



SHOW DAILY

Taipei, March 18, 2010

OFFICIAL NEWSPAPER OF THE TAIPEI INTERNATIONAL CYCLE SHOW

ORGANIZED BY TAITRA

DAY 2

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Elisabeth Osl



Sabine Spitz

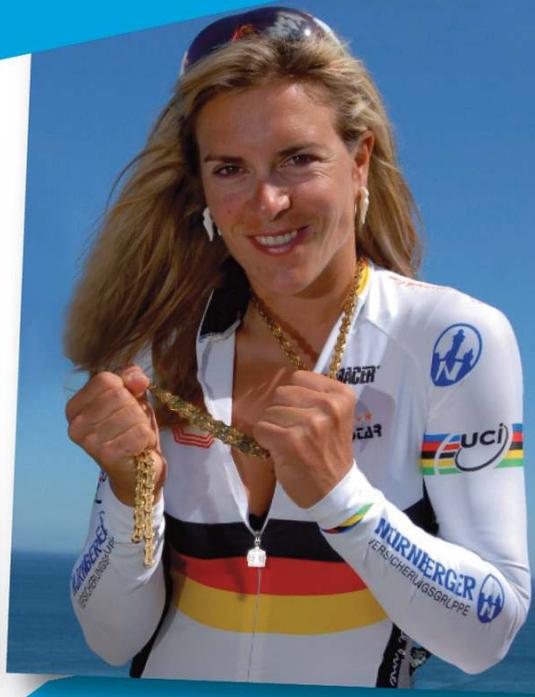


Maris Strombergs

Mike Day



Hanka Kupfernagel



Katherine Compton



CHAMPION CHAIN

CHAMPION TEAM

- Sabine Spitz** (Central Ghost) wins 2008 Olympic Mountain Bike Gold Medal- with KMC X9SL
- Emma Johansson** (RSC) wins 2008 Olympic Road Bike Silver Medal- with KMC X10SL
- Elisabeth Osl** (Central Ghost) wins 2009 UCI Mountain Bike Overall Ranking No.1- with KMC X9SL
- Hanka Kupfernagel** wins 2009 UCI Cyclo Cross Ranking No. 1- with KMC X9SL
- Katherine Compton** wins 2009 UCI World Cup Cyclo Cross No. 1- with KMC X10SL and X9SL
- Maris Strombergs** (Free Agent) wins 2008 Olympic BMX Gold Medal- with KMC K710
- Mike Day** (GT) wins 2008 Olympic BMX Silver Medal- with KMC Z510HX

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2010 Taipei International Cycle Show

Booth No.: J-118
Time: March 17-20, 2010





BIG WINS FOR KMC: TBEA Chairman Ying-Ming Yang (center) presented the Innovative Product Awards at last night's Taipei Cycle Night to KMC representatives. KMC received the first and second prizes in the chain category for its Kool Knight and CRES chains.

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WELCOME

Welcome to the new-look Taipei Show Daily 2010. Produced by KB Media in cooperation with TAITRA, we hope you find the Dailies helpful in making the most of the business opportunities here at the show.

We're already working on tomorrow's issue. If you have news you think we can use, drop in to our

office in room 622 on 6F (see map). You can also email us at: info@bikeshowdaily.com.

TAIPEI PASSES INTERBIKE TAIWAN BIKEMAKERS 'NOT AFRAID OF COMPETITION'

Taipei Cycle has surpassed Interbike to become the world's No. 2 bicycle trade show, officials said yesterday at the opening ceremony for the 2010 Taipei International Cycle show. Ying-Ming Yang, chairman of the Taiwan Bicycle Exporters Association, said Taipei Cycle now is surpassed only by Germany's Eurobike show.



Top officials from the industry and Taiwan's government opened the Taipei show yesterday.

He said Taiwan does not fear competition from Chinese producers, and said the TBEA has asked the government to include the bicycle sector in free trade negotiations with China.

"We feel we're able to compete, thanks to our R&D and branding efforts," Yang said. Membership in the TBEA is also growing, "So I feel our industry is strong," he added.

An intriguing opening art performance used live sand painting to show how the bicycle can contribute to preserving the environment.

TAITRA Chairman Dr. Chih-Kang Wang said this year's record-breaking show is hosting 894 exhibitors in 3,018 booths. But since the official capacity of the Nangang Exhibition Center is only 2,000 booths, additional exhibitors have been squeezed into Nangang's corridors and conference rooms. As many as 50,000 visitors are expected to attend Taipei Cycle during its four-day run.

Wang said that the strength of Taiwan's bike industry was reflected by its relatively small decline in exports during a difficult 2009. While overall exports dropped 20 percent, complete bike shipments fell just 9.9 percent and parts exports declined by only 6 percent. He attributed the strength of the industry to steady investment in R&D and branding.

Kuo-Hsin Liang, Taiwan's vice minister for economic affairs, noted that the island nation's bicycle industry is more than holding its own against Taiwan's larger and more famous computer industry.

He said that the average export price for a Taiwan-made bicycle, \$291, surpassed that of a Taiwan-made notebook computer.

Referring to free trade negotiations with China, Liang said, "The Taiwan bicycle industry is not afraid of competition."

He added, "We hope the whole world will reduce duties on bicycles to zero."

TAITRA'S Wang welcomed VIP guests, including Giant Chairman King Liu, Japan Bicycle Association Chairman Yoshizo Shimano and Ernesto Colnago, founder of the famed Italian bikemaker.

At the close of the ceremony, the winners of the annual Innovative Products contest took the stage.

The Best Innovation Award went to Giant for its Trinity Advanced SL bike; the Best Latest Fashion Award was presented to JD Components for its Eagle e-bike; and SRAM Taiwan scooped up the prize for Best Practicality with its XX MTB drivetrain.



Ying-Ming Yang



GETTING HAMMERED: Shimano Chairman Yoshizo Shimano (right) helps crack open a ceremonial barrel of sake last night to commemorate Shimano's exclusive relationship with Fuji. Pat Cunnane, president of Fuji's parent company, ASI, is partly obscured by the hammers. See related story on page 19.

TSENG: TAIPEI SHOW IS KEY TO RAISING STANDARDS

Merida General Manager and A-Team Chairman Michael Tseng is passionate about the importance of the Taipei Show. "Since 1950, Taiwan has been a bicycle kingdom, but for many years, manufacturers focused only on increasing volume, and had no idea about advertising or building brands," he said.

He added, "What we needed was a stage to show Taiwan's cycling goods. The Taipei show is the key to strengthening brand awareness, enhancing company reputations, and so raising the standard for the whole industry."

The Taipei Show has expanded both in quality and quantity each year, and in 2010 there will be more than nine hundred participating companies occupying nearly 3,900 booths. There is also a long waiting list for exhibition space.

"Obviously," Tseng said, "manufacturers around the world pay attention to the Taipei Show, where they can improve product awareness and achieve better sales success." He listed the following long-term goals that he hopes the Taipei Cycle show can attain over the next decade:

EXPANDED SHOW CAPACITY

"The Taipei show has become more and more crowded each year and manufacturers are calling for more booth space to show their products."

STRENGTHENING PRODUCT INNOVATION

"As a world-renowned bicycle show, manufacturers must invest more in R&D to create goods with excellent performance and best value."

BECOME THE WORLD'S LEADING BIKE SHOW

"Taipei can not be satisfied just to be among the top three bicycle shows. We should work harder to become the No.1 bicycle exhibition in the future."

Merida, Taiwan's second-largest bike maker, shipped about 1.6 million bikes and registered consolidated revenue of about NT\$11.5 billion (€263 million; \$362 million) last year, down 6.08% from 2008. In January this year, the company reported a 26.2 percent increase in revenue over the same month in 2009.

Merida
General
Manager
Michael
Tseng



CALENDAR - WHAT'S ON?

THU. MARCH 18TH - SAT. MARCH 20TH, 2010

THURSDAY, MARCH 18TH

9:30 a.m. - 5:45 p.m.

LIGHT ELECTRIC VEHICLES

CONFERENCE 2010:

- The Opportunity of Taiwan In The Global LEV Market;
- Electric Scooter Market In USA;
- Light Electric Vehicle Market In EU;

- International Safety Test Standard of Li-Battery;
- The EU Regulations of LEV and Li-Battery;

- Taiwan Electric Scooter Test Methods;
- Prototype of EnergyBus for Electric Scooters;

- The Challenge and Selection of Lithium-ion cell for EV Battery Module;
- Prevention and Treatment of Li-Battery Fire Event

(ORGANIZED BY TAITRA, ITRI, EXTRAENERGY, MOEA, TBA) - Nangang Exhibition Hall, Conference Room 401

9 a.m. - 5 p.m.

OUTDOOR DEMO

(ORGANIZED BY TAITRA) - Near North Spare Cargo Entrance of Nangang Exhibition Hall

9 a.m. - 5 p.m.

LIGHT ELECTRIC VEHICLE (LEV) TEST & DRIVE

(ORGANIZED BY TAITRA, ITRI, EXTRAENERGY) - Nangang Exhibition Hall, Cargo Ramp (4F)

9:30 a.m.-12 noon

2010 INT'L BICYCLE TREND FORUM - PHASE II:

- Bicycle Design Innovation

(ORGANIZED BY DOIT OF MOEA, TAITRA, CHC) - Nangang Exhibition Hall, Conference Room 402

9 a.m.-6 p.m.

DISPLAY FOR THE BEST

(ORGANIZED BY TAITRA, TBEA, CHC) - Nangang Exhibition Hall, 4th Floor Area L Lobby

FRIDAY, MARCH 19TH

9 a.m.-5 p.m.

OUTDOOR DEMO

(ORGANIZED BY TAITRA) - Near North Spare Cargo Entrance of Nangang Exhibition Hall

9 a.m.-5 p.m.

LIGHT ELECTRIC VEHICLE (LEV) TEST & DRIVE

(ORGANIZED BY TAITRA, ITRI, EXTRAENERGY) - Nangang Exhibition Hall, Cargo Ramp (4F)

9 a.m.-6 p.m.

DISPLAY FOR THE BEST

(ORGANIZED BY TAITRA, TBEA, CHC) - Nangang Exhibition Hall, 4th Floor Area L Lobby



FREE MEAL

FOR INTERNATIONAL VISITORS!

Bring your International Visitor badge to Room 631 or Room 608 on the 6th floor to pick up a free meal coupon. Valid 10 a.m. - 5 p.m. at the 6F Visitor Lounge.

PLEASE NOTE:
VALID FOR 1 MEAL ONLY PER GUEST

SATURDAY, MARCH 20TH

All Day

TOUR DE TAIWAN

9 a.m.-3 p.m.

LIGHT ELECTRIC VEHICLE (LEV) TEST & DRIVE

(ORGANIZED BY TAITRA, ITRI, EXTRAENERGY) - Nangang Exhibition Hall, Cargo Ramp (4F)

9 a.m.-3 p.m.

WINNING ENTRIES FOR THE 14TH INT'L BICYCLE DESIGN COMPETITION

(ORGANIZED BY TAITRA, TBEA, CHC) - Nangang Exhibition Hall, 4th Floor Area L Lobby

NEW PRODUCTS STAGE SCHEDULE

THU. MARCH 17TH - SAT. MARCH 20TH, 2010

NANGANG EXHIBITION CENTER, CONFERENCE ROOM 404

THURSDAY, MARCH 18

4-4:30 p.m.
HUTCHINSON SNC

3:20-3:50 p.m.
AWISE FIBER TECH.

11-11:30 a.m.
TAIWAN VERTEX

FRIDAY, MARCH 19

4-4:30 p.m.
LIYANG GLOBAL

11:40 a.m.-12:10 p.m.
CHIA CHERNE

11-11:30 a.m.
RIKULAU

SATURDAY, MARCH 20

2-2:30 p.m.
KIND SHOCK

11:40 a.m. - 12:10 p.m.
BALLISTIC INTL.

11-11:30 a.m.
ALEX GLOBAL TECH.

2:40-3:10 p.m.
QBICLE INC.

2-2:30 p.m.
VP COMPONENTS

11:40 a.m.-12:10 p.m.
HAOLI PRECISION IND.

3:20-3:50 p.m.
TAIWAN BEST PLASTIC

2:40-3:10 p.m.
FIRST BICYCLE COMPONENTS

BIKE, RIDER, PARTY GOOD; ROAD BAD STELLA YU'S STELLAR PARTY DRAWS 500

"Bike was good, rider was good, road was bad." That's how Stella Yu, the venerable general manager of Velo, explained her broken ankle to the hundreds of customers and friends who attended the annual "Velo Wellgo Appreciation Party" Tuesday night.

Yu took a nasty tumble while riding through a construction zone a few months ago. But her injury didn't slow her down, and it certainly didn't dampen the festivities. Instead of the Grand Hyatt, this year's Velo Wellgo party took place on the 84th floor of the Taipei 101.

Some 500 people took in an international smorgasbord of dance performances that included classic Chinese dance, Brazilian samba, and Oriental belly dancing done to hip-hop.

Enough food and drink flowed to make visitors forget just about anything, but Yu hoped they would remember the company's new 2011 products, which she and her staff presented during the event.

Ann Chen of Velo's sales staff said the company focused this year on products, service and materials.

"The materials we use for our 2011 product range will be eco-friendly. Riding a bicycle is the most environmentally friendly activity one can do," Chen said.

"We will recycle our foam and start to source green materials." She said Velo would for the first time use carbon fiber rails "that pass all test standards."



Ann Chen with the new Velo saddle range

Velo also introduced a material it calls "chameleon." Chen said it "changes colors in sunlight and brings more exciting individual creation into the market." Velo's patented honeycomb construction now would be available on all of its saddle ranges, Chen said.

Velo also will apply its shock-absorbing gel throughout its saddle, grip and handlebar tape products. Chen said Velo also has increased its service to customers.

"This year we offer a customized saddle design. This means we have a design team that can do individual saddle and grip design for customers. For them we offer this unique design service free of charge," she said.

WELLGO PEDALS FORWARD

It took a lot of brainstorming for Wellgo general manager John Chen to devise the pedal maker's patented "Quick Release Device." The brainstorming hasn't stopped, said Jennifer Chen, Wellgo's sales manager and Chen's daughter.

Wellgo is introducing its second-generation QRD system for 2011. At the Velo Wellgo party Tuesday night, Chen described the new pedal as "a new adapter for our QRD system that is directly mounted in the crank." More precisely, the adapter mounts in the top of the spindle.

Chen said the hassle-free system is lighter and much easier to use, Chen said. Wellgo has a number of other new innovations it is showing at its booth this year. The stylish high-end magnesium-titanium pedals Chen displayed at the party are feather-light. And Wellgo's cycling shoes offer high-end materials such as carbon soles in the medium level product range.



Wellgo GM John Chen

KMC TAKES GOLD 'IF' MEDAL

KMC was delighted when the company's Kool Knight Chain for BMX bikes recently won a 2010 iF German Product Design Gold Award.



Jessie Huang with the award-winning Kool Knight Chain

The Gold award, known as the "Oscar of Industrial Design," is awarded to a single product in each of 50 categories. This year, KMC was the only recipient to win three iF Product Design Gold Awards. KMC also became one of very few companies to win a Gold Award two years in a row. The Kool Knight Chain is designed for extreme sports. KMC uses the unique "L" type of surface design on this chain to strengthen its durability. This unique design ensures that the chain structure is protected during extreme stunts, freestyle riding and gliding.



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ME & MY BIKE PATTY LU, VENUE COORDINATOR

As Venue Coordinator, Patty Lu is one of the many people working behind the scenes at Nangang to ensure the event goes smoothly for exhibitors and visitors alike. She is a keen cyclist and a member of the TAITRA bicycle club.

"I go cycling regularly because I think it is the best activity for me. I usually ride my bike on the weekend, but I sometimes like to cycle in the evening, especially in summertime. I can feel the cool breeze over my face while I go cycling. It's a great feeling!" Patty said.

Has becoming a cyclist helped her understanding of the exhibiting companies at the show?



Patty Lu

"Yes, definitely. As a cyclist, I usually like to go to bike shops to buy accessories for my bicycle, so it has helped me to understand some exhibiting companies at the show."

