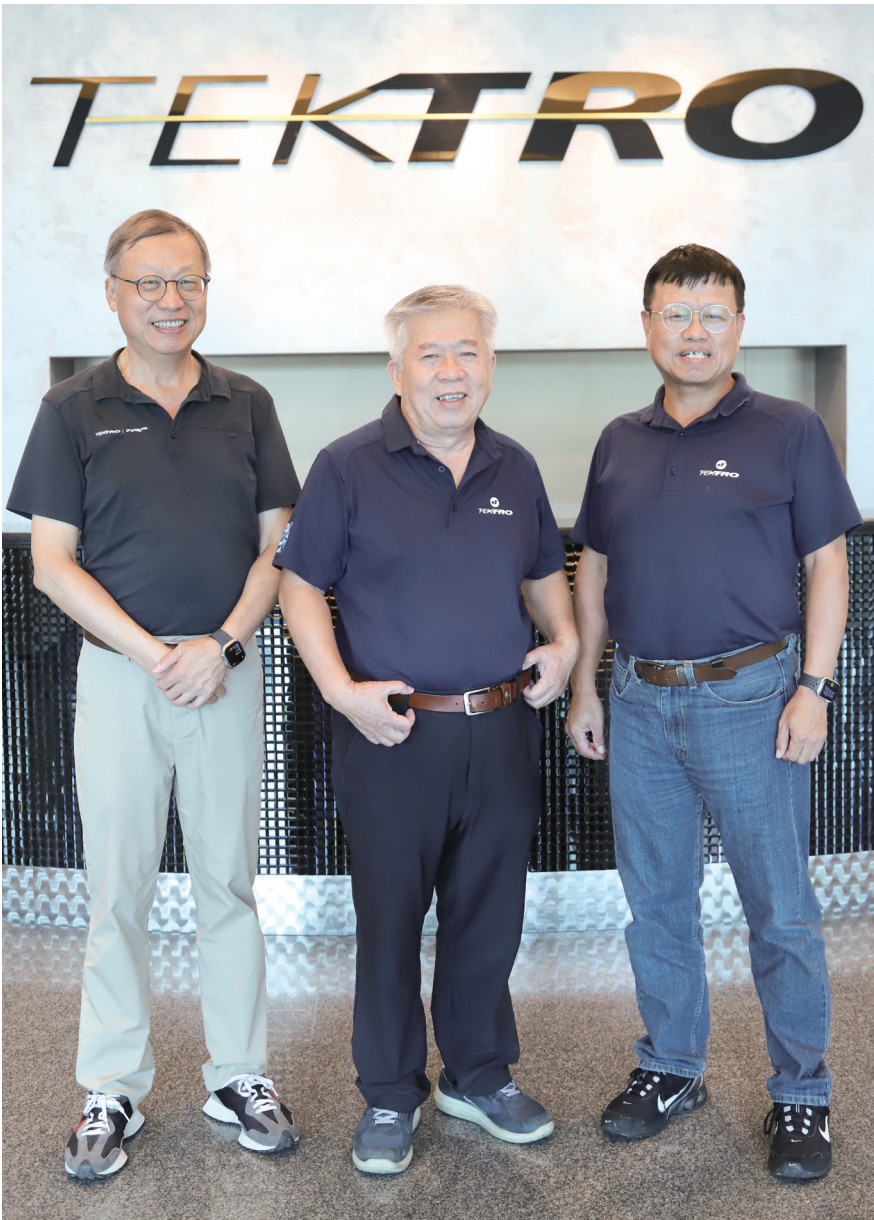
WBIA continues to be involved in different fora and projects at the UN level including the Pan-European Masterplan for Cycling Promotion, as well as on global technical regulations on vehicle-to-vehicle communication, for example, including the update on the UN blind spot information system to detect cyclists.

Furthermore, the Taiwan Bicycle Association (TBA) proposed hosting the next WBIA General Assembly in Taipei during the 2024 Taipei Cycle Show, a motion that received unanimous support

from the participants. Robert Wu, Chairman of TBA said: "Thank you WBIA for making this possible. It is our great honor to have this opportunity to host the WBIA General Assembly at the 2024 Taipei Cycle Show and with conscientious effort dedicated to ESG and Sustainability. Together we hope to contribute and move forward in a more innovative and visionary direction."

Erhard Büchel, President of WBIA and CONEBI said: "The Bicycle Industry is dynamically developing – and it is as important as ever to look for global sustainability solutions. I am pleased to see such a high level of commitment from our members to the 10 sustainability principles, on which our future projects will be built. Moreover, I am pleased with the good work being done by WBIA at the UN level, representing our voice for the further growth of our industry at the global political level." 

Highly Automated Tektro



▲From left: Tektro GM Leo Chen, President Gary Chen and Vice GM Bada Nien.



▲Tektro Managing Director Assistant Otis Chen.

Established in 1986, Tektro originally specialized in bicycle brake systems. Starting in 2019, Tektro entered the transmission business under its TRP brand name with the introduction of its DH7 and TR12 rear derailleurs for downhill bikes. The company followed up on this with the introduction of its E-Drive 9 derailleur system for e-bikes in 2022.

Tektro has adopted a vertically-integrated production strategy, which has helped it to maintain manufacturing quality. It performs forging, heat

treatment, CNC processing, brake pad and lining production, painting, carbon fiber processing, and assembly in-house, and its overall self-made content exceeds 80%. Because Tektro was aware of looming labor shortages at an early date, it also began planning automated manufacturing and processing early on. As a result, it is now Taiwan's most vertically integrated bicycle brake manufacturer.

Tektro's new plant occupies a 18,800m² site, and will boost the company's capacity by 30-40%. The new plant is equipped with even more automated equipment, and will also further increase the company's self-made content, improve quality control, and speed up production processes. At the same time, Tektro is vigorously pursuing ESG measures; apart from participating in BAS, it has also implemented several energy-saving, emissions-reducing processes at its plants, and hopes to reduce CO₂ emissions by 4% each year. 🌍WG





Taipei Cycle Present Vision for 2024 Show

September 27, 2023 – Taipei, Taiwan: Today, TAIPEI CYCLE, the leading cycling industry show, held a press conference to present its grand vision for TAIPEI CYCLE 2024. Following an intensive two-day visit, 12 international media representatives from nine countries came together to gain a deeper understanding of new benchmarks within the industry, embracing themes of Micro-Mobility, Innovations & Startups, Green Action and Culture & Lifestyle.

