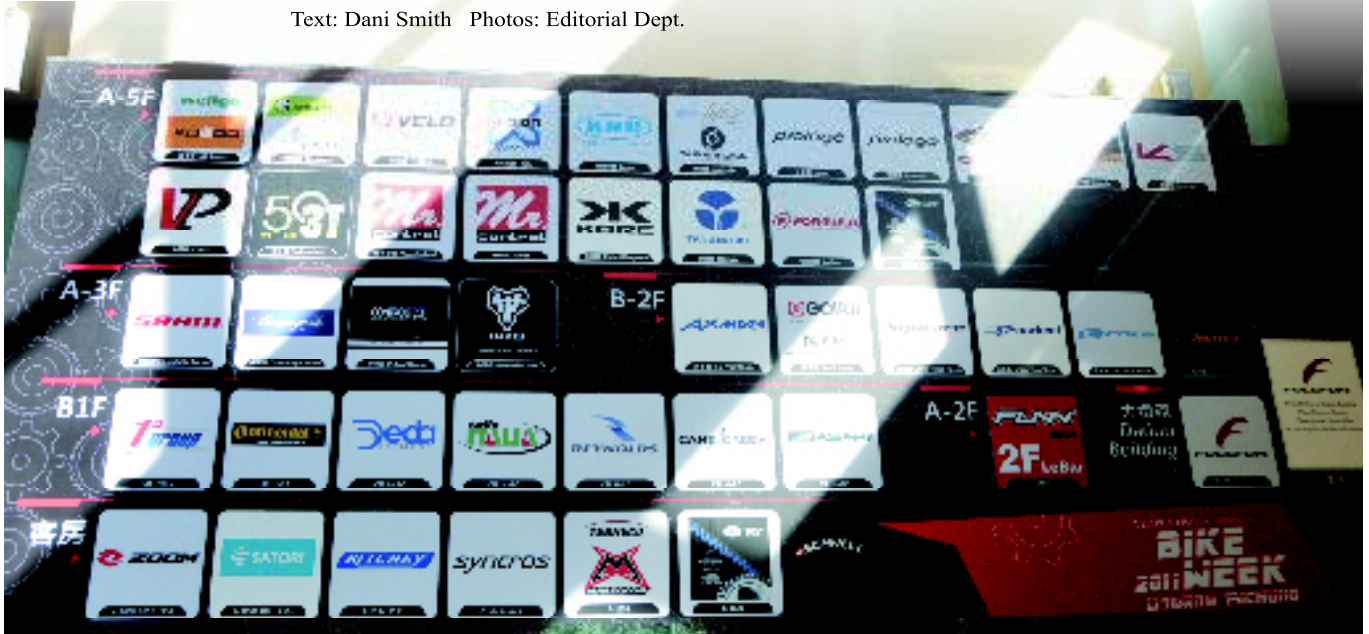




TBW 2011: Bigger and Better

Text: Dani Smith Photos: Editorial Dept.



Taichung Bike Week's combination of global assembly companies and high-end OEM parts makers was busier than ever in 2011. Exhibitor count rose more than 20% from the preceding year to 150, and the number of visitors to the show increased 34%. From November 29th to December 2nd, two thousand industry members from nations spanning Asia, Europe, Australia, and America filled the halls of the three affiliated hotels. The record-breaking numbers at TBW 2011 confirm the

event's growing reputation as an accessible and affordable opportunity for OEMs to increase international market presence.

2011 also marked TBW's fourth year of partnership with the Taichung City Government. With the help of Pro-Lite, FSA, Colmax, First Components, and Wheel Giant, the city expanded its services to producing a buyers' guide, providing a free shuttle service, organizing direct flights from Hong Kong into Taichung Ching Chuang Kang Airport, hosting a reception dinner,

developing a test-ride route, and publishing a daily Show Express covering activities in all exhibition fields. TBW registration information also became available online for the first time in 2011, alongside a convenient location map and floor plans for each exhibition area.

Another welcome change was Ride On's move from Freshfields to the more centrally-located Hotel One. Despite the loss of a test-riding space, the new venue earned praise from its 300 guests for the hotel's proximity to Taichung Bike Week and its accessibility to city attractions. Ride On also held Taiwan Day at Nanshan Education & Training Center, which attracted around 500 Taiwanese and Chinese industry members.

According to TBW co-organizers Steve Fenton and Katerina Rejchtorva, Taichung Bike Week 2011 was a resounding success. "I had people who were visiting TBW for the first time come up to me and talk terms for getting a space next year. They wanted to sit down and sign up on the spot," said Rejchtorva. "That's how we know TBW is important."