Patty said her favorite cycling routes are the Guando-Danshui and Ba-Li bike routes. She rides a Fuji bike and is especially fond of its style and color, but said she would consider buying a Giant for her next purchase. The problem, she said, is that "Giants are expensive."

Patty's next goal is to cycle around the entire island of Taiwan.



Patty Lu's bike

HAO PIN SZECHUAN RESTAURANT HOW TO EAT LIKE A LOCAL IN TAIPEI

So here you are in Taipei, in the middle of one of the world's great food cultures. Where can you eat without resorting to a McDonald's? There's a vast range of delicious, unpretentious, and cheap Chinese food out there, especially once you get off the main roads. But finding it can be intimidating for foreigners. Where do you go? What do you order? How do you communicate?



The Hao Pin Szechuan Restaurant

Relax. We're from the *Taipei Show Daily*, and we're here to help. In each issue, Stephen Jack introduces a restaurant to you, tells you how to get there, and gives you a bilingual guide to its menu.

All of these restaurants are close together and are a mere 10-minute walk (or 5-minute taxi ride) from the entrance of the old Trade Center on Xinyi (Sinyi) Road. Find one and you can find all three.

My recommendations all are typical Taiwan eateries where taste reigns over decor and service, and where cold beer and other drinks are usually available at reasonable prices.

Please keep a few things in mind: These restaurants do not accept reservations or credit cards, and they don't give receipts. If you are inept with chopsticks, just ask for a fork, or chazi (叉子). Pay on your way out (if there is a little tick-off menu on your table, take that to the counter). When it comes to tipping - we're looking at you, Americans - don't.

So with your Show Daily in hand, let's get going to our second restaurant.



Hao Pin is an unpretentious restaurant offering great value.

Hao Pin Szechuan Restaurant

Hao Pin offers mainly Szechuan food—more than 90 dishes in all. On weekdays only, all dishes are NT\$100. It's a great deal, although servings are not large and rice is an extra NT\$10 a bowl. The bigger your party, the more dishes you can try. Ask for Jen, an English-speaking waitress. She might recommend shrimp meat with egg, sautéed beef with jie lan (Chinese broccoli), or the well-known "gong bao ji ding" (kung bao chicken) or its even more pungent cousin, la zi ji ding (辣子雞丁).



These spicy Szechuan dishes will get your blood pumping.

I tried the celery with calamari, the "fragrant peppery hot fresh prawn," which was served with lashings of dried chiles but was not blisteringly hot, and sesame chicken with sweet and sour sauce. Everything was well-cooked and an excellent value.

Hao Pin 豪品川菜
179-36 Jia Xing St. / 嘉興街179-36號
Tel: 2377 1789

English Menu: Yes, with photos!

English Speaking: Yes, ask for Jen.

Hours: 11:30 a.m.–2 p.m.,
5–9 p.m. daily.

Directions: From the old trade center, go to Keelung (Jilong) Rd and turn left. Continue for 600 meters to Tong Hua St, turn left, then right into Jia Xing St. The restaurant is on the next left corner. (For a downloadable map, visit: www.eatingchina.com/taipei-food.htm)

Taxi fare: NT\$90–120

For more information about Chinese food, visit www.eatingchina.com.

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TAIPEI CYCLE
March 17-20, 2010

EXPORTS DROPPED 20% IN 2009 TBEA EXPECTS RETURN TO GROWTH

TAIWAN BIKE PRODUCTION	2009	2008	% CHANGE
Complete bike exports (units)	4,301,360	5,401,920	-20.4%
Complete bike average unit price	\$290.54	\$256.92	+13.1%
Taiwan domestic sales (units, estimate)	1,040,000	1,300,000	-20.0%

SOURCE: Taiwan Bicycle Exporters' Association

After a difficult 2009, Taiwan bicycle exporters anticipate a healthier 2010, according to Ying-Ming Yang, chairman of the Taiwan Bicycle Exporters Association.

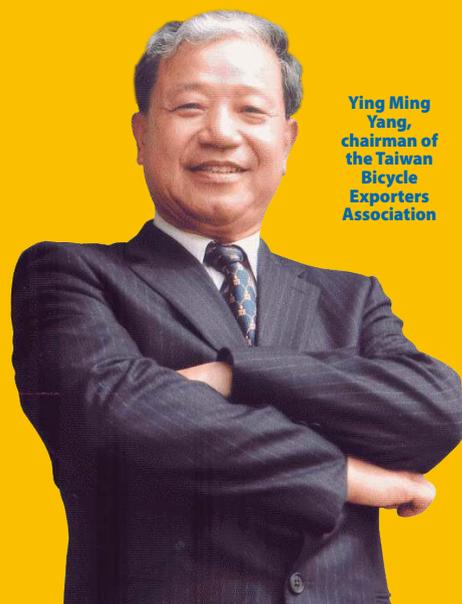
Yang said Taiwan could experience double-digit export growth this year, as overseas dealers replenish low inventories. Other factors stimulating bike sales could include good weather, growing environmental awareness, and the constant threat of increased oil prices. "All of the manufacturers are very busy," said Yang, who also is chairman of Taiwan tire manufacturer Kenda.

Exports of complete bikes fell 20 percent to 4.3 million in 2009, compared with 5.4 million in 2008, according to the TBEA. But the unit value of each bike rose 13 percent to \$290.54, compared with 2008's \$256.92. That meant the total export value of Taiwan's 2009 bike production fell less than 10 percent to \$1.25 billion, compared with \$1.39 billion in 2008.

Exports of parts and accessories fell 7 percent to \$500 million, according to the association. Yang said 2008 exports had been unusually high because of some unrepeatable factors. A parts shortage from Shimano forced a rush by brands to put in orders. Taiwan's domestic bicycle market also experienced a boom. And, of course, the financial crisis hurt all businesses in 2009, not just the bicycle industry.

Before 2008, Taiwan's domestic sales totaled about 600,000 units. But a cycling craze that year pushed sales up to 1.3 million, an unsustainable number. In 2009, sales fell back by some 20 percent, but Yang says the number of cyclists in Taiwan continues to rise.

Officials estimate that Taiwan sales should normalize at around one million units a year. In the domestic market, Taiwan-made bicycles account for about 65 percent of sales, with imports, mostly from China and Vietnam, accounting for the rest. Some top U.S. and European brands have established a presence in the market.



Ying Ming Yang,
chairman of
the Taiwan
Bicycle
Exporters
Association



SKSers in Taipei include (from left): Robert Schatton, Thomas Douteil, Katja Scheffer and Stefano Zugno.

ENGLISH

SKS GERMANY EXPANDS EXPORT TEAM

Premium parts maker SKS Germany has expanded its export team with the addition of Thomas Douteil. Together with export managers Robert Schatton and Stefano Zugno, Douteil will work to expand the SKS global aftermarket business. SKS soon will announce the markets that each will be responsible for. All three report to Marcel Spork, who was recently promoted to manager of aftermarket sales for SKS.

SHIMANO
DEORE

Ride your way.

Components for town and country. The new Shimano DEORE component group is available not only in a robust MTB version but also in a stylish Trekking version. This gives even more cyclists a chance to benefit from the great technology. Available in galaxy black and silver.

DEORE for Trekking features: Conventional Top Normal rear derailleur, integrated shift/brake lever set with large optical gear display and 2-piece crankset with outboard bearings.

DEORE for MTB features: A lot of new technology that was introduced in Shimano's high end mountain bike groups over the last few years. SHADOW rear derailleur, 2-Way Release RAPIDFIRE PLUS shifters, powerful dual-piston hydraulic disc brakes and 2-piece crankset with outboard bearings.

SHIMANO
www.shimano.com

MTB PIONEER JOE BREEZE NOW FOCUSES ON EVERYDAY BIKES A GENTLE BREEZE FLOWS OVER ASI'S TAIPEI SHOW BOOTH

"I ONLY HOPE ASIANS REALIZE, AS THE WEST IS LEARNING, THAT A CAR IS A FAULTY SYMBOL OF SUCCESS." - JOE BREEZE

As an athlete and "round-island" cyclist, Taiwan President Ma Ying-jeou speaks convincingly about the virtues of cycling. Indeed, a lot of his enthusiasm during his tenure as Taipei's mayor went into building 108 km (67 miles) of riverside cycle paths, plus another 26 km (16 miles) of bike trails within the city.



Joe Breeze with Yoshizo Shimano

Joe Breeze, one of the inventors of the mountain bike and an ardent lobbyist for cycling infrastructure in American cities, is lyrical about this "amazing" facet of life in Taipei.

In town for Taipei Cycle, Breeze rises at dawn to power down a riverside cycling path, or ride to the Nangang Exhibition Center. "It's wonderful to see and experience—an example to the rest of the world," he said.

In recent years, Breeze has focused on developing new concepts in commuting bikes and other utilitarian uses for two wheels. He's been working with Advanced Sports, Inc., the parent company of such brands as Fuji, Kestrel and Oval, since ASI bought Breeze's iconic brand, Breezer, in 2008.

At this show, ASI is introducing the new Breezer Power Trip e-bike, one of the practical designs that Breeze is focused on.

"Our Power Trip is a logical extension of bicycling," Breeze said. "With little additional power output, it offers a viable option to arrive at a distant destination sweat-free. We'll be showing our new fully equipped Breezer Villager bicycle for shorter everyday trips, or for longer trips for hardier souls."

Everyday Bikes for Everyday People
Breeze hopes these types of everyday bikes will attract a new generation of cyclists and make pedal power a more

viable form of transportation. In his home country, he said, "the number of folks on two wheels represents a mere 10 percent of the potential of Americans who could be riding. "More and more people, from the grassroots to the federal level, are beginning to see bicycling as a solution," he added. "One day, it will get to a point where the perception of the landscape will flip and bicycling will become an obvious answer."

Meanwhile, Breeze is doing his utmost to make this happen. "About 10 years ago, I was most focused on local, state and national lobbying, but since that time the bicycle advocacy movement has grown significantly," he said.

"There are people in just about every U.S. city and state doing wonderful work on improving conditions for cycling."

Today, Breeze continues to write about advocacy but concentrates on designing transportation bikes and accessories.

"It's all to do with a bicycle's extraordinary efficiency. That's what puts the smile on our faces," Breeze said. "You get health while you get where you want to go, be it physical, mental, fiscal or environmental health, and it's fun."

In the West, Breeze said, people are getting the message. But what about Asia, where nearly a third of the

population has ridden a bike because it is often the only means of affordable transportation? Is the cheap urban bike about to go upmarket?

"I don't know much about Asian market trends," Breeze said. "But I've always admired and been inspired by the extensive use of bikes for transportation in Asian countries. If the town bike is going upmarket over here, I do think there's value in well-built bikes with components that stand up well to daily use."

Like many cycling advocates, Breeze hopes that Asia's growing prosperity does not lead to cars shunting bicycles aside.

"I only hope Asians realize, as the West is learning, that a car is a faulty symbol of success," he said.

Present at the Creation

Characteristically modest about his signature role in the birth of the mountain bike, he readily credits the roles of other members of the Velo Club Tam in California's Marin County—among them Gary Fisher, Otis Guy, and Charlie Kelly. During road racing's off season in the early 1970s, these four created the sport that has thrilled millions since.



Joe Breeze

"Our mountain bike was a key stepping-stone toward greater use of bicycles in America," Breeze said. "In Europe, it essentially revitalized bicycling."

Since 2001, Breeze has focused on his designing utility bikes. But almost telepathically, he anticipates a final question. What about mountain bikes, Joe? A remembrance of things past?

Before the question is even asked, Breeze answers it with a quick "certainly not." Mountain bikes, he makes clear, are not just in his past. "Since my association with Advanced Sports, I've re-entered the mountain bike arena, so we'll be showing new



Joe Breeze riding Breezer #1 at Repack 1977. (Photo courtesy of Joe Breeze)

Breeze chuckled as he recalled the pepped up balloon tire bikes from the 1930s and '40s that Breeze and his buddies took off-road for the hell of it.

These old frames were hardly up to the bashing, so Breeze bashed out his own designs. He built a frame and rode the bike to victory in the Repack downhill time trial of September 1977. The rest, as they say, is history, and Breeze began selling bikes under a new brand: Breezer.

Breezer Lightnings and Thunders as well," he said.

You can see what Joe Breeze has been up to at the Advanced Sports International Asia booth, M0120. While you're there, you might have a chat and a handshake with a genial gent who helped launch an industry, and personifies everything that is good about cycling.

- David Monson

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DEMO A BIKE, WIN SOME GEAR DAHON'S FOLDING BIKES FIT INTO EVERYDAY LIFE

Dahon, the world leader in folding bicycles, invites showgoers to visit its booth and experience how easily folding bicycles fit into modern life.

Rather than focus purely on a model's technical specs, Dahon has created mini-environments in its booth that reflect the increasing adoption of folding bikes in the everyday lives of people. Featured scenes include an office, apartment, subway station and bus stop.

"The bicycle has become a lifestyle product," said Joshua Hon, Dahon's vice president.

"In years past, in many places, the bicycle was viewed merely as a piece of recreational equipment for use only on the weekends. Now, more and more people around the world are integrating bikes into their daily lives."



Some of the "mini-environments" on display at Dahon's booth

"Just look at cities like Taipei, or Seoul, or Bogota, where bike culture has boomed over the last few years," Hon added. "Our booth this year is a reflection of how people are fitting folding bikes into their lives."

Visitors are encouraged to take photos in the themed areas. Showgirls will be on hand for photo opportunities.

Visitors who test ride a Dahon bike at the outdoor test area qualify for a drawing at the Dahon booth to win an assortment of company accessories and gifts. Those who wear Dahon-branded apparel can draw twice.

At the show, Dahon is also showing off its latest award-winning urban commuting platform, the Ios XL, as well

as the BioLogic Bike Mount for iPhone, Pango Folding Cycling Helmet, and ReeCharge personal power pack. The latest lineup of bikes and accessories can also be tried out at the outdoor test track.



ERNESTO COLNAGO GREETSS BUSINESS PARTNERS WITH 'INTERESTING PROTOTYPES'

For Ernesto Colnago, the Taipei Show is a key date on the calendar: "The Taipei Show is the only chance we have to meet all of our distributors together. We can share problems and opportunities. When we return from this show we are rich - rich in ideas - and extremely motivated."



Ernesto Colnago

Colnago bikes need no introduction. These legendary machines are hand-built in Italy, except for some mid-range bikes that are meticulously manufactured in Taiwan. Although Ernesto won't reveal details, he says he will bring some interesting prototypes to Taipei: "Some of them will be introduced to our customers next September. Some will not." There are always technical developments at Colnago, said Ernesto, who recently celebrated his 78th birthday.

"Our fans, the ones who used to ride the C40, and then moved to the C50, the Extreme Power, and now the EPS know what I mean." He added: "I often say to my collaborators that we are not really able to communicate the level of innovation of our products. Our best marketing tool from this point of view are our customers, and their 'advertising' to their friends." The Taiwan domestic market is becoming "more and more important for this Italian marque. And yes, this show is very useful [as a window on the market]."

How are sales in Taiwan nowadays? "Taiwan ten years ago was a marginal market. Five years ago it was interesting. Today, Taiwan is a premium market. This is thanks to our products, thanks to our distributor, and thanks to a different perception of the idea of the bicycle by enthusiasts in Taiwan."



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'GROWING FIRE' FOR BIKES

Hsi Huang, a Taiwan college student, won the 14th annual International Bicycle Design Competition yesterday with his "Shopping Bike" concept: a folding bike that transforms into a shopping cart.

With his winnings, Huang could go on a shopping spree of his own. He collected the top prize of NT\$500,000 (\$15,600, or €11,450), along with the satisfaction of knowing that his Shopping Bike was tops out of 720 entries from 49 countries.

"For me, creativity is a dream and also an interest. I have chosen to study industrial product design," said Huang, a student at Shih-Chien University. "Since the bicycle boom in Taiwan, there is a growing fire that drives me to design bicycles. In Taiwan, the bike is convenient for transportation, but not for carrying shopping bags. So I designed the 'Shopping Bike.'"

Winners received a total of NT\$1.175 million (\$36,670 or €26,900) in prize money. The 2011 competition will begin accepting entries April 1. For more information, visit <http://www.ibdcaward.org>.



