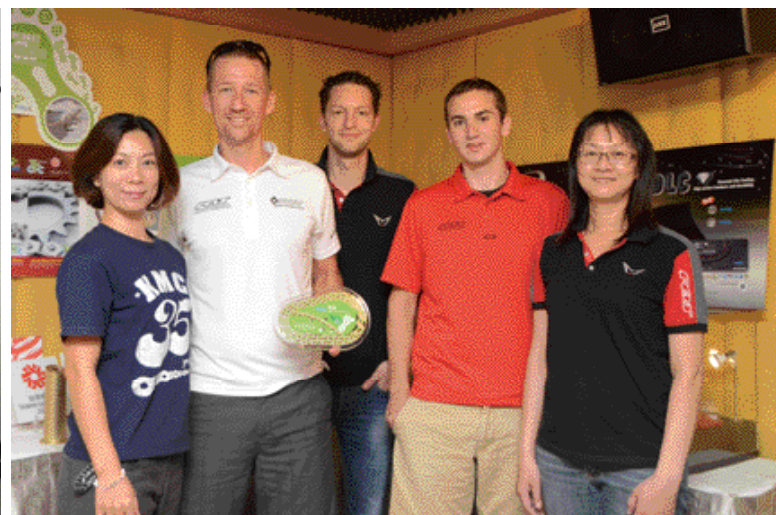




# Taichung Bike Week 2012 at an All-Time High

Text & Photos: Editorial Dept.

Within just a few short years, Taichung Bike Week has become one of the most important events in the bicycle industry calendar. Originally a scattered series of meetings started by a few big-brand product managers in order to more easily meet up with their high-end suppliers in Taiwan, Taichung Bike Week has now grown to a unified umbrella event that last year attracted 250 exhibitors, more than 300 brands, and about 4,000 professional buyers from almost 50 countries around the world.





Many exhibitors said that the presence of buyers from around the world made for a more vibrant atmosphere. A few first-time exhibitors and visitors found it a bit difficult to look for new clients at the show, but the majority of visiting companies were very satisfied. Both exhibitors and visitors seemed very busy at the show, but most believed the work was worth it. Taichung Bike

Week showed substantial growth, and everyone involved seemed optimistic about the future of the TBW.

Participating hotels were filled with exhibitors and visitors, and many companies were talking about making reservations for the next event before TBW 2012 had even concluded. The Evergreen Hotel hosted 84 exhibitors, the Splendor housed 76, and the Tem-

pus had 55 exhibitors. Although neither the Tempus nor the Evergreen hotels have the available space to accommodate many more booths, the Splendor hotel still has room for plenty of additional exhibitors. Although one or two locals mentioned that the Millennium Vee hotel might be a good candidate for future TBW expansion, most foreign visitors thought it was too far away from the central TBW



▲ Taichung Bike Week gains more momentum every year. Booths were packed with visitors and buyers from around the world.

core on Taiwan Boulevard to be particularly convenient.

Looking at the trends at Taichung Bike Week, 650B (27.5 inches) and 11-speed products attracted the most attention. A number of manufacturers also launched related products, allowing buyers to pick and choose. Many companies used 2011 to debut their 29-inch products, ranging from front forks to wheel sets and tires, but 650B products were the hottest items at Taichung Bike Week 2012. Most companies agree that 650B will be the emerging force in the mountain bike market in the coming years, and TBW visitors could easily find 650B spec rims, wheel sets, front forks, and tires.

In addition to 650B products, 11-speed products were also high on everyone's lists. After SRAM launched its XX1, 11-speed equipment has become virtually indispensable. Products at TBW included chains, chainwheels, hubs, and many more. 11-speed chain for road bikes can be found in TBW. KMC showed off its new chain series,



▲ 650B products were hot at TBW 2012. Pictured: 650B rims from WTB (left) and Jetset (middle), and the newest 650B fork from SR Suntour (right).

which is compatible with most 11-speed drivetrain systems.

It is very probable that the UCI will allow disc brakes on racing bikes in the future. But carbon fiber wheels have very specific brake temperature requirements, and companies are not willing to reduce product life due to brake wear. At the same time, manufacturers are looking to increase bake safety and ease of installation, and this topic caused a lot of discussion between buyers and vendors at TBW.

The electric vehicle market seems to be flourishing, as evi-

denced by the products German company Bosch had on offer. Bosch displayed its BionX rear wheel hub motor, which is making solid inroads into the high-end European market. SR Suntour also displayed its front hub motor. TBW buyers and visitors could view a diverse selection of e-bike motors and products from various manufacturers.

The Ride On event, which included about 15 brands led by industry giant FSA, also posted impressive numbers. Ride On events were held at Hotel One and the Nanshan Education & Train-



▲ Some assemblers also participated in Taichung Bike Week. Ming Cycle had a huge display of products at the Splendor Hotel.



