

**TAIPEI  
CYCLE**

# SHOW DAILY

**WEDNESDAY**

ENGLISH

中文



## GREEN AMBITIONS, INDUSTRY BLUES

**INSIDE TODAY'S SHOW DAILY:**

**BIKE VENTURE | D&I AWARDS | SUSTAINABILITY EFFORTS | EUROPEAN OVERSTOCK | EXPORT BUST | PRODUCT HIGHLIGHTS | EXHIBITOR PROFILES | EVENT GUIDE**

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# TAIPEI CYCLE EVENT GUIDE 2024

	Event time	Event name	Location	Organizer
<b>Mar 6 Wed</b>	09:00-18:00	<b>E-bike Demo</b>	4F, TaiNEX Hall 2	TAITRA
	10:00-11:00	<b>Opening Ceremony</b>	Stage, Area R, 4F TaiNEX Hall 2	TAITRA
	10:00-16:00	<b>TAIPEI CYCLE Live Studio</b>	Booth# , 4F TaiNEX Hall 1	TAITRA
	11:00-12:00	<b>Awards Ceremony of the 25th IBDC &amp; Achievements Presentation of MOEA Technology Development Program</b>	402, 4F, TaiNEX1	CHC
	14:00-17:00	<b>WBIA Sustainable Supply Chain Principles Event</b>	401, 4F TaiNEX1	WBIA
	14:00-17:00	<b>Bike Venture Summit</b>	Stage, Area R, 4F TaiNEX Hall 2	TAITRA
<b>Mar 7 Thu</b>	09:00-18:00	<b>E-bike Demo</b>	4F, TaiNEX Hall 2	TAITRA
	09:00-12:00	<b>2024 Bicycling Alliance for Sustainability (BAS) ESG Initiative Forum</b>	402, 4F, TaiNEX1	BAS
	10:00-15:00	<b>TAIPEI CYCLE Workshop</b>	Stage, Area R, 4F TaiNEX Hall 2	TAITRA
	10:00-16:00	<b>TAIPEI CYCLE Live Studio</b>	Booth # , 4F TaiNEX Hall 1	TAITRA
	13:00-17:30	<b>TAIPEI CYCLE Forum</b>	401, 4F TaiNEX Hall 1	TAITRA
	16:00-18:00	<b>Bike Venture Pitch &amp; Social Spin</b>	Bike Venture (booth # L0118) 4F, TaiNEX1,	TAITRA
<b>Mar 8 Fri</b>	07:00-17:00	<b>TAIPEI CYCLE Ride Together</b>	TBA	TAITRA
	09:00-18:00	<b>E-bike Demo</b>	4F, TaiNEX Hall 2	TAITRA
	10:00-15:00	<b>TAIPEI CYCLE Workshop</b>	Stage, Area R, 4F TaiNEX Hall 2	TAITRA
	10:00-16:00	<b>TAIPEI CYCLE Live Studio</b>	Booth#, 4F TaiNEX Hall 1	TAITRA
	14:00-16:00	<b>Bike Venture Close-door Industry Roundtable (By invitation)</b>	3F, TaiNEX Hall 2	TAITRA
	15:30-17:30	<b>TIMTOS 2025 application partner tour-Bicycle Smart Manufacturing Seminar</b>	4F, TaiNEX Hall 2	TAITRA
<b>Mar 9 Sat</b>	09:00-15:00	<b>E-bike Demo</b>	4F, TaiNEX Hall 2	TAITRA
	10:00-15:00	<b>TAIPEI CYCLE Workshop</b>	Stage, Area R, 4F TaiNEX Hall 2	TAITRA
<b>Mar 10 Sun</b>	06:30-11:30	<b>Bike Venture Social Ride</b>	TBA	Taitra

## Exhibition Center

Exhibit Area  
展區配置

### TaiNEX ①

 台北南港展覽館1館  
TAIPEI NANGANG EXHIBITION CENTER, HALL 1



**1st Floor:**

**Area I, J, K**

Parts & Components, Cycling Accessories, Cycling Apparel

**4th Floor:**

**Area L, M, N**

Complete Bicycles, Overseas Brands & Country Pavilions, Parts & Components, Bike Venture, Cycling Accessories & Apparel, Start-ups

**一樓展區**

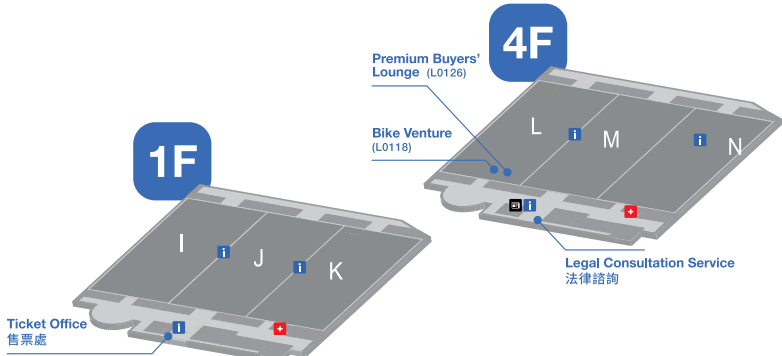
**I, J, K 區**

自行車零組件、自行車配件及人身部品

**四樓展區**

**L, M, N 區:**

自行車整車、海外品牌及國家館、Bike Venture  
自行車零組件、自行車配件及人身部品、新創企業



### TaiNEX ②

 台北南港展覽館2館  
TAIPEI NANGANG EXHIBITION CENTER, HALL 2



**TAIPEI CYCLE** *T-IsPO*

台北國際自行車展覽會  
台灣國際運動及健身展  
聯合場館

**4th Floor:**

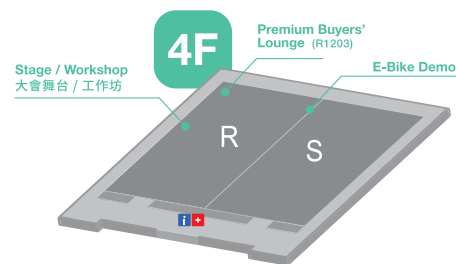
**Area R, S**

E-Bikes & Drive units, Overseas Brands, Cargo-bike & Micromobility, Parts & Components, Cycling Accessories & Apparel


**四樓展區**

**R, S 區**


電輔車及電機系統、海外品牌、都市低碳載運  
自行車零組件、自行車配件及人身部品




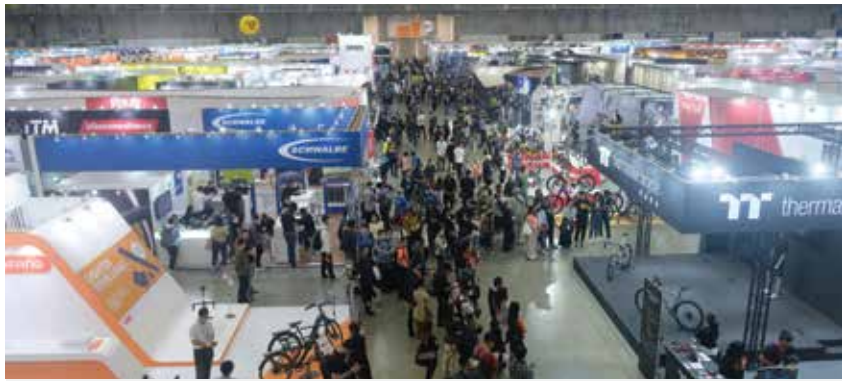
**TODAY**  
**March 06**  
**TAIPEI**  
**23°C**  
 LIGHT RAIN



**TONIGHT**  
**13°C**  
 LIGHT RAIN



**TOMORROW**  
**16°C**  
 LIGHT RAIN

**WELCOME TO TAIPEI CYCLE 2024**

**Dear Visitors**

Welcome to Taipei Cycle, Asia's premier cycling trade show! It's a pleasure to have you join us for this exciting gathering of industry leaders, enthusiasts, and innovators. As the show manager, I'm delighted to see the passion and dedication that each of you brings to the world of cycling.

Over the next few days, you'll have the opportunity to explore an impressive array of cutting-edge products, connect with like-minded individuals, and gain valuable insights into the future of cycling. From high-performance bicycles to innovative accessories, there's something here for everyone to discover and appreciate.

I encourage you to make the most of your time at Taipei Cycle by immersing yourself in all that our



show has to offer. Thank you for being part of this vibrant community, and I look forward to seeing the incredible conversations and collaborations that will undoubtedly emerge during your visit.

**Best regards,**  
**Ethan Liu**  
**Show Manager, Taipei Cycle**

**TAIPEI CYCLE SHOW IN BRIEF**

Envision a better cycling world - Taipei Cycle Show 2024

Number of exhibitors: 950

Exhibitor Booths: 3500

Halls in use: TaiNEX 1, TaiNEX 2

Main themes: micro-mobility, green actions and sustainability, innovations and start-ups, cycling culture and lifestyle

Pavilions: Taipei Cycle d&i awards Pavilion, Conebi European Joint Pavilion, Japan Pavilion, Urban Mobility Pavilion

Side events: Business Networking Luncheon, Bike Venture, Taipei Cycle Workshop, E-Bike Demo Zone, Taipei Cycle Ride Together, Tour de Taiwan (stage 1, Sunday March 10)

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**Enjoy a coffee and help homeless children at FSA**

Come to FSA's booth [Hall1, M1212] and enjoy a cup of quality coffee during Taipei Cycle, served by a world champion barista, and help support a worthwhile cause. For every cup you enjoy, FSA will donate 100% of revenue to support CCSA (Chinese Children Home & Shelter Association), a long-established charity for homeless children.

For over 20 years Ms. Hong Jinfang, the founder of CCSA, has helped homeless children turn their lives around for the better. She has established seven halfway houses across Taiwan to help them gain education and stability in their lives.

A public donation event will also be held at the FSA booth at noon on 3/9 (Sat). The company welcomes and looks forward to everyone's participation.



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INDUSTRY VOICES

# TAIWAN'S INDUSTRY GETS BEHIND TAIPEI CYCLE

Despite the challenging conditions for all players in the bike industry, this year's Taipei Cycle Show boasts strong exhibitor attendance. We reached out to industry leaders to hear why Asia's leading bicycle trade show still is a must-visit event.



JoyTech Novatec Jeff Chen



Velo Ann Chen



Tektro TRP Otis Chen



Sram Asia Bob Chen



Castello Cycle Bonnie Hsiao



SR Suntour Suenaga

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The second edition of the Taipei Cycle Show after the Covid-19 hiatus surpasses pre-pandemic editions in size. Over 900 exhibitors from more than 30 countries are exhibiting at 3400 booths in total. With the 4<sup>th</sup> floor of the TaiNEX 2 hall dedicated to e-bikes and e-mobility and a new e-bike test track, the electrification of the industry will be on prominent display. Another important focus of the show will be on sustainability as the bicycle industry in Taiwan and elsewhere looks to reduce its eco-footprint.

Despite challenging market conditions and business turbulence, most of Taiwan's larger players are exhibiting. "The Taipei Bicycle Show is an important exhibition for the world bicycle industry, and Velo is very proud of being a member of that industry. As part of the bicycle supply chain, we will continue to participate in the event", Velo's Vice President Ann Chen explains.

Echoing this reasoning is SRAM Asia's General Manager Bob Chen: "The Taipei Cycle Show is an important hub for customer and vendor interactions, and we remain committed to the show."

Tom Suenaga, Sales Development

Director at SR Suntour, reasons similarly: "The main reason for exhibiting at the show is to meet customers from abroad and get up-to-date regarding current developments."

Novatec Wheels' general manager Jeff Chen doubles up on this sentiment: "The Taipei Cycle Show is a must-attend international bike show for distribution and early development, but also for sharing ideas for new products and to show our partners how we are approaching the sustainability topic."

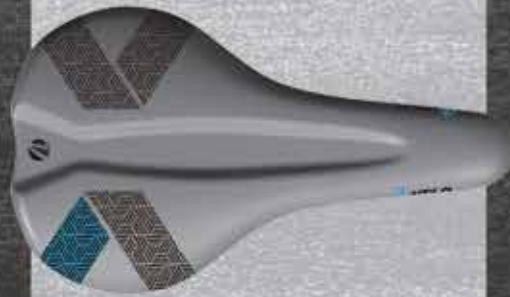
Since more than half of their overseas customers have decided to attend this year's show, Castello Cycle will be exhibiting at the show as well according to Assistant General Manager Bonnie Hsiao: "Taiwan is still an important base for the bicycle industry and the Taipei Cycle Show a key hub for bicycle projects and developments. So the show is still valuable to us and our customers, and we are going to exhibit this year."

Last but not least, there is the factor of being close to home, as Tektro TRP's marketing director Otis Chen points out: "The Taipei Cycle Show is our home court show. And it's a good opportunity to exchange and interact with our customers." ■ LVR



### VL-1C47

- It is versatile saddle designed for all-mountain use. 135mm width ensures unobstructed on-and-off positions for riders in various mountain conditions.
- The transition areas of the saddle features increased padding, providing a smoother and more comfortable grip with the rider's legs.
- Center channel offers pressure relief and airflow. It is outfitted with mesh to prevent dirt or gravel from reaching the surface of the saddle.
- Velo's signature light PU foam helps maintain a low weight.
- The reinforced nylon fiber shell offers increased strength and durability. Category recommendation : MTB, Gravel.



### VL-1C50

- Building on the success of 2023 well-received model VL-1C28.
- With Velo's patented Atmos Shaping technology, water proof and easy to clean.
- Aesthetically shaped with a slight tail-up design keeps the rider in position while pedaling.
- Center channel provides superior pressure relief and adequate airflow.
- Patented I-Carry design is a concealed ergonomic handle underside of the shell for storage and transport easiler.
- With a medium width of 145mm, it accommodates the majority of riders on gravel or MTB.
- The shorter nose design at length 250mm aligns with current saddle trends.



### VL-1C49

- It is a performance oriented saddle.
- Short nose saddle based off our popular after-market model Senso Ray.
- 242mm x 143mm saddle features lightweight shock absorbing PU foam with support mounted on a solid shell with a full-length relief channel.
- The saddle features a classic T shape with gentle curves along the edges and a mostly flat top.
- Atmos Shaping joins the upper surface and seam between the PU cover and nylon injection base, giving the saddle a simple and sleek look that will match any bike.
- It is the perfect match for mid-level specification for road, gravel and MTB.



Visit us at 2024 TAIPEI CYCLE

J0618

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## BIKE VENTURE

# CONNECTING INVESTORS, START-UPS AND INNOVATORS

For the first time ever, Anchor Asia has teamed up with Taitra to organize the Bike Venture format. With events throughout the initial three days of the Taipei Cycle Show, Anchor Asia aims to connect innovative start-ups and scale-ups with investors from the tech and finance sectors.



Having already proven its worth in the tech sector, Anchor Asia now brings its Summit format to the Taipei Cycle Show.