Taiwan's Hsi Huang won the International Bicycle Design Competition, and NT\$500,000, for a bike that converts to a shopping cart

A PROTOUR RACE FOR TAIWAN?

UCI President Pat McQuaid is expected to visit the Taipei Cycle show today. His visit coincides with the 32nd "Tour de Taiwan," a race that is scheduled for the time of the big bicycle trade show.



Pat McQuaid

McQuaid's visit comes amid speculation that the Tour de Taiwan may become part of the UCI ProTour or one of its monument events series. UCI currently schedules ProTour races in Europe, Australia and North America, but to date has never had one in Asia.

This year's Tour de Taiwan features 100 riders from 20 teams, representing 11 countries. The race started Sunday in Kaohsiung on Sunday and will finish Saturday in Taipei.

DOREL CEO: INVEST TODAY, REAP BENEFITS TOMORROW

Bicycle manufacturers and distributors should invest now to take advantage of a growing movement towards cycling for urban transportation, Martin Schwartz, the president and CEO of Dorel Industries, said yesterday.

Dorel has become one of the world's leading bicycle companies. It owns such well-known brands as Cannondale, Schwinn, Mongoose and GT.

Speaking at the International Bicycle Trend Forum, Schwartz said the world economy may have begun to rebound, but added that the industry needs to realize "it is a different world now."

Schwartz said Dorel has found that its entry into the bike industry has produced benefits beyond the bottom line. "It has a positive impact on the environment, and more bikes should mean less cars, which reduces carbon emissions," he said.

Dorel has boosted its support of cycling advocacy groups, to increase public awareness of the benefits of bicycling and to promote share-the-road programs.

Cities everywhere are spending millions of dollars to improve their cycling infrastructures. But Schwartz said more is needed, especially in North America. He said cities need encouragement to dedicate more parking spots for bikes - which he believes would generate more revenue than parking spaces for cars, while encourage more people to pedal to work.

Schwartz reminded the audience that progress will require a considerable investment in research and product development, and in support of special events and advocacy.

Dorel, meanwhile, is seeking suppliers and partners that support its focus on innovation. "We seek the best because we offer the best," he said.



Martin Schwartz

Confident of a strong future for bikes, Dorel is investing heavily in product innovation, which Schwartz called the "life blood" of any successful consumer company.

Also addressing the forum was Mathias Seidler, president of Germany's Derby Cycle Werke. Seidler said an evolving "mobility rationale" recognizes bikes as the best alternative for traveling short distances.

To succeed, cities need to provide a safer environment for cyclists, he said. He called on the industry to support public relations programs that focus on cycling's positive effects.

"Forecasting is, as Mark Twain said, very difficult, especially about the future," Seidler said.

- David Monson



What's under YOUR saddle?



Coming Mid 2010- The all new i7.
Available for 27.2 seat tube diameters.

Models: i900, i900r, i950, i950r, new i7, new i7r
Sizes: 900/950-3D.9/31.6, i7-27.2
Adjustability range: 75, 100, 125mm
Activation level: New "Lock-On"-compatible handlebar remote for "r"-models and undr saddle for non-"r"-models.
Saddle offset: 17mm on i900, i900r. Zero on i950, i950r, i7, i7r

i950r

The i950r is a revolutionary seat post that offers on the fly adjustment via an ergonomically designed remote lever on your handlebar. It utilizes a patented bushing design which greatly improves function and eliminates the side play of other conventional designs. With the new i950r, optimal seat height is just a lever's touch away. In a perfect world, no saddle would be without one.



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KIND SHOCK TAKES STAGE TODAY TO SHOWCASE 'I7'

Taiwan's suspension expert Kind Shock will show its new "i7" seatpost and "FD-X5" dual-spring rear shock at the New Products Stage presentation today.

The presentation, in Conference Room 404, is one of a series of new product displays that are running throughout the show. See page 4 for a schedule.

Rick Taylor, Kind Shock's U.S. sales and service manager, will present an overview of the products from 2 to 2:30 p.m.

The "i7" seatpost system, which offers on-the-fly saddle adjustments, is definitely in the spotlight at this year's Kind Shock booth.

While these kinds of seatposts are not new, the "i7" offers five inches of travel for 27.2mm seat tubes.

"One of the major obstacles in producing a hydraulic height-adjusting post on a 27.2 mm seat tube is the space limitation for hydraulic fluids, valves, pistons, shafts, etc., while maintaining proper wall thicknesses of the components to ensure long-term performance, safety and overall durability," said Martin Hsu, GM of Kind Shock.



Martin Hsu with Kind Shock's new "i7" adjustable seatpost

The company's engineers overcame these obstacles by designing a proprietary, patent-pending external reservoir system.

"By housing the oil volume in this reservoir, the shaft wall thickness is maintained at the optimal specification while still offering ideal oil volume for flawless performance," Hsu said.

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VOX POP: WHAT ARE YOU MOST INTERESTED IN SEEING AT THE TAIPEI CYCLE SHOW?

VASANT DEWAJI
TI CYCLES OF
INDIA, CHENNAI,
INDIA



We have a bicycle company in India. We hear that Taiwan is at the forefront of bicycles and bicycle parts in terms of quality. It's only appropriate that we come to see the latest that's happening.

We make most of our parts in India. We do come here to look at how company development is progressing and how bicycles in general are progressing.

This is my first visit to the Taipei show, but my colleagues have been coming for the last five years on a regular basis. The top end [of the Indian market] is beginning to grow. It's led by consumers and citizens themselves. The higher end is beginning to gain traction in terms of people taking to cycling. If you look at the metro areas - Bangalore, Chennai and Bombay - there are a large number of people who take to cycling on the weekends.

MARIO NUNES
JP IMPORTACAO
EXPORTACAO,
VILA VELHA,
ESPIRITO SANTO,
BRAZIL



We're interested in finding suppliers for all kinds of spare parts: transmissions, frames, forks, all kinds of parts. We already buy spare parts from China. This is our first time at this show. We supply the Brazilian market. We usually go to the Shanghai Show. In Taipei, we're looking for quality. We hear that most suppliers have very high quality here.

DR. JONATHAN HO
ASSOCIATE PROFESSOR, YUAN ZE
UNIVERSITY, CHUNG-LI, TAIWAN



[Professor Ho led a group of 35 students from the MBA program at his school at the Taipei Show.] This is part of their homework. I teach innovation management. I hope they can learn some real experience from the exhibition, and expose them to the real business world. I think [innovation in the industry] is about the bicycle styling, and about building our own brands. We are trying to go from being local companies to becoming global companies.

This was a small industry but now we have a global market and the industry has expanded as well. Our school MBA executive program has a bicycle team. I am a member.

**STEVE BUDDENDECK
AND CORY MUTH**
GREENHOUSE BMX DISTRIBUTION,
HILLARD, OHIO, U.S.A.



We're meeting with international distributors to carry our brand [Verde BMX]. We're looking for more distributors. We're also looking to see which new manufacturers have popped up. We source 100% from Taiwan.

We're a small, BMX-only brand from Columbus. It's high-end for BMX: \$275 to \$600 price points. We have international distribution in the UK, Australia, France, Germany, Japan, Finland. Here, we're just browsing. We're just here to shake hands and that kind of stuff. We have an apartment in Taichung and you can generally see anybody you want to see, but maybe there's somebody out here that we don't know about.

STEVE MCCONKEY
NAVITASYS, AUSTIN, TEXAS, U.S.A.



E-bikes and control systems. That's where the biggest evolution is going to be in these product categories. It's small right now. It's going to be small for the next three to four years. But I think it's going to mature and it's going to go non-linear with a rapid growth. That's typical of the U.S. market.

SHERRY LIN
HOU CHENG TRADING CO.,
TAOYUAN, TAIWAN



I work for a trading company, which specializes in oil lubricants. This is the third year that I have taken part in the Taipei Cycle Show.

Our product is mainly exported to mainland China. This year, I am interested in finding suppliers for all kinds of spare parts.

PACIFIC PACKS POWER INTO ITS NEW FOLDING E-BIKE

Pacific Cycles, Taiwan's premium niche producer, is introducing its first e-bike at the Taipei Cycle Show. It's a sporty folding bike called the "iF Reach DC," and is one of the 20-inch, small-wheeled wonders that Pacific sells under its Reach label.

The "iF Reach DC" is equipped with Pacific's revolutionary iF folding technology and weighs only 19 kg (41.9 pounds).

"It can be folded in less than three seconds," said George Lin, Pacific's founder and CEO. The bike uses a motor that Pacific developed with the help and support of a Taiwanese motor producer.

"The motor stops automatically when reaching the maximum speed of 25 kilometers per hour (15.5 miles an hour). But we could tune this motor easily up to 60 kilometers per hour (37 miles an hour)," he said.

Pacific chose a gear ratio so the e-bike performs "like a road race bike," he said.



Pacific's George Lin displays his company's first e-bike: the folding iF Reach DC



SRAM'S NEW X.7 MAKES XX PERFORMANCE AFFORDABLE

SRAM debuted its newest groupset, the X.7, at the Taipei show yesterday. The American components maker is moving forward with the proven 2X10 gearing platform, making the technology available at a more affordable level.

New technologies in the X.7 groupset deliver what SRAM calls the highest value MTB components in its class.

SRAM has built its award-winning 10 Speed Exact Actuation shifting technology into the X.7. In other words, SRAM's XX shifting performance is now available at the X.7 level.

The group features a new finish and graphics package, so the look matches its high performance. In addition to the full drivetrain group, X.7 offers hubs, brakes and complementary suspension components.



Please come visit our booth at
TWTC Nangang Exhibition Hall Booth N114
Taipei, Taiwan, March 17-20



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AUTO MAKER CHINA MOTOR STEPS INTO E-BIKES, LEVS

Making its big debut at this year's show is China Motor Corp. (CMC), one of Taiwan's top car manufacturers. CMC has established a subsidiary, GreenTrans Corporation, to manufacture LEVs. It presented a line of electric vehicles, from plug-in cars to bikes, at the Taipei Auto Show last month.

The company aims to help everyone reduce carbon emissions and promote green transportation.

It is also introducing advanced technology and management techniques from the auto industry to bike manufacturing. GreenTrans products include electric scooters, electric bikes, and a variety of non-motorized bikes.



China Motor's Greentrans eBike

While pure electric automobile technology is not yet mature, the Taiwan government provides a zero-carbon emission subsidy for consumers who buy green transportation vehicles. This year, GreenTrans will launch its e-Moving electric scooter, which won the 2010 iF design award.

The vehicle has an electronic kick stand for more elegant parking, a reversing parking assistant for convenience. A single rechargeable battery weighs only 8 kilograms (17.5 pounds) and lasts up to five years.

The electric scooter needs no gas or oil, and with a price less than some traditional 50cc scooters, it is very competitive. You can't miss them at the Taipei show, as GreenTrans occupies 108 square meters of exhibit space to show its new line of products.



MARRA: FSA'S GOAL IS TO PLAY WELL WITH OTHERS

Compatibility is a major focus of Full Speed Ahead's 2011 product lineup. We talked with Claudio Marra, general manager of FSA Europe, about the company's strategy:



Claudio Marra

The newest FSA cranksets offer a wide range of compatibility with existing road and mountain bike groups on the market. What's behind this approach?

As you know, FSA is famous for its speed in adapting to, and making cranksets compatible

with, all of the new groups on the market. For example, we immediately produced cranksets that were compatible with the 11-speed group of the famous Italian brand. For several months we have offered MTB 10-speed cranksets, because we were a promoter of these compact cranksets.

For 2011, you are introducing compatibility for 10-speed MTB groups. Can FSA now provide products compatible with all road and mountain bike groups on the market?

For sure! We are already producing road cranksets for 8-, 9-, 10- and 11-speed for road, cyclocross and triathlon. Since 2009, we have produced a complete range for 9- and 10-speed MTB and city bikes, in triple and double [compact] versions.

When will FSA be ready with its first complete group?

Very soon, but it will be a great surprise.

Will you launch a road or an MTB group?

If I answer this question, I will reveal the surprise!



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GOING BATSO OVER NEW STANDARDS FOR LEVS E-BIKE INNARDS GROW EVER MORE SOPHISTICATED

It's huge in China, respectable in Japan, growing in the United States and a trendsetter in Europe. We're talking about the market for electric bicycles. Europe is particularly important to the global e-bike business, because the European market drives innovations that often trickles down to other markets. Here's a look at three companies that are important innovators in the e-bike market—innovations that can mean higher revenues and market share ...



DAUM ELECTRONIC

One newcomer to the e-bike business hopes to use its sophisticated software to leapfrog current offerings. Daum Electronic (Booth L1218) offers a German-made motor with some unusual add-ons.

Daum, which also designs and manufactures professional fitness ergometers, first showed its e-bike motor system at last year's Eurobike show.

The Daum motor sits in the middle of the e-bike. Although it resembles the well-known Panasonic system, its insides are quite different.



Among other features, the Daum intelligent dashboard offers GPS and GPRS (mobile telephony) capabilities and even the ability to track down a stolen bike. The dashboard can download bike routes from the Internet, while the integrated GPS capabilities keeps the rider on the route.

A sensor displays the altitude and incline of the road along with an estimate of the e-bike's remaining range, based on its power consumption and remaining battery charge. It also will track the rider's heart rate.

The ride information then can be downloaded to the rider's computer, as well as to Daum home trainers. And if the bike is ever stolen, the Daum software makes it possible to retrieve it. The system will send the owner a text message giving its exact location the next time the bike is switched on. Riders who have a breakdown or an accident on a ride can transmit a message calling for help.

Such open-ended communication features offer endless possibilities for new services that can appeal to e-bike riders. Daum believes its system will open new business opportunities in the e-bike market.

EXTRAENERGY

As a non-profit organization, ExtraEnergy has helped "grow the pie" for the benefit of all e-bike manufacturers. Based in Germany, ExtraEnergy organizes interest groups to develop standards for technical features.

One group is developing the so-called "Energy Bus" (www.energybus.info), an industry standard that would permit all components of an LEV to communicate with other components, such as batteries and charging devices. Such a standard would allow LEVs to share batteries, controllers and charging systems from different manufacturers.



Energy Bus proponents often liken their system to the ubiquitous USB standard that allows computer components to work on different brands of computers. An important goal of the Energy Bus standard is a standardized connector set—the plug and socket—that will link all of these components together. Taipei Show visitors will be able to see the first production connector set at ITRI (Booth N1332). This connector set soon will be a must on all modern LEVs.

Another one of the groups, known as BATSO (www.batso.org) is working to define an industry standard governing battery safety for LEVs (light electric vehicles). Battery safety is one key for expansion of the LEV market. Partners in the BATSO project include ITRI Taiwan, TUV Rheinland Taiwan and UL Taiwan.

ULTRA MOTOR



Another company that is peering into the future of LEVs is the London-based Ultra Motor (see Fairly Bike at Booth L0626). One feature is a CAN-bus protocol subset on all new Ultra Motor LEVs. In lay terms, it's a system that allows different batteries, controllers, recharging and display units to be compatible with one another on all Ultra Motor vehicles.

That means pedelecs, e-bikes and LEVs using different motors, controllers and software can go together with relatively simple programming changes.



Ultra Motor can implement new components quickly and at a lower cost. Dealer servicing and sales training also becomes easier, whether the dealer is selling a slower e-bike or speedy LEV.

Another future-forward feature from Ultra Motor is what the company calls iDEP, for "intelligent dual energy performance." iDEP attempts to account for the reality that different LEVs require different types of batteries. High capacity battery cells (33.3V), for example, are affordable and easy to remove from the bike for recharging.

However, these types of batteries are most effective at constant speeds. For energy-draining acceleration, or for regenerating power while braking, high ampere cells (up to 48V) are more effective. But these batteries are more expensive than high capacity cells and have less capacity.

With iDEP, Ultra Motor can use both kinds of batteries on the same bike. The high ampere battery is built into the LEV, while a high capacity battery can be removed for recharging.

iDEP manages the power consumption of each battery to optimize their usage and prolong their life spans. The company says iDEP can provide a 13 percent boost in the performance of each battery.

