

**TAICHUNG**  
bike week

# SHOW DAILY

**TUESDAY**

## TAIWAN'S INDUSTRY PUSHES FOR SUSTAINABILITY

**WHAT TO DISCOVER AT BIKE WEEK:**

**TBA'S ROBERT WU WELCOMES INTERNATIONAL VISITORS**  
**TAIWAN EXPORT FIGURES | EXHIBITOR PROFILES**  
**NEW PRODUCTS | EXHIBITOR LIST | HOTEL FLOOR PLANS**

**FSA**  
FULL SPEED AHEAD



## MADE TO PERFORM

Join us at Taichung Bike Week at Lin Hotel!



• K-FORCE TEAM EDITION  
544 grams



• SL-K-LIGHT  
507 grams



• GOSSAMER PRO  
807,5 grams

DISCOVER  
MORE



OPTIMIZED FOR 11 AND 12 SPEED





## PW-XM. Redefine Possibilities


With maximum torque of 85 Nm and weighing only 2.6 kg, the new PW-XM is equipped with lightweight magnesium housing, produced using Yamaha's extensive casting know-how, this high-tech motor has the highest torque to weight ratio of any Yamaha eBike system.

[www.yamaha-motor.eu](http://www.yamaha-motor.eu)


**YOU** YAMAHA MOTOR SERVICES | **YAMALUBE**

 **YAMAHA**  
*Revs Your Heart*


**TODAY**  
3 October  
**TAICHUNG**  
**27°-33°C**  
COMFORTABLE ~ HOT



**TONIGHT**  
**28°-31°C**  
PARTLY CLOUDY



**TOMORROW**  
**28°-32°C**  
SCATTERED SHOWERS





SCAN ME



SCAN ME



## HAPPY HOUR



Velo, Wellgo, KMC, and FSA are holding a Happy Hour at the Lin Wedding Garden from 4pm each day during Bike Week. Everyone is welcome to enjoy cold beers and good company!

## CONTENT HIGHLIGHTS

TBA's Robert Wu: Welcome to Bike Week.....	5
Taiwan export data .....	6
Sustainability is a key issue for the industry.....	8
Exhibitor profiles and news .....	10-18
Product highlights.....	19
Exhibitor List.....	21
Hotel floor plans.....	25

## SHOW DAILY TAICHUNG bike week 2023

[www.showdaily.net](http://www.showdaily.net)

Publisher: Tom Kavanagh

[tom@showdaily.net](mailto:tom@showdaily.net)

Senior Editor: Laurens van Rooijen

[LvR@gmx.ch](mailto:LvR@gmx.ch)

Writers: Wendy Booher, Joe Delves,  
Werner Müller-Schell, Glenn Reeves,  
Laurens van Rooijen, Barbara Smit,

Marek Wawrzyniek

Art Director: Ruth Gunning

Ad Sales (Taiwan): [sabinna@showdaily.net](mailto:sabinna@showdaily.net)

Ad Sales (International): [tom@showdaily.net](mailto:tom@showdaily.net)

Taichung Hotels Liaison: Shin Shih

Printed by: Chuen Fung 群鋒企業 Taipei

©2023 KB Media Ltd., Dublin D16A275,  
Ireland

## AD INDEX

A-Pro Tech .....	11
Armor Manufacturing .....	18
AVS Electronics.....	7
By,schulz .....	3
Eurobike .....	17
FSA .....	12
Hafny .....	16
Kind Shock .....	13
Kun Teng Industry.....	4
Neco .....	back cover
Samox Components.....	14
SKS .....	5
V-Grip/Chen Whua International	7
Wellgo Pedal's Corp.....	15
Yamaha .....	2

**byschulz**  
INNOVATIVE BIKE COMPONENTS

**SOLID · COMPACT · COMFORT**

Meet us at TBW  
3. - 6. October 2023  
Booth 1025  
Splendor Hotel



**speedlifter**  
Twist Pro 2 SDS 1 1/4"

Tool-free handlebar height  
adjustment with twist function  
and angle adjustable stem



**Z.1** Z-LINE  
PEDAL Fold  
Platform folding pedal



**G.2** PARALLEL  
SUSPENSION  
SEATPOST  
Parallelogram  
suspension seatpost



\*I:SY E5 with retrofitable by,schulz components.

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



# New Ratchet System Hub

## Proven durability, Low MOQ

- Fatigue test 190Nm impact 200,000 cycles, 100rpm
- MOQ: 100 sets for KT Open Model
- MOQ: 300 sets for customized hub shell



**Signal speed  
now  
available**



- Options:**
- Available for Road and MTB
  - 36T standard or 54T advanced engagement



36T



54T



[kttw-hub.com](http://kttw-hub.com)

KT Taiwan has independently perfected the technology to come up with our own MIT ratchet system hub. The process is highly technical and extremely difficult to get right. We have done it and are now looking to ramp up production in the face of strong demand. Get in touch with us now for a discussion on how we can help you. **EVERGREEN B2. L9&L10**

## TBA CHAIRMAN WELCOMES TBW VISITORS

# ROBERT WU: OPTIMISTIC ABOUT THE FUTURE OF BICYCLES



At the beginning of 2023, KMC Chain's chairman Robert Wu was elected as chairman of the Taiwan Bicycle Association (TBA). As a supplier to many bicycle manufacturers, KMC Chain keeps a close eye on the business climate in the industry. In this piece for the Show Daily, Robert Wu welcomes suppliers and buyers to Taichung Bike Week.

The past few years have indeed been an interesting time and have provided a variety of challenges to our entire industry with unstable supply chains and variable demand. With the current state of our industry, now is an excellent moment for companies to work diligently for improvements, upgrades, brand focus and above all, advocate cycling as safe, healthy, and green transportation. In fact, with KMC production already established in Taiwan, China, and Vietnam and supplied globally, we have used this time to increase efficiency, accelerate automation, enhance quality control systems, upgrade products, and strengthen our ESG strategy, to name a few. The benefits of bicycles and cycling are undeniable and becoming increasingly recognized throughout the world. Needless to say, we are very optimistic about the future of bicycles.

For promoting harmonious partnerships in the global bicycle industry, the Taiwan Bicycle Association (TBA) advocates for cycling culture and the industry as a whole. Cycling culture is advanced through infrastructure, regulations, and education while industry opportunities are able to flourish through mutual altruism, synergy via a healthy partnership platform, globalization, promoting the cycling lifestyle, fostering sustainability, and cultivating an environment for our future leaders. Identifying ten key challenges, TBA initiated its CYCLE NOW strategy in 2023 with panel discussions to assist local companies to successfully navigate the future ahead.

Since KMC is the market-leading chain specialist, we have observed several exciting trends with e-bike requirements for stronger and longer lasting components being at the forefront. KMC is proud to

be the only chain company with e-bike-specific chains that utilize unique production techniques to create significantly stronger rivets. These are built to stand up to the higher torsional and tensile stresses caused by e-bike motors. In addition, expanding 12 speed demand in many markets and categories have provided healthy demand for our X12 and e12 chains. Also, our new eCargo1 chain has gotten a lot of attention for its super strong design for Cargo bike applications.

We are excited to welcome international visitors back to Taiwan for Taichung Bike Week 2023. This year will certainly be bigger than last. We look forward to seeing everyone at our new location in Lin Palace along with Velo, Prologo, Wellgo/Xpedo, Kynamic, and FSA/Vision. And I invite you to find me to further discuss topics concerning the Taiwan Bicycle Association.

■ **Robert Wu**



Visit us:  
Evergreen Hotel  
Peony Ballroom  
3rd floor,  
Booth D03+D04

# INFINITY GT

The flexible pannier rack system by **SKS GERMANY**



## TAIWAN EXPORT DATA

# HIGH-END FOCUS KEEPS TAIWAN'S BIKE INDUSTRY AFLOAT

Delays in production and a drastic slump in demand have filled up inventories along the entire supply chain. While the focus on e-bikes and high-end conventional bicycles and a diverse range of export markets kept the losses in Taiwan's exports of complete bicycles within bounds, parts and components have taken a heavy hit this year.

*Taiwan's bicycle industry is heavily export-oriented and thus relies on many external factors beyond its control.*



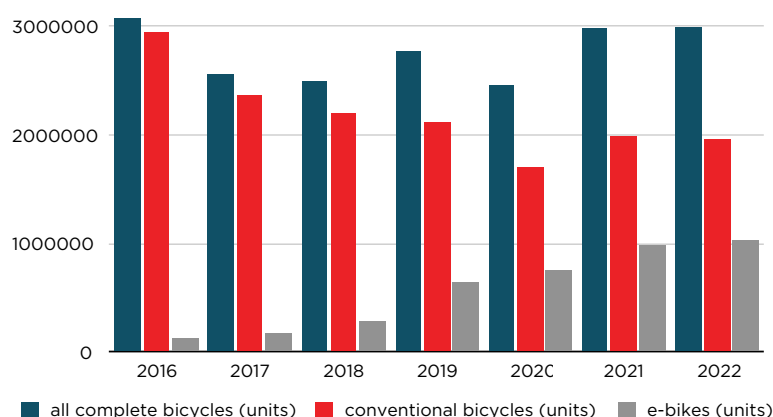
Whether at the Taipei Cycle Show or at the Eurobike show in June: discussions were dominated by the overstocking problem and how to deal with precariously high inventory levels. While this situation may be favorable for consumers who get to choose from various options and still get to enjoy healthy discounts when purchasing a bicycle, it is a real headache for the bicycle industry. High inventory levels are eroding the price structure and eat into margins, hurting the balance sheets and squeezing liquidity due to a combination of lower turnover and higher operational costs.

This challenging combination has already caused serious trouble with some market players, with Dutch D2C brand Vanmoof as the most prominent victim thus far going bankrupt, leaving losses with both suppliers and investors in Asia. How bad is the situation really, and how is Taiwan's heavily export-oriented bicycle industry dealing with this situation? Apart from contacting various companies to ask them directly about the state of their business, the provisional export statistics provided by the Taiwan Bicycle Association (TBA) and the Bureau of Foreign Trade's (BOFT) information center give us some interesting insights on how the industry is doing in Taiwan.

Since these export numbers are compared year-by-year, a look back at last year's numbers is well-worth the effort. In 2022 the exports of Taiwan's bicycle industry bucked the slowing economies in key markets. There are two key factors for the continued growth of the country's bicycle exports: First the ongoing high demand for e-bikes saw the units exported grow by almost 5 percent and exceed the 1-million-threshold for the first time ever. A second significant factor is the rise in average unit prices that grew by over 25 percent to US\$ 827.73 for conventional bicycles and by 12.5 percent to US\$ 1497.48 for e-bikes.

A close look at Taiwan's export statistics for 2022 shows a significant slow-down in the fourth quarter however, and this trend further deepened into 2023. The quarterly results of some key component suppliers are a strong indicator for wide-spread cancellations, downscaled forecasts and a delayed launch of the 2024 model year due to high inventory levels. While Shimano reported a fall of 17.7 percent in turnover for its bicycle division in the first two quarters, the situation looks even more dire for the Specialty Sports Division of Fox Factory, where turnover for the first two quarters dropped by 35.6 percent. Both with Shimano and Fox Factory the results

Taiwan's bicycle and e-bike exports, by units



for the second quarter were weaker than for the first.

So how did these challenging circumstances impact the exports of Taiwan's bicycle industry in those two quarters? It is a tale of two conflicting trends really: While the units exported dropped by 18.99 percent for conventional bicycles and by 9.95 percent for e-bikes (the respective numbers for January to August stand at -23.46 percent and -19.76 percent), a look at the turnover generated by those exports tells a different story. The 782,009 conventional bicycles exported from January through to

the end of June generated a turnover of US\$ 752.19 million – an increase of 6.32 percent (US\$ 1.005 billion and + 0.18 percent from January to August). Likewise the 446,778 e-bikes that were exported generated a turnover of US\$ 740 million or a plus of 1.76 percent (US\$ 920 million and -8.43 percent from January to August) when compared to 2022. Keep in mind that this was a record-breaking year.

The reason for these two conflicting trends of course is a sharp rise in the average price per unit exported: this grew by an impressive 31.25 percent year on year to US\$ 961.87



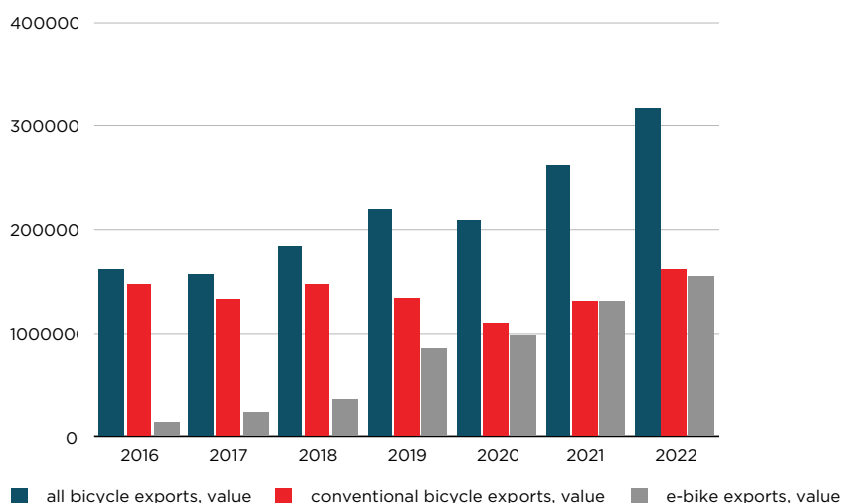
for conventional bicycles (US\$ 1008.25 from January to August). The corresponding average price for all of 2022 stood at US\$ 827.73. As for e-bikes, the growth may have been less dynamic with a plus of 13 percent to US\$ 1656.34 (US\$ 1694.38 from January to August). For all of 2022, this average price had reached US\$ 1497.48. This development is no coincidence but rather a reward for the bold strategy of large parts of Taiwan's bicycle industry and TBA to focus its efforts on the upper-end of the market and e-bikes in particular. This also shows in the numbers of the Giant Group and Merida Industry for the first two quarters, reporting moderate drops in turnover of 5.4 percent and 6.6 percent respectively.

Another factor that reduced the impact of high inventory levels on Taiwan's bicycle industry lies in the diversification of its key markets. While exports to the United States saw a sharp drop, the EU region fared a lot better thanks to a much higher market share of e-bikes. And China even saw dynamic growth in demand for high-end road bikes, although the

small volume did little to compensate for the fall in the United States and EU. Other relevant markets for conventional bicycles such as Japan, South Korea, Canada and Australia showed no consistent trend throughout the first half of this year apart from rising average prices per unit.

