

Show Daily

TAICHUNG
bike week



Publisher: Wheel Giant Inc. 輪彥國際有限公司

October 4, 2023

www.taichungbikeweek.com



2023 Taichung Bike Week DAY 2

- 08 TBW 2023 Kicks Off
- 10 Taiwan Bike Exports Struggle in First 8 Months of 2023
- 12 Taiwanese bike companies share ESG data
- 13 The Bicycle Industry warned of a "cold winter"
- 14 Kenda Winning Accolades
- 15 HL builds a highly automated green factory
- 19 Magura Aims for a Complete Range
- 21 Getting Caught Up with Erhard Büchel, CEO of Büchel
- 32 The Zhangpu Bicycle Industry Park is Ready to Make its Mark
- 36 The Rapid Growth of the Bangladesh Bicycle Industry
- 42 Stocks Filled in German Bike Market
- 44 New Product Gallery

**Professional Golf Player,
Hsin-Ning YEH,
sponsored by KENDA**



Nevegal 2 Legend Reloaded

Inspired by the original Nevegal but with an updated tread pattern for less rolling resistance. The tread pattern was updated for less rolling resistance and comes with a dual tread compound. The casing benefits from the latest of material technology featuring the Advanced Trail Casing optimized for trail riding. Learn more on www.kendatire.com



KENDA



Visit us on the web at:
KendaTire.com

facebook **Kendatires**

 **zoom**
信隆 精准操控元件
Precision Steering Components



TDS-D647-8FOV/EN15194



TDS-D645-8FOV/EN15194

精准操控
**PRECISE
CONTROL**



EC-109D

深圳信隆健康产业股份有限公司
中国广东省深圳市宝安区松岗街道办碧头社区第三工业区
邮编: 518105 E: sales@hlcorp.com www.bike.hlcorp.com



台中自行車週 10/3~6
永豐棧 Room No.
1150/1151/1139

LIN HOTEL
at 7F Berlin hall

VMFIT



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.



FROM CITY
TO SUBMIT

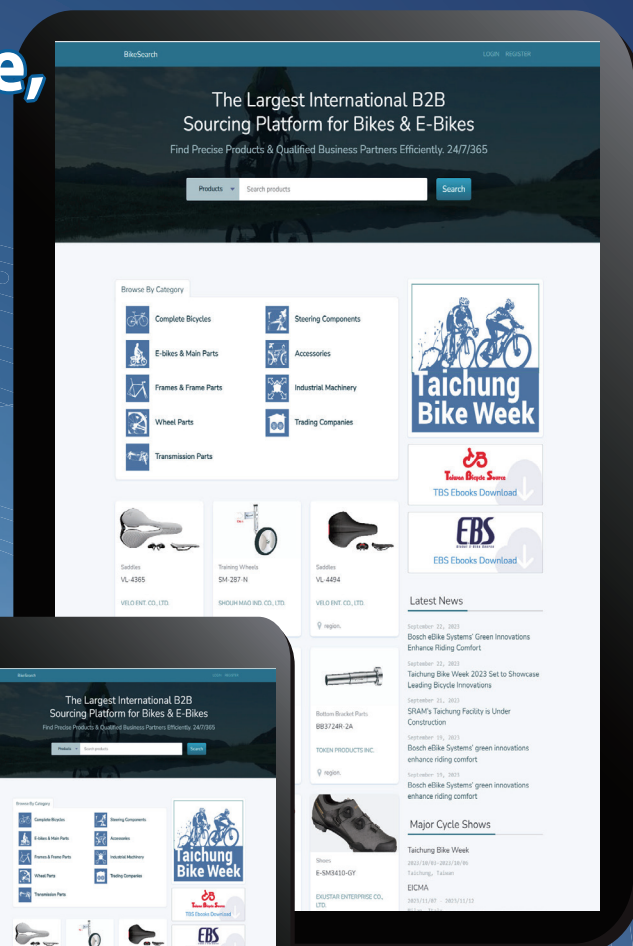
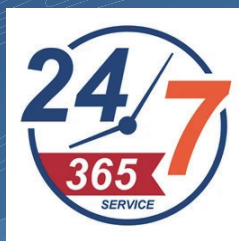


TBW Booth: Splendor Hotel-10F No.1002





Breaking down the regional, time difference, and epidemic impacts and effects.



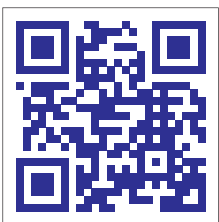
Embracing the post-pandemic era, you need an online B2B matchmaking service platform for the bicycle & E-Bike industry.

Professional

Analytical

Accurate

Efficient



輪彥國際有限公司
WHEEL GIANT INC.

軟實力
Soft Power

軟實力傳媒有限公司
Soft Power Media Co., Ltd.

No. 193, Tzu-Chiang Rd., Changhua 50095, Changhua, Taiwan Tel : 886-4-7360794-5 · 7350500
Shanghai | Tianjin | Ningbo | Shenzhen Tel : 86-512-5751-5789
E-mail : rep@mail.wheelgiant.com.tw Web : https://bikeb2b.biz

TODAY

October 4

TAICHUNG**30°C (86°F)**

Partly Cloudy

**TONIGHT** **29°C (84.2°F)**

Partly Cloudy

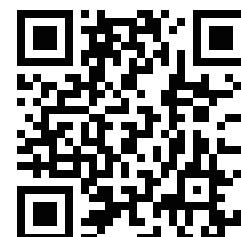
TOMORROW **33°C (91.4°F)**

Partly Cloudy

Wednesday, October 4, 2023

Table of Contents

TBW 2023 Kicks Off	08	Vee Tire Offering New Tires for Gravel Market	30
Taiwan Bike Exports Struggle in First 8 Months of 2023	10	Neco's New Mid-Drive Motor	31
Taiwanese bike companies share ESG data	12	Liow Ko's AX9 Suspension Fork	31
The Bicycle Industry warned of a "cold winter"	13	Bafang H700 Launches Rear Hub Internal Motor	31
Kenda Winning Accolades	14	The Zhangpu Bicycle Industry Park is Ready to Make its Mark	32
HL builds a highly automated green factory	15	The Rapid Growth of the Bangladesh Bicycle Industry	36
ORA Engineering: Pioneers in Bike Manufacturing and Metal Processing	16	People for Bikes' New "Hungry for Batteries" Recycling Campaign	41
Nuvo: A Legacy of Innovation	17	Stocks Filled in German Bike Market	42
Prowheel Launching 'Flash' Cranksets	18	New Product Gallery	44
Abus Offering One-Key Option	18	Shots from the Show	49
Magura Aims for a Complete Range	19		
DDK Remarkable ESG Milestones Demonstrate Commitment to Sustainability	20		
Getting Caught Up with Erhard Büchel, CEO of Büchel	21		
E-Bike Total Solution from Kynamic	22		
The EUROBIKE 2023 Gold AWARD Winners	23		
GW Focuses on Green Production	27		
Innova Bolster's Competitiveness	28		
Liang Feng's Integrated Fork: Light yet Robust	29		





TBW 2023 Kicks Off



The 2023 Taichung Bicycle Week is kicking off at Splendor, Evergreen, Tempus, Lin Hotel and Lin Garden from 3 Oct. to 6 Oct. Taichung City Government and IDIPC held an opening ceremony with CHC in Lin Garden on 3 Oct.

STaichung Industrial Development & Investment Promotion Committee (IDIPC) Director General Ms. Huang Yu-shan said that from October 3th to the 6th, Taichung will play host to the world's bicycle industry as 2023 Taichung Bike Week gets underway at the Evergreen, Tempus, Splendor, The Lin and Lin Wedding Garden hotels. Perfect for any bicycle enterprise seeking to

join the international market, Taichung Bike Week is a unique international OEM event allowing bicycle and parts suppliers to efficiently do business with product managers from all over the globe.

TBA Chairman Robert Wu emphasizes that Taichung Bike Week is one of the leading bicycle OEM events. Created by the bike industry for the bike industry, this OEM event is perfect for matching product managers with global suppliers in the cycling industry, and opens the door for businesses seeking to join the international bike market. TBW is also based right at the very heart of the Taiwan bike industry, with 80% of Taiwanese are within 40 minutes drive of the city. After TBW, many buyers choose to visit their customers nearby. Indeed it was the visits of bike industry buyers that led to the birth of TBW.


Johnson Wu, General Manager of CHC said that the "Handcycle 2.0", which debuted today, is highly anticipated, the first generation of hand-crank bikes developed by tCHCr, with the original intention of helping people with disabilities who cannot ride bicycles to also feel the feeling of riding in the wind together and create a sports option for them. CHC hopes that through the comprehensive optimization of Handcycle 2.0, the visibility, access and use of Handcycle in Taiwan will be expanded in the future, and more people in need will be able to ride. In the future, handcycle will not only be sold in Taiwan, but also have the opportunity to be exported to the international market, helping more users, making handrails a "national sport" and bringing economic benefits.



▲TBA Chairman Robert Wu.



▲IDIPC Director General Ms. Huang Yu-shan.

Handcycle 2.0 not only strengthens the body structure, the quick separation structure, the fork can be separated independently, the body can accommodate the dual battery design, as well as the variable speed lever, the double wheel disc brake system, using track type, with front and rear up and down adjustment functions, but also the online power system adds dual power supply design, lighting and warning module, motor drive module, slope sensing module and torque sensing module and other designs, so that riders can have a more comfortable and relaxed riding experience; Environmental warning and physiological monitoring, warning lights will be lit when there is an oncoming car behind; and different modes of power assistance are provided according to the cyclist's physical condition, and real-time physical condition monitoring can also be achieved. 



▲Johnson Wu, General Manager of CHC with Handcycle 2.0.

Taiwan Bike Exports Struggle in First 8 Months of 2023

According to the statistics from the Ministry of Economic Affairs, Bureau of Foreign Trade for August 2023, the revenue from Taiwan's bicycle exports, including complete bicycles, e-bikes, and components, declined. The overall export value was 3.211 billion US dollars, a decrease of 21.29% compared to the same period last year. The export quantity of complete bicycles reached 997,000 units, down 23.64% from the previous year, with an export value of 1.005 billion US dollars (0.18% growth). The average unit price was 1,008.28 US dollars, representing a growth of 31.19% compared to the same period last year. The e-bike market also saw a decline, with export quantities and values of 543,000 units and 920 million US dollars, respectively, down by 19.76% and 8.43% from the previous year. The average unit price was 1,694.38 US dollars, a growth of 14.11% compared to the same period last year. Component exports amounted to 27.08 million kilograms, a significant decrease of 48.94% compared to 2022, with an export value of 1.286 billion US dollars (a decrease of 37.93%).

In terms of complete bicycles, when analyzed by export destination, the North American Free Trade Agreement (NAFTA) and the European Union (EU) had export quantities of 380,000 and 296,000 units, accounting for 37.93% and 29.71%, respectively, of the

total export quantity of bicycles from Taiwan. These two regions together represented 67.64% of the total exports of bicycles from Taiwan. Among the top 10 export countries, the United States, the Netherlands, mainland China, Germany, and the United Kingdom were the top five, with mainland China experiencing a growth of 338.63%. Apart from mainland China at third

place and Japan at sixth place, all others were distributed in Europe, the United States, and Australia-New Zealand regions.

Regarding ebikes, Taiwan exported ebikes to the North American Free Trade Agreement and the European Union, accounting for 84.21% of the total export quantity. The top five export countries were the Netherlands, the United States,


Germany, the United Kingdom, and Greece, all of which showed declines. The average unit price was 1,694.38 US dollars, with an export value of 920 million US dollars, a decrease of 8.43% compared to the previous year. It is worth noting that Greece and New Zealand are also among the top ten markets in terms of export quantity and export value this year. 

Table 1: Taiwan Bicycle Industry Export Statistics

Year	2023 Jan-Aug	2022 Jan-Aug	Rate Change
Total Bicycles Excluding E-Bike Exports by Volume (in thousands)	997	1305	-23.64%
Total E-Bike Exports by Volume (in thousands)	543	676	-19.76%
Total Bicycle Excluding E-Bikes Exports by Value (USD in million)	1005	1003	0.18%
Total E-Bike Exports by Value (USD in millions)	920	1004	-8.43%
Bicycles Average Unit Price (USD)	1008.28	768.59	31.19%
E-Bike Average Unit Price (USD)	1694.38	1484.84	14.11%
Main Parts Export Value (USD in million)	1286	2072	-37.93%
Combined Total Value of Complete Bicycles and E-bikes (USD in millions)	1925	2008	-4.13%
Combined Total Value of Complete Bicycles, E-bikes and Components (USD in millions)	3211	4080	-21.29%

Table 2: Top 10 Export Markets for Complete Bicycles by Volume, Jan-Aug, 2023

	Market	Volume (unit in thousands)	% of Total Export by Volume	Rate Change
1	US	343	34.37%	-39.70%
2	Netherlands	92	9.25%	4.29%
3	China	90	8.98%	338.63%
4	Germany	72	7.21%	28.16%
5	UK	62	6.17%	-32.84%
6	Japan	39	3.88%	-9.78%
7	Australia	31	3.06%	-53.00%
8	Canada	29	2.90%	-21.12%
9	France	28	2.79%	43.63%
10	Belgium	26	2.57%	-48.15%

Table 3: Top 10 Export Markets for Complete Bicycles by Value, Jan-Aug, 2023

	Market	Value (USD in millions)	% of Total Export by Value	Rate Change
1	US	347	34.51%	-17.45%
2	Netherlands	123.1	12.24%	42.41%
3	China	86.7	8.62%	244.23%
4	UK	54.4	5.41%	-5.61%
5	Australia	45.9	4.56%	-18.77%
6	Germany	41.6	4.13%	99.09%
7	Canada	37.6	3.74%	-7.49%
8	Belgium	36.0	3.58%	3.91%
9	Japan	31.6	3.15%	10.40%
10	South Korea	29.1	2.90%	-14.48%

Table 4: Top 10 Export Markets for e-bikes by Volume, Jan-Aug, 2023

	Market	Volume (unit in thousands)	% of Total Export by Volume	Rate Change
1	Netherlands	200	36.97%	-15.01%
2	US	104	19.13%	-39.58%
3	Germany	56	10.37%	-23.41%
4	UK	37	6.91%	-4.99%
5	Greece	16.2	3.00%	-
6	France	16	2.96%	-25.15%
7	Canada	12	2.21%	3.64%
8	Australia	10.8	1.99%	-31.32%
9	New Zealand	9.3	1.72%	0.28%
10	Belgium	8.8	1.62%	325.23%

Table 5: Top 10 Export Markets for e-bikes by Value, Jan-Aug, 2023

	Market	Value (USD in millions)	% of Total Export by Value	Rate Change
1	Netherlands	323.8	35.22%	0.56%
2	US	221.8	24.12%	-26.56%
3	Germany	57.1	6.20%	-14.47%
4	UK	53.0	5.77%	-12.63%
5	Greece	40.1	4.36%	-
6	Canada	25.0	2.72%	5.31%
7	Australia	24.5	2.66%	-27.52%
8	New Zealand	22.3	2.42%	5.93%
9	France	21.4	2.33%	-10.92%
10	Italy	17.7	1.93%	-60.45%

Taiwanese bike companies share ESG data

A recent issue of BRAIN shared how Taiwanese bike companies are faring in terms of ESG. As so many things do in the United States, the concept of Environmental, Social, and Governance reports has sparked an economic/cultural debate.

