

**TAICHUNG**  
bike week 2023

# SHOW DAILY

**WEDNESDAY**

# KEEP SMILING!

**INSIDE:** WAITING FOR THE REBOUND | CONEBI'S PUSH FOR EU SUPPORT  
FSA LOOKS FORWARD TO UPTURN | VELO'S HIGH FASHION DEBUT  
GLORY WHEEL: A DIFFERENT APPROACH | EXHIBITOR PROFILES  
PRODUCT HIGHLIGHTS | EXHIBITOR LIST | FLOOR PLAN PAGES

**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)

**Y U** YAMAHA MOTOR SERVICES | **YAMALUBE**

 **YAMAHA**  
*Revs Your Heart*

# TYPHOON KOINU TURBULENT TIMES FOR TAICHUNG BIKE WEEK?

Taichung Bike Week is underway, but there's a growing concern among attendees and organisers as Typhoon Koinu is expected to reach Taiwan today.

As Taiwan often finds itself on the receiving end of nature's fury, yet another looming threat manifests in the form of Typhoon Koinu. The storm is gearing up to intensify and bear down on the island, with significant impacts anticipated between Wednesday and Friday. Recent observations placed the typhoon south-east of Taiwan's southernmost tip, moving in a west-northwesterly direction. Projections from the Taiwanese Central Weather Administration (CWA) indicate that the typhoon's wind radius has expanded from 220 to 250 kilometres, suggesting it's gathering strength.

While the weather authorities are predicting a typhoon of medium magnitude, the weather has been a constant discussion topic among the attendees of Taichung Bike Week. A possible disruption of the Taiwan High



The predicted route of Typhoon Koinu, as of Tuesday afternoon.

Speed Rail (THSR) would, for example, mean that visitors from Taipei or Taoyuan would have to face obstacles when attending Taichung Bike Week – or, in the worst case, not be able to come to the fair, impacting its visitor numbers. International guests are also worried about their flights home, which many

have scheduled for Friday.

On Tuesday afternoon, forecasts for the further development of Typhoon Koinu indicated that the strongest effects would be felt in the region around Kaohsiung, with Taichung experiencing less severe impacts. Taichung, however, was also still in the area of the probable direction of movement. We, therefore, recommend all attendees to monitor the situation closely, and to adjust plans as needed to prioritise safety. **WMS**



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

AVS Sensor Technology



CD9



TT10



RC10



RC9



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



**TODAY**

**4 October**

**TAICHUNG**

**28°- 30°C**

HOT

**TONIGHT**

**29°-30°C**

HOT

**TOMORROW**

**29°-33°C**

HOT

TAICHUNG BIKE  
WEEK WEBSITE



SCAN ME

WWW.BICYCLE  
CLUSTER.COM



SCAN ME

## TWO SHOW DAILIES???

You may have noticed another "Show Daily" appearing at exhibitor booths yesterday. The Show Daily you are reading, created by the team behind the Taipei & Eurobike dailies, is the only one authorised by the main hotels for distribution. We appreciate your continuing support and hope you enjoy our Dailies!

## 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

Yamaha:e-bike pioneer.....	4
FSA looking forward to Bike Week .....	4
Glory Wheel invests during the downturn .....	6
State of the industry: when is the rebound? .....	7
CONEBI push for EU backing .....	8
Stefan Reisinger: Taiwan is critical to Eurobike success ....	14
Velo goes high fashion in London.....	15
Exhibitor profiles and news .....	6-18
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 Wawrzynek

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

Armor Manufacturing.....	4	Kun Teng Industry.....	5
By,schulz .....	17	Neco .....	back cover
Eurobike .....	9	Samox Components.....	15
FSA .....	19	V-Grip/Chen Whua International	15
Hafny .....	14	Wellgo Pedal's Corp.....	11
Kind Shock .....	13	Yamaha .....	2



## YAMAHA MOTOR POWERING E-BIKES FOR THREE DECADES



Yamaha Motor's new PW-XM

**Yamaha Motor [Splendor Hotel, 15F Amber Room]** has been building e-bikes for more than 30 years. Today the Japanese corporation is tackling this market in three ways: apart from its latest mid-motor generation, Yamaha Motor also has its own-branded line of complete e-bikes and entered a joint venture with India's Hero Electric.

For many bike brands, e-bikes are the driving force of still growing turnover. And in some markets they already count for more than half of the bicycle sales. But who pushed first for the electrification of bicycles? That honor goes to Japanese corporations, and Yamaha was a very early player with its PAS models. The first prototypes equipped with the "Power Assist System" rolled out as early as 1989, and the first commercially available e-bikes with Yamaha's PAS system hit the markets in 1993. Outside of Japan, markets were not yet ready for electric assistance on bicycles.

Fast forward to 2023, and Yamaha Motor has set up a European office to serve its OE partners, ranging from Giant, R Raymon and Gas Gas to Winora,

Babboo and BiXS. At the end of June, the Japanese corporation launched its new flagship mid-motor PW-XM at Eurobike. This motor unit combines powerful support with a compact housing and competitive weight. As a more affordable solution for utility e-bikes, the PWseries C2 and the S2 variety for speed pedelecs got unveiled two months later. Thus Yamaha Motor has new-generation products ready for the model year 2024.

After a first timid attempt at Interbike 2017, Yamaha Motor got serious with marketing a selection of e-bikes under its own brand name in the spring of 2022, pulling off a global launch online. But that's not all: in early November 2021, Yamaha Motor announced a joint venture with Indian giant Hero Motor Limited. The goal is to build affordable and sturdy hub motors for Asian markets under the HYM brand (HYM standing for Hero Yamaha Motors). First samples of these motors were on display at this year's Eurobike, spinning submerged in an aquarium to display the quality of the water sealing. ■ LVR

## FSA / VISION EXPECTING AN UPTURN FOR 2025



FSA's vice president of sales and marketing Claudio Marra (left) and Managing Director Marc Vandermolén.

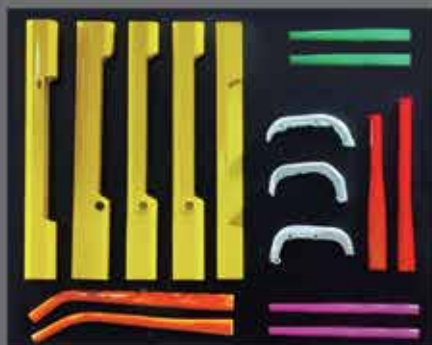
Whether in some of the most prestigious races both on or off the road or on complete bicycles: parts from **FSA [Lin Wedding Garden]** are visible on a large number of bicycles. This success is based on manufacturing prowess and long-term cooperation with athletes and teams.

With offices in both Italy and on the West Coast of the United States and a state-of-the-art factory located in Taichung's Southern Wufeng district, FSA (an abbreviation for "Full Speed Ahead") has made its name as a supplier of almost every part needed to build a complete bicycle from a frameset – with saddles, pedals, grips and tires being the most notable exceptions. With the K-Force WE groupset, this company even has an electronic wireless drivetrain with hydraulic disc brakes for road bikes at hand. And thanks to its three offices around the globe, there is always an FSA office open and ready to take on questions and requests from its customers and partners.

FSA caters to a large price span, reaching from more volume-oriented mid-range products like its modular, highly versatile Gossamer alloy cranks to the very top-end with its Vision, K-Force and Metron product ranges for road bikes and K-FX and Gradient ranges

for mountain bikes. One pillar of FSA's ongoing success is its close cooperation with both race teams and bicycle manufacturers. Given the high demands of professional riders, the former serves as the strictest real-world product testing imaginable, while the latter is a fine sensor for mainstream trends that often stem from the world of racing – think internal cable routing and aero-shaped handlebars or rims, but also sizing and standards that are off the beaten track.

A recent example of how FSA's involvement with various race teams results in performance-driven yet relatively affordable parts are the new SC-series aero road bike wheels. These feature carbon rims with the same 45 mm or 60 mm deep aero profiles as the top-of-the-line Vision wheelsets used in some of the most prestigious races of the world – but at a price point that actually makes sense in the OE market. "Since we expect many brands to run quite an amount carry-over models for 2024, business is pretty flat for us as well at the moment, but we expect things to improve for 2025, and that should show at Taichung Bike Week, really. So we are looking forward to the next couple of days," FSA's sales and marketing vice president Claudio Marra says. ■ LVR

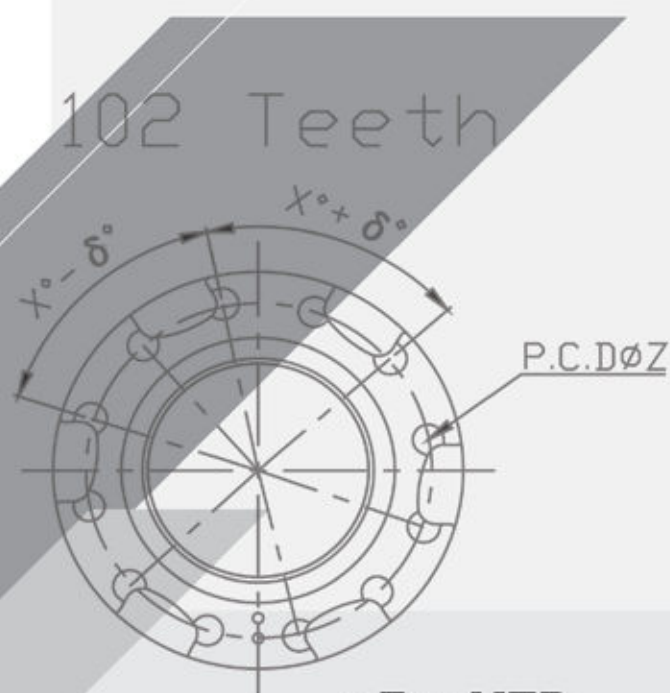


YOU DREAM IT. WE MAKE IT.

B-B1-NO 25 @ TEMPUS HOTEL

# New Instant-Engaged System Hub 612 Points of Engagement (POE)

- 6 pawls with 0.58 degree of engagement
- MOQ: 100 sets for KT Open Model
- MOQ: 300 sets for customized hub shell



- Options:**
- For MTB
  - 102 POE Standard or 612 POE Advanced



**612 POE  
now  
available**



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

With the 102 POE and 612 POE 6 pawl engagement system, KT Taiwan brings 3.5 degree of engagement and 0.58 degree of engagement to the MTB world. Compatible with all types of derailleurs. For detailed specifications and further information on KT Taiwan's complete range of MTB products check. **EVERGREEN B2. L9&L10**



## GLORY WHEEL

# INVESTING FOR THE FUTURE DURING THE DOWNTURN

Given the current market challenges, many bike companies are cutting down on spending. Glory Wheel's founder and president Charles Lee has opted for a different approach, using the current slump to expand his business. And he's inviting partners for some beers on Wednesday evening at the Zhangmen Brewery.

Founded in 2001 by Charles Lee, **Glory Wheel (GW) [Splendor Hotel 1118-1119 and Evergreen Hotel A16-A17]** focused first on headsets before expanding into hubs, axles and later suspended seat posts. All these parts are made from aluminum, and thus far they have been produced for OE customers, including some of the biggest bike brands. At the time of Taichung Bike Week, GW had already moved part of its production over from Daya district to an additional new factory in the Taichung Industrial Park. This new factory features a fully automated warehouse, advanced in-house anodizing and an impressive amount of state-of-the-art machinery. After all, if you want to produce consistent quality, you better make sure to get the best tools for the job.