▲ The ISPO-sponsored TBW Happy Hour was a very lighthearted affair.



▲ Taichung Bike Week is attracting companies from around the world, including this contingent from Indonesia. From left: Jiajun Lin of Bingo; Arifin Tedja, Domestic Sales GM for United Bike; PDI President Henry Mulyadi; Jennifer Chen of Wellgo; Ming Lin, president of Bingo; and United Bike GM Yutai Chen.



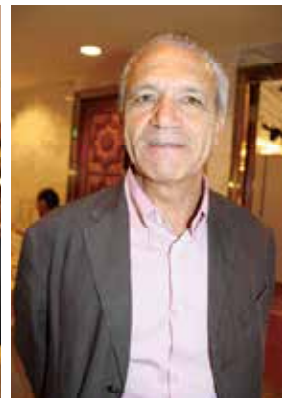
▲ FSA Europe GM Claudio Marra (left) and FSA GM Douglas Chiang (right) were on hand at Hotel One for the Ride On meetings.



▲ Derby Bike product manager Peter Kinzel.



▲ Martin J.Havlena, president of Author Bicycles, came all the way from the Czech Republic.



▲ Franco Schiavon, head of Selle SMP.

ing Center (ETC) for the second year in a row, and again the increasingly popular Taiwan Day kicked off the Ride On week. Ac-

ording to information provided by Ride On, a total of 230 people signed up Taiwan Day in 2011, and 270 in 2012. Ride On also

showed growth in the number of buyers: 350 professional buyers from around the world attended in 2011, and 450 came in 2012.



▲ The first floor lobby of the Evergreen Laurel Hotel offered vendors ample space for informative displays.



▲ Hotel One afforded a very impressive setting for Ride On, with more than enough space for exhibitor displays.

## ADK's Integrated Carbon Fiber Technology



ADK has successfully integrated four main carbon fiber tech areas: leading materials, cutting roll materials, technical processing, and mechanical equipment. According to ADK GM Kenneth Yen, AKD imports Formula One-quality 30, 40, and 50 high-tonnage carbon fiber fabrics from Sweden, then precisely cuts fabric for each frame location using its titanium-grade automatic CNC carbon fiber cutting machine imported from France. Utilizing 2D and 3D computer graphics and hollow EPS shell molding technology allows the company to reduce weight and avoid materials waste.

## New Alligator 31-Strand Inner Cable

Most inner cables are 19 strands, but Alligator has figured out how to add 12 more strands while still keeping a 1.1mm diameter, making the entire structure denser and more solid and stable. Additionally, the strands go through a grinding processing that significantly reduces frictional resistance. Alligator has tested its new cables at 0.02 seconds faster than Shimano inner cables. The super smooth feel makes lubricant unnecessary, and means that these new 31-strand inner cables are suitable for any type of outer tubes. Professional riders have reported that Alligator's 31-strand cables last for up to three times as long as standard inner cables.



## Clarks Exo Skeletal Hydraulic Disc Brakes and Grips

The new Clarks Exo Skeletal disc brake is a lightweight, compact two piston hydraulic disc brake set that increases brake actuation and features direct fuel injection, two-finger lever design with reach adjustment, sintered pads, post mount design with international standard fitting bracket, and PTFE hose. Grip sets are made of TPR material to shed sweat and reduce slippage. Available in multiple colors, the entire group weighs 310g.



## Neco Focuses on Bearing Components Development

Parts maker Neco has years of R&D experience with bearing assemblies. The company launched a headset cassette for entry bikes with nested semi-hidden bearings and a choice of aluminum or plastic for the cassette superstructure. The silver and black finish looks sharp on any bike.



## Marwi Launches the ISS Pedal

According to sales specialist Jianhua Wang, there are many advantages to Marwi's latest inner spindle system with changeable pedal body. Dubbed the ISS, the system only requires six screws to unscrew and replace the body itself, making it easier for riders to use different pedals – including road, MTB, or clipless – while still keeping the same spindle. Consumers can also easily change pedal colors as desired to create their own personalized style.

To help reduce unnecessary waste, the spindle and body of the ISS pedal are separate units. If either one breaks, it can be replaced separately. The spindle structure does not take up too much pedal space, so that the body can be thinner and lighter depending on pedal design. Marwi currently produces the ISS in both nylon fiber and aluminum alloy. However, the company is capable of making product modifications according to customers' needs. The ISS pedal will be officially unveiled at this year's Taipei Cycle Show.



### Alex T-Bar Tech

Alex's latest T-Bar Tech rims add an aluminum bolt in the spokes and the rim of the contact point, improving overall rigidity without adding too much weight. This design also allows for freely adjustable spoke angle and more complete and direct force transmission. Another T-Bar Tech advantage is the cost saved by not needing to drill holes in the rims. The product line includes road bike and mountain climbing wheel sets.