Simon Wang, CEO of TAITRA, the event's organiser, underlined these key topics

during the press conference: E-bikes and Sustainability. Wang voiced the importance of Taiwan's role in the ever-changing landscape of transportation, highlighting the need for electrification as the driving force. He outlined the exponential growth of Taiwan's e-bike export value, which during recent years has repeatedly met the same level as traditional bicycles, showcasing Taiwan's adaptability and innovative excellence.

The visit along Taiwan's western coast, a hub for industries that manufacture semiconductors, electronics,



▲ From left: TBA Chairman Robert Wu, TAITRA CEO Simon Wang and BAS Chairman Young Liu.

and plastics, further reinforced the island's position as a key contributor to the future of intelligent, electric mobility.

Wang emphasised Taiwan's dedication to reducing

its carbon footprint and stated that sustainability is an essential aspect of responsible business practices. He highlighted the Taiwanese bicycle industry's significant



progress in sustainable manufacturing, design innovations, and the research and development of new materials.

Today's company visit provided a first hand look at the integration of recycled and eco-conscious materials, including plastics, ocean-salvaged waste, and bio and carbon fibres. The demonstrations stressed the innovative capabilities of Taiwanese businesses, solidifying their status as leaders in the global supply chain.

Robert Wu, Chairman of the Taiwan Bicycle Association (TBA) said: "The Taiwan bicycle industry plays a hugely important role in providing the world with a premium supply chain. We have a very hard working and smart bicycle industry which contributes many innovative products on a daily basis. In August 2023, our average export price was FOB USD\$1000 per bike and USD\$1700 per e-bike. That's a growth of almost 100 times compared with 50 years ago.

2023 has been a very difficult year for the worldwide bicycle industry, but hard times are also a good time to prepare exciting future products and tech from across the Taiwan bicycle industry."

Young Liu, Chairman of Cycling Alliance for


Sustainability (BAS) highlighted their future goals, saying: "Firstly, our members are required to complete a Carbon Footprint Verification within two years. Up to now, approximately 75% of the members have achieved this goal within just nine months. Secondly, our members are committed to reducing carbon emissions by 3% annually, aiming to achieve a 25% reduction in carbon emissions per bicycle by 2030. That's the equivalent of about 40 kilograms of carbon emission reduction per bicycle. Finally, we will promote individual carbon credit passports to encourage more people worldwide to ride bicycles."

Chairman Liu also mentioned that next year's Taipei Cycle will invite important international bicycle associations from across Europe and the United States to come to Taiwan to promote sustainability.

TAITRA has confirmed that the upcoming Taipei Cycle 2024 has surpassed the scale of its pre-pandemic edition, attracting a diverse array of exhibitors from across the globe. The 2024 event will boast over 900 exhibitors representing 30 countries, with a staggering 3,400 booths. Notably, the 4th floor of Tainex Hall 2 will be dedicated solely to the display of e-bikes



and e-mobility supply chain products, complemented by an exciting e-bike demo track for test rides. Taipei Cycle 2024 is scheduled to take place from March 6 to March

9 at Tainex Hall 1 and Hall 2, marking a significant milestone in the industry's journey towards electrification and sustainability. 

CARBON RIM



RACE DISC
R301-C30CL

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EVERGREEN LAUREL HOTEL
(TAICHUNG) ROOM-333

Kenda's Shenzhen Strategy

Kenda Shenzhen's urban renewal development project is currently in collaboration with Shenzhen Longhua Construction. The first phase has begun on approximately 78,000 square meters of land. Six buildings with more than 15 floors are planned (4 factory buildings and two accommodation buildings). The total area of construction will be 331,400 square meters. A groundbreaking ceremony was held in March of this year, and it is expected to be finished by the end of 2026 when Kenda will be able to share more than 40% of the construction area.

The construction of this urban renewal project will be centered on meeting the needs of the talent, innovation, and intelligent automobile industry chains. They will construct a base for advanced

manufacturing that will produce tires, automotive electronics, auto parts, charging stations, etc. The primary goals of the initiative are to raise the level of digital and intelligent development in local industries, hasten the integration of the four advanced manufacturing functions, enhance R&D and design, have dual innovation incubation, and expand manufacturing services. They aim to aid in the development of new digital cities and industrial settlements.

The factory is strategically located near an MRT station and high-speed rail stations, according to Kenda CEO Jimmy Yang. Furthermore, the expressway is close to Shenzhen Airport, which will facilitate connections with production, work, and ecological coexistence through "integration of industry and city" planning. 🌐WG



K KENDA



READY TO GO WILD

**K1214E
REGOLITH**

**K1211E
NEVEGAL 2**

**K1201E
HELLKAT**

**K1184A
HAVOK**

**K1184
HAVOK**

**K1150
NEVEGAL X**

**K1227B
HONEY BADGER DH**



Joytech Pledges to Reduce CO₂ Emissions by 3% Annually

Joytech (Novatec), a founding member of the Bicycling Alliance for Sustainability (BAS), has been a particularly strong ESG advocate. Its efforts have included the establishment of a greenhouse gas inventory team, and promotion various types of education and training. Its goal is to promote ESG and achieve a company-wide consensus concerning the need to reduce carbon emissions.

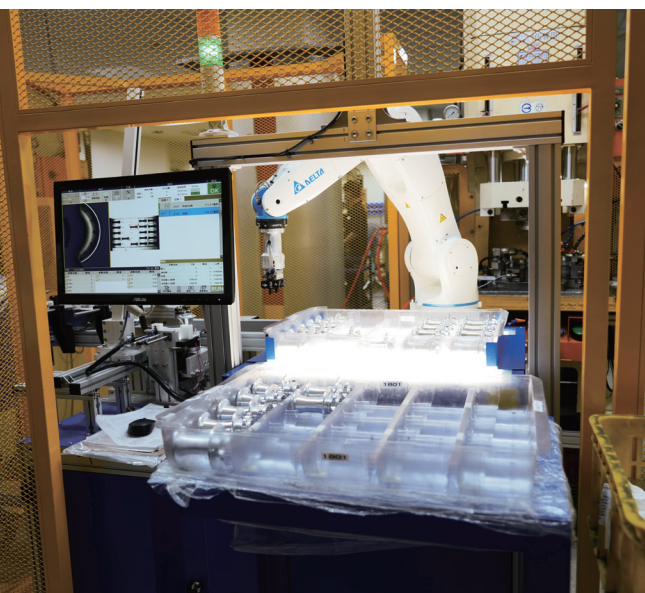
In the area of product packaging, in order to reduce the use of plastic bags, Joytech has switched to the use of "bee's nest paper," which has allowed it to reduce CO₂ emissions by 9,600kg. Joytech also reprocesses