As a member of the Bicycle Alliance for Sustainability (BAS), GW is looking into ways to recycle aluminum scraps from its production. As a first step, these scraps are compressed to pellets and sent to a supplier to be turned into rectangular alloy profiles. Since

the aluminum from these pellets does not offer the same properties as the alloys used in GW's production, the profiles cannot be used to produce axles or hub shells. Instead they now cover the facade of the new headquarters. Other possible uses for this recycled aluminum could be headset spacers as these are not a structural part of a bicycle. In another interesting move, heat transferred from the cooling fluids of the CNC lathes is used to warm up the water for the anodizing process. And the energy-efficient cooling of the building is eco-friendly as well, saving power and money.

"Our strong emphasis on in-house production is driven not only by more control over the quality but also by our drive to reduce our eco-footprint," Charles Lee explains. "With more energy-efficient machines, the lower operating costs can offset a higher initial investment which is part of our ESG efforts." Pointing at the gold rush-like growth during the pandemic, Lee insists that the current situation with its lower demand is ideal to invest



Glory Wheel founder Charles Lee

and set up new factories as GW has done in Taiwan. In 2024, an additional factory is set to open in Vietnam, and in Italy a wheel assembly center

has been opened to serve European OE customers. Last but not least GW plans to launch an aftermarket brand of its own in the near future. ■ **LVR**

## ORA ENGINEERING ORA E-BIKE WITH HYENA DRIVE

The Taichung-based manufacturing specialist showcases an e-bike prototype with a titanium frame and Hyena's E-Road Air drivetrain.

In the world of bicycle materials, aluminium and carbon often claim the spotlight. Titanium bicycles and components, on the other hand, have largely remained niche products. **ORA Engineering [Splendor Hotel / 1041]**, hailing from Taichung, is keen to shift this narrative. The firm, renowned for its expertise in metal forming and welding, is taking the opportunity at Taichung Bike Week to unveil a titanium e-bike prototype equipped with the E-Road Air system of Hyena Ebike Systems. "Building titanium frames is one of our core competencies. Titanium is great because it significantly reduces e-bike weight and improves ride comfort," said Emily Yu, Sales Assistant Manager at ORA Engineering, in an interview during the first day of Taichung Bike Week.

Established in 1996, the family-run enterprise has steadily etched a notable reputation in the metal forming and welding sector. Within



Emily Yu, Sales Assistant Manager at ORA Engineering.

the cycling industry, ORA Engineering is recognized as an OEM partner, specializing in steel and titanium components and frames, as well as customizing solutions. "In our 35,000 square foot facility, we are equipped with in-house precision machining capabilities

and testing equipment, enabling us to develop innovative products with data-backed assurance and deliver state-of-the-art products with confidence," Yu explained.

The practical application of ORA's expertise is on display at this year's Taichung Bike Week. In fact, ORA's titanium e-bike prototype only weighs 13 kilograms – which already made for curious eyes on the first day of the trade fair. Yu emphasises that potential customers could benefit from various customizing options: "The prototype signifies our commitment to pushing design boundaries and elevating the potential of titanium in the modern cycling landscape." ■ **WMS**

## MEI TA GROUP AUTO SUPPLIER ENTERS BICYCLE INDUSTRY

Having made its mark in the automobile sector for decades, Mei Ta Group is now also setting its sights on the e-bike market. Its debut at the Taichung Bike Week underscores this new ambition.

When a company's ledger boasts partnerships with the likes of Ford, Mercedes-Benz, Mitsubishi, and Porsche, its stature as an international titan is indisputable. Such is the tale of **Mei Ta Group [Splendor Hotel / 1111]**. From its beginnings in Taoyuan City in 1955, the firm has ascended to global preeminence in casting solutions. "While we're renowned for crafting components such as automobile turbocharger shells and exhaust systems, 2022 marked our foray into the bicycle industry," said Business Deputy Manager Steve Tseng during a conversation on the first day of Taichung Bike Week.

The event marks Mei Ta's first major public appearance in the bicycle industry – and it's intended to be the first of many, as Tseng elaborates. "Indeed, the endeavour to establish a foothold in the bicycle sector is certainly a long-term one. We aspire to apply the strict quality control and excellence associated with the automotive industry to bicycle components, with the goal of becoming a trusted manufacturer of bicycle parts," he continued.



Business Deputy Manager at Mei Ta Group, Steve Tseng, presents his company's products.

How this translates in practice was evident on the exhibition's opening day: alongside a sample bicycle, the booth showcased an in-house manufactured head tube piece and several other bike parts. Tseng: "With the growing emphasis on environmental sustainability and countries recovering from the COVID-19 pandemic, the bicycle market is gradually gaining momentum. Reliable suppliers are now more crucial than ever, providing high-quality services to major bicycle brands. Mei Ta hopes to become a reliable partner for bicycle brands." ■ **WMS**



# STATE OF TAIWAN'S BICYCLE INDUSTRY

## WAITING FOR DEMAND TO REBOUND

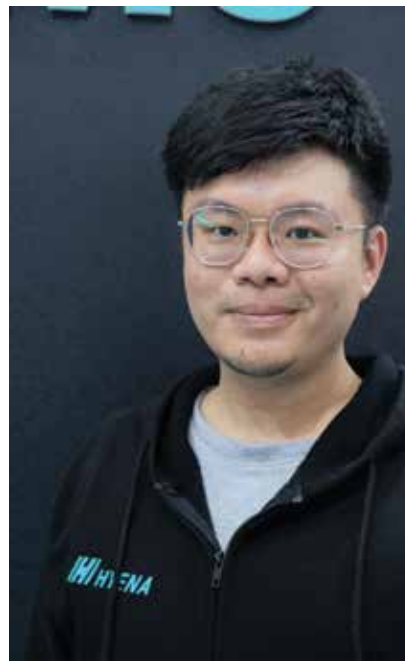
As the bicycle industry meets at Taichung Bike Week, the first edition with full overseas attendance since 2019, the elephant in the room is clearly the overstocking issue. How are large suppliers in Taiwan dealing with the current situation, and how soon will we see business rebound? The Show Daily reached out for comments.



Marwi's Patrick Pai with Coco Pai



Michael Zellmann, SRAM



Shawn Lin, Hyena eBike Systems



Ann Chen of Velo

As Taiwan's export data for the first half of this year show, the numbers are down year on year for Taiwan's bicycle industry – less so in value than in units or tonnage. Parts and components have seen a stronger drop than complete bicycles, and conventional bicycles have seen stronger losses than e-bike exports. When visiting various factories back in November 2022, the effects of the sudden drop in consumer sentiment and demand in key markets such as Europe and Northern America were already clearly visible. All the more so as this drop followed a phase of insanely high demand and factories maxing out on production capacity. This pandemic-induced boom did not last all that long.

Most factories were running at a fraction of their capacity in late 2022, and in some places the warehouses were filled to the brim, forcing companies to set up tents on their parking lots to store finished goods. When contacted for comments in early 2023 for an article in the Taipei Show Daily, high inventory levels stuffing the supply chain for up to a year were still the main challenge. Russia's war in Ukraine is ongoing and China is struggling to get its economy back up and running after years of strict zero-covid rules. Due to high energy prices and rising interest rates consumer sentiment remains low in key markets and sales are weaker than expected.

As a consequence selling off the inventory has not seen much progress, despite widely offered discounts that eat away at margins. Since demand is still low, factories keep running at a fraction of their maximum capacities. As Giant Group's senior global marketing executive Irene Chen explains: "We went from one to two shifts in 2020 to

cope with the pandemic-induced high demand. Due to the slump in demand, we decided to go back to one shift in 2022." Litemove's managing director Alice Wei also points at this: "Currently the bicycle department of our production is running at about 40 percent of its capacity." Other companies contacted for this article estimate their factories to run at 20 to 35 percent of their maximum capacity as per August 2023.

Keep in mind that many Taiwanese manufacturers have expanded the capacity of their factories significantly during the phase of high demand, so these percentages would be higher when compared to 2019 capacities. The current situation also allows for on-the-job training of new employees – a thing that is hard to do when a factory runs at its full capacity. But recruiting staff is not exactly a priority at the moment. At least the companies contacted for this article did not have to cut into their regular staff or send employees on unpaid leave. The main reason for this is migrant workers from Southeast Asia: they serve as a buffer and are the first to lose their jobs when business goes flat.

As Scada's general manager Andrew Huang puts it: "We control staff numbers to comply with market demand." Another example for this is Tektro, as marketing director Otis Chen explains: "Due to our factory running at low capacity, we have decided not to renew the contracts with some of our foreign workers. Since margins have been suffering, some workers have decided to leave the bicycle industry for sectors with higher pay as well." There is another way to reduce salary costs however, as Hyena Tek's Shawn Lin points out: "We did not resort to forced vacations or furloughing employees. However, we have chosen not to immediately

fill vacancies in production since the second half of 2022." Since skilled labor normally is scarce and in high demand in Taiwan, decisions to cut staff are not taken easily.

Saddle and grip maker Velo has opted to make the best of the current slump in demand according to the vice president Ann Chen: "We have invested in new machinery during the pandemic, opting for efficient and environmental-friendly solutions. By cutting down some older machinery not needed at the moment, Velo can reduce the eco-footprint of its production." Investments in automation and advanced data analytics have also paid dividends in the current situation as Marwi's CEO Coco Pai explains: "Our strategic investments in smart manufacturing and digital transformation have significantly increased the proportion of automated production processes and have allowed us to optimize our production processes and ensure a steady production capacity."

When asked for an outlook, many executives of Taiwan's bicycle industry weigh long-term trends favorable for demand against external factors out of the industry's control. While the most optimistic estimates expect business to return to growth in the first half of 2024, others do not see signs of improvement just yet and therefore expect the current slump to drag on well into 2025. While the range of estimates is pretty large, the statement of Sram's Senior Communication Manager Michael Zellmann is representative of the general expectation: "We expect to see demand stabilize and eventually an increase over pre-pandemic levels." Since this year's Taichung Bike Week is all about the 2025 and 2026 model years, there should be no lack of topics to discuss and business to be made. ■ LVR



Tektro's Otis Chen



Andrew Huang, Scada

## CONEBI

# EUROPEAN INDUSTRY STAKES ITS CLAIM FOR POLITICAL AND FINANCIAL SUPPORT

Funding for bicycle infrastructure and the accelerated growth of European production are among the industry's targets in talks with the European Commission, which should lead to a comprehensive report on mobility later this year.



CONEBI General Manager Manuel Marsilio

The EU Mobility Transition Pathway (MTP) involves cycling and three other mobility sectors, and the report with input from all parties should be finalised over the coming months to help shape European policy.

"We think that there should be the recognition that the bicycle industry is a mature industry, which deserves to be supported financially," said Manuel Marsilio, general manager at the Confederation of the European Bicycle Industry (CONEBI). The funding should go to "development projects that can be beneficial transversally for the bicycle industry."

CONEBI has been appointed to co-chair round table discussions on the competitiveness of the European bike industry. The Brussels-based confederation works on market data as well as standardization and regulation, such as the upcoming European rules on batteries. Other industries in the MTP are the automotive, waterborne and rail sectors.