As for the exports of parts and components, the situation looks grim. High inventory levels in target markets are having an impact in addition to cancelled orders, meaning both the aftermarket and the OE business of suppliers are down. From January

### Taiwan's bicycle and e-bike exports, by value (in 1000 US\$)



to August, parts and components exports dropped by 48.94 percent to 27.08 million kilograms and by 37.93 percent to US\$ 1.286 billion in value. As a consequence, overall exports of Taiwan's bicycle industry saw a drop

of 21.29 percent to US\$ 3.211 billion. As a silver lining, unit prices were rising, and many of those parts and components are not strictly linked to a model year, lessening the pressure to discount to speed up sales. **LVR**

### Taiwan's exports of bicycles and e-bikes, 2016 to 2022 sources: MOEA, BOFT, Taitra, TBA

Year	all complete bicycles (units)	conventional bicycles (units)	e-bikes (units)	all bicycle exports, value	conventional bicycle exports, value	e-bike exports, value
2016	3080471	2948763	131708	1621458.99	1481397.075	140061.915
2017	2556013	2369407	181353	1574191.548	1327013.931	247177.617
2018	2498506	2210105	288401	1853184.527	1478184.527	375000
2019	2772910	2125050	647860	2203966.566	1340966.566	863000
2020	2456135	1695926	760209	2084713.752	1097962.517	986751.235
2021	2975186	1986969	988217	2628816.011	1314374.202	1314441.809
2022	2988720	1952602	1036118	3171320.871	1617656.54	1553664.331



## "1 CLICK" MAGNETIC MOUNTING BOTTLE SET

Firmly secure the bottle to the magnetic mounting system by sliding it in from the left or right side or directly down from the top.



Patent pending



www.v-grip.com.tw

VISIT US  
V-Grip 2023 Taichung Bike Week  
Evergreen Laurel Hotel Taichung  
**BOOTH: A32**

**AVS**

**NARYA™**  
one ring to rule them all

SHIMANO STOPS compatible

AVS Sensor Technology

- Temperature
- Humidity
- Fingerprint
- Ambient/ IR
- Wind
- Altitude
- Gyroscope
- Torque

CD9 TT10 RC10 RC9

AVS Electronics (HK) Ltd. | info@avs-electronics.com | www.ave-mobility.com  
Inquiries for customized solutions are welcome  
Visit Us At: The Splendor Hotel – 13F/Booth No.: 1389



## SUSTAINABILITY IN TAIWAN'S BIKE INDUSTRY

# PEDALLING INTO A GREEN FUTURE

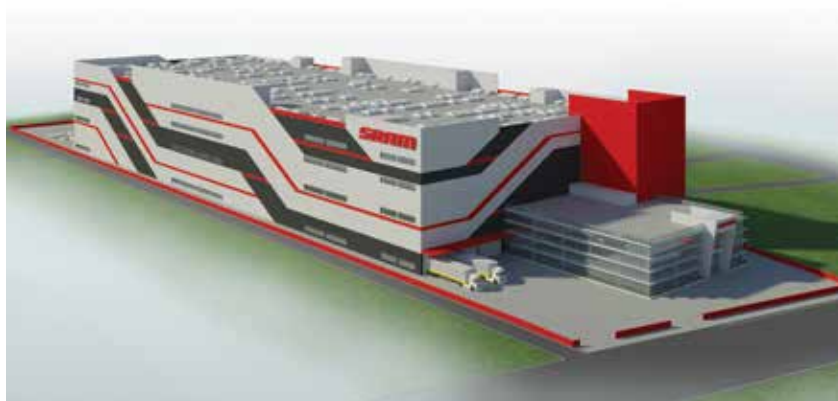
In the light of pressing environmental concerns, Taiwan's bicycle industry is transforming. Key players like Giant, Merida, and many more have begun significant shifts in their corporate strategies by making sustainability a top priority. It is the beginning of a long journey, as a look at current developments reveals.



A green factory, entirely dedicated to sustainability. Currently, the new facility of bicycle accessory specialist **NUVO [Tempus, A-5F-Australia]** is still under construction. However, in just a few months, the production plant, located a few kilometres southwest of Taichung, is set to commence operations – and also become a role model for the whole bicycle industry. The reason is an exceptionally eco-friendly concept: the 230,000 square foot factory has been designed following the sustainable building guidelines of Taiwan's EEWH certification (Ecology, Energy Saving, Waste Reduction, Health). "From a smart energy management system and solar panels on the roof to recycling options for production waste, everything within this factory is intended to minimise our ecological footprint," Marketing Director Amy Shih explains, adding that the new facility is merely a part of her company's broader sustainability strategy. "Our ambition is to be recognised as an industry leader in climate and environmental protection. Becoming the first green factory in Taiwan's bike industry would clearly support our claim – especially at a time when sustainability is a top issue in our industry," she says.

Indeed, with its soon-to-be-completed factory, NUVO stands at the forefront of what can confidently be described as the beginning of the green revolution in Taiwan's bicycle industry.

At this year's Taipei Cycle Show, the topic of sustainability was omnipresent among many companies. The green initiatives of many industry players demonstrate that climate and environmental protection are high on the agenda of a growing number of companies. These efforts range from launching products with a claim to sustainability, to the publication of sustainability reports, and to already completed actions that show that Taiwan's bicycle industry has entered the so-called "take-off phase" on its way to a greener future. These are strides that have long since caused a stir in the global bicycle industry as well – for good reason: after all, Taiwan plays a central role in the industry's nowadays widely-recognized sustainability ambitions. "The most significant environmental footprint in the cycling sector arises from extracting and processing materials like steel, aluminium, and carbon fibre. Taiwan dominates the production of these components, and brands worldwide depend on the Taiwanese bicycle



The new facilities of NUVO and SRAM emphasise sustainability in design and production.





Maxxis tires using recycled nylon

industry,” confirms Dutch sustainability expert Erik Bronsvoot, a renowned consultant of many bicycle companies on their journey towards a more climate- and environmental-friendly future. “Therefore, working together on the next wave of innovative, circular products is essential for the entire cycling industry,” he adds.

It is a call that has been echoed, as a look at the sustainability efforts of various key players shows. Industry giant Merida has recently completed a corporate report indicating the reduction of power consumption and CO<sub>2</sub>e figures over the last two years. Component manufacturer **Full Speed Ahead [Lin Wedding Garden]** has implemented several measures, such as removing plastic packaging and implementing a heat recovery system in its factory. Chain producer **KMC [Lin Wedding Garden]**, which has already been working for more than ten years on its carbon footprint measurements, has recently established an internal ESG committee to underline its sustainability ambitions. Parts specialist **Tektro [Lin Hotel]** has drastically reduced the amount of plastic waste in its Changhua facility and is currently working on setting clear emission reduction targets in accordance with the Science Based Targets initiative (SBTi). And US manufacturer **SRAM [Lin Wedding Garden]** confirms that the environmental impact is a significant consideration in the design of its new facility in Taichung, which is scheduled to go into operation in 2024: “Energy efficiency, renewable energy, heating, ventilation and air conditioning efficiency, and creating a clean, inspiring facility with lots of natural light are some of the factors that are getting a lot of attention as we finalise the design,” says company spokesman Alvise Rizzi.

The most notable sustainability effort in the Taiwanese bicycle industry to date, however, has been spearheaded by market leader Giant, which is the promoter of the recently founded Bicycling Alliance for Sustainability (BAS). The goal of the organisation – which is strongly reminiscent of Taiwan’s former industry association A-Team – is to create a platform to interact, share ideas, and develop new ESG initiatives (Environmental Social Governance) to help the bicycle industry move towards more sustainable production practices. At the start, in autumn 2022, 33 companies had joined the organisation. Twelve months later, that

number has already grown to over 70. “At BAS, the different members work closely together and set common goals – for example, saving 25 kg CO<sub>2</sub>e per bicycle by 2040,” Jeff Chen explains. The General Manager of Novatec **[Joy Industrial [Splendor, 1033]]** is Vice Chairman at the BAS and, therefore, one of the driving forces behind the organisation’s ambitions.

Novatec itself is an excellent example of a Taiwanese bicycle company that has anchored its sustainability efforts at the forefront of its corporate strategy. “Even though we had already implemented environmentally friendly measures earlier, our biggest strides started roughly two years ago,” Chen says. “It will be a long journey, but we already have some success stories to tell – for example, replacing the plastic packaging of our hubs with paper or technological progress in the area of carbon fibre recycling.” Regarding the Bicycling Alliance for Sustainability, he particularly appreciates the cooperation and exchange between the members: “We share our experiences in different areas and learn from each other. That surely helps the whole Taiwanese bicycle industry,” he states.

Ann Chen, Vice President of Taichung-based saddle and grip manufacturer **Velo [Lin Wedding Garden]**, sheds light on the practical aspects of this cooperation: “BAS provides us with the opportunity to visit other factories and get insights from their operations. Furthermore, we have been enriched by numerous discussions and lectures focusing on diverse sustainability subjects. Such interactions are extremely valuable,” she emphasises. Over recent years, Velo has also significantly focused on diminishing its environmental impact. The company has meticulously calculated its internal CO<sub>2</sub> emissions per the ISO14060-1 standard – a benchmark for greenhouse gas quantification. The firm is also actively working on detailed CO<sub>2</sub> analyses for individual models. And they are steadily incorporating greener materials into their product portfolio. “It’s about taking small steps towards the bigger goal,” Chen states, drawing attention to their innovative waste-reduction initiatives, which is another example of Velo’s actions: “We have developed an in-house process to minimise foam waste and re-purpose foam pieces into saddles, grips, bar tapes and parts production.”

From greener production methods to large-scale industry initiatives – the



Giant provides environmental impact data for its bikes.



Full Speed Ahead has ditched plastic packaging and implemented a heat recovery system at its plant.

sustainability efforts in the Taiwanese bicycle industry come at the right time. After all, in times when global warming is rising and climate impact is showing, the general political pressure on companies is continually growing. While the Taiwanese government has set the goal of “net-zero” by 2050, the European Union’s forthcoming plans to introduce carbon tariffs on imports from 2026 on will have a big effect on the industry and underscore the increasing importance for exporters to monitor and actively decrease their carbon emissions. This is far from the only challenge the Taiwanese bicycle companies have to face on their path towards a greener future – knowledge-building and implementing large-scale measures will require a fair amount of time and resources. There’s a pressing need for unified standards in CO<sub>2</sub> emission calculations to ensure transparency. Additionally, the industry’s reliance on raw material suppliers and their varying sustainability efforts will present ongoing challenges. Equally important is the economic dimension of this transformation: pursuing greater sustainability standards requires significant investments – a daunting prospect given the current economic challenges faced by the global bicycle industry.

Despite numerous obstacles, a deep dive into the sustainability initiatives of the Taiwanese companies reveals their commitment to a more sustainable future – and their readiness to amplify their efforts. One further example as an illustration of the industry’s ambition is pedal specialist **Marwi [Evergreen 2F, J3]**. “The bike industry indeed faces significant challenges. However, these challenges have not weakened our commitment to sustainability,”

comments CEO Coco Pai, emphasising that more and more consumers make product choices based on environmental considerations. “Additionally, regulatory compliance drives companies to adopt more environmentally friendly practices, fostering continuous innovation and improvement in sustainable development measures,” she adds, referring to Marwi’s long-term goal of zero carbon emissions by 2050. According to industry expert and sustainability specialist Erik Bronsvoot, a strong commitment to more climate and environmental protection is indeed the right approach: “The transformation towards more sustainability is a great opportunity for the Taiwanese industry to differentiate itself from the competition in the years to come”, he says.

Amy Shih, Marketing Director at bicycle accessory specialist NUVO, echoes this sentiment: “We believe that paying more attention to ESG can build up customer loyalty, make operations sustainable and help us to gain a competitive edge,” she explains, pointing to her company’s new factory, which is set to commence operations in the middle of 2024. “The long-term goal of our sustainability strategy is to reach net-zero by 2050, and the new factory plays an essential role in that,” says Shih, hoping that the new building can also serve as a role model for other industry players. “Building the first green factory in Taiwan’s bike industry will not only set a significant precedent within the bike industry but also inspire others to follow.” ■ **WMS**



## KT HUBS INTRODUCES 612 POE HUB

# KT HUBS RETURN TO THEIR ROOTS IN OE MANUFACTURING

Riding a roller coaster of significant changes in the market over the last few years, KT Hubs (Kun Teng Industry Co., Ltd.) is set for the mass production of their newest product, the 0.58 degree engagement 612 POE Hub.



R&D Consultant Dr. Derek Liao, President Hubert Chen, VP Alex Chen

**KT Hubs [Evergreen, Laurel Hall, L9-10]** is a 100% Taiwan-based ODE hub supplier that designs and manufactures a complete range of hubs including advanced hubs such as the star ratchet system and now the 612 POE hubs.

President Hubert Chen has been leading the company, founded by his father in 1947, for the last 20 years.

Originally producing desk and chair screws the firm moved into drum brake hub production in 1966, iron hubs and cold forging in 1976-77, and alloy hubs in 1981. 2020 saw the introduction of the star ratchet hub and this year the 612 POE instant engagement hub.

KT Hubs' new design, the 612 POE

Hub 0.58 degree engagement, is now available for mass production. "It's a durable, high quality hub at an attractive price point that compares with the perhaps more well-known brand Industry Nine," said President Chen.

Leading the upgrade was R&D consultant Dr. Derek Liao. "The original 612 POE Hub was designed with a steel shell with steel pawls. The new hub has been upgraded to an alloy shell with steel pawls. The cassette body has been upgraded from 102 POE to 612 POE. Being one step it was very easy to do," he said.

The goal going forward is to consistently develop a new product and get it to market every two years. "For example in 2021 we developed the New Ratchet System Hub for road and MTB, then for single speed. And for this year the 612 POE hubs are now available."

KT Taiwan has been focusing on the aftermarket for more than 20 years, but has now resolved to turn back to the OE market once again. "One reason we switched to the aftermarket back then was the challenge from competi-

tors in Taiwan," said Chen.

Another important reason for the return to OE is the company's successes in optimizing manufacturing processes, which has greatly improved KT Taiwan's production efficiency and reduced costs. The firm commenced the computerization of manufacturing in 1987 and have now upgraded to 4th generation ERP. They have also acquired an Industrial Internet of Things (IIOT) system which has improved production to the point that they have been able to focus squarely on the OE market once again, said President Chen.