discarded rims to make dining tables or decorative items, which creates new value from waste. According to Joytech General Manager Jeff Chen, who is also the vice chairman of BAS, Joytech currently emits 2,300 tons of carbon each year, and will strive to maintain a 3% annual reductions. Furthermore, Joytech also strongly supports the public interest showing of the documentary "Melting Greenland" for the purpose of public environmental education, and to publicize the facts of climate change. By taking action in the field of environmental education, Joytech hopes to summon the power to effect real change!

WG



▲Joytech GM Jeff Chen.



Ridea's Streamlined, Rigid Prism Wing Wheelset

Crystal wings, soaring in the wind

Over the years, bicycle wheelsets have evolved from wire-spoke wheelsets to carbon fiber spoke wheelsets, yet they have still not met the demands of cyclists for both "rigidity" and "speed."

Thus, the rigid blade wheel has emerged. However, due to the hollow integral molding of the blade arms (spokes) and the rim, the production difficulty has increased, resulting in very thick blade arms that increase wind resistance, thereby sacrificing "speed" in exchange for "rigidity."

Boost your riding idea


After years of research and development, the Ridea team has finally overcome the challenges by dividing the spoke structure into two sides, forming the optimal triangular configuration with the wheel rim, and reducing over 60% of the spoke's wind exposure.



Ride freely; conquer headwinds

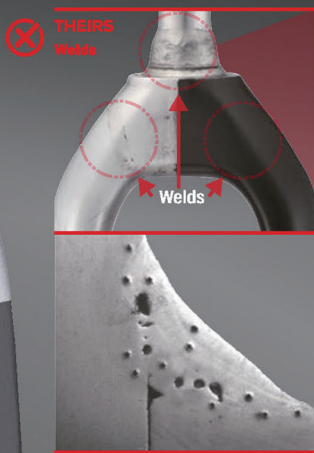
The 29mm ultra-wide rim provides greater stability during acceleration and significantly improves the safety margin during cornering. The hollow Y-wing bone with a patented

design arranges the center's left and right crosses in a radiating pattern, resembling the cross-spoke pattern of traditional spoke wheels. This design improvement enhances the rigidity of the traditional blade wheel and adds resilience during cycling,

resulting in a perfect display of star-shaped rays and diamond crystal shapes. The shape of the prismatic crystal resembles the feathers of a wing that cuts through the air like a blade. Hence, it is named the "Prism Wing" Wheel. 



A SINGULAR FOCUS



Compare a welded steerer tube joint with our one-piece design. Welding presents risk in the quality of the joint while our is safer, stronger and more beautiful.



3D TECHNOLOGY

An Alexrims Global Company

**BOOTH
EVERGREEN LAUREL HOTEL CI & C2**


www.alexrims.com

Richard Tsai Elected President of Taiwanese Chambers of Commerce in Vietnam



▲ DDK Group President Richard Tsai (left) is the new President of the Council of Taiwanese Chambers of Commerce in Vietnam.

The election of DDK Group President Richard Tsai as 25th President of the Council of Taiwanese Chambers of Commerce in Vietnam is a great honor for the bicycle industry. After leaving Taiwan and establishing a plant in Vietnam 23 years ago, President Tsai has emphasized R&D, integrated production, and maintained a high in-plant content rate, which has enabled him to establish the DDK brand, and capture 10% of global bicycle saddle market in 2022. As a growing number of Taiwanese firms move to Vietnam, President Tsai has always been ready to help other Taiwanese firms to set up factories in Vietnam and expand their business. After weathering strikes and the EU's 2005 anti-dumping duties on the bicycle industry, all the DDK plants then in Binh Duong Province were burned in the riots that followed anti-China protests on May 13, 2014, sending 14 years of hard work up in flames. Nevertheless, Richard Tsai kept a cool head, and found new opportunities in the wake of crisis. Following the completion of DDK's new plant in Binh Duong Province's Dai Dang

Industrial Zone in October 2015, its saddle sales have continued to grow, and annual production capacity has reached 9 million units, making the plant one of the world's top 5 saddle producers. Beyond enthusiastically helping Taiwanese firms to overcome difficulties caused by the riots, President Tsai also sought support from both the local Vietnamese government and Taiwan's Ministry of Economic Affairs for the affected Taiwanese firms. Throughout the past twenty-odd years, Tsai has further provided charitable relief and resources to aid the victims of natural disasters in different parts of Vietnam, and has provided remote instruction and industry internships to the second-generation offspring of Vietnamese residents of Taiwan, helping them stay in touch with their roots in Vietnam. After being elected president of the Chambers of Commerce, Richard Tsai hopes to promote further progress by Taiwanese companies in Vietnam and embark on joint efforts to expand business opportunities. 

LIN HOTEL
at 7F Berlin hall

VM FIT



NEW MODEL VP-8320

DDK VM FIT high-tech vacuum process bonds the cover and the pad to the saddle shell - an elegant and high-end design without nails or staples.

The higher rear section of the saddle helps preventing backward sliding during acceleration.