The discussions come as the European bike market is grappling with the aftermath of disruption in the last years, which combined outsized demand with upheavals in the supply chain.

CONEBI puts the market for bicycles and electrically pedal-assisted cycles at nearly €21.2 billion and 20.2 million units in 2022, across the 27 markets of the European Union and the U.K. That was a slump of 9.1% in volume but a jump of 7.4% in value, due to the increasing share of e-bikes. Their sales volume grew by 8.6% to 5.5 million.

Marsilio said traditional bike sales are declining "quite a lot" this year, while the growth of the e-bike market appears to have slowed down.

Leftover inventories have led to

wide-spread retail price reductions, and Marsilio indicates that the supply chain probably won't stabilize until around the end of next year.

The MTP could help the bicycle industry to obtain more funding and incentives as well as political commitment. European bike production fits with the demand for more agile and sustainable supply chains, as well as the European Union's Green Deal.

Marsilio said the disruption of the last few years has made it abundantly clear that the industry would benefit from having more production in Europe, from frames to components, engines and battery cells.

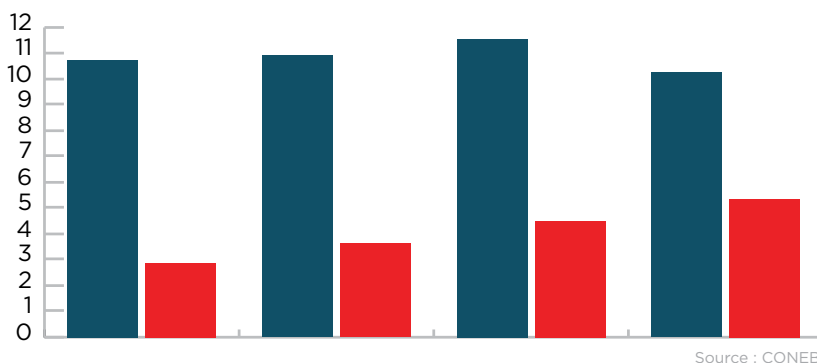
The number of bikes and e-bikes made in Europe last year contracted by 2.8% to 15.6 million. That was entirely due to standard bikes, while e-bike production jumped by 19.1% to 5.4 million.

CONEBI has seen a shift in attitudes around the supply chain, with more market players getting "quite vocal" about European manufacturing and reshoring of frame production.

"It would be great to see the recognition by the European institutions, and the European Commission first of all, that that can be a strategic project," Marsilio said. "If the European Union want to do it, politically speaking you have to give support to companies," he added, to create a level playing field with other markets that stimulate investment in their bike business.

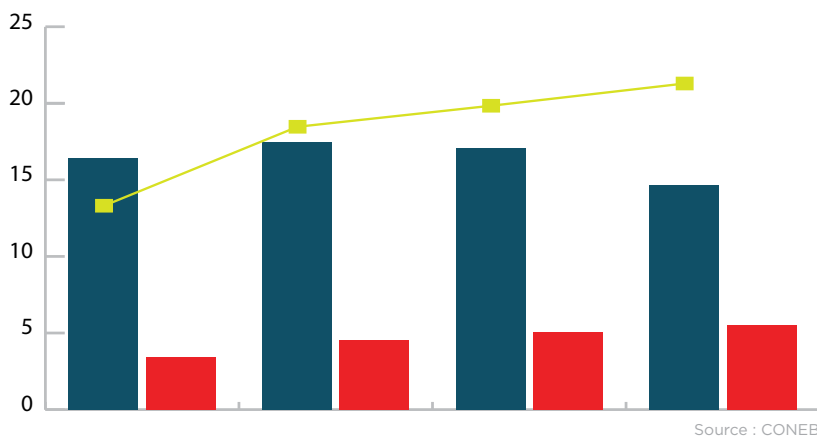
Environmental regulations could influence European production as well. Marsilio mentions considerations such as a carbon tax on imports of some raw material imports into Europe. No such environment-related restrictions are on the agenda for bicycle components, but discussions could arise in

## PRODUCTION



■ Standard bicycle production in EU27 + UK (millions of units)  
■ E-bike production in EU27 + UK (millions of units)

## SALES VOLUME



■ Standard bicycle unit sales (millions of units)  
■ E-bike unit sales (millions of units)  
— Bicycle & E-bike sales turnover (billions of euros)

the future, he added.

CONEBI's general manager adds that such policies would aim to stimulate European production for European consumption, and they should not be detrimental to any international companies.

Taiwanese companies have already raised their investment in Europe, and Marsilio predicts that this will continue. "Maybe it's not a factory, maybe it's something different, but still I think that we will see a stronger presence of Taiwanese companies in Europe," he said. They could invest in increased stocks of components in Europe, or other ways to serve European customers more flexibly.

Marsilio suggested that political commitment could also help to ensure a reasonable distribution of resources such as battery cells between the bicycle and automotive industries.

"Let's assume that there will be a lack of cells in the future for electric vehicles (...) we would like to receive

a commitment by the European institutions that there will be fair competition, a level playing field when it comes to the supply of the cells for our batteries," he said. "We should be able as an industry (...) to have all the means to produce our batteries, to compose our battery packs, instead of giving up again and again to the big automotive industry, which has always received a lot of funding in the past."

At the same time, Marsilio said the industry wants more investment to stimulate cycling. Measures taken by European governments in the last several years ranged from investments in bicycle lanes to rebates on bicycle purchases and repairs, lowered VAT rates and other forms of fiscal support.

He mentioned countries such as France, which has launched a comprehensive strategy to push the cycling industry, involving public stakeholders and the private sector. The Plan Vélo unveiled by the government in May includes a budget of €1. ■ BS



● ● 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





## VELO ENTERPRISE READY FOR GREEN PRODUCTION

**Velo Enterprise [Lin Wedding Garden]** began with founder Stella Yu's vision to create perfect saddles for all types of demanding cyclists. Founded in 1979, Velo Enterprise is the world's leading designer and manufacturer of high-quality saddles, grips and handlebar tapes.

The firm owns and operates two manufacturing facilities in Taiwan and another two in China, supplying high-quality saddles and accessories to clients worldwide. Besides production, its in-house research and development team ensures a steady stream of testing and patents underpins its products. Besides its own-label products, Velo uses its expertise to produce branded products for a host of well-known manufacturers.

"We produce bicycle saddles, grips, handlebar tapes, and e-bike injection products," explains Velo's VP Ann Chen. "All of which can be customised according to the customers' needs". The firm creates products for the entire market, from recreational riders to passionate cycling enthusiasts and professionals, and for all different types of bikes. In recent seasons, the firm has come especially to focus on designing products catering to the growing e-bike market. "We still think the e-bike trend is strong," says



Chen. "Not to forget about the cargo category." Another recent key focus for the brand has been reducing its carbon footprint. Velo's massive size means it's well-placed to deliver improvements throughout the production process. "Velo isn't only fulfilling the minimum standards in reducing carbon emissions but wants to prepare a better world for the next generation," says Chen. "Similarly, our commitment to a sustainable environment is the key to connecting with our clients." This approach has seen the firm's products redesigned and its production lines overhauled. "Velo has developed several different processes seeking to minimise waste during production and lessen our environmental impacts," says Chen. This year, Chen says the firm is looking forward to meeting existing customers and promoting newcomers to the industry. ■ JD

## SRAM

## NEW EAGLE POWERTRAIN E-MTB DRIVE

**SRAM [SRAM ADC]** is known for its innovative product development across all cycling disciplines. Over the years, the firm has acquired many brands, from suspension maker RockShox to wheel specialist Zipp, power meter expert Quarq, and navigation specialist Hammerhead. In January this year, it also took on motor manufacturer Amprio. Since then, it's been an open secret that SRAM has been working on a mid-drive e-bike motor. Now, the Eagle Powertrain has finally broken cover.

"The goal of the system is to provide riders with a complete, wireless, integrated e-MTB system tuned specifically for performance mountain biking," says Michael Hemme, SRAM's e-MTB category manager. "We wanted to simplify the ride and allow the rider to focus on the trail".

Besides pedalling assistance, the new system offers integration of the firm's Eagle Transmission and AXS controls for a clean and intelligent wireless cockpit. Mode selection is similarly simplified with a binary choice of range or rally. The first provides longevity, while the second unlocks the system's full capabilities. At its maximum, the mid-motor provides torque up to 90Nm and 680W of peak power.

"The Eagle Powertrain Drive Unit has been engineered with a reimagined power delivery tune replicating a more natural pedalling experience,"



says Hemme. "We've learned from the shortcomings that plague other motors, such as power losses from super-hard riding".

The Eagle Powertrain battery comes in two versions. The compact 630W unit weighs 3kg and features a tilt-in-mount. The full-size 720W unit weighs 4.1 kg and a slide-in-mount.

Bike makers to discuss the new drive system in person at Bike Week, giving those attending a headstart on the rest of the industry. "Taichung Bike Week is very important to us," explains SRAM's Michael Zellmann. "Our goal is to make great connections with customers, educate people on our newest products, and share in the positive experience of growing cycling". You can visit SRAM ADC at No.120-7, Anhe Rd., Xitun District Taichung City. ■ JD

## SAMOX

## FORGING AHEAD WITH INNOVATIVE FAS CRANK SERIES

Samox comes to this year's Taichung Bike Week looking to build on their reputation for crafting high quality and especially durable drive train components.

With a 40-year history of developing technical expertise in the forging of alloy components in a variety of industry verticals, **Samox [Evergreen, Room 319]** is also in the process of adding in-house carbon fiber manufacturing to its technical arsenal as well as durable e-bike drive train components as the sector continues to heat up in spite of the demand shock that will continue to send ripples through the supply chain as 2024 unfolds.

This "quiet achiever" commenced forging components in the early 1980s. In the early 2000s the company moved into the manufacturing drive train parts, namely cranks, chainrings, and bottom brackets for both OE customers and the aftermarket.

Chainrings for e-bikes, for example, include the CNC machined narrow wide 20t steel with outer guide for Bosch GEN 2 with boost offset. 16t and 18t models are also available. The EP e-spider series

includes the 104 bcd for Bosch GEN 3 with a choice of 47mm or 50mm chainline. An alternative comes with a 110 bcd and 47mm chainlink. For Brose there is a 104 bcd model with a choice of 49mm or 52mm chainline or a 130 bcd 47mm chainline alternative.

Looking to contribute innovative tech to the ever-expanding gravel bike sector, Samox has introduced an upgraded version of their well-received fixed axle-bolt system (FAS): the RAF56 gravel crankset.

The crank is one amongst several in Samox's FAS Series. In a nutshell, Samox FAS technology simplifies and strengthens the connection between crank and spindle. 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. A distinguishing feature is the fixed axle-bolt system. Compatible with Shimano Cues and SRAM systems, it also has a user-friendly non-drive side tension adjuster making it easy to dial in the preload. ■ GR



Samox RAF56 gravel crank

## GENIO BIKES

## QUALITY ALUMINIUM FRAME SPECIALIST

**Genio [Splendor, 1180]** is an OEM manufacturer specialising in aluminium frameset production. Alongside this capability, it offers services as a creative designer and can develop, purchase, produce, assemble, and deliver frames for your next project. With over thirty years of experience, its team has grown to around 180 full-time staff. They've helped create bikes for firms including YT Industries, BMC and Rotwild.