With overstock and cashflow issues leading to contracting turnover at many companies, the bicycle industry has lost some of its appeal with investors. But despite these current challenges the future is bright for bicycles and e-bikes in particular in a mid-term perspective. The EU's Green Deal is likely to give cycling a strong stimulus as a mode of transport as it seeks to reduce carbon dioxide emissions and improve the quality of living in urban

areas. As for the United States as another key destination for Taiwan's bicycle exports the market for e-bikes still offers plenty of potential as the market share of electric bikes still is far below the 50 percent that some European markets have reached as of late. In other words: the future looks much brighter than the current state of the industry – which is a perfect time for investors to get involved.

As a venture capital specialist

Anchor Asia has spotted this opportunity as well. Its Bike Venture event is bringing potential investors to this year's Taipei Cycle Show, with activities throughout the first three days of the show. Things kick off on Wednesday with the **Bike Venture Summit [TaiNEX2, main stage]**. With Giant Bicycle Group's chairwoman Bonnie Tu, Anchor Asia has managed to get a very prominent keynote speaker aboard, with more



Danish company PentaLock puts its electronic theft protection into the bottom bracket.

high-level speakers to be announced later on. This event is aiming at corporate venture capital investors and representatives from Taiwan's thriving tech sector looking for investment opportunities in the bicycle industry. For Thursday, the activities shift to the TaiNEX1 hall: at the **Bike Venture Zone [LO118]**, ten start-ups selected by a jury get to present their business in pitch sessions.

Since a certain degree of confidentiality is essential for most investment decisions, the Bike Venture event hosts closed-door round tables as well where tough questions will get raised by potential investors and figures will be put on business plans. These round tables will be held in conference rooms in the TaiNEX1 hall on Friday. Adding even more substance to the



As one of the finalists, Keego Mobility focuses on offering professional delivery e-bike solutions.

## INTERVIEW



As the founder and CEO of Anchor Asia, Elisa Chiu aims to promote exchange between different industries.

**TSD:** What has been the main motivation for Anchor Asia to join forces with Taitra and bring the Bike Venture format to the Taipei Cycle show?

**Elisa Chiu:** "Taiwan is a key player in both the bicycle industry and the tech industry. Thus far there has not been a whole lot of cooperation between these sectors, so we aim to connect them, incentivize cooperations in different fields and make the best of potential synergies. Apart from bringing representatives of both the tech and finance sector to Asia's leading bicycle trade show, we also want to give start-ups and scale-ups a chance to present their case and propose collaboration to investors both from Asia and from Europe."

**TSD:** How did you select the ten candidates that get to present their business at the Start-up and

Innovation zone, and how big was the interest in this format?

**Elisa Chiu:** "We have received plenty of applications from a total of 14 countries, applying a broad definition of bike industry and not focusing on products only but including innovative manufacturing processes and services of all kind as well. As a first step, a jury has cut the field down to 20 candidates that got invited for more in-depths interviews. Based on this, the jury is going to decide which ten candidates get an invitation to be part of the first-ever Bike Venture event."

**TSD:** Which were the main criteria that the jury was looking for in candidates?

**Elisa Chiu:** "We decided to go for four main themes that we feel are of great relevance for the bicycle industry and where tech companies may well

be able to bring in new approaches and solutions: the electrification of bicycles and everything that comes with it, ESG solutions of all kinds to reduce the eco footprint and get closer to cradle-to-cradle solutions, disruptive business models throughout the supply chain and digital transformation."

**TSD:** Is there anything else worth mentioning regarding the first ever Bike Venture event at the Taipei Cycle Show?

**Elisa Chiu:** "We are extremely excited about welcoming the startup and investor delegations to Taiwan, and believe that there will be a lot of opportunities for further collaboration. We also hope to extend this energy and platform beyond Taipei, to cultivate more cross-border exchange outside of Asia soon." ■ LVR





The "Disc Drive" kit from British company Skarper converts a conventional bicycle into an e-bike easily.

first-ever edition of this event at Taipei Cycle Show, the Innovation Salon format held at the Bike Venture Zone on Friday from 11:30am to 1:30pm will see KMC Globals' Managing Director Deborah Wu and Pierer Innovation's Head of Tech Scouting Andreas Kreiner take to the stage to share firsthand insights and cutting-edge practices at the intersection of the cycling industry and cross-border collaboration. As the Innovation Salon format is designed to be interactive, questions and discussions are welcome.

Of course the Bike Venture event is not all business, as networking and

getting to know each other is essential as well. To this end, Anchor Asia will host a happy hour at the Bike Venture Zone in the TaiNEX1 hall on Thursday from 4pm to 6pm. For those into riding bicycles themselves, a group ride held in and around Taipei on the Sunday after Taipei Cycle Show closes offers an opportunity to get back into the saddle after long days at the trade show and to get to know key players even better. Show Daily reached out to Anchor Asia's founder Elisa Chiu to find out more about the Bike Venture event and her motivation to bring it to Taipei Cycle Show.



## BIKE VENTURE - THE TEN FINALISTS

Just before Lunar New Year and after three rounds of reviews the field of contenders had been narrowed down to ten start-ups from no less than nine countries. From commercially available accessories to production methods and services of different kinds, these ten finalists cover a large span. Danish company Pentalock is known for its stealthy theft-protection integrated into the bottom bracket area. If you want to turn a conventional bicycle into an e-bike and back easily, British company Skarper may have the right kit for you. French company Velco is focusing on e-bike manufacturers and suppliers of e-drive systems such as Shimano with its IOT solutions. And Swiss start-up 9T Labs aims to innovate manufacturing with its composite 3D printing technology.

Service providers of various kinds are represented strongly in the field of finalists. Taiwan's Bicycle Cluster has launched its google of the supply chain during the pandemic and has been promoting the platform at last year's

Taichung Bike Week. German company Noca aims to digitalize supply chain cooperation, reducing the need for frequent traveling. At the other end of the value-added chain Viewabo from the United States promises more efficient support and problem solving with its remote visual assistance platform. Meanwhile Hong Kong-based start-up YAS specializes in mobility insurance and protection.

Two of the finalists are focusing on professional logistics applications such as delivery fleets or sharing bikes. With offices in both Taiwan and Singapore Keego Mobility is offering a professional e-bike solution for delivery companies, promising lower total costs of operation and a smaller eco footprint while Taiwan-based start-up Rybit has come up with a B2B e-bike fleet management tech platform that already is monitoring tens of thousands of micro-mobility devices. All contenders will be presenting their business models in a pitch format on day 1 of the Taipei Cycle Show. ■ LVR



# HYENA E-BIKE SYSTEMS

TAIPEI CYCLE

MAR 6-9, 2024

TAINEX 2, 4TH FLOOR, NO. S0318

E-BIKE DEMO, 4TH FLOOR, NO. S1419



# EUROPEAN RETAILERS NARROWING OFFER TO CLEAN UP INVENTORIES

European bicycle retailers are anticipating that the glut in the market's inventories could be cleaned up this year, after supply chain upheavals and slower demand led to higher discounts last year.



Alltricks shop in France

Photo credit: Alltricks

Retailers acknowledged that the retail market remained tense at the start of this year, with wide-spread discounts of more than 30%. The combination of lower gross margins and higher costs is putting pressure on profits.

However, there is wide-spread optimism that European retailers will

work through most of their leftovers in the next months, and that they will be able to start next year with relatively clean inventories. Retailers have been helped by manufacturers who are prolonging the cycle of their offering.

"The French market's recovery phase isn't entirely over, inventories

are still high, particularly among independent bike dealers," said Nicolas Burger, general manager at Alltricks, a leading online retailer in France.

"The market's landing is taking a little longer than expected, but we believe that prices will pick up in the next few months, and that the market

will stabilise this year," Burger added.

Alltricks stands out among European online bicycle retailers with a 5% uptick in its gross merchandise value to about €178 million last year. Burger attributes this to investments in its product offering as well as services across its stores and online. Its eight stores all offer postural analysis, click and collect, and "omnichannel added value services."

Cyclable is another retail brand that held up relatively well. The group's 75 stores and franchises across France and Switzerland raised their sales last year. Much of the increase came from ten store openings, but the existing shops improved their turnover as well.

"It probably helped that Cyclable focuses on the mobility market, which wasn't under the same pressure as some other categories last year," said Céline Forestier, chief executive at Cyclable.

"We were hoping for the market situation to stabilise earlier, and the demand still isn't fantastic," Forestier added.

"The full clean-up of market inventories will probably take all of this year."

The tensions have been felt in Germany by independent specialists as well as largest sports retailers such as Sport 2000. The buying group reported

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that its German retail partners saw their bike sales contract by 11% in 2023, after sharp increases in the previous years.

Bike 24 had to downgrade its sales guidance for 2023 last October. This was blamed on consumer sentiment remaining at a “very low level” at the beginning of the second half, as well as the retailer’s own decision to focus on profit margins over sales growth.

The German market has been particularly shaken by the insolvency proceedings at Signa Sports United, the German group that indirectly owns specialists such as Wiggle CRC, Probikeshop, Bikester and Fahrrad.de. The proceedings were precipitated by wider issues with the group’s Austrian owners, but they were preceded by a slump in the group’s bicycle sales.

Frank Schwarzwaelder, category manager at Sportler, said that inventories remain bloated in the Italian market. He predicts that the bulk of the leftovers will have been sold by the end of the season, but it could take a little longer for categories such as mechanical mountain bikes.

Retailers are striving to uphold prices at least for the product groups that are less affected by inflated inventories, such as gravel bikes and electric city bikes. “We cannot afford to stay as aggressive as the prices have been in the last months,” Schwarzwaelder said.

Along with lower prices, Sportler Bike and other retailers have reacted by narrowing their offering, purchasing fewer products from fewer brands.

“We have always been quite disciplined in our purchases,” said Forestier at Cyclable. “But in the last two years we have doubled down on cargo bikes and longtails, and tightened our offer in terms of brands.”

Bike retail inventories remain bloated and oversized discounts continued at the start of the year in Sweden, but consumers appear to be “getting more positive,” said Mikael Jogmar, bike category officer at the SGN Group. It includes 115 stores specialized in bikes, grouped together as Bike Nation.

The anticipated pick-up in demand should be driven by urban electric bikes. “That’s all consumers want these days, it’s constantly growing,” Jogmar said. “If the spring is strong, retailers may well realise that they

really don’t have that much stock.”

The Bicycle Association is predicting an improvement in the U.K. this year, after a 6% drop in the bicycle market’s value last year. However, a few categories were up, such as road and gravel bikes, and the trends improved in the second half.

Cycling Industries Europe (CIE) insists that the European market’s prospects remain strong, and it has upheld its projection of 30 million bikes by 2030. The forecast was issued by CIE, CONEBI and the European Cyclists’ Federation. “We haven’t seen a reason to revise that yet,” said Kevin Mayne, CIE’s chief executive. “We stand by that forecast.”

This is based on continued government support through policy and investments around Europe, as well as surveys showing steady bicycle usage.

Mayne said that earlier research had identified slower replacement as the most significant threat to the demand. Unlike sports cyclists, who often have several bikes and are eager to try out the latest technology, consumers who bought bicycles in the last years are often new riders who have just one bike – probably an e-bike, perhaps leased.

Research conducted last year indicated that these consumers would consider replacing their bike after three to five years, which encourages CIE to predict an initial wave of replacements this year. “So we are forecasting that consumer demand will pick up,” said Mayne.

This is backed by “considerable evidence” that the bicycles purchased in the last years are regularly ridden. ■ BS

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## STATE OF THE INDUSTRY

# BICYCLE INDUSTRY BLUES: TAIWANESE GIANTS SILENT AMIDST GLOBAL SLUMP

The post-pandemic boom in the bicycle business has screeched to a halt, replaced by a sobering reality of plummeting demand and overflowing warehouses. Europe's bike companies have been scrambling to cut costs, as we report elsewhere in the Show Daily. In mid-February BMC applied for reduced working hours at its Swiss headquarters and the president of the board of directors at DT Swiss refused to answer questions regarding the state of business from local media. Taiwan's bicycle industry, traditionally a global leader, finds itself navigating these challenging times with little public commentary. Notably, both Merida Industries and Giant Group, the island's top bicycle manufacturers, declined to answer questions regarding the current state of their business. This silence adds to the growing uncertainty surrounding the industry's path forward and when it might emerge from this slump.



Giant will hold a press conference on the opening day of the show. As Shimano already reported a drop of 29.5 percent in its bicycle division for 2023, the tone is set. Luckily various companies were willing to share their thoughts and give an update on how business was going before the Lunar New Year holidays started. Across all companies, high inventory levels are an ongoing challenge, as Novatec Wheels' general manager Jeff Chen confirms: "We are still seeing an uneasy period of time in early 2024. The inventories are moving but at a very slow speed." Velo's CEO Ann Chen adds: "Compared to last September, our factory inventory thankfully has dropped a little. Nevertheless, due to the market still being slow, our customers' purchase numbers and forecasts remain conservative."

Given its strong position as an OE supplier of suspension components for various manufacturers and segments, SR Suntour is likely to feel changes in demand as well. Its Sales Development



**Sluggish demand in key markets means that high inventory levels are an ongoing issue.**



SRAM Asia's Bob Chen



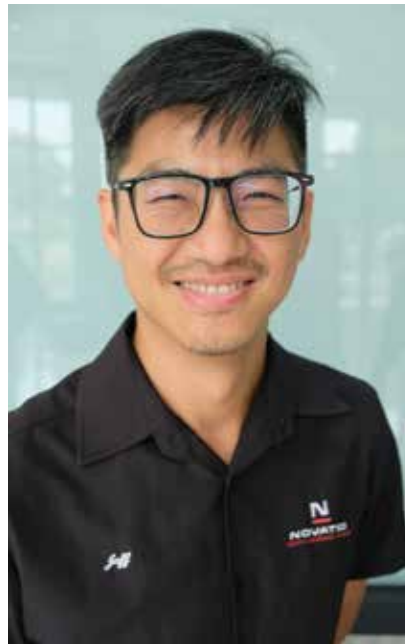
Tektro TRP's Otis Chen



Tom Suenaga of SR Suntour



Jennifer Chen of Wellgo



Novatec's Jeff Chen



Velo's Ann Chen

director Tom Suenaga weighs in as follows: "So far nothing has improved in terms of incoming orders when compared to last year. Our inventory levels have improved in recent months, but we continue to monitor this carefully." Sram Asia's general manager Bob Chen sounds even more optimistic, stating: "While the situation is still challenging, we have seen very positive sales movement for many product lines, especially new products. We are expecting continued growth in some areas, and sales to remain flat in others."

Not all companies have seen an equal impact from the low demand. The more important model years are for a company's business, the bigger the contraction. Most assembly plants have been dealing with cancellations for quite a while now. The exception are newcomers like Yota Cycles who only entered the bicycle business in 2021 and are still building a customer base. When visiting the company last September, Sandy Chou from the Sales Department expected turnover in 2023 to drop to half of the previous year's value, but to see it rebound close to the level of 2022 in 2024. Lezyne disclosed that turnover by the end of September 2023 was slightly under pre-pandemic levels but expected those numbers to be better than in 2019 in 2024 again.