■ GR

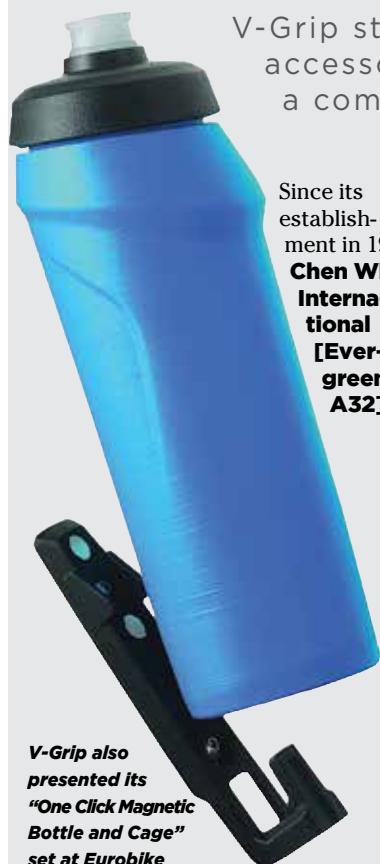


612 POE Hub

## CHEN WHUA INTERNATIONAL

## BETTER BOTTLES FROM PLASTIC SPECIALIST V-GRIP

V-Grip stands as a beacon of innovation in design and function within the cycling accessory industry. Each and every product that bears the V-Grip name embodies a commitment to freshness, excitement, and a relentless pursuit of excellence in design, quality, and features.



V-Grip also presented its "One Click Magnetic Bottle and Cage" set at Eurobike

Since its establishment in 1976, **Chen Whua International [Evergreen - A32]**

has been dedicated to plastic-made accessories for the bicycle and motorcycle industries. Its legacy is steeped in professionalism, a steadfast commitment to superior quality, as well as a relentless focus on innovation and development.

Almost 25 years later, led by the vision of Mr. Edward Huang, Chen Whua then embarked on a remarkable journey, giving birth in 2000 to a brand that would redefine the company. Under his leadership, V-Grip unveiled a range of unique products for the bicycle, bearing the distinctive V-Grip brand. From its very inception, V-Grip has stood as a beacon of innovation.

At the heart of V-Grip's cutting-edge offerings lies the groundbreaking HET™ Elastic Max technology. This proprietary innovation has garnered FDA/RoHS approval and is completely free from BPA. What sets it apart is its exceptional flexibility and ease of squeeze, ensuring a high

water flow rate during your ride. It's a game-changer for cyclists who demand peak performance and convenience from their gear.

V-Grip takes market dynamics seriously. The team of engineers, product managers and designers rigorously assess current trends and styles, enabling them to predict market demand year after year accurately. This means that V-Grip products are not only inherently unique but also consistently in high demand among both its loyal customers and discerning new purchasers.

The superior quality of V-Grip's manufacturing processes has allowed the company to not only increase sales but also expand its international reach and territory distribution for V-Grip product lines.

The V-Grip journey is far from over. The company stands poised for further expansion, venturing into new product development and exploring untapped market



Anita Chen of Chen Whua International

categories. A good example of that, launched at this year's Eurobike, is the Plaid "SprayME" water bottle made with HET material and offering exceptional durability. It features a unique lid with two modes: regular hydration and a refreshing shower mode. In addition, the versatile bottle is dishwasher safe, recyclable, and carries approvals for BPA, FDA, and EU safety standards. ■ MW



## KIND SHOCK

# EYEING THE RETURN OF BUSINESS TO TAIWAN

Massive company headquarters and production facility in Taiwan make a compelling argument to bring workers and production back to the island nation from China.



Assembly room at Kind Shock

**Kind Shock [Tempus-A-5F-France, Germany]**, which dates back 40 years as a leading manufacturer of bike components, made a name for itself when it introduced the first-ever dropper seat post in 1999. When it debuted, the dropper post quickly became one of the most sensational developments in mountain biking because it got the

rider's saddle out of the way to make descending and technical terrain easier (and faster) to ride. Kind Shock, or KS as it's known, instantly established its category lead with the flagship LEV series dropper post and has remained out in front ever since. At one point in the company's history, KS was manufacturing more than 500 droppers

per day, which is testimony to the demand, especially as rival brands entered the category.

Once KS had established a respectable reputation for creating the dropper post, the obvious next step was to make it better and make it available to a wider range of bikes. Integrated electronics, suspension with adjustable air pressure, and wireless control elevated KS's product offerings while multiple widths to fit various seat tube diameters expanded the range. To keep up with demand, in 2018 KS broke ground on a new production facility in Tainan, Taiwan that was triple the size of its existing facility. At the same time, KS also operated two factories in China, where the company manufactured its entry-level products. Operations in Taiwan have always been dedicated to high-end product development, which has since led to the debut of KS's first-ever suspension fork following the acquisition of fellow Taiwanese fork and parts manufacturer, Saso.

Earlier this year the Show Daily got a chance to speak with KS founder and owner, Martin Hsu, who alluded to



Inner yard at KS is also a bike park



Kind Shock's flagship product: dropper posts

bringing staff and production back to Taiwan from China. The action plan for doing this remains unclear, only that it is confirmed to already be underway.

■ WB

# CARBON RIM

RACE DISC

R301-C30CL



野寶科技股份有限公司  
Tel: +886-4-26821688  
info@apro-tek.com

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





## WELLGO PEDALS

## GET YOUR SALES TURNING WITH WELLGO PEDALS



**Wellgo [Lin Wedding Garden]** is probably the world's best-known pedal maker. Established in 1980, it has grown to offer a comprehensive range of products for every market section. You might find its plastic pedals on a cost-efficient city hybrid or its clipless platforms on a high-end

racing bike. Each and every one of these is the product of the firm's in-house research and development team, which has secured over 70 patents worldwide.

"Wellgo specialises in manufacturing pedals and is devoted to research and development of new product

designs and possibilities," says Wellgo's Jennifer Chen. "Our motto is to provide good quality products with the most cared service to our customers." These customers can choose from the firm's existing ranges or work with Wellgo to create fresh products. "We're always open

to new ideas and do our best to help customers accomplish their wants and needs in pedals," explains Chen. "We hope to help customers to make their design come true and to always find the right pedal they need".

Following trends in the market, the firm has worked hard to create new products specifically for the e-bike and gravel segments. Recently, the firm has also branched out into other related fields. This has seen the sub-brand Xpedo release the APX Pro smart trainer. This turbo features integrated sensors that provides speed, power and cadence data to fine-tune and monitor your progress and let you connect to your favourite virtual training app.

Calling on similar expertise is another current project, the creation of the firm's first-ever power meter pedals. These will soon be released and will surely be a topic of conversation at the show. "This year, we hope to see our friends and to catch up on what the market needs," says Chen. "Of course, we always hope to meet with new friends as well and want to let more people know about pedals and the services we can provide. For us, Taichung Bike Week is a show that doesn't feel like a show. It's a more relaxed environment for people to see our new products. It's the centre of the bicycle business." ■ JD

**FSA**  
FULL SPEED AHEAD

## MADE TO PERFORM

A complete range of fully compatible carbon and alloy cranksets. Since the Compact Revolution we have tried to elevate your bikes' performance.



DISCOVER  
MORE

Join us at Taichung Bike Week at Lin Hotel!



• K-FORCE TEAM EDITION  
544 grams



• SL-K-LIGHT  
507 grams



• GOSSAMER PRO  
807,5 grams

OPTIMIZED FOR 11 AND 12 SPEED

Our Teams





## ARMOR MANUFACTURING CORPORATION

### UNIQUE PRODUCTS ARE KEY

Armor [**Tempus Hotel, B-B1-No.25**] commenced business in 1974 manufacturing bicycle components and by the following year was exporting to the rest of the world via a robust sales network. By 1981 Armor had expanded into machine tool manufacturing, manufacturing plant design as well as export planning services and by 1989 had set up a major warehousing and QC center in Changhua. In the 1990s Armor expanded internationally, firstly to Shenzhen in China then to Japan, and in 1999 were among the earliest investors in Vietnam.

Although they began with bicycle components, Armor has since expanded into the fitness, medical, and motorcycle verticals. Fitness equipment includes treadmills, spinning bikes, and elliptical trainers to name a few.

In 2002 Armor established their Cole brand in the USA, winning a IF Red Dot design award for their DSA® (Dynamic Spoke Alignment) wheel technology. Other brands include LaBici and VikingX.

Producing components across several niches has allowed the company to weather the slowdown in 2023 as inventories piled up. "Our client base covers all types of businesses at different scales including assembly factories, mass market merchants, private brands, and wholesale importing," said spokesperson



*The Karmina HD-500 is an all-in-one e-gravel solution*

Tatiana Liao. "We have received mixed messages from the market. Inventories are being digested but attracting new customers and consumers will be the key. So new unique products could be the answer to come out on top," she said.

For that reason attendance at Taichung Bike Week is an easy choice to make for the firm. "We look forward to seeing old friends and partners whom we have not had a chance to catch up with since before COVID," said Liao. "Sharing what we've been doing in relation to new technology and what we might do in relation to new trends for the coming season will be also very important," she said. ■ **GR**

## ROXIM

### SMART ILLUMINATION AND INTEGRATED THINKING

Roxim [**Splendor, 1186**] was founded in 2009 and is dedicated to developing innovative and revolutionary improvements to bike lighting systems. It's based in the Sanxia District of New Taipei City and has a support network of dealers around the world. Roxim's products are based on the latest technologies and adhere to safety guidelines based on German regulations. It offers off-the-shelf solutions and customisable products to meet the needs of its customers.

As lighting has become a more readily expected element of bicycle design, Roxim can help you ensure your bike is safe and fun to ride, whatever the time of day. With the rise of e-bikes, the firm has worked hard to improve its light modules' integration and remote operation. A great example of this is its new customisable Dynamic Signature Light. This slimline light can be formed into your company logo and integrated directly into the headtube or other areas of the bike. Powered by the bike's main battery, it's a great way to add value to your bikes while improving safety and brand recognition.

Changing standards are also accommodated. Many of the firm's front lamps now cater to 25- or 45km/h capable bikes and are backed by relevant E-mark or stVZO K-mark compliance. The rear of the bike is also well-served with intelligent technology. This can be seen on the firm's R7EA rear light. This K-



mark-compliant unit combines positional and decelerating lighting. Using a smart sensor to detect when the rider brakes, it pulses to warn vehicles behind the cyclist of changes in their speed. All this is managed automatically without requiring any user interaction.

Key to the firm's products are a trio of core technologies. Its SERT (Superior Efficiency Reflector Technology) offers a superior reflector design that fully utilises output and provides high efficiency and lower glare. The innovative MXB (Multiplex Beams) and WALD (Wide Angle Light Distribution) optical designs similarly optimise light distribution. This strengthens illumination in the nearby corners to improve the field of vision when turning. Finally, the O-FIT mounting bracket allows a single fixing to provide tool-free attachment for handlebars from 25 to 35mm. Other areas of development for the firm have been the creation of horns and remote control units. Products like these have seen Roxim win a slew of accolades, including the Taipei Cycle D&I and Taiwan Excellence awards. ■ **JD**

**KS**  
LEV CIRCUIT



**CUT THE CORD...  
AND EXPERIENCE  
TRUE FREEDOM  
AND SIMPLICITY**

Built with proven internals from KS' popular LEV series, LEV Circuit offers fully wireless control and up to 200mm of travel.

[kssuspension.com](http://kssuspension.com)



# SKS GERMANY

“Taichung Bike Week is an essential part of our business strategy”

Among the more prominent names in the line-up of international exhibitors at this year's Taichung Bike Week is Germany's SKS metaplast Scheffer-Klute GmbH, more commonly known as **SKS Germany [Evergreen Hotel – Peony Ballroom, D03/044]**.

The firm has a strong presence in Asian markets, says Katja Scheffer, Head of OEM Sales, emphasizing the particular importance of this year's appearance at Taichung Bike Week. “On one hand, Taiwan is a crucial location for us in the OEM sector, and on the other, East Asian markets are our most significant business region after Europe. This is why Taichung Bike Week is critical to our business strategy. That applies all the more because, after the years of the pandemic, it is now particularly important for us to be personally present in Taiwan.”

SKS Germany's reputation in South-east Asia – where, besides Taiwan, Scheffer cites China, Cambodia, and Thailand as key markets – doesn't come without reason, considering the company's long history. Tracing its origins to 1921, Karl Scheffer-Klute established the company in Sundern, a small town in North Rhine-Westphalia. By 1932, it began manufacturing bicycle pumps and has since evolved into one of the world's leading suppliers of pumps, mudguards, and – more recently – bicycle carriers. “This is also why Taichung Bike



**Katja Scheffer, Head of OEM Sales**

Week is so essential for us,” Scheffer explains. “Here, we can showcase our product portfolio and, at the same time, provide information about our manufacturing capabilities.”

Operating under the banner “Made in Germany,” SKS Germany primarily manufactures in Germany, where its main base in Sundern oversees all developmental and production processes. Furthermore, it maintains a branch in Illinois, USA. Across the entire corporate group, 385 employees are part of SKS, a brand typically recognized by its signature orange logo. Beyond the direct consumer business, a significant portion of the company's operations involves OEM orders. One of the latest product hits is the



**SKS Germany HQ in Sundern**

integrated bicycle carrier line, designed in perfect harmony with the SKS mudguards. “Design is certainly one of the key aspects that sets our products apart from the competition. In a rapidly evolving bicycle industry, it's vital to be both functional and aesthetically appealing,” remarks Scheffer, attributing the success of the bicycle carriers, among other things, to the technical advancements in the e-bike market where the concept of integration plays an increasingly pivotal role.

Taichung Bike Week, as an indispensable facet of SKS's business strategy – both in terms of products and partnerships – forms the synergy Scheffer anticipates will make for a successful stint in Taiwan. “Our goal



**SKS believes that integrated luggage rack solutions are the future.**

for this exhibition and beyond,” adds Scheffer, “is to deepen our relationships with existing partners, establish new business connections, and further solidify our position as market leaders in the bicycle accessories segment.”

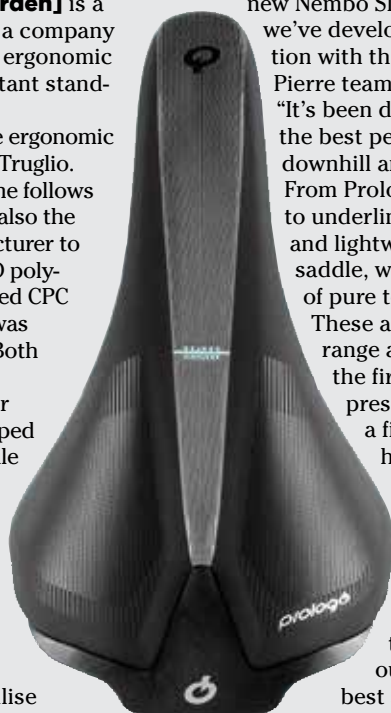
■ **WMS**

## PROLOGO PREMIUM NEW SADDLE DESIGNS

Quality finishing kit can have an outsized effect on customers' experience of your bicycle. At the same time, brand name recognition can help generate interest and drive sales on the shop floor. **Prologo [Lin Wedding Garden]** is a perfect example of a company able to deliver real ergonomic benefits and an instant stand-out factor.

