

# 2010 Taichung Bike Week at Record High



Text & Photos: Editorial Dept.

The overwhelming success of this past year's Taichung Bike Week proves that the once informal event has made its mark in the current bicycle industry calendar. 2010 Taichung Bike Week kicked off on December 1st, and featured a prelude held by RideOn, an exciting launch event at the Evergreen Hotel, exhibitor displays and meetings at the Evergreen, Splendor, and Tempus hotels, and a welcoming reception dinner attended by more than 320 industry heavyweights and show participants. The number of exhibitors, which increased from 85 brands last year to 120 this year, set a record high for the event.



▲ Distinguished guests at the TBW dinner party (from front left to right): A-Team Chairman Michael Tseng, Giant President King Liu, TBEA Chairman Ying Ming Yang, and Giant Global Group VP Young Liu. Shown in back, SRAM GM Hank Kao (left) and KMC GM Robert Wu (right).

December's Taichung Bike Week (TBW) grew even more in 2010, making the once informal Taichung Bike Week one of the most important events in the current bicycle industry calendar.

The city's first effort to advance the Taichung Bike Week mini-shows happened in 2008, when Mayor Jason Hu held a gala dinner to show the city's hospitality and make the show more affordable for participants. For the past two years, with the generosity of Katerina Rejchrtova, Steve Fenton, Chrissie Huang, Ride On, Bike Expo, and Wheel Giant, the city has shown increased support by producing a buyers' guide, providing commuting buses, hosting a welcoming reception dinner to more than 320 show participants, making test-ride route signs and publishing a Show Express newsletter covering activities in all four main exhibition areas.

2010 Taichung Bike Week began December 1st, and has again grown by 40% (120 brands exhibited, compared to 85 brands in 2009). Overall revenues generated from it also increased by leaps and bounds. Due to its overwhelming success in



▲ TBW main organizers Katerina Rejchrtova (left) and Steve Fenton (right).



▲ Munich Bike Expo is the co-sponsor of the dinner. Shown at left, Director Markus Hefter.

2009, Taichung Bike Week attracted a number of interesting new sponsors and partners in 2010. Bike Expo Munich co-sponsored the welcome dinner in cooperation with the Taichung City government. Cathay Pacific also partnered with Taichung Bike Week to offer reduced-cost air fares from Hong Kong directly to the Taichung airport.



▲ Taichung Mayor Jason Hu welcomes all the bike industry people.

### Kick off at the Evergreen Hotel

After RideOn held a prelude for Taichung Bike Week on Dec. 1, 49 firms kicked off Bike Week in an exciting event at the Evergreen Hotel on Dec. 5. Even though this launch event was held on a Sunday, it attracted numerous domestic and foreign customers. According to Pro-Lite CEO Steve Fenton, the participating vendors were very satisfied with the exhibition venue at the Evergreen Hotel.

During 2009 Taichung Bike Week, apart from the main exhibition areas at Ride On and the Tempus Hotel, the Splendor Hotel attracted the most visiting firms. Because the Splendor Hotel had a new owner last year, the main exhibition area was moved to the Evergreen Hotel. According to Steve Fenton, the Evergreen Hotel was extremely cooperative, providing customers with even more choices, and



▲ FSA Europe GM Claudio Marra (left) and Eddy Merckx CEO Kurt Moons.

could accommodate a greater number of vendors (100 firms). In addition, Fenton expressed his gratitude to the Taichung City government for its tremendous support, and hoped that, with official and private collaboration, Taichung Bike Week would continue to expand.

The 49 firms exhibiting at the Evergreen Hotel were mainly located in the third floor banquet room and guest rooms. A small number of vendors also set up shop in the conference rooms on the first and second floors. The third floor banquet room contained many small partitioned areas accommodating a total of 19 vendors; the semi-open space was able to attract large numbers of viewers. Vendors also displayed their wares in ordinary hotel rooms with the beds removed and conference desks added; these rooms were cozy and offered confidentiality. For their part, the conference rooms provided more spacious venues.