- German Eslava

DROP BY COLIPED'S 'EUROPEAN OASIS'

For Coliped—the European umbrella organization of the national EU parts and accessory manufacturer associations—the Taipei Cycle Show is the most important show in the calendar. For exhausted visitors the Coliped stand is a little oasis, where coffee and chocolate is served with a friendly smile.

Coliped started its European joint booth in 1993. "For European suppliers, it was very difficult to organize a Taipei Cycle Show exhibition by themselves. When they wanted to exhibit for the first time they had no contacts with any booth constructor," said Greet Engelen, Coliped's general secretary.

"Moreover they had no direct contact with the show organizer. We are in between and help both sides out," she added. She works with TAITRA to organize the joint European booth.

Engelen said the Taipei Cycle Show is important because "it's the only show where we successfully work with the show organizer on a joint presentation."

The Coliped booth also demonstrates the high European interest in exhibiting at a premium brand show such as Taipei Cycle.

This year, Coliped will see a small drop in exhibitor numbers to 29. "This slight drop is not due to reduced interest in the Taipei Cycle Show, but because our French participants pulled out to create their own French pavilion," Engelen said. "In 2010 we will have for the first time an exhibitor from Hungary. We welcome bike producer Olimpia Bicycle, maker of the Gepida brand." Since 1995, Coliped has worked with the same booth constructor in Taipei. Over the years Fred and Sherry Peng have become friends with Greet.

"Fred is the brains behind the booth design. He is even able to preview his ideas so our participants know what they can expect," Engelen said. "And Sherry is always helping me out at our 'Coliped Café'. This is an important meeting point for all our European exhibitors."

Regular Taipei Cycle Show visitors also will recognize Rita Su, who joined the Coliped team at the Taipei Cycle Show about seven years ago as an interpreter. Greet, Sherry and Rita are the faces at the Coliped Café everybody will recognize.

And don't forget the great "self-imported" (that is, hand-carried in her suitcase) Belgian chocolate Greet and her team are known to serve discreetly to stressed-out Taipei Cycle Show visitors who drop by for a short rest, a coffee and a chat.

Greet and Rita



ALEX OFFERS RIM LINE DESIGNED FOR E-BIKES

The booming e-bike market is sparking a rush by parts and accessories manufacturers to make products that meet the special requirements of these vehicles.

Among companies getting into the market is Taiwan's premium wheel and rim producer, Alex Global Technology, which makes the high-end aftermarket brand Alex Rims.



The new Alex e-bike rim

For the 2011 model year, Alex Rims is offering several rims featuring spoke holes that are drilled specifically for e-bikes.

"The angle of the spoke holes for the e-bike rims will fit the oversize hub diameters of e-bike hub motors or internal shifting hubs, like Rohloff, Shimano or SRAM," said Stefan Anton, the company's European sales representative.

The e-bike rims will be available in different profiles for v-brake (DH19, EN24) and disc (EN24) in 700C and 26-inch sizes.

"Some smaller diameters, for 20- and 24-inch wheels, are available in DM18, DM22 or DM24 v-brake profiles," Anton said.

A-CLASS
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Designed for Road Tubeless tires, We designed the ALX730 in cooperation with Hutchinson to ensure outstanding performance. Of course, the ALX730 is also 100% compatible with standard tires and tubes. The welded and CNC'd rims are laced using **DT Aerolite spokes** and alloy nipples. Weighing only **1,550 grams** the ALX730 is the new benchmark in **Road Tubeless wheels**.

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2010 Taipei Cycle Show
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Booth # **J1117**

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The **VXD1** Wheelset.

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NEW PRODUCTS

SQLAB 611 ACTIVE RACE SADDLE

The "611 Active Race" is an ergonomic sports saddle for road and MTB from SQLab. The saddle's dampened lateral tilt is designed to follow the biomechanical movement of the pelvis on each pedal stroke, making it easy on the spine and decreasing pressure on the sit bones.

The saddle also features SQLab's lowered nose "stepsaddle" design, and 3 adapters for fine-tuned adjustments based on body weight. The saddle comes in widths of 13, 14 and 15 cm.



BIRZMAN ZACOO 5 DEGREE FLOOR PUMP

With a design inspired by nature, this Birzman Zacoo floor pump is a winner of the 2010 iF design award. The strong and stable pump tilts five degrees towards the user for comfort.



The pump has been endorsed by Jose Antonio Hermida, No. 2 in the UCI rankings. The Birzman line of tools and accessories is made by D.T Enterprise Co.

SR SUNTOUR SWING SHOCK FORK

SR Suntour's "Swing Shock" suspension fork integrates the fork into the frame design for clean bike lines on city, trekking and commuter bikes.

Compared to head shock systems, the Swing Shock can be retrofitted to fit most existing frames. It offers 30mm of travel. The blades of the bottom case are made of magnesium while the crown is made of alloy. At 1400g, the Swing Shock weighs only slightly more than a rigid fork. It will be offered with an alloy or steel steerer.



THUN X-CELL BB CARTRIDGE SENSOR SYSTEM

Thun, the biggest European manufacturer of BB cartridges offers its first for pedelecs.

With the "X-Cell" series, pedelec makers can create a fusion between human and electric power. "X-Cell" measures rotation and rotational direction and "C-Cell RT" measures torque.



DIGITAL GAUGE PUMPS UP INTEREST IN AIRACE PUMPS

Airace is debuting new ideas for bicycle pumps with a line of award-winning hand and floor models slated for release this quarter.

"Our top-of-the-line Infinity DG, with a dynamic LCD digital gauge, is really getting attention at the show," said the company's Felicia Lin. The pump barrel is made of 6063 aluminum with an anodized sleeve, a two-tone handle, aluminum base and twin-valve pump head with air release button. It handles a maximum pressure of 240 psi (16.5 bar).

"It's our first shot at this type of pump," Lin said. She said other companies have tried but failed to come up with a reliable digital gauge. "But Airace, with eight R&D engineers working round the clock, has got it right this time."

The company has a reputation for "getting it right" with portable high pressure washing machines for road bikes, "and now we've done it with this new product series" Lin said.

The Infinity P is a stylish floor pump with cleaver valve and a conventional 2.5-inch gauge marked up to a maximum pressure of 240 psi (16.5 bar). It uses advanced "top thin and bottom fat" technology to enhance floor stability. There's an internal aluminum barrel with plastic sleeve, a steel base and two-tone handle. Its sibling, the Infinity ST, is cast in steel and weighs a bit more, but has a single valve with reversible Presta and Schrader connections.



The new Airace Infinity pump

Airace's award-winning portable hand pump, the Fit H2 for mountain and road bikes, recently won the iF and Reddot product design awards for 2010. An attached retractable hose protects the tire valve from damage while inflating. Made with an aluminum barrel, the Fit H2 has a maximum pressure of 120 psi (8 bar) and two-stage pump locking system for High Pressure Volume.



TAYA CHAINS COME IN MANY COLORS, ALL OF THEM GREEN

Taya Chain is showing its new "Colorful Painted Chain" series, which come in a dazzling variety of colors, for single speed and BMX bikes. "And if our palette of colors doesn't satisfy, we'll even customize one for you," said Jill Wu, the company's deputy sales manager.



Jill Wu wears a necklace of colorful chains while she displays Taya's new Nove-91 in gold.

"We can also make a two-tone version of the chain thanks to our patented Sigma connectors," Wu said. "This being the case, we can even apply the color to this link without any risk of damage."

Taya's anti-corrosion chains come in many speeds as well as colors. The Deca-101 (UL) is "our new generation ultra light chain for top 10-speed racing bikes" she said. Wu added that many riders used to worry about the strength of an ultra light chain, but every link of the Deca-101 (UL) complies with superior safety standards.

No matter which color you choose, you won't find a greener chain than Taya's Greener Chain GST series. GST, which stands for "Greener Surface Treatment," uses a Teflon coating that is chromium-free and self-lubricating so it needs only minimal lubrication, Wu said. In addition to the mechanical advantages are Taya's rainbow of eye-catching color options: black, white, red, green yellow, purple, gray, silver, and dark olive green, as well as gold and titanium gray.

The Nove-91 (UL) GST500 shares the features of the top-end Ultima chain and adds an "inclined bridge" on its outer plates for fast, accurate shifting. The Octo (UL) GST500 can withstand the salt spray test for 500 hours and is recommended for 8- and 7-speed road and MTB bikes.



A BIG SHIFT TO SHIMANO FUJI RETURNS TO JAPANESE HERITAGE

With a ceremonial blow of a hammer cracking open a barrel of sake, Fuji celebrated a return to its Japanese heritage last night. The Fuji brand is owned by an American company and its bikes are manufactured in Taiwan. But Fuji is celebrating its 111th anniversary by reemphasizing its Japanese roots, said Pat Cunnane, the president of Fuji's parent company, Advanced Sports, Inc.



Fuji Kissaki Track Bike

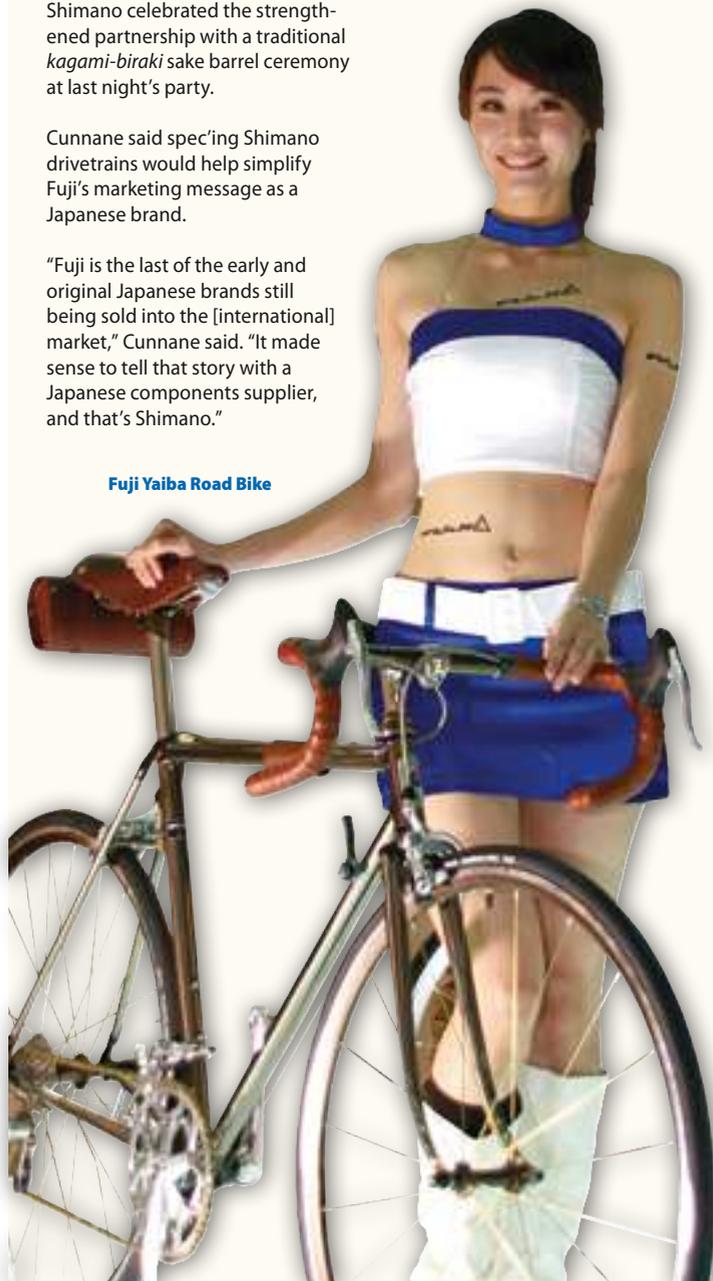
Fuji last night unveiled two handmade, limited edition bikes that will be made in Japan. But Cunnane also announced a more significant business story: ASI's decision to spec Shimano drivetrain components exclusively on all Fuji-branded bikes, beginning in 2011.

"We're really looking forward to this cooperation with Shimano, reconnecting Fuji with its Japanese heritage in a significant way, and making our brand story easier to tell," Cunnane said. He and Shimano Chairman Yoshizo Shimano celebrated the strengthened partnership with a traditional *kagami-biraki* sake barrel ceremony at last night's party.

Cunnane said spec'ing Shimano drivetrains would help simplify Fuji's marketing message as a Japanese brand.

"Fuji is the last of the early and original Japanese brands still being sold into the [international] market," Cunnane said. "It made sense to tell that story with a Japanese components supplier, and that's Shimano."

Fuji Yaiba Road Bike



He stressed that the decision is not a slap at Shimano's competitors—particularly SRAM, with which ASI does a significant amount of business. Instead, ASI plans to boost its use of other components from the SRAM family of brands to at least partially offset the Shimano decision.

"It's nothing against SRAM or Campagnolo or Sunrace. It's for Shimano," Cunnane said. "Strategically we'll work very carefully to make sure that our use of non-drivetrain parts from SRAM, Truvative, RockShox and Zipp are on Fuji bikes, and we'll absolutely support their drivetrains on Breezer and Kestrel."

NICHIBEI STREET BIKE

Also at the Taipei show, Fuji is introducing its Nichibei series of street bikes, which offer a sharp departure from what Cunnane calls the "billboard" garishness of many bikes.



Fuji Nichibei Street Bike

The Nichibei bikes feature subtle graphics and clean lines, with marketing kept to a minimum. "It's a series of models that is more conservative and less NASCAR," Cunnane said, referring to the popular American sport of stock car racing, where cars are typically plastered over with the logos of their sponsors.

The Nichibei line ranges from the high-end SST racing bike, which Fuji is using for its Tour de France debut this year, to a flat-bar road bike. "Nichibei" means "Japanese-American," and was the original name of the trading company that marked the beginning of the Fuji brand. Founded in 1899, Nichibei Fuji imported bicycles from the United States and sold them in Japan, Cunnane said.



Fuji Yaiba Road Bike

YAIBA ROAD BIKE & KISSAKI TRACK BIKE ANNIVERSARY MODELS

Fuji will produce 111 models of its steel anniversary bikes, the Yaiba road bike and Kissaki track bike. Each Fuji Yaiba lugged frame will be hand-welded by master craftsman Tetsuya Ishigaki, son of the founder of Japan's famous Toyo Frame Company.

"We've built what I think are absolutely gorgeous bikes that certainly would be worthy of the Handmade Show," Cunnane said. All components are made in Japan, from a classic headbadge to the leather saddle bag, saddle, tape, toe clips and top tube protector.

The Kissaki is a fixed-gear track bike made by Cherubim, using thin-walled steel tubing made by Kaisei.

TAYA Chain

NEW
2010 TAIPEI SHOW BOOTH NO.: K106

IDEAL 
WORKSHOP
CHAIN
PACK!!!

30M ROLL CHAIN



- ◆ Never got the correct length chain in stock?
- ◆ Workshop floor littered with chain off-cuts?



Taya 30 Metres roll chain pack is your ideal solution~



www.tayachain.com

BRINGING ELECTRIC VEHICLES INTO THE MAINSTREAM TIME FOR LEV MAKERS TO GET ON THE ENERGYBUS

Electric vehicles have become a main focus of the global effort to conserve energy and protect the environment. Taiwan, with its strong technological and manufacturing capabilities, is an ideal location for developing and producing light electric vehicles, or LEVs. This catch-all category refers to electric-powered vehicles from bicycles and tricycles to mini-cars and other smaller multi-wheel vehicles.



A blueprint for the development of cleaner motorized vehicles

The EnergyBus, a new standard for connecting the electrical components of LEVs, promises to improve the compatibility of LEV components and help bring this young industry into the mainstream.

It uses a standardized set of plugs and a communication protocol (the "bus") that is based on CAN-bus—widely used in automobiles—but specialized for LEVs. The initial goal of this revolutionary concept is to connect batteries and chargers, and later on to join together other components such as motors, controllers, and user interfaces.

NO. 1 BOOSTER

The EnergyBus will eliminate the inconveniences caused by incompatible power voltages, plug standards, recharging infrastructures, etc. For example, one manufacturer's battery may not fit another's motor. Incompatibility is one of the biggest obstacles to the popularization of LEVs.