“We invented the ergonomic short saddle,” says Truglio. “And today, everyone follows our trend. We were also the first saddle manufacturer to introduce hollow 3D polymers via our patented CPC technology, which was launched in 2012.” Both have since become commonplace. Their acceptance was helped in part by high-profile advocates like the Tour de France winner Tadej Pogačar.

Featured on the company's Proxim saddles, Slide Control 3D graphics help stabilise the rider while protecting the saddle from scratches



**Scratch Evo**

or crash damage. The Proxim line is focused on gravity, enduro, and e-mtbs, sitting alongside the established road, gravel, and XCoriented Prologo offering. “From Proxim, we're keen to promote the new Nembo Slide Control saddle we've developed in collaboration with the Atherton and La Pierre teams,” says Truglio. “It's been designed to deliver the best performance for the downhill and enduro markets. From Prologo we would like to underline the innovative and lightweight Nago R4 saddle, which is 129 grams of pure technology”.

These and the rest of the range are supported by the firm's new Myown pressure map system, a fitting aid made to help determine the correct position of the saddle for the consumer. “Our goal in attending Taichung Bike Week is to continue supporting our customers with best and most innovative products as possible,”

says Truglio. ■ **JD**

**RAF56 + FAS, Fixed Axle-bolt System**  
One of our latest flagship product lines, RAF56, combines CNC precision engineering with modern design. Built for rugged terrain and versatility for every rider and adventure.

**FAS, Fixed Axle-bolt System**  
Simplicity and Durability. Built around a machined alloy axle combined with a single bolt crankarm connection, this use of fewer, stronger, higher quality parts results in increased strength with fewer opportunities for things to go wrong.

Easy installs and unmatched durability no matter how hard you push it. Get out and enjoy the ride.



**SAMOX**  
EVERGREEN  
ROOM 319  
www.samoxcycling.com

**RAF  
56**

**SAMOX**





## NECO TECHNOLOGY INDUSTRY

# NECO EYES LUCRATIVE E-BIKE MARKET

Founded during mountain biking's gold rush in 1986, Neco Technology Industry has been a reliable supplier within the bicycle industry for many years. Thanks to an acquisition and additional investment in China, company owner Neco Wang aims to expand into the hard-fought e-bike suppliers' market.



Neco has e-bike motors both for retrofitting and to supply bicycle manufacturers.

As the founder of **Neco Technology Industry [Splendor, 1122]**, Neco Wang has been part of the bicycle industry for more than 35 years. His company became well-known first for its headsets and bottom brackets and from 2010 for hubs, pedals, cranks and chainrings as well. An even more recent addition are various types of assistance drive systems, ranging from hub motors to a selection of mid-motors both for the OE Market and as retrofit solutions for the aftermarket. While the MM60S, Neco's most compact mid-motor, weighs 2.8 kg and delivers a maximum torque of 60 Nm, the MM20 Max unit is an entirely different beast, weighing a hefty 5.1 kg but also crank-

ing out a massive 175 Nm of torque – a good fit for heavy-duty cargo bikes.

With the compact M30CD rear hub motor, Neco also has a fitting solution for the light support trend. This hub motor weighs in at 2.6 kg and delivers 35 Nm of torque. As a pure OE player, Neco offers its motors with various rated power settings to meet varying national regulations. Torque sensors and speed sensors are used to dish out the right amount of support for the situation at hand, and you also get to choose from a selection of remote controls and displays. Thus far the motors are being produced in a factory close to Shanghai that Neco Wang bought in 2018. A new, substantially sized factory with



Company founder Neco Wang with a heavy-duty mid-motor and a compact unit.

a floorspace of 33,000 m<sup>2</sup> is currently being built close to Nanjing. By the end of 2023, Neco is planning to open an assembly line and a service center for its motors in Poland as well.

Apart from its headquarters in Taichung's Wufeng district, Neco operates two more factories in China. Most of the research and development is being done in Taiwan, with the sites in China focusing on production. Throughout the last ten years Neco Wang has witnessed the impact of the electrification on the industry: "The rise of the e-bike has brought a lot of changes, from developing new products to financing all the parts needed – and it has caused a fresh dynamic within



Neco Wang at the booth of his company in hall 8 of the Eurobike.

the bicycle industry. With our hub and mid-motors we are becoming part of this growing segment as well. We already have bicycle manufacturers in Germany, France, Spain, Italy, the UK and the United States relying on our motors for their e-bikes." Needless to say, Neco is ready to serve more buyers and inquiries are welcome. ■ LVR

Modern look, Good grip.



# C372

**WEIGHT:** 328g

**BODY:** Plastic

**COVER:** Sand Paper

**SPINDLE:** Boron

**BEARING:** Polymer bearing

**SIZE:** 112 x 87 x 23 mm

# wellgo

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

Lin Wedding  
Garden 1F



## AVS ELECTRONICS

# A 20-YEAR JOURNEY IN MOBILITY ELECTRONICS

What sets AVS Electronics and its Taiwan subsidiary AVE Mobility apart is their innovative range of smart, modular displays, controllers and remotes, each boasting unique features and striking designs that appeal to its clientele.



AVS manufacturing facility is equipped with cutting-edge testing equipment.

Established in Hong Kong exactly two decades ago this year, **AVS Electronics [Splendor / 13F-1389]**, have evolved under German-Taiwanese management and have a rich experience in consulting, designing and manufacturing of Light Electric Vehicles (LEV), mobility solutions and electronics.

In 2014, recognizing the burgeoning potential in the electronic mobility sector, AVS expanded its footprint with the establishment of the affiliate subsidiary AVE Mobility Taiwan with the goal to develop, produce and market OEM/ODM HMI solutions tailored to the e-Mobility industry

A good example of their innovative work to be launched at Taichung Bike Week this year are their new top-tube module, the AVE TT07 with integrated multi-color 5-segment LED light bar and options such as BLE, OTA firmware updates and NFC for smartphone pairing, as well as their latest addition to their display and controller, the AVS RC7, that integrates a new greyscale 1.54" transreflective LCD display delivering high contrast, quick refresh rates, outstanding sunlight readability, 120° viewing angles and all-weather IP56 resistance.

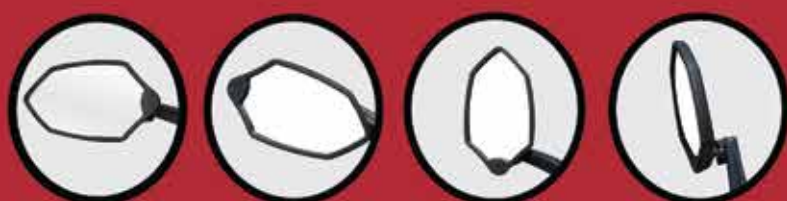
In addition, in the world of manufacturing, AVS brings the concept of "value-added manufacturing services" center stage. As defined by H. Verheul, founder of MBV Group (the parent company of AVS in Hong-Kong), "it begins at an early stage of the product design, keeping cost, product efficiency and quality into close account." In a nutshell, value-added manufacturing services are about more than just production; they are about enhancing products to meet the dynamic needs and expectations of customers and

markets. This philosophy ensures that manufacturing isn't just a process but an active customer-driven endeavor that continually strives for improvement.

Following the concept, and with offices across the globe, from Hong Kong to Europe and the United States, AVS offers a diverse array of services tailored to meet a wide spectrum of client needs. These services encompass strategic consulting, sourcing and outsourcing solutions. AVS also claims to excel in modular and scalable final product assembly, as well as troubleshooting expertise that spans the design, pre-production and production phases, ensuring smooth project execution. ■ **MW**



AVS' RC7 LCD display delivers an excellent viewing experience



## SEE THE DIFFERENCE

SPLENDOR HOTEL 1336

*Hafny*





● ● Eurobike.com

Become part  
of EUROBIKE  
2024!



# Hello Future

See you at the most  
inspiring platform for the  
cycling community

Messe Frankfurt  
July 3–7, 2024  
Festival Days: July 6–7





## HYENA E-BIKE SYSTEMS

# DRIVING TAIWAN'S DIGITAL E-BIKE REVOLUTION

Sometimes, it is the smallest things that get the most attention.  
Or – as in the case of Hyena E-Bike Systems – the lightest and smartest ones.

At this year's Taipei Cycle Show, the Taiwanese drivetrain producer not only showcased its current flagship motor, the 1.3 kilogram light E-Road Air, but also exhibited an e-road bike that – with its total weight of only ten kilograms – quickly became the talk of the town. It is innovations like these that are set to make **Hyena [Splendor Hotel, 12th floor, No. 1208]** a company to watch in the upcoming years.

“At Hyena E-Bike Systems, we offer a comprehensive range of services and products designed to empower the e-bike industry,” CEO Charlie Chuang explains. “Our primary focus is on developing e-bike drive systems that seamlessly integrate into various bicycle models. These drive systems encompass our core technologies like advanced motor control, system integration, and software solutions,” he continues.

A drivetrain manufacturer on the one hand, a software company on the other – it is this mixture that has distinguished the company from the beginning. As an electrical engineer, Charlie Chuang recognised the potential in the field of e-mobility early on and decided to start his own business in Taichung in 2013. “Unlike many Taiwanese suppliers who initially focused on motors and batteries for e-bikes, Hyena took a different route. We concentrated on crafting the foundational technologies behind e-bike systems: comprehensive system integration, motor control units, HMI, and software integration,” Chuang says. It is an approach that quickly brought success to the business: After the first prototype was presented in 2014, the first OE cooperation started in 2015. Since then, the company has grown enormously and can boast successful collaborations with industry giants such as Cannondale and Trek. Today, Hyena has more than 140 employees who work in two locations in Taichung's Nantun district. According to the company, the maximum production capacity is approximately 300,000 sets of drive systems per year. “To serve our partners, we've established service centres in both Europe and the US to handle warranty claims, deliver local replacement parts, and source

after-market spares. An example is our service hub in the Netherlands that offers on-the-ground technician support, expert consultations, training for brands and their dealers and assists with troubleshooting issues,” Chuang says.

Hyena's rapid growth shows that current developments on the e-bike market are playing into the company's hands: “Over the past decade, the e-bike landscape has undergone significant transformation,” Chuang says, referring to the technical revolution of e-bike technology which could also be described as the digitalisation of the electric bicycle: “As the market has matured, there has been a collective realisation among consumers, manufacturers, and brand owners that an e-bike isn't merely a sum of motor, battery, and electronic components; rather, it's a sophisticated system that forges a connection between human and technology,” Chuang continues. “The linchpin of this connection lies in the realm of system control and driving technology, which unifies all the individual components into a cohesive whole,” he summarises.

What he's referring to is their proprietary cloud-based software platform, known as the Hyena E-Bike Digi-Ecosystem. This digital ecosystem includes the developer tool, manufacturer tool, service tool, rider app, and BI tool. It seamlessly connects brands, manufacturers, dealers, and end-users, creating a dynamic network that spans the entire e-bike lifecycle. In the future, this data-driven ecosystem should help the company to develop even more in the direction of a software specialist. “The e-bike industry is developing incredibly fast. This also applies to the technology. Besides the current economic challenges, the biggest question at the moment is to understand in which direction we should develop. For us, one thing is clear: we will continue to offer hardware, but we will focus even more on software.”

Chuang says that a new mid-engine is planned for 2024. “Our upcoming mid-drive system, which we will release in March 2024, represents our latest flagship product. It's designed to strike



Hyena Headquarters



Hyena Crew at Gravel Fondo

the perfect balance between power and efficiency, focusing on enhancing a wide range of riding scenarios.”

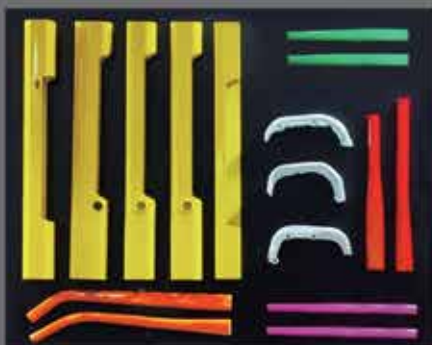
A company that walks the fine line between e-bike drive systems and software applications provider – ambitions like these show why Hyena E-Bike Systems is considered a player with a vision in the rapidly evolving e-bike market. This applies even more since the emerging trend of light e-bikes aligns perfectly with the expertise of Chang and his team. It would, therefore, be no surprise to see Hyena's E-Road Air System on the roads more often in the future. Especially since it is sometimes the most minor things that get the most attention. Or – as in the case of Hyena E-Bike Systems – the lightest and smartest ones. ■ WMS



Hyena Production Line



Hyena Booth at Taipei Cycle 2023



YOU DREAM IT. WE MAKE IT.

B-B1-NO 25 @ TEMPUS HOTEL



# NEW PRODUCTS

## ARMOR BY KARMINA COMPACT DOWNTUBE MOTOR SYSTEM

This innovative e-Gravel solution integrates the motor, gearbox, controller, and battery into the downtube, all in one compact design. With precision manufacturing expertise, Karmina HD-500 targets the e-bike market, offering over 56 Nm torque and supporting up to 120 rpm cadence. This groundbreaking system redefining the way we ride and explore on two wheels.

**Tempus Hotel, B Hall-B1-no.25**



## AVS ELECTRONICS AVS RC7

The AVS RC7 integrates an innovative new greyscale 1.54" transfective LCD delivering high contrast, quick refresh rates, outstanding sunlight readability, 120° viewing angles and all-weather IP56 resistances. With dedicated function & data screens, all important data is clearly displayed including, speed, assist mode, battery charge status, system errors and other functions. Additional features include an ambient & IR light sensor, backlit buttons and optional features such as BLE and NFC. The RC7 is compatible with leading drive systems and supports CAN/ CANopen, UART, RS-232, RS-485 and LIN Bus.

**Splendor Hotel, 13F, 1389**



## KIND SHOCK LEV-CIRCUIT

Cut the cord.. and experience true freedom and simplicity. The LEV Circuit wireless dropper seat post is a game-changer. It eliminates the need for cables and internal routing, streamlining bike design and reducing maintenance. LEV Circuit offers substantial benefits to riders of all levels.

**TEMPUS HOTEL, A-5F-France, Germany**



## BY,SCHULZ G.2 ST - PARALLELOGRAM SUSPENSION SEATPOST

The by,schulz G.2 ST parallelogram suspension seatpost scores with top response and ride comfort, thanks to its proven parallelogram spring mechanism. Only 100 mm body height but with 30 mm of suspension travel. Perfect for city and trekking bikers rolling over cobblestones or bumpy gravel. Loadable up to 150 kg rider weight, this post allows easy spring changes, with suspension elements in 5 degrees of hardness, selectable according to the rider's weight.

**Splendor, 1025**



## KT TAIWAN RATCHET SYSTEM HUB

The rings of KT Taiwan's ratchet system precisely engage for instant acceleration and are extremely durable. Cyclists can choose the basic 36t ratchet or the advanced 54t. Compatible with all types of derailleurs. For detailed specifications and further information on the complete range for Road and MTB come and visit KT at the Evergreen hotel.