Xpedo Felix Pedals

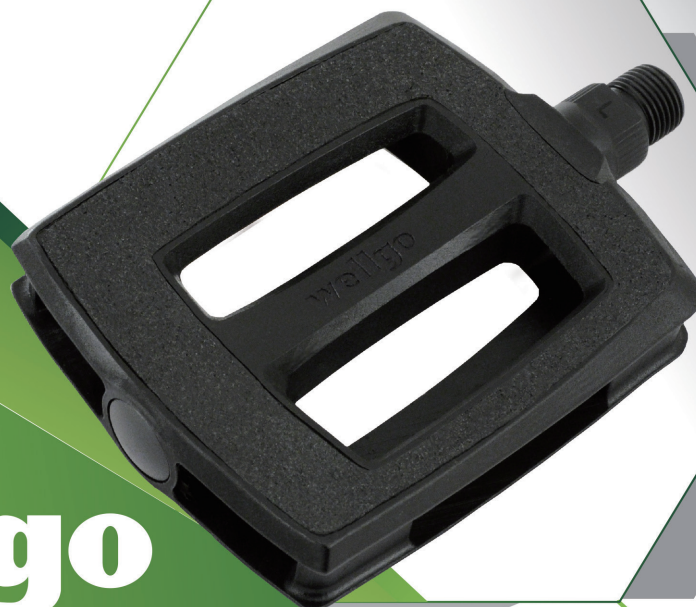
Xpedo's new Felix flat pedal weighs 340 grams for the pair and combines the lightweight features of a nylon composite body with 20 removable metal G-Pins. There is ample ground clearance thanks to the 109mm wide and 16mm thick durable nylon composite body. The 10mm height G-Pins offer superior grip in any condition. Felix comes in black, red, pink, or rasta and has chromoly spindles with fully serviceable bushings and a sealed bearing system. 



Price: \$49.00USD
 Weight: 340 grams
 Body: Nylon
 Spindle: Chromoly
 Bearings: 1 Cartridge
 Pin: 40 metal G-Pins per pair
 Colors: Black, Red, Pink, Rasta



Modern look, Good grip.



C372

WEIGHT: 328g
BODY: Plastic
COVER: Sand Paper
SPINDLE: Boron
BEARING: Polymer bearing
SIZE: 112 x 87 x 23 mm

wellgo

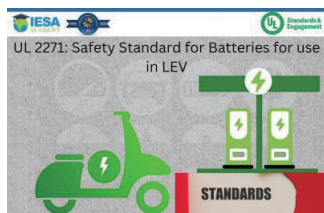
www.wellgopedal.com

**Lin Wedding
Garden 1F**

The New York City Council's Law on Micromobility Devices and Batteries

In a move to strengthen the fire safety of e-bikes, e-scooters, and the lithium-ion batteries that power such devices, on March 2, 2023, the New York City Council passed Initiative 663-A, mandating e-bikes, e-scooters, e-mobility devices, and light electric vehicle (EV) battery packs to be third-party certified.

On March 20, 2023, New York City Mayor Eric Adams signed this into law. With this new law, any company selling, leasing, or distributing micromobility devices, such as e-bikes or e-scooters, has until September 16, 2023, to obtain certification from UL Solutions or another National Recognized Testing Laboratory (NRTL) to:



UL 2849, the Standard for Electrical Systems for e-Bikes, applies to the electrical system of any powered bicycle sold, distributed, leased, or rented in New York City.

UL 2272, the Standard for




Electrical Systems for Personal E-Mobility Devices, for all powered mobility devices, including e-scooters, sold, distributed, leased, or rented in New York City.

UL 2271, the Standard for Batteries for Use in Light Electric Vehicle Applications, of any storage battery for a powered bicycle or mobility device sold, distributed, leased, or rented in New York City.



REAR-CARRIER LOCKABLE CASE QUICKRELEASE ADAPTOR

 Push and lock



360°



GPS Trackers
storage space



New Product Gallery

microSHIFT

SB-G7000-R/SB-G7000-L

Product Description: 1x10 speed Sword drop bar shifters pair modern features with analog operation. The lever body has a gradually rounded outer edge that's designed to pair well with flared handlebars, giving you the comfort and control you need even on rough terrain. The hoods and shift levers have raised traction patterns to ensure a solid grip whether you wear gloves or not. The brake lever has a higher pivot point and pulls more cable than the average road lever making your mechanical disc brakes feel stronger and easier to control. With every detail this considered, you'll forget the shifters are even there.

www.microshift.com/models/sb-g7000/



microSHIFT

SB-G7000-LD

Product Description: The Sword dropper remote lever allows you to control dropper actuation directly from the hoods of your drop bar bike. It has all the same dialed ergonomics and braking leverage as the standard Sword levers, but features a paddle for dropper actuation and also allows you to adjust cable tension without pulling the post.

www.microshift.com/models/sb-g7000-ld/

Token Products Inc.

M-BOX

Splendor Hotel
#1016-1017

TOKEN's newly developed internal cable routing system, the 'M-BOX,' is believed to offer the best internal routing solution for eMTBs. It boasts compatibility with the majority of eMTBs, features a robust structure, and provides meticulous protection against dirt and grime during cable installation.

www.tokenproducts.com/



Yantec Industries Inc.

PT-F18KC

ZS56/28.6 ZS66/45.8

For semi-integration cable system

Internal headset 28.6*56*66*45.8

For 1 1/8"-1.8" tapered fork

Height:11.7+3.5=15.2mm

Bearings: Sealed AC bearings R457B / R458B

Material: Alloy 6061 & 7075 crown race

Finish: Anodized

F18KC-2 for 1.5 crown race ϕ 39.8



Alex Global Technology Inc.

Patented One-Piece Forged Fork

Alexrims' subsidiary company, 3D Technology, Inc. has developed an innovative bicycle front fork constructed from aluminum alloy forged as a single part without seams or welds resulting in a significantly stronger and safer front fork. A variety of fork designs can be produced using our 3D-forging technology to suit bicycles of every category.



Alex Global Technology Inc.

BEB004 / 504 E-Bike Hub

The BEB004 and BEB504 rear hub with Power Stroke Technology is Bear Pawls' solution for the increased power and torque requirements of E-bikes. A hardened steel cassette body is mated with a semi-high flanged hub shell to allow for wider spoke angles resulting in a stronger wheel. Four (4) sealed cartridge bearings are spaced to distribute internal forces while maintaining high rolling efficiency.

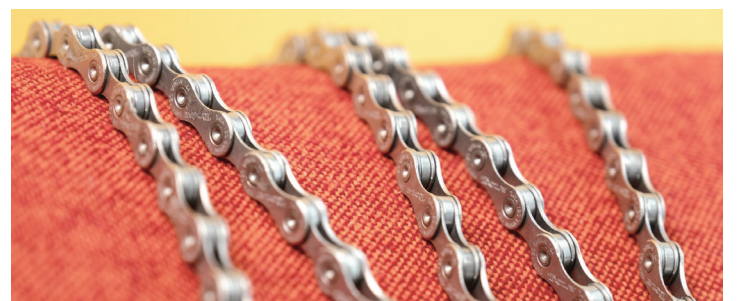


TAYA CHAIN CO., LTD.