### Chuan Wei's New Chainring Crankset Series

Chuan Wei GM Chaur Yuan Cheng (right) and his associate Zhiyong Lai (left) were on hand at TBW to introduce Chuan Wei's new fully developed dedicated 7, 8, 9, and 10-speed mountain bike chainring cranksets. Chainrings are available in single or double ring, with choice of teeth and gear ratio configuration. In addition, Chuan Wei's hollow crank stresses light weight and high rigidity for better competitive performance.



### RST's New 650B Forks

RST has established itself as a leader in 650B front fork manufacturing. Following their initial success, the company has now launched mid-end, mid/high-end, and high-end 650B front forks as well. In order to make sure that assemblers and consumers get the best quality for the best price, RST introduced its Storm Series forks, which lead the pack in new outer tube shape and design for 26" and 650B forks. The new streamlined appearance is right in line with today's market demands. RST also launched front forks with 150-200mm travel.

### New and Improved Wilma Hollow Crank

The new second-generation Wilma hollow carbon fiber crankset is even lighter than the earlier Wilma, while still maintaining excellent rigidity. Direct force feedback means riders will feel solid while pedaling, even at higher RPMs. 53/39T chainring crankset for racing weighs only 630g. In addition to high-end carbon fiber products, Wilma also focuses on mirror-polished cranksets for single-speed and classic bicycles. The new generation Wilma single-speed cranks feature smoother, quicker shifting. Wilma products are exported to primarily to Europe, South Korea, and mainland China. Chinese consumers are increasingly attracted to the single-speed trend, and Wilma products are exported to China five times a month.



## Blade: VP's High-Strength Titanium Alloy Pedal

VP received a lot of market praise when they launched their new DH-1 ultra-thin downhill pedal early last year. They did themselves one better at Taichung Bike Week with the unveiling of the Blade, VP's newest ultra-lightweight titanium downhill pedal. The pedal's titanium alloy body is formed from lost-wax process centrifugal casting. The titanium spindle with satin finish is formed by traditional CNC molding, but with a 30% increase in strength. The stripped-down VP Blade weighs only 260g per pair, but it's strong enough to deal with the power needed for tough downhill rides.



## Hsin Lung's Non-toxic Grips

Hsin Lung launched grips made of a non-toxic silicone material, ensuring that every ride is comfortable on the hands. Traditional grips are made of TPR material, meaning that wind, sun, and rain can shorten product life and turn most grips into sticky, crumbly muck. Hsin Lung's new long-lasting, non-toxic silicone grips won't go sticky, and cleaning them is a breeze. Hsin Lung also provides color customization services.



## Controltech's New Carbon MTB Seatpost

Controltech launched a variety of new products at TBW, including 650B and 29er spec. The new Tux MTB seatpost is constructed of UD carbon, and the hollowed-out center scoop allows for a weight of only 192g while still retaining the strength necessary to beat the toughest hills. Controltech also makes numerous aluminum products and offers a variety of colors and customization services to fit the needs of assemblers and the aftermarket.



## Continental

Germany's best-known tire brand came on strong at TBW. After years of rider testing and rigorous R&D, the company successfully launched its 650B tires for new MY2014 bikes. Additionally, Continental has completely modified its road bike tires, with an updated formulation and tread and formulation for its famous Grand Prix 4000 line.

Continental also recently opened a brand-new plant in Hefei, China, in order to shorten delivery times. The machinery and manufacturing processes are identical to Continental's German plant, so customers are guaranteed quality tires. The new Hefei factory mainly produces mid-level tires, but will add other tire lines in the future.



## Kore's New Handlebar Spec

Founded in Southern California two decades ago, KORE has a solid brand history and a wealth of experience in MTBs and MTB parts research and development. KORE's new market response this year has been to increase strength requirements for mountain bikes. The company's new high-end M35 OCD super-light weight gravity bars are made from heat treated aircraft-quality aluminium to achieve the best strength to weight ratio on the market today for an 800mm wide bar. Thickness has been reduced by 10%, and bar weight has dropped from 285g to just 253g.



## Novatec's XX1 Hub

Novatec launched its XX1 dedicated hub at TBW.

### KMC 11-Speed Chains

Developed using the exclusive technical design of KMC's X series chains, the X11 Superlight (X11SL) Ti-N Gold chains and X11 Light Weight (X11L) Ti-N Gold chains are now available for the expanding 11-speed market. X11 series chains maintain the superior performance features of KMC's unique XX Bridge design, unsurpassed durability, the highest possible rigidity, superior drivetrain efficiency, weight reduction, and the longest life of any chain on the market. The XX bridge feature makes the X11SL and X11L compatible with all 11 speed drivetrain systems. KMC chains provide the quickest and most accurate shift to equal the precision of electronic shifting. KMC X11 series chains are compatible with all Campagnolo 11 speed EPS systems and Shimano Di2 11 speed systems, as well as all mechanical 11 speed systems. In addition, all KMC X11 series chains come with the well-known and much-loved tool-free Missing Link.