The benefits of the EnergyBus standard may begin to emerge within a year as LEV component makers adopt it. If it succeeds, the industry can thank the system's behind-the-scenes developer and No. 1 booster, Mo-hua Yang.

Yang, who holds a doctorate in chemistry, is chief technology officer of HiTech Energy, a Taiwanese firm that makes battery management systems. He is also president of EnergyBus e.V., a non-profit association that was founded in Taiwan in early 2007. Now based in Germany, the association provides a neutral platform for the industry to work on developing and marketing the EnergyBus.

"I have been working on the EnergyBus for more than 10 years, ever since I came back to Taiwan after completing my advanced study and went to work for the Material and Chemical Research Laboratories of the Industrial Technology Research Institute [ITRI] in 1997," Yang said. "I recognized that Taiwan was the best place to manufacture light vehicles of the best quality, including electric models, because most the latest ideas from all over the world can be commercialized by Taiwanese makers."

The biggest opportunities for Taiwan manufacturers is probably system integration, Yang said, referring to the energy management system that connects an LEV's battery with its motor.

"Only after a common standard emerges in Taiwan will local LEV makers be able to make inroads," he added, "because, generally speaking, most vehicle makers on the island do not know much about energy management, and neither do our battery makers."

KEYS TO SUCCESS

There are three keys to the successful development of LEVs, Yang said: the communications interface, safety standards, and a service system for supplying batteries. The EnergyBus is addressing the communications interface, while another organization known as BATSO, for "Battery Safety Standards and Certification Organization," is working on the safety standards.

BATSO is a cooperative project that involves ExtraEnergy, ITRI, and the testing organizations TUV Rheinland Taiwan and UL Taiwan.

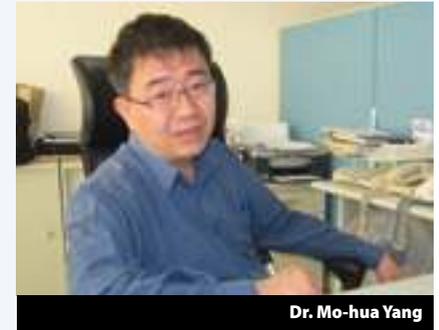
"Taiwan is internationally known for its battery and motor industries, but it lacks expertise in energy management systems," Yang said. "Efficiency in transport operations is as important as battery and motor choice. Simply speaking, you will not be able to produce the world's best LEV if you have only the world's best battery and motor. So the EnergyBus standard will be a key force in advancing the local LEV industry from merely producing components and assembling them to working out total LEV solutions and high-level complete vehicles."

The EnergyBus aims to improve the compatibility and safety of LEVs by developing a standardized set of connectors and communication protocols.



LEV concepts for personal mobility

"The EnergyBus is crucial to both users and makers of LEVs," Yang said. "We are trying to map out an intelligent data, power, and communication protocol for the LEV industry, similar to the universal serial bus (USB) standard for the personal computer. With such a standard, manufacturers will be able to make what they want and do it without the constraints of communication incompatibilities between different systems."



Dr. Mo-hua Yang

MASS-MARKET FOUNDATION

In addition to making LEVs run better, the EnergyBus could provide a foundation for LEV infrastructure such as battery rental stations, where a rider could pick up a compatible battery no matter what brand of LEV she owned. It also could pave the way for LEVs to enter the mass market.

"The CAN-bus has revolutionized the car industry, the USB standard has revolutionized the computer industry, and Bluetooth has revolutionized the cellphone industry," Yang said. "EnergyBus will do the same for LEVs."

Yang said the EnergyBus has attracted international players in the vehicle and parts industries to participate in discussions on the new standard. Still, many companies, including some in Taiwan, are maintaining a wait-and-see attitude. A working prototype of the EnergyBus should be introduced this year, and Yang expects a production-ready version to be ready by 2011.

"There will be many other possibilities for the EnergyBus than the LEV industry alone," he said. "With the common communication protocol, for example, I think in the near future there might be some 'free LEVs,' like 'free handsets,' that will present opportunities for companies to make money by providing services instead of selling vehicles."

—Quincy Liang



The ExtraEnergy test track at the Taipei show. © Suzanne Bruesch

TAKE A SPIN ON AN LEV AT TEST TRACK

ExtraEnergy, the non-profit organization that promotes Light Electric Vehicles (LEVs), is again managing the TEST iT Parcours at the Taipei Cycle Show.

The track is located on the fourth floor of the cargo ramp at Nangang.

The deck offers spectacular test rides high above the roofs of Taipei with a 100-meter slope.

The test track gives visitors an opportunity to get to know the true strength of the pedelecs now on the market (and their legs). However, the downhill ride back will be sheer fun - we promise!

HOW TO GET TO NANGANG EXHIBITION CENTER ...

WANGANG EXHIBITION HALL - TRANSPORT & PARKING

PARKING LOTS

- P1** TWTC Nangang Underground Parking (620 spaces)
- P2** Taiwan Fertilizer C2 Parking Lot (352 spaces)
- P3** Taiwan Fertilizer C3 Parking Lot (768 spaces)
- P4** Taiwan Fertilizer C4 Parking Lot (82 spaces)
- P5** R53 Temporary Public Parking Lot (147 spaces, NT\$20 per hour, open 24 hrs)
- P6** Xingzhong Parking Tower (647 spaces, NT\$30 per hour, open 24 hrs)
- P7** MRT Neihu Depot Parking Lot (584 spaces, during exhibition periods)

TRANSPORT INFO

- 1** Shuttle Bus Stop (drop-off and pick-up)
- 2** Regular Bus Stop
- 3** Taxi Drop-Off
- 4** Small Vehicle Drop-Off
- 5** B1 Taxi Pick-Up
- 6** Underground Parking Entrance
- 7** MRT Neihu Depot Parking Lot

PLEASE NOTE: The parking fees shown above are for reference only!

HOW TO GET THE WANGANG EXHIBITION HALL BY MRT

1 Nangang Exhibition Centre - Taipei Zoo	5 Nangang - Far Eastern Hospital
2 Dangshui - Xindian	6 Xindian - Chiang Kai-Shek Memorial Hall
3 Beitou - Nanshijiao	7 Beitou - Xinbeitou
4 Nangang - Yongning	8 Oizhang - Xiaobitan

HOW TO GET THE WANGANG EXHIBITION HALL BY TAXI

計程車停車區 (Taxi Drop-off Area)

TWTC Nangang 09P
X: 121° 34' 58.0"
Y: 25° 47' 8"

WANGANG EXHIBITION CENTER - LOCATION

MRT BanNan Line (stops at Nangang Station, from there board FREE Shuttle Bus for 5-minute ride to Nangang Exhibition Center)

MRT Wenhu Line (runs to front door of Nangang Exhibition Center)

TWTC Nangang Exhibition Center

台北ショー、世界二大国際ショーとしてインターバイクを凌ぐ勢い 台湾業界は「競争を恐れてはいない」



本日、2010台北国際サイクルショーの開会式で挨拶に立ったTBEAの楊銀明理事長は、台北ショーはドイツのユーロバイクに続く世界第2位の国際自転車ショーとしてインターバイクを追い抜く方向にある、と述べた。自転車がいかに環境保全に貢献し得るかを砂粒を使って描くサンドペイントの魅惑的アートの実演の後、主催者TAITRAの王志剛会長が巨大機械工業の劉金標会長、日本自転車協会・島野喜三理事長、イタリアの代表的自転車メーカーの創始者、エルネスト・コルナゴ社長をはじめとするVIPに向けて挨拶の言葉を贈った。

王会長は、「過去最大を更新した今年のショーには894社が出展、延べブース数は3,018小間を数えた」と述べた上で、南港展示会場の公式収容能力は2,000ブースなので連絡通路や追加の展示

ルームも用意して臨んだと内情を明かした。延べ5万人の来場を見込んでいる。自転車業界について、その強さは困難な2009年であっても輸出の落ち込みが比較的少なく済んでいる点に映し出されていると指摘、台湾全般で輸出が20%落ち込む中で完成車の出荷は9.9%減に止まり、部品輸出に至ってはわずか6%しかダウンしていない。自転車業界の強みの源泉は怠りないR&Dへの投資とブランド展開にあると讃えた。

TBEAの楊理事長は、米国経済の不調も後ろ盾に今年は世界第2位の国際ショーの位置をインターバイクに代わって台北ショーが手に入れると誇らかに宣言した。理事長はまた、業界は中国との競争を恐れてはおらず、TBEAとして中国との自由貿易交渉に自転車業界も含めるよう政府に要請しているとも述べた。「R&Dやブランド展開への注力があるから競争にも自信が持てる」とした上で「TBEAは同時に会員も拡大中であり、業界の先行きにも強さを感じる」と付言した。

楊理事長と異口同音なのが経済部梁国新次官の言葉だ。自転車の平均輸出単価はUS\$291でノートブックパソコンのそれを上回った、と次官は指摘。「斜陽産業というのは無く、あるのは斜陽製品のみ」と述べた。中国との自由貿易交渉に言及し次官は「台湾の自転車業界は競争を恐れていない」とした上で「我々は全世界が自転車への関税をゼロまで減らすことを希望している」とも述べた。

開会セレモニーは最後に創新製品コンテストの入賞作品が紹介されて幕を閉じた。『最優秀革新賞』に巨大機械工業のTrinity Advanced SL、『最優秀最新ファッション賞』にJD ComponentsのEagle e-bike、『最優秀実用賞』にはスラム台湾のXX MTB駆動システムがそれぞれ輝いた。



新製品発表会スケジュール

3月17日(水)～3月20日(土)

TWTC南港展示会場404会議室

3月17日(水)

午後2時～2時半

GENUINE PRODUCTS CO., LTD

午後2時40分～3時10分

TAIWAN PAIHO

午後3時20分～3時50分

KING ROOF INDUS.

午後4時～4時30分

FALLBROOK TECH.

3月18日(木)

午前11時～11時半

TAIWAN VERTEX

午前11時40分～午後12時10分

CHIA CHERNE

午後2時～2時30分

KIND SHOCK

午後2時40分～3時10分

QBICLE INC.

午後3時20分～3時50分

TAIWAN BEST PLASTIC

午後4時～4時30分

HUTCHINSON SNC

3月19日(金)

午前11時～11時半

RIKULAU

午前11時40分～午後12時10分

BALLISTIC INTL.

午後2時～2時30分

VP COMPONENTS CO.,LTD

午後2時40分～3時10分

FIRST BICYCLE COMPONENTS

午後3時20分～3時50分

AWISE FIBER TECH.

午後4時～4時30分

LIYANG GLOBAL

3月20日(土)

午前11時～11時半

ALEX GLOBAL

午前11時40分～午後12時10分

HAOLI PRECISION INDUSTRY CO.,LTD

イベントスケジュール

3月17日(水)～3月20日(土)

3月17日(水)

09:00 A.M.～06:00 P.M.

アウトドア・デモ

南港展示会場北口運搬車入口傍

09:00 A.M.～5:00 P.M.

軽電動車輛(LEV)試乗コーナー

南港展示会場運搬用カーゴランプ(4F)

09:00 A.M.～06:00 P.M.

創新製品入賞作展示

南港展示会場4階Lエリア広間

10:00 A.M.

2010台北国際自転車展開会式

南港展示会場401会議室

10:20 A.M.～12:00 P.M. (正午)

第14回国際自転車デザインコンテスト授賞式

南港展示会場402会議室

01:00 P.M.～04:00 P.M.

2010国際自転車トレンド・フォーラム-

第1部:

資源不足と経済危機後の自転車業界の行方

南港展示会場402会議室

6:30 P.M.～8:30 P.M.

台湾サイクルナイト

3月18日(木)

09:30 A.M.～05:45 P.M.

軽電動車輛(LEV)会議 2010:

南港展示会場401会議室

09:00 A.M.～05:00 P.M.

アウトドア・デモ

南港展示会場北口運搬車入口傍

09:00 A.M.～05:00 P.M.

軽電動車輛(LEV)試乗コーナー

南港展示会場運搬用カーゴランプ(4F)

09:30 A.M.～12:00 P.M. (正午)

2010国際自転車トレンド・フォーラム-

第2部:

自転車デザインの革新

南港展示会場402会議室

09:00 A.M.～06:00 P.M.

創新製品入賞作展示

南港展示会場4階Lエリア広間

3月19日(金)

9 A.M.-5 P.M.

アウトドア・デモ

南港展示会場北口運搬車入口傍

09:00 A.M.～05:00 P.M.

軽電動車輛(LEV)試乗コーナー

南港展示会場運搬用カーゴランプ(4F)

09:00 A.M.～06:00 P.M.

創新製品入賞作展示

南港展示会場4階Lエリア広間

3月17日(水)

09:00 A.M.～03:00 P.M.

軽電動車輛(LEV)試乗コーナー

南港展示会場運搬用カーゴランプ(4F)

09: A.M.～03:00 P.M.

第14回国際自転車デザインコンテスト入賞作展示

南港展示会場4階Lエリア広間

来場者の声

台北ショーでは何が一番興味をもって見るか？

Vasant Dewaji
Ti Cycles of India
インド・チェンナイ



インドに自転車の会社を持っている。台湾は品質に関して自転車と部品の最前線と聞いている。当然のことながらその台湾が出してくる最新のものを来ている。インドでは部品の大半を自社で作っている。ここで企業の発展の過程や自転車全般の進行状況をぜひ見たいと思う。私自身は今回初めての台北ショーだが、同僚はこの5年の間ほぼ欠かさず来ている。

「インド市場」の上層部分の重要は膨らみ始めている。消費者と市民自身の導きによるものだ。それより下の比較的ハイエンドの部分も活気を帯びつつあり、人々をサイクリングへと向かわせている。バンガロールやチェンナイ、ボンベイといった大都市圏に行けば、大勢のひとが週末にサイクリングに出かける光景を目にすることができる。

Mario Nunes
JP Importacao e Exportacao
ブラジル・エスピリトサント



駆動システムからフレーム、フォークなどあらゆる部品、補修パーツのサプライヤーを探しに来ている。すでに中国から補修部品を買い付けている。今回台北ショーに始めて来た。ブラジル市場でサプライヤーを務めている。いつもは上海ショーに行くが、台北では品質を観ている。ここではサプライヤーの多くが極めて高い品質のものを出しているから。

Dr. Jonathan Ho
Associate Professor
Yuan Ze University
台湾 Chung-Li

[大学で教鞭をとるHo氏はMBA課程の学生35名を引率して台北ショーに出向いた]これは彼ら学生のホームワークの一部です。私は技術革新管理を教えているが、このショーから実地に学び取れるものがあると思いと実際のビジネス世界に触れる機会になればと思っています。わたしは「この業界における革新」とは自転車のスタイリングにかかわるものであり、自身のブランドを確立することではないかと思っている。各社がローカルカンパニーからグローバルカンパニーへの発展を目指している。自転車は小さな業界だが、いまは市場のグローバル化とともに業界も拡大してきている。私の大学のMBAエグゼクティブクラスは自転車チームを持っており私はチームの一員です。



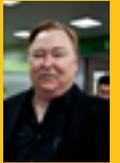
Steve Buddendeck と Cory Muth
Greenhouse BMX Distribution
米国オハイオ州・ヒラード



我々のブランドVerde BMXを扱う世界のディストリビューターにここに集合してもらっている。新たなディストリビューターに出合えればとも思っている。またどんな新しいメーカーが飛び出してくるかも注目しているところだ。製品は100%台湾から仕入れている。Columbusの小さいBMXだけのブランドだが、扱いはハイエンドで\$275 から\$600の価格帯で、英国、オーストラリア、フランス、ドイツ、日本、フィンランド

にディストリビューターを持っている。台北にはちょっとぶらりと、挨拶とかそんな感じで来ている。台中にアパートを借りていて会いたい人には大体会える。でも台北には我々の知らない人達に会えるかも、という感じでね。

Steve McConkey
Navitasys
Austin, Texas, U.S.A.
米国テキサス州オースティン



電動自転車とコントロールシステムに注目している。最大の進化が見られるのはこの二つの製品カテゴリーだから。いま現在小さいし、この先3~4年もまだ小さいままかもしれない。しかし将来成熟に向かうのは間違えないし、一旦成長し出せば曲線的に伸びると思う。その典型的な例が米国市場だから。