TAYA 12 Speed GST Chain: Unleash Your MTB Potential

Calling all mountain bikers! If you're seeking top-notch performance and durability, look no further than the TAYA 12 Speed GST Bike Chain (TOLV-121). Our Green Surface Treatment (GST) technology ensures a rust-free, smooth, and reliable ride. Upgrade your MTB experience with the GST chain. Learn more on our website.

tayachain.com



Dnm Suspension Technology.

RCP-22 / RCP-2PLUS

Weight: 1.62kg (3.57 lb), 265 mm (10.43 inch)
 Adjustments: Rebound / Compression /
 Preload / Air Pressure Adjustable /
 High-Low speed adj (only for RCP-2PLUS)
 Damper shaft Hard chromed shock Ø 14
 mm (0.55 inch) shaft.

Dark hard-anodized AL-7075 shock body, Ø
 41 mm (0.61 inch).

Riding style: AM / FR / DH

Available Size Eye to Eye x Travel: 265 ×
 80mm (10.43 ×3.15 inch)

Length above 265mm is available, please contact.

Length and travel are customizable, MOQ required

@ dnm@dnmshock.com w dnmshock.com



SR Suntour Inc.

MOBIE36 BOOST - Keep moving, on and off the beaten path!

(Urban/Sports utility category)

The MOBIE suspension fork line is SR SUNTOUR's answer for everything from the daily commute to a fully loaded adventure outside the city boundaries. With a complete line that ranges from 20" cargo forks and micromobility to heavy-duty trekking bikes and now features the Mobie36 as the latest family member that strikes the perfect blend of peak MTB performance with useful, practical, and safety-enhancing features.

Equipped with the same high-end PCS performance cartridge and EQ air spring technology that has helped world-class riders like Tom Pidcock claim top podium results in the Olympics and World Cup races, while also sporting city (long) fender mounts, crown light mount integration, and ABS mounting interfaces to support safety and comfort aspects that really count in daily life and make it fun to leave the car at home.

While aiming for performance and comfort, SR SUNTOUR is about keeping maintenance and service easy and cost-efficient. Our cartridges are built to last and to be easily serviced without special tools by trained shop mechanics around the world. For quick maintenance, the MOBIE 36 casting even features QSP grease and ventilation ports.

The MOBIE 36 is the most complete suspension fork on the market, no matter the direction taken and what will be thrown at it.



SR Suntour Inc.

SR SUNTOUR new 36mm platform forks.

Cycling is further evolving and what was inconceivable 5 years ago is now daily business. We see full-suspension mountain bikes being equipped with long urban-style fenders, rear carriers, and kickstands as well as urban-style bikes being upgraded with beefier tires ready for adventure and flowy trails.

We love these trends as they stand for the real usage and needs, the ongoing movement, fresh ideas, and as a matter of fact a new blend of riding. They also mean that our way of designing suspension products had to be adapted as we strive to offer the best solutions to propel these trends.

So, stepping up our game and introducing a new 36mm fork line that is fueled from and merging both the urban as well as the offroad side of cycling we want to contribute with useful yet performing and comfortable suspension products that offer the extra of plushness, steering precision and stability making the riding experience great.

PCS performance cartridges, stiff 36mm chassis, air negative EQ spring to accommodate accurate spring settings to any rider weight, boost hub spacing for enhanced tire clearance, and quick service pressure release and grease ports contribute MTB-driven performance features that won't disappoint in an urban environment. Features like integrated lamp mounts (Mobie36) keep the cockpit clean and reduce shade through interference with fenders. Urban long fender mounts on all those forks make it easy to retrofit useful protection against wetness and dirt to help keep you clean on daily rides. Blending all aspects in one platform of different models, we help the industry and all riders to push for new solutions for the better. Finally, all of those forks can be ordered ABS-ready, this next step is making rides safe and fun.



RST Greenergy Tech. Co., Ltd.

Smart Tag Platform

Do you worry that your e-bike will be stolen if you park it outside and go into a shop? RST's brand-new smart tag platform is the solution you are looking for. After purchasing the smart tag platform, users can install a tracking device similar to AirTag on the front fork of their bike, which will enable them to confirm the location of their bike using their cell phone. Seniors and children can also install the devices on their bikes or e-bikes, and you can use your cell phone to check their whereabouts, and make sure they do not get lost.



U-LIX Ind. Co., Ltd.
UL-305S Universal Front Wheel Stand

Applicable Size: Wheel Size 16~29 inch; Tire Width: up to 3.2 inch
 1. Simply place your bike wheel between the uprights to hold the bike in a vertical position. Stands automatically and adjusts to your tire width

2. Velcro allows you to park the bike more stably
3. Soft plastic protector included to avoid damage to your spokes


DDK Group Co., Ltd.
OXO 2.0

OXO-PRO 2.0 is our latest series of all black grips made from 100% recyclable material. They have all the same features & quality as our standard OXO-PRO range but are our companies way of contributing to the worldwide sustainability mentality.

Features for Comfort:

1. The 2K Comfort lockable line grips have a wide ergonomic wing that relieves pressure from the palm and provides maximum wrist support
2. Placement and design of the texture areas create a comfortable and firm hold.
3. An integrated and patented secure lock system that is placed so it resists weight and pressure that allows you to adjust grip to a perfect riding angle.
4. All grips have open ends with plug to protect grip



Features for Performance:

1. The 2K Performance lockable line grips have an optimal ergonomic wing that relieves pressure from the palm, provides wrist support, and allows rider to get hands around grip if needed.
2. Placement and design of the texture areas create a comfortable and firm hold.
3. An integrated and patented secure lock system that is placed so it resists weight and pressure allows you to adjust grip to perfect riding angle.
4. All grips have open ends with plug to protect grip

@ ronny@oxo-pro.com www.oxo-pro.com

DDK Group Co., Ltd.
DDK-3211FS

Saddle recommended for gravel bikes.

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www.ddk-group.com



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Kenda Rubber Ind. Co., Ltd.
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The Karma 2 was designed for slippery XC tracks, but it does much more than that. From cross country to down country and light trail, the Karma 2 offers super predictable handling and traction where you need it. Get ready for the most fun you'll ever have on an XC tire!