One thing is for sure, however: The high inventory levels are causing costs that eat into the margins along the supply chain – after all, storing excess bicycles, components and parts comes at a price. But there are additional factors at play according to Bonnie Hsiao, Assistant General Manager at Castello Cycle: "We've heard that the market's stock level is still quite high, resulting in discounts and deals in the market. Therefore we believe that margins are not good in general." This observation is confirmed by Otis Chen, marketing director at Tektro TRP: "Because the order reduction percentage is way bigger than ongoing costs for management, sales, marketing and RD, we have seen an erosion of margins." And that is without looking at costs for transport or raw materials.

Another knock-on effect of high inventory levels is companies throttling their output, reducing working hours of their staff and slashing production capacity. This situation has been ongoing since late 2022, and factories in Portugal or Germany are affected by this as well, running at low capacity in January 2024. Taiwan is no different, as Wellgo Pedals' director of sales and marketing Jennifer Chen explains: "Due to the lower demand we encourage our

employees to use their yearly vacation leave during the low season. We also do not add new employees when they leave and keep lowering our stock level to maintain a healthy cash flow."

Since skilled factory labor is scarce and in high demand in Taiwan, decision to cut down on staff are not taken easily. This is reflected in the comment from SR Suntour's Tom Suenaga: "We have done some reduction of working hours with existing staff without resorting to lay-offs." Like many other industries in Taiwan, the bicycle industry relies on migrant workers from all over Southeast Asia to a certain extent. And these migrant workers were the first to feel the slowing demand in key markets and the shock waves this sent up the supply chain. When more cancellations and request for delayed shipments came in than orders, these workers served as a buffer and were the first to lose their jobs when business went down.

One example of this is Velo, as CEO Ann Chen explains: "During the epidemic period, we did hire some part-time and contract workers. After the contracts expired, we did not continue to hire the part-time workers, but we continue to have our employees work at normal hours. Everyone in the company understands and we

are working together to get through this difficult time." Things are similar at Castello Cycle according to Bonnie Hsiao: "It is very important for us to keep the team together, therefore, we took the chance and upgraded our company's IT system, training, and ESG. We believe the market will come back at some point and we want to be ready when it happens."

Naturally the big question is when the market will recover, find a new balance between supply and demand and get back to a sustainable, if slower, growth. Shimano has already communicated that it expects the turnover of its bicycle division to keep shrinking by another 11.5 percent in 2024. Most industry players contacted by the Show Daily agree that 2024 will still be a challenging year. With the ongoing conflicts in both Ukraine and the Near and Middle East and the pending elections in the United States, the bicycle industry is facing a number of factors that are beyond its control but have an impact on its business. Tektro-TRP's marketing director Otis Chen sums up the mood within Taiwan's bicycle industry well: "As for a changing tide, we believe it all depends on the overall inventory level in the market, and we estimate demand to slowly rise again starting from Q4 2024." ■ LVR

# TAIPEI CYCLE SHOW OPENING PRESS CONFERENCE BIGGER THAN EVER - AND MORE SUSTAINABLE

For its 35th anniversary Taipei Cycle Show, Asia’s largest bicycle trade show, is bigger than ever, with a total of 950 exhibitors occupying 3500 booths. Reflecting larger trends within the industry, the show is putting a strong emphasis on sustainability and innovation.

The day before Taipei Cycle Show opened its doors, representatives from Taiwan’s administration and bicycle industry met with the international press at one of the largest conference rooms in Nangang Exhibition center. A big part of this press conference was dedicated to the d&i awards and honoring the winners. Taitra’s executive Vice President Felix H.L. Chiu, TBA chairman Robert Wu and CEO of iF Design Uwe Cremering gave an overview of this year’s show, which will see an increase in exhibitor numbers of 15 percent over last year and five percent compared to pre-pandemic levels.

“I am both happy and proud to announce that Taipei Cycle Show has again extended its global outreach for this year’s edition of the show, with a 39 percent increase in international exhibitors representing 31 countries,” Taitra’s Felix Chiu explained in his opening remarks. “Electronics are playing an increasingly important role in the bicycle industry, boosting its business substantially, and this can be experienced in hall 2’s e-bike zone where almost one hundred exhibitors will be

showcasing their products – including domestic electronics heavyweights such as Acer or Delta Electronics. To showcase trends and innovation, Taipei Cycle relies on the proven d&i award format and additionally we will premiere the Bike Venture event.”

As sustainability matters take center stage, a Green Map downloadable as a PDF file from the show’s website highlights leaders in this regard, so suppliers have an easier time finding those exhibitors at the show. Another keynote speaker, Robert Wu, pointed to the role of Taiwan’s Bicycle Association (TBA) as the core organizer for the d&i awards. “The world is changing, and ESG and sustainability play a key role in this. Innovation can help the global bicycle industry: we have to redefine our products, business models and our customers alike. The push for sustainability is key for the bicycle industry, and TBA wants to assist in this, since there is no plan B.”

iF Design’s Uwe Cremering brought pop culture into play to illustrate the role of bicycles: “From Queen’s wish to ride a bicycle to Katie Melua’s count



TBA chairman Robert Wu, Taitra’s executive Vice President Felix Chiu and iF Design’s Uwe Cremering pose for the press following their keynote speeches.

of two-wheelers in large numbers, there are plenty of examples of artists singing about bicycles. Nowadays mobility is changing quickly, and iF

Design wants to support this, including light electric vehicles (LEVs) that have made their way to the show this year as well.” ■ LVR



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# TAIWAN'S BICYCLE INDUSTRY AND SUSTAINABILITY GREEN AMBITIONS IN DARK TIMES

The Taiwanese bicycle industry harbours grand ambitions to become more sustainable. In tough economic times, this goal is anything but simple. What influence does the downturn and other challenges have on sustainability investments?



A look behind the scenes of the tyre cord production of Formosa Taffeta.



Formosa Taffeta's Etycord is a tyre cord material that is made out of recycled nylon fibres.

A small fibre with a big impact. In the glow of the camera, the Etycord fibres made by the Taiwanese company **Formosa Taffeta [Hall 2 / S0224]** in their factory close to Taichung, sparkle in a brown-orange hue. Yet, their effect on the bicycle industry is actually green. The reason is their environmental impact: Etycord is designed to drastically lower the CO2 footprint of bicycle tyres. To achieve this, Formosa Taffeta and parent company Formosa Chemical & Fiber Corporation recycle old ocean waste, turning it into nylon fibres which are then woven into tyre cords. "Etycord is currently our 'hot topic'. We take sustainability very seriously and are very proud that the first industry players have implemented the material into their portfolio," says Edward Lung. He is the sales and marketing representative for the tyre cord business division of Formosa Taffeta and one of the driving forces of his department when it comes to sustainability actions. "Last year, Taiwanese manufacturer Maxxis showed a tyre with our material at Taipei Cycle Show. This year, we will see a model from the German company Schwalbe," he adds.

With their sustainability efforts, Formosa Taffeta lead a long list of

companies from the Taiwanese bicycle industry that are working hard to become greener. The fact that climate and environmental protection are being taken increasingly seriously in Taiwan was already evident at many booths at last year's Taipei Cycle Show. This year, efforts towards sustainability have accelerated even more, which is omnipresent in numerous product innovations and company initiatives showcased at the show. These efforts are also reflected by the decision of the trade show organisers from the Taiwan External Trade Development Council (TAITRA) to make sustainability one of the main themes of this year's Taipei Cycle Show. "Sustainability is at the core of our values and vision for Taipei Cycle 2024, reflecting our dedication to fostering positive change within the cycling industry," TAITRA spokesperson Ting-Yu Hsieh confirms. "The global community increasingly recognises the urgent need to address environmental challenges, and the cycling industry is no exception. Bicycles represent a sustainable mode of transportation that aligns with the broader goals of reducing carbon emissions and promoting eco-friendly

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More and more Taiwanese companies implement recycling procedures for their aluminium waste.



Joy Industrial and its brand Novatec are putting a strong focus on their ESG strategy.



Giant showed a CO2 footprint calculation for their Stance 29 1 mtb at last year's Taipei Cycle Show.



SR Suntour is one of many companies that aim to become more sustainable.

mobility solutions," she points out.

The most notable sustainability effort in the Taiwanese bicycle industry to date, however, has been spearheaded by market leader Giant, which is the promoter of the Bicycling Alliance for Sustainability (BAS). The goal of the organisation – which is strongly reminiscent of Taiwan's former industry association A-Team – is to create a platform to interact, share ideas, and develop new ESG initiatives (Environmental Social Governance) to help the bicycle industry move towards more sustain-

able production practices. At the start, in autumn 2022, 33 companies had joined the organisation. Eighteen months later, that number has grown to 80 members. "At BAS, the different members work closely together and set common goals – for example, saving 25 kg CO2e per bicycle by 2040," Jeff Chen explains. The General Manager of Taichung-based company **Joy Industrial [Hall 1 / IO922]** is Vice Chairman at the BAS. "The significant increase in membership clearly shows that investments in ESG are a top priority for many Taiwanese

companies – even in economically challenging times," Chen adds.

With his remarks, Chen addresses an issue that looms like a dark shadow over the bicycle industry's green ambitions: the economic situation. Bicycle manufacturers worldwide are reporting declines in sales – often in the double digits. As the heart of global bicycle production, Taiwan is particularly affected by this financial downturn. In times when many factories are operating at only half capacity, and some companies even have to lay off employees, it begs the question of how these downturns in sales impact investments in the sustainability sector. Sandra Brandt, Executive Director of Shift Cycling Culture, a Dutch organisation aimed at accelerating collective climate action in the global cycling industry, confirms these speculations: "We are certainly seeing the influence of these current challenges on companies in terms of their sustainability efforts," she says. "I would say that the current economic situation has further divided the industry into companies that view sustainability as a key strategy to building more resilient and successful businesses and those who see it merely as a nice-to-have marketing exercise. While some cycling brands are doing exciting things, others have put their sustainability journey on hold," she points out.

When speaking to different firms within the Taiwanese bike industry, this issue is not unfamiliar. "We see some companies struggling with low sales numbers, and some have to reduce their workforce, while others adjust their production schedules based on their orders. This, of course, affects their budgets. So, yes, I believe this is an issue," remarks Joy Industrial General Manager Jeff Chen. He does, however, highlight the positive developments: "At BAS, we've managed to get 84% of our members to measure or start measuring their Scope 1 and Scope 2 emissions, which puts us ahead of our schedule. This indicates that things are definitely moving in the right direction – despite the challenges." Tom Suenaga, Sales Development Director at Chang-Hua-based component manufacturer **SR Suntour [Hall 1 / JO515]**, also observes the economic challenges when becoming more sustainable. "However, we recognise that companies cannot survive if they don't pay enough

attention to ESG or sustainability from now on. We must operate based on sustainable principles. Therefore, I believe continuous effort is essential for the next decades," he says and also refers to the current company report. In the chapter "future prospects", the report states: "Produce a stable profit and contribute to the prosperity of the local community as well as to the global community (sustainable, socially responsible, fair employment policy and fair production methods).

Beyond the economic challenges, Taiwanese bicycle producers are confronted with other significant hurdles in achieving greater sustainability, notably an increasing political pressure. While the Taiwanese government has set the goal of "net-zero" by 2050, the European Union's forthcoming plans to introduce carbon tariffs on imports from 2026 on will have a big effect on the industry and underscore the increasing importance for exporters to monitor and actively decrease their carbon emissions. Although the last vote on the Corporate Sustainability Due Diligence Directive, which would have significantly tightened supply chain reporting, did not find a majority in the EU Parliament at the end of February, an in the future potentially stricter EU legislation could also mean that significantly more companies will be obliged to report on their and their supply chain's sustainability measures, which will also affect overseas partners. As a result of this tightening political framework, Taiwanese firms are compelled to advance their sustainability strategies rapidly.

"To adapt all business operations is already a big task on its own," confirms Ann Chen, CEO of **Velo [Hall 1 / JO618]**. The saddle specialist from Taichung has invested heavily in greener production technologies and more sustainable product designs over the past few years and has also sought relevant certifications, notably ISO 14064 (quantification and reporting of greenhouse gas emissions). According to Chen, receiving the necessary certifications could become another challenge for many industry players, especially if a company starts too late with the process. "The bicycle industry is not the biggest industry. Some sectors have more resources, such as high-tech and semiconductor companies. And the capacities at the certification agencies are limited. This bottleneck could affect the bicycle





At last year's Taipei Cycle Show, Maxxis presented a tyre with recycling materials.



Saddle maker Velo has put a lot of effort into making their production in Taichung more green.

industry in the long run," she says, but simultaneously emphasises that the path towards more sustainability is irreversible. "In the future, it will be about being innovative, efficient, and more sustainable."

Similar experiences are being reported by **Nuvo [Hall 1 / J0828]**. The Changhua-based accessory specialist is currently building a new factory, intended to be the first fully sustainable factory in the bicycle industry. Therefore, the 230,000-square-foot factory has been designed in accordance with Taiwan's EEWB certification (Ecology, Energy Saving, Waste Reduction, Health) sustainable building guidelines. The opening is planned for the end of this year. Marketing Director Amy Shih also reports that certifications take "very long due to the limited capacities of the responsible agencies". Nonetheless, she warns that the bicycle industry must not lose sight of the long-term major tasks despite the current challenges. "Sustainability isn't something you just do for a while and then stop. It's a commitment," she says and adds: "There's a saying in Mandarin - 洗頭髮了就要洗乾淨 - which phonetically reads as "Xi tóufǎle jiù yào piǎo gānjìng". This phrase emphasizes the importance of thoroughly rinsing and cleaning your hair after

applying shampoo. It's a metaphorical reminder to follow through and finish what you start, ensuring completeness and effectiveness in your actions. The same applies to sustainability."

From economic challenges and political pressure to organisational bottlenecks - sustainability expert Sandra Brandt from Shift Cycling Culture is convinced that, despite the many hurdles, the commitment to sustainable business practices will pay off in the long run: "Continuing with business as usual is a dead-end road. Adopting long-term sustainability strategies is crucial to building business resilience and unlocking opportunities. It helps companies to build an operating system that allows them to manoeuvre through current and future challenges. And it offers tremendous opportunities for innovation, competitiveness, and new growth," she says. Edward Lung from tyre cord specialist Formosa Taffeta shares similar thoughts. He aims to take a significant step towards greener bicycle tyres with the green Etycord material at this year's Taipei Cycle Show. "Despite the current challenges, I think more and more companies will launch ESG-related products. This is also the feedback we receive from our partners. We see no signs suggesting a slowdown regarding sustainability efforts - it's more the

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## D&amp;I AWARDS 2024

# CELEBRATING SUSTAINABILITY, E-MOBILITY, AND SMART TECH

In total, 47 winning products and seven gold award winners – during yesterday's pre-show press conference, the winners of this year's Taipei Cycle d&i awards were announced.



E-mobility, sustainability, gravel, and smart products are currently the biggest trends in the bicycle market. These themes were also at the forefront of this year's Taipei Cycle d&i awards. The twelfth edition of the innovation prize featured 47 awarded products, with five products winning the prestigious Gold Award. Additionally, a Start-up Prize and a Green Prize were awarded.