Nevertheless, there is always room for improvement, and TBW's yearly enhancements show the Taiwan event to be no exception. Organizers have already announced a number of



▲ The Evergreen Laurel Hotel displayed the show floor plan and booth info in the lobby. Buyers appreciated the convenient placement.



▲ The Tempus Hotel offered a small but beautiful space on the fifth floor, with plenty of privacy for meetings.

revisions for TBW 2012, starting with the decision to move the event forward a week. Made public immediately after this year's event, the new dates are based on feedback from attendees who want to finalize specs earlier. Furthermore, TBW has partnered with Munich bicycle show ISPO bike in an effort to generate synergies for exhibitors at both trade shows.

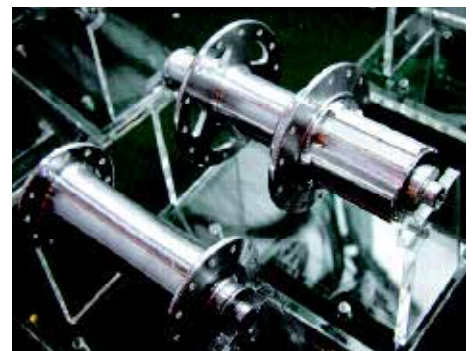
An additional modification is the replacement of the popular industry dinner with a nightly happy hour, under the idea that a less formal environment will be more conducive to the aims of the week long event. "This being the bike industry, this will actually be for two hours of free drinks

and finger food to allow people to keep on working in a very relaxed atmosphere," Steve Fenton explained.

The Tempus, Evergreen, and Splendor will again be TBW hotels, but the Splendor Hotel will be updated for next year to facilitate 80-90 additional exhibitors on a single floor, with new facilities for meeting, rooms, presentation rooms, and receptions. The new space at the Splendor means total TBW 2012 capacity will increase to 230-250 exhibitors - one change that attendees are sure to appreciate, judging from the popularity of TBW 2011.



▲ The Rubar RFD MTB hub features a patented axle design, a unique spoke weave and is waterproof. It weighs 340g, not including the quick release set.



▲ No tools are needed to dismantle the hub designed by Orbit.



▲ Mavic pays attention to the OE market. They continue to introduce new products and advanced service.



▲ Made of aluminum alloy, the Alligator inlink can be adjusted by angle and length. While riding, the brake and derailleur cables operate smoothly.



▲ Hotel One offers privacy, convenience and comfort, earning high praise from industry buyers.



▲ Allhonga introduced its first hydraulic V brake with easier adjustment.



▲ Slidepad is a safety-focused single lever braking technology that reduces the risk of front wheel lock up accidents on bicycles.



▲ The V-Grip LED light beam lasts up to 60 hours. Users can replace the three Mercury batteries simply by pulling them out.



▲ ilumenox vega has been improved; the 3W headlight reaches 65lux at 10m. In strong light mode, the ilumenox vega lasts up to 3 hours, and in weak light mode it lasts up to 13 hours. An excellent choice for riding at night.



▲ BiB Chocabike Grips are available in a variety of delectable-sounding colors, including dark chocolate, strawberry, milk and mint. Made with advanced rubber, the grips feature shock-absorption and anti-slip qualities. A “chocolate” tire lever is also in the works.



▲ First GM Johnson Lee personally introduced the brand's multifunctional bearing dismantling tool. Bottom bracket and push-style headset specs won't be a headache anymore.



▲ FSA GM Douglas Chiang introduced the BB386EVO on Taiwan Day.



▲ Magura and Manitou see a bright future for MTB 29ers. During the Ride On event, they launched a number of related products.



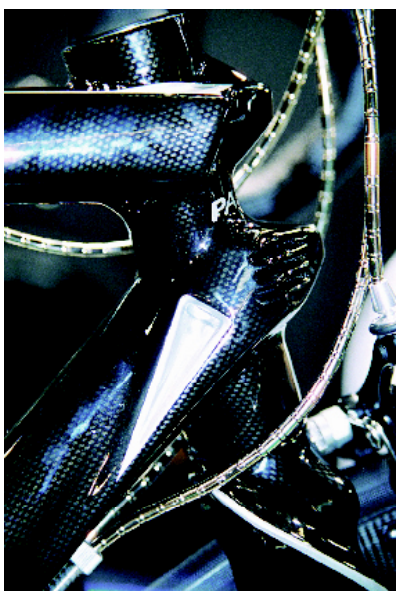
▲ Alex followed the debut of the carbon fiber wheelset ALX850 with a display of the ALX888 and ALX838, featuring 88mm and 38 mm rim height, respectively.