In Taiwan, however, ESG reports provide some useful information. Analysts in Taiwan have noted that the European Union is planning to impose carbon tariffs on imports beginning in 2026. While the details of that tax are still being worked out, it is good business for exporters to start measuring—and actively reducing—carbon emissions in particular.

"The collection of carbon border tariffs, also known as "green inflation," will have a significant impact on Taiwan's manufacturing-based industries, according to Lee Chi Enterprises' 2022 annual report. According to the brake and component manufacturer, EU tariffs will make "carbon reduction no longer an option for enterprises but a must for future competitiveness."

Western companies' ESG reports, on the other hand, are a showcase for corporate design experts and content producers, with colorful slides and infographics. However, in Taiwan, companies are only required to enter numbers into 24-row spreadsheets that they file with the stock exchange.

Taiwan required annual reports beginning last year, with the second year's reports published in late June. The

country does not require companies to use standardized methods to compile their numbers, which may explain why some figures vary so wildly from company to company.

BRAIN shared data from reports from six Taiwanese companies that are primarily bike suppliers and are traded on the Taipei stock exchange.

Environmental

[It is important to note that only Giant stated that its figures were ISO-certified by a third-party company. Sun Race and Ideal did not provide Scope 3 data, so only 1-2 are included.]

Carbon emissions are most likely the most scrutinized environmental metric in ESG reports.

Scope 1 accounts for a company's direct emissions, while Scopes 2 and 3 account for emissions caused by the company's activities but emitted by other companies.

With 34,700 tons of CO₂e emissions for Scopes 1 and 2, Giant's emissions dwarf those of the competition. Merida came in second with 6,800 tons. Giant is the largest company in the report, and in terms of tons of CO₂e emitted per million dollars in revenue, Giant trails chain manufacturer KMC, brake/component manufacturer Lee Chi, and Sun Race.

Sun Race had the lowest total emissions of the six companies, with 1,128 tons. However, its revenue last year was only NT\$244 million (\$7.8

million), while Giant's was NT\$92 billion.

Water use is also closely watched. Giant reported the use of 2.8 million tons of water, far above the others even when compared to its revenues. The second biggest user is Merida, at a reported 121,000 tons. In terms of waste produced, Giant reported 26,300 tons, more than ten times the figure reported by Merida, the second largest waste producer. Neither company declared if water use or waste produced was certified.

Social

The Social numbers are simpler measurements. The average cost of employee benefits, the average salary of all employees and non-executive employees, the median salary of non-executives, the percentage of female executives, and the number of occupational accidents are all factors considered.

Non-executive salaries ranged from \$16,000 (TWD \$835,733) per year at Lee Chi to nearly \$31,000 (TWD \$996,386) at KMC (September 22, 2023 exchange rates). Lee Chi is the only company in which non-executive employees earn more than the company average.

According to Taiwan's Ministry of Labor, the average annual salary for a

manufacturing employee in 2022 will be \$23,679 (TWD \$761,078).

The cost of benefits per employee ranged from NT\$571,000 (Lee Chi) to NT\$1,509 (KMC).


The percentage of female executives ranged from 8% (Lee Chi) to 42% (Ideal).

As a percentage of revenue, occupational injuries ranged from zero (Ideal, KMC, and SunRace) to 0.74% at Lee Chi. Giant had a rate of 0.47%, while Merida had a rate of 0.15%.

Governance

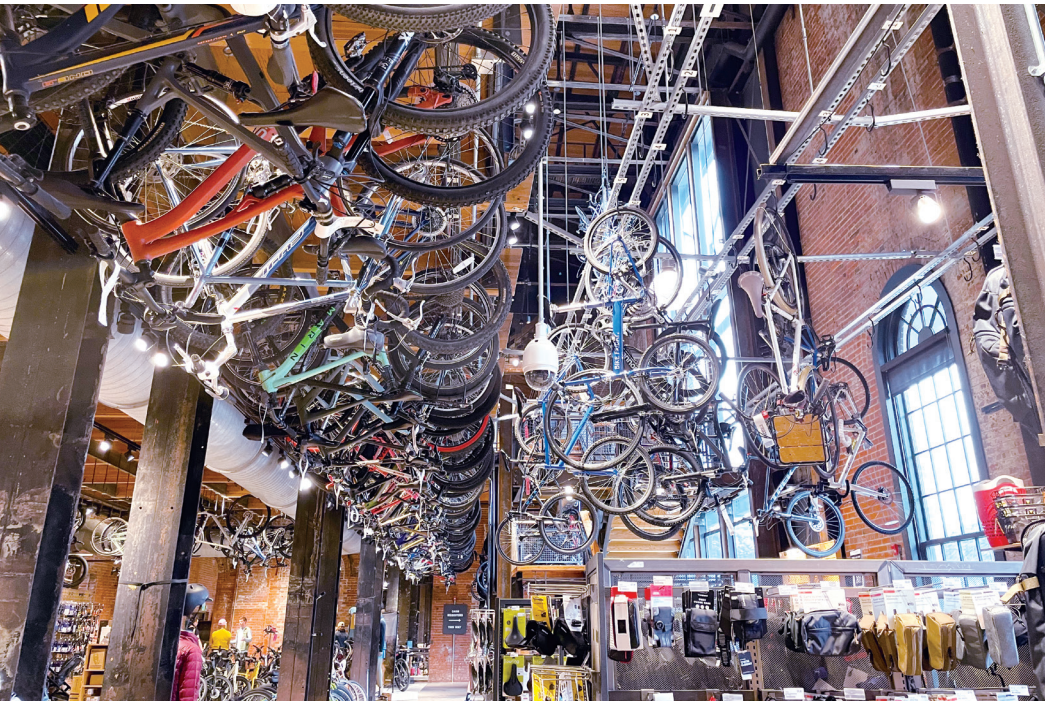
In the Governance category, Taiwan's stock exchange is gathering data on the number of independent directors, the number and percentage of seats held by women, the ratio of directors meeting a required number of training hours, and the number of investor conferences held.

Lee Chi leads the pack, with four of the seven directors being female. Sun Race came next, with three of its nine directors being female. Then came Merida (3 out of 13), KMC (1 out of 7), and Giant (1 out of 11). Ideal, which has the highest percentage of female executives (42%), has no females on its seven-member board.

Last year, Giant held 12 investor conferences, KMC held 100, and everyone else held one.  WG



The Bicycle Industry warned of a “cold winter”



According to Statista, bicycles are greener than cars and outsell them globally, but the \$61 billion bike industry is not as healthy as many people believe. Periodic surges, such as the rise of mountain biking in the 1980s or the phenomenal demand generated by Covid lockdowns, obscure the industry's low margins.

According to a Yahoo Taiwan analysis, the bicycle industry is facing a "super cold winter" of declining demand. Asian cycle and cycle component suppliers have yet to recover from the inevitable market crash that followed the Covid bike boom, and inventory levels remain high.

Shimano, the world's largest manufacturer of cycle transmission systems, reported a 13% year-on-year decrease in revenue in the first half of the year, with an annual decrease of 28% projected.

SRAM, the world's second-largest manufacturer of shifting systems, announced on August 9 that its Taichung, Taiwan, factory would lay off workers, shocking the globalized industry.

Guimeng, the world's largest supplier of cycle chains, saw its revenue fall by 34% in the first half of the year.


Global Taiwanese bike brands Giant

and Merida fared better than component suppliers, but both reported 5.44% and 6.72% revenue decreases in the first half of the year.

Giant manufactures complete bikes for brands such as Scott and Colnago in addition to selling under its own brand name. Giant's European product sales were down 12% year on year, while US sales were down 44%. E-bike sales provided 35% of Giant's half-year revenues.

"Considering the global economy situation as well as the current market undergoing inventory adjustments, this year would be a year to adjust production, sales, and supply back to normal," Giant said in a press release.

"In the long run, people's awareness of ESG and health has greatly increased, and governments all over the world are actively building a friendly cycling environment," the release continued, concluding optimistically that the bicycle industry is "full of unlimited business opportunities."

According to industry analysts, 2023 will be a tough year, with sales recovering through 2024 and beyond at a more sustainable level than the Covid bike boom's peak.  WG



**POWER STROKE
TECHNOLOGY**

DESIGNED TO ENHANCE THE LATEST E-BIKES

BEAR PAWLS E-BIKE SPECIFIC HUBS FEATURE THE LATEST POWER STROKE TECHNOLOGY. ENHANCED STRENGTH AND PERFORMANCE DEMANDED BY HIGH TORQUE E-BIKE APPLICATIONS.

- ✔ Precision-machined high load chromoly steel axle.
- ✔ Reinforced wall thickness increases hub shell structural strength.
- ✔ Application-specific freehub bearing extends part durability.
- ✔ Synchronous engagement driven by 6-pawls and 36 teeth to more evenly distribute drive forces.

**BOOTH
EVERGREEN LAUREL HOTEL C1 & C2**

www.alexrim.com

E-CARGO BIKE



EG4A-B11

APRO
A-PRO TECH CO., LTD
野寶科技股份有限公司
Tel: +886-4-26821688
info@apro-tek.com

Meet us at
長榮桂冠酒店(台中)
EVERGREEN LAUREL HOTEL
(TAICHUNG) ROOM-333

Kenda Winning Accolades



▲Kenda Rubber Chairman Jimmy Yang (right) with Xu Jiaqing, chairman of the Overseas Chinese Committee (left).



Kenda is introducing a non-pneumatic tire (NPT), which eliminates the need to adjust rim and tire assembly, and can be mounted directly on vehicles, making replacement easy, time-saving and compliant with EU regulations. NPT uses "Low PAHs Level" non-polluting materials, non-toxic and environmentally friendly formulas, which are very wear-resistant. Exports to large lawn mower manufacturers in the United States have begun, and already won the honor of "Gold Award" in the selection of overseas Taiwan Outstanding Enterprises Award of the Overseas Chinese Committee.

In its 2023 global tire revenue rankings, the U.S.'s Tire Business magazine reported that Kenda Tires secured the 10th position with a revenue of \$3.676 billion, maintaining its global standing. This achievement also represents the highest ranking for any Taiwanese tire enterprise. In 2022, Kenda Tires posted a revenue of \$1.379 billion, an annual increase of 8.8%. This consistent growth in performance over two years enabled the company to climb swiftly from the 29th position to the 24th in the global standings.

K1160

The Valkyrie is Kenda's all new high performance road tire - fast, reliable and light. It offers excellent rolling resistance, superior wet and dry grip and a very high level of puncture resistance. The Valkyrie TLR utilizes the same tubeless ready technology (SCT) as our mountain bike tires, but it has been optimized for the higher pressures of road tires. 



HL builds a highly automated green factory



▲HL Corp Group President Jim Liao.



▲HL Corp (Shenzhen) CEO Howard Liao(second from the right) and Vice GM Gary Hsu(third from the right). Far right is Secretary-General Chen Liqiu.

HL Corp (Shenzhen) which was founded in 1991, specializes in the R&D, manufacture and marketing of bicycle parts such as handlebars, stems, seat posts and suspension forks, as well as sports fitness & rehabilitation equipment. It has held a business philosophy of “integrity, innovation, quality, practice, implementation, win-win” since the company was first established, and its core business has kept growing steadily through product innovation and production in scale.

The company created the world famous Zoom brand with good quality, punctual delivery, reasonable pricing and outstanding goodwill, and it enjoys a good reputation in the industry. HL Corp (Shenzhen) is the first Taiwanese bicycle company to be listed in China.

In view of the rising global awareness of environmental

protection and the reduction of manpower, HL Corp (Shenzhen) has also actively introduced high-level automation, intelligent, digitized, signage management and lean management into the

manufacturing process, and purchased many high-tech robotic welding machines and CNC processing machines. This has created a comfortable working environment, while

also actively reducing carbon emissions to create a green factory and a happy enterprise.

🌍WG



ORA Engineering: Pioneers in Bike Manufacturing and Metal Processing

Founded in 1996, ORA Engineering, with its 30 years of excellence in metal processing and welding, stands as a beacon of innovation and reliability in the bicycle manufacturing industry. Originating as a family-owned business, ORA has transformed into a global leader, delivering bespoke bicycle solutions from its state-of-the-art facility in Houli, Taiwan. It's here that a team of 90 experts seamlessly marries advanced materials like titanium, stainless steel, and chromoly steel with cutting-edge technology to craft bicycles renowned for their supreme quality and design, catering to markets in North America, Europe, the UK, and Northeast Asia. With an extensive process involving over 400 meticulous procedures and checkpoints, ORA ensures each product, backed by lifetime service, resonates with the brand's ethos of originality, reliability, and advancement.

ORA Engineering is not just committed to pushing the boundaries

in product development but is equally invested in environmental and social responsibilities. The company's sustainable practices include a transformative water treatment system, low-waste manufacturing, and a paperless workflow, echoing its environmental commitment. ORA's societal contributions are marked by its emphasis on providing opportunities to underprivileged students through internships and its collaboration with local colleges to bridge theoretical knowledge with practical experience. The company also champions inclusivity and gender diversity, fostering a supportive and equitable workplace. The facility, armed with the latest in production technology, enables the creation of high-quality, ISO4210 certified products, promising reliability and unparalleled customization capabilities to meet diverse customer needs, reinforcing ORA's reputation as a trusted partner in the bicycle industry.

WVG



▲Titanium internal routing stem.



▲Titanium e-bike frame.

Nuvo: A Legacy of Innovation

From its inception in 1969 in Taiwan, Nuvo Enterprises has grown from a humble local manufacturer to a global frontrunner in bicycle accessories. Pioneered by Mr. Sian-Tang Shih in 1948 and evolving through the years with leadership passed to subsequent generations, Nuvo's unwavering commitment to innovation, quality, and development is evident. Every product milestone, from bottle cages to bells and kickstands, testifies to a workforce driven by the desire to enhance the cycling experience. With a portfolio boasting numerous patents, Nuvo's offerings now grace markets in 37 countries, with Europe accounting for a dominant 80% of their sales. Upholding the core tenets of "honesty, profession, and responsibility", the company has fostered enduring relationships with its valued clientele.