Sherry Lin
Hou Cheng Trading Co.
台湾・桃園



潤滑油を専門に扱う商社に勤めていて台北ショーは今回で3回目。製品は主に中国に輸出されていますが、今年のショーでは補修部品全般を扱うサプライヤーを見つけたいと思っています。

Me & My Bike Patty Liu 会場コーディネーター



パティルイ

台北ショーの会場コーディネーターのPatty Liuは南港会場で出展社と来場者の双方にショーがスムーズに運ぶよう務める、いわば裏方の作業に携わるスタッフ陣の一員である。

熱烈なサイクリストでありTAITRAのサイクリングチームのメンバーでもあるパティは「毎週定期的にサイクリングに行くわ。休みの日にはこれが一番だもの。いつもマイバイクで週末に出かけるけど、たまには夜のサイクリングも楽しいものよ。とくに夏の夕暮れがいいわ。涼しいそよ風を顔に受けながら走る気分は最高よ」と目を輝かせる。サイクリングをやるようになって出展者への理解が深まった？「ええ、もちろん。普段自転車屋さんでマイバイク用のアクセサリを買いに行ったりしているから少なくとも一部の出展社に関しては理解の助けになっているわね」ちなみにパティにとってお気に入りのサイクリングコースはGuando-Danshui自転車道とBa-Li自転車道とのことだ。

パティがいま乗っているのはフジ (Fuji) で、何よりそのスタイルとカラーが気に入っていると言う。次の1台を買い求めるならジャイアント (Giant) のものかと考えているが、「ジャイアントは高いけどね」とちょっと思案顔も。彼女の次の目標は台湾一周のサイクリングに挑戦することだ。



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Giant CHIRON DS 1

折畳み自転車はもはや通勤用だけに使われるものではなく、レジャーやスポーツ、遠出のサイクリングに使われるケースが増えている。Giantの『チロンDS 1』

(Chiron DS 1)はコンパクトな折畳みサイズで持ち運びがぐっと楽になった。最新の軽量アルミ製Wサス付で、20時の小径ながらロードバイクのフレーム、ハンドルバー、多段ギアを装備しているので長距離走行にも耐える。



✓ 6FL
4FL
1FL
M0820

Kindshock i7 Seatpost

Kindshockの「i7」シートポストは直径27.2mmのシートチューブとポストの高さをふわっとソフトに調整できる新システムが特徴で、さらに予備のオイルとエアーをたっぷり外部タンクで貯蔵できるユニークな設計により小径ながらシートポストの性能を安定的に保持できる点が大きなポイントだ。同社によれば、「この貯蔵システムが他社製品との差別化で、この特性があるから27.2mmの小径でも高性能が発揮できる」という。「i7」は長く愛用のフレームを大事に使いつつエアー/油圧式シートポストの最新の利点も併せて味わえるという逸品だ。



✓ 4FL
1FL
6FL
10629

Ibera RideBot Multi-tool

IberaのRideBotは一見他の万能マルチツールと似ているが、手首でくるとひねるだけで自転車スタンドに早変わりする。全11機能を備え、自転車スタンドへの切り替えはわずか数秒。ペダルの片方の下に据えればスタンドになる



✓ 4FL
1FL
6FL
11401

KMC X11SL 11-Speed Chain

KMCは最新の軽量化技術を11スピードチェーンX11SLに採り入れた。X11SLシリーズはレーシング用チェーンの最軽量モデルで、Ti-Nコートにより摩耗、メンテを軽減させるとともに耐久性をアップ。軽量化により迅速なシフティング、スムーズな配列、チェーンサック(巻き込み)の解消にもつなげた。さらに、高質アルミ素材によるピン、プレートでチェーンのストレッチ(伸び過ぎ)を減らし製品寿命を延ばすとともにCampagnoloの11段変速との互換性も持たせている。また空洞プレートが変速機内の泥を取り除く働きをしているのも見逃せないポイントだ。仕上げはゴールドとシルバーの2種を用意。



✓ 4FL
1FL
6FL
J0118

xpēdo



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TAIPEI INTERNATIONAL CYCLE SHOW BOOTH: J517

Taya Chain: カラフルな自転車用チェーン



Taya Chainはカラフルペイントのチェーンシリーズを展示。シングルスピードまたはBMX用で多彩なカラーを揃えている。「しかもこれらのカラーが希望に沿わない場合はカス

タムカラーも用意できる」(Jill Wu販売担当副総経理)という。さらに、同社のGreener Chain GSTシリーズにおいてチェーンを‘グリーンに’ (環境に優しく) できるものは他にない、とのことだ。GSTとはGreener Surface Treatment (より環境に優しい表面処理) の略で、テフロンコートなのでクロムに無縁なだけでなく、自家潤滑機能もあるため潤滑油も最小限の量で済むという利点があるという。

メカ的特性に加え、ブラック、ホワイト、レッド、グリーンイエロー、パープル、グレー、シルバー、さらにオリーブグリーン、ゴールド、チタングレーと目を引きつけるカラーオプションが豊富だ。シングルスピードや内装ギアハブ装着の自転車に最適で、「パテント取得のシグマコネクターのお陰でツートンカラータイプも揃えられる。その場合、何のダメージリスクもなく希望のカラーをこのリンクに付けることもできる」という。

同社では反汚染コートを施したチェーンを単に彩り豊かにしただけでなく、機能性にも違いを持たせた。DECA-101 (UL)は軽量10スピード用チェーンで、超軽量の新世代モデル。超軽量チェーンは強さに欠けるとの不安を解消、すべてのリンクが高い安全基準に合ったものになっている。

Nove-91 (UL) GST500は最上級のUltima軽量チェーンの主たる特性を共有しているだけでなく迅速で正確なシフティング性能を高めるためアウトプレートに‘傾斜ブリッジ’を施してある。またOCTO (UL) GST500は500時間のソルトスプレイトに耐えた強力モデルで、8-及び7-スピードのロードバイクやMTBオフロード用に最適という。

美利達工業総経理Michael Tseng 業界水準底上げのカギ握る台北ショー

美利達工業総経理で台湾A-Teamの会長でもあるMichael Tseng氏は台北ショーの重要性を熱く語る。「1950年以来、台湾は自転車王国として君臨してきたが、多年にわたってメーカーは量的拡大のみに専念し、宣伝やブランド構築について思いを巡らすことがなかった。業界が必要としたのは単に台湾の自転車製品を展示するための場だった。いま台北ショーはブランド展開を強化し企業評価を高めるための場としての重要性を帯び、最終的には業界全体の底上げのカギを握るイベントになっている」とTseng氏を言う。

台北ショーは質・量とも年々充実拡大し、2010年は出展社が900社を超え、延べブース数が約3,900ブースに及び規模で、そのさらに出展キャンセル待ちがかなりの社数にのぼるといふ。「明らかに言えることは、全世界のメーカーが台北ショーに注目していることだ。台北ショーでは製品に対する意識が高められ、さらなる販売増伸が達成できるから」とTseng氏は語る。そして台北ショーが向こう10年で次に掲げる長期目標を達成できることを願っている。

- 1) 展示収容能力の拡大: 「台北ショーは年々混み合ってきており、メーカーからの小間スペース拡大の要望も強まっている」
- 2) 製品革新強化: 「世界に名だたるサイクルショーとして、出展メーカーには優れた性能と最高度の価値を備えた製品を造るべく研究開発 (R&D) への投資拡大が求められる」
- 3) 世界をリードするサイクルショーへ: 「台北ショーは世界のサイクルショーのトップスリーの位置に甘んじてはいけぬ。将来のナンバーワンを目指すにはこれまで以上の努力が必要だ」

美利達工業は台湾第2位の自転車メーカーで、昨年の出荷台数はおよそ160万台、売上高はグループ全体で前年比6.08%増の115億NT\$を計上。今年は1月の売上げで前年同月比26.2%増を記録している。



Merida Michael Tseng

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Fallbrook NuVinci N360 NuVinci CVP

Fallbrook の画期的NuVinci CVP (汎用プラネタリー) 駆動システムは新モデルのN360で第3世代となる。新モデルは革新をさらに新たなレベルへと押し上げた。重さで30%の軽量化、サイズで17%のコンパクト化を果たすとともに際立つシフティング性能の向上点はそのまま継承。ペダリングの力がハイの状態に加わる場合にもシフティングの手間を著しく軽減させた。



巨大 劉金標董事長 2010年は市況盛り返しへ 官民一体のエコ推進気運も追い風に

巨大機械工業 (Giant) の創業者、劉金標董事長 (75歳) は昨年、北京から上海の全長1,668kmを自転車で行き、自転車の旅を果たすという熱情とその達成感を同行のサイクリストと分かち合い、サイクリングの伝道者としての厚い取り組み姿勢を再度世に示した。2009年の市況低迷の後、2010年は反動増の形で業界に活気が蘇ると劉氏は確信。台北ショーはブランド展開と流通促進に向けて欠かせぬイベントと言う。

近年自転車業界は世界的な盛り上がりを見せ、とりわけ2008年は台湾にも空前の自転車ブームをもたらしたほどだ。市況の先行きは明るく思われた。政府の二酸化炭素排出削減策と自転車業界による軽量素材や先端技術の採用とが相俟って環境保全への取り組みが進み、より質の高い暮らしと健康への関心が高まっている点を劉氏は指摘。これが自転車製品の魅力を高め、サイクリングブームを起す引き金となっており、さらには車に替わる乗り物として使われ始めてきている、とエコ推進ムードの進展に目を細める。

2009年は世界的な金融危機、富の縮小、高失業率、購買力の衰退でありとあらゆる業界が不振に喘いだ。自転車業界として例外でなく、販売はほぼすべての部門で前年を下回った。幸い景気は徐々に回復に向かっており、今年は業界全体で2009年を上回るものと劉標董事長も期待する。「環境に優しい製品がますます増える傾向にあってサイクリング熱も高まるので自転車の販売も5~10%は伸びるはずだ。欧州と米国は市場が比較的成熟し安定しているので、成長の主役はもっぱらアジアが担うことになるだろう」と見る。さらに「台湾は高品質のサイクリングモデルを供給しているが、販売を成功させるには宣伝と流通ネットが伴わないとだめで、台北ショーはブランド展開のための優れたチャネルになる。ブランド展開こそ成功のカギである」とその重要性を語っている。



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2009年輸出は2割の落ち込み TBEA今年の盛り返しに期待

「厳しかった2009年が終わわり、2010年は台湾の自転車輸出が健全な方向に向かうことを業界は期待している」とはTBEA 楊銀明理事長の弁だ。理事長によれば、海外ディーラーの在庫も低水準に保たれていることから台湾の輸出は今年二桁成長の可能性がある。好天候や環境意識の高まり、値上がりが続く原油価格の脅威などが自転車の販売を後押しする要因ともなっている。



「メーカーのすべてが忙しく生産に追われている状況」 TBEAの統計によると、2009年の完成車輸出は前年の540万台から20%減の430万台にダウンしたが、平均輸出単価は同\$256.92から13%増の\$290.54にアップしている。総輸出額で見ると、2008年の13億9000万\$から2009年は10%弱減の12億5000万\$となった。2008年以前は、台湾国内の自転車販売は年間およそ60万台ほどだった。それが2008年に自転車ブームが到来して販売台数を一気に空前の130万台へと押し上げた。2009年はその反動減の形で約20%ダウンとなった。「しかし、台湾の自転車人口は上昇を続ける」と楊理事長は見る。公的機関の推定も「台湾の国内自転車需要は年間100万台前後で常態化するはず」との見通しにある。

国内市場は台湾国産車が販売の約65%を占め、残り35%が中国、ベトナム製を主体とする輸入車だが、欧米ブランドも一部市場に浸透してきている。

「自転車とサイクリストは優秀、 でも道路の状況はサイアク！」

維樂董事長余彩雲は火曜日の夜に行われた維樂 (velo)・維格 (wellgo) の感謝祭で数百人の来賓の前でケガをした苦い経験を語った。董事長余彩雲は何ヶ月か前に自転車を走行中に道路工事後の舗装状態が悪かったために転んでしまいケガをしてしまった。しかし余董事長はそんなことは気にせず、盛大なパーティーを開催した。感謝祭は台北101の84階のラウンジで開催された。感謝祭は五百人の来賓を魅了するプログラムで行われた。世界各国のダンサーが次々と現れ、中国舞踊・ブラジルサンバ・サルサダンス・ミュージカルなど多彩な内容で催された。また豪華な食事と飲み物も用意され、参加した来賓は優雅なひと時を過ごした。さらに息をつく暇もなく2011年度の新製品が発表された。維樂の営業社員陳安栄は「今年の維樂の注目ポイントはサービスと材料」と話す。さらに「自転車に乗ることは環境にとってもいい。2011年度の製品はエコ素材を使用している。」また「リサイクル可能なスポンジで緑色の素材を探した。」と説明。続けて「今回はカーボンサドルを初めて採用し、すべての安全試験に通過した。また「カメレオン」という新素材を採用。この素材は日光に当たると変色する画期的な素材。消費者の興味を引く魅力的な新製品である。」と説明。維樂が特許を取得しているハニークーム(honeycomb)は現在すべてのサドル製品に使用されている。またこのサドルとグリップ、バーデープには振動を吸収するシリコンゴムが採用されている。また維樂はサービス面を強化すると述べ、サドルのオーダーメイドサービスも開始すると発表した。グリップもオーダーメイドの対象で規定料金以外の費用は不要であるという。



日本語

ミスターコルナゴ、 台北はファンと取引先との集いの場

コルナゴ (Colnago) のエルネスト・コルナゴ社長にとって台北ショーは年間カレンダーの中のひとつのキーイベントになっている。「台北ショーはわが社のすべてのディストリビューターが集まり共に会える唯一の機会、問題点やビジネスチャンス分かち合える場でもある。ショーを終えて帰国する時には皆心豊かになり、アイデアも豊富でモチベーションもすこぶる高まる」とコルナゴ社長。コルナゴの自転車は言うまでもなくイタリアのハンドメイドの名車だが、ミドルレンジの一部モデルは細心の品質管理の下、台湾での生産に委ねている。詳細は明かさないうが、注目を呼ぶであろうプロトタイプいくつかを台北に持っていくとのことで、「9月にカスタマーにお披露目されるものもあれば、そうでないものもある」と言う。「コルナゴでは常に技術の発展がある」と語るコルナゴ社長は最近78歳の誕生日を迎えたばかり。「コルナゴファン、すなわちかつてC40に乗りその後C50に、さらにエクストリームパワーへと移り、そして今EPSを愛用している人達には私の言う意味がわかるはずだ。私は協力関係にある方々によく話すのだが、我々にはその技術革新のレベルを真に伝えられる術がない。そのためマーケティングのための最良のツールは我々のカスタマーであり、その先のユーザーへの彼らの宣伝である」とこのイタリアブランドにとって台湾の国内市場は「ますます重要度を益している。台北ショーはその市場の窓口として有用性が極めて高い」とのことで、最近の台湾での販売状況については「10年前の台湾はほんの小さな市場だった。それが今はプレミアムと

言っているほどのマーケットに成長している。それは我々の製品の良さもさることながら、ディストリビューターの努力のお陰であり、また、台湾の自転車愛好者の自転車に対する考え方に変化が出てきていることもプラス要因として働いているように思う」との見解だ。



エルネスト・コルナゴ社長



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自動車メーカー チャイナモーターが電動自転車に参入



今年のショーでビッグデビューを果たすのが台湾の大手自動車メーカー、チャイナモーター（CMC）だ。同社はLEV（軽電動車輛）生産のための子会社、グリーントランス・コーポレーション（Greentrans）を設立、1月の台北オートショーでは乗用車から自転車までの幅広い電動車輛新製品を揃え出展した。