"We're a frame manufacturer focused on producing premium aluminium bicycle frames, including those for electrically-assisted full-suspension mountain, trekking, and cargo-style bikes," Calvin Lin from Genio explains. With its base in Taichung City, Genio is located in the heart of the bicycle industry. This puts it within convenient reach of those attending the show. Here, the firm's high-tech production facilities offer a broad range of services. These begin with a consultation and creation of 2D and 3D drawings, followed by in-depth finite element analysis. Genio can call upon further capabilities once your frame moves to the prototype stage, including laser cutting, CNC machining, in-house heat treatment, alignment control, and final assembly capacities.

"We've also recently upgraded our



internal testing lab," says Lin. This service was set up in 2005 and ensures constant quality control and quality assurance services while allowing the firm to simulate riding situations. "Only test-proven frames will be seen on our production line," he explains. This crucial step means customers can have even greater certainty when making the leap between prototype creation and full-scale manufacturing. The firm can then ensure ISO/EN standard certification, with each frame traceable via a QR code or serial number. Genio has focused on using 6061 and 6066 T6 series aluminium in response to the market's needs. To produce at scale, it has invested in an advanced robot-based TIG welding assembly line that's fast, accurate, and efficient. At Bike Week, the team is particularly seeking to promote its expertise in manufacturing complex electric full-suspension and cargo bikes. ■ JD



## RST GREENERGY TECHNOLOGY

# SUSPENSION AND DROPPER OPTIONS FROM A WELL-KNOWN NAME



**RST Greenergy Technology [Evergreen, 3F, 330]** was founded in 1972. In 1990, it began to focus on producing suspension forks for bicycles. It has among the most extended experience of any firm within the field. Its current product list reflects this, with dedicated forks covering everything from downhill and enduro mountain biking to specialist products for electric cargo and fat bikes.

"We're the suspension solution specialist for everything from price-sensitive to exclusive projects in and around the

cycling industry," says RST's Jasper Feng. The firm's responsivity to the market means it's usually early on board with the latest trends, which can be seen in its Single Shock fork and innovative Stem Shock designs catering to the gravel bike market. The company has also closely followed the e-bike trend with many well-received products. "Bikes are becoming very specific to meet changing demands and use cases," says Feng. "Component makers like us need to be able to deliver the solutions. The e-bike has changed

the industry, and micro-mobility will be a pool of inspiration & new ideas too."

At the same time, RTS has also built a following for its headline products, including the enduro-focused Rouge and Titan fork lines. The brand recognition of all products has further been helped by an extensive sponsorship programme that includes supporting athletes like Jakub Vencel and Brayden Barret-Hay. RST's forks feature a broad range of specifications. These add value to the customer and ensure bikemakers find products that match their needs. Saleable technology across the range includes OCR low-speed compression control and the BO-TNL blow-off damping system with low-speed compression and lockout.

These are complemented by the HCR system, which offers hydraulic compression with rebound low-speed compression control and rebound adjustment. Many of RST's forks now also include an integrated front light mount, something increasingly demanded by e-bikers. A broad range of equally advanced Elev8 dropper seatposts complements RST's suspension forks.

As you'd expect, the firm also offers all necessary spares and tooling to service its products. In recent years, RST has expanded its offering further. This is evident in new product lines like its Smart Tag Platform. This diminutive tracking device can be hidden in the steerer tube of the bicycle and won the



converted Gold Award at the 2023 Taipei Cycle Show. Those looking to partner with the firm will find its headquarters in New Taipei City and a dedicated outpost serving Europe in Stuttgart, Germany. "In a challenging market, networking is important," says Feng. "Cooperation will be essential in the industry. Recent years have led to experiences with virtual reality. However, there are limits. This is why we're absolutely looking forward to meeting friends and business partners in person during Taichung Bike Week."

■ JD



VISIT US AT TAICHUNG BIKE WEEK  
LIN WEDDING GARDEN 1F

INTRODUCING FELIX: 340g per set • Cromoly Spindle • Nylon Composite Body • 1 Sealed Bearings/1DU Bushing • Replaceable Metal G-Pins

## BY,SCHULZ

## GET COMFORTABLE WITH ERGONOMIC COMPONENTS



The by,schulz team

German company **by,schulz [Splendor, 1025]** has been striving to make cycling more comfortable and practical for more than 20 years. It focuses on developing and improving systems and components to optimize the interaction between rider and machine while cycling. The result is a wide range of different parts.

The best-known product from by,schulz is the Speedlifter, which allows the handlebar height to be adjusted quickly and without tools. This practical and useful product is typical of a component design that

now covers a full range of products from seatposts, handlebars, pedals, stems to stem docking systems. There's even a mounting stand called e-Bikelifter BM-60 for working on heavyweight e-bikes.

The company was founded by Markus Schulz, whose hands-on approach to cycling was shaped by his participation in international bike tours. After his apprenticeship as a bicycle mechanic, he set up his own business in the early 1990s. Since 2010, the company has focused on product development and international sales

of the "Speedlifter" and "by,schulz" brands and, since 2022, on the "e-Bikelifter" brand.

Markus Schulz and his team are particularly motivated by the growing demand in the electric, urban and cargo bike segments. At the same time, a high-profile retail arm has helped raise brand awareness and consumer demand. This is complemented by a well-developed original equipment offering, which the company is keen to promote in Taichung. As new designs become more widespread and more people are on bikes, by,schulz is well positioned to help manufacturers add value and additional features to their designs. Whether it's thanks to the family-friendly adjustability of the Speedlifter, which allows you to get your handlebars in the right position in seconds, or the space-saving potential of the



G.2 ST Parallelogram Suspension Seatpost



by,schulz founder Markus Schulz

Z.1 folding pedal. Combined spring seatposts and dropper seatposts, ergonomically profiled handlebars and adjustable stems all help the rider to adopt the most efficient and comfortable position.

"All products are developed in-house in Saarbrücken and tested until they are ready for series production," explains a spokesperson. "They are then verified by independent testing institutes." Products from by,schulz have won awards at both the Taipei Cycle and Eurobike shows. At this year's Taichung Bike Week, the company aims to help even more manufacturers improve the usability of their bikes through its products, and will be showcasing its portfolio at the Splendor Hotel at booth 1025. ■ JD

## VANMOOF SHIPWRECK

## FROM UNICORN TO CASH PIT

While some media celebrated McLaren Applied subsidiary Lavoie buying bankrupt Dutch D2C e-bike brand Vanmoof, this deal leaves a bitter taste within the bicycle industry. After all, the Carlier brothers have turned US\$ 180 million in investments into a debt of US\$ 140 million.



Often described as the Tesla, the iPhone or the Dyson of e-bikes by tech (not bicycle) media, the e-bikes of Dutch brand Vanmoof firmly put form over function. Part of the company's branding effort was a heavy push for advanced connectivity and integration. To achieve the latter, Ties and Taco Carlier as the founders of Vanmoof heavily relied on proprietary

components. While this decision made for a distinctive look, it also was the reason why most bike dealers would not touch these e-bikes that were sold consumer-direct exclusively. But this approach worked well with investors: within a few years the Carlier brothers managed to collect US\$ 180 million from investors who bought into their idea of disrupting an

old-fashioned bicycle industry.

While Vanmoof liked to brag about being the "best funded e-bike brand in the world", the company missed out on some real basics of doing business. The entire aftersales service aspect had never been part of their calculation. To make matters worse, the S3 and the X3 models were pushed into the market despite having some technical issues – at a price that resulted in a negative margin. In other words: even without the costs caused by the aftersales service, Vanmoof was losing money with each e-bike of that series it sold. If this had been a test in economics class, the Carlier brothers would have failed miserably. Instead, they continued to woo investors and happily take their money. After all, bicycles and e-bikes in particular were in high demand throughout the pandemic.

Sadly, happy endings are more often found in fairy tales than in the real world. Pressed by EU product liability laws, Vanmoof was forced to heavily invest in service points to keep their customers happy. As a result staff numbers grew by over 300 people while turnover suffered

from the drop in demand caused by inflation and worsening consumer sentiment. At the end of June 2023, reality caught up with the lofty ideas and the catchword-spiked prep talks of the Carlier brothers. At first, the company claimed it had stopped taking new orders to fully focus on fulfilling pending orders, but on July 18<sup>th</sup> reality struck as a district court in Amsterdam opened insolvency proceedings against the firm.

At first, Hong Kong-registered Vanmoof Asia continued to operate, but not for long: soon employees would not get their pay, calls and e-mails to the company's management were being left unanswered and suppliers in Asia were getting nervous. They had some good reasons for this as invoices were not being paid anymore and outstanding amounts needed to be claimed with a law firm in Hong Kong. Meanwhile British company Lavoie, a subsidiary of McLaren Applied owned by Greybull Capital and active in the e-kickscooter business, has bought Vanmoof from bankruptcy for an undisclosed amount with no intent of paying for any debts. So a lot of money will be gone along with the jobs. ■ LVR



## COLUMBUS TUBING WITH BRAND APPEAL FOR BOUTIQUE BIKEMAKERS

**Columbus [Tempus, A-5F-Norway]** produces high-quality bicycle tubes and parts. They're all designed and made in Italy and come in conventional steel, stainless, titanium and carbon varieties. The firm was founded in 1919. The firm currently produces many tube sets, including the innovative XCr stainless, vanadium-enriched Omnicrom, and versatile Cromor steels. These tubes provide the critical component to bikes from brands such as Peggoretti, Titici, and Battaglin, plus those from many smaller workshops.

In 2023, Columbus is launching a new range of high-end carbon components, including handlebars, stems, seatposts and forks. They've been designed specifically to meet the needs of artisan bike builders. "The all-new Columbus carbon components line is called Trittico and is the big new entry for this year," explains Federico Stanzani, Columbus Brand Manager. It will be available on the firm's booth at the Tempus Hotel alongside products from the re-introduced Columbus Hyperion Titanium tubeset family. The re-launch of this storied tubeset, which formed the heart of many



race-winning bikes towards the end of the last millennium, represents an expansion of the firm's lightweight offering and opens up fresh avenues for frame builders.

"We're looking forward to meeting original equipment manufacturers, frame builders, bike designers and product managers at Taichung Bike Week to provide them with our tubes and components for their creations," explains Stanzani. With a history of furnishing frame builders with the essentials they need to create and outfit their bicycles, it's unsurprising that the brand remains focused on innovations relating to this specific market section. "Attention to customisation, geometries, body-fitting, and frame handling is the focus of Columbus when it comes to upcoming trends in the market," says Stanzani. ■ JD

## SHENGYI MOTOR MOTOR SOLUTIONS FOR YOUR NEXT PROJECT

**Suzhou Shengyi Motor Co [Splendor, 1176]** was established in 2003 and has since become a leading manufacturer specialising in the research, development, production, sales, and servicing of electric bicycle motors. During this time, it's built a client list that includes Giant, Aventon, and Rad Power Bikes. From its base in Suzhou, China, it produces a range of hub and mid-drive motors, of which it sells around one million units annually. Its products are further supported by a sales office in Tianjin, China, a production factory in Taiwan, and a dedicated after-sale service centre in Germany.

Shengyi offers a 24-month warranty as standard, which starts the day the bike is delivered to the customer. It also provides direct technical assistance and aftersales parts to support its products. Helping it to create innovative products, the firm boasts its own research and development department. In-house quality control capabilities complement this, and it's also passed CE, ISO9000, ROHSn and 3C certification.