**EVERGREEN B2 Laurel Hall, L9-L10**

## HAFNY HANDLEBAR BIKE MIRROR

Strong enough for a motorcycle, but made for your bike... The HF-M958S-FR011L handlebar bike mirror is made out of an anodized aluminium rod and HD automotive grade glass lens. The aluminium rod is sturdy and durable for all season weather conditions, and has two pivot joints to adjust any desired angle. The clamp can fit 21-26mm handlebars for MTB handlebars. This mirror is an E13 Approved speed pedelec bike mirror.

**Splendor Hotel, 1336**



## SKS INFINITY UNIVERSAL

Infinitely flexible: The Infinity Universal pannier rack system by SKS Germany offers unlimited options for adaptation to nearly any bicycle thanks to an adjustable mechanism. A rapid clamping system with durable nylon straps ensures easy mounting on the seat bars. The pannier rack can be equipped with an AVS or MIK adapter for quick attachment of bicycle bags. Made of high-quality aluminium, the rack is manufactured in Germany. MOQ OEM only 30 pieces.

**Evergreen Hotel 3F, Peony Ballroom, D03-D04**



## YAMAHA PW-XM

With a maximum torque of 85 Nm and weighing only 2.6 kg, the PW-XM is Yamaha Motor's premium eMTB drive unit. Equipped with a lightweight Magnesium housing, produced using Yamaha's extensive casting know-how, this high-tech motor has the highest torque to weight ratio of any Yamaha eBike system. Together with reduced weight by the extensive use of Magnesium for the motor housing, improvements on heat dissipation have been achieved, for cooler running, giving consistent performance and high levels of reliability.

**SPLENDOR HOTEL, 15F, Amber Room**



## WELLGO C370

The c370 pedal from Wellgo features a large stepping surface with excellent grip. An enlarged platform with a concave shape fully supports and holds the foot in position. The sandpaper top ensures non-slip grip. The pedal weighs 430 g, with an aluminium body, boron spindle and polymer bearings.

**Lin Wedding Garden 1F**





# NEW PRODUCTS



## SAMOX RAF56 (GRAVEL)

The RAF56 gravel crankset by Samox features the upgraded (FAS) fixed axle-bolt system, making the connection between crank and spindle simple, but strong. The RAF56 is a two-piece crank that sports a standard 24mm OD spindle and very finely CNC machined lightweight chainring although the crank interface can be customized to accept other chainrings. Compatible with Shimano Cues and SRAM systems, it also has a user-friendly non-drive side tension adjuster.

**Evergreen 3F, rooms 317-320**



## YAMAHA PW-X3

Yamaha takes its Pure Ride concept to the next level with the all-new PW-X3. Lighter and smaller with higher torque output than ever before, this next generation drive unit delivers instant response for outstanding off-road performance. The all-new PW-X3 is designed to deliver the purest ride and the most thrilling performance. With its lower weight, more compact size and higher torque output, the PW-X3 has the potential to open up many exciting new opportunities for e-MTB designers.

**SPLENDOR HOTEL, 15F, Amber Room**

## VAZALAB B3F SEATPOST

The B3F is equipped with shock-absorbing rubber suspension, enabling bicycle saddles to move in three axes. It reduces impact and enhances cornering performance through synchronized movement of the bike saddle and the hips. Testing on regular riders confirmed that pedaling using the pelvis increased speed by about 10% and power by about 20%. However, professional riders may need an adaptation period of 1-2 weeks to the B3F seatpost movement.

**Splendor Hotel, 1121**



## FSA K-FORCE TEAM EDITION

When only the best counts, count on the K-Force Light series. Featuring FSA's state of the art and know-how in carbon and aluminum processing, K-Force Light components are FSA's hallmark for producing cutting-edge products. Featuring hollow 3K carbon fiber arms and AL7075 100% CNC chainrings. 30mm CNC machined AL7050 BB386EVO spindle - BCD - Direct Mount. 544 grams (53/39T).

**Lin Wedding Garden**



## EUROFENDER ECO-FRIENDLY FENDERS

Eurofender is now able to produce their high quality mudguards from 100% recycled PET. They offer cyclists the same lightweight, durable protection they are used to, while reducing environmental impact. These sustainable alternatives not only conserve resources but also promote a greener, more responsible approach to cycling gear. Ready to make a change? Visit Eurofender in the Evergreen Ballroom, booth A34.

**Evergreen Ballroom, A34**

## KIND SHOCK VANTAGE

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

**TEMPUS HOTEL, A-5F-  
France, Germany**



## V-GRIP WAVE SPORT BOTTLE

Stay hydrated or stay cool. The V-Grip Wave bottle allows you to do both with twin modes offering a high-flow stream for drinking or a cooling shower spray for your head and body. Switching between the two modes via a simple pull that can be achieved using your mouth, one hand can always remain on the bar for safety. The cap also disassembles for easy cleaning. Dishwasher safe and recyclable.

**Evergreen  
Hotel,  
Evergreen  
Hall, A32**



## SPANNINGA HALO REAR LIGHT SERIES

The HALO series consists of a range of ground-breaking and innovative carrier and fender rearlights compatible with dynamo and e-bikes, featuring the most recent technologies in the market such as COB LED technology which delivers an incredibly powerful light beam. Equipped with an integrated StVZO approved Z-reflector, the HALO delivers a brighter, clearer, and more visible light than ever before.



# EXHIBITOR LIST

List is subject to  
changes/cancellations

## A

<b>A-FORGE ENTERPRISE CO., LTD</b> EVERGREEN HOTEL, Evergreen Hall	<b>A26</b>
<b>A-PRO TECH CO.,LTD</b> TEMPUS HOTEL	<b>A-5F-Italy</b>
<b>A-RIM ENT. CO., LTD.</b> SPLENDOR HOTEL	<b>1035</b>
<b>ABUS KG</b> EVERGREEN HOTEL 3F	<b>ROOM-321 - 322</b>
<b>ACCURATECH AUTOMATION</b> LIN HOTEL	
<b>ACER MOBILE POWER SYSTEM INC.</b> SPLENDOR HOTEL	<b>1168</b>
<b>ACROS SPORT GMBH</b> EVERGREEN HOTEL, Evergreen Hall	<b>A9</b>
<b>A10</b>	
<b>ACTIVA HEALTH-TECH CO., LTD.</b> SPLENDOR HOTEL	<b>1345</b>
<b>AD MAIORA CO., LTD.</b> TEMPUS HOTEL	<b>A-5F-Arabia</b>
<b>AD-II ENGINEERING INC.</b> EVERGREEN HOTEL, Evergreen Hall	<b>A23</b>
<b>AD-II ENGINEERING INC.</b> EVERGREEN HOTEL, Evergreen Hall	<b>B5 B6</b>
<b>ADVANCED FORMING TECHNOLOGY CO., LTD</b> SPLENDOR HOTEL	<b>1324</b>
<b>AGOGO BIKE CO., LTD.</b> SPLENDOR HOTEL	<b>1377</b>
<b>AICOTECH CO.LTD</b> SPLENDOR HOTEL	<b>1330</b>
<b>AIRBONE BIKE ACCESSORIES</b> SPLENDOR HOTEL	<b>1385</b>
<b>AIRSMITH CO., LTD.</b> SPLENDOR HOTEL	<b>1112-1113</b>
<b>ALEX GLOBAL TECHNOLOGY INC.</b> EVERGREEN HOTEL, Evergreen Hall	<b>C1, C2</b>
<b>ALFRED THUN GMBH</b> EVERGREEN HOTEL 2F	<b>J2</b>
<b>ALLEGION GROUP</b> EVERGREEN HOTEL 3F	<b>ROOM-324 -325</b>
<b>ALLIGATOR</b> SPLENDOR HOTEL	<b>1365-1368</b>
<b>ALLTRADE</b> SPLENDOR HOTEL	<b>1334</b>
<b>ALU-MATE METAL INDUSTRIAL CO., LTD.</b> SPLENDOR HOTEL	<b>1135</b>
<b>AMAR WHEELS PRIVATE LIMITED</b> EVERGREEN HOTEL, Evergreen Hall	<b>A36</b>
<b>AMBER PRECISE MACHINING, INC.</b> SPLENDOR HOTEL	<b>1151</b>
<b>AMIT SYSTEM SERVICE LTD.</b> SPLENDOR HOTEL	<b>1173</b>
<b>APEX PRODUCTS CO., LTD.</b> SPLENDOR HOTEL	<b>1307</b>



<b>APLUS MOTO TECHNICAL SERVICE CO., LTD.</b> LIN HOTEL	
<b>APRO TECH CO., LTD</b> EVERGREEN HOTEL 3F	<b>ROOM-333</b>
<b>ARISUN INTERNATIONAL CO., LTD.</b> SPLENDOR HOTEL	<b>1010-1011</b>
<b>ARIX ENTERPRISE CO., LTD.</b> SPLENDOR HOTEL	<b>1323</b>
<b>ARMOR MANUFACTURING CORP.</b> TEMPUS HOTEL	<b>B-B1-NO.25</b>
<b>ASIA BIKE MEDIA CO.,LTD</b> EVERGREEN HOTEL 2F	<b>F1</b>
<b>ATECH TOTALSOLUTION CO., LTD.</b> SPLENDOR HOTEL	<b>1123</b>
<b>ATRANVELO</b> SPLENDOR HOTEL	<b>1349+1350</b>
<b>AVE MOBILITY (TAIWAN) LTD.</b> SPLENDOR HOTEL	<b>1389</b>
<b>AVERTRONICS</b> SPLENDOR HOTEL	<b>1353</b>

## B

<b>BAFANG ELECTRIC (SUZHOU)</b> SPLENDOR HOTEL	<b>1201+1202</b>
<b>BEARS BIKE CO., LTD.</b> TEMPUS HOTEL	<b>B-B1-NO.5 - 6</b>
<b>BENEX</b> SPLENDOR HOTEL	<b>1333</b>
<b>BESTENERGY CO., LTD.</b> EVERGREEN HOTEL, Evergreen Hall	<b>A22</b>
<b>BEV INT'L CORP.</b> EVERGREEN HOTEL, Peony Ballroom	<b>D15</b>
<b>BIKEFINDER AS</b> EVERGREEN HOTEL, Evergreen Hall	<b>A14</b>
<b>BLUBRAKE</b> SPLENDOR HOTEL	<b>15F CORAL Room</b>
<b>BOOFA ELECTRIC CO., LTD.</b> SPLENDOR HOTEL	<b>1331</b>

<b>BRISKY TECHNOLOGY CO., LTD</b> SPLENDOR HOTEL	<b>1110</b>
<b>BROSE ANTRIEBSTECHNIK</b> EVERGREEN HOTEL 3F	<b>ROOM-332</b>
<b>BRYTON INC.</b> SPLENDOR HOTEL	<b>1160</b>
<b>BUSCH &amp; MULLER KG</b> EVERGREEN HOTEL 3F	<b>ROOM-336</b>
<b>BY,SCHULZ GMBH</b> SPLENDOR HOTEL	<b>1025</b>

## C

<b>C.D. COMPONENTS CO., LTD.</b> SPLENDOR HOTEL	<b>1008</b>
<b>CAMPAGNOLO</b> SPLENDOR HOTEL	<b>15F Emerald Room</b>
<b>CARBOTEC INDUSTRIAL CO., LTD</b> EVERGREEN HOTEL, Laurel Hall	<b>L6, L7</b>
<b>CELXPRT ENERGY CORPORATION</b> SPLENDOR HOTEL	<b>1337</b>
<b>CERAMICSPEED SPORT A/S</b> EVERGREEN HOTEL 3F	<b>ROOM-334</b>
<b>CHANCE GOOD ENT. CO., LTD.</b> SPLENDOR HOTEL 1	<b>338</b>
<b>CHANGXIN</b> SPLENDOR HOTEL	<b>1358</b>
<b>CHENG FENG PRECISION TECHNOLOGY CO., LTD.</b> SPLENDOR HOTEL	<b>1181-1182</b>
<b>CHERN SHIANQ ENTERPRISE CO.,LTD.</b> SPLENDOR HOTEL	<b>1375</b>
<b>CHI-TAI ENTERPRISE</b> LIN HOTEL	
<b>CHING CHERN</b> SPLENDOR HOTEL	<b>1105-1106-1</b>
<b>CHOSEN CO., LTD.</b> SPLENDOR HOTEL	<b>1134</b>

<b>CHUAN WEI INDUSTRIAL CO., LTD</b> EVERGREEN HOTEL 3F	<b>ROOM-317 - 320</b>
<b>CHUMMY ENTERPRISE CO., LTD.</b> SPLENDOR HOTEL	<b>1012</b>
<b>CIAN FA PIPE INDUSTRY CO., LTD.</b> SPLENDOR HOTEL	<b>1036</b>
<b>CINELLI AND COLUMBUS</b> TEMPUS HOTEL	<b>A-5F-Norway</b>
<b>CIONLLI INDUSTRIAL CO., LTD.</b> EVERGREEN HOTEL, Evergreen Hall	<b>A6 A7</b>
<b>CIXI CITY KENLI AXLES</b> SPLENDOR HOTEL	<b>1332</b>
<b>CIXI HENG FENG VEHICLE CO.,LTD</b> SPLENDOR HOTEL	<b>1343</b>
<b>CLASSIFIED CYCLING</b> LIN HOTEL	
<b>CO-UNION INDUSTRY CO., LTD.</b> EVERGREEN HOTEL, Evergreen Hall	<b>A20</b>
<b>COMET CO., LTD</b> SPLENDOR HOTEL	<b>1136+1137</b>
<b>COMODULE</b> SPLENDOR HOTEL	<b>1514</b>
<b>COMPOSITEGEAR TAIWAN CO., LTD.</b> TEMPUS HOTEL	<b>B-B1-NO.21</b>
<b>CONTINENTAL OF TAIWAN CO., LTD</b> TEMPUS HOTEL	<b>B-B1-NO.1 - 3</b>
<b>CREATE FOREVER INDUSTRIAL CO.,LTD</b> EVERGREEN HOTEL, Evergreen Hall	<b>A5</b>
<b>CW BEARING</b> SPLENDOR HOTEL	<b>1164-1165</b>

## D

<b>DA SHIANG AUTOMATION INDUSTRIAL CO., LTD.</b> SPLENDOR HOTEL	<b>1519-1519-1</b>
<b>DARFON ENERGY TECHNOLOGY CORP.</b>	



## EXHIBITOR LIST

List is subject to  
changes/cancellations

SPLENDOR HOTEL 1013-1014

DDK

LIN HOTEL

DDK GROUP CO., LTD.