"The world is changing. Accordingly, we must adapt our business models

and products to these changes. We are, therefore, very pleased that we had an especially large number of high-quality participants in this year's awards," said Robert Wu, Chairman of the Taiwan Bicycle Association (TBA), during the award ceremony that took place yesterday afternoon. In total, more than 150 companies submitted products for consideration, with Wu noting significant international involvement. Uwe Cremering, CEO



**Vittoria's Terreno Pro T60 Mixed**

of iF Design, agreed with him: the submissions demonstrated the rapid development of the bicycle industry, he said. "The jury recognised the high level of innovation and awareness of sustainable materials and production," he added.

Giant was delighted to receive a Gold Award. They unveiled a new gravel bike specifically for women, the Liv Devote Advanced Pro. Merida also received a Gold Award for its Silex gravel racer. Pedal specialist Wellgo was awarded a Gold Award for its Miniature Modular Pedal Power Meter – marking it as one of several companies recognised for smart innovations. Another example was provided by Strategic Sports with its CB005 Enduro Helmet. The helmet

features integrated Quin sensors that capture ride telemetry and crash data, facilitating communication with first responders in an emergency. This earned it another Gold Award. Organix Concept also took home Gold with their rechargeable Proton Bike Light System. Sillykids was pleased to win the Start-up Award, presenting an E-Faz cargo bike equipped with a 20-inch fat tyre electric assist system.

However, the dominating theme of the d&i awards ceremony was sustainability. Vittoria succeeded in creating the Terreno Pro T60 Mixed, a bicycle tyre made from 92% renewable and recycled materials. Gregory Veerananda, Head of Sales and Marketing Asia-Pacific & Middle East, stated during the event: "The goal was to develop a tyre that is more sustainable but still delivers high performance in terms of comfort and speed. We are very pleased to have won this award. Sustainability is a key part of the bicycle industry moving forward."

All winning products are presented from March 6th to 9th at Taipei Nangang Exhibition Center Hall 1 (Lobby area of Area J, 1F). ■ **WMS**



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# YOTA CYCLES YOTA INVESTS \$25 MILLION IN NEW E-BIKE FACTORY

From record sales to a drop in demand - and all within a few months. Taiwan's bicycle industry has recently faced significant changes. OEM and ODM manufacturer Yota Cycles is addressing the situation by investing in the future.



**The family behind Yota: (left to right) Min Chou, Joanna Chou, Walter Chou, and Sandy Chou**

business located in the Caotun district of Taichung has been manufacturing electric bicycles, and now they're already eagerly working on expanding their capacities. They've invested around 25 million US dollars in the new facility, which is expected to double the current production volume of 50,000 e-bikes per year.

Yota has been around since 1991 but is still a newcomer in the bicycle industry. "We're actually a manufacturer of rubber components. But in 2020, we expanded our business to the bicycle world. This decision came at just the right time," says the daughter of President Walter Chou. With a sweeping gesture, she points to the square in front of the Yota Cycles main building: "During peak times, we had to stack the containers outside on the street due to the overwhelming demand," she says.

From 0 to 100 in just a couple of years - with its history, Yota Cycles has quickly risen to prominence in Taiwan's bicycle industry. Now, however, the journey has reversed. Chou reveals that in its fourth year, the

still-new bicycle division is grappling with the bike industry's current economic challenges. "Since last year, the situation has significantly cooled off, and sales have declined," she explains. As a result, production had to be reduced, and full capacity operation is currently impossible. Yet, Chou emphasises that they do not intend to bury their heads in the sand: "Even if our revenue is lower than in 2022, we have to keep pushing forward. This includes continuing with the construction of our new plant as intended and investing in our manufacturing technology. Such periods present an opportunity to undertake otherwise overlooked initiatives."

With this mindset, Chou and her team also aim to impress at this year's Taipei Cycle Show, where they want to showcase their range of OEM and ODM services, which include classic manufacturing as well as designing and producing e-bikes according to the specific requirements of the customer. Additionally, visitors to the Yota booth can also learn more about the new factory, which is planned to



**Yota started its e-bike production during the Corona pandemic.**

go into operation later this year or in early 2025. Chou is confident that the current situation is just a temporary phase, from which not only Yota Cycle but also Taiwan's whole bicycle industry can emerge stronger thanks to smart investments: "In the future, we will be well-positioned. We have high expectations for the coming years." ■ WMS

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**VELO****REMAINING FIRMLY IN THE SADDLE**

Talking about saddles, grips, and handlebar tapes in Taiwan inevitably leads to the name Velo. Like many manufacturers, the Taichung-based company places a high priority on sustainability. However, the current economic situation and the further development of the product portfolio are also on the company's agenda.



*Velo is considered the largest saddle producer in the world*

Anyone familiar with the saddle and grip manufacturer Velo and its team, led by Founder Stella Wu and CEO Ann Chen, knows they leave no stone unturned when they set a goal. Speaking with Ann Chen, it quickly becomes apparent that this approach also applies to their sustainability ambitions.

Over recent years, Velo has also significantly focused on diminishing

its environmental impact. The company has meticulously calculated its internal CO2 emissions per the ISO14060-1 standard – a benchmark for greenhouse gas quantification. The firm is also actively working on detailed CO2 analyses for individual models per the ISO 14067 standard. And they have started to incorporate greener materials, such as recycled foams or recycled plastics, into their

product portfolio. “It’s about taking small steps towards the bigger goal,” Chen states, drawing attention to the different green projects she and her team are addressing these days.

During peak times, Velo employs over 2,000 people worldwide and produces up to 15 million saddles, 20 million grips, and 4 million bar tapes per year – numbers that position them as the world’s largest saddle manufacturer. Therefore, it is obvious that tackling sustainability questions has not been the company’s only big project in recent times. In our interview, Chen also mentions the current market situation, which she describes as “comparatively slow” and “amplified by additional societal trends”. “Purchasing habits are changing and product requirements are increasing. Therefore, the products’ comfort, functionality, and aesthetics become increasingly important. All this means that we cannot afford to stand still in a slow market. We must keep moving forward and continue to be innovative,” she says, hinting at Velo’s goals for this year’s Taipei Cycle Show.

Alongside their sustainability goals, unveiling new products is also on the agenda at the fair – including the new VL-1C47, a versatile saddle for



*Ann Chen, CEO of Velo*

all-mountain use, and the VL-1C50, a new seat designed for gravel and mountain biking. Ann Chen is positive that blending innovative products and dedication to sustainability forms the perfect strategy for Velo in the upcoming years: “We are very confident and convinced that the bike industry will continue to grow in the future. Thus, we remain optimistic and are diligently pushing forward.” ■ **WMS**

**GOOD VISION  
IN ALL CONDITIONS**

Hafny's rearview mirrors and high-end OEM pedals

Founded in 2012, Hafny produces bicycle rearview mirrors and high-end OEM pedals. Based in the Taichung area, the company uses different materials to combine innovation, quality, and sustainability.

For over 30 years, **Hafny [HALL 1/4F/L1407]** has been making OEM/ODM products, specializing in bike pedals, cranks, and grips for famous brands worldwide. “Our company began with mold design and manufacturing and expanded into CNC precision machining,” explains Corrine Li, Sales and Marketing Manager. In 2012, the company expanded its activity with the Hafny brand, producing bicycle rearview mirrors and high-end OEM pedals. According to Li, Hafny’s mission is to research, innovate, and provide safety products for cyclists. All the production is currently coming from its factory located in Dajia District (Taichung), where twenty employees work. “Our market is mainly in the Netherlands, Belgium, Germany, Canada, and the USA. Our clients include Buzaglo, Messenslager, XLC, QBP, Raceface, and OneUp Components,” she says.

Since its creation, Hafny has worked to enhance its product range

to provide the highest quality and safest bicycle mirrors. “One of our first innovations was to use stainless steel lenses in bike mirrors. A well-polished stainless steel mirror is optically clearer than a typical plastic mirror. Not to mention that it uses recyclable material,” she adds. Thanks to the growing popularity of speed pedelecs, Hafny was also a pioneer in bringing automotive-grade anti-glare blue lenses to bike mirrors. Innovation and quality are not the company’s only concerns. In fact, Hafny is increasingly committed to implementing an ESG policy. “As a small business, we recognize the global environmental challenges and are committed to enhancing our production practices in alignment with ESG policies. Our focus is on incorporating recycled materials into our products, with ongoing testing to explore additional possibilities. Our primary objective is to minimize the use of plastic packaging, and we are actively encouraging our clients to adopt more sustainable packaging options. We are also in the process of upgrading our machines and compressors to reduce overall energy consumption. Additionally, our clients can request materials



*Unveiled at Taichung Bike Week, the mirror arm of the HF-M6002LSR052 is specifically designed to reduce weight and improve wind resistance, and the body is made of fiber-reinforced plastic.*

certified by the Global Recycled Standard (GRS).”

At the Taipei Cycle Show, Hafny is promoting the HF-M6002LSFR052 model. “We offer a range of bike mirror sizes, each undergoing extensive testing to determine the optimal radius. We also provide mirrors with reinforced nylon material and CNC machined high-end frames. The nylon body ensures durability in long-term use, while aluminum frames offer a longer lifespan,” says Corrine Li. For

the lens materials, Hafny offers three mirror options for customers. The stainless steel lens is both unbreakable and environmentally friendly for recycling; HD automotive-grade glass delivers crystal-clear visibility; and anti-glare blue glass enables comfortable riding in bright environments. “Some of our models have acquired E-approved certificates, specifically designed for 25 km/h e-bikes, ensuring compliance with safety standards,” she concludes. ■ **LG**

# RIDING PERFORMANCE WITH CHOSEN HUBS.

Established in 2000, Chosen embarked on its journey as a specialist in coaster hubs, gradually emerging as a prominent manufacturer in the global cycling hub market.

After four years of dedicated OEM cycling coaster hub production, under the guidance of its CEO, **Chosen [Hall 1, I0314]** achieved a significant milestone in 2005 by attaining ISO 9001-2000 certification. This achievement signified the implementation of four robust quality assurance policies: development and research, creativity, precision, and agility.

Transitioning into an active ODM manufacturer, Chosen now adheres to the ESTEPS procedure – Examine, Sample, Test, Program, Sales. This approach showcases the company’s design capabilities, allowing clients to focus exclusively on style and marketing, while Chosen manages manufacturing and delivery logistics. With an unwavering commitment to cutting-edge technology and responsive client service, the company strives to maintain its leadership position in ODM manufacturing within the hub segment.

With a steadfast emphasis on reliability, efficiency, and durability, Chosen’s hubs aim to enhance the cycling experience across various disciplines.

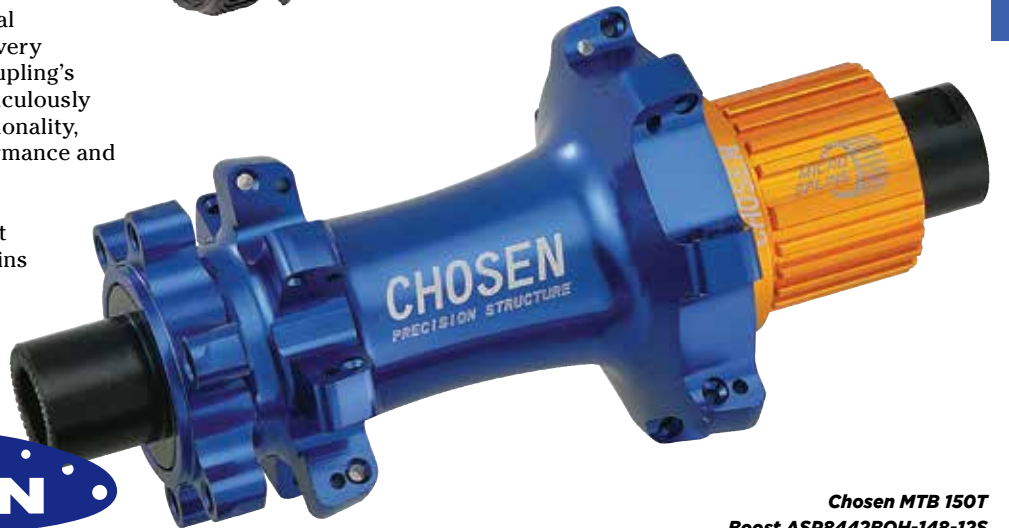
Among its latest offerings are the innovative MTB hubs, such as the new Boost 150T Hubs (DA8587BOH-148 and DA8576B-M15-110). These hubs feature a 150 teeth high-ratio driving system engineered to optimize power

transfer, promising faster, farther, and smoother rides. Available in Boost type configuration, with the Front Hub in M15 X 110 and Rear Hub in M12 x 148, they set a new benchmark for off-road cycling excellence.

In addition to its MTB range, Chosen introduces the new road disc hubs (SP874FC & SP874RCK), showcasing the company’s latest TC structure. This advanced tooth-coupling technology delivers significant benefits, particularly in higher conduction efficiency, ensuring direct and maximal power transmission with every pedal stroke. The tooth-coupling’s engagement surface is meticulously designed to optimize functionality, resulting in superior performance and unwavering reliability.

Through its continuous innovation and commitment to excellence, Chosen remains dedicated to influence the evolution of cycling hub technology, meeting to the evolving needs of cyclists worldwide. ■ MW

*Chosen Road Disc TC hub SP874RCK*



*Chosen MTB 150T Boost ASP8442BOH-148-12S*



ENGLISH



# Hafny

Introducing our innovative patented clamp that offers incredible flexibility - it can rotate or stay fixed, providing you with options. The rotating ball ensures you can easily find the perfect view by exploring a full 360 degrees. Adjust the length as needed, making it suitable for various situations. (Model: HF-M6002LS-FR055)

Hall 1, 4F, L1407  
www.hafny.com.tw



PATENTED CLAMP



360° ROTATABLE



EXTENDABLE ARM

## SEE THE DIFFERENCE

## OVERVIEW: SMART PRODUCTS

# CONNECTIVITY, SAFETY, AND INNOVATION POWER UP THE CYCLING EXPERIENCE

The prevalence of smartphones, the expectation of connectivity, and the trend for e-bikes are all driving a boom in smart cycling accessories. This broad category of products is united by a desire to make cycling more accessible and safer by using technology that goes above and beyond the mechanical. It could be a wireless charging station that makes your phone an integral navigation aid or a set of lights that knows when you're turning and indicates for you. What unites them all is an innovative approach to design and reliance on new connected technologies. Below are some of the cleverest smart products at this year's show.



**SP Connect [M0808]** makes a range of bicycle phone mounts, all of which are compatible with its stylish phone cases. The latest of these lets you locate your phone on the handlebars for navigation while also connecting to your e-bike's battery to provide on-the-go charging. Given the drain that continuous screen use places on your phone, this system finally allows users to make the most of the wealth of apps available to cyclists without worrying about preserving their battery. Users are now also free to employ the latest inductive wireless charging protocols. This allows the firm's chargers to provide 15 watts of power and a 100% waterproof construction. They also include a USB cable for charging other electronics, making them useful for various applications.