Its current portfolio is headed by a selection of mid-motors for a broad range of

riding styles. The CMT03 motor, with its 110Nm of torque and 250-watt peak power output, is a versatile unit created in collaboration with bikemakers to satisfy a broad range of market demands. It sits alongside the powerful CMT03P motor, which is strong enough for rough mountain bike applications. The smaller, lighter CMT07 is ideal for city bikes or road racing applications. It weighs 3.3kg and is a cost-efficient solution capable of producing a max torque of 85Nm.

Finally, the CMT09 motor offers 160Nm, a max speed of 45km/h and a 750-watt power rating. The firm also makes a vast range of front and rear hub motors rated between 1,000 and 180watts, plus a selection of brushless motors built directly into mag-style wheels. This latter option is ideal for varied types of electric vehicles, a quality aided by the firm's additional expertise in the field of eclectic scooter motor production. The firm has also created its own bottom-bracket torque sensor, capable of sensing rider input to within 2% accuracy. It helps ensure Shengyi can power up your next e-bike design and sits alongside a growing range of head units and controllers. ■ JD



**KS**  
VANTAGE

GET READY  
FOR A TRUE  
DIALED IN FIT

With revolutionary "TravelTune" technology, VANTAGE offers 30mm of user adjustable travel range adjustment in 1mm increments.

kssuspension.com

## EUROBIKE

# “TAIWAN IS A CRITICAL FACTOR IN OUR SUCCESS”

With more than 1,900 exhibiting companies, 34,750 representatives of the trade public and 31,840 end consumers, this year's Eurobike show in Frankfurt am Main saw record numbers. In an exclusive interview with the Show Daily, Stefan Reisinger, Managing Director at Eurobike host fairnamic GmbH, sheds light on the symbiotic relationship between Eurobike and the Taiwanese bicycle industry, the evolving challenges post-pandemic, and Eurobike's 2024 edition (July 3-7).

## How important is Taiwan and its bicycle industry to Eurobike?

“Since the beginning, Taiwan and its bicycle industry have always been an integral part of Eurobike. And Taiwanese exhibitors remain a pivotal component of our show today, ranking second only to our European exhibitors. Approximately 20% of our exhibitors are from Taiwan, and even more have close connections to the country. It is therefore no exaggeration to say that Taiwan has been a critical factor in our success over the past three decades.”

## Asked the other way round: What are the reasons that make Eurobike such an important platform for the Taiwanese bicycle industry?

“Eurobike has always been the platform where the international bicycle industry comes together. Given Taiwan's pivotal role in the bicycle industry, Eurobike is likely the most important overseas event for most of Taiwan's bicycle companies.”

## Following the boom that occurred during the Coronavirus pandemic, the bicycle industry is currently facing challenging times. How is this situation affecting Eurobike, and how are you managing it?

“We are, of course, aware of the industry's challenges and know that almost everyone has been affected. However, since we are in the midst of the registration process for our 2024 edition, it's a bit early to draw conclusions. Nevertheless, I can say that we're generally pleased with the booking status. We're therefore cautiously optimistic that Eurobike will perform well next year, given our reputation and the resilience of the bicycle world.”

## Speaking of 2024, can you share some of your plans for next year's Eurobike?

“We're planning to retain our familiar setup again for Eurobike 2024. However, we'll reveal specific highlights in the coming months to provide a deeper insight.

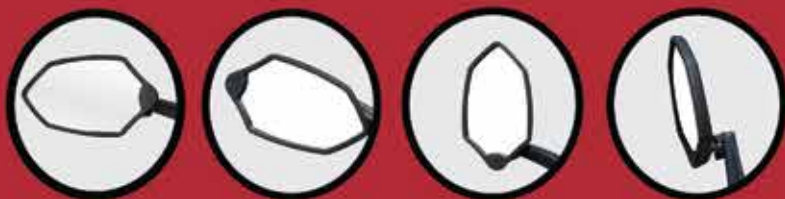


Our detailed planning for the event will be kicked off at the end of October. Anyone contemplating participating next year is welcome to contact us and register in the coming weeks.”

## Will you attend Taichung Bike Week?

“Yes, I will personally attend Taichung

Bike Week. I've been a guest at this event several times already. It is an important platform for us to maintain existing relationships and acquire new exhibitors. Besides the Taipei Cycle Show, it's a crucial date for me to network and forge connections with Taiwan's bike and light electric mobility industry.” ■ WMS



## SEE THE DIFFERENCE

SPLENDOR HOTEL 1336

*Hafny*





## SADDLE MAKER DEBUTS AT LONDON FASHION WEEK

# VELO TEAMS UP WITH DESIGNER ON A RANGE FEATURING RECYCLED OCEAN PLASTIC

Cycling journalists aren't often called upon to attend shows at London Fashion Week. So, it was an exciting change to attend a glitzy event with Ann Chen from saddle maker Velo. The Taiwanese bicycle firm has partnered with compatriot fashion designer Ray Chu to explore a shared interest in style and sustainability.



Having navigated the well-dressed queue outside the Bloomsbury venue, we got a look at some of the clothes, and saddles, on display. They combined to form part of a showcase of gender-neutral outfits with a modern aesthetic.

However, it was the thinking behind their construction that attracted Velo's interest. Ray Chu's mission statement includes a 'commitment to sustainability and eco-friendly materials' and the desire to 'be more environmentally conscious and become even more sustainable'.

It's an approach that intrigued Velo, a company that's recently worked hard on developing ways of recycling waste materials within its own production lines. This has included developing several processes to minimise waste during production and lessen its environmental impacts. One result is that the firm now reclaims foam waste in-house before returning it to the production line.

Each of Chu's outfits is made to order to avoid excess, while they also utilise plastic waste retrieved from the ocean. Velo's saddles, which served as

accessories to several of the models, follow the same theme. Its Prevail Revo and Prevail Ride saddles feature GRS4.0-certified eco-friendly material. They got a makeover featuring Chu's Mata Ray logo for the show.

Ray Chu and Velo also share an interest in using non-petroleum-based hybrid bioplastics and plant-based materials where possible. This was in evidence across several of the outfits, with the firm's Angel Revo slung across the model's torso to provide an illustrative counterpoint of how the material might also be used in other applications.

In attending the internationally renowned London Fashion Week, Velo was also keen to display its stylistic credentials. The unique Velo Runway booklet handed to all attendees aimed to introduce the brand to a new demographic beyond the typical cyclist. It also helped position the brand's saddles as fashionable objects in their own right. Echoing the show, it featured a diverse range of stylish youngsters posed alongside the firm's products. **■ JD**



**EC58**  
**EMS06**

**SAMOX**



**EC58**  
Offset: 13mm  
Interface: ISIS/BNI/JIS  
Length:  
150/155/160/165/170/175mm

**EMS06**  
Teeth: 32/34/36/38/40T  
CL: 47/49/50/52/53/55/56mm  
Compatible with most of motor brands.

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



**V-GRIP®**

## "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**



## STAN'S NOTUBES

## MORE THAN JUST TUBELESS SYSTEMS

Back in 1998 the cycling world didn't yet know how much it needed tubeless tires...but Stan Koziatek did. He started experimenting with liquid compounds that would seal tire punctures from within and, not long after that, he convinced mountain bikers at the highest level to test his concept at world cup races. When they started winning, Stan was in business selling sealant and conversion kits so that riders could "go tubeless." A tubeless ready system consisted of sealant, rim tape, valves, and compatible tires.



Stan's NoTubes' market-leading Tire Sealant

Stan's NoTubes [Splendor 1003 +1003-1] officially entered the tubeless ready category in 2001 and then became its instant leader. To improve upon the tubeless concept, the next logical step was to build the

entire system, from wheels and rims to valves, which further escalated Stan's NoTubes' category domination. As wheels started to evolve and get faster, Stan's NoTubes designed new products to meet the demands of consumers and

OE partners alike. Consumer identities also shifted as fast as the wind and, whereas previously a wheel fit a specific riding style, like cross-country, Stan's NoTubes had to start building a little versatility into its product development to accommodate changing interests. Taichung Bike Week gives this U.S. brand a unique opportunity to gain insights on what's next in cycling from intel obtained by the show's wide range of industry insiders.

"Stan's is certainly no newcomer to Taichung Bike Week and its inherent purpose to provide a global platform for suppliers, assemblers, brands, and every imaginable product category to come together in one place," said Brett Hahn, director of global sales. "Stan's shares the same desire to showcase our full product offering with a particular focus on our market leading sealant — our goal is to drive 'tubeless' technology into every possible level of two-wheeled mobility and performance."

The bicycle market is still the brand's core business and Stan's NoTubes has



built a robust roster of OEM partners. The brand isn't without its rivals, but it has successfully managed to remain in the lead due to entrepreneurial drive, continuous improvement, and global expertise. ■ **WB**

## KENDA TIRES

## GEARING UP FOR CHANGE



Kenda Tires is investing heavily to be well-positioned for the future

In the Taiwanese bicycle tire industry, one name cannot be ignored: Kenda Tires [Evergreen Hall, C3]. Established in 1962 in Yuanlin, the company has evolved from a local heavyweight to a global tire manufacturing powerhouse.

Beyond their headquarters in Taiwan, the firm's operations span three factories in China, one in Indonesia, and two in Vietnam, complemented by international offices in the U.S. and Germany. "For over 60 years, Kenda has produced tires for various industries. This experience is, of course, something

that helps us these days," says Eric Yang. He is Vice President of Business Development at the Kenda office in San Francisco — and, accordingly, has a close eye on current developments in the global bicycle tire market.

Like the rest of the industry, Kenda isn't immune to challenges, experiencing the pressure of overstock, reduced order volumes, and a wavering demand. "The tire market surged during the pandemic, especially in 2021. However, things started to slow down in the second half of last year," he reports, pointing out that the bicycle industry has been hit harder

than other sectors like their car tire business. Under full capacity, Kenda's maximum production volume is up to 230,000 bicycle tires and 300,000 inner tubes daily. However, these numbers are not being reached these days. "We expect the numbers to return to the pre-pandemic level next year. And then we hope for a full normalisation in 2025," Yang predicts.

Amid the prevailing challenges, Kenda's Vice President of Business Development remains confident in what lies ahead — for several reasons. The first is an adaption of the product portfolio: "To meet the demand for tires with a good price-performance ratio, we will present a new tire line at Taichung Bike Week, which offers most of the performance of premium models — at reduced price," Yang reveals. Another prominent project is the topic of sustainability. The Taiwanese company has set itself the target of reducing its CO2 emissions by 3% per year. "Additionally, we are looking into different material innovations — for example, products based on soybean oil. Tire recycling is also a big topic for us," he says.