Nuvo's impressive trajectory boasts a rich history, marked by its continuous expansion and relentless pursuit of excellence. Their expansion in the Chinese market, beginning with the

establishment of a factory in Shenzhen in 1998, underlines their growth. Moreover, their partnership initiatives with Taiwanese universities and consistent recognition at the Taipei Cycle d&i awards highlight their dedication to innovation. With two established brands, Nuvo and n+1, the company's plants in Taiwan and China underscore their expansive operational scale. And as they lay the foundation for their newest, fourfold larger facility set to be operational by 2024, Nuvo reiterates its commitment to scaling new heights in the world of cycling accessories.



1 Automation Industry



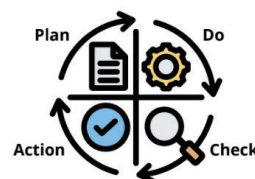
2 Visual management



3 Automatic Storage System



Warehouse Management System and Automatic Storage Retrieval System



4 Smart Machine Box



The solution for intelligent production, through integrating the software and equipment connections.

▲Nuvo's new side bottle cage with recycled plastic, PA66+40% with GRS Certification, weights 48g.



Prowheel Launching 'Flash' Cranksets



Prowheel has launched a series of cranksets specifically designed for e-bikes under a new brand name, Flash. These are tailored for electric-assisted MTB, gravel, and trekking bike models. Given the significant instantaneous torque of e-assisted bikes, the company has adopted use of superior materials and manufacturing processes to enhance durability. For instance, the chainring undergoes hard anodizing treatment to improve wear resistance. Aesthetically, the chainring features a 2-tone color finish, while the cranks boasts brushed anodized treatments, giving a more refined and distinctive appearance.  WG

Abus Offering One-Key Option

Founded in 1924, German Abus has extensive experience in the development and production of high quality security and safety products worldwide. For nearly the last 100 years, the company has expanded its production facilities both in Germany and China, to around 3500 employees. It also has 19 branch offices and 106 international distributors throughout the world.

At TBW this year, Abus is introducing its frame lock, Granit XPlus 6950M to the OE market. Additionally, its Pro Amparo series features extra-wide options with four different widths suitable for bicycles and

e-bikes with wide tires and large fenders.

Additionally, Abus is now offering one-key solution for all its locks, including battery locks, ringlocks, and the optional Abus lock so customers have no need for an additional key.

The company's R&D team has been working with major bicycle brands for over 10 years to develop customized battery locks. The brands in partnership with Abus include Bianchi, Bulls, Canyon, Flyer, Giant, KTM, Trek, Orbea,

Cannondale as well as many others.

Due to insurance policies, Abus ringlocks enjoys high

demand in European markets, especially in the Netherlands, Sweden, Norway, Finland, and Denmark.  WG



▲The Abus team are displaying their latest locks at this year's TBW. From left: Key Account Manager, Nils Schapertons; Asia Regional Manager, Nova Sy and Teamlead Product Management OEM, Stefan Heinemann.

Magura Aims for a Complete Range



The MT A2, Magura's latest disc brake system, aims to break into the entry-level market. Magura is known for high-end, often very expensive products. They intend to use this to enter a market where there are also large quantities. As they put it, they want to "complete their range" as a brake specialist. Initially, it is only available to OE customers, with only spare parts available on the aftermarket.

They claim that it is essentially a new product in which the tubing exit is parallel to the handlebar and is very integrated. Their newest member of the brake family employs their "carbotechnology" of carbon fiber material and is available in rotor sizes ranging from 160mm to 180mm. It takes half the energy to make a master out of this material than it does to make a master out of aluminum.

The Combined Braking System distributes brake force between the front and rear brakes, resulting in a 40% shorter braking distance. It also boasts proven MT braking performance, easy installation and maintenance, and a five-year leak-proof guarantee.

The company is known for providing highly customizable products to customers; however, this strategy is currently


reserved for high-end products, so the MT A2 will not be customizable for the time being.

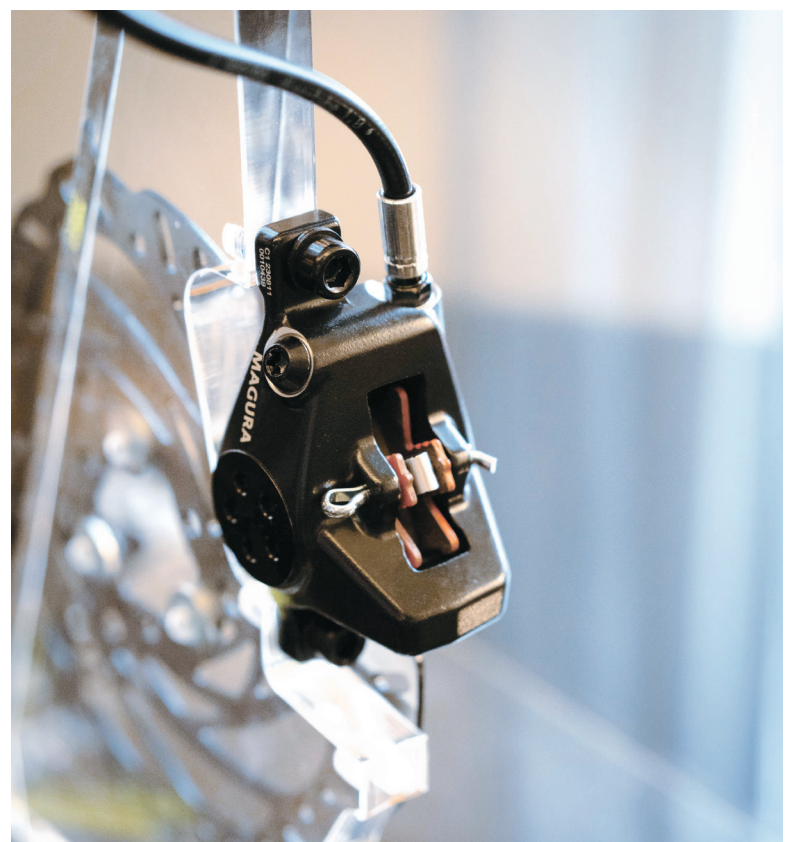
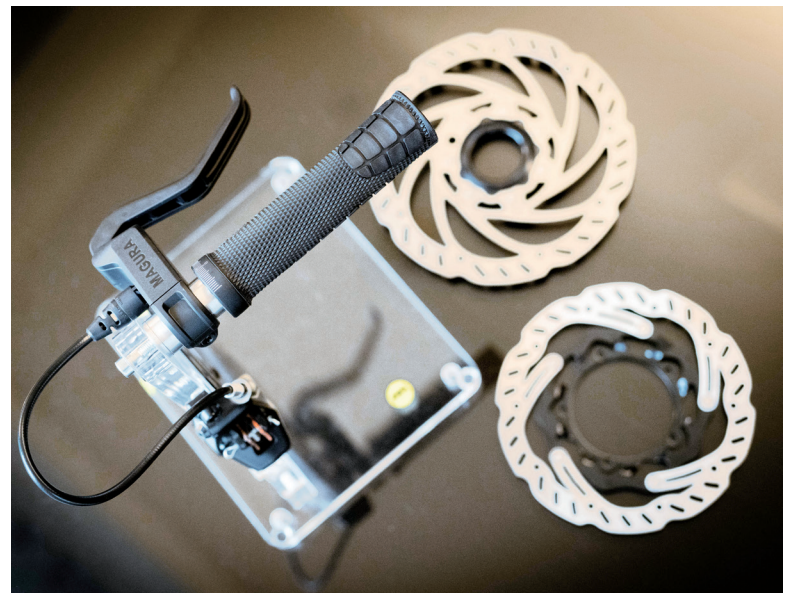
Magura increased production during the coronavirus outbreak, and their output increased significantly. They even started a new production line, which resulted in this product.

They employ approximately 200 Taiwanese and Chinese assemblers, as well as a company in the United States and a metal company in Germany.

Magura is currently involved in a joint venture with Bosch called MBPS (Magura Bosch Parts & Services), in which they collaborate on services, sales, marketing, and training. Riese & Müller was among the first to use the MT A2 disc brake, followed by Kalkhoff, with others likely to follow suit.

It has not been an easy situation for the bike industry. Magura has learned to adapt to the situation and be flexible with their customers.

Their goal for Taichung Bike Week is to maintain close contact with OE customers, determine what information they require to inform them about new products, and hopefully move into a future where the bike is strong once more.  WG



DDK Remarkable ESG Milestones Demonstrate Commitment to Sustainability

Taichung, Sep. 20th, 2023—Headquartered in Taichung, Taiwan, DDK operates production facilities in Taiwan, Vietnam, China, and Europe, specializing in crafting saddles, grips, seat posts, hubs, and saddle cover accessories. With an impressive 98% in-house production capability, DDK differentiates itself by exclusively sourcing raw materials such as PU, steel wire, PP, and cover, producing everything in-house. This integrated approach ensures a streamlined value chain, minimizing waste, and maintaining strict control over production processes. DDK's core strengths lie in its unyielding vow to quality, speed, innovation, employee well-being, and an enduring dedication to environmental stewardship.

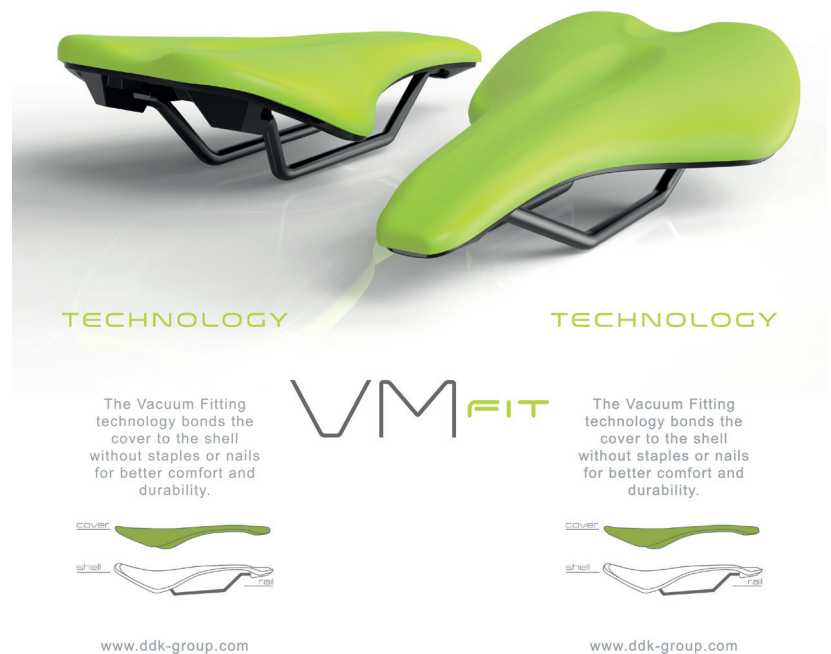
To echo UN's 2030 Agenda for Sustainable Development, DDK Group, a leading worldwide bicycle component supplier, proudly announced significant achievements in Environmental, Social, and Governance (ESG) initiatives. These milestones are reflected on a more sustainable production line and supply chain. It shows the company's unwavering

dedication to sustainable practices, reaffirming corporate responsibility as the cornerstone of their business operations. "It's more important than ever to stay committed to our sustainability strategy" said Ms. Joy Sung the C.M.O. of DDK Group.

As an industry pivot, DDK has achieved remarkable strides in its ESG initiatives. The company comprehensively integrated solar power into its operations, covering the entire factory with solar panels in 2020. Presently, solar energy contributes to 28% of total energy consumption. Equally noteworthy is the company's transition to automatic packaging using recyclable materials and advanced wastewater disposal systems, thus mitigating pollution and preserving local ecosystems. Furthermore, the company has invested in a rainwater recovery system, efficiently harnessing rainwater for reuse within its operations. This transition demonstrates DDK's resolute commitment to reducing plastic waste and its environmental impact.

Moreover, DDK embraces a forward-thinking approach to sustainability. The company has set ambitious targets, with a steadfast commitment to a 25% reduction in CO₂ emissions by


THE FUTURE



2025. These comprehensive goals encompass a transition to 100% green energy usage by 2022, primarily through solar power, to secure a sustainable energy future. Additionally, DDK is dedicated to adopting 100% recycled packaging materials, with a comprehensive plan, including achieving recycled non-woven bags by 2022, recycled covers by 2023, and recycled PP for plastics and bumpers by 2023. The company also actively works to maximize the utilization of harvested rainwater, aiming for 100% rainwater reuse by 2022, thereby further reducing its environmental footprint. "These forward-looking sustainability initiatives exemplify DDK's unwavering commitment to shaping a greener and more responsible future." said Ms. Joy Sung.

In recognition of its steadfast commitment to excellence and sustainability,

DDK Group proudly holds several prestigious certifications, including SA8000, ISO 9001: 2015, ISO 14001: 2005, OHSAS 18001: 2007, ISO 45001: 2018, and REC STANDARDS. These certifications serve as a testament to the company's unwavering dedication to maintaining the highest standards in social responsibility, quality management, environmental protection, and occupational health and safety.

DDK Group continues to lead the way in sustainable manufacturing, showcasing how responsible corporate citizenship can positively impact both the environment and society. The remarkable progress in ESG initiatives not only highlights its dedication to responsible corporate citizenship but also positions it as an industry leader in sustainable manufacturing. By embedding ESG principles into its core operations. 



Getting Caught Up with Erhard Büchel, CEO of Büchel

New products

Erhard Büchel, CEO of Büchel, was approached about new products. He said, "We recently introduced nine lighting products, including a pedelec headlight with 300 lux luminosity and high beam function, a slim rear light with an emergency brake indicator and integrated Z-reflector, and a rechargeable battery light set that connects headlight and rear light via Bluetooth, all according to German homologation.

"Furthermore, we have developed two high-end saddle models that are manufactured using 3D printing and a series of ergonomic grips. Together with pedals, we now have covered all contact points between cyclist and cycle under our WITTKOP brand, from an ergonomic point of view.

"Remarkable in this context is that a new grip model is made from a mixture of renewable cork material. In our factory in Barchfeld, Thuringia, we now manufacture a mudguard made of recycled plastic, which in turn is 100% recyclable. All in all, there are 19 innovations."

Business and challenges

"We also have seen the temporary decline of the bicycle industry in 2023 worldwide, but we can compensate for this by increasing our output in our automotive component production," said Mr. Büchel.

He also stated that the biggest challenge is that many

confirmed orders from Büchel's OEM partners are being postponed to many later dates, so they are stepping up their efforts in the aftermarket.

Mr. Büchel points out that they are in the second year of a five-year investment plan worth approximately 20 million euros. He said, "We are sticking to our plan, despite the tense situation in the bicycle industry, and we are continuing to expand our machine park at our German sites."

Sustainability is also key to their plans. "We invest in our production in Europe, shortening supply chains and reducing our CO2 emissions," said Mr. Büchel. "We are gradually equipping our production facilities with solar energy to become more independent. We use recycled materials or materials from renewable resources wherever possible.

Mr. Büchel spoke of the desire to return manufacturing to the EU. He said, "The more we can produce in Europe, the less susceptible we are to supply chain disruptions, and we can lower the CO2 output."