**SP Connect Charging Module**



**SKS Compit**

The German accessory brand **SKS [L1217]** also offers cyclists solutions for charging their phones as they ride. Its Compit range of mounts has recently been expanded to include models that draw their charge directly from your e-bike's battery. The new COM/PAD fast charging system offers inductive fast charging along with a USB-C connection for mobile phones without wireless charging capabilities. It's compatible with SKS' wide range of cases and works with its existing mounts. It joins an established range of Compit+ mounts that feature power bank options for riders who want to extend the lifespan of their phone yet don't have access to an e-bike battery. Instead, these packs can be charged off the bike to offer an extra 10,000 mAh to power your phone or other devices as you ride.

Velco designs and manufactures premium Internet of Things (IoT) products for electric bicycles. These products can collect and receive data while also triggering actions remotely. Its products are intended to be integrated during the bike's assembly stage and linked to the firm's software suite. As such, Velco's Mobitrax unit enables many useful features, including detection of suspicious movements, alarm triggering, real-time geolocation, and remote switch-off. Anti-theft and tracking are the most apparent benefits of such a system. However, this year, these capabilities will be joined by weather forecast-specific journey planning and crash detection functions. These are precisely the kind of innovative features that can help bikemakers add stand-out value for tech-savvy users. The system's ability to collect ride data directly from the bicycle also aids

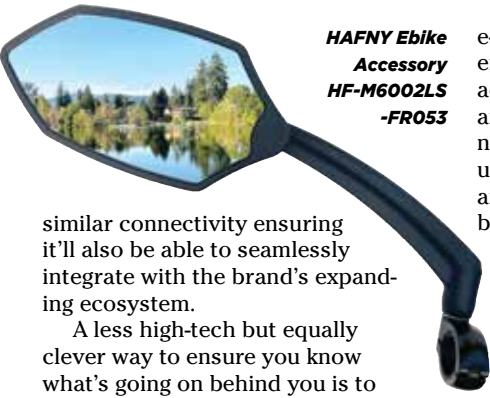
in remote diagnostics and can allow makers to send servicing reminders as they become due. Other data collected includes battery level, which will be of particular use to fleet operators.

Connecting accessories to your bike computer offers a range of possible smart synergies. **Mellan's [L1431]** Navihood GPS bike computer is one unit making the most of these. When used with the firm's matching CuteEye taillight, it can utilise route data to match the light's turn signals to upcoming changes in direction automatically. These are actuated without the need for input from the rider, helping keep them safe and allowing them to concentrate on the road ahead. Both units use a stable BLE 5.0 connection, which also provides for control of the taillight via a stand-alone remote for those without a computer. A matching front light is currently in the works, with



**Mellan**

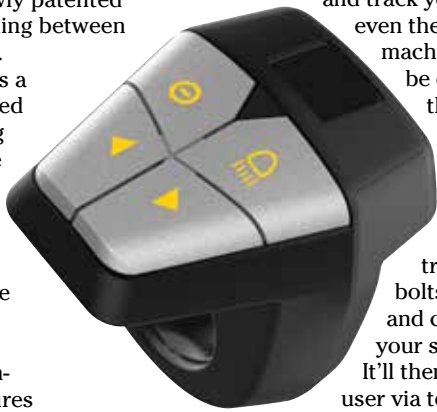
**HAFNY Ebike Accessory HF-M6002LS-FR053**



similar connectivity ensuring it'll also be able to seamlessly integrate with the brand's expanding ecosystem.

A less high-tech but equally clever way to ensure you know what's going on behind you is to install a mirror. **Hafny's [L1407] HF-M6002LS-FR053** mirror enhances rider safety and benefits from HD automotive-grade glass, which is similar to that used on high-end car mirrors. It features a long-than-average arm for efficient positioning plus a 360-degree rotatable ball joint for easy angle adjustment. These are supported by a 45-degree swing-back feature that allows the entire unit to move in case of impact. Finally, a newly patented clamp simplifies switching between rotating or fixed angles.

**AVS [LO501]** makes a range of smart connected e-bike products. Among these, you'll find centre display products backed by an attendant smartphone application. Complementing these is a range of handlebar remotes, the latest of which is the **RC8-FS**. This human-machine interface features a capacitive biometric fingerprint sensor. It allows



**AVS RC8-FS Angled View Clear Background**

e-bike users to secure their bikes by ensuring only authorised riders can access the system's startup activation and deactivating the electronic lock needed to operate the e-vehicle. The unit also features BLE connectivity and multi-colour backlight illuminated buttons for activating assist and walk mode, bike light control, general settings, and system power. Should your bike ever go missing, the firm suite of utilities includes GPS tracking capabilities. This is complemented by broad-spectrum compatibility with various drive systems and communication protocols. These, in turn, allow for features like OTA firmware updates and smartphone pairing to achieve remote control of bicycle functions.

As e-bikes increasingly offer native connectivity, some users of more conventional models will feel left out. **AlterLock [LO104]** offers a retrofittable product that can alarm, monitor

and track your bike, so even the most retro machines can now be connected to the Internet of Things. The firm's compact anti-theft alarm and GPS tracking device bolts to your bike and connects with your smartphone. It'll then contact its user via text message if it detects suspicious movement while deterring theft via



Alterlock

an automatic alarm. Should your bike still go missing, the AlterLock provides GPS tracking for up to one and a half months on a full charge to help you locate it. The device uses the Sigfox low-power wide area communication standard and is supported by the Japanese IT company Nextscape.

Also offering bolt-on tracking is the **RST [K0802] Smart Tag**. It's based on Apple's popular AirTag tracker, which uses a secure Bluetooth

signal that can be detected by nearby devices in the Find My network.

These devices send the location of your AirTag to iCloud, where you can then use Apple's Find My app to locate it on the map. RST's Smart Tag product makes hiding one of these tags within your fork's steerer easy. Fitting is achieved with a hollow torq key for added security. The product won a Taipei Cycle Gold Award at last year's show. **JD**



**RST Smart tag Platform**

# byschulz

INNOVATIVE BIKE COMPONENTS

COMPACT

COMFORT



## speedlifter

Twist Pro 2 SDS

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



\*Bike: I:SY E5 with retrofittable byschulz components.

## OVERVIEW: GRAVEL BIKES & COMPONENTS

# FROM TRAILS TO TAIPEI: GRAVEL BIKES TAKE CENTER STAGE

For years, gravel bikes and their components have been in the spotlight of the cycling world. This trend is unmistakably highlighted by the extensive array of off-road innovations presented at the Taipei Cycle Show.



*The Merida Silex of World Champion Matej Mohorič.*

Adventurous, fast, and versatile – gravel bikes have taken the cycling industry by storm, and for good reason. They merge the speed of road bikes with the durability of mountain bikes, making them perfect for off-road adventures or long days in the saddle. But it's not just their sporty claim that makes these all-terrain racers appealing. Commuters have significantly more options when choosing routes, and bikepacking enthusiasts find more joy with an off-road racer than with a traditional road bike. In short, for many cyclists, gravel bikes represent an all-in-one solution. This popularity is also reflected in the product portfolios of various exhibitors at this year's Taipei Cycle Show, with plenty of companies showcasing new gravel bikes or gravel-specific components, as the following overview shows.

Let's start with a real-world champion bike. **Merida [Hall 1 / M0620]** showcases its new Silex, the bike on which Slovenian Matej Mohorič became UCI Gravel World Champion last fall. Representing a comprehensive update of the Silex released in 2018, the new Silex retains

its versatility and enhances comfort and trail capability even further with an increased tyre clearance of up to 700x45 mm. The updated geometry features a longer reach and a slacker head tube angle for added stability, especially when the bike is loaded with gear or navigating rough terrain. The Silex is available in both carbon and aluminium versions. All models can be equipped with either a 1x or 2x drivetrain and can be fitted with mudguards. The new aluminium frame also accommodates a rear rack.

**Giant [Hall 1 / M0820]** enters the race with two gravel bike highlights. The Revolt X Advanced Pro 0 stands out as a model with a keen affinity for off-road, even displaying mountain bike characteristics, such as a 53 mm tyre clearance and an integrated front suspension. With 40 mm of travel, the fork absorbs bumps for a smoother, faster ride on rough terrains. The lowered seat stays with a smaller diameter tube absorb road shocks and vibrations. And the Contact SL XR D-Fuse handlebar increases compliance without sacrificing stiffness. Also noteworthy is the Devote Advanced



*The Bianchi Impulso is a racing gravel bike with aerodynamic features.*



*Woho presents its brand-new DoubleAce Plus+ Gravel bike.*



*The Liv Advanced SL is a gravel racer for women.*

Pro from Giant's brand Liv, a pure gravel racer designed for women. The lightweight carbon frame and the new Advanced SL carbon fork ensure rapid acceleration, while internal cable routing streamlines the cockpit. The updated geometry provides a more aggressive riding position, enhances traction and stability, and offers greater control at high speeds and on descents.

From **Bianchi [Hall 1 / F0404]**, visitors can experience the elegance of Italian gravel bike design. The new Impulso family is Bianchi's answer to those looking for speed

in gravel riding on any terrain. The carbon frame maintains a clean and essential look inspired by the sleek aerodynamic frames of the Oltre aero road models. Weight is redistributed on the front to maximise aerodynamic efficiency. The Impulso RC frame can accommodate 42 mm tyres for a more stable ride on bumpier sections. The bottom bracket drop measures 70 mm for more control and versatility when facing any challenge.

Interestingly, several manufacturers are rediscovering titanium as a material. **Woho Bike [Hall 1 / K0011]** from Taiwan is one such example, exhibiting a titanium gravel bike. Their brand-new DoubleAce Plus+ Gravel bike delivers a combination of



*Ora Engineering shows the 6Al 4V titanium gravel frame.*



*Giant shows the Revolt X Advanced Pro 0, a gravel bike with a keen affinity for off-road.*



**TAIPEI CYCLE**

COME SEE US AT  
Hall 2 / S0433

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**KTM present their e-gravel bike Macina Gravelator SX10.**



performance and comfort, thanks to its integrated gravel suspension system. Drawing on classic titanium aerospace tubing for inspiration, this bike is designed with the ideal geometry and specifications for extensive bikepacking and urban exploration. Furthermore, **Ora Engineering [Hall 1 / IO914]** showcases their advancement in titanium with the 6Al 4V titanium gravel frame, aimed at the premium market segment, surpassing their previous 3Al 2.5V Titanium model.

In addition to classic gravel bikes, the e-bike trend has also made its mark on gravel bike development. This is exemplified by the Austrian brand **KTM Fahrrad [Hall 1 / LO828]** with their Macina Gravelator SX 10, an e-gravel bike equipped with 40 mm Schwalbe tyres and the Bosch Performance SX Smart System, featuring 55

Nm of torque and a 400 Wh battery. For longer trips, the bike can be upgraded with the Power More 250 Range Extender. The total weight of the e-bike, including the motor and battery, is 15.6 kg, making it an all-in-one solution for everyone looking for a sportive e-bike.

In addition to new gravel bikes, many exhibitors at this year's Taipei Cycle Show also present gravel-specific components. The range of products includes gravel tyres, gravel saddles, gravel handlebars, and gravel forks. Visitors can also discover specialised gravel cycling apparel within the

**The WTB Gravelier is a saddle, specifically for gravel riders.**



exhibition halls in Taipei. Taiwanese tyre specialist **Kenda [Hall 1 / JO610]** is an example of this variety of gravel components and accessories, presenting the new Alluvium Pro, a tyre designed explicitly for high-level gravel racing. This tyre is available in four sizes (700x35c, 700x40c, 700x45c, and 650x45) and with two sidewalls (classic all-black and signature coffee).

American supplier **Wilderness Trail Bikes [Hall 1 / LO818]** is also recognised as a specialist in gravel tyres. However, at this year's Taipei Cycle Show, they not only show gravel tyres but also a specific gravel saddle. The WTB Gravelier represents the pinnacle of pedalling comfort and performance for gravel riders who put in big miles at an expeditious pace. Gravel riders tend to pedal in a forward-leaning position for long periods, and the Gravelier accommodates this with a side profile that curves from tip-to-tail and cradles the pelvis to provide "locked-in" support. The perineal relief cutout of the Gravelier is supposed to improve blood flow and reduce numbness in sensitive areas when the hips are rotated forward in an aggressive, forward-leaning pedalling position. The Gravelier's short 246

mm length is paired with a mid-length section that quickly widens out to provide ample room if riders choose to shift beyond the primary support zone.

Several manufacturers are also emphasising comfort in the cockpit area. The new **Ritchey [Hall 1 / L1123]** SuperLogic VentureMax features ergonomic tops for a more comfortable hand placement, a wide 24-degree flare at the drops for a more natural arm position, and an updated bend in the drops that is more gentle for increased practical comfort.

Fully internally routed or partially routed, the VentureMax is compatible with a Shimano EW-RS910 junction box. Additionally, the SuperLogic VentureMax is the first Ritchey gravel handlebar to go through our new proprietary gravel testing



**Kind Shock have expanded their gravel line-up with the KS GTC Gravel fork.**



**FSA presents the complete AGX gravel component line-up.**



**Leatt has released the Endurance gravel collection.**

process, where the bar is rigorously subjected to a series of impact followed-by-fatigue testing cycles to ensure the bar's safety. It weighs 235 g and is available in four widths (40, 42, 44, 46cm).

**Kind Shock [Hall 1 / IO818]** also shows a gravel handlebar at their booth. In addition to the gravel-specific Ether Carbon Gravel Bar, several other exciting off-road products are on display, notably the all-new KS GTC Gravel fork. This fork features a forged AL6066-T6 crown, 40 mm of travel, an external low-speed compression adjustment, and a lockout knob. It is compatible with tyres up to 700x50c. Interesting: using high modulus carbon fibre and AL6061 composite for the lower legs reduces the weight to 1385g.