Highlighting the company's forward-thinking approach, Kenda has recently invested 300 million USD in car tyre production in Vietnam and plans to channel nearly 10 million USD into their bicycle tyre plant in



Eric Yang, Vice President of Business Development at Kenda's San Francisco office

Indonesia. This is intended to meet the needs of bicycle brands that are relocating their production to Southeast Asia, as well as an overall future increase in demand. Looking ahead, Yang is optimistic: "With new products on the horizon and a commitment to adapt to market needs, Kenda aims to forge a path that not only reflects our legacy but also our vision for the future." ■ **WMS**



## CLASSIFIED CYCLING

# NEXT-GENERATION DRIVETRAIN TECHNOLOGY



The in-hub gearing system from **Classified [Lin Hotel]** replaces a front derailleur with a design that's fast, efficient, and incredibly elegant. Weighing around the same as the components it replaces, it uses wireless electronic activation to offer a 530% gearing range while retaining minimal jumps between each sprocket. Unlike a traditional front derailleur, the system can shift in 150 milliseconds and under loads of up to 1,000 watts. At the same time, it provides the maintenance, aesthetics, and aerodynamic benefits of a 1x drivetrain. With applications for road, gravel, mountain bike and urban segments, it's gained phenomenal reviews, tons of media hype and millions of dollars in investment. It's also gained the interest of brands, Ridley, and 3T, which now offer the system on some high-end models.

"With over 20 years of experience

in the automotive industry, Classified's co-founders set out to prove innovation was still possible in the bicycle drivetrain," explains David Bavin-Hobbs, Classified's Global Communications Manager. "By removing the front derailleur and adding a two-speed wireless hub to the rear wheel, Classified combines the simplicity and efficiency of a 1x drivetrain with the functionality, control and gear range of a 2x drivetrain."

This year, the firm is expanding into the mountain bike market with a new cross-country hub that fits the wider 148mm spacing. Alongside this is a new wireless handlebar control called the Ringshifter. Classified's XC MTB hub comes standard with an 11-40t

cassette, providing a 530% gear range without the large steps between gears found on standard 1x MTB drivetrains. Triathletes have also recently received dedicated shifters.

Elsewhere, the firm's hubs have also appeared on more practical machines. "We're excited to announce our partnership with Evari to bring one of the first two-speed e-bikes with Powershift technology to

the market," says Bavin-Hobbs. This bike uses a Bosch CX Performance Line motor and Gates Carbon Drive. Classified's system then adds a launch and cruise gear. "We believe Powershift Technology adds functionality to the simplicity of a belt drive e-bike."

"At Taichung Bike Week, we'll catch up with our existing partners and hopefully meet new ones," says Bavin-Hobbs. "With our entry into the MTB and TT markets, Classified can now enhance the riding experience across all disciplines of performance cycling. As we continue working with more e-bike partners, we want to introduce Powershift technology to the cycling community.

We're open to working with brands across the entire cycling ecosystem." **JD**

**Classified Powershift road set**



# 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 retrofittable byschulz components.

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

# RUBBER KINETICS CORP./GOODYEAR BICYCLE TIRES

## WHERE THE RUBBER MEETS THE ROAD

Goodyear, a global tire giant renowned for its commitment to innovation and excellence, has extended its reach into the thriving bicycle tire segment through a groundbreaking collaboration with Rubber Kinetics, specialists in high-performance cycling tires. As one of the world's largest tire companies, Goodyear's foray into bicycle tires has already made waves in the industry.



The Goodyear Eagle F1 SuperSport R tires offer up to 35% less rolling resistance

Since entering the market just a few short years ago, **Goodyear Bicycle Tires [Evergreen Hall - A12]** has consistently pushed the boundaries of what's possible in bicycle tire design and technology. Their mission, encapsulated in the phrase "Technology With Purpose," underlines their dedication to enhancing the rider experience, whether it's for competitive road racing or urban commuting.

In the first half of 2020, Goodyear's production facility in Nantou under-

went significant upgrades, enabling it to meet the demands of mass production. Dedicated to continuously improve energy efficiency and sustainability with the overarching goal of reducing their environmental impact, the new factory employs cutting-edge, specialized machinery allowing lower emissions compared to industry norms.

This milestone coincided with the launch of their award-winning Eagle F1 and Eagle F1 SuperSport ultra

high-performance tires. These tires set a new standard for technology and performance in the industry, solidifying Goodyear's position as a leader in the bicycle tire market.

Building on their initial success, Goodyear has unveiled in April 2023 the second generation of their UHP (Ultra High-Performance) tires, the Eagle F1 R and Eagle F1 SuperSport R. These tires are available in both tubed and tubeless options and offer remarkable advancements, including up to 35% less rolling resistance and industry-leading wet grip. These innovations will undoubtedly delight cyclists seeking peak performance.

To further strengthen their presence and commitment to the bicycle tire market, Goodyear recently appointed Bastien Donzé as Director of Product for Goodyear Bicycle Tires. With a remarkable 25-year history of success in the bicycle industry, Donzé's expertise is set to propel Goodyear to new heights. Taichung Bike Week marks the first opportunity for him to meet face-to-face with many of their valued customers, and also where Goodyear's expanding Transit range for urban and trekking use, as



Last month, Goodyear Bicycle Tires appointed Bastien Donzé as the new Director of Product

well as their ultra high-performance road tires is being showcased.

While Goodyear Bicycle Tires have only been on the market for a few short years, the company is focused on designing, developing, and delivering premium bicycle tires that enhance the rider experience. Whether for road racing or urban commuting, the "Technology With Purpose" mission is at the core all their products. ■ **MW**

### WTB TAIWAN

## ACTING LOCALLY, THINKING GLOBALLY

WTB regards Taichung Bike Week as critical to its global business operations. As one of the first brands to participate in TBW, the event is now a calendar mainstay for the 40-year-old company.

It's no secret that Taiwan is the de facto capital for turning concepts into bicycles, so it made sense for U.S. brand, **WTB (Wilderness Trail Bikes) [Tempus, A-3F-Harvard]** to be there as well to supply its brand of wheels, rims, tires, saddles, and grips to both present and potential OE partners. Like WTB, nearly every premium component brand has most, or all its products made in Taiwan by wholly owned, partner, or independent factories. Now under the supervision of general manager, Tina Kuo, WTB Taiwan is a thriving force in the OEM market.

"WTB was one of the first brands to participate in Taichung Bike Week because we realized the strength of the event early on," said Johs Huseby, director of global OEM sales. "It created a platform for product managers to choose specs prior to

the upcoming model year."

WTB Taiwan officially opened for business in 2012 but had been transacting business in Taiwan since 1993. The decision to open an office in Asia was taken in order to provide global service and support to WTB's customers worldwide. Fundamental to this decision was to ensure that products from WTB's manufacturing facilities around the world were identical. Specifically, performance and weight across all products would be indistinguishable, yet some consumers have pointed to the various factories as a way to explain differences in tire wear on some models.

From a logistics perspective however, WTB Taiwan has made it much easier to serve local markets, which reduces the complexity of having to negotiate time differences and oversee production from afar. Starting



in 2026, the European Union will phase in carbon tariffs on imported goods, which will have an impact on Taiwan's manufacturing-based industries so keeping things local, as WTB Taiwan has done, will further un-complicate business for the global brand.

In addition to making components with the intent of improving every aspect of the riding experience, WTB has dedicated itself to getting more people on bikes since day one.

Independent of WTB's other offices, WTB Taiwan is its own entity with immediate access to all the Taiwanese assembly factories. The local office has also established an identity all its own through events organized for the local cycling community. Monthly mountain bike rides organized by WTB Taiwan invite locals to hit Taiwan's alpine forest trails and serve to strengthen the company credo that bicycles "have the ability to change the world." ■ **WB**



**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.

Join us at Taichung Bike Week at Lin Hotel!



DISCOVER  
MORE



• K-FORCE TEAM EDITION  
544 grams



• SL-K-LIGHT  
507 grams



• GOSSAMER PRO  
807,5 grams

OPTIMIZED FOR 11 AND 12 SPEED

Our Teams



BAHRAIN  
VICTORIOUS

ISRAEL  
PREMIER  
TECH

CAJA  
RURAL  
SEGUROS PEGA

ARKEA  
SAMSON  
PRO CYCLING TEAM

Burgos  
BH  
Pro Cycling Team

EUSKADI  
FUNDACIÓN

EF  
Education  
easypost

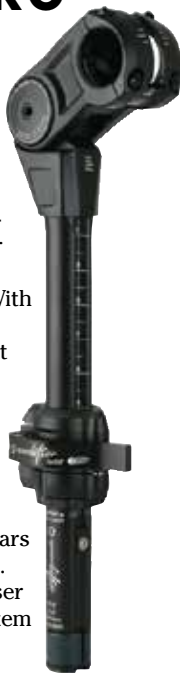


# NEW PRODUCTS

## BY,SCHULZ SPEEDLIFTER TWIST PRO 2 SDS 1 1/4"

Discover the innovative 1 1/4" Speedlifter Twist Pro 2, allowing tool-free handlebar height adjustment with 90° handlebar rotation and integrated angle-adjustable stem. With its 2D forged design and solid angle adjustment, it offers ultimate flexibility and ergonomics. Simply select your handlebar position according to different extension or stem lengths and customize your handlebars according to your needs. With a clearance for a user weight of 150kg, the system is extremely resilient. Experience comfort and control on your bike with the Speedlifter Twist Pro 2 - the perfect choice for demanding cyclists.

**Splendor Hotel, 1025**



## HAFNY WIND RESISTANT BIKE MIRROR

The mirror arm of HF-M6002LS-FR052 has a hollow design to decrease weight and improve wind resistance. The mirror arm is lighter and also is longer than all of our other models. The body is fiber-reinforced and the mirror arm insert base comes with a spacer to let bikers choose to lock in one angle or stay rotatable if needed.

**Splendor Hotel, 1336**

## AVS ELECTRONICS RC8-FS

The all new AVS RC8-FS HMI integrates a smart capacitive biometric fingerprint sensor directly into the HMI's control panel. With this enhanced fingerprint recognition system, the RC8-FS only allows authorized riders access to system startup ignition and electronic lock to operate the e-vehicle. The unit comes equipped with optional BLE and 4x RGB multi-color backlight illuminated buttons for assist & walk mode, bike light control, general settings and system power. The RC8-FS can be adapted to a wide variety of drive systems and is compatible with common communication protocols.

**Splendor Hotel, 13F, 1389**



## KT TAIWAN 612POE HUB

With the 102 POE and 612 POE 6 pawl engagement system, KT Taiwan brings 3.5 degree engagement and even more 0.58 degree engagement to the MTB world. Compatible with all types of derailleurs. For detailed specifications and further information on KT Taiwan's complete range of MTB products visit KT at the Evergreen hotel.

**Evergreen Hotel B2 Laurel Hall, L9-L10**



## YAMAHA PW SERIES S2

Developed with the simple philosophy that 'less is more', the new PWseries S2 is Yamaha's smallest, lightest and most powerful drive unit for the high-volume Sport and Trail sectors. Building on the strengths of the best-selling PWseries ST, the PWseries S2 benefits from Yamaha-exclusive electronic control technologies that ensure strong performance with smooth and natural acceleration on every ride. And like every Yamaha drive unit, quality and reliability are assured.

**Splendor Hotel, 15F, Amber Room**



## V-GRIP PLAID SPORT BOTTLE

A unique plaid-textured version of V-Grip's unique Wave bottle. Allowing you to stay hydrated while also offering a cooling shower of water for you to direct over yourself, switching modes is simple and can be achieved while one hand remains on the bars. Dishwasher safe and recyclable, the bottle has BPA, FDA, and EU restriction of hazardous substances directive approval.