Expansion

Büchel has been rapidly expanding, with six manufacturing facilities in Germany and one in Italy. In addition, they have three joint ventures in China, India, and the Czech Republic.

In Thuringia, "Büchel Industrie" employs 35 people who make spokes, nipples, and mudguards. In Barchfeld, "HMM Kunststofftechnik" employs



▲ Erhard Büchel, CEO of Büchel & Chairman of CONEBI.

110 people and manufactures bicycle grips, motors, and battery covers for pedelecs, as well as retroreflectors for the automotive and agricultural industries.

Twenty people work in the lighting industry in Zella-Mehlis, Thuringia, where the company was founded. Moving on to Oederan, their rims and mudguard facility employs 60 people. Then there is Rothenburg, where 15 people make carriers. Last but not least, there is their Eislingen facility, which employs 25 people and focuses on agricultural lighting and reflectors. They make bicycle saddles and grip tape in Italy.

In terms of joint ventures, there is the China facility in Jiashan that produces lighting systems, the India facility in Ludhiana that produces active and passive lighting for bicycles primarily for the domestic and South Asian markets, and their most recent addition in the

Czech Republic that produces bike rims.

The market

"Our main export market is the EU," Mr. Büchel said when we asked about their export markets and where they have seen the most growth. "And, within the EU, France has seen the most recent growth."

Following the recent high inventories, many expect the market to return to normalcy next year. "We have adjusted production in line with the declining market. We expect a revival next year from May onwards," Mr. Büchel said. "Only in the pedelec sector are sales relatively stable. Elsewhere, inventories are too high, and sales of normal bikes are too low. No improvement is expected by the end of this year, especially as some OEMs are struggling with financial challenges due to extremely high inventories." 

E-Bike Total Solution from Kynamic



▲Kynamic Director Kevin Chen(third from the right).



After many years of strong, yet quiet growth, e-bikes are now finally getting their spotlight. With many bicycle brands adding or enhancing this essential

category, Kynamic saw a disconnect between design, planning, production, service and warranty. Kynamic was born to provide an ultimate solution with a strategy built

around quality components and service. Kynamic benefits include certified e-bike systems in a one-stop shop, design service and online quick viewer functions, as well as

local logistics and complete after-service through their dealer warranty and end-user troubleshooting platforms and software. 🌐WG

Global E-Bike Source

A&G

The world's only e-bike sourcing guide.

Available both digitally and in printed formats.

EBS

Global E-Bike Source

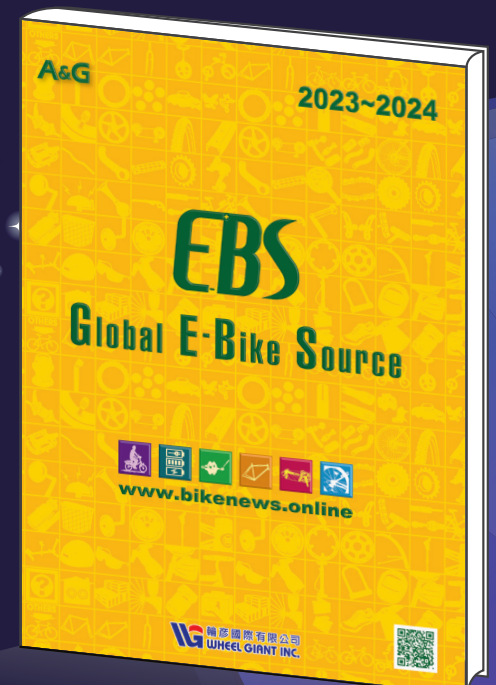
With walkthroughs of key international trade shows.

Rich in business opportunities.

EBS



E-Bike Download



WG 輪彥國際有限公司
WHEEL GIANT INC.

R 軟實力 | 軟實力傳媒有限公司
Soft Power | Soft Power Media Co., Ltd.

No. 193, Tzu-Chiang Rd., Changhua 50095, Changhua, Taiwan / Tel: 886-4-7350500, 7360794~5
Fax: 886-4-7357860 / E-mail: rep@mail.wheelgiant.com.tw / Website: www.bikenews.online
China Branch Office: 86-512-57515789

The EUROBIKE 2023 Gold AWARD Winners

9 entries received the 2023 EUROBIKE Award in Gold as well as the two winners of the GREEN and START-UP Awards.

Gold Award

MOUSTACHE - Cycle me SAS - J.

With the J., MOUSTACHE presents an innovative, full-suspension e-bike that not only promises the highest level of riding comfort, but with its clean, finely crafted aluminum frame design without visible welds, also inspires in aesthetic terms. Particularly in the field of everyday bikes, full suspension has often been neglected in recent years. This makes it all the more pleasing to see how well the J. rides with its two-piece frame and neatly integrated motor including battery. The fact that the e-bike comes along with a refreshing visual lightness despite high riding comfort is another aspect that speaks for the great design concept behind it.



SCOTT SPORTS SA - SCOTT Lumen 900 SL

The SCOTT Lumen eRIDE impresses with an elegantly flowing, organic design language, whereby form and technology form a perfect unit here. At first glance, the pleasantly lightweight e-bike not only looks like a conventional MTB, it also rides like one, as the pedaling resistance is hardly greater when the motor is switched off than on a bike without a motor. However, the superior driving pleasure is most evident when the motor is switched on, which supports unobtrusively or performs powerfully as required. The SCOTT Lumen eRIDE is also excellently processed, convinces technically in every detail by high quality and thus sets the bar at an impressive level.



Tout Terrain GmbH & Co. KG - Tout Terrain Pamir

The Tout Terrain Pamir, equipped with an innovative, powerful and extremely reliable Pinion drivetrain, is a true masterpiece for long tours both on and off the road. Not only does it bear its name with pride, but it was also designed by experts whose passion for cycling is visible and palpable in every detail. Aesthetically impressive and hand-assembled in Germany, this e-bike offers not only exceptional looks but also unparalleled riding pleasure. It is a consistent bike for those who want to travel long distances, especially in remote areas. In addition, the bike frame of the Tout Terrain Pamir is produced in the EU, which is another quality component and a sign of sustainability.



Shimano Europe - AUTO SHIFT & FREE SHIFT

The new Shimano shifting systems DEORE XT Di2 and CUES Di2 improve the shifting comfort on e-bikes immensely. FREE SHIFT, for example, allows you to change gear without having to pedal. And with AUTO SHIFT, the transmission automatically changes to the optimum gear, with the system responding very well even on small inclines. The gear change is pleasantly smooth and gentle on components. Shimano has opened the door to a new dimension in the field of gear shifting with the new DEORE XT Di2 and CUES Di2, the two extremely practical shifting systems promise a completely new shifting experience and thus a high market potential.

SRAM Corporation Europe - SRAM XX Eagle Transmission

With the new XX Eagle Transmission SRAM sets new standards and redefines the switching system for biking. Without shift eye and without adjustment screws, it gains in durability and the switching performance of the electronic group is extremely impressive. The rear derailleur sits on the rear wheel axle and thus guarantees a vibration-proof fit and an always ideal position to the cassette. The XX Eagle Transmission works so even under full load pleasantly light and quiet. A remarkable masterpiece of bicycle engineering.





Robert Bosch GmbH - Bosch eBike ABS

The ABS system for e-bikes developed by Bosch impresses with its small size and compact design. As a result, it does not weigh much and can be easily integrated into various e-bike models. Under heavy braking, the system reduces the risk of rollover and wheel slippage, which can lead to serious accidents, especially at higher speeds, as e-bikes quickly reach. Many users - especially inexperienced users - of e-bikes underestimate the power and speed of the wheels. The Bosch eBike ABS is definitely a significant step towards maximizing safety.

Thule Sweden AB - Thule Epos

With the Thule Epos bike rack, the bikes are not secured with a clamp as with many conventional products, but with a strap. This has the advantage that very different types of bikes can be attached. Especially e-bikes with battery integrated into the frame are now often too thick for many conventional clamp mounts. The Thule Epos holds tubes whose circumference ranges from 10 cm to more than 30 cm, which is roughly the size of a frame tube with battery in it. The tension straps mounted on telescopic rods allow free movement of the mounting base, so that the swing arm of the frame or even the wheel can be fixed. The carrier also offers a large distance between the troughs, which means that even full-suspension bikes and Boost hubs do not interfere. A useful development and real innovation, with which the user*in can be sure that the bike will not fall out of the carrier.



Scholz & Volkmer GmbH - Call a Bike Fahrrad-Station

DB's Call a Bike station with vertical mini-garden combines a sustainable mobility offer with original urban greening. This not only makes the city more beautiful and friendly, but also improves the air, creates space for insects and draws positive attention to the micromobility offer. The thoughtful design of the station is convincing both formally and functionally, and sends a signal about the need to make our cities greener. When Deutsche Bahn rolls out the system, it promises to have a corresponding impact. A solution that is as simple as it is beautiful, making a great statement for a more climate-friendly use of public space.

Pinion GmbH - Pinion E-Drive MOTOR.GEARBOX.UNIT

The Pinion E-Drive MOTOR.GEARBOX.UNIT, developed and manufactured in Germany, combines two systems - motor and gears - in a compact, closed housing to form a completely new drive system. This not only makes the unit practically maintenance and wear-free, but also results in excellent performance thanks to the perfectly matched and high-quality components, which simply makes riders happy. In addition to the powerful drive, the electric gearshift also responds well to speed changes. A real carefree drive system that opens up new possibilities for bike designers and will certainly be used in many bikes in the future.




Schwalbe - Ralf Bohle GmbH - Schwalbe Green Marathon

With the new Green Marathon bicycle tire, Schwalbe underscores its pioneering position in terms of circular economy within the bike industry. The tire is not only 98% pollutant-free, but also the only bicycle tire in the world to date with its own recyclable materials cycle and thus a model of sustainability. The circular system was initiated and built up by Schwalbe itself and is groundbreaking beyond the bike industry. The fact that the Green Marathon is not only environmentally friendly, but also scores with an outstanding performance, proves how uncompromisingly Schwalbe continues to drive the development of its innovative products.



Toolbike AG - MONOPOLE

The Toolbike No O1, designed by Swiss start-up MONOPOLE, boasts an exceptionally straightforward and striking frame architecture that clearly sets it apart from the crowd visually. However, this eye-catching aesthetic is not the bike's only outstanding feature. It also impresses with precise handling characteristics, an impressively smooth drive and a generous front luggage rack that can be used modularly for transport options. Special highlights include steering with a toothed belt from Gates and the Pinion C.16 transmission with Gates Carbon Drive. All these features make the Toolbike No O1 a promising and thoughtful design that rightly positions the young brand MONOPOLE in the market. It should be noted that the frame of the Toolbike No O1 is made in France, which further contributes to the quality and origin of the product. 



GW Focuses on Green Production

Founded in 2001, Glory Wheel has in-house anodizing and automated warehousing. GW produces hubs, thru-axles, headsets, wheels, chain guides, and seat posts. GW built wheels in a factory in Italy. They will produce hubs in a factory in Vietnam in 2024.

To stay competitive amid global carbon market regulations, GW has acknowledged the importance of addressing the "Carbon Risk" in its business operations and has initiated carbon reduction efforts that align with international standards.

GW introduced the "3 R's" into their R&D and production planning processes. The Carbon Reduction Management Team



has been created with an annual budget committed to carbon reduction across the company. For example, consolidating thru-axle production in one location eliminates dispersed work

sites and reduces energy use. The heat generated from the machining process is transferred from the cutting fluid to the anodized solution via a heat exchanger.

The president says GW "will get ISO 14064-1 by Q3 2023. And ISO 14067 and BS 8001 by Q4 2023. And they will compile an ESG report in Q4 2023. 🌍WG




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



Innova Bolster's Competitiveness

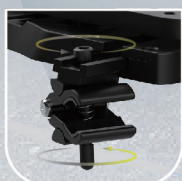
Amidst the industry's downturn, Innova is bolstering its competitiveness, awaiting the spring of economic revival. Currently focusing on OEM production, e-bike and e-cargo tires make up the bulk of Innova's business. Although the recent market conditions are unfavorable and trade shows are lukewarm, Innova has taken this time to develop new products, getting them ready in advance. At the same time, taking advantage of this period when production volumes are lower, the company has joined BAS and initiated the implementation of ESG. From raw materials to manufacturing processes, Innova is working on energy-saving and carbon-reducing improvements. 



 SUNNYWHEEL

REAR-CARRIER LOCKABLE CASE QUICKRELEASE ADAPTOR

 Push and lock



360°



GPS Trackers
storage space




Liang Feng's Integrated Fork: Light yet Robust



▲ Pictured is Chen Ching Yu, a sales representative from Liang Feng's International Trade Department (on the right), and her colleague.

With over 90% in-house production for tasks like forging, tube drawing, CNC, heat treatment, and post-processing grinding, Liang Feng can more effectively control product quality, cost, and delivery times. Compared to traditional forged or hydroformed forks, Liang Feng has developed a novel aluminum alloy fork manufacturing process. This

mechanical molding technique not only enhances the fork's strength but also speeds up production, and due to the reduced material usage, lowers costs. Since initiating this new process in 2011, continuous improvements have been made, earning numerous design awards. Today, Liang Feng's forks have been adopted by major bicycle manufacturers across various models. 



READY TO CREATE KEEP GOING

勇於創新，不止於此



期待與您共同轉動世界



www.arc-china.com



ISO 9001

Vee Tire Offering New Tires for Gravel Market

Vee Tire is the high-end e-bike and bicycle tire division of leading Thai Tire manufacturer, Vee Rubber. Based near Bangkok, Thailand, Vee Rubber was founded in 1977 and has grown steadily to its present size today, with more than 7 production facilities situated all over the world, now employing in excess of 6,000 people.

Vee Tire was created in 2012 to meet the fast-growing and demanding cycling market. They are continuously expanding with production facilities in Thailand, Vietnam and India. The company is celebrating their 10th year with launch of brand new logo at the show. The products are distributed to over 30 countries throughout North America, Europe, Africa, and Asia.

Vee Tire is introducing its new range of tires to the OE market. Sized at 28' x 1.70, 700 x 45C and ETRTO 45-622, TAISTYK tires are designed



▲CCO Bike Sukanjanapong is shown holding the company's latest TAISTYK tire at their booth in the Evergreen Hotel.



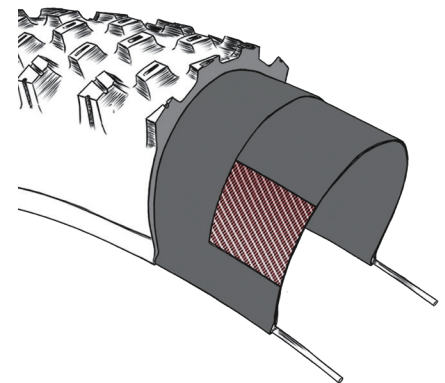
▲Vee Tire is a long-time TBW exhibitor. From left: NA OEM Sales, Craig Hoyt; Chief Commercial Officer, Bike Sukanjanapong; Deputy CEO, Vichit Sukanjanapong and Assistant Brand Manager, Rommel Gallardo.

for gravel bikes and have E50 E-bike-specific rating.