**Full Speed Ahead [Hall 1 / M1212]** presents a whole series of gravel components at this year's Taipei Cycle Show, called AGX (Adventure, Gravel, Cyclocross). The line-up features the K-Wing AGX handlebar – a full carbon, off-road handlebar with 10 degrees outward bends and 25 mm flare – and the VAS stem, which melds aluminium

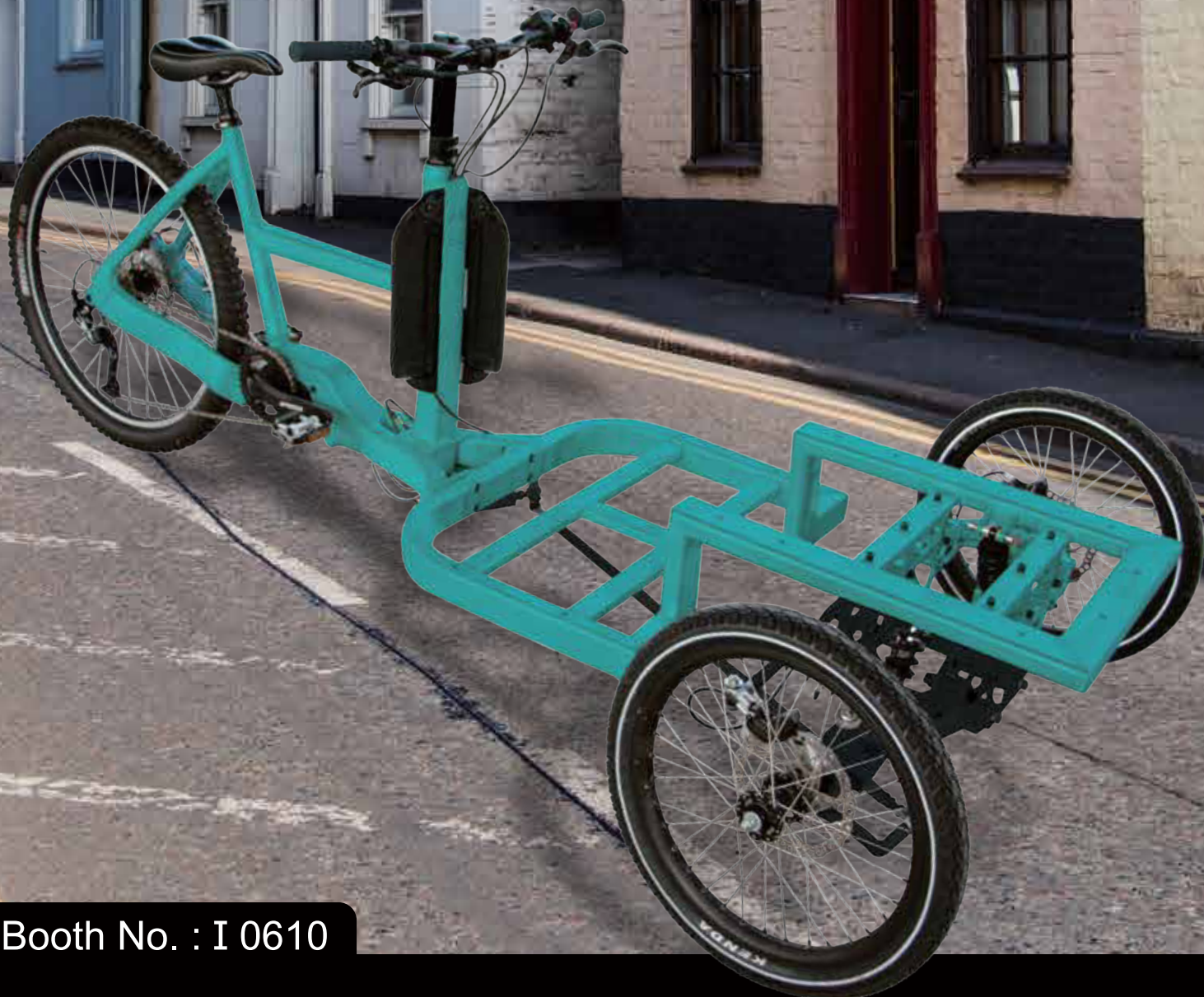
with vibration-absorbing materials to cut down vibrations by more than 40%. The Flowtron Drop-Post, a gravel-specific dropper seatpost, is also being introduced, with greater flexibility on uneven terrain.

The finale of our gravel product review at this year's Taipei Cycle Show comes from **Leatt [Hall 1 / M1306]**, the South African expert in off-road equipment. The brand is showcasing its first-ever series of gravel apparel. The Endurance collection is designed to be durable, lightweight, comfortable, and functional. The Endurance Jackets and Vests offer protection in varying weather conditions with a windproof, breathable ripstop weave fabric and a dirt-resistant coating. The Endurance Jerseys have a second skin feel and ergonomic cut that caters to an aggressive riding position, with eco-friendly materials that offer sun protection and cooling effects. The Endurance Bibs are tailored with a premium Italian chamois with four layers of density padding that align with the body's movement, providing enhanced blood flow and a second skin feel. ■ **WMS**

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## EG4A-B21

<b>Material</b>	Aluminum #6061
<b>Mfg. Method</b>	Tig Welding
<b>Frame Size</b>	51cm
<b>Headset</b>	1.5"
<b>Seat Post</b>	ø34.9mm
<b>Motor System</b>	Bosch Cargo Line, Gen 4
<b>Battery</b>	Bosch Power Pack 800Wh
<b>Rear Hub</b>	142 x 12mm E-thru System
<b>Tire</b>	Front-20.0" x 2.15" Rear-26" x 2.35"
<b>Weight</b>	10.9Kg(Frame)



Booth No. : I 0610

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**OVERVIEW: SADDLES****3D PRINTING, NEW MATERIALS,  
AND CLASSIC REVIVALS**

Whether you're a racer after a saddle to support a low and aggressive riding position or a fleet operator seeking something generally comfortable for a range of customers, every cyclist craves comfort. But how best to provide it? The latest saddles combine ergonomic research with new materials and production techniques. Look out for 3D printing and machine-built one-piece construction in our list of this year's best.



*Trend-setting 3D printed racing saddles from Selle Italia.*

German firm **Büchel's [M0203a]** recently took on Italian saddle maker Selle Esse. As a result, the production of its high-quality saddles will now be split between both countries. The range has recently expanded to include models using 3D-printing technology. This has enabled the integration of different materials and structures in a single saddle design. Simultaneously, flexibility can be tuned according to the rider's needs, with softer areas underneath the sit bones and firmer padding on the sides for better support and stability, especially on longer rides. The firm's Third Dymension saddles also use carbon fibre for their rails and shells for minimum weight. Both feature an anatomical cut-out, while you'll be offered a choice of long and short profiles.

Büchel's longstanding Wittkop line also sees some innovation in the production of its In Mould Saddles.

These are now produced



*Büchel has recently taken on Italian saddlemaker Selle Esse, whose range includes several 3D-print models.*

**Wittkop's In Mould saddles are made in a single operation for quicker production and reduced environmental impact.**

in a single operation which no longer involves manual processing. This both lessens their production time and reduces their environmental impact. Riders will benefit, too, thanks to a lighter construction involving no screws or glue that's also more resistant to cold, heat, water, humidity, and dust. The technology is now being rolled out across the firm's extensive line, with models tailored to a broad range of riders, from commuters to sports cyclists.

**Selle Italia's [M0413]** designs frequently set trends within the upper reaches of the road market. This year, it's increased the number of its saddles that utilise 3D printing. Following the introduction of the technology on its SLR Boost, Selle Italia has chosen to expand the range with the popular Novus, which is now also getting a makeover. The Novus Boost Evo 3D features a 3D-printed cover with differentiated cushioning zones. This proprietary design differs from that used on the SLR Boost 3D, with the structure of the fabric



having more layers, in particular, a softer top layer for extra comfort and a more rigid one below for optimal support when pedalling. The aim is to match the Novus to its broadly accessible use category. The firm's triathlon-specific Watt model has undergone a similar transformation. The new Watt 3D retains the same successful shape as the previous version but features a 3D cover developed with Carbon DLS printing technology. It also features a new anti-slip insert to ensure a stable position.

Compatriot **Selle San Marco [M0413]** is well-known for its classic style saddles. Its Regal Short saddle range has recently been tweaked to orientate it to gravel and bikepacking cyclists. Despite its retro aesthetics, the range benefits from mod-

**Classic looks and modern material characterise Selle San Marco's redesigned Regal saddle range.**



ern features like the Bow Rail System, designed to enhance the flexibility of the shell, making the saddle particularly suited for unpaved terrains. This is furthered by shock absorbers inserted between the rails and the shell, with additional comfort imparted by Biofoam padding that follows the movements of the pelvis during pedalling. You'll now find models with standard and cut-away profiles in wide and narrow versions. Finally, users will have a choice of carbon or manganese rails.

Many saddle makers are experimenting with new materials. Several, including **Ergon [M0604]**, are using this as an opportunity to improve their sustainability. The German firm recently collaborated with chemical experts BASF to create a fully recyclable saddle. This special edition of the popular SR Allroad features a unique construction where all the plastic parts are made from BASF Polyurethanes, meaning they can be recycled in one piece once the saddle's steel rails have been removed. Other recent innovations at the firm include its first triathlon saddle. The SR Triathlon Men

**German firm Ergon is one of many saddle makers experimenting with more sustainable materials.**



has been designed in collaboration with multi-time World Champ Jan Frodeno. It first appeared exclusively on Canyon's limited edition Speedmax CFR Moonshot triathlon bike. However, it will also gain a more general release this spring.

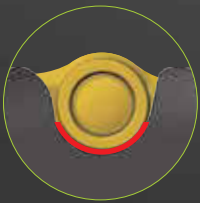
**All-Wings' [S0304]** radical-looking saddle range continues to gain plaudits. The firm's winged design aims to solve the problem of perineum compression and seeks to alleviate numbness and pain while cycling. Its ev03 Falcon and ev04 Super Hornet have already proved popular with general distance riders and are increasingly favoured by triathletes. Both can be adjusted by swapping in a thermoplastic rubber pad that adapts them to suit conventional-length rides or those in the ultra-endurance category. An earlier iteration of the firm's saddle is now held at the Taiwan National Science & Technology Museum. This year, ALL-Wings is in contention for the



LINK TO PERFECTION

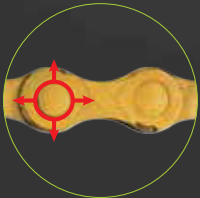
KMC Chainrings  
+  
KMC e-Bike Chain

# e-Bike Solutions



### Chain Mate

The chainring roller seats between teeth are perfectly matched to KMC chains.



### Shield Tech

e-riveting technology combined with oversized pin design enhances strength by 25% versus standard chain.



### Optimal Tooth Design

Chain retention is enhanced to hold the rollers in place while preventing chain drop and reducing friction.



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*All-Wings radical saddle design is in contention for an iF Design Award.*

2024 iF Design Award, having made it to the final round, with the results to be announced just ahead of the show.

Taiwanese saddle specialist **Velo [J0618]** has a trio of new models to tempt bikemakers. The VL-1C47 is a versatile saddle designed for all-mountain use. This 135mm wide saddle features increased padding throughout its transition areas to comfortably grip the rider's legs. Its centre channel then offers pressure relief and facilitates airflow. This, in turn, is protected by mesh to prevent dirt from reaching the saddle's surface, while an entirely waterproof construction prevents ingress. Building on the success of last year's VL-1C28 model, Velo introduces the VL-1C50 this year. It uses the firm's

*Taiwanese saddle specialist Velo has a host of new models on show.*



*Distributor Sunstar can help you source saddles from brands including Shimano, Brooks, and Selle Royal.*

patented Atmos Shaping technology, resulting in a waterproof saddle that's easy to clean. Its subtle tail-up profile keeps the rider in position when pedalling, while a centre channel provides pressure relief and cooling. Its moderate width of 145mm accommodates the majority of gravel and MTB riders, while its shorter length aligns with current trends. E-bikers will find an I-Carry handle concealed on the underside for easier manoeuvrability.

Finally, the VL-1C49 is a versatile, performance-oriented, short-nose saddle based on Velo's popular after-market Senso Ray model. It features lightweight, shock-absorbing PU foam mounted on a solid shell with a full-length relief channel. The saddle features a classic T shape, gentle curves, and a flat top. Atmos Shaping joins the upper surface and seam between the polyurethane upper cover and nylon base, giving the saddle a simple, sleek look that matches any bike.

**WTB [L0818]** will be showing a broad range of saddles. Recent additions include the Devo e-bike saddle. This mountain bike-style perch includes a pronounced cut-out to manoeuvre the bike for storage

or push it up or over unrideable sections. Despite its size, the handle's location means it won't interfere with your riding. The Devo's profile is also designed for e-bikers, with a width that increases through the front half before widening to create sit-bone support. This should allow riders to stay seated while pedalling without uncomfortable rubbing. Simultaneously, a broad nose encourages you to scoot forward to maximise power and keep the front wheel down on steep, technical climbs. The saddle comes in a single 142mm width, but riders can choose from plusher HLX or more supportive DNA padding. Equally on-trend is the Gravelier, which has just scooped a design award for Taipei. It targets the growing adventure crowd with a profile tailored to riders who pedal in a forward-leaning position for long periods. This is backed by a perineal relief cut-out to improve blood flow to sensitive areas.

Taiwan's **Sunstar [M0808]** works as an agent for brands including Shimano, Brooks, and Selle Royal and is ready to help you outfit your next build. It's keen to show off the latest Saddle from Shimano's component arm PRO. The Pro Stealth Aero TSA 1.1 and 1.2 saddles use a short profile to facilitate an aggressive position on the bike and are suitable for athletic riders. Its carbon-reinforced base is topped with lightweight EVA padding and includes an anatomic fit cut-out to help reduce pressure on soft tissue areas. This is particularly crucial on saddles designed to support low and aggressive riding positions. Both models are available in a 132-millimetre width, with weights of 170 grams



*The prominent cut-out on WTB's Devo e-bike saddle helps when manoeuvring the bike.*

and 210 grams, respectively.

**Solu Bikes [N0602]** manufactures a variety of bicycles, parts, and accessories. Its latest saddle has been designed to complement its range of Reynolds steel frames. The result is a saddle that fuses modern materials and shapes with classic leather craftsmanship. Its base and rails are composed entirely of carbon fibre for low weight and stiffness. It's then upholstered with genuine leather for an attractive, hardwearing appearance and excellent breathability. Despite its high-end construction, the saddle is able to hit a competitive price point that complements the rest of the Solu range. ■ **JD**



*Solu Bike's carbon fibre and leather saddle has been created to complement its Reynolds steel frames.*



# TBA EXPORT NUMBERS FROM BOOM TO BUST AND BACK AGAIN?

The year 2023 witnessed a stark reversal of fortune for Taiwan’s bicycle-related exports. After years of soaring demand fueled by pandemic tailwinds, the industry faces a mountain of unsold inventory and a global economic slowdown casting a long shadow. This raises critical questions: How severe is the current situation, and are there bright spots on the horizon?