**Evergreen Hotel, Evergreen Hall, A32**



## VISION METRON 5D ACR EVO

The stiffest and most aero integrated handlebar and stem system. The wing-like shape of the bar top aids aerodynamics. The 10° forward angle ensures a more natural position of the wrists and a wider position of the elbows, which facilitates breathing. 5mm offset drops providing wider, more stable sprinting platform and allowing faster transitions from hoods to drops.

**Lin Wedding Garden**



## SKS INFINITY GT 9

With its modern and minimalist look, the new Infinity GT 9 pannier rack integrates perfectly on the bike. The bag mount is angled backwards to create space at the pedals for maximum foot clearance. Safe and reliable, this German-made aluminium pannier rack transports up to 15 kg of luggage. For more visibility in road traffic, the Infinity GT 9 can be equipped with the matching Infinity Rearlight. Thanks to its efficient COB LED technology and curved shape, the rear light is extremely bright.

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



## WELLGO C372

With a modern look and excellent grip, Wellgo's C372 offers the smooth feeling of 2DU system for a good impression and better user experience. A modern pedal design also helps to keep the vibe of the bikes and the personality of the rider. The sand paper adds a great appearance, and great grip while riding.

**Lin Wedding Garden 1F**



## ARMOR LA BICI: REAR CARRIER INTEGRATED REAR LIGHT

This alloy rear carrier is perfect for E-Bikes and is compatible with an integrated light system. The flawless integration creates a seamless blend, aligning the rear light's graceful curved shape with the carrier's lines. The result is a remarkably sleek and accurate rear light, accentuated by an elegant strip design.

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





## 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> EVERGREEN HOTEL	<b>Room 333</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 HENGFENG 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

STAN'S NOTUBES  
SPLENDOR HOTEL 1003-1003-1

STRONGLIGHT 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 LONDON 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