EVERGREEN HOTEL, Evergreen Hall B2, B3

DEDA / SELLE ITALIA

TEMPUS HOTEL A-3F-Hospitality

DELTA ELECTRONICS

SPLENDOR HOTEL 1174-1175

DENGFU SPORTS EQUIPMENT  
CO.LTD

SPLENDOR HOTEL 1143

DONGGUAN EASING HARDWARE  
CO.,LTD.

SPLENDOR HOTEL 1363

DONGGUAN JUSTECH  
CORPORATION LIMITED

SPLENDOR HOTEL 1359

DURAPRO INTERNATIONAL I-TEC  
CORPORATION

SPLENDOR HOTEL 1170

E

E-MA INTERNATIONAL CORP.

SPLENDOR HOTEL 1510

E\*THIRTEEN

EVERGREEN HOTEL, Peony Ballroom D16

ECOICS TECHNOLOGY CO., LTD.

SPLENDOR HOTEL 1107

EK(XIAMEN) COMPOSITES  
TECHNOLOGY CO., LTD.

SPLENDOR HOTEL 1507

ELEC EBIKES CO.,LTD.

SPLENDOR HOTEL 1369+1370

ELITE SPEED ENGINEERING INC.

SPLENDOR HOTEL 1354

ETERNITY INDUSTRIAL CO., LTD.

SPLENDOR HOTEL 1120

EUROFENDER

EVERGREEN HOTEL, Evergreen Hall A34

EVERGREEN I&amp;D,

SPLENDOR HOTEL 1117

F

FALCON CYCLE-PARTS CO., LTD

EVERGREEN HOTEL, Evergreen Hall A1

FENG RONG INTERNATIONAL CO., LTD.

TEMPUS HOTEL B-B1-NO.15

FIDLOCK GMBH

EVERGREEN HOTEL, Peony Ballroom D11

FIVE BIG ENTERPRISE CO., LTD .

SPLENDOR HOTEL ROSE 2

FOREVER MACHINE IND. CO. LTD

SPLENDOR HOTEL 1179

FORGETEC INDUSTRIAL CO., LTD.

SPLENDOR HOTEL 1147

FORMULA

LIN HOTEL

FORMULA ENGINEERING INC.

EVERGREEN HOTEL, Peony Ballroom D5

FOSHAN AIFEIT BICYCLE  
ACCESSORY CO.,LTD.

SPLENDOR HOTEL 1317.1317-1

FPD INDUSTRY CORP

SPLENDOR HOTEL 1020-1020-1

FSA

LIN WEDDING GARDEN

FULCRUM

SPLENDOR HOTEL 15F Crystal Room

FULL POWER ELECTRONICS CO.,  
LTD.

SPLENDOR HOTEL ROSE 2

G

G-MA ENGINEERING CO.,LTD.

SPLENDOR HOTEL 1516

GA-E INDUSTRIAL PRECISION CO.,  
LTD

SPLENDOR HOTEL 1183

GEAROP CYCLING PART &  
ACCESSORY SUPPLIER

SPLENDOR HOTEL 1378

GENIO BIKES INC.

SPLENDOR HOTEL 1167

GENIO BIKES INC.

SPLENDOR HOTEL 1180

GG CO. LTD

SPLENDOR HOTEL 1127

GIANT GOAL LEATHER MFG.INC.

SPLENDOR HOTEL 1346

GINEYEA

SPLENDOR HOTEL 1373

GLORY WHEEL ENTERPRISE  
CO.,LTD

SPLENDOR HOTEL 1118-1119

GLORY WHEEL ENTERPRISE  
CO.,LTD

EVERGREEN HOTEL, Evergreen Hall A16, A17

GOLDEN CARBON COMPOSITE CO.,  
LTD.

EVERGREEN HOTEL, Evergreen Hall A2

GPS TUNER SYSTEMS KFT

EVERGREEN HOTEL, Evergreen Hall A24

GREAT GO CYCLES INC.

SPLENDOR HOTEL 12F MIT ROOM

GREENWAY TECHNOLOGY CO.,  
LTD.

SPLENDOR HOTEL 1318+1319

GRUPO WEILICO CO., LTD.

SPLENDOR HOTEL 1141

H

HAFNY CO., LTD

SPLENDOR HOTEL 1336

HAN-WIN TECHNOLOGY

SPLENDOR HOTEL 1130-1131

HANGZHOU VELOFOX  
INTELLIGENT TECHNOLOGY CO.,  
LTD.

SPLENDOR HOTEL 1126

HANGZHOU XINXING BICYCLE  
PARTS CO.,LTD

EVERGREEN HOTEL, Evergreen Hall A18

HER-MAO PRINTING  
CORPORATION CO., LTD.

SPLENDOR HOTEL 1205

HERRMANS BIKE COMPONENTS  
LTD.

EVERGREEN HOTEL, Evergreen Hall A27, A28

HIIN INDUSTRY CO., LTD

TEMPUS HOTEL A-5F-New Zealand

HONEY HOPE HONESTY  
ENTERPRISE CO.,LTD

SPLENDOR HOTEL 1132-1133

HSIN LUNG ACCESSORIES CO., LTD.

TEMPUS HOTEL A-10F-R1039, R1050

HSIN LUNG ACCESSORIES CO., LTD.

TEMPUS HOTEL A-11F-R1139, R1150

HSIN TA ELEMENTS LTD.

SPLENDOR HOTEL 1015

HSIN YUNG CHIEN CO., LTD.

SPLENDOR HOTEL 1128-1129

HSU I METAL INDUSTRY CO., LTD.

EVERGREEN HOTEL, Evergreen Hall A21

HUA HSINES INDUSTRY CO, LTD.

SPLENDOR HOTEL 1046-1047

HUBBLEVISION CO.,LTD.

EVERGREEN HOTEL, Laurel Hall L1

HUBSMITH

SPLENDOR HOTEL 1308/1309

HUIZHOU JINGHONG  
TECHNOLOGY CO., LTD.

SPLENDOR HOTEL 1204

HUIZHOU WORKSWELLBIKES  
TECHNOLOGY CO., LTD.

SPLENDOR HOTEL 1312.1312-1

HUIZHOU XINGYOU SPORTS  
EQUIPMENT CO.,LTD

SPLENDOR HOTEL 1310/1311

HUMPERT-ASIA INTERNATIONAL  
CO., LTD

EVERGREEN HOTEL 3F ROOM-326

HYENA INC.

SPLENDOR HOTEL 1208-1213

I

IGUS TAIWAN COMPANY LTD.

SPLENDOR HOTEL 1364

IN - TEK CORP

SPLENDOR HOTEL ROSE 2

INEN CREATIVITY

SPLENDOR HOTEL 1316

INNOVA RUBBER CO., LTD.

SPLENDOR HOTEL 14F WINTER Room

ITM BIKE CONSULTANCY SRL

EVERGREEN HOTEL, Evergreen Hall A3

J

JAGWIRE

SPLENDOR HOTEL 1040

JALCO INDUSTRY CO., LTD.

SPLENDOR HOTEL 1108-1109

JCOOL CO.,LTD

SPLENDOR HOTEL 1187

JD COMPONENTS

LIN HOTEL

JETSET/HSIN CHUAN IND.CO.,LTD

SPLENDOR HOTEL 1177

JIANDE WUXING BICYCLE CO.,LTD.

SPLENDOR HOTEL 1153

JIANG DING TECHNOLOGY CO.,  
LTD.