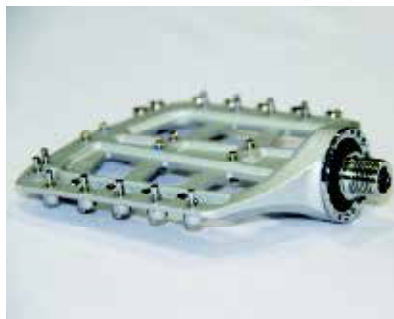
▲ NuVinci displayed an advanced gear-free shifting system and held a new product presentation at Taichung Bike Week. Many complete bicycle manufacturers paid close attention.



▲ SABS products are certified. This year's new model will include a components maintenance kit.



▲ Passoni's carbon fiber racing bike design.



▲ VP's thin and lightweight pedal with downhill intensity and short axle keeps a bike moving smoothly. A pair weighs only 350 grams.



▲ Novatec's X12 loose ball bearing hub comes in 12X142 mm. It is ideal for more economically priced mountain bikes, and low assembly costs keep the hub affordable.



▲ RST introduced its new one-piece aluminum hydroformed front forks, available for road bikes, city bikes, and 26 inch bikes.



▲ To meet market demand, Wellgo showcased stylish thin and light MTB pedals.



▲ Controltech's one piece stem is made of 6AL 4V titanium alloy, which makes the product much thinner and lighter, at only 138 g with 120 mm travel.



▲ With a length of 150 mm, KS LEV's seatpost is favored by global OE and AM markets. Its clean and simple cable routing has earned a lot of praise from product managers.



▲Velo showed off its brand new evolved ergonomic VLG-1189D3 grip. The MTB saddle VL1535 features upward curvature in back, making it easier to control the center of gravity during downhill riding.



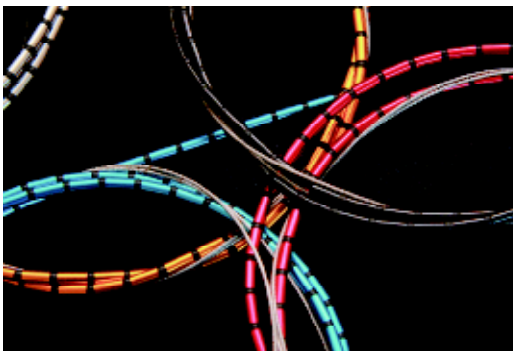
▲Reynolds team displayed its latest wheelset. Dali Wang (far right) is the Asia-Pacific sales manager.



▲Prowheel's patented road bike crank set features blind hole axle design and a clean appearance.



▲Crankbrothers OEM sales rep Steve Cuomo (middle) and team.



▲People couldn't take their eyes off of AICAN's braking cable, which weighs only 10 grams for a single meter.



▲Sunny Wheel has many creative ideas to personalize bicycle fenders, such as customized printing patterns.



▲SR Suntour's Twinsensor combines torque and rotation sensing points to ensure a smooth start every time.



▲LG Innotek's High Torque Transmission Motor boasts torque up to 54 Nm.

► Cane Creek designer Jim Morrison personally introduced AER headsets. Weight has been reduced using a hollow design on the upper body of the headset, and a bearing has been implemented in cooperation with Norglide. AER also features an aluminum base and composite material plating.



◀ dbRevO features an all-in-one design. Motor, battery, and steering are all integrated into the front wheelset.



▲ Campagnolo product marketing manager Marco Campagna is confident in the latest 11-speed EPS. Test opportunities were provided on site.



▲ Zoom's latest suspension system has a new look.



▲ Samox's hollow crankset is compatible with 10 speed shifting systems and XC bikes.



▲ WTB showcased its new Tubeless Compatible System (TCS) rim designs - a perfect combination of rims and tubes.



▲ Continental North American bicycle tire manager Brett Hahn said Continental has developed many 29 inch MTB tires, totaling four tire threads and 8 specifications.



▲ The Cole 29er wheelset features extended spokes and upgraded tension due to increased hard power from the flange, earning a lot of praise from trade buyers.



▲ Neco's steel headset is available in a variety of colors, made possible by colorful electroforming.



▲ CO-UNION introduced silicone handlebar tapes with non-toxic and washable qualities. CO-UNION claims better shock-absorption than EVA, and provides customized services with any color.



▲ Shun Shing's Wilma hollow crankset weighs only 615g.



▲ Alhonga has introduced new hydraulic disc brakes for entry-level, middle and high-end users.



▲ Cionlli's ice race series saddle features a dual-suspension hollow structure which effectively eliminates shock for increased rider comfort. Available for road bikes and trekking bikes.



▲ Golfcel has plenty of experience producing carbon fiber accessories. ODM and OEM are provided.



▲ Jye Sen's Driveline is developing a delicately painted crankset.