The tires are designed with a folding bead for extra flexibility and puncture resistance, and also feature newly-developed SYN core. This is Vee Rubber's latest core construction which uses their synthesis technology but integrated into the carcass. This enables the tires to have better puncture resistance for

both sidewall and tread, while keeping things light with its high TPI casing. The SYN Core also improves air retention and tubeless compatibility, having more material in-between the inner and outer layers of the tire. TAISTYK tires come in two weights, 560 grams and 590 grams, and are also available in two colors, black and sienna.

WG



▲SYN core construction.

xpēdo

XPEDO SMART TRAINER IS THE BEST CHOICE WHICH YOU DON'T HAVE TO CONSIDER ABOUT THE WEATHER, TEMPERATURE AND QUALITY OF THE AIR WHEN TRAINING INDOOR.

ALL YOU HAVE TO DO IS JUST TO ENJOY WITH XPEDO SMART TRAINER.



APX LITE

Lin Wedding
Garden 1F



Neco's New Mid-Drive Motor



Neco is introducing its MM60S mid-drive motor integrating high-sensitivity torque sensors and speed detectors. The motor samples various data such as crank torque, overall speed, and pedal rotation speed. This information is then fed back to the controller, allowing for precise control and maximizing energy efficiency. This results in the vehicle responding intuitively to

the rider's intentions, providing a seamless and controlled riding experience. Despite offering robust power performance, with a maximum torque exceeding 60Nm, the motor operates with minimal noise. Additionally, the modular design of the controller and motor facilitates easy assembly and disassembly, enhancing service response times. The motor is available in black, gray or silver colors. **WG**

Liow Ko's AX9 Suspension Fork

Due to the popularity of e-bikes and e-cargo bikes, Liow Ko has developed the AX9 suspension fork specifically for S-pedelecs. Suitable for both 20-inch and 26-inch bikes, its travel is adjustable. The inverted fork design provides greater strength and sensitivity, and can be paired with 15 or 20mm thru-axles. This model offers ample adjustment flexibility and can be customized according to customer needs and the type of bike it is paired with. **WG**



Bafang H700 Launches Rear Hub Internal Motor

In response to urban commuting needs, Bafang has launched the H700 rear hub internal gear electric motor system. It features two built-in automatic gears and can be paired with either a belt or chain drive, allowing riders to maintain a better pedaling rhythm and enhance their riding

comfort without manually shifting gears. With an output power of 250W and a torque of 32Nm, it's sufficient for daily commuting and leisure riding. At the same time, its compact design weighs only 3.2kg, ensuring that the bikes equipped with it remain lightweight. **WG**



STARSCircle® SHINING • FOR YOUR RIDING

TAICHUNG BIKE WEEK 2023

Booth No. : Splendor **1381**

October 3 - 6, 2023

3-TONE
FINISHES
ANOD
GLOSSY
Brake Dura
Global
Insurance



www.stars-rim.com



The Zhangpu Bicycle Industry Park is Ready to Make its Mark

Due to China's new land planning policies and urban upgrading, a considerable amount of industrial land has been redesignated commercial and residential areas. As a result, many bicycle firms from Taiwan in Guangdong Province have been forced to move after the government expropriated the land on which their plants sit. Starting in 1989, the first wave of Taiwanese bicycle firms followed the lead of KMC and built plants in the Longhua area of Shenzhen. Nowadays, however, these bicycle firms have long since moved to new plants, and the original plant sites have been transformed into bustling business towers and shopping centers.



FPD

Taiwanese bicycle companies in Shajing were also being forced to relocate. As a result, FPD took the lead in examining other urban areas, and ultimately chose to buy land and establish a plant in the city of Zhangzhou in Fujian Province. The local government in Zhangzhou has designated a bicycle industry park, and is

actively recruiting occupants; close to 10 Taiwanese bicycle companies already occupy plants in the park. The first of these plants to enter production is Zhangpu Weibo Bicycle (FPD), which occupies a 3.4-hectare site. The plant began production in 2017, and chiefly makes pedals, headsets, and main axles; annual pedal capacity

is around 8 million sets, and the plant's in-house content is over 95%. Products are chiefly exported to the European and American markets. According to General Manager Frank Zhao, Zhangzhou offers convenient transportation, and it only takes around one hour to drive to the shipping docks in Xiamen. In addition, the local climate,

people's habits and customs, and the food are very similar to those in Taiwan. The Minnan dialect spoken by the local people is also easily understood by many Taiwanese. Thanks to its beautiful mountain scenery and people's easy-going temperament, Zhangzhou is a very pleasant place for people from Taiwan.

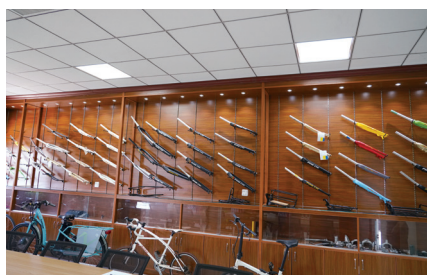


▲ FPD President Joseph Chao(right) and GM Frank Chao(left).



Pingchi

Occupying a 25,000m² site, Pingchi Sporting Device (Zhangzhou) went into production in 2018, and chiefly makes forks, frames, scooters, and special bicycle types (trailers, cargo bikes); 70% of its products are made using aluminum alloy. It has vigorously embraced automation, and its in-house content has also reached 95%; 80% of products are exported to the EU. According to President Chin Lu Hsu, it's easy to travel between Taiwan and Xiamen thanks to the "Three Small Links." Persons over the age of 65 enjoy half-price fares, and the one-way plane and boat fare is only RMB 380.



▲ President Chin Lu Hsu,



Yuan Fuh

On a 10,000m² site, the Yuan Fuh Hardware (Zhangzhou) plant entered production in 2019, and mainly manufactures alloy bicycle frames and e-bike frames. Annual output is 200,000 units, and the plant boasts a high level of automation, including automatic welding equipment. Products are chiefly exported to the EU (60%) and US (30%).



▲AluForce GM Ken Wu (third from the left),



N+1

The N+1(Nuvo) (Zhangzhou) plant occupies a 29,000m² site, and went into production in the fourth quarter of 2021. It mainly produces extruded aluminum tubing, aluminum frame tubes, hydraulically formed tubing, and e-bike frames, which are chiefly exported to Southeast Asia, Europe, North America, and Japan. Affiliate Nuvo's Shajing plant recently merged with this plant, and will produce accessories such as bicycle bells.

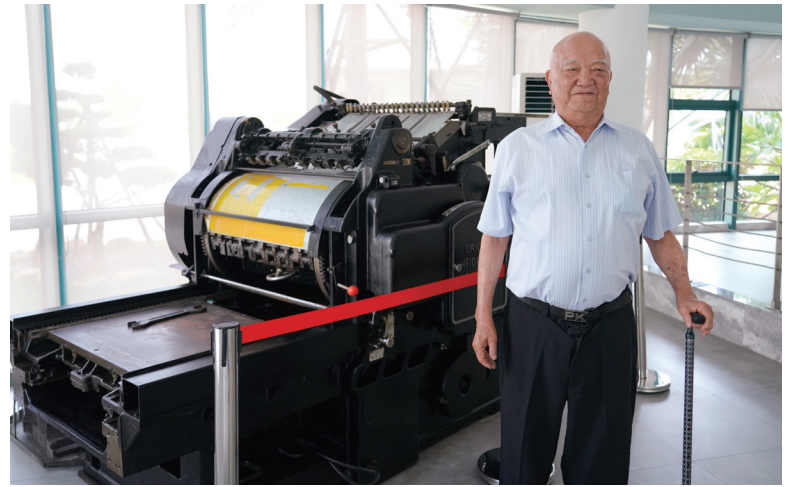


▲N+1 GM Louis Shih (third from the left),



Transart

Transart Graphics's three factories in China (in Shenzhen, Taicang, Tianjin) completed integration in 2021 after encountering environmental protection and government expropriation problems. As a result, Transart Graphics's Zhangpu plant, which occupies a 15,000m² site, now accounts for most of the company's output in China. This plant can produce up to 5.5 million bicycle decals annually. Production processes emphasize automation, environmental protection, and dust-free processing. General Manager Lee notes that the integration of the company's factories has facilitated control of personnel and expenses, and management of incoming and outgoing materials and material inventory has become much more efficient.



▲Transart President C. Y. Hung.



Yuan Wen Shing

Currently under construction, Yuan Wen Shing plant occupies a 5.5-hectare site, and is slated to enter production in January 2024. This plan will chiefly produce bells and locks, and will use die-casting and baked coating equipment. According to General Manager Jack Hu, because the government notified them that they had to relocate their Taicang plant, they finally decided to move to Zhangpu after considering several other provinces. The main advantages of the area include good transportation, favorable environmental regulations, a comfortable climate, and an easily-understood local language.

In addition, other firms relocating to Zhangpu include Benex (Leh Chu), which produces bicycle lights and has purchased land in preparation for construction of a plant, tubing manufacturer Advanced Forming Technology (AFT), and Hua Hsines (which is already leasing land in the bicycle industry park). 🌐WG



▲General Manager Jack Hu.



Business decreased by 40% to 60%

The Rapid Growth of the Bangladesh Bicycle Industry

Located in South Asia with a population of nearly 170 million people, 90% of whom are Muslim, Bangladesh is the most densely populated country in the world. Its main industrial areas are concentrated in the capital, Dhaka, and the second largest city, Chittagong. Bangladeshis

are known to be mild-mannered, however, the nation suffers from severe traffic congestion, and three-wheelers can be seen everywhere, making it the country with the most three-wheelers in the world. There are also many "tuk-tuks", mainly produced in India. Although local infrastructure is not perfect,

it is gradually improving, leading to economic improvements as well. The average salary for new employees in the bicycle industry starts from US\$110, increasing by 10% after one year, making the average salary between US\$110-130.

There are currently 12 bicycle factories in the country,

up from around 7 four years ago. At that time, the annual production volume was 1.5 million bicycles. However, following the emergence of Covid-19 in 2020, demand for bicycles in Europe and America skyrocketed, boosting orders and production for Bangladesh's bicycle factories to 2.9 million bicycles. This has



▲Three-wheelers can be seen everywhere.



▲Lalbagh Fort was a royal palace during the Mughal period.



▲Electricity is still not enough, so there are occasional power outages.



▲Many of the tuk-tuks on the road are second hand so there is a serious problem with air pollution.



▲Bangladeshis often carry things on their heads.



▲Bangladesh tigers are fierce and are a symbol of Chittagong.

resulted in more than four new enterprises entering the bicycle manufacturing market in the last 2-3 years.

The United Kingdom is the largest importer of bicycles from Bangladesh, followed by Germany, Italy, Poland, and Sweden. Bangladesh's bicycles also reach the Indian market. In 2022, Bangladesh was the EU's third-largest source of bicycle imports, reaching 1,114,014 units, following China (1,430,594

units) and Cambodia (1,229,709 units). Taiwan ranked fourth, with 571,782 units. With a significant increase in export volume, many in Bangladesh's bicycle industry have started to worry about attracting the attention of the EU, potentially leading to anti-dumping investigations.

Most of the bicycle factories are in the capital, Dhaka, with Meghna, Cube M&U, RFL, and SQ Group located in the surrounding areas.

Corvo and Alita are based in Chittagong. Panam was founded by executives from M&U, and Akiz emerged from RFL. Other industries have also entered the bicycle industry, such as SQ Group, which has subsidiaries involved in cables, wires, and other businesses. The bicycle industry in Bangladesh has been booming and diversifying over the past 2-3 years. New companies have been modernizing their equipment,

and many new factories are due to begin production in the second half of 2023. The start of a new competitiveness was expected, but high inventory levels in Europe this year could affect original production targets.

Recently, the rapidly rising bicycle industry in Bangladesh is also facing the pressure of high inventory, with production dropping by 40-60% for the entire Bangladesh bicycle industry.

Meghna Group

This is the largest bicycle company in Bangladesh, producing 700,000 units per year with a capacity to reach 1 million. It also produces many components, such as tires, seats, spokes, and rims—over 16 types of accessories in total. Besides domestic sales and exports to India, it also exports to the UK, Germany, Belgium, Denmark, and Italy. Run by its chairman, Mizanur Rahman Bhuiyan, Meghna is a large conglomerate boasting many businesses including car imports, as well as the production of jeans, beverages, and toilet paper. It has been in the bicycle industry for a long time and its investment has



▲Meghna Group Chairman, M. Mizanur Rahman Bhuiyan.

been on a large scale, which has attracted overseas businesses interested in producing in Bangladesh. In November 2018, Meghna partnered with Germany's Cube to produce bicycles, drawing attention from EU customers and prompting collaborative orders.



▲Assembly lines.



▲Frame welding.

Hana(Cube)

This company assembles bicycles in its joint venture with Meghna and also produces aluminum and carbon fiber frames (in collaboration with Taiwanese businesses). Cube sees the development potential in Bangladesh and has thus chosen to operate there. Seeing that Cube produces in Bangladesh, some European orders naturally flow here.

It is understood that Cube will produce nearly one million units in 2022, making it the factory with the largest e-bike output in Germany. This year Cube celebrates its 30th anniversary and invites global suppliers to visit its German headquarters. Due to the differences in culture and philosophy between the EU and Bangladesh, there is no advantage as initially seen.



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

RFL Group

This a large conglomerate. COO Mahmudur Rahman stated they employ 200,000 people across industries such as cables, wires, plastic furniture, beverages, and food. The bicycle division had a production volume close to 500,000 units in 2022, with 300,000 sold domestically and 200,000 exported. RFL plants include facilities like hospitals, banks, and kindergartens.

Brakes and hubs are imported from mainland China while other parts, including tires, are produced in-house. Domestic sales account for 60% of their sales and exports 40%, and their domestic brand, Duranta, has about 3,000 dealers. Their main exports go to the UK, Netherlands, Austria, Poland, Denmark, Germany, and India. Exports have been affected by the market downturn, with

current monthly export volumes around 8,000-10,000 units. They cooperate with Decathlon to OEM frames, forks, rims, and bicycles. This year, Decathlon canceled an order of 100,000 bicycles, moving the assembly back to the EU and India instead.



▲RFL Group COO Md. Mahmudur Rahman.(Photo: Joy Huang)



▲The forks are mostly made from steel.



▲According to RFL, it is Bangladesh's third largest bicycle tire producer.