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Kenda Rubber Ind. Co., Ltd.
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Speed. It's Kenda's fastest-rolling XC tire yet. With a low-profile, high void tread pattern, the Rush grips where it counts and rolls smoothly on hard surfaces. Comes with a dual layer compound specifically developed for the Rush.

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Lev Circuit takes bike riding into "a new era", offering substantial benefits to riders of all levels. Cut the cord.. and experience true freedom and simplicity. The LEV circuit wireless dropper seat post is a game-changer. It eliminates the need for cables and internal routing, streamlining bike design and reducing maintenance. LEV Circuit...cut the cord.



KUN Teng Industry Co., Ltd.

Ratchet system hub QL-DC8F, QL-DC9MR

KT Taiwan's standout offering is the ratchet system hub, known for its reliability and durability. This robust engagement mechanism ensures smooth and efficient cycling, providing riders with a dependable performance on the road or trail. Available for 36T and 54T engagement, check out at Ever Green Hotel B2 Booth L9&L10 for more information.

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RATCHET SYSTEM

36T 54T

Chen Whua International Co., Ltd.

V-GRIP V-770

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daylue@ms43.hinet.net
v-grip.com.tw

"1 CLICK" MAGNETIC MOUNTING BOTTLE SET

Patent pending



Firmly secure the bottle to the magnetic mounting system by sliding it in from the left or right side or directly down from the top.

Evergreen Laurel
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CIONLLI IND. CO., LTD.

Cionlli commits to Net Zero

Cionlli has long been committed to green manufacturing. To stay updated with the overall GHG emissions, we formally introduced the ISO 14064-1:2018 inventory in 2023. Through a comprehensive inventory process and stringent external verification mechanisms, the management for direct and indirect GHG emissions is strengthened. We will set our carbon reduction targets after compiling the 2022 inventory results. We will also follow key carbon reduction trends and standards including the science based target (SBT) setting. Our goal is to reach Net Zero Emissions by 2050.

To achieve this we have put together a comprehensive carbon reduction plan. The first step is to finish our carbon footprint assessment and apply for the certification. Only through complete investigation and calculations of our carbon emissions from the various steps such as raw materials, production, packaging and transportation can effectively formulate corresponding action plans. We are committed to reducing the use of disposable packaging and opting for simple and biodegradable packaging material. Additionally, we are pushing to increase utilization of recyclable materials or finding ways to reuse materials that were previously not reused. Materials like our recycled carbon fiber, recycled plastics, and other reusable compounds.



Riding Bike, Saving Earth.



ADK Technology Limited.

KSF50 (Full internal cable routing)

Product Descriptio: E-SUS / 27.5" & 29er Compatible
Size:S/M/L Weave: UDM Carbon
Headset: FSA NO.55R / Acros MTB Seat Post: 30.9mm
Motor: SHIMANO EP801+E8036 O.L.D.: 148*12mm E-Thru
Tire: 27.5" * 2.8" (MAX) & 29" * 2.25" (MAX)

nancy@adktec.com; ksc-jessy@ksctec.com
www.ksctec.com



HL Corp.**TDS-D645, TDS-D647**

1. Integrated display, internal cable routing, power assist e-bike stem
2. Fits the SP (RA1020) smartphone holder, internal cable routing, power assist e-bike component set (boating use)
3. No display, internal cable routing, power assist e-bike stem
4. Integrated cycling computer holder, internal cable routing, power assist e-bike component set
5. Integrated smartphone holder, internal cable routing, power assist e-bike stem
6. Integrated satellite system switch, internal cable routing, power assist e-bike component set

+49-755-18347220

@ Gary_Hsu@hlcorp.com

www.hlcorp.com

**TDS-D647-8FOV/EN15194****TDS-D645-8FOV/EN15194****HL Corp.****EC112-700C**

1. Offers streamlined profile minimizing wind resistance, enhanced performance, uses one-piece hydraulic expanding tubing technology to form profiled tubing for alloy hollow feet, ensuring high strength and lighter weight. It greatly reduces overall e-bike weight, and is suitable for use on power assist e-bikes.
2. Open-mouth type forged alloy dropouts, easy to install, lasting durability, high stability.
3. Has an internal cable routing design while ensuring the integrity of the single-barrel shock absorber, protects cable housing from corrosion, neat appearance after e-bike assembly.
4. Flat mount disc brake system, lighter and more attractive calipers, better fit when installed on front fork and will not rub disc, better braking performance, greater stability
5. Employs a telescoping rubber dust cover, keeps out dust and maintains good shock absorbing performance, offers excellent abrasion resistance and aging resistance.
6. Employs a patented three-point positioning method, provides excellent stability and smooth travel
7. Tires widened to 2.5" and paired with tapered stem, offers excellent control.
8. The interior of the outer tubes have seats where mudguards can be installed, which will reduce flying sand and mud when cycling.
9. First internal cable routing design with single-barrel suspension fork.

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@ Gary_Hsu@hlcorp.com

www.hlcorp.com

**Armor Manufacturing Corp.****COLE Cole IBEX 29**

Material: Alloy

Wheel Size: 29

Weight (G) : 1780 (QR) / 1760(M15)

Brake: Disc Brake

Height: 22.5(mm)

Inner Width : 21(mm)

Hub: COLE DSA2s Patented Design, Cold Forged Alloy Body

Axle F/R (mm): QR or Thru-Axle M15 x 110mm/ M12 x 148mm

Compatibility: Shimano 9~11 / SRAM XD / N3W / Microspline

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www.cole-products.com

**C.D. Components Co., Ltd.****CD-275**

E-bike front carrier

Large platform: 330x270mm

Assemble with V-brake holes, front carrier mounting hole and suspension outer fork tubes

Side backpack frame

Adjustable locking feet

Max:10 kg

Material: Alloy

04-7689658

@sd@cdco.com.tw

www.ostand.com.tw/

**Marwi Taiwan Industrial Co., Ltd.****SP-890 Sandblock Pedal**

The SP-890 Sandblock Pedal showcases Marwi's commitment to innovation and quality. The pedal features a high-quality wear-resistant non-slip inlay resembling a sanding block, which provides superior grip and stability during rides. This anti-slip performance allows riders to confidently tackle various terrains. The SP-880 is available in a PP / aluminium body while the inlay is offered in either black or grey.