XFUSION  
TEMPUS HOTEL A-5F-Italy

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

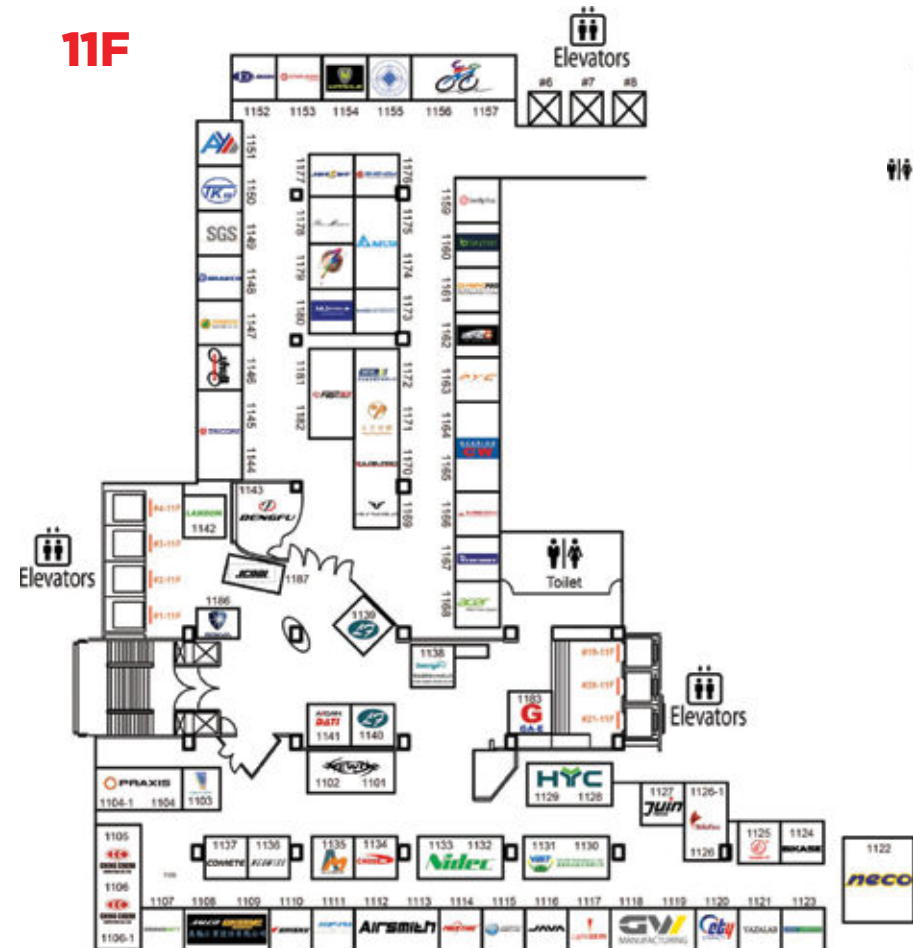
宁波圣洁车业有限公司  
SPLENDOR HOTEL 1206



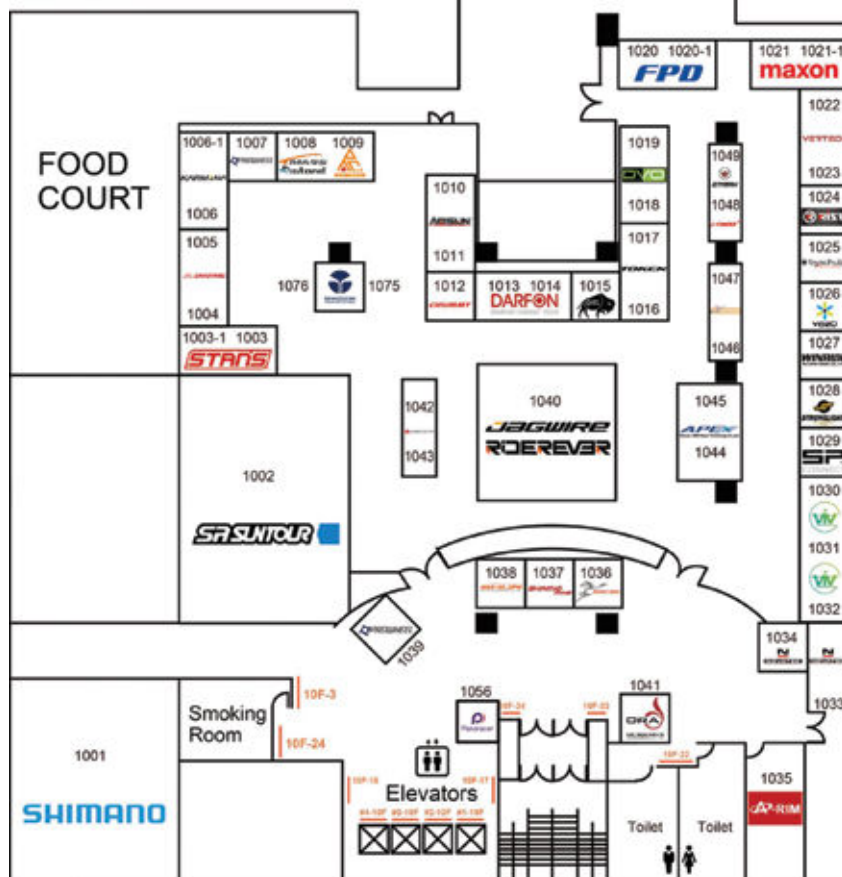
# HOTEL FLOOR PLANS

## SPLENDOR HOTEL

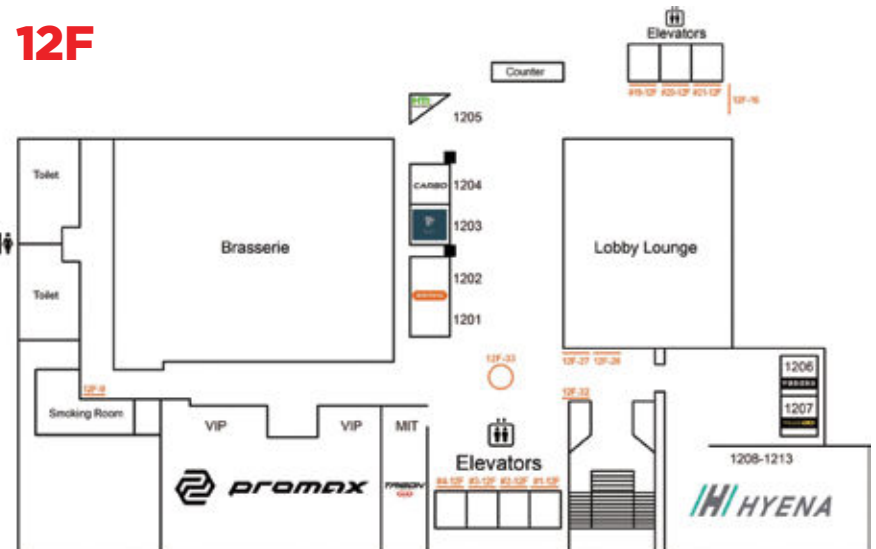
### 11F



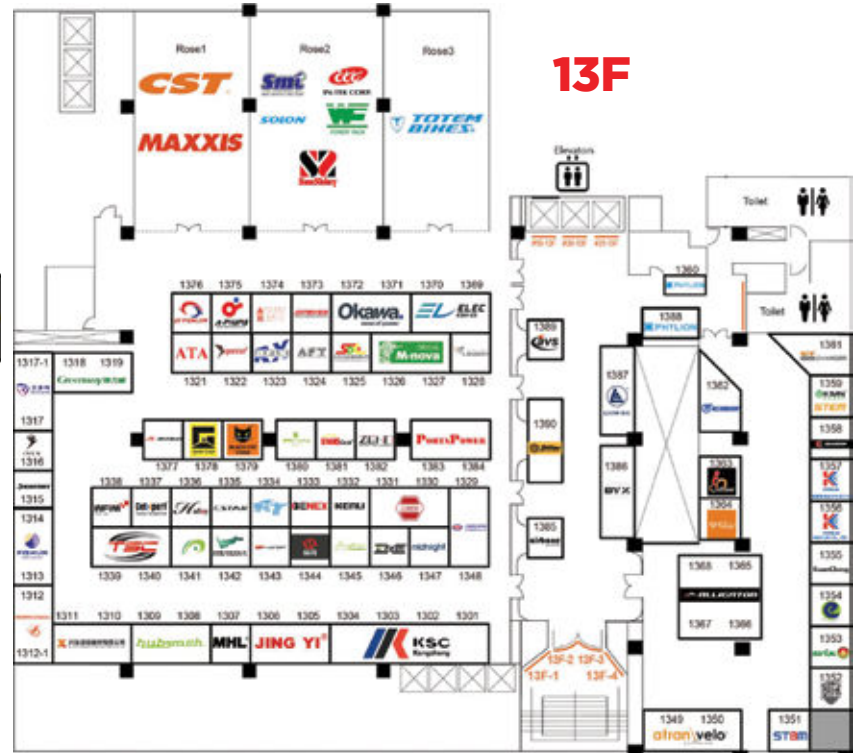
### 10F



### 12F

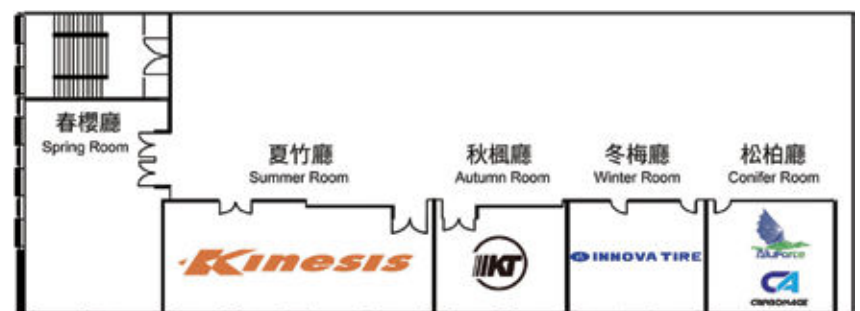


### 14F



### 13F

### 14F



### 15F



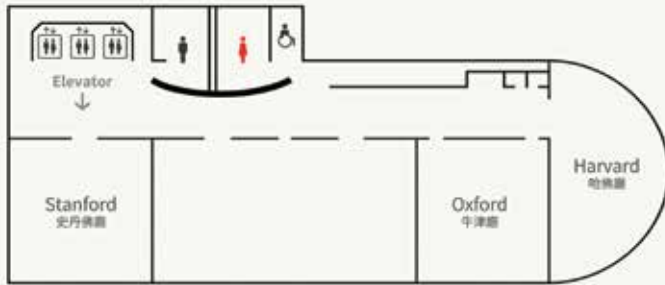
# HOTEL FLOOR PLANS

## tempus Hotel

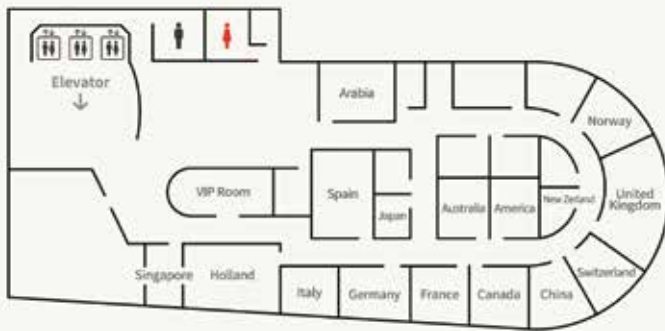


TEMPUS HOTEL  
永豐棧酒店 | dunqian

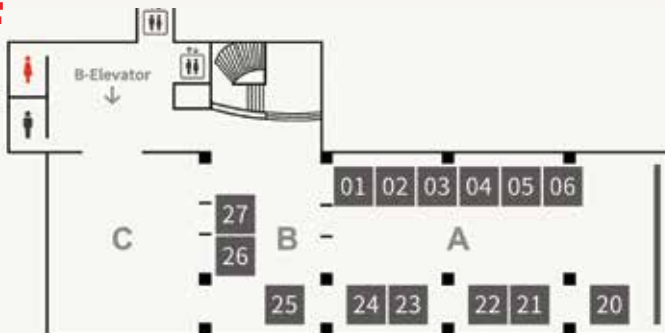
3F



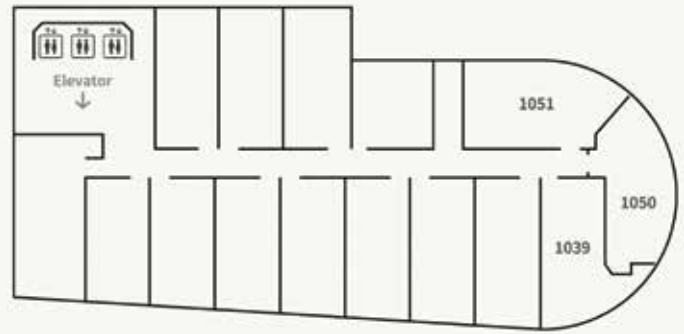
5F



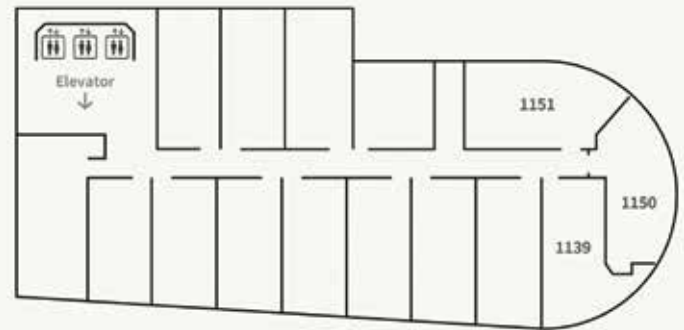
B1F



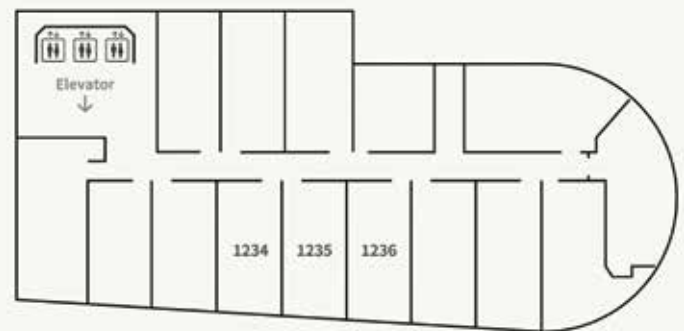
10F



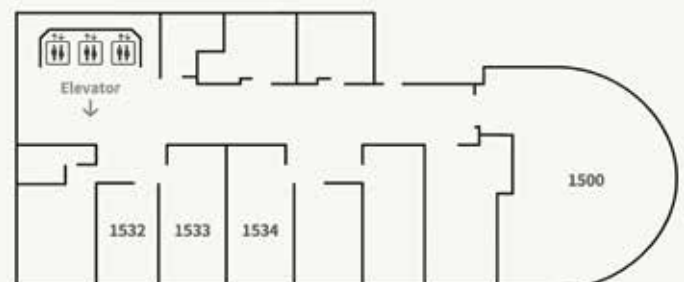
11F



12F



15F





# HOTEL FLOOR PLANS

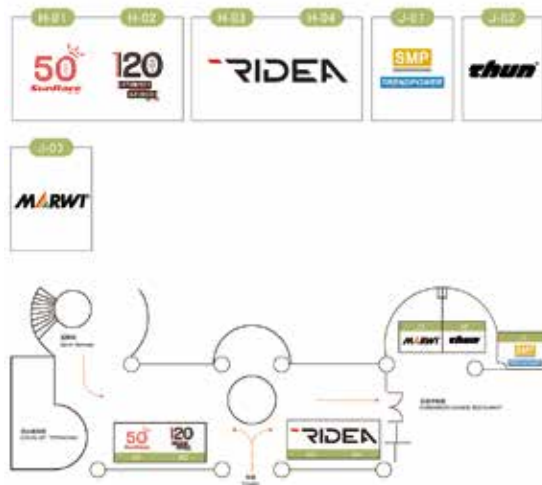
## EVERGREEN HOTEL



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

### 2F

展示區 2 二樓走廊  
EXHIBITION AREA 2ND FLOOR CORRIDOR



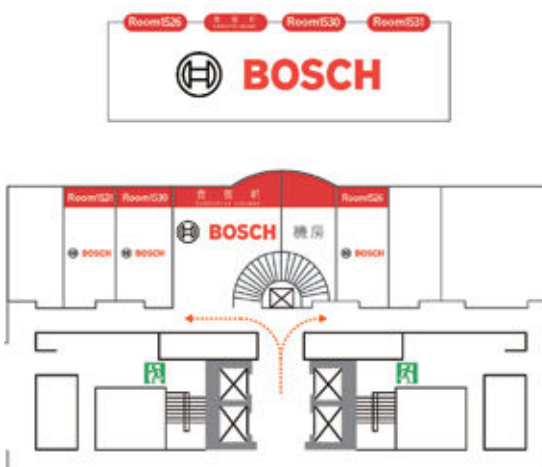
### 3F

展示區 4 客房  
EXHIBITION AREA 4 GUEST ROOM



### 15F

展示區 5 客房 × 貴賓軒  
EXHIBITION AREA 5 GUEST ROOM × GUEST SUITE



### B2F

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



### 3F

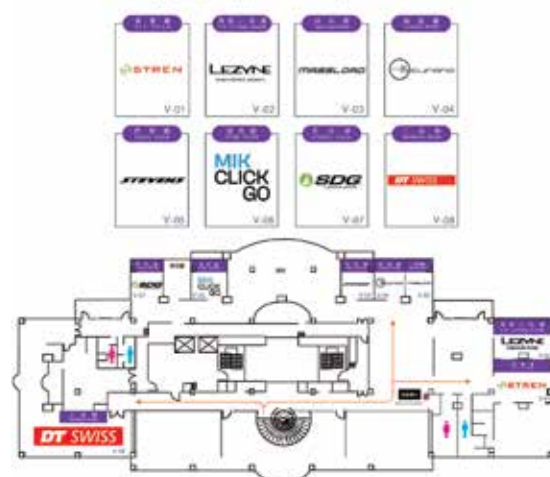
展示區 4 牡丹廳  
EXHIBITION AREA 4 PEONY BALLROOM



### 16F

展示區 6 貴賓俱樂部  
EXHIBITION AREA 6 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**



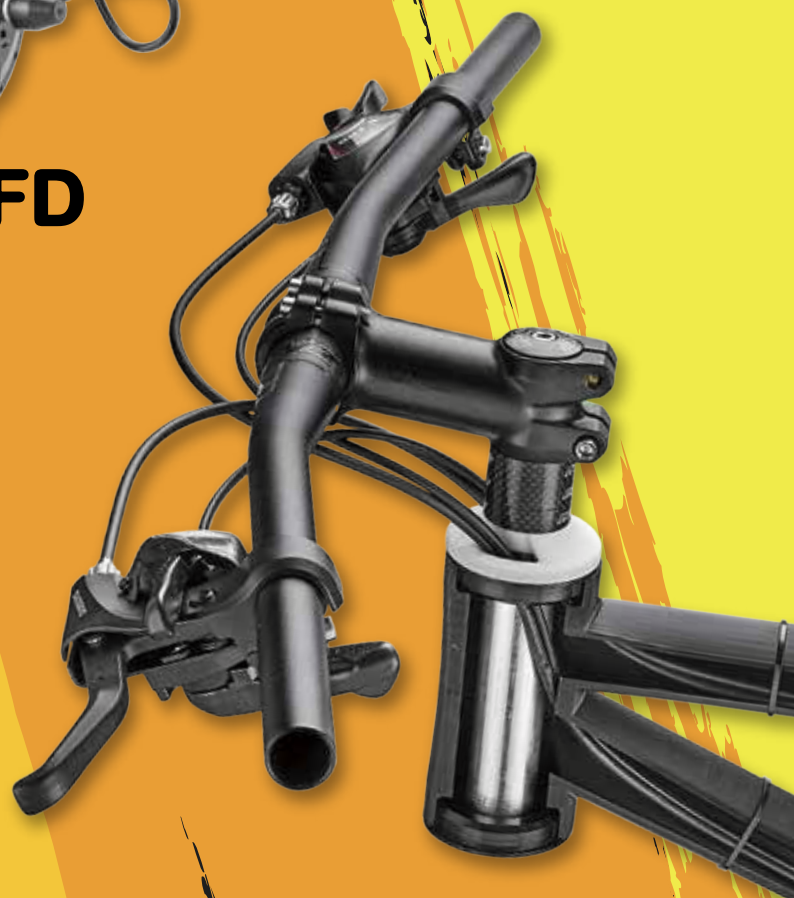
**M10**



**M58FD**



**M30CD**



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