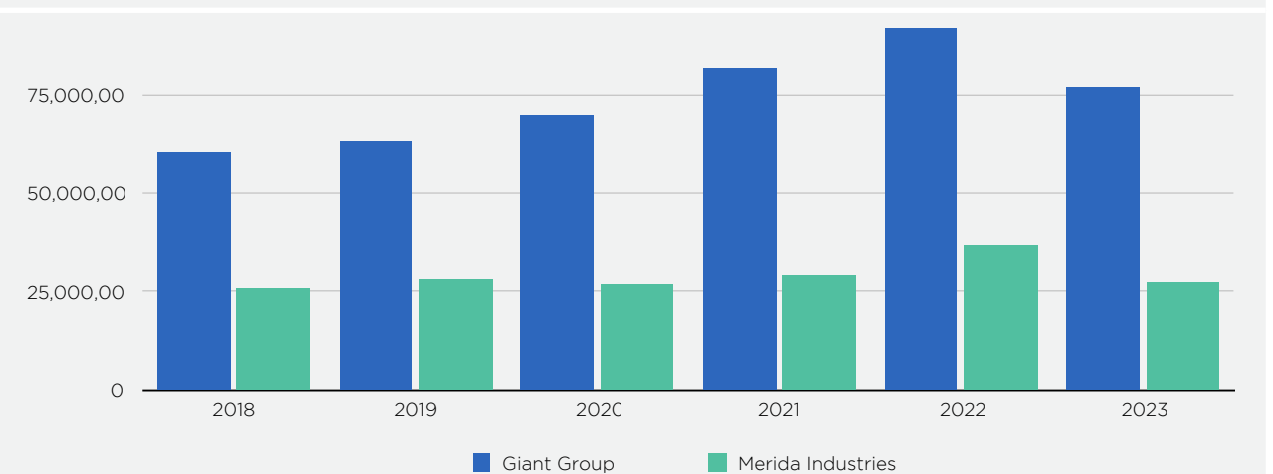
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The bicycle industry, like most, struggles with inherent vulnerabilities to unforeseen events. The confluence of the COVID-19 pandemic, the Ukraine war, and the Gaza conflict within four years created a series of “black swan” events. First the pandemic triggered a surge in demand, prompting manufacturers to ramp up production capacity. However, as consumer sentiment plummeted in key markets due to rising costs of living, demand abruptly contracted, leaving warehouses overflowing and orders cancelled. This scenario resembles the classic “pork cycle” phenomenon in economics, where an initial surge in demand leads to overproduction and eventually depressed prices.

**Too many spanners in the works**  
Long lead times are common in the bicycle industry as well, so the pork cycle is a fitting metaphor seen the current and challenging situation. Adding to the problems is the fact that the bicycle business has not developed proper tools to differentiate real-life, organic demand from perceived demand. The relevant theory that applies here is called the bullwhip. Signals of suddenly increasing demand are being amplified along supply chains step by step, leading to an inflated perceived demand and a massive oversupply of goods as a consequence. As soon as these flood the markets, discounting starts. And if these goods are being held back, they fill up warehouses and create serious cashflow and liquidity issues, mirrored by a decline in export statistics.

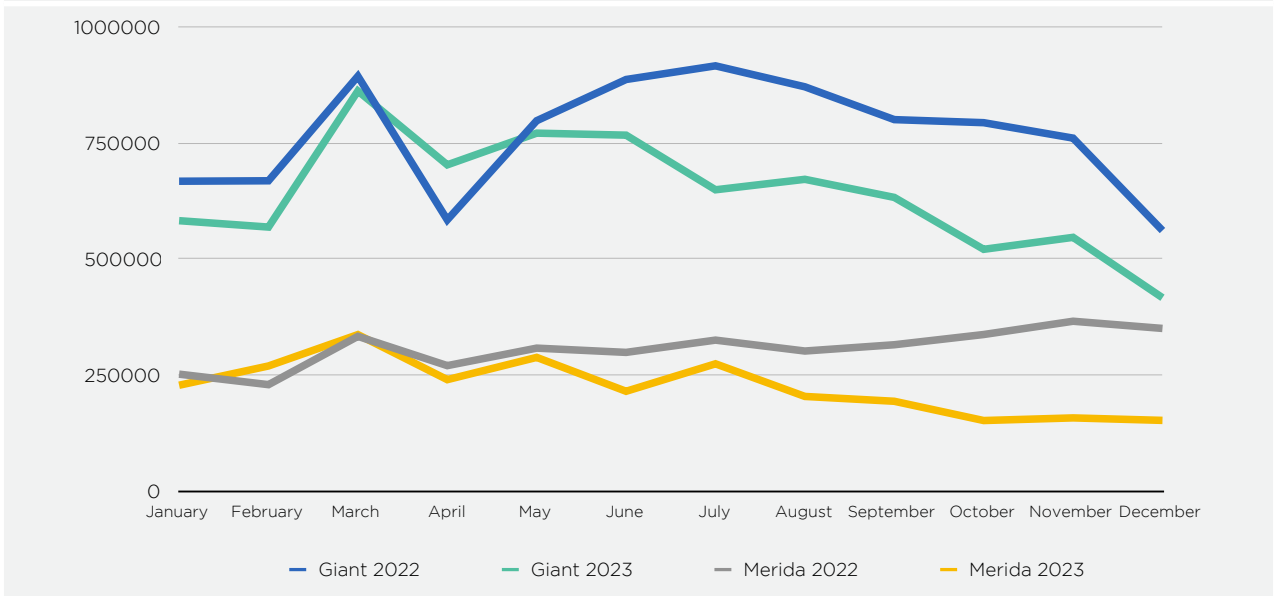
Data from the Taiwan Bicycle Association (TBA) and the Bureau of Foreign Trade (BOFT) reveals the stark impact of these intertwined phenomena on Taiwan’s export-heavy bicycle industry. While 2020-2022 saw record turnover,

Giant Group and Merida Industries: annual revenue (in 1000 NT\$)



source: annual reporting of Giant Group, Merida Industries

Giant Group and Merida Industries: revenue by month, 2022 and 2023 (in 1000 NT\$)



driven more by volume than substantial profit margins due to rising costs, these figures painted a skewed picture. Year-on-year comparisons require context, especially considering 2019, the last pre-pandemic year, as a baseline.

#### Down year-on-year, but on pre-pandemic levels

Due to higher unit prices and trade dynamics many bicycle manufacturers in Taiwan have put a heavy emphasis on e-bikes in recent years. A look at the export statistics shows that North America and the EU made up a combined 82 percent of Taiwan's e-bike exports in 2023 with the United Kingdom adding another 6 percent. Since all of these markets have faced significant drops in consumer sentiment, seeing a sharp decline in exports as well does not come as a surprise. After Taiwan's bicycle industry had exported more than 1 million e-bikes in 2022 for the first time ever, this number dropped by a staggering 33 percent year-on-year to 686,556 units. Since the average value of exported e-bikes grew by 17.85 percent to US\$ 1767.19, the value of these exports only declined by 21.9 percent to US\$ 1.553 billion.

For conventional bicycles, the numbers are worse. The NAFTA trade bloc remains the most important export market, absorbing 37.5 percent of Taiwan's exports. Almost one in three conventional bicycles exported are heading for the United States. With a total of 27 percent, the 28 countries of the EU are key markets as well. Other notable export markets are China with a share of 9.4 percent, the United Kingdom at 5.2 percent, Australia at 4.9 percent and Japan at 3.7 percent. While most of the markets mentioned above performed significantly worse in 2023 than the year before, the decline of Taiwan's overall exports of conventional bicycles is more dramatic in numbers at - 32.2 percent to 1.32 million units than it is in overall value at US\$ 1.383 billion, a decline of 14.46 percent. This is due to the average unit price growing by 26 percent to US\$ 1045.20.

#### Parts and components business takes the hardest hit

The full brunt of the overstock issue is evident in the parts and components sector.

Across all product categories, Taiwan's exports dropped by 51.6 percent in weight and by 41.4 percent in value to US\$ 1.704 billion – taking a harder hit than the exports of e-bikes and conventional bikes. The imports of parts and components saw an even stronger decline at 54.4 percent in weight and 32.3 percent in value. Due to the reduced output of assembly plants across Taiwan the need for these imports dropped accordingly. Unsurprisingly the provisional turnover numbers of Taiwan's biggest bicycle manufacturers Giant and Merida reflect the sobering numbers from the TBA and BOFT to an extent that neither of them was willing to answer Show Daily's questions regarding the state of their business in the lead-up to Taipei Cycle Show.

With both companies, monthly turnover saw moderate year-on-year declines in the first two quarters. This decline accelerated in the second half of the year, maxing out at a 55 percent decline for Merida and a 29.8 percent decline for Giant in the fourth quarter, respectively.

#### Taiwan's 2023 exports of conventional bicycles and e-bikes, in percent by destination and units

	conventional bikes, %	conventional bikes, units	e-bikes, %	e-bikes, units
<b>EU 27</b>	29.05	384611	59.31	407,229
<b>EFTA</b>	2.93	38841	2.93	20,129
<b>United Kingdom</b>	5.84	77343	6.76	46,445
<b>NAFTA</b>	36.84	487703	23.33	160,157
<b>Australia</b>	3.89	51510	2.56	17,592
<b>New Zealand</b>	0.76	10100	1.96	13,430
<b>China</b>	9.18	121488	0.04	261
<b>Japan</b>	4.74	62787	1.44	9,870
<b>South Korea</b>	2.02	26719	0.44	2,994

#### Exports of Taiwan's bicycle industry, by year and category (in US\$)

	conventional bicycles	e-bikes	parts and components	total of all three categories
<b>2014</b>	1721407055	38721330	892443983	2652572368
<b>2015</b>	1893465644	54184670	945739348	2893389662
<b>2016</b>	1481397075	140061915	749740117	2371199107
<b>2017</b>	1326548063	247360660	718869808	2292778531
<b>2018</b>	1477278008	377683371	789423006	2644384385
<b>2019</b>	1340966566	862996871	861943851	3065907288
<b>2020</b>	1097700000	987989000	1427939000	3513628000
<b>2021</b>	1314000000	1314000000	2259000000	4887000000
<b>2022</b>	1617656445	1553628157	3011793661	6183078263
<b>2023</b>	1383717207	1213276546	1704743287	4301737040

#### Exports of Taiwan's bicycle industry, by year and category (in units)

	conventional bicycles	e-bikes	total complete bikes exported
<b>2014</b>	3750395	66285	3816680
<b>2015</b>	3994788	83042	4077830
<b>2016</b>	2948763	131708	3080471
<b>2017</b>	2369407	181353	2550760
<b>2018</b>	2210105	286401	2496506
<b>2019</b>	2125050	644300	2769350
<b>2020</b>	1700000	759320	2459320
<b>2021</b>	1990000	987000	2977000
<b>2022</b>	1952601	1036118	2988719
<b>2023</b>	1323882	686556	2010438

For the full year, the decline in turnover stood at 26.4 percent for Merida and 16.4 percent for Giant. This can be explained by two factors: late deliveries of 2023 models kept business up in the first half of the year. Since these models were delivered so late, many bicycle brands decided to postpone the introduction of their 2024 models and reduce the volumes pushed into the markets in order not to overwhelm distributors and bicycle dealers and minimize discounting that cuts into margins along the entire supply chain.

#### The big outlier from the downward trend is China

The notable exception in a sea of declining business is China: exports of conventional bicycles more than

doubled to 121,488 units, and since the average unit prize also went up by 10.5 percent, the resulting growth in value of Taiwan's bicycle exports to China reached an impressive 140.8 percent. Still, China only accounts for less than 9.5 percent of the overall export value of conventional bicycles while it is practically insignificant in terms of e-bike exports with a share of not even half a percent. With the lifting of the draconian zero covid policies in December 2022, China has also seen a one-time effect that boosted demand but is unlikely to see a repeat. Especially so given the current issues in China's real estate and finance sector that have thrown a spanner into the hoped-for recovery.

While the short-term picture may

appear gloomy, industry leaders remain cautiously optimistic about mid-to-long-term prospects. Most decision-makers in the industry point to mid- to long-term factors that are favorable for further growth in the bicycle business. Investments made during the pandemic by Taiwan's bicycle industry have ensured the production capacity is there to handle this growth. All that is missing for now are the orders. Since consumers in the United States are only really discovering the advantages of e-bikes now and consumer events like Belgium's Velofollies held in January have seen record attendances, it is only a matter of time for demand to recover and business to get back to where it belongs. ■ **LvR**



# SUSTAINABLE SPIN: JOY INDUSTRIAL'S GREEN AMBITIONS

Joy Industrial Co. ranks among the top five global manufacturers of bicycle hubs. Over recent years, the company has also emerged as a key player for rims and wheels. Beyond product innovation, General Manager Jeff Chen is keenly driving forward climate protection initiatives within the company, as he explained in an interview before Taipei Cycle Show.



**Joy Industrial [Hall 1 / I0922]** takes great pride in its company history, a fact that's immediately apparent when entering its headquarters in the Daya District of Taichung. The spacious lobby doesn't just showcase various hubs, rims, and wheelsets from their current collection but also celebrates the milestones of what is now a 53-year history. Numerous framed panels throughout the hall highlight the achievements of the last five decades. While most frames honour the company's journey to becoming one of the world's largest hub manufacturers, the last board displays something entirely different: the logo of the Taiwanese Bicycling Alliance for Sustainability, a coalition of the largest Taiwanese bicycle companies aiming to become more sustainable, which Joy Industrial joined in late 2022. "This logo stands for our dedication to sustainability. We've just launched a comprehensive ESG program, which is certainly one of our current key projects," says General Manager Jeff Chen.

The path of the company and its Novatec brand to increased sustainability is of particular interest within the cycling industry. This is partly because Joy Industrial is a publicly traded company and one of the world's largest hub producers, with a total of eight facilities in Taiwan, China, Slovakia, and the USA and with more than 500 employees globally. Additionally, as a manufacturer specialising in wheel components primarily using aluminium and carbon — two materials currently under the microscope for their environmental impact — their push for sustainability draws keen interest. "Our sustainability ambitions are



**General Manager Jeff Chen**

based on a detailed strategy that we are implementing step by step," says Chen, pointing to the company's sustainability report first published in 2020 and its membership in the BAS. Another significant achievement was in 2023 when the company received the ISO 14064-1 certification for reporting and verifying the company's GHG emissions.

Sustainability is also set to be a major theme for Joy Industrial at this year's Taipei Cycle Show. Recently, they have launched a series of wooden bicycle wheel frames, which will be showcased at their booth. Moreover, they are making significant strides in reducing the carbon footprint of their products. Jeff Chen mentions that they are currently working on recyclable carbon rims in collaboration with a supplier. "We've also focused on sustainable aluminium. We'll be presenting a solution for this in Taipei," says Jeff Chen. His enthusiasm is a clear indicator of his strong belief in these innovations, which are poised to mark the next chapter in Novatec's history. ■ **WMS**



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**OVERVIEW: TYRES****AS RUBBER ALTERNATIVES GAIN TRACTION, PLENTY OF NEW 'TRADITIONAL' TYRES ARE COMING TO MARKET TOO**

Rubber is defined by the EU as a critical raw material, with a highly vulnerable supply chain, and rubber tyres, which are notoriously hard to recycle, also present a huge waste problem: 1.8 billion rubber tyres are disposed of every year.



*The new range of reTyre thermoplastic elastomer tyres promises to outperform traditional rubber*

Is this an insurmountable problem? Not for **reTyre [L0325]**, which has announced the first pneumatic tyres made entirely without rubber. It claims that the tyres are sustainable, recyclable, and can outperform traditional tyres.

reTyre first came to prominence with its zipper-based tyre system, which allowed riders to swap from one tyre tread to another without removing the wheels from the bike, but now the company has pivoted towards a more sustainable tyre supply chain. The secret sauce in the new tyres is bio-based thermoplastic elastomers, a type of rubber-like material that is made from renewable biological resources rather than from petroleum or other fossil fuels. These materials, says reTyre,

are more sustainable than traditional petroleum-based elastomers because they can be replenished quickly, do not deplete finite resources, and have a lower carbon footprint. It also says that the new material can outstrip conventional rubber in terms of performance, durability and longevity.