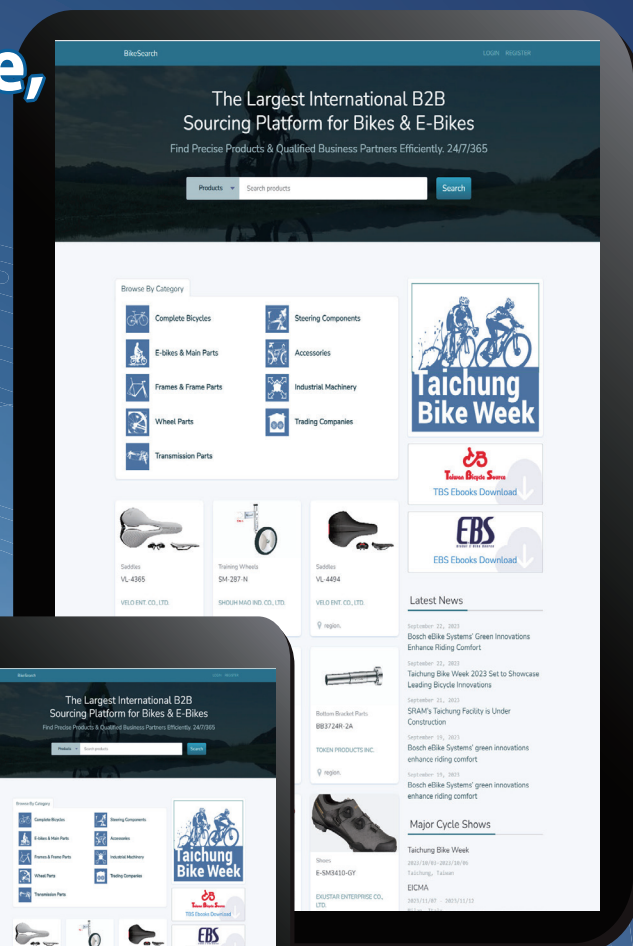
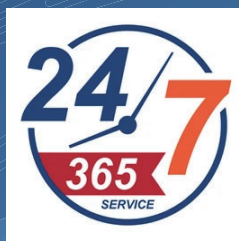
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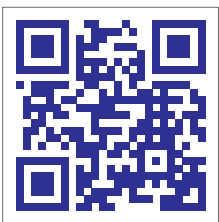


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E-mail : rep@mail.wheelgiant.com.tw Web : https://bikeb2b.biz

Sightseeing in 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.



Taichung Railway Station 臺中車站

📍 No. 1, Taiwan Boulevard., Sec. 1, Central Dist., Taichung

Taichung Station was built during the Japanese occupation, and the building style is highly reminiscent of Tokyo's 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.



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.



Liu Chuan 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.



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 streets around Feng Chia University, this night market is a must-visit destination for visitors to 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

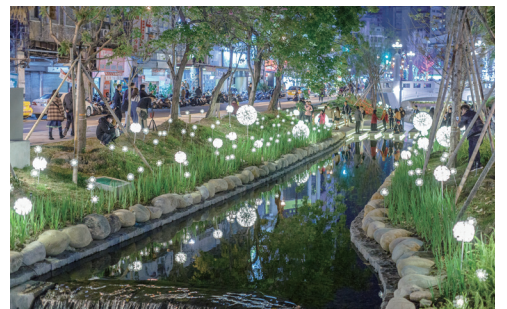
☎ 04-2372-3552 🌐 www.ntmofa.gov.tw/

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.



Lu Chuan Canal 綠川

Lu Chuan Canal, under Taichung government's effort, has risen to become another new attraction drawing tourists and citizens' visits, even during the night time. At the intersection of Taiwan Boulevard and Luchuan E/W Street, the hundred years old "Cherry Blossom Bridge" rested during the remediation project has a bridge tower design rising at each of the four corners, while the European style banisters provide a wow factor to the spot. The space under the bridge is now a paved trail for visitors appreciating the original location of Cherry Blossom Bridge. Seeing the past while looking at the present, one feels the close connection between Luchuan Canal and Taichung urban development, indicated Water Conservation Bureau.



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.



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 second largest city.



Sightseeing in Taichung

National Museum of Natural Science and Botanical Gardens

國立自然科學博物館

No. 1, Guanqian Rd., North Dist., Taichung City 404, Taiwan

+886-4-2322-6940

Tues-Sun 09:00-17:00, closed Mondays

One of the most popular museums in Taiwan, the National Science Museum has 24 exhibit areas dedicated to different themes, and includes a Science Center, Planetarium, IMAX Theater, Life Science Hall, Human Cultures Hall, and a Global Environment Hall. There are botanical gardens behind the museum, housing approximately 800 plant species.



Natural Way Six Arts Cultural Center

道禾六藝文化館(台中刑務所演武場)

No.33, Linsen Rd., West Dist., Taichung City 40345.

04-2375-9366

www.sixarts.org.tw/

Budokan Martial Arts Hall is the only existing Budokan building of the Japanese colonial period in Taichung. The Budokan building contains a Japanese garden. Within the garden is a pond, which still retains its Japanese style even after being restored. Surrounding the Budokan building are the old Japanese dorms. Although these dorms are not open to visitors, you can still enjoy the good-old-time atmosphere just by walking around this areas.



Calligraphy Greenway 草悟道

24hrs

On both sides of Calligraphy Greenway, there are different facilities provided for citizens. The Citizen Plaza on Calligraphy Greenway hosts a jazz festival each year in October. You can enjoy relaxing music, an exotic atmosphere and picturesque scenery all at the same time.



Shen Ji New village 審計新村

No.8, Aly. 4, Ln. 368, Minsheng Rd., West Dist., Taichung City 403

zh-tw.facebook.com/ShenJiNewVillage/

The plans for “teenagers to catch stars and build their dreams in Taichung” of Taichung City government utilizes the idle public buildings at the Shen Ji New village and provides the space required for industrial development. In addition, the plan helps teenagers to conduct their micro-enterprises to increase job opportunities. The handicraft industries create and sell their products in their shops on weekdays. They plan to increase the fairs and events on weekends and holidays, so people can remember the creative atmosphere of Taichung from these hand-made crafts.



Taichung Metropolitan Park

臺中都會公園

No. 30-3, Si-Pin South Lane, Xitun Dist.