Ride On members (including Hayes Bicycle Group, Gore Ride On, Hutchinson, Fox, FSA, Mavic, Crankbrothers, Fizik, Magura, and Vittoria) began their product presentations on the very first day of TBW at the Nanshan Education & Training Center (ETC) on the hill overlooking Taichung. This was followed by exhibitor displays and meetings at the Evergreen, Splendor, and Tempus hotels from December 4th to 8th.

## TBW Dinner Party Celebrates Success

The Taichung City government co-hosted a welcoming dinner party with Bike Expo Munich for TBW participants on December 6 at the Evergreen Hotel. Taichung Mayor Jason Hu personally attended the dinner, and VIPs included TBEA Chairman Ying Ming Yang, Giant Group President King Liu, A-Team Chairman Michael Tseng, Giant China GM Young Liu, Velo President Stella Yu, SRAM Asia GM Hank Kao, and CHC President Robert Wu. Industry heavyweights and others made up a crowd of more than 300 at the important event.

Mayor Hu made a speech to welcome industry members, and thanked them for their support of TBW. Mayor Hu also made a commitment to con-



▲ Vittoria's new Bangkok factory will go into production in 2012. From right to left: Junior Sales Manager Felice Cusmai, Product Manager & Designer Samuele Bressan, Velimpex President Tom Petrie, and Sales & Marketing Director René Timmermans.



▲ Fizik unveils new OE saddles Tundra 2, Tundra 00 and Gobi 00 with the same pattern grips. Colorful seatposts are also displayed. Marketing Manager Alberto Fonte (left) and Brand Manager Nicola Rosin (right).

tinue promoting TBW during his next four years in office, and dedicated himself to the growth of the event.

Giant Group President King Liu stated that he was happy to see the development of TBW, and he hopes it will continue to grow yearly. However, Taichung lacks the exhibition space needed to make the event much larger. Liu expressed his wish that Mayor Hu and the Taichung City government will do their utmost to create a solution to this obstacle.

TBW organizers Katerina Rejchrtova and Steve Fenton also addressed the assembled guests, expressing their thanks to Mayor Hu and the Taichung City government for their support of TBW, and to Wheel Giant for their assistance in planning and production. Rejchrtova and Fenton also thanked all the participants for their participation in TBW, and said it's due to them that TBW is becoming more and more successful.



## New Wheel-Tire Systems from Mavic

Based on the overwhelming response to their 2011 wheel-tire system, Mavic has morphed two of their most successful models into road wheel-tire systems: R-Sys WTS and Aksium WTS. Also up are the new Crossmax SLR, Crossmax ST, and Crossmax SX for MTB. For 2012, Mavic's entire rims line has been re-vamped, with brand new graphics and consistent segment approach, perfectly adapted to today's bicycle world.



▲ Front left to right: Amanda Yu (Customer Service Supervisor, Asia), Christian Lehner (OEM Country Management AC), Dan Crean, Anthony Diana (PM) and Larry Burke (Sales Rep., North America).

## FSA: Out with the Old, In with the New

FSA's Vision Metron Groupset transmission system, exclusively for use on time trial bikes, showcases lighter, more ergonomic, and more aerodynamic parts. It will be released next year along with FSA road bike shift components. This year's Moto X MegaExo chain-wheel and crank set boast a plethora of color choices in addition to custom color schemes. Leading manufacturers Colnago, Wilier, and Focus have also collaborated with FSA to introduce parts in exclusive colors. Additionally, FSA has introduced e-bike parts under its Metropolis series, and designed Metropolis e-bike cranksets for Bosch.



▲ FSA Europe GM Claudio Marra (third from left), TH GM Douglas Chiang (fourth from left), and FSA USA GM Matt Van Enkevort (fifth from left).



▲ FSA launches their length-adjustable TT rest bar.



▲ New transmission system from Vision Metron.