CNCは二酸化炭素排出削減と環境保全型乗物の普及を目指して、自動車業界の先端技術と経営手法を自転車生産に採り入れ、電動スクーター、電動自転車および各種一般自転車の生産を始めている。電動自動車はまだ純粋なものを生産できるまで技術が熟成しているとは言えないが、台湾政府は二酸化炭素排出ゼロの環境保全型乗物の購入に際し消費者に購入補助金を支給している。こうした背景の下、グリーントランスは2010年度iFデザイン賞に輝いた電動スクーター、e-Movingを引っ提げ電動自転車市場に参入する。e-Movingは電子キックスタンドの採用で駐輪がよりエレガントで利便性にも優れるのに加え、重さわずか8kgの単体充電式バッテリーの搭載で軽量化も実現、バッテリー寿命も5年という高性能。ガソリンやオイルは一切不要で従来の50ccスクーターより低価格というから競争力の極めて高い逸品だ。新製品ラインの販売増伸を見据え、台北ショーでは108平米の展示スペースで臨む。

Airace デジタルポンプで新概念提案

Airaceはデザイン賞に輝くハンドポンプとフロアポンプの新製品ラインを揃え自転車用ポンプの新たなコンセプト提案を行った。新製品はこの第1四半期に発売の予定だ。

AiraceのFelicia Linは「当社の最上級モデルでダイナミックなLCDデジタル表示の付いたInfinity DGは今年のショーで早くも注目を集めている」と言う。同モデルは6063アルミバレルで、アナダイズドスリーブ、ツートンカラーハンドル、アルミ製ベースとエアリリースボタン付バルブポンプヘッドのセット。最大空圧240psi（16.5 bar）。

「このタイプのポンプでは初の製品」とLinは言う。「他者でも開発を試みたが信頼できるデジタルゲージ付で失敗している」と。「しかしAiraceでは8名のR&D部門の技術スタッフが日夜開発に取り組み今回の成果につなげた」という。同社はロードバイク用高圧携帯ウォッシングマシンで定評があるが、「今度は新たな製品シリーズでこれを成し遂げた」と胸を張る。

Infinity Pはクリーンバルブと最大240 psi（16.5 bar）まで表示できる従来タイプの2.5吋ゲージの付いたスタイリッシュなフロアポンプで、最新の“TOP THIN AND BOTTOM FAT”技術を援用して立てた時の安定性を高めている。内装アルミバレルで、プラスチックスリーブとスチール製ベース、ツートンカラーハンドルのセット。

姉妹モデルのInfinity STはスチール製で重さは幾分張るが、リバーシブルプレスタとシュレダーコネクション付シングルバルブを装着している。

また、MTB、ロードバイク用でデザイン賞獲得のFit H2は2010年度iFおよびReddotの製品デザイン賞も先頃受賞している。取り付けの伸縮自在ホースが空気注入時にタイヤのバルブが傷むのを護るとするのがその特性だ。アルミ製バレル、最大空圧120psi（8 bar）、高圧用に変えられる2段ポンプロックシステムも特徴だ。



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(Booth No: K1029)

2010台北國際自行車展熱絡開幕



上看世界第二大展

開幕儀式再以“單車·環保”為議題、引人省思的的砂動畫中揭開序幕，與今年台北國際自行車展“環保、樂活”主題互相呼應；外貿發展協會董事長王志剛表示，今年暴增的參展人數，將南港國際展覽中心全部2,000個攤位投入後仍舊不敷使用，因此在展館周邊、走道等空間增設攤位後，才能容納所有參展廠商，讓使用攤位來到驚人的3,018個，不但成為歷年之最，更成為全亞洲規模最大、全球名列前茅的國際自行車展會，讓外貿協會預估觀展或前來採購的人數將達到五萬人次。而台灣區自行車輸出同業公會(TBEA)理事長楊銀明則表示，在全球金融風暴影響下，今年展會還出現逆勢成長情況，讓台北國際自行車展有望擠下美國Interbike，成為全球第二大展！此外，由於台北國際自行車展的展期在年初，展示出最新、最實用的產品，和處於第三季開展的Eurobike跟Interbike有所區隔，成為國際買家採購指標之一。

2010年台北國際自行車展於3月17日到20日在“台北世界貿易中心南港展覽館”開幕，今年共有894家國內外廠商，使用3,018的攤位，參展規模更勝以往，為辦理23年來規模最大的一次，顯示台灣自行車產業「高品質、高單價」的市場定位逐漸獲得國際間的肯定。

ASP比前年增13.1%

對於外銷單車銷量的問題，外貿協會王董事長表示，受全球金融風暴，去年全球各國的單車進出口量全面呈現下滑情況，雖然台灣成車出口量衰退9.9%、零組件衰退6.5%，但去年外銷出口平均單價(ASP)卻來到291美金、比前年ASP增加13.1%，台灣單車業比其他國家更出現“高品質、高材質與高價值”的趨勢。而TBEA理事長楊銀明則表示，雖然台灣的出口量下降，但ASP卻還是往上增加，ASP從10多年前的40美元到現在來到有望挑戰300關卡的291美元，能看出台灣自行車業者精益求精、不斷創新的精神。楊理事長同時表示，目前台灣十大國際知名品牌中，自行車就佔了三席，都能看出屬於傳統業的自行車業還有源源不絕的生命力。而經濟部梁國新次長則認為，自行車ASP已經比台灣頂尖筆記型電腦的ASP還要高，已足以稱為高科技產業，也證明了傳統產業絕非夕陽產業。關於這點，外貿協會王董事長補充表示，協會承辦的五大展中，光傳統產業就佔了三個，透過貿協來與國際接軌、建立全球行銷後，來帶動產業向上，自行車業者可說是模範之一。

力求加入ECFA

為了爭取更多外銷與行銷通路，如何降低廠商成本，增加行銷契機是關鍵，而展前頗受多方討論的兩岸經濟合作架構協議(Economic Cooperation Framework Agreement, 簡稱ECFA)，更成為單車業者討論的焦點；楊理事長表示，為了加強與對岸合作搶佔全球單車市場銷售量，TBEA在去年12月21日舉行的年度大會上，所有的會員除了同意支持簽訂FCEA之外，還同意透過公會，跟工業局建言除了將單車納入免稅規範內之外，還需將單車零組件列入免稅名單之中。而經濟部梁次長則表示，目前單車出口至大陸的關稅約10%，經濟部相當樂見單車出口至大陸的稅額降至免稅情況；除了中國之外，台灣也歡迎其他國家提出單車免稅的方式，一同競爭。



2010年單車銷售量可望成長 建大工業及TBEA理事長 楊銀明

1. 分析完2009年台灣自行車輸出報告後，請分享2010年台灣自行車輸出展望？

對於今年台灣自行車出口量，業者大致持樂觀看法，其原因為國外買主(DEALER)庫存量已經消化了很多，加上氣候良好與環保意識的持續推動，石油價格節節攀升，這些因素都有利於帶動自行車銷售量。以目前業者接單情況看起來，今年的輸出量可能會有兩位數的成長。

2. 外國人士對於台灣自行車銷售總量很感興趣，TBEA是否可估算2008年、2009年的單車銷售量；另外，對2010年單車銷售總量的期望為何？

TBEA只做自行車出口的統計作業，在內銷部份並沒有一個單位做數據的整合，我們的數字只是一種推估的統計數。將近兩年的出口數值及內銷分析如下表



	2009年	2008年	兩年度增減比
整車出口數量(輛)	4,301,360	5,401,920	減少 20.37%
整車出口平均單價(美元)	290.54	256.92	成長 13.09%
推估內銷數量(輛)	1,040,000	1,300,000	減少 20.00%

台灣以往一年單車銷售量約60多萬輛，2008年達到高峰，年銷量高達130萬輛，去年明顯下滑，數量比前年少接近兩成，但投入單車運動的民眾不減反增，預估單車市場回到常態後，每年銷售量可維持在100萬輛左右。

3. 是否可估算2009年台灣內銷單車市場中，有多少是台灣自製(Made in Taiwan)；另外，進口又佔多少？

台灣內銷市場正常總量約在100萬台。台灣自製(Made in Taiwan)約在65%左右，進口約佔35%(大陸、越南為主，及少數歐美知名品牌高級車)。

SRAM APEX變速系統亮相

續RED、FORCE與RAVIL之後，SRAM以RED變速系統歷經2009年環法賽考驗後的建議與經驗，在今年台北國際自行車展推出全新的第四級公路車變速套件—APEX，這套變速系統採DoubleTap變速方式，搭配煞變把可調槓桿距離、快速準確與零變速傳遞損耗等來自RED變速系統大受歡迎的技術。前大盤採雙盤設定，不僅比一般三盤式大齒盤具備更廣泛的齒數搭配，還能讓爬坡更輕鬆、下坡速度更快，操作簡單又輕量。據了解目前搭配的50/34T大盤僅是開端而已，APEX最大的特點是以長腿後變速系統搭配全新打造、擁有11-32T的飛輪—PG 1050，我們稱之為“WiFLi”技術。而“更廣泛”特色則是提供更寬廣的變速對應範圍，讓爬坡跟下坡更輕鬆。“更快”則代表兩片式大盤的變速效應能比三片式大盤還要快。“更輕量”則代表APEX整套系統還比現行公路車三片式變速統輕了248g(約11%)。

而整套系統採烏黑又光滑的外觀，流露出專業要具殺氣的質感，而左右兩側的煞變把手講究人體工學設計，提供了舒適又穩定的操控手感。而煞車系統部分，採鏤空雙軸設計，提供穩定又一致的煞車力道。



Colnago創辦人Ernest Colnago將現身台北車展



在Ernesto Colnago的行事曆上，台北國際自行車展向來是Mr. Colnago的年度重要行程－「在台北國際自行車展是惟一可遇到『所有』經銷商的展會。在如此暢通的溝通平台。業界討論經營品牌時遇到的問題，當Ernest Colnago回義大利後，帶回滿滿的創新思維，台北國際自行車展可說是刺激腦力思考的最佳場所。」

傳奇義大利手工車－Colnago，基本上無需多做介紹就能引人注目；但Colnago開發的中價位車種(台灣製造)，就需要多一些的曝光平台。Ernesto偷偷的向本報透露，今年在展場上將秀出令車迷驚喜的原型車，但Ernest又不願透露太多細節，直說來台北國際自行車展就對了。

「在會場展示的新車，部份會於2010年九月正式發表，但有些則純屬展示。」Ernesto剛歡度他78歲生日，說道「Colnago的技術創新是永無止盡，Colnago車迷的忠誠度相當高，從C40換到C50、Extreme Power，甚至到最新的EPS車種。Ernesto常跟工作伙伴討論如何傳遞Colnago的標悍性能，然而，Colnago的創新性能難以用言語表達，最佳的廣告方式是透過車友間口耳相傳，讓Colnago的造車傳奇蔓延至車界。

對義大利Colnago而言，台灣內銷市場的重要性愈來愈重要。台北國際自行車展是產品曝光最有效的展會之一。「十年前，台灣是個邊緣市場；五年前，銷售量開始蓬勃成長；現在，台灣是優質的單車市場。頂尖的產品、良好的通路，更感謝台灣自行車愛好者對Colnago的支持。」



活動時間表

星期三，3月17日-星期天，3月20日

星期三，3月17日

9 a.m. - 5 p.m.
戶外試騎
南港展覽館1F北側出入口外側

9 a.m. - 5 p.m.
輕型電動車試乘
南港展覽館4F東側斜坡道

9 a.m. - 6 p.m.
DISPLAY FOR THE BEST
南港展覽館4F L區域大廳

10 a.m.
2010台北國際自行車展開幕
南港展覽館4F 401會議室

10:20 a.m. - 12 noon
第十四屆全球自行車設計賽頒獎典禮
南港展覽館4F 402會議室

1-4 p.m.
2010 國際自行車趨勢論壇(一) 氣候高峰會對全球自行車產業的影響
南港展覽館4F 402會議室

2 p.m.-2:30 p.m.
極限單車公園表演
南港展覽館戶外經貿廣場

2 p.m.-2:30 p.m.
2010台北國際自行車展 新品發表會
6:30-8:30 p.m.
台灣自行車之夜

星期四，3月18日

9:30 a.m. - 5:45 p.m.
2010輕型電動車研討會：
南港展覽館4F 401會議室

9 a.m. - 5 p.m.
戶外試騎
南港展覽館1F北側出入口外側

9 a.m. - 5 p.m.
輕型電動車試乘
南港展覽館4F東側斜坡道

9:30 a.m.-1:00 p.m.
22010 國際自行車趨勢論壇(二) 當東方遇見西方—新移動美學
南港展覽館4F 402會議室

9 a.m.-6 p.m.
DISPLAY FOR THE BEST
南港展覽館4F L區域大廳

11 a.m.-11:30 a.m.
極限單車公園表演
南港展覽館4F 401會議室

11 a.m.-11:30 a.m.
2010輕型電動車研討會：
2010台北國際自行車展 新品發表會

星期六，3月20日

9:30 a.m.-1 p.m.
國際自行車環台賽—台北繞圈賽
台北市政府

9 a.m. - 3 p.m.
輕型電動車試乘
南港展覽館4F東側斜坡道

9 a.m.-3 p.m.
第14屆IBDC優勝作品展出
南港展覽館4F L區域大廳

11 a.m.-11:30 a.m.
極限單車公園表演
南港展覽館戶外經貿廣場

11 a.m.-11:30 a.m.
2010台北國際自行車展 新品發表會
南港展覽館4F 404會議室

新品發表會活動時間表

三月十七日(星期三)至三月二十日(星期六)
南港展覽館404會議室

三月十七日(星期三)

2-2:30 p.m.
大森產物有限公司

2:40-3:10 p.m.
台灣百和工業股份有限公司

3:20-3:50 p.m.
昆富工業股份有限公司

4-4:30 p.m.
FALLBROOK TECH.

三月十八日(星期四)

11-11:30 a.m.
台灣今品股份有限公司

11:40 A.M.-12:10 p.m.
佳承精工股份有限公司

2-2:30 p.m.
凱薩克科技股份有限公司

2:40-3:10 p.m.
奎貝克有限公司

3:20-3:50 p.m.
佳壹塑膠工業有限公司

4-4:30 p.m.
法國哈金森輪胎

三月十九日(星期五)

11-11:30 a.m.
台灣雲豹股份有限公司

11:40 A.M.-12:10 p.m.
柏彰科技股份有限公司

2-2:30 p.m.
鉉光實業股份有限公司

2:40-3:10 p.m.
輪鋒工業股份有限公司

3:20-3:50 p.m.
智相科技股份有限公司

三月二十日(星期六)

11-11:30 a.m.
亞繼士科技股份有限公司

11:40 a.m.-12:10 p.m.
毫厘精密工業股份有限公司

美利達總經理曾崧柱 台北國際自行車展提昇單車產業水準



美利達總經理曾崧柱

美利達總經理同時也是A-Team(台灣自行車協進會)會長的曾崧柱，認為台北國際自行車展對於單車業界非常重要。曾總經理這麼說：「從1950年開始，台灣一直是自行車生產王國，台灣製的單車遍佈全球，享譽國際，但要與國際接軌的第一步，廠商必須要有能夠一展長才的舞台，才能打響品牌知名度，有了商譽、曝光，廠商更有熱情研發更新的產品，提昇單車業界水準，進而帶動整個產業發展。」

台北展的展會規模、水準持續再創新高，特別是2010年將有900餘家國內外廠商報名參展，總需求近3,900個攤位，讓欲參展的廠商可說是一位難求，顯見各家廠商重視台北展，能夠大幅提昇產品知名度，再創銷售佳績，總經理曾崧柱這麼說。未來，希望台北國際自行車展能往以下長程目標邁進：

1. 增加展覽空間：每年的台北國際自行車展愈來愈擁擠，參展廠商齊呼更大的攤位空間以陳列年度新品。
2. 加強產品創新力：身為一流的自行車展，廠商需要具備創新的研發能力，頂尖的產品性能及俱競爭性的售價。
3. 成為世界一流展會：台北國際自行車展已躋身世界自行車三大展之一，但不可因此而自滿，應當設定目標，成為全球第一的自行車展

美利達是台灣第二大的單車廠商，2009年出貨量約為一百六十萬輛單車，營收逼近新台幣一百一十五億元，較2008年衰退6.08%。2010年一月與2009年一月相較，據報表分析約成長26.2%的營收。