### BionX is a TBW Newcomer

High-end Canadian e-bike systems maker BionX attended TBW for the first time this past fall. European OEM sales Martin Gnann joked that since he had no other place to go at that time, he decided to go to Taichung. BionX is definitely an example of the global reach of the bicycle industry: the company headquarters is in Canada, and the R&D center is in Austria, with an Asian office in Shanghai. The company has cooperated with Mercedes on its Smart electric bike, supplying both the motor and battery. Future plans call for focusing on reducing battery size while simultaneously increasing power for the rear wheel hub motor.

### Campagnolo Courts Taiwan Companies

Campagnolo is one of the stalwarts at TBW. The Italian company released new products during the event, and held tech talks with its Taiwanese manufacturers on the last day. Campagnolo product manager Dino Cento (pictured) visited the manufacturing site personally. When Campagnolo finally launched its EPS after years of market speculation, it earned the support and praise from many bicycle companies. In the future, Campy's EPS will feature a more sophisticated battery holder, and the power unit will be upgraded. The company also thinks 30T is the limit for the 11-speed freewheel. Campagnolo also showed off its Bora Ultra TT full carbon fiber wheelset.



### Ming Cycle's New 650B e-Bike

Ming Cycle showed off its sleek, new 650B electric bicycles at Taichung Bike Week in the company's room at the Splendor Hotel. With its small battery and rear wheel hub motor, the appearance is very similar to a non-electric bicycle. The improved acceleration sensor offers adjustable resistance, from a casual pace to rugged off-road racing. The clean appearance of Ming's Wing Ki 650B e-bike has proven very popular with consumers.





## Prologo's New CPC Technology

Saddle maker Velo managed to secure an open-ended deal on a super-sticky Spiderman-style proprietary technology which the company is using on a new line of non-slip gloves and saddles for its high-end brand Prologo. Dubbed CPC (for Connect Power Control), the material is an elastic polymer which is micro-extruded into tiny volcano-shaped filaments. A suction effect created by the minuscule craters on the filaments helps prevent slipping. The technology also incorporates ventilation holes in the saddle to help keep cyclists' seats cool while riding. Prologo GM Morgan Nicol (left) and Sales & Team Liaison Manager Salvatore Truglio (right) were on hand at TBW to show off the new saddle line. Designed in Italy, the new CPC saddles allow cyclists to focus power completely on cycling instead of wasting it trying to stay on the seat. Prologo CPC saddles have different features for road bike, time trial, and MTB versions. Also, in order to better serve OEM manufacturers, Prologo plans to launch customized saddles this year. Buyers can choose from a wide range of colors, including fluorescents.



## SR Suntour Optimistic About e-Bike Market



According to President Daisuke Kobayashi (pictured), SR Suntour has devoted considerable effort on e-bike components recently, in addition to its bread and butter forks and chainwheels for standard bikes. SR Suntour primarily sells on the European market, but Kobayashi believes the future of global demand for e-bikes will continue to expand, so SR Suntour will continue to provide high-quality products.



## Full-Carbon Monocoque Frame from Trigon

Trigon was at Taichung Bike Week with its RCQ33 full carbon fiber frame. Made of Venus C8 (T800) carbon material, the frames feature a 1-1/8" to 1-1/2" tapered head tube for greater stiffness and better handling. The oversized BB is suitable for BB30, Shimano press fit (BB86), and standard BB. Internal cable routing is designed to accommodate Campagnolo EPS, Shimano Di2, or mechanical shifting systems, and includes two brake build options. The 135mm rear wheel spacing fits standard road wheels and allows for disc brakes, and enclosed alloy inserts change adjustment to 130mm for TTV build.

## Ashima Focuses Locally and Globally

Ashima GM Wayne Moore and his team organized a brand presentation for local Taiwanese bike dealers during TBW. Moore, who hails from the UK, founded Ashima about seven years ago, using the technology he acquired in the automotive industry to improve braking products in the bicycle industry. The company has gained an international reputation for quality bicycle braking products, but since Ashima has mainly focused on exports in the past, very few riders and shops in Taiwan were familiar with the brand. Although the company is aggressively pursuing sales on the Taiwanese domestic market, it plans to remain actively involved in international exhibitions to ensure that more people know about Taiwan's high-quality brands.



**2013**  
**Taichung Bike Week**  
**11/5-11/8**