## Hutchinson's Innovative Maintenance-Free City Tire

After two years of research and development, Hutchinson introduces the maintenance-free, puncture-free, and pumping-free solid foam rubber inner tubes Urban Tour, 100% made in France. The middle level Equinox 2 road tire weighs 225g. Carbon fiber tubeless road tires weigh 1,600g.



▶ Hutchinson's maintenance-free new tire.



▲ Hutchinson launches innovative tires for MY12. From right to left: Export Area Manager Gilles Cazier, Product Manager Alexandre Lemoine, Export Area Manager Kevin Buchet, Taiwan Agent George Kuo, and North America OEM Sales Manager Jason Rico.

## Hayes New Products for MY 12

### Dyno Comp

The Dyno is a compilation of 13 years of brake design, starting with the original Mag brake in 1997. It features an industry-first piston and master cylinder bore design inspired by the powerful Prime brake platform. A high flow rate allows the system to manage heat and pad wear faster than other systems at this price point, and it has a higher mechanical advantage than previous Hayes systems, giving it low lever pull effort/more power and a softer feel when actuating the brake. Its semi-metallic friction material exceeds the wear, power, and fade resistance of its competitors, and it conveniently shares wear parts like pistons, hoses, fittings, hardware, and brake pads with existing Hayes systems. It also features Vesrah yellow race pads with hang-tags and a Lifetime Leak Proof Warranty.

### MX5

The MX5 combines proven design with a new pad utilizing enhanced friction material. It features solid power, smooth actuation, lightweight and durable aluminum die-cast design, high wear-rate pads, and easy set-up with independent adjust inner and outer rotors.

### CX5

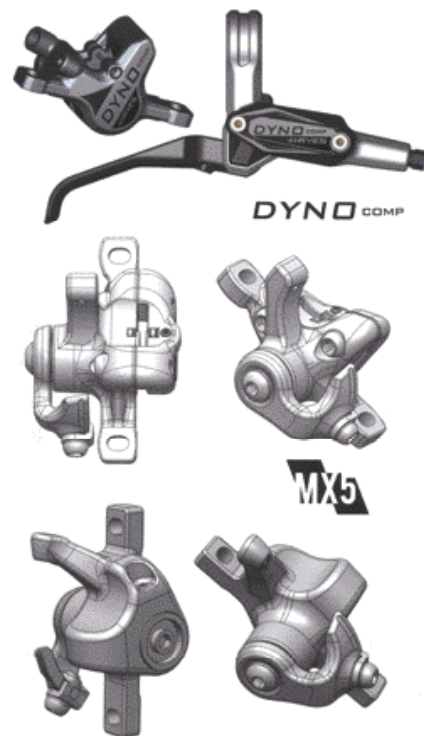
The CX5 features all the same components as the MX5 with the exception of the rotor: enhanced ball ramp for increased power, titanium hardware for light weight, sintered metallic pad for increased braking power in sloppy conditions, and a prime rotor.

### Ryde Expert

The Stroker Ryde Platform utilizes the proven tool-free reach adjust system used on the Stroker Gram, ACE and Trail. It also features new semi-metallic friction material, higher Mu (more power) at various speeds and clamp pressures, and faster break-in time. (The brake will have power on the first test ride.)



▲ Hayes Bicycle Group launches a profusion of new products. From left to right: Engineering Manager Ed Kwaterski, Managing Director (Europe) Bernd Pflueger, Director of Global Sales Adam Micklin, Hayes Asia Director Sean McNally, Joel Richardson, OEM/Distributor Account Manager Luke Musselman, and VP/GM Darren J. Campbell.



## PB Components “Adjustack” Adjustable Headset Spacers

This single product facilitates adjustment to 5 different heights. Additionally, Adjustack is made of polycarbonate for optimal strength and a light weight of 4 grams per pair. At half the normal price, they offer much potential for OEM customers. These nifty headset spacers are available in black, red, lime green, orange, blue, purple, clear, and yellow.