M&U

Chairman Mr. Moshir Rahman is the second younger brother of Meghna boss Mizanur Rahman. He started his own business from Meghna in 2005. In 2022, production was 260,000 units, and this year's estimate is 360,000 to 400,000 units. Originally, they received orders for 600,000 units in 2023, but 40% were cancelled. M&U is positioned as a mid-priced bicycle, 100% exported to the EU, with Germany as its largest market. M&U has two factories, one dedicated to WOOM. M&U invests aggressively in equipment, insists on quality and timely delivery, focuses on



▲M&U AGM (production) Manabindu Biswan.(Photo: Joy Huang)

quality and weight, emphasizing the best service and quality competitiveness to customers. The original expansion plan has been put on hold.



▲The M&U facilities. On the left is the factory, on the right at the front is the office building and assembling factory.



▲Assembly line.

Corvo

The owner, Pradeep Mehrotra, is Indian. He first established a trading company in 1980, then opened a bicycle factory in Sri Lanka in 2004. Immediately in 2005, he established the Firefox brand, primarily targeting the Indian market. However, due to the cancellation of tariff concessions, he moved assembly to Chittagong,

Bangladesh, in 2011 and sold the Firefox brand to India's Hero in 2015, changing the factory name to Corvo. In 2019, Corvo produced close to 250,000 units with 100% of the products exported, mainly to the UK, Germany & Poland, and some sales to India. Hero Firefox bicycles are also assembled at Corvo.



▲ President, Pradeep Mehrotra.



▲ A view from outside the Corvo factory.



▲ Assembly lines.

Alita

Chairman James Yeh moved from a factory in Malaysia in 1994 to Chittagong, Bangladesh, with an annual production of 200,000 units and a capacity of up to 250,000 units, all of which are exported. Due to high inventory levels in the market in 2023, production is expected to decrease to 100,000 units, with the main markets being the UK and Germany. In addition to assembling bicycles, the factory also produces frames and employs more than 400 people. In response to European customers delaying orders, Deputy General Manager Alex Chang said they would adjust working days to cope. In 2018, Alita bought land and built a factory in Machem, Germany, hoping to operate on a customized model. Chairman Yeh said that the German factory would produce mid-to-high-end bicycles, while the Bangladesh factory



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



▲ Alita Bangladesh Team.



▲ Assembly lines.



▲ Parts production area.

would mainly produce entry-level bikes, offering customers different choices. Chairman Yeh

stated that the original factory in Frankfurt, Germany has been sold. They have currently

purchased a 17,000m² factory in northern Germany, preparing to set it up as a retail space.

Panam Cycle

Chairman Amal Podder has a background in textiles, so he places more emphasis on equipment. General Manager Syed Iftikhar Ahmed Sagar was originally the general manager of M&U, responsible for purchasing and sales. The boss is Mr. Amal Podder, and his three sons are also heads of departments within the group. The new factory has been completed and is currently installing equipment. Sagar stated that they started assembly on April 1, 2023, and expect to assemble 60,000 units in 2023. The target for 2024 is 150,000 units, with a capacity of 200,000 units, 100% for export.

Along with bicycles, Panam Cycle also produce alloy & steel frames, rigid forks, steel handlebars, alloy rims, spokes and a few other plastic parts.



▲ In the center is Director Amal Podder with Abir Podder on the left and Anik Podder on the right. (Photo: Panam)



▲ Mr. Zahidur Rahman, the Operations General Manager (left), Mr. Sagar (right) and Sunny Wheel Vice President Vivian Hsu.



▲ Equipment has a direct impact on efficiency and quality, so Panam Cycle is willing to invest in new equipment.



SQ Group

A large group, branching into the bicycle industry from cables and wires. The general manager, Ashraful Islam (Tareg), mentioned that the current factory is about 30 kilometers away from the airport. The new factory plans to assemble 100,000 units and currently mainly focuses on the domestic market. Tareg added that SQ is already planning another new factory. It is expected that bicycle assembly will begin within 6-10 months, with a monthly target of 30,000 units. The new factory will be 50 kilometers away from the airport, mainly focusing on the domestic market.



▲ MD. Ashraful Islam (Tareg) is the Executive Director of IT & Business Operations. (Photo: SQ Group)



▲ Joynil Akij (far right) is the key man who build up Akij to produce bicycles. Second from left: Akij Chairman SK. Shamim Uddin, far left: Sales manager of Shuz Tung manager Joy Huang, second from right: Shuz Tung sales representative Daniel Wang. (Photo: Joy Huang)

Akij Venture

The factory is about 50 kilometers away from Dhaka. Chairman Joynil Akij came from RFL and has purchased assembly lines and wheel assembly lines, planning to put a frame line into production next year.

The bicycle industry in Bangladesh has been developing steadily. The fact that large groups can invest in the bicycle industry shows their confidence in the future of the bicycles industry. Additionally, when everyone had full order

books due to the Covid-19 pandemic, even more people invested. At present, many new facilities are under construction or have been completed and are purchasing equipment, and some can even start production. Although facing global high inventory pressure, most production has now decreased, but with the resilience and optimism of Bangladesh, we believe they can safely navigate and move towards a broader future. 🌐WG

PeopleForBikes' New "Hungry for Batteries" Recycling Campaign

PeopleForBikes, the U.S. bicycle industry's trade association and a leading national advocacy organization, partnered with battery recycling experts Call2Recycle and InGoodTaste to launch a fun and impactful creative campaign promoting electric bicycle battery recycling across the United States.

The "Hungry for Batteries" campaign features the animated characters Watts and Rey, who aid bike riders in better understanding when, where, and how to recycle their e-bike battery. It follows the mischievous duo as they scour the country in search of e-bike batteries to consume while spreading the word about e-bike battery recycling. Consumers are encouraged to recycle their electric bicycle batteries at one of 1,800 retail drop-off locations across the country.

On May 10, 2023, the campaign launched across PeopleForBikes, Call2Recycle, the 52 e-bike brands supporting the program, and bicycle dealers across the country.

The program accepts batteries from brands that participate in the electric bicycle battery recycling program, which is listed below. If your battery is from a brand that is not participating in the program, you are asked to contact the manufacturer and encourage them to join the industry-wide campaign.

The campaign comes at a time when Americans are flocking to electric bicycles in record numbers. 24% more e-bikes were sold in 2022 than in 2021, and experts predict that more than 12 million electric bicycles will be sold in the United States between 2020 and 2030.

"With millions of e-bikes on our streets and trails, there has never been a time of greater need to educate riders and give them an easy pathway to properly care for and recycle their e-bike batteries," said PeopleForBikes President and CEO Jenn Dice. "We partnered with InGoodTaste to create fun and playful characters who deliver the message of how easy it is to recycle your e-bike battery."


"Our creative consultancy is founded on the idea that change is good," said Ryan Lindholm, CEO of InGoodTaste. "Electrification of transportation is one of the biggest, most positive changes that we will see in our lifetime, and when we had the chance to help PeopleForBikes usher in that change, our team jumped at the chance. It's a serious story we chose to tell lightly, but helping eliminate a hurdle in the adoption of better transportation

solutions is transformational to our shared better future."

PeopleForBikes worked with Call2Recycle and more than 40 PeopleForBikes member companies to create an industry-leading electric bicycle battery recycling program. In the last 25 years, they have already collected and recycled more than 140 million pounds of batteries in the United States.

"The growing adoption of e-bikes plays a significant role in the transition towards more sustainable forms of transportation, yet it also requires greater awareness

of the importance of battery recycling," said Leo Raudys, CEO of Call2Recycle. "We're proud to operate at the forefront of battery recycling and work alongside PeopleForBikes and InGoodTaste to creatively engage riders in the safe and reliable recycling of e-bike batteries."

If you represent an electric bicycle manufacturer and are interested in participating in the program, please contact PeopleForBikes Electric Bicycle Policy and Campaign Director Ash Lovell, Ph.D., at ash@peopleforbikes.org. 



Stocks Filled in German Bike Market

Earlier this year, The German bicycle industry Association, Zweirad-Industrie-Verband (ZIV) together with the Association of German Bicycle Trade (VDZ) presented German bike market figures for 2022. The data revealed a situation typical of other European countries of continued growth in the e-bike market maintaining some semblance of stability in the bike market despite struggling traditional bicycle sales. The time of high pre-production costs (including raw materials, parts, transportation costs) and supply chain problems due to the Coronavirus pandemic were a thing of the past. Stocks are very well filled at manufacturers and distributors, and price advantages were being passed on to customers.

The overall market registered a slight decline of 2%, with total bicycle sales rounding up to 4,600,000 units for the year. Traditional bicycle sales faced a steeper descent, with figures dropping by 11% to 2,400,000 units. In contrast, the e-bike segment emerged as the market's bright spot. Sales of e-bikes surged by 10%, reaching 2,200,000 units. The 2022 data from Germany underscores e-bikes as the driving force in the German cycling market amidst the waning popularity of traditional bicycles.

E-cargo bikes gaining popularity

In Germany's e-bike market, diverse consumer preferences were distinctly observable in 2022. Dominating the sales, e-MTBs (Electric Mountain Bikes) secured a lion's

share, accounting for 38% of all e-bike sales. Following closely, E-Trekking models, designed for longer, comfortable rides, constituted 28%, while e-city bikes, optimized for urban commuting, made up 24%. Interestingly, e-cargo bikes, a reflection of the growing trend towards sustainable and efficient urban logistics, captured 8% of the market. On the other end of the spectrum, e-road bikes, speed pedelecs, and other niche categories each held a more modest 1%. The distribution paints a vivid picture of a market that, while leaning towards mountain and trekking e-bikes, also shows a growing interest in versatile urban e-mobility solutions.

MTB sales losing ground to E-MTBs

The traditional bicycle segment in Germany's market in 2022 also highlighted distinct trends in consumer choices. Spearheading the sales, trekking bicycles, known for their versatility in both urban and off-road conditions, comprised a significant 45% of all traditional bike sales. city bicycles, tailored for daily urban commutes, followed as the next popular choice, capturing 18% of the market. ATB (All-Terrain Bicycles) secured 9%. Road/Gravel bikes made up 7% of sales, while Youth-specific models constituted 6%. More specialized models like MTB (Mountain Bikes) accounted for 4%. The number of non-motorised Mountain Bikes sold has halved since 2019, conspicuously losing out in the trend towards E-mountain bikes. Children's bikes held 3%, and

both Cargo and Dutch-style bicycles, each contributed 2% to the sales figures.

Imports see continued rise

Total bicycle imports into Germany saw a consistent rise, registering a further 7% growth in 2022 with 4,430,000 complete bicycles imported. Dissecting this growth, traditional bicycle imports maintained a steady pace, recording a 5% growth in both 2021 and 2022, resulting in 2,830,000 and 2,980,000 units, respectively. However, it was the e-bike segment that showcased remarkable dynamism. Imports of e-bikes surged by a striking 26% in 2021, totaling 1,310,000 units, and continued their upward trajectory in 2022 with an 11% increase, reaching 1,450,000 units.

Asia stood out as the dominant source, contributing a noteworthy 52% of all traditional bicycle imports into Germany. Delving into specifics, Cambodia emerged as the leading exporter, providing 22% of all such imports. This was followed by Bangladesh, accounting for 12%, making these two nations the primary Asian suppliers to the German market. Within Europe, Poland and Bulgaria were major contributors with 8% and 7%, respectively, closely matched by Austria's 7% share. The Netherlands, Thailand, and China each made up 4% of Germany's traditional bicycle imports, while Romania and Lithuania contributed 3% and 2%, respectively. The remaining 25% was distributed among various other global sources.

While 27% of all e-bike imports hailed from Asia, the

distribution across specific regions was varied. Bulgaria emerged as a key player in the European domain, leading with an 18% share of e-bike imports. Asia's prominence was affirmed by Vietnam, which contributed a significant 14%, marking it as a primary supplier from the continent. The Netherlands followed closely, accounting for 13%, bolstering Europe's role in catering to Germany's e-bike demand. Romania, Hungary, and Taiwan each held a 9% stake in the import landscape. The Czech Republic and Austria, both accounting for 7%, and Poland with a 6% share, further highlighted Europe's diversified contribution.

Growing domestic production remains strong

In 2022, Germany further solidified its reputation as a powerhouse of bicycle production, with total output rising to 2,600,000 units, an 8% growth from 2021's 2,400,000 units. While the overall figures were impressive, a deeper dive reveals contrasting trajectories for different bicycle segments. The production of traditional bicycles held its ground at 900,000 units, mirroring the figures from the previous year, showing a steadiness in demand and manufacturing for this category. On the other hand, e-bikes continued their ascent, reflecting the global trend towards electrified mobility. Production in this segment jumped significantly by 21%, from 1,400,000 units in 2021 to an impressive 1,700,000 units in 2022.

Year	Traditional Bicycles (units)	% Change from Previous Year	E-Bikes (Units)	% Change from Previous Year	Total Bicycles (Units)	% Change from Previous Year
2020	3,100,000		2,000,000		5,000,000	
2021	2,700,000	-13%	2,000,000	0%	4,700,000	-6%
2022	2,400,000	-11%	2,200,000	10%	4,600,000	-2%

Source: ZIV

2022 Bicycle Imports into Germany

Year	Traditional Bicycles (units)	% Change from Previous Year	E-Bikes (Units)	% Change from Previous Year	Total Bicycles (Units)	% Change from Previous Year
2020	2,690,000		1,040,000		3,730,000	
2021	2,830,000	5%	1,310,000	26%	4,140,000	11%
2022	2,980,000	5%	1,450,000	11%	4,430,000	7%

Source: ZIV

Share of E-Bikes Sold by Type

Bike Type	% 2022 Share of Market
E-MTB	38%
E-Trekking	28%
E-City	24%
E-Cargo	8%
E-Road	1%
S-Pedelec	1%
Other	1%

Source: ZIV

Bicycle Imports into Germany by Origin

Source Region	% 2022 Share of Imports
Cambodia	22%
Bangladesh	12%
Poland	8%
Bulgaria	7%
Austria	7%
Netherlands	4%
Thailand	4%
China	4%
Romania	3%
Lithuania	2%
Other	25%

Source: ZIV

E-Bike Imports into Germany by Origin

Source Region	% 2022 Share of Imports
Bulgaria	18%
Vietnam	14%
Netherlands	13%
Romania	9%
Hungary	9%
Taiwan	9%
Czech	7%
Austria	7%
Poland	6%
China	4%
Other	6%

Source: ZIV

Share of Traditional Bicycles Sold by Type

Bike Type	% 2022 Share of Market
Trekking	45%
City	18%
ATB	9%
Road / Gravel	7%
Youth	6%
MTB	4%
Childrens	3%
Cargo	2%
Dutch	2%
Other	6%
Other	25%


Source: ZIV

2022 Bicycle Imports into Germany

Year	Traditional Bicycles (units)	% Change from Previous Year	E-Bikes (Units)	% Change from Previous Year	Total Bicycles (Units)	% Change from Previous Year
2020	800,000		1,300,000		2,200,000	
2021	900,000	13%	1,400,000	8%	2,400,000	9%
2022	900,000	0%	1,700,000	21%	2,600,000	8%

Source: ZIV

German e-bike exports fall

While the overall bicycle exports experienced a marginal decline of 1%, settling at 1,550,000 units, traditional bicycles fared slightly better. Exports for traditional bicycles registered a growth of 1%, totaling 970,000 units,. Conversely, e-bike exports showed a decrease, with numbers falling by 5% to 580,000 units. 