Metropolitan Park sits atop Dadu Mountain, providing natural habitats for wild animals and plants. The park includes ecological ponds, an astronomy appreciation square, and waterside trails, making it a great choice for those seeking family-friendly fun.



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.



Dakeng Hiking Trails

大坑登山步道

Dongshan Rd., Beitun Dist.

The Dakeng hiking area, about half an hour outside the city center, features ten trails of varying difficulty levels. Some of the trails can be quite steep with many wooden stairs and suspension bridges, but the hard work pays off with spectacular mountain and city views. Other trails are easier, and feature wooded paths with viewpoint platforms.



Taichung Literature Museum 台中文學館

No.38, Lequn St., West Dist., Taichung City 40357.

04-22240875

www.tlm.taichung.gov.tw/

Located in a police dorm from the Japanese colonial period that has gone through 80 years of renovation, the establishment of the Literature Pavilion in the historical building has given the building a new function, and at the same time promotes the past and future of Taichung literature.



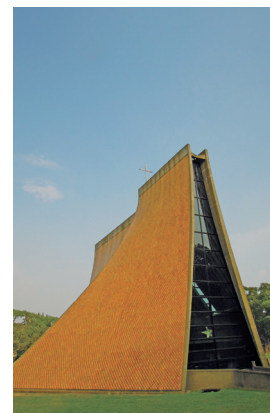
Luce Memorial Chapel

路思義教堂

No.1727, Sec.4, Taiwan Boulevard, Xitun District, Taichung 40704, Taiwan

04-23590121

The Dong Hai University campus is the most attractive one of all the universities in Taiwan. The buildings on the campus are modeled after the architectural style of the Tang dynasty. However, the landmark of Tunghai University is the church, designed by I.M. Pei.



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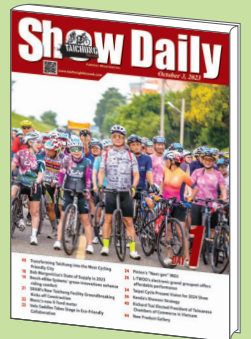
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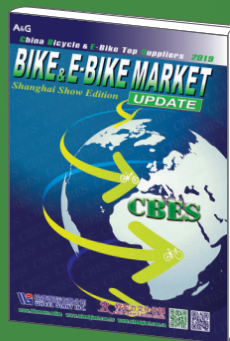
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Cycling Update



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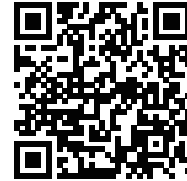
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Legal Advisor: Chenyi Law Firm / Chang Li Chung

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One piece design of DT & MB CPT400 & SX

Performance Line SX - Housing variant 2(62.75.6)
CPT400 fixed mount horizontal

Evergreen Laurel Hotel A26



Patent of One piece DT & MB

- ★ China Patent ZL 2018 2 0212382.8
- ★ Taiwan Patent I676575
- ★ European Patent 20 2023 102 762

Patent of ST

- ★ European Patent 3521152
- ★ China Patent ZL 2018 20210697.9



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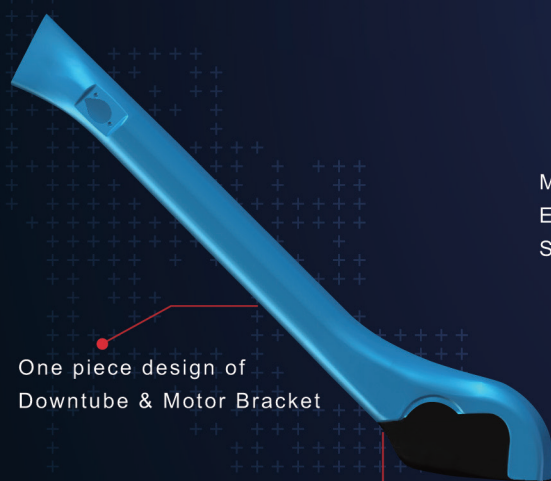
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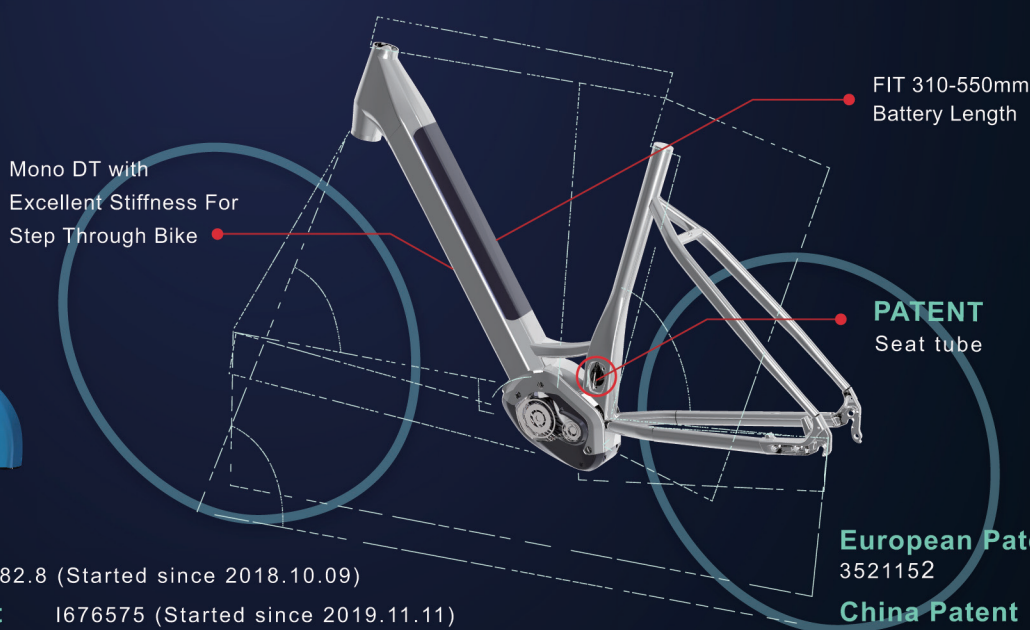
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PATENT
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China Patent

ZL 2018 2 0212382.8 (Started since 2018.10.09)

Taiwan Patent I676575 (Started since 2019.11.11)

European Patent 20 2023 102 762

European Patent

3521152

China Patent

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