## New Products from GORE Ride-On

### Brake and Shift Cables for Road Bikes (ROPRBEA and ROPRSEA)

These new shift and brake cables from GORE Ride-On are for road use only. Compatible with Shimano, SRAM, and Campagnolo, they are available in black, white, blue, or red. Shift cable lengths are: 2,050mm (housing), 1,900mm (front), and 2,200mm (rear). Brake cable lengths are: 1,900 (housing), 850mm (front), and 1,650mm (rear).

### New Remote Lever System

GORE Ride-On has also launched the brand-new GROCS Remote Lever System. This system keeps suspension and seat post adjustment working flawlessly, increasing rider confidence and decreasing maintenance time. Available in black or white, with housing length of 900mm and cable length of 1,100mm (Hayes), this system is compatible with all remote levers that use standard 1.1mm shift cable and housing.



▲Gore® Ride On® Cable Systems Lois Mabon introduces new cables.

## Campagnolo and Fulcrum at TBW

For the 2012 model year, Fulcrum will debut 10 new wheel models sporting different finishes, available to the mass market around May 2011. Campagnolo will introduce new colors for their entry-level group sets, to give OEM customers more product choice. Campagnolo will also stress service accountability and tech services, especially their new on-time spare parts project, which will make all spare parts for new products available the same day as new product release.



▲Marco Campagna, Campagnolo Product Marketing Manager (left). Fabrizio Scalzotto, GM of Fulcrum (right) .

## Pro-Lite

Pro-Lite, which specializes in high-end carbon fiber frames and wheelsets, showcased their latest full carbon fiber bike, the Menaggio TT, which is assembled entirely from Pro-Lite's own carbon fiber products. In addition, Pro-Lite has been developing a junior bike range including bikes, frames, wheelsets, parts and accessories to fill what Marketing Manager Keiran Earl believes is an untapped niche.



▲Pro-Lite CEO Steve Fenton (right) & Marketing Manager Keiran Earl.

## New Products



### Reynolds

Reynolds VP & Product Management John Swanson displays carbon fiber MTB wheel sets.



### Magura

Magura Product Manager Stefan Paul shows 2 new forks.



### KS

KS Kind Shock GM Martin Hsu shows the latest rear shock.



### RST

RST's latest Storm adjustable suspension front fork.



## First Components is Developing New Products with 3C

First Components began mass production of wireless bicycle signal lamps using 3C in December which can, according to President Johnson Lee, can be used for front and rear lights on bicycles, and for wireless remote control signal lights and brake lights. First Components has also created brand-new RN BBs that can be used on road bikes. At only 101.5g, these BBs feature improved waterproofing and can correct poor verticality when the external chainwheel and axle are assembled, as well as any eccentricity between the right and left threads and the bottom bracket.



▲Johnson Lee, President of First Components.

## SABS

The SABS Frequency Brake, which was awarded a Good Design Award and a TBEA Innobike Award, has begun sales in Taiwan through its agent, Giant. Ke Chuan President T. C. Huang welcomed product managers to personally experience the Frequency Brake, which is available both for standard equipment and for aftermarket upgrades, on two testing bikes in the Splendor hotel lobby. President Huang said that the molding for the C brake is complete, and that the SABS Frequency Brake will soon be available for road bikes as well.



▲Ke Chuan President T. C. Huang.

## Marwi

Marwi has been a shining stand-out at TBW with their Rainbow and Aurora bicycle lights, TiDye spokes, and new premium leather saddle. Marwi is located in Dajia, Taichung, and 2011 will be their 30th anniversary. Marwi's display of high-quality wheel sets and rechargeable bicycle lights at the 2011 Taipei Cycle Show pre-show press conference attracted a great deal of interest at TBW.



▲From left: Marwi GM James Huang, Wellgo GM John Chen, and Marwi Europe GM Martin K. Vogt.



▲Marwi's new lights and saddles.