Bicycles Exports from Germany in 2022

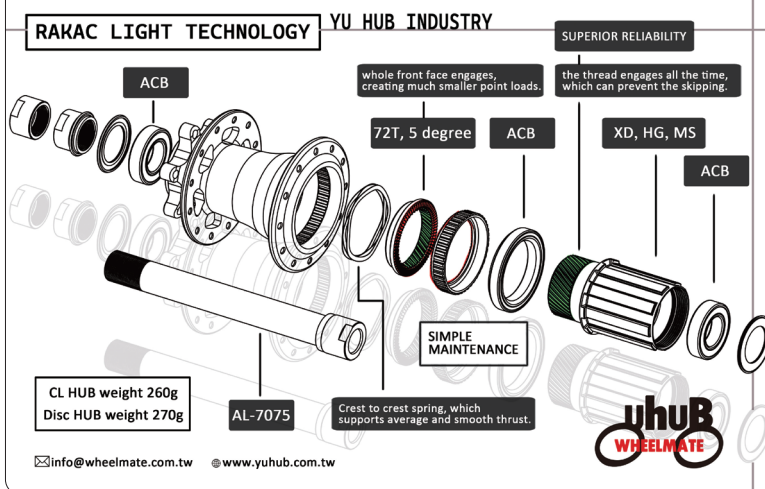
Type	2021	2022	% Change from Previous Year
Traditional Bicycles	960,000	970,000	1%
E-Bikes	610,000	580,000	-5%
All Bikes	1,570,000	1,550,000	-1%

Source: ZIV

New Product Gallery

Yu Hub Industrial Co., Ltd.

Rakac Light Technology



Kenda Rubber Ind. Co., Ltd.

K1225

The 4Titude is Kenda's new all-weather road tire, designed for durability, flat resistance and grip in a wide range of surface conditions, especially in wet (and/or cold) weather.

@ kenda@kenda.com.tw

W www.kendatire.com



Tsai Jung Enterprise Co., Ltd.

CL-KA122

- Alloy rear kickstand
- A welded-fit design on the chainstay with a fixed plate with 2 holes (18 mm distance)
- Adjustable 24"-29"
- Suitable for E-Bikes
- Weight 280g / 0.62lbs
- Color: ED Black, V-Polished Silver
- Made in Taiwan

A new adjusting system for the kickstand, the whole series including models for 18mm / 40 mm/ center mount. Simple but strong design that's also suitable for E-bikes.



Hafny Co., Ltd.

HF-700M

Hafny secure grips and mirrors with one ring. With the limited space on e-bike handlebars, Hafny has developed a solution by integrating the grips (Model: HF-700M) and mirrors with a patented one-ring system. With this system, bikers can securely lock the grip and mirror without requiring additional space. Additionally, the mirror can extend further to provide the optimal viewing angle with minimal vibration.



Splendor Hotel
1336

Tsai Jung Enterprise Co., Ltd.

CL-682-1

- Alloy Rear Carrier
- MIK/ Ibera Pakrak Pro Panniers system
- Suitable for E-Bikes
- Compatible with Spanninga light
- Die-cast top deck
- Sprint clip is optional
- Color: P/C matt black
- Compatible: 26", 700C, 28"
- Max loading: MIK 25kg
- Made in Taiwan

The die-cast top deck makes the carrier more stylish and streamlined. Compatible with many systems, including Spanninga light, MIK carrier system, and Pakrak panniers systems, which makes it the most functional all-in-one carrier.



Tempus Hotel Taichung
A-5F-France, Germany

Kind Shock Hi-Tech Co., Ltd

VANTAGE

Introducing the brand-new KS Vantage! Featuring groundbreaking "TravelTune" technology, riders can now fine-tune the travel to perfectly suit their needs. Unlike other options with adjustable travel, which are limited to preset settings, the Vantage offers infinite adjustability without the need to disassemble the post for travel tuning.



microSHIFT**RD-G7005-M**

The Sword 1x rear derailleur features a modern and innovative design with elegant mechanical operation. The cage is designed to be used with a single chainring and an 11-48t cassette, giving you a wide range of excellent climbing gears. Not only that, but the cage itself is replaceable, so you can repair a damaged cage or even switch to the 2x cage easily. It also features a hidden clutch design with instant engagement and silent operation to keep the chain secure over rough terrain. With the introduction of Igus bushings on the parallelogram, lateral stiffness and longevity are both improved, making shifting snappier and more robust. Even the barrel adjuster is innovative, with an orbital housing stop that rotates by 15 degrees to reduce cable friction from tight housing bends.

www.microshift.com/models/rd-g7005m/

**microSHIFT****CS-G104 11-48**

Sometimes less is more. With 10-speeds, 11-48t range, and evenly spaced gear steps, the ADVENT X cassette allows riders to shift less often to find the right gear, while still having enough range to ride what they want. Fewer cogs also mean less weight and a wider chain for better mud shedding — it even fits on standard 10-speed freehub bodies so you don't need to buy new wheels for no reason. In short, it's everything you want in a high-end drivetrain.

www.microshift.com/models/cs-g104-11-48t/

**TAYA CHAIN CO., LTD.****Ti-Black Chain:
The Dark Knight of Elegance**

Introducing our Ti-Black Chain, the epitome of understated beauty and sophistication. Just like the legendary Dark Knight, this chain exudes a low-key aura of power and elegance that sets it apart from the rest. Its sleek black finish adds a touch of mystery to your ride while maintaining top-tier performance and durability. Discover the allure of the Ti-Black Chain and elevate your cycling experience to a whole new level of refinement. Learn more on our website.

[www.tayachain.com](http://tayachain.com)

**Yantec Industries Inc.****PT-6623PST**

For SRAM DUB
PF BB86 / BB92 frame
DUB bb system for 28.99mm spindle
L/R cups w/ thread lock on design
Weight: 108g
Width: 86.5 / 89.5 / 92mm
Bearings: Sealed cartridge bearings 39*6.5 (R407)
Material: CNC machined AL6061 cups
Finish: Anodized color available

**U-Logis Co., Ltd.****A93-VL01-980**

Motor bracket for Valeo 130Nm
Process: squeeze casting + CNC
Weight: 606g.

Material: A356.2 aluminum

Experienced in making e-bike components like motor brackets, dropouts, cable guides, and more.



SR Suntour Inc.**2ZERON36X BOOST, Ride more, spend less!**

(eMTB-Allmountain category)

The new ZERON36X Air EQ is one of the lightest value performance forks on the market, yet burly enough to be e-bike-rated. Featuring our Air EQ system for precise and effortless tuning, you'll be up and running in no time. Available in 36mm stanchions and featuring a high-performance sealed cartridge and integrated fender, the ZERON36X is not afraid of the rough stuff either and provides precise steering next to wider tire clearance. Full flexibility in usage is granted through the option for applying urban fenders, OEM optional mounts for ABS application to ensure a maximum of safety as well as the possibility to mount big brake rotors.

Key Features:

Model Zeron36 X Boost
 X E-Bike Ready Reinforced Structure
 Intended Use Trail, Am
 Travel 120, 130, 140, 150, 160mm
 Wheel Size 29", 27.5"
 Spring Air Eq
 Cartridge 3cr, 2cr, Rc
 Bottom Case Magnesium
 Stanchions New 36mm
 Replacing 35mm Zeron35 Version - Alloy
 Axle Type 15lh-110
 Features Trail Fender, Long Fender
 Mounts, Abs Mount Option

**Sunshine Technology Co., Ltd.****Gateway SH06WX**

6pin signal waterproof connector

@ James@gtwconn.com

W https://gtwconn.com



Splendor Hotel
13F No.1342

C.Star Bicycle Parts Co., Ltd.**RUSH BH-M990-E**

Hydraulic Brake for e-Cargobikes

@ nancy@rushcomponents.com

W www.rushcomponents.com



Splendor hotel
1335

SR Suntour Inc.**AION36X BOOST, a step above!**

(eMTB-Allmountain category)

Our all-new AION36X is the choice for your all-mountain adventures, whether it be long backcountry rides or hitting up your local trails. With up to 160mm of travel and stiff 36mm stanchions, this reinforced e-bike-ready fork is down for anything you put in front of you but at a price that won't ruin your bike budget. With our EQ air negative spring system and a sealed PCS damper, you'll be trail-ready in no time with amazing small bump compliance and loads of support to soak up the extra rough stuff. We also didn't forget the details with an integrated fender, mounting points for an urban fender for daily comfort, and clearance for big tires and brake rotors

Key Features:

Model Aion36 X Boost Eq
 X E-Bike Ready Reinforced Structure
 Intended Use Trail, Am
 Travel 120, 130, 140, 150, 160mm
 Wheel Size 27.5", 29"
 Spring Air Eq
 Cartridge 3cr-Pcs, 2cr-Pcs, Rc-Pcs, Lorc-Pcs
 Stanchions New 36mm
 Replacing 35mm Aion35 Version - Alloy
 Bottom Case Magnesium
 Axle Type 15lh-110
 Features Trail Fender, Long Fender
 Mounts, Abs Mount Option



Lin Wedding
Garden 1F



Wellgo Pedal's Corp.
C370

Weight: 430 G
Body: Aluminum
Cover: Sand Paper
Spindle: Boron
Bearing: Polymer Bearing
Size: 113 X 105 X 21 Mm
Features: Large stepping surface with good grip.
An enlarged platform with a concave feature could fully support and hold the foot in position. The sandpaper on top offers a good grip to shoes.

HSU-I Metal Industry Co., Ltd.

HIMI

Robotic Welding Frame (Aluminum & Steel)
@ info@hsui.com.tw
W www.hsui.com.tw

Evergreen Hotel
A21



KUN Teng Industry Co., Ltd.

QL-THHF, QL-TH1MR 3x1 Pawl hub

KT Taiwan also caters to cost-conscious riders with their economic hub, featuring 3 reliable pawls and 1 spring system. This wallet-friendly option doesn't compromise on quality, making it an excellent choice for those seeking affordability without sacrificing performance. Check out at Ever Green Hotel B2 Booth L9&L10 for more information.

+886-4-25661311
@ kttw@q-lai.com.tw
W www.kttw-hub.com



**ECONOMIC
3 PAWLS X 1 SPRING**

HI-Bike Ltd.

BADASS (for Dirt Jump)

The BADASS Saddle makes it easier to perform stunts, tricks, and go on rampages. Its wider width and shortened nose provide support for your hips and reduce rubbing on the inner thighs. Additionally, the anti-impact hard rubber at the back of the saddle allows for a secure grip.

@ da.bomb@msa.hinet.net
W www.dabombbike.com



KUN Teng Industry Co., Ltd.

QL-S37F, QL-Y77TXR 6x6 Pawl hub, 102POE / 612POE

KT Taiwan takes innovation to the next level with their 102 points of engagement hub, featuring six pawls and six individual springs. Pushing the boundaries of performance, KT Taiwan offers the 102 P.O.E. and 612 P.O.E. versions. This hub is for cyclists who demand the highest levels of precision and acceleration. Check out at Ever Green Hotel B2 Booth L9&L10 for more information.



+886-4-25661311
@ kttw@q-lai.com.tw
W www.kttw-hub.com

**INSTANT
ENGAGEMENTS**

102T
102 P.O.E.

102 Teeth
612 P.O.E.

POINT OF ENGAGEMENTS

C.D. Components Co., Ltd.

CD-180

A dual-leg center kickstand for cargo bikes
Max Loading: 60kg
Material: Alloy

04-7689658
@ sd@cdco.com.tw
W www.ostand.com.tw/



ADK Technology Limited.**KSFM48**

E-MTB

Size: S/M

Headset: FSA NO.55R / Acros MTB

Weave: UDM Carbon

Seat Post: 30.9mm

O.L.D.: 148*12mm E-Thru

Motor: SHIMANO EP801+E8036

Tire: 29"*2.35" Exclusivity in Korea

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

www.ksctec.com

**Tower Popular Industrial Co., Ltd.****QEE 8009-5**

Loading: 4 bikes

Fixing in Hitch size: 50mm*50mm.

Anti-slip foam padding.

Rubber straps for cradle

Easy to install

@ towerp@ms17.hinet.net

www.gee.com.tw

**Chern Shianq Enterprise Co., Ltd.****APLUMS CSC-055**Splendor Hotel
13F 1375

Material: Nylon

Left and right-hand bottle cage for the same model, easy and convenient.

Perfect size for electric bikes

Eco-Friendly Material (Lower carbon emissions, recyclable)

@ aplums@chershianq.com

www.chernshianq.com

**Lixing Chain Co., Ltd.****E-Cargo Bike Chain, P510HX**

High tensile strength > 1,100 kgf, +25% tensile strength than chains of the same grade in the industry.

Pin power (Mushroomed Pin Riveting) is increased by 10%.

Compatibility:

Shimano, BOSCH and other e-bike systems.

Compatible Bike:

E-Cargo Bike

Specification:

Color: Silver or Dark Blue or RB(anti-rust)

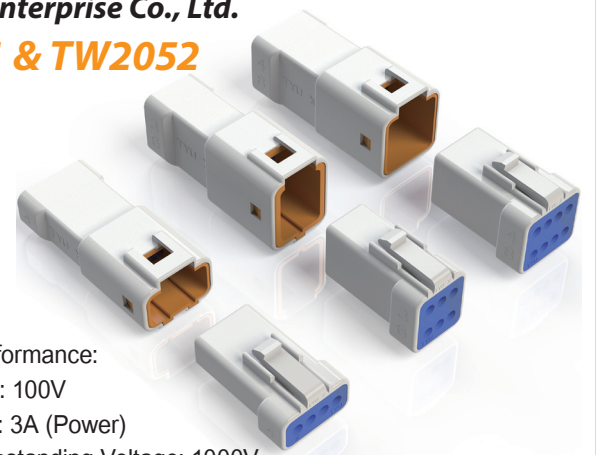
Speed of Sprocket: 1

**Yiu Shun Enterprise Co., Ltd.****FS-188A**

Product Description: Locking pin seatpost and locking pin stem

@ wayne52012@hotmail.com

www.lj-yh.com

Tarng Yu Enterprise Co., Ltd.**TW2051 & TW2052**

Electrical Performance:

Rated voltage: 100V

Rated current: 3A (Power)

Dielectric Withstanding Voltage: 1000V

Insulation Resistance: $\geq 1000M\Omega$ Contact Resistance: $\leq 10m\Omega$

Mechanical Performance: Mating life: 30 cycles

Environmental Performance:

Operation Temperature: $-25^{\circ}C \sim 80^{\circ}C$

Waterproof level: IPX7

Wiring and appearance specifications:

Wire section: 26Awg / 24Awg (Insulation OD: 1.40mm~1.70mm, 1.00mm~1.2mm)

Contact-Copper alloy with gold plating

Shots from the Show



▲Kenda Chairman Jimmy Yang displays an e-bike fat tire.