SPLENDOR HOTEL 1329+1348

JIANGSU QYH CARBON TECH  
CO.,LTD

SPLENDOR HOTEL 1376

JIANGSU SAFORT METAL  
PRODUCTS CO., LTD

SPLENDOR HOTEL 1315

JIASHAN SHENG GUANG  
ELECTRONICS CO.,LTD

SPLENDOR HOTEL 1305+1306

JINDE RUBBER (FUJIAN) CO.LTD

SPLENDOR HOTEL 1379

JINHUA STARS ALLOY RIMS  
CO.,LTD

SPLENDOR HOTEL 1381



# EXHIBITOR LIST

List is subject to  
changes/cancellations



**JIUN YIH BICYCLE INDUSTRIAL CO., LTD**  
SPLENDOR HOTEL 1101-1102

**JOGON INDUSTRIES CO.,LTD.**  
SPLENDOR HOTEL 1152

**JOY INDUSTRIAL CO., LTD**  
SPLENDOR HOTEL 1033-1034

## K

**KENDA RUBBER IND. CO., LTD.**  
EVERGREEN HOTEL, Evergreen Hall C3

**KH GEARS LIMITED**  
SPLENDOR HOTEL 1006-1006-1

**KIND SHOCK HI-TECH CO., LTD.**  
TEMPUS HOTEL A-5F-France, Germany

**KINESIS INDUSTRY CO., LTD.**  
SPLENDOR HOTEL 14F SUMMER Room

**KINLIN INDUSTRIAL CORP.**  
EVERGREEN HOTEL 3F ROOM-327

**KMC**  
LIN WEDDING GARDEN

**KOR DESIGN LTD.**  
TEMPUS HOTEL A-15F-R1500 - R1534

**KUANCHENG PRECISION INDUSTRY CO.**  
SPLENDOR HOTEL 1355

**KUN SHAN ST ELECTRONICS CO.,LTD**  
SPLENDOR HOTEL 1361

**KUN TENG INDUSTRY CO., LTD.**  
EVERGREEN HOTEL, Laurel Hall L9 L10

**KWO LIN CO., LTD.**  
SPLENDOR HOTEL 1356+1357

## L

**LANXI WHEELTOP CYCLE INDUSTRIES, LTD.**  
SPLENDOR HOTEL 1501

**LEADTEC CO., LTD**  
SPLENDOR HOTEL 1042-1043

**LEECHI ENTERPRISES CO., LTD .**  
SPLENDOR HOTEL 12F VIP ROOM

**LEGION ENGINEERING CORPORATION**  
SPLENDOR HOTEL 1328

**LEVEL NINE**  
LIN HOTEL

**LIANG FENG MACHINE CO., LTD**  
SPLENDOR HOTEL 1139-1140

**LIMOTEC METAL INDUSTRY LIMITED**  
EVERGREEN HOTEL, Peony Ballroom D12 D13

**LIOW KO CO., LTD.**  
SPLENDOR HOTEL 1387

**LITEMOVE TECHNOLOGY CO., LTD.**  
EVERGREEN HOTEL, Evergreen Hall A4

**LIXING CHAIN CO., LTD.**  
SPLENDOR HOTEL 1163

**LUNGE INDUSTRY CO.,LTD**  
EVERGREEN HOTEL 3F ROOM-329

## M

**M-NOVA SPECIAL PRINT CO,LTD**  
SPLENDOR HOTEL 1326+1327

**MACH1**  
EVERGREEN HOTEL, Evergreen Hall A8

**MAGURA ASIA LIMITED CO., LTD.**  
TEMPUS HOTEL A-11F-R1234 - R1236

**MARWI TAIWAN INDUSTRIAL CO., LTD.**  
EVERGREEN HOTEL 2F J3

**MAVIC**  
SPLENDOR HOTEL 1518

**MAXON**  
SPLENDOR HOTEL 1021-1021-1

**MEI TA INDUSTRIAL CO., LTD**  
SPLENDOR HOTEL 1111

**MIDNIGHT CO.,LTD.**  
SPLENDOR HOTEL 1347

**MING SPORTS INTERNATIONAL CO., LTD**  
SPLENDOR HOTEL 14F AUTUMN Room

**MING SUEY PRECISION IND. CO., LTD.**  
EVERGREEN HOTEL 2F H3-H4

**MPF DRIVE**  
SPLENDOR HOTEL 1115

**MYCARR LIGHTING TECHNOLOGY CO., LTD.**  
TEMPUS HOTEL B-B1-NO.4

## N

**N.DUARTE VNIPESSOAL LDA.**  
TEMPUS HOTEL B-B1-NO.23 -24

**NECO TECHNOLOGY INDUSTRY CO., LTD**  
SPLENDOR HOTEL 1122

**NINGBO KANGDI BICYCLE CO., LTD .**  
SPLENDOR HOTEL 1321

**NINGBO C.STAR BICYCLE COMPONENTS CO., LTD.**  
SPLENDOR HOTEL 1335

**NINGBO HENLON BICYCLE CO.,LTD**  
SPLENDOR HOTEL 1344

**NINGBO JOYSUN BICYCLE CO., LTD.**  
SPLENDOR HOTEL 1322

**NINGBO ZHIDE BICYCLE INDUSTRY CO.,LTD.**  
SPLENDOR HOTEL 1341

**NUVO ENT. CO., LTD.**  
TEMPUS HOTEL A-5F-Australia

## O

**OKAWA MOTOR TECHNOLOGY EUROPE B.V.**  
SPLENDOR HOTEL 1371+1372

**OLOMOUC INTERNATIONAL CO., LTD.)**  
SPLENDOR HOTEL 1156-1157

**OLYMPIC PRO MANUFACTURING CO.,LTD**  
SPLENDOR HOTEL 1161

**OMNITRANS TECHNOLOGY CO., LTD.**  
SPLENDOR HOTEL 1352

**ORA ENGINEERING CO., LTD.**  
SPLENDOR HOTEL 1041

**ORIOLE GRAPHIC DESIGN CO., LTD.**  
SPLENDOR HOTEL 1138

## P

**PANASONIC CYCLE TECHNOLOGY**  
SPLENDOR HOTEL 15F PEARL Room

**PENTALOCK APS**  
EVERGREEN HOTEL 3F ROOM-330

**PHYLION BATTERY**  
SPLENDOR HOTEL 1360+1388

**PORTAPOWEE ELECTRONICS LTD.**  
SPLENDOR HOTEL 1383/1384

**PORTUGAL BIKE VALUEABIMOTA**  
EVERGREEN HOTEL, Laurel Hall L4 L5

**PRAXIS WORKS**  
SPLENDOR HOTEL 1104-1104-1

**PRO-LITE INTERNATIONAL LTD.**  
EVERGREEN HOTEL, Evergreen Hall B1 B7

## Q

**QUAXAR ENGINEERING CO., LTD.**  
TEMPUS HOTEL B-B1-NO.20

## R

**RAY CHENG INDUSTRIAL**  
SPLENDOR HOTEL 1009

**REALWORX CO., LTD.**  
EVERGREEN HOTEL, Evergreen Hall A11

**RETYRE AS**  
SPLENDOR HOTEL 1512

**ROAR & SOAR INTERNATIONAL CO., LTD.**  
SPLENDOR HOTEL 1124

**ROBERT BOSCH TAIWAN CO., LTD**  
EVERGREEN HOTEL 15FROOM-1526, 1530, 1531, Executive Lounge

**ROHLOFF AG**  
EVERGREEN HOTEL, Evergreen Hall A19

**ROXIM TECHNOLOGIES, INC.**  
SPLENDOR HOTEL 1186

**RST GREENERGY TECHNOLOGY CO., LTD.**  
EVERGREEN HOTEL 3F ROOM-331

**RUBBER KINETICS CORP / GOODYEAR BICYCLE TIRES**  
EVERGREEN HOTEL, Evergreen Hall A12

**RYDE ( MALAYSIA ) SDN. BHD.**  
EVERGREEN HOTEL, Evergreen Hall A30

## S

**S.D. COMPONENTS CO., LTD.**  
SPLENDOR HOTEL 1008

**SAMONIX TECH CO., LTD.**  
EVERGREEN HOTEL, Evergreen Hall A25

**SAPIM**  
EVERGREEN HOTEL 3F ROOM-301

**SAPIM**  
EVERGREEN HOTEL 3F ROOM-335

**SCADA INTERNATIONAL CO., LTD.**  
TEMPUS HOTEL B-B1-NO.26 - 27

**SCHWALBE - RALF BOHLE GMBH**  
EVERGREEN HOTEL 3F ROOM-303

**SEGL ENERGY CO.,LTD**  
SPLENDOR HOTEL 1172

**SGS TAIWAN LTD.**  
SPLENDOR HOTEL 1149

**SHA DAR ACCESSORIES CO., LTD**  
SPLENDOR HOTEL 1390

**SHANGHAI HUIMEI PLASTIC CO.LTD**  
SPLENDOR HOTEL 1374

**SHEANG LIH CYCLE INDUSTRY CO., LTD.**  
SPLENDOR HOTEL 1037

**SHENGHO MOTOR CO., LTD. (SHENGYI MOTOR)**  
SPLENDOR HOTEL 1176



EXHIBITOR LIST

List is subject to changes/cancellations

SHENZHEN CHUANG XIN WEI BICYCLE CO., LTD .( JAVA BIKE )  
SPLENDOR HOTEL 1116

SHENZHEN DAHON TECHNOLOGY, LTD  
SPLENDOR HOTEL 1508

SHENZHEN FORTY TECHNOLOGY CO.,LTD  
SPLENDOR HOTEL 1103

SHENZHEN LI ZHIXIN  
SPLENDOR HOTEL 1048-1049

SHENZHEN MIRACLE BIKE SPORT CO.,LTD  
SPLENDOR HOTEL 1154

SHENZHEN SOLON SPORTS EQUIPMENT CO., LTD.  
SPLENDOR HOTEL ROSE 2

SHIBAO NEW ENERGY CO., LTD.  
SPLENDOR HOTEL 1515

SHIMANO  
SPLENDOR HOTEL 1001

SHINE WHEEL IND., CORP.  
EVERGREEN HOTEL 3F ROOM-323

SHUN SHING BICYCLE CO.,LTD  
SPLENDOR HOTEL 1038

SHUTTER PRECISION CO., LTD  
SPLENDOR HOTEL 1203

SHUZ TUNG MACHINERY INDUSTRIAL CO.LTD  
SPLENDOR HOTEL 1351

SINOX COMPANY LTD.  
SPLENDOR HOTEL 1517

SKS METAPLAST GMBH  