720armour Shark(T935) 太陽眼鏡

這款專為衝浪、划船所打造的Shark太陽眼鏡，具備能在全天候、全環境的情況下提供眼睛頂級防護。在Shark的鏡腳，使用獨家「雙料合一」生產技術，將固定頭帶與防滑橡膠緊密結合，能確保在衝浪或其他水上運動時，不會受到海浪衝擊而讓太陽眼鏡掉落海裡；而鏡框上配有專利熱氣導流系統的“CVSTM”，能加速熱氣排出、減少鏡面出現霧氣騎況；而鏡架前框以加強橡膠包覆的方式，來減少海水對眼睛的刺激性。Shark太陽眼鏡最大的特點，就是搭載了720armour獨家“Flip-TopTM（快速更換鏡片設計）專利”，讓使用者能夠根據不同使用場合搭配所需的鏡片顏色與鏡片款式。



中文

台灣之光！KMC勇奪2010德國 iF產品設計金獎！

KMC勇奪2010德國iF產品設計金獎之產品「Kool Knight Chain BMX酷鏈」是專為BMX極限運動車種所研發的鏈條，新式樣曲面設計提升鏈條拉力及結構強度、保護鏈條結構、波浪型線條具設計感、半目連接方式輕鬆搭配不同齒數齒盤、強化特技極限運動時所需的強度與耐用性。這款半目鏈條結構強化的設計產品，不但結合了極限運動訴求的鋼性與強度，其新潮的外觀設計也適用於潮流車款如街車，Fixie族群所喜愛的風格。iF設計團表示：「這



樣精巧的設計可稱是一項在小尺度裡的设计奇蹟」，並且是一個相當有經濟價值的自行車鏈，它可以填滿接鏈頂部的設計想法得以防止灰塵落進車鏈裡。



HIGH-CLASS PRODUCTS SINCE 77 YEARS MADE IN GERMANY



NEW PRODUCTS



Wellgo FACEOFF S XMX18AC

FACEOFF是踏板DIY創意先驅!將踏板導入模組概念運用簡單機構結合讓踏板是可以無限次方的發展，它可以是顏色上的改變；它可以是造形上的改變；它可以是功能上的改變；它可以有著無限發展的可能，最新的FACEOFF S在功能上增加特有的設計讓踏板擁有避震功能、Q-FACTOR可調整、以減輕腳在騎乘中因崎嶇顛簸路面所帶來的震動的傷害，在未來我們將更廣泛的應用不同創意功能來增添FACEOFF無限可能。

Pacific Cycles iF Reach DC

這輛Pacific iF Reach DC是一輛直流電增壓折疊車，其特色有：

1. 採獨特的中央發電機設定，不僅提高加速性能，還具備高爬坡性、穩定的轉向與全避震系統。
2. 在曲柄齒盤部位採高敏感度又準確的扭力感應器，讓踩踏在三種動力補助(節能模式、普通模式、加速模式)下展現平穩的動力。
3. iF Reach DC (24V 400W) 在PAS系統輔助下，比傳統電力供應的車款反應更為直接，24V 2~4安培為節能模式，4~6安培為普通模式，而6~10安培為加速模式。(另有36V可供選擇)
4. 若騎乘者體重91kg在平地騎乘的話，單次充電能行駛80km以上，最高時速能超過40km/hr。
5. 運動車款幾何設計，搭配iF折疊技術與輕鋁合金打造，整車重量18kg。



Me & My Bike

盧佩君，南港國際展覽中心專員，台北國際自行車展場地聯絡人

作為台北自行車展的場地召集人之一，盧佩君是眾多南港展覽場幕後工作人員之一，主要工作是確保展會順利進行。盧佩君熱愛單車運動，同時更是貿協單車俱樂部的一員。



盧佩君

“我定期的騎單車，因為我認為那是最好的運動，通常我在週末騎車，但有時候也會夜騎，特別是在夏天的時候，我能夠感受到涼爽的微風輕拂臉頰，那真的是很棒的感覺！”盧佩君熱情的說道。

在成為自行車騎士後，是否幫助她更瞭解台北自行車展場裡的參展廠商呢？“當然，這是無庸置疑的。單車騎士的我通常也會去車店購買一些單車配件，所以這幫助我瞭解更多的單車品牌與公司。”盧佩君表示：我最喜歡的自行車路線是關渡到淡水以及八里的自行車道。盧佩君騎的是富士(Fuji)自行車，對富士愛駒的外型及配色可是愛不釋手，但是她表示正在考慮的下一台車是捷安特，「不過捷安特價格不低」。盧佩君說道她的下一個騎乘目標就是單車環島。



盧佩君的單車

中華汽車跨足 電動單車市場

台灣汽車大廠中華汽車將首度參加2010年台北國際自行車展。中華汽車於2010年打造全新的節能減碳品牌“GreenTrans”，生產一系列的



都會輕型電動車(LEV, Light Electric Vehicle)，並於上個月的汽車展上引領話題，當時展出包括全電力輸出的電動概念汽車之外，更有電動自行車等新品。

中華汽車打造電動車的目標是希望能節能減碳、推廣綠色交通，尤其兩輪產品導入過程也充分利用原有汽車產業管理模式，對市場及產業將會有另一番新氣象以及更多話題。GreenTrans開發一系列的電動車款，其中包括：電動機車、電動自行車，以及其他非機動式單車。以現階段而言，100%電動交通工具的技術尚未成熟，台灣政府特此補助民眾購買環保交通工具。

在2010年眾多產品之中，e-moving電動摩托車更奪得iF設計大獎，電動駐車架，可透過一個按鈕自動駐車，而在狹窄停車格中還有電動倒車輔助，重量僅八公斤的單體電池可取出充電，而電池壽命達五年；未來除了相關耗材更換，電動摩托車再也不吃油也不用加黑油，還有享受汽車保養廠等級的保固條件，售價+政府優惠比現在五期環保50cc還便宜。

GreenTrans今年在台北國際自行車展，首次的展出以(9x12)108平方米空間呈現，目前也針對現有汽車通路商進行教育訓練期，望能夠順利推廣兩輪產品，同時又能拓展海外市場，透過台北國際自行車展爭取更多的買家。

南港展館現場直擊 台北車展最吸引你的地方？

狄瓦吉 (Vasant Dewaji) 印度Ti Cycles 印度·欽奈



狄瓦吉在印度擁有自行車廠，老早就知道台北國際自行車以“優質”、“創新”享譽單車界，參展產品都是一時之選、引領潮流，所以三月份當然要到台北展逛逛。

我在印度的成車廠，採用的中、低階零配件大多於印度生產。來台灣一探國際高階自行車的整體情況。

這是我第一年來台北展的，但我的同事可是連續來台北展五年了。

印度單車市場目前也逐漸轉型為高階市場，單車運動愈來愈夯，尤其是運動、競技車種引發熱烈討論。

下次，如果你有機會到印度走走，在班加羅爾(Bangalore)、欽奈(Chennai)、孟買等都市，在週末假日到處可見單車騎士。

紐尼爾斯 (Mario Nunes) JP貿易公司 巴西·維拉威哈(Vila Velha)



紐尼爾斯第一次參加台北車展，試圖在這尋找零件供應商如：傳動系統、車架、前叉等各種零件。我們公司的主力市場聚焦在巴西，現在既有的單車零件主要以較入門的大陸產品為主。

我以往以參觀上海展為主；現在，巴西市場逐漸轉型為高價車，單車型態由通勤轉為休閒運動，公司也開始尋找更為優質的零件供應商，台北車展的參展產品較為優質，來南港展館尋找最佳的零件供應商。

何建德 副教授·元智大學 台灣·中壢市



“副教授何建德帶領全班共三十五位學生參訪台北自行車展。”

“台北國際自行車展參展廠商眾多、產品極富創意，我試圖把學生抽離室內至真實的商業世界，更能激發創意。”

“單車界的創新是甚麼？”何建德覺得是時尚的外型、打造自有品牌。台灣品牌目前積極由本土邁向國際。單車業將由以往的傳統產業擴展為具國際性的前導市場。

元智大學成立一支專業的單車隊，熱愛單車的我當然是成員之一。

邁康基 (Steve McConkey) Navitasys 美國·德州



邁康基對電動車(E-bike)及控制系統感興趣。我相信這是台北車展中最具創新的產品。

電動車的市場目前依舊不大。未來的三至四年間或許發展空間仍有限，但我相信未來電動車市場會更成熟，並且極有可能爆炸性成長。這是典型的美國市場發展型態。

林筱茜 台灣厚誠貿易·業務專員 台灣·桃園



林筱茜在貿易公司工作，公司的產品以潤滑油品為主。今年是我第三次來台北國際自行車展我們公司的產品主要出口對象為中國大陸。此次來台北車展尋找新的供應商合作機會。

布登戴克 (Steve Buddendeck)及穆司(Cory Muth) Greenhouse BMX Distribution 美國·俄亥俄州



布登戴克及穆司來台北車展尋找合作夥伴，讓“Verde BMX”品牌增加通路、打響知名度。我們也來尋找新的合作夥伴。我們的零件供應商100%都來自台灣。

我們的BMX品牌小而精，車架採用Columbus材質。以BMX算是高階產品，價格由275美元至600美元美金。現在已於英國、澳洲、法國、德國、日本、芬蘭等地佈點銷售。

我們來這邊很隨興的走走看看。跟其他廠商串門子聊天。在台中我們有房子可住，所以行動非常自由，可以隨興四處拜訪廠商，我們認識這麼多人，依舊有些廠商對我們來說還是生面孔。



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NEW PRODUCTS



Shimano Shimano 2010 Alivio 亮相

Shimano全新的Alivio套件升級為九速變速系統，讓對應路況與使用範圍更為廣泛。Alivio除了具備時尚的外觀，更能應付嚴苛的騎乘考驗，讓這款中階變速套件貼近騎乘者需求，提供可靠、耐用又順暢的變速感受。Alivio提供消費者多種選擇，不僅提供了銀色與黑色兩種配色，還有完全革新的特色與各種規格搭配。曲柄齒盤組(圖示為Octalink)採用Hyperdrive技術，並提供傳統方形軸心或Octalink兩種固定方式。擁有44T跟48T外部齒片齒數可供選擇，此外也能選擇是否搭配擋鏈蓋。

Sanyo Sanyo EneLoop電動自行車技術

Sanyo所開發出的EneLoop電動自行車與電動自行車套件－當電動自行車往前移動時，會透過煞車跟踩踏將能量回充的系統，讓電動自行車獲得額外的動力。目前這套系統僅在美國提供電動自行車整車販售，而歐洲部分僅提供電動自行車套件。EneLoop的核心技術來自前花鼓馬達(花鼓寬100mm)。它能提供250W功率並適用於標準前叉，花鼓馬達的電壓值為36V/ 24V，重2.2公斤。



Rear bags Velo座墊袋

Velo企業考量現今騎乘者需求後，設計出能存放鑰匙、手機或零錢的V形座墊袋。它能固定在座墊後方任一個角度與位置，讓騎乘者方便拿取袋內的東西。其安全功能包括LED燈跟獨特的反光面設計。

Selle Italia Monolink車隊版座墊和座桿

Selle Italia革命性座墊“Monolink”創造了一個全新的高端座弓固定系統，具備了輕量化、與類似軌道的多調節功能，不但提供座墊多段調整，同時還有令人耳目一新的外觀設計。此外，HM K3碳纖維讓Monolink座桿硬是比傳統碳纖維座桿提升了50%強度。管徑31.6mm的規格僅重155g(+/-8%)，讓他成為全球最輕量的座桿之一。



環保型防銹半目鏈條

以大亞獨特開發之GST(Greener Surface Treatment)環保型表面處理技術，在完全不含六價鉻成份下，強化鏈條的防銹能力，足可媲美不銹鋼，更100%符合多項國際環保規範(REACH、CPSIA與RoHS)。

設計特色在於適用3/32”齒盤之內變速系統，以半目鏤空與不對稱鏈目為設計理念，對於鏈條長度的調整、鏈條與齒盤的包覆性、輕量化三個方面，大大提昇鏈條之優適性與便利性。



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SIGMA Data Center 2.0 多國語言版

即將上市的新版Sigma Data Center 2.0軟體，旗下Topline 2009系列車表完全相容，能將碼表中記錄的旅程資料以自動(透過傳輸座)或手動輸入的方式傳輸到電腦來分析騎乘情況；除了能顯示和比較旅程資料，內建統計數據還能廣泛分析選項與快速辨認訓練過程，並以圖表的方式顯示出來。此外，來能透過軟體來調整或校正碼表。而在今年會場上，Sigma還展示出已繁體中文文化的Sigma Data Center 2.0軟體，據了解未來除了既有語言版本和繁體中文版之外，還會陸續推出其他國家語言版。

Hub Dynamo

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High output Generator Ware

Patent NO.

USA: 7,262,635
Taiwan: 2292649
2247964
China: 200710072844
Germany: 20,200,009,647.4
20,200,009,648.6

Hub Dynamo AC 6V 3W type

TYPE	AMP	WAT	UP NUMBER
Standard	0.5A/3.0W	3.0W	01-001001
High Power	0.6A/3.6W	3.6W	01-001002

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304 Sec 3 Ming Sheng Rd., Taya Hsing, Taichung County, Taiwan
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Reflective Bags with built-in safety light

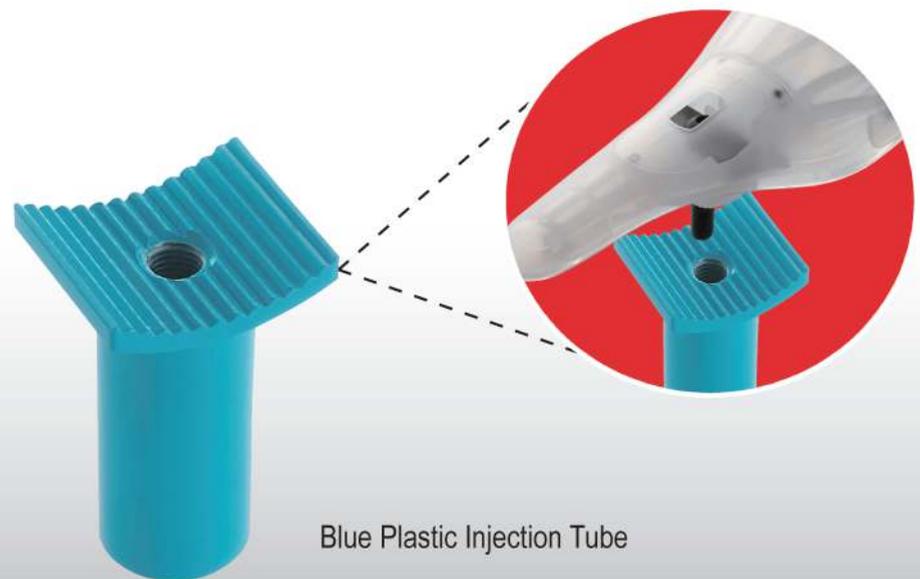
Velo's new saddle bags feature a rear mounted light for safety riding, as well as a unique fabric that reflects the lights of vehicles so the cyclist can be seen from all angles. It is conveniently located at the back for easy storage of keys, change or a mobile phone. The detachable bags come in 3 different size options and can be adjusted to different angles.



Build-in Light Bag
Easy to attach at the rear of the saddle.
3 selections for light adjustment.

Pivotal Injection Tube technology made accessible

Now Velo, the exclusive authorized manufacturer of Pivotal saddles, also brings you the nylon fiber injection seat posts. A strong and durable Pivotal post is in your reach. Velo provides a wide range of color choices. Nut can be standard steel for extremely strong, or aluminum for lightness.



Blue Plastic Injection Tube

Pivotal Changing-color Saddles & Grips



Normal

Under the Sun Shines

The coolest technology is here. Velo makes saddles change colors under the sun shines. Velo now offers this highly fashionable saddle innovation.

About Velo

Founded in 1979, VELO is a world leader in the design and manufacture of bicycle saddles, grips and tapes. The company strives for excellence in efficiency, innovation, quality, and value. VELO is committed to environmental sustainability and uses environmentally friendly materials and parts in and manufacturing processes. These beliefs are reflected in VELO every fine products.

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