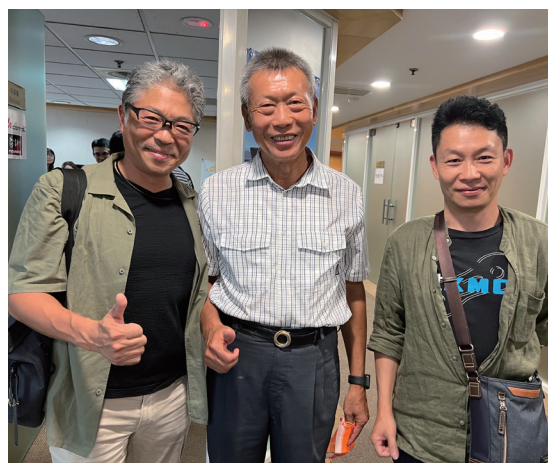
▲SR Suntour Sales Manager Vance Lai(right).



▲A-FORGE President George Chang(far left).



▲TH GM Douglas(right).



▲Sunny Wheel President Tony Hsu (center).



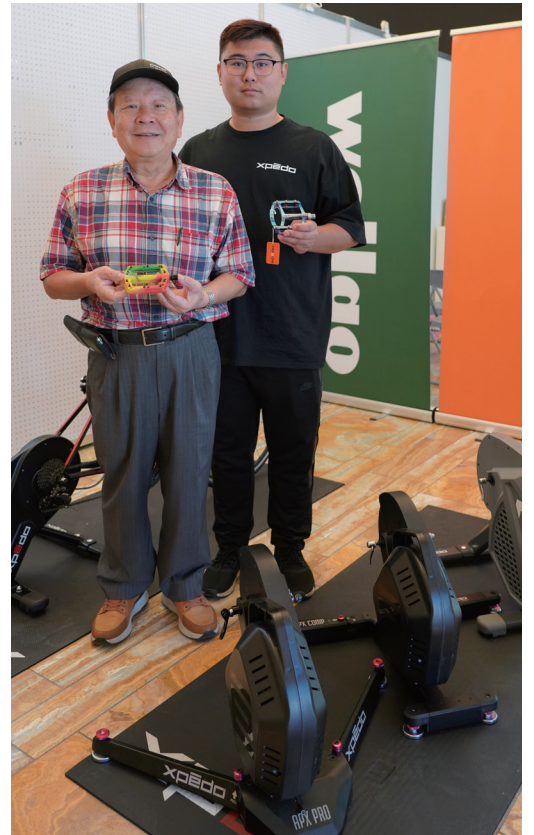
Shots from the Show



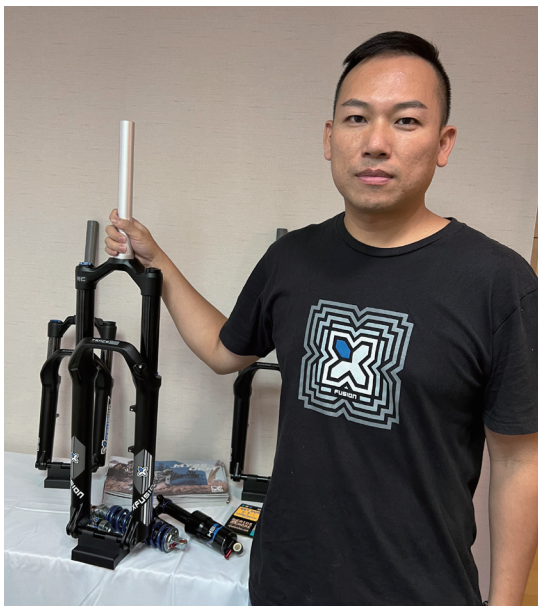
▲HL Corp (Shenzhen) CEO Howard Liao.



▲WTB Taiwan GM Tina(left) and WTB Director of Global OEM Sales Johannes Huseby(right)..



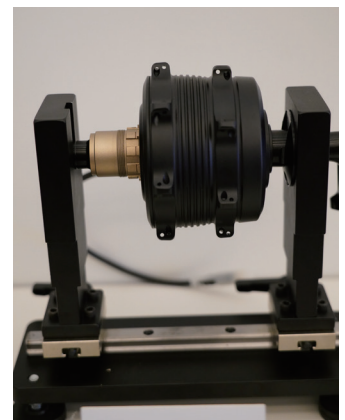
▲Wellgo GM John Chen(left) shows the latest pedal and cycle trainer.



▲A-Pro Sales Manager Oscar Chen showcases Fusion's new products.



▲Suzico President Susanah Wu.



▲R 17 Plus rear motor from JD.



▲Kenda Rubber Eric Cheng.



Shots from the Show



▲Decathlon Director Didier Morelle(center).



▲Bosch eBike Systems CEO Claus Fleischer(second from the left) is together with their Taiwan office team at this year's Taichung Bike Week.



▲CIONLLI Sales Manager Josh Hus is showcasing the latest saddles.



▲Tektro Vice President Aver Tsai (left) and Vice GM Bada Nien(right).



▲Xh-Wilder CTO Dennis.



▲Prologo brand manager Salvatore Truglio shows the latest saddle.



▲FSA USA Managing Director Mark Vandermolten.



Shots from the Show



▲Bitex Cindy Chao(left) and Jenny Chen(right).



▲DT Swiss Leader Marketing Coordination Asia Pacific Bacon Hsu is poised with their latest aero aluminum wheel, AR 1600 SPLINE at TBW.



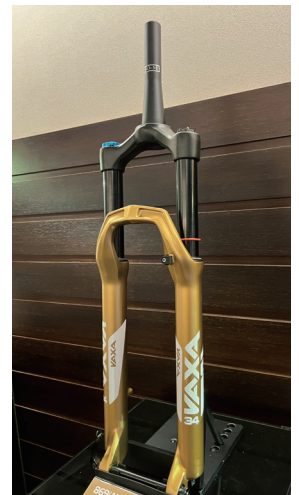
►Hyena Marketing Manager Shawn Lin (first from left) is introducing products to international buyers.



▲Lascó is showcasing the latest cranksets for high end junior bikes.



▲Satori is presenting a handlebar that can charge mobile phones.



▲HL showcases a 29" e-MTB 869 (AIR).



▲New products from Samox



▲Mugards & Fenders from Sunny Wheel.



Publisher & President: Grace S. Ruan
Advisory Board: Alex Chen, Boris Lin, Jack Lin, George C. Lin, Glenn Y. T. Yin, Jim Liao, Jimmy Yang, Percy Chien, Michael Tseng, Robert Wu, Rong Kuei Wan, Stella Yu, Tai Shan Chang, Ying Ming Yang, Young Liu

Chief Editor and Director: Daphne Chen
Managing Editor: Bred Wu
Translation Editors: Glen Lucas, Robert Hornsey, Ash Suter
Editorial Captain: Saya Wu
Editorial Staff: Sunny Cao, Robert Hornsey, Ash Suter
Editorial Assistant: Oliver Wang
Digital Publishing Dept. Captain: Stan Hsu

Art Designer: Jin
Advertising: Joey Huang, Davy Lin, Rick Lin, Tom Lai, Melody Hsu, Scott Chiu, Kevin Wu, Sunny Cao, Bert Lin

Marketing Specialist: Jean Huang
International Exhibition: Jean Huang, Catherine Chen
Circulation Dept.: Emily Chen, Trina Ke, Jonathan Wang
Computer Center: Robert Lin, Nidx Ni

Head Office: 193 Tze-Chiang Rd., Changhua City 50095, Taiwan
Tel: 886-4-7350500, 7360794~5
Fax: 886-4-7357860
Website: <http://www.bikenews.online>
E-mail: ebs@mail.wheelgiant.com.tw

Taipei Branch Office: 7F., #80, Fushing North Rd., Taipei, Taiwan
Tel: 886-2-27522477, 27400737 / **Fax:** 886-2-27733028
Advertising: Jean Huang

China Offices
Shanghai Branch Office: No. 1111. Building A, No. 18, Weiye Road, Kunshan Development Zone, Kunshan, Jiangsu, China
Tel: 86-512-57515789, 86-512-57516309

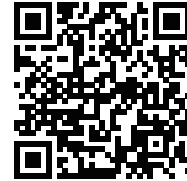
Shenzhen Branch Office: Room 2230-2231, Jin Xiu Jiangnan, Meilong Rd., Longhua Town, Baoan Dist., Shenzhen, China. 518000

Tianjin Branch Office: Room 3403, Unit 1, Building 17, Merchants Diamond Hills, East Olympic Sports Center, Weijin South Road, Nankai District, Tianjin, China

Ningbo Branch Office: Room 2003, Building 1, Hemei Garden No.666, Yang-muqi Road, Ningbo, Zhejiang, China

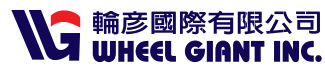
Printing: Chuen Fung Enterprise Co., Ltd.
Plate Maker: Chuen Fung Enterprise Co., Ltd.
Binding: TON-E Book Binding
Legal Advisor: Chenyi Law Firm / Chang Li Chung

For advertising information, editorial content and press releases, please contact:
rep@wheelgiant.com.tw or daphne@wheelgiant.com.tw



Love Earth and Nature.
 View the digital versions of TBW Show Daily here.

www.bikenews.online



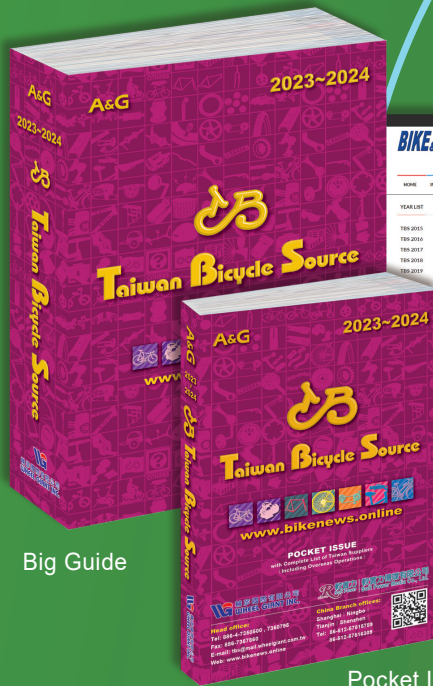
Copyright 2023 by Wheel Giant Inc.
 All Rights Reserved. Nothing in this magazine may be reprinted in whole or in part, by electronic retrieval or any other means, without the express permission of the publisher.



The Most Comprehensive and Focused Bicycle Multimedia Publisher



Official TBW Show Daily



Big Guide

Pocket Issue



Web e-book (online & offline)



Smart Pad App



Smart Phone App



USB

We Track the Pulse of the Global Bike Industry. Hearty Facts for Healthy Deals.



Bike Market Update



CBES



EBS



Outside



Cycling Update



Bicycling

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



Come see us at
Evergreen Hotel A26

WORLD - LEADING INNOVATION

Welcome OEM/ODM Development

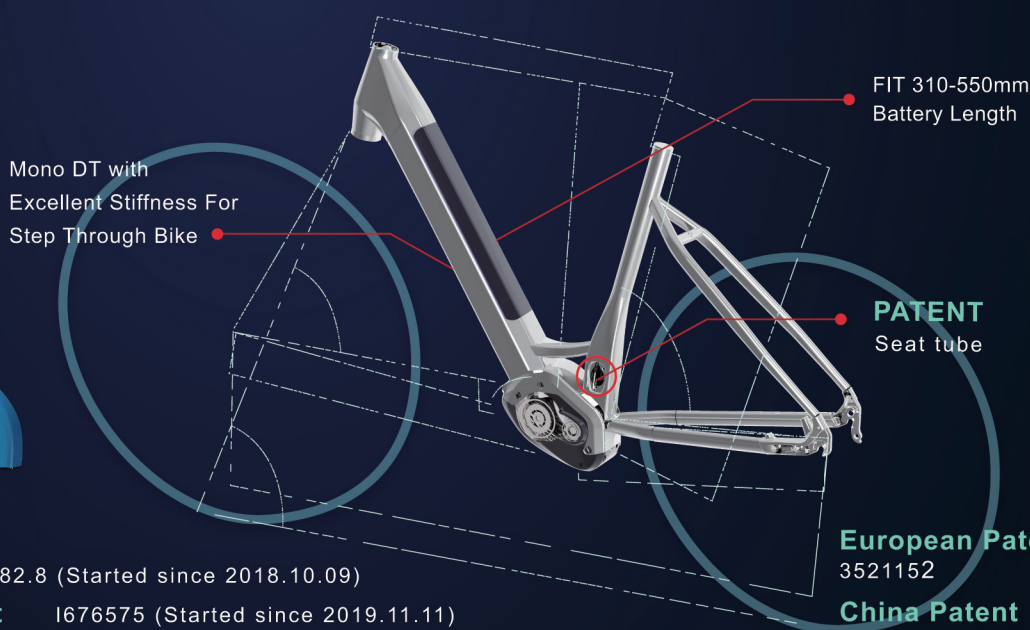
As E-BIKES get more sophisticated, So do hydroformed parts from A-FORGE www.aforge.com.tw



Gravity Casting Motor Bracket
(BOSCH system)



One piece design of
Downtube & Motor Bracket



FIT 310-550mm
Battery Length

PATENT
Seat tube

Mono DT with
Excellent Stiffness For
Step Through Bike

European Patent
3521152

China Patent
ZL 2018 2 0210697.9

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

Welcome OEM/ODM Cooperation

Innovation is Our Main Power For Continuous Breakthrough.



A-FORGE

九川實業股份有限公司

A-FORGE ENTERPRISE CO., LTD

TEL:886-4-25676851 FAX:886-4-25682995

E-mail: aforge@aforge.com.tw aforge@ms29.hinet.net

天成車料(深圳)有限公司 / 九川金屬製品(深圳)有限公司
TIANCHEN BICYCLE-PARTS(SHENZHEN) CO., LTD
A-FORMING METAL PRODUCTS(SHEN ZHEN) CO., LTD
TEL:86-755-28012794/6 FAX:86-755-28012795 E-mail: aforge@vip.163.com

A-FORGE METAL PRODUCTS (VIETNAM) COMPANY LIMITED(AVN)
7 VSIP II-A, Street 32, Vietnam-Singapore Industrial Park II-A, Tan Binh Town,
Bac Tan Uyen District, Binh Duong Province, Vietnam / TEL: 84-867958733 E-mail: avn@aforge.com.tw



eGR

1X

10-12 SPEED

11-46 T

gravel

falcon's wings

羽翼



*electronic
gravel groupset*



*new
product release*



L-TWOO
www.ltwoo.com