EVERGREEN HOTEL, Peony Ballroom D3, D4

SP CONNECT (SP UNITED VERTRIEBS GMBH)  
SPLENDOR HOTEL 1029

SPANK INDUSTRIES, FRATELLI INDUSTRIES  
EVERGREEN HOTEL, Evergreen Hall A15

SR SUNTOUR, INC.  
SPLENDOR HOTEL 1002

SRAM  
LIN WEDDING GARDEN

STAN'S NOTUBES  
SPLENDOR HOTEL 1003-1003-1

STROGLIGHT SA  
SPLENDOR HOTEL 1028

SUN RACE STURMEY-ARCHER INC.  
EVERGREEN HOTEL 2F H1-H2

SUN SYNERGY TECHNOLOGY  
SPLENDOR HOTEL 1342

SUNNY WHEEL IND. CO., LTD.  
TEMPUS HOTEL A-5F-UK, Spain

SUNSHINY DEVELOPMENT CO., LTD.  
SPLENDOR HOTEL ROSE 2

SUNUP ECO CO., LTD  
SPLENDOR HOTEL 1159

SUPER B PRECISION TOOLS CO., LTD  
SPLENDOR HOTEL 1162

SUPERNOVA DESIGN GMBH  
EVERGREEN HOTEL 3F ROOM-328

T

TAI JYI MEI ENTERPRISE CO., LTD.  
EVERGREEN HOTEL, Laurel Hall L2

TAICANG SHENGDA MACHINERY CO., LTD  
SPLENDOR HOTEL 1325

TAISHENG HIGH-TECH MATERIALS CO.,LTD  
SPLENDOR HOTEL 1339+1340

TAIWAN KOU MU INDUSTRIAL CO., LTD.  
SPLENDOR HOTEL 1150

TAIWAN LANDON INDUSTRIES CO., LTD.)  
SPLENDOR HOTEL 1142

TALONBRAKE INDUSTRY CO., LTD.  
SPLENDOR HOTEL 1148

TANGE SEIKI CO., LTD.  
SPLENDOR HOTEL 1075-1076

TANGSHAN JINHENG TONG BICYCLE PARTS CO., LTD  
EVERGREEN HOTEL, Peony Ballroom D14

TANNUS LTD  
EVERGREEN HOTEL, Laurel Hall L8

TARNG YU ENTERPRISE CO., LTD.  
SPLENDOR HOTEL 1155

TEAMSUN CO.,LTD  
SPLENDOR HOTEL 1169

TEKTRO  
LIN HOTEL

THUNDER GRAPHIC CORP.  
SPLENDOR HOTEL 1509

TOKEN  
SPLENDOR HOTEL 1016-1017

TOPEAK INC.  
TEMPUS HOTEL A-5F-Canada

TOTEM BIKES S.R.O  
SPLENDOR HOTEL ROSE 3

TREND ENERGY TECHNOLOGY CO., LTD.  
EVERGREEN HOTEL 2F J1

TRICORE  
SPLENDOR HOTEL 1144-1145

TRUCKRUN CORPORATION  
SPLENDOR HOTEL 1207

TRUE EAST ENTERPRISE CO., LTD.  
EVERGREEN HOTEL, Evergreen Hall A29

U

U-LOGIS CO.,LTD.  
SPLENDOR HOTEL 1022-1023

U-POWER COLLECTION ENT. CO., LTD.  
SPLENDOR HOTEL 1511

UNICOMBO CO., LTD  
TEMPUS HOTEL A-5F-America

URSUS S.P.A.  
EVERGREEN HOTEL 3F ROOM-302

V

V-GRIP  
EVERGREEN HOTEL, Evergreen Hall A32

VAZALAB  
SPLENDOR HOTEL 1121

VEE RUBBER CORPORATION LTD.  
EVERGREEN HOTEL, Evergreen Hall A13

VELO  
LIN WEDDING GARDEN

VESTEL TRADE CO.  
EVERGREEN HOTEL, Peony Ballroom D10

VISIONWIDE INTERNATIONAL LIMITED  
SPLENDOR HOTEL 1301-1304

VITTORIA S.P.A  
EVERGREEN HOTEL, Peony BallroomD8, D9

W

WEI HAU ACCESSORIES CO., LTD.  
TEMPUS HOTEL A-3F-Oxford

WEINMANN METAL PRODUCTS (HUIZHOU) CO., LTD  
SPLENDOR HOTEL 1362

WELL MADE CYCLE TRADING LTD.  
SPLENDOR HOTEL 1380

WELLGO  
LIN WEDDING GARDEN

WHOLE MAN ENTERPRISE CO., LTD  
SPLENDOR HOTEL 1007

WHOLE MAN ENTERPRISE CO.,LTD.  
SPLENDOR HOTEL 1039

WILDERNESS TRAIL BIKES, INC. TAIWAN BRANCH (U.S.A.)  
TEMPUS HOTEL A-3F-Harvard

WIN CHANCE METAL CO., LTD.  
EVERGREEN HOTEL, Evergreen Hall A35

WINDNER CARBON TECH CO., LTD.  
LIN HOTEL

WINNING ENTERPRISES CO., LTD.  
SPLENDOR HOTEL 1030-1032

WINRIDE INTERNATIONAL CO.,LTD.  
SPLENDOR HOTEL 1027

WREN SPORTS LLC  
EVERGREEN HOTEL, Evergreen Hall A37

WUHAN TTIUM MOTOR TECHNOLOGY CO., LTD  
SPLENDOR HOTEL 1503-1506

X

XIAMEN APEX TECHNOLOGY CO.,LTD  
SPLENDOR HOTEL 1044-1045

XIAMEN BAIYEXING OUTDOOR SPORTS EQUIPMENT CO., LTD.  
SPLENDOR HOTEL 1386

XIAMEN CARBONICIAN COMPOSITE TECH CO., LTD  
EVERGREEN HOTEL, Evergreen Hall A33

XIAMEN PRO-MANCE CO.,LTD  
SPLENDOR HOTEL 1178

XIAMEN YISHUN CARBON COMPOSITE TECHNOLOGY CO.,LTD  
SPLENDOR HOTEL 1313+1314

XIAMEN ZHENGXIN RUBBER INDUSTRY LIMITED  
SPLENDOR HOTEL ROSE 1

XIN JIAHONG ENTERPRISE  
LIN HOTEL

Y

YABAN CHAIN  
EVERGREEN HOTEL, Evergreen Hall A31

YAMAHA MOTOR EUROPE NV  
SPLENDOR HOTEL 15F Amber Room

YANTEC INDUSTRIES INC.  
SPLENDOR HOTEL 1114

YEONG FUH BICYCLE IND. CO., LTD.  
SPLENDOR HOTEL 14F CONIFER Room

YEU CHUEH INDUSTRY CO., LTD.  
EVERGREEN HOTEL, Evergreen Hall A38

YIH SHAN PRECISION CO., LTD.  
SPLENDOR HOTEL 1166

YING PAIO ENTERPRISE CO., LTD.  
SPLENDOR HOTEL 1125

YOZU METAL CO., LTD.  
SPLENDOR HOTEL 1026

YU HUB INDUSTRIAL CO., LTD.  
SPLENDOR HOTEL 1146

YUAN AN  
EVERGREEN HOTEL, Laurel Hall L3

YUEN I IND. CO., LTD.  
TEMPUS HOTEL A-5F-Switzerland, China

YUEN I INDUSTRIAL CO., LTD.  
SPLENDOR HOTEL 1024

YUNG FANG PLASTIC CO ., LTD  
SPLENDOR HOTEL 1171

Z

ZENO BICYCLE COMPONENT CO., LTD.  
SPLENDOR HOTEL 1382

ZHONGCE RUBBER GROUP COMPANY LIMITED  
SPLENDOR HOTEL 1004-1005

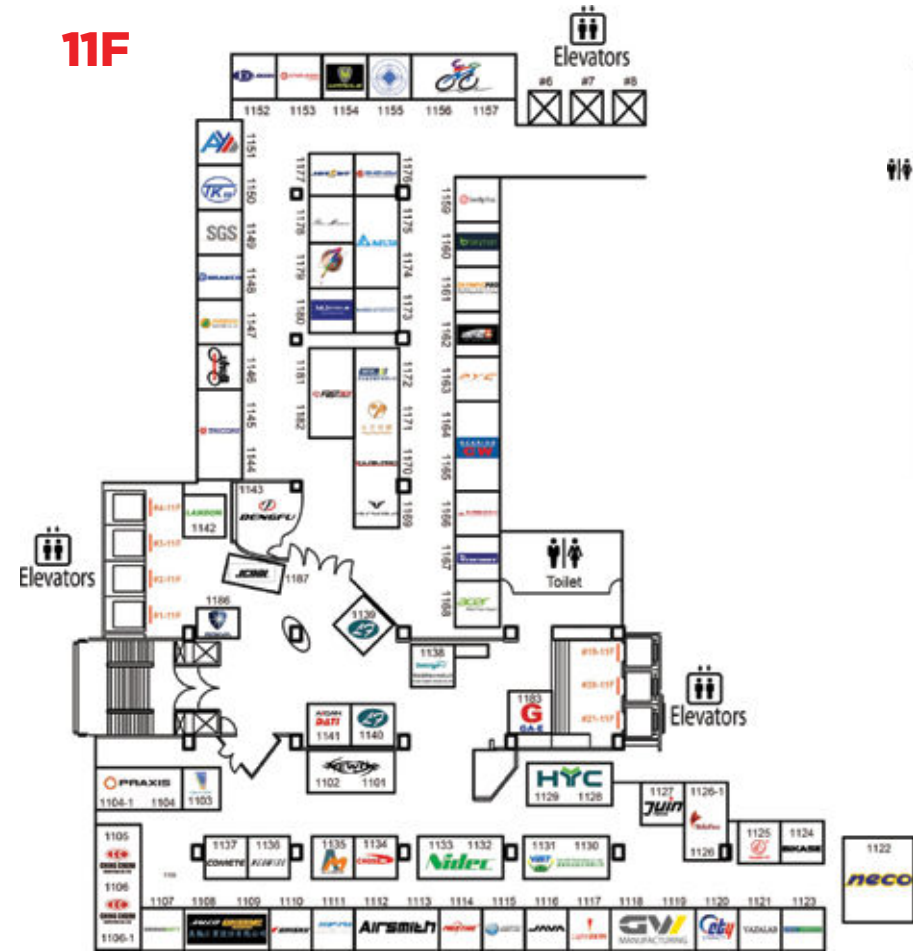
宁波圣洁车业有限公司  
SPLENDOR HOTEL 1206



# HOTEL FLOOR PLANS

## SPLENDOR HOTEL

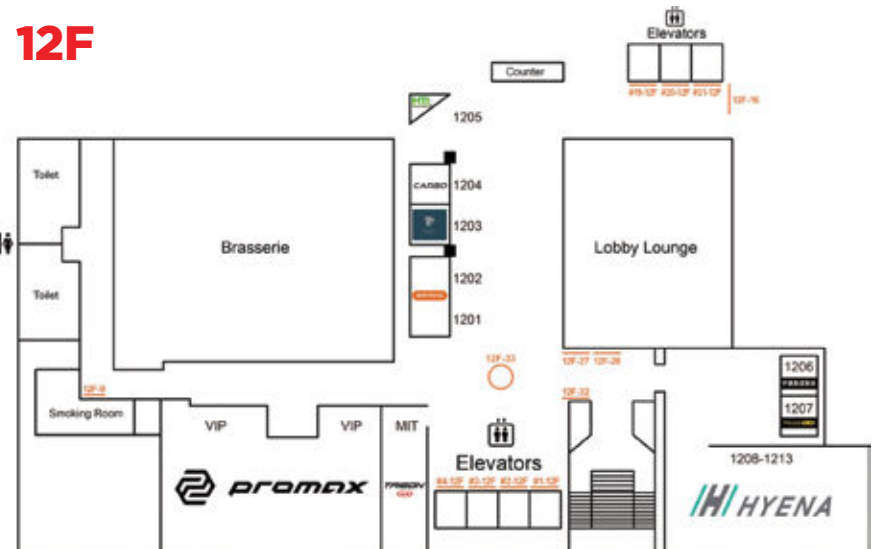
### 11F



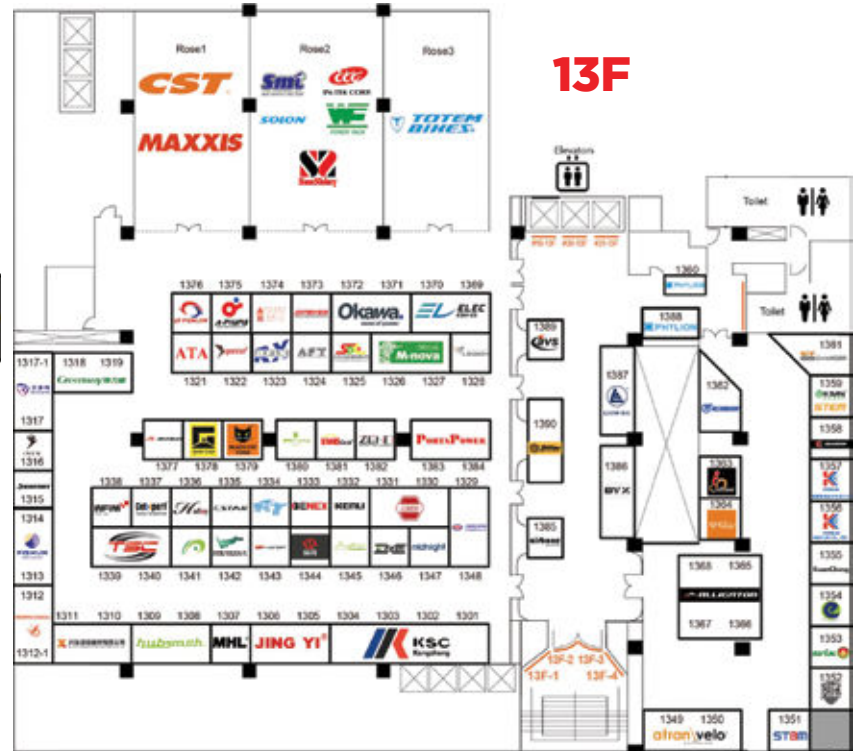
### 10F



### 12F

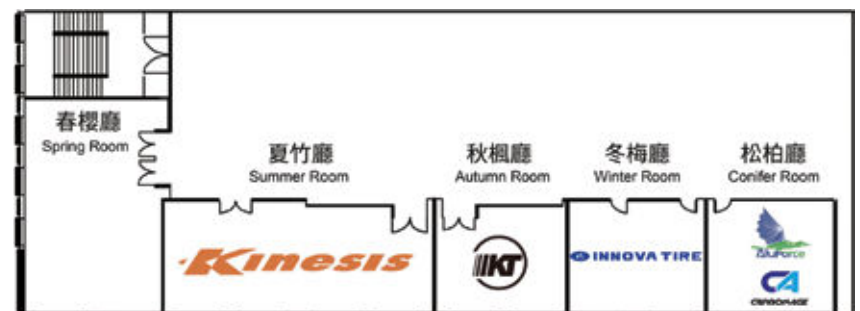


### 14F



### 13F

### 14F



### 15F





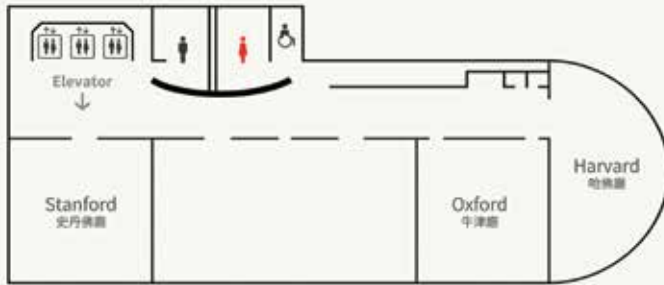
# HOTEL FLOOR PLANS

## TEMPUS HOTEL

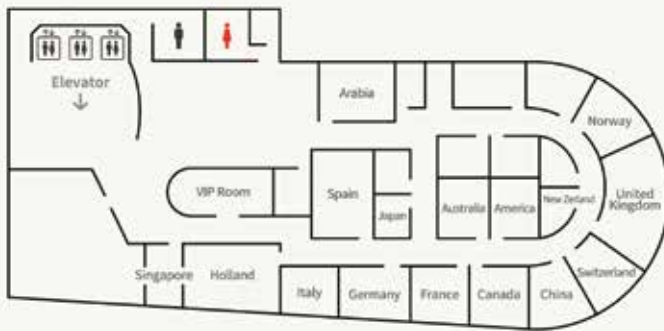


TEMPUS HOTEL  
永豐棧酒店 | dunqian

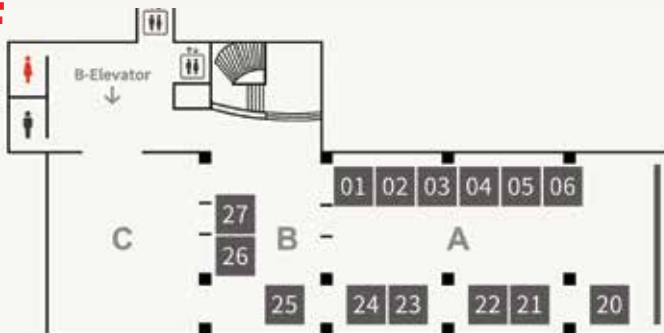
3F



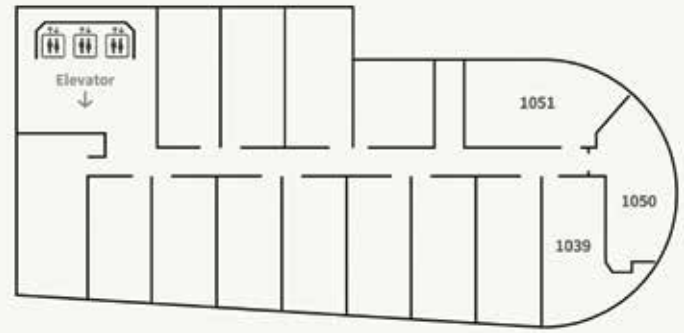
5F



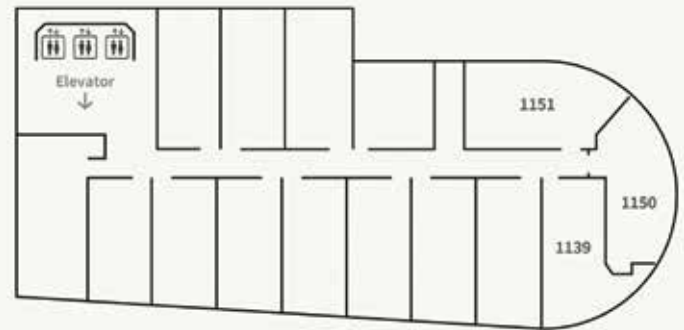
B1F



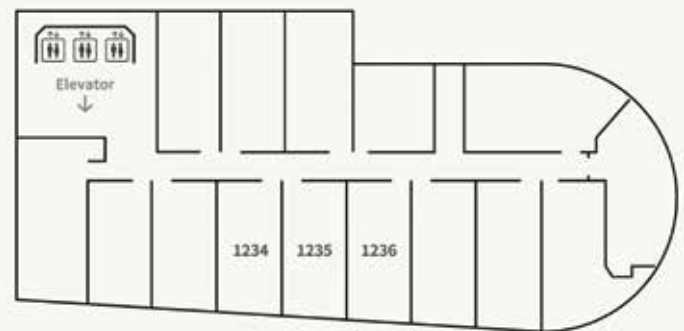
10F



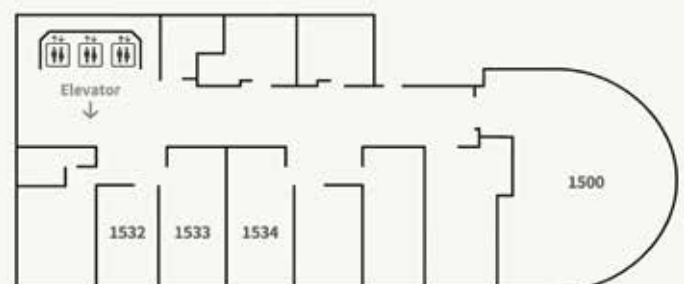
11F



12F



15F





# HOTEL FLOOR PLANS

## EVERGREEN HOTEL

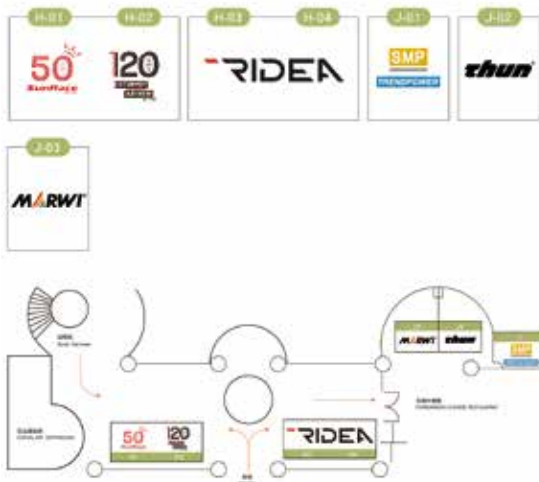


長榮桂冠酒店(台中)  
EVERGREEN LAUREL HOTEL  
(TAICHUNG)

### 2F

展示區 2  
EXHIBITION AREA 2

二樓走廊  
2ND FLOOR CORRIDOR



### 3F

展示區 4  
EXHIBITION AREA 4

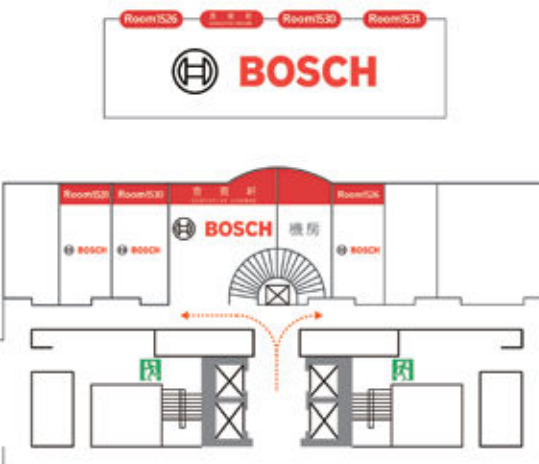
客房  
GUEST ROOM



### 15F

展示區 5  
EXHIBITION AREA 5

客房 × 貴賓軒  
GUEST ROOM × GUEST SUITE



### B2F

展示區 3 長榮廳 × 桂冠廳  
EXHIBITION AREA 3 EVERGREEN BALLROOM LAUREL BALLROOM

室內場地佈置  
Indoor Venue Layout

QR Code  
位置  
Location



### 3F

展示區 4  
EXHIBITION AREA 4

牡丹廳  
PEONY BALLROOM

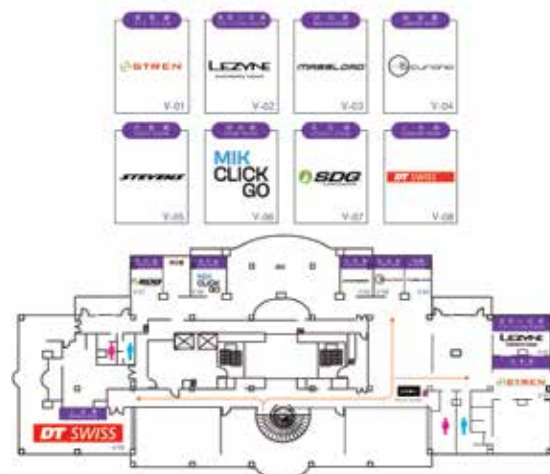


### 16F

展示區 6  
EXHIBITION AREA 6

貴賓俱樂部  
EVERGREEN CLUB

請上16樓 Please go to 16F



## LIN HOTEL



▼七樓上海廳 7F Shanghai Meeting Rooms



▼七樓寰宇會議廳 7F Meeting Rooms





**Taichung Bike Week Neco Booth:  
Splendor Hotel 11F-1122**



**MM20 max**



**MM18**



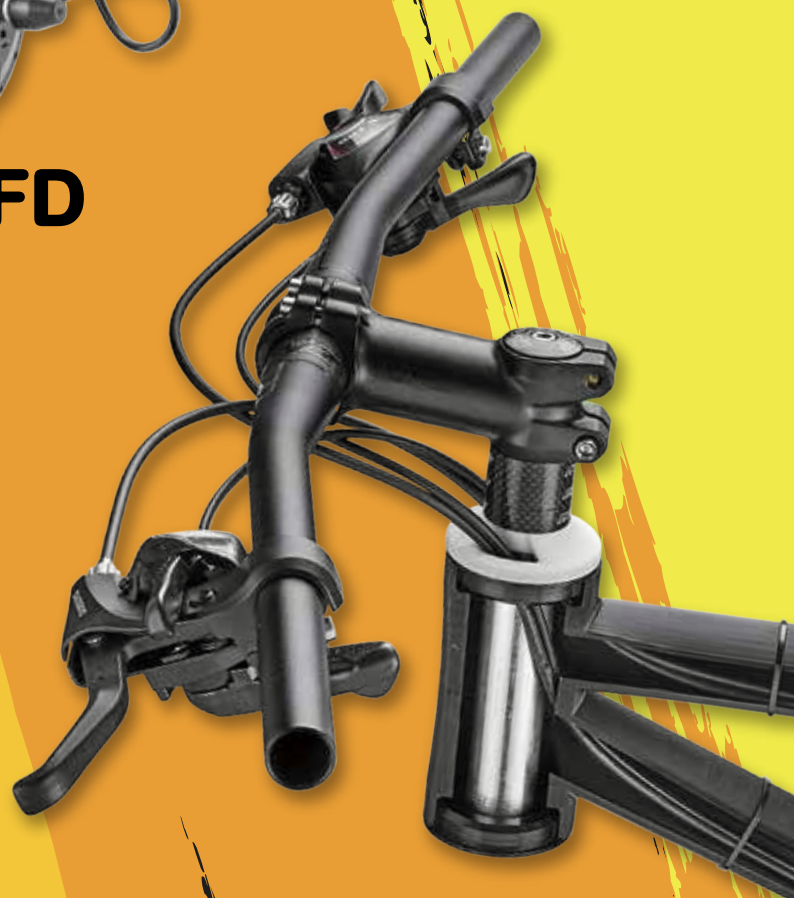
**M10**



**M58FD**



**M30CD**



**[www.necoparts.com](http://www.necoparts.com)**