"Making a tyre entirely without rubber offers a breakthrough in eco-friendly tyres", says reTyre. "The entire tyre, including casing and beads, can be fully repurposed into new tyres in a scalable, economical and environmentally friendly manner, fostering a closed-loop circular economy." The first sustainable tyres are being produced right outside of Oslo at this moment and reTyre plans to expand production to multiple continents with selected partners to further reduce emissions and increase efficiency.

Another company that is embracing alternatives to rubber is **Tannus [M0507]**. Its airless tyres have been around for a number of years, and are completely puncture-proof and 100% recyclable. Tannus makes its airless tyres in a range of sizes, from 16" for Brompton folding bikes all the way up to 700c for city bikes, and because they're not rubber based they're available in a range of colours.

The tyres fit to a standard rim using pins which fit through the bottom of the tyre and locate under the bead hook. Once in place, the tyres are guaranteed for 5,000 miles with only 1.5mm of wear, so they're a great



*The new RideArmor tyre promises maximum puncture protection for year-round riding*

option for anyone who's looking for a long-life option with minimal upkeep: couriers, last-mile delivery and hire bike fleets are obvious matches.

Starting at just 370g Tannus Tyres are a similar weight to most tyre/tube/rim tape combinations. "This isn't merely about tyres", says Tannus, "it's about revolutionising your cycling experience. Tannus Airless isn't just a product; it's a commitment to limitless rides, liberated from puncture frustrations." The company is looking to connect with OEM and B2B customers at Taipei Cycle.

Back in the world of pneumatic rubber tyres, the news from **Vittoria [F0429]** is that it's debuting two new tyres at opposite ends of the road riding spectrum. First off there's the RideArmor, which Vittoria says is its "most durable and puncture resistant road tyre ever" and designed for a tough life getting in the year-round commuting and winter training duties. It features a bead-to-bead puncture protection belt, additional sidewall layers and bead shield layers for maximum protection against flats, and on top of the fortified carcass sits a tread made of Vittoria's top-end Graphene + Silica compound, which is used on tyres such as the top-of-the-range Corsa Pro. The compound is designed to offer durability, comfort, and grip on both dry and wet conditions. The RideArmor is suitable for both tube-type and tubeless setup, and all widths from 28mm upwards are compatible with hookless rims. It's available now in sizes up to 32mm, with 34mm and 38mm options arriving later in the year.

At the other end of the range is the new Corsa Pro Speed tyre, which is designed for all-out speed in triathlon and time trial riding, and already has an impressive palmares. Jonas Vingegaard's



*Jonas Vingegaard rode the Corsa Pro Speed tyre to victory in the 2023 Tour de France*

used the Corsa Pro Speed for his win in Stage 16 of the 2023 Tour de France, and both Wout van Aert and Jos van Emden's have won national time trial championships on the new tyre.

By seamlessly tapering the tread into the sidewall, the Corsa Pro Speed construction is designed to minimize rolling resistance. The results of internal testing show an improvement in rolling performance of 5%, with 2% savings in weight. A wider center slick area and closer grooves provide suppleness and cornering grip. The top-of-the-range Corespun 320 TPI cotton casing is extremely lightweight and guarantees ultimate suppleness, speed, and enhanced cornering grip.

Like Vittoria, **Continental [L1229]** is introducing a new all-season tyre and a new TT tyre, both within the Grand Prix 5000 range. The Grand Prix 5000 AS TR is the strongest Grand Prix 5000 tyre to date. The tyre uses a Vectran breaker for maximum puncture and cut resistance; Vectran is spun from liquid crystal-polymer, creating partially



*The time-trial-specific Continental GP5000 TT TR was used by Filippo Ganna in his hour world record ride*

*The Tannus airless tyre fits into a standard rim with special pins*



# OVERVIEW: E-BIKE DRIVE UNITS DRIVES REV UP AT TAIPEI CYCLE: LIGHTER, TORQUIER, SMARTER

E-bike motors are shedding weight and packing more punch, offering riders a smoother, more powerful experience across all terrains. From compact mid-drives for urban commuting to high-torque monsters for conquering mountains, the Taipei Cycle Show is showcasing the latest innovations driving the e-bike revolution.



Hyena E-Bike Systems unveils its first mid-drive motor, the UniDrive 70.

E-bikes are more diverse today than ever before. Commuters use e-trekking bikes, sports enthusiasts ascend the highest peaks with their e-road and e-

mountain bikes, and families take their children to kindergarten on e-cargo bikes. The e-bike motor sector has seen numerous exciting innovations, from

advancements in motor technology and new battery designs to smart features that transform e-bike drives into connected data machines. In short, like the e-bike itself, e-bike drivetrains have continually evolved and improved – and been tailored to a wide variety of uses. This trend is also on display at this year's Taipei Cycle Show.

Among the leading trends are compact and lightweight motors that facilitate sleeker designs for bicycle makers. **Hyena E-Bike Systems [Hall 2 / S0318]** is an example of this development. The Taichung-based company impressed visitors to last year's Taipei Cycle Show with its lightweight drive units. This year, it is introducing a new, compact, and lightweight mid-drive system, Hyena's first venture into mid-drive motors after being renowned for its rear hub drives. The Hyena UniDrive 70 weighs less than 2.4 kg and delivers a peak output torque of 70 Nm. Its reduced axle length lowers the Q-factor to 171mm, reflecting Hyena's dedication to lightweight and compact

design. The motor is designed for various terrains, including city, trekking, road, and gravel bikes. Hyena has also unveiled the BS-B540+ integrated battery, compatible with the UniDrive 70, offering a significant capacity of 540 Wh and the option for an e-bike range extension with a range extender.

Another example of a lightweight e-bike drive unit is the M820 from **Bafang [Hall 1 / M0215a]**. This drive system weighs just 2.3 kg but offers a maximum torque of 75 Nm, making it a compelling choice for building light e-mtbs. Noteworthy is Bafang's investment in torque

Bafang M520 drive unit



Continental's GP5000 AS TR tyre comes in sizes up to 35mm

crystalline fabric is more cut-resistant than aramid and has a tensile strength five times that of steel. The tyre is available in sizes up to 35mm, and is compatible with hookless rims.

The Grand Prix 5000 TT TR is the fastest option in the Grand Prix 5000

tubeless tyre family and is already proven in both Dan Bigham's & Filippo Ganna's successful World Hour Record attempts. It's also the tyre of choice for Team Ineos in all TT and Team TT races. Design for maximum speed and minimum weight, the Grand Prix 5000 TT TR is available in 25mm and 28mm widths and uses Continental's BlackChili compound for the best possible all-weather grip.

Another company that has been working with the pros to develop its new tyres is **Ralsion [L1218]**; in its case the pros in question are none other than Olympic mountain biking gold medallist Jaroslav Kulhavý and his professional team. In collaboration with Czech manufacturer Zleen, Ralsion has introduced three new tyres. The Coyote and Wolf are gravel tyres, and the Cheetah is a low rolling resistance XC mountain bike tyre that Kulhavý will race at Cape Epic this year.

**Vee Tire [L1230]** also has some new gravel tyres launching at the Taipei show. The Taistyk (700 x 45c) and Rail

Frenzy (700 x 40c) are fast-rolling tyres that's able to handle non-maintained roads with bigger rocks, ruts, and/or sand. As well as that there's a major update to the Speedbooster Elite BMX tyre, which is used by a number of UCI BMX World Cup riders. The centre tread has been made slicker in order to get the best contact patch and increase surface grip, and a lighter weight construction has also been developed for better performance. This newest core-construction developed by Vee, the SYN Core, uses its synthesis fabric for puncture and cut protection, but integrated into the carcass. This enables the tyres to have better puncture resistance for both sidewall and tread, while keeping things light with a high TPI casing. The SYN Core also improves air retention and tubeless compatibility, having more material between the inner and outer layers of the tyre.

In the world of tubeless tyres, the tyre plug (or "worm") is the most common way of fixing a hole too big for the sealant to cope with, but it's not without its issues: tyre plugs can be pulled back out of the tyre by road forces or the internal pressure of the tyre.

**WTB [L0818]** is offering a solution to this issue in the new TCS Rocket system. The Rocket anchor can be preloaded with up to four tyre plugs and kept ready inside the Aluminium alloy case. In the



Vee Rubber's Speedbooster Elite BMX tyre is a favourite among BMX pros

event of a puncture the Rocket is inserted into the tyre and physically prevents the plug from being pulled out for a more secure fix. As well as the Rocket the system includes an Extra Hand tool which can be inserted into the tyre to stop the loss of air, and it can also be used to ream the sides of the hole for a better seal against the plug. Rocket anchors come in large and small sizes and can be re-used when the tyre is patched. ■ **DA**

Ralsion has worked with Olympic gold medallist Jaroslav Kulhavý to develop its new range



WTB's Rocket Anchor makes for a more secure trailside tubeless tyre repair



Mid motors continue to dominate the market.



The two main trends in the market are powerful motors and very lightweight drive units.



Delta presents its market-ready mid drive unit.

sensor technology, which enables the motor to adjust its power output in direct response to the pedalling force, thereby offering an authentic riding sensation. With the M510, an upgrade of the e-mtb performance motor M500, the Chinese drive specialist is showcasing another trend in the e-bike drive market: the race for more torque. Although its predecessor's maximum torque (95 Nm) remains the same, its weight has been reduced by 18% to 2.9 kg. Additionally, the maximum pedalling cadence support has increased to 120 RPM. Thanks to an intelligent control system, smooth starting, powerful acceleration, and continuous maximum power output for more than 15 minutes, the drivetrain is perfect for eMountainbike setups.

**Delta Electronics [Hall 2 / S1002]**, the Taiwanese electronics giant, has also made a powerful entry into the e-bike world. Having showcased a production-ready prototype of its new mid-drive motor at last fall's Taichung Bike Week, the drive is now market-ready. The mid-drive motor draws on Delta's experience in other industrial sectors, aiming to deliver 90 Nm of torque and support a pedalling frequency of up to 120 rpm. With its

With the E-P3+ GP, Polini Motori focuses on e-gravel and e-road bikes.

compact dimensions (111x92 mm) and a relatively low weight of 2.9 kg, it positions itself alongside leading mid-drive unit manufacturers. Delta Electronics targets e-trekking, e-mountain, and e-cargo bikes as its primary market.

Italian specialist **Polini Motori [Hall 1 / LO529]** unveils a motor that caters to both low weight and high torque. The Polini E-P3+ GP is an upgrade to the Polini E-P3+, now peaking at 80 Nm. This upgrade is not merely a numerical improvement but a transformative enhancement for riders who tackle varied terrains, from the loose surfaces of extreme gravel paths to the challenging ascents found on many road routes. The increase in torque is complemented by Polini's proprietary "Polini Dynamic Control" (PDC) software, which has undergone significant updates to ensure smoother and more harmonious pedal assistance. The system also excels in its responsiveness to pedalling variations and eliminates delay in motor engagement upon pedalling start, ensuring immediate assistance. Additionally, the motor supports increased active assistance up to 120 RPM, catering to various riding styles and preferences. The drive system also includes a 500 Wh battery, which allows a range of 180 to 220 kilometres at the lowest support level.

Taichung-based bicycle component specialist **Neco Technology Industry [Hall 1 / JO507]** displays what is possible in terms of performance and torque. The Neco MM20 MAX mid-motor achieves a remarkable 175 Nm of torque, making it a very powerful option for specific application areas such as e-cargo bikes. During development, Neco paid particular attention to the sensor technology: the mid-drive motor gathers essential data at a rate of up to 80 kHz through a torque sensor and two speed sensors, ensuring high sensitivity. The collected data on crank torques, vehicle speed, and pedal rotation speed is utilised by a controller for precise vehicle management and achieving peak efficiency. Interesting: despite its substantial power and a maximum torque of more than 175 Nm, the motor functions in almost complete silence. Its modular construction and integrated controller also make disassembly straightforward, enhancing serviceability.

Higher torque, lower weight – Japanese electronics specialist **Yamaha [Hall 1 / FO533]** tries to serve both areas with one development. Aimed at the high-end e-mtb market, the Yamaha PW-XM features a specifically designed magnesium housing that keeps its overall weight down to 2.6 kg. However, with a maximum torque

The Yamaha PW-XM features a specifically designed magnesium housing that keeps its overall weight down to 2.6 kg.



figure of 85 Nm, the PW-XM has the highest torque-to-weight ratio in the Yamaha range, making it a good choice for e-mtb applications. It is also fully compatible with Yamaha's existing PW-X3 and PWseries S2 drive units, enabling manufacturers to create three different e-bikes using the same chassis design. The new PW-XM can also be paired with any of the company's displays and batteries, best in conjunction with the minimalistic and highly technical Interface X.

However, it's not just weight and performance that drive manufacturers are concentrating on. For instance, **Okawa**, a start-up that emerged from a division of China's Yadea Group, strongly focuses on enhancing the longevity and repairability of its models. This is achieved with the A70, a powerful mid-drive unit with a maximum torque of 90 Nm, through various measures. Designed to have only one print plate, Okawa limits the chance of failures when using more print plates connected with wires. Additionally, they eliminate extra noise by using high-precision steel gears according to automotive standards. Also interesting: as the motor is designed to operate at 500



Okawa presents the A70, a powerful mid-drive unit with a maximum torque of 90 Nm.

W nominal power, Okawa parallels two Metal Oxide Semiconductor Field-Effect Transistors (MOSFETs) per leg to reduce resistance. As a result, the heat generation of the drive circuit is reduced, which improves the motor's output performance and overall operating efficiency and lifetime.

**Kynamic [Hall 2 / SO308]** also strongly emphasises service. The company was founded in May 2021 by KMC Group, well-known for its quality bicycle chains and drivetrain components worldwide. The company's service strategy includes support for e-bike design, integration, global/local logistics, efficient warranty and after-sales service, and tailored software to tie everything together. At the Taipei Cycle Show, three distinct drive systems are presented: Ultra-Light Compact (30 Nm), Light Compact (45 Nm) and Endurance Compact (70 Nm). All systems feature lightweight motors, various battery styles and capacities (including extenders), dual-sided torque sensors, and multiple display options tailored for e-gravel, e-urban, and e-trekking applications.

This overview of the various e-bike drive units displayed at this year's Taipei Cycle Show once again demonstrates how dynamic and innovative the e-bike drive unit market is these days. From compact mid-drive units to high-torque solutions, manufacturers are continuously innovating to enhance performance, efficiency, and the overall user experience. Key trends include lightweight designs, increased torque, and smart, connected features, all contributing to improved ride quality and versatility across different terrains and e-bike categories. ■ **WMS**

Kynamic was founded by KMC Group and offers e-bike solutions as well as drive units.



# New Ratchet System Hub

## Proven durability, Low MOQ

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



**Signal speed  
now  
available**



### Options:

- **18T** Available for Road
- **36T** standard or **54T** advanced engagement



36T



54T



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

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

**Booth I 0218**

# NEW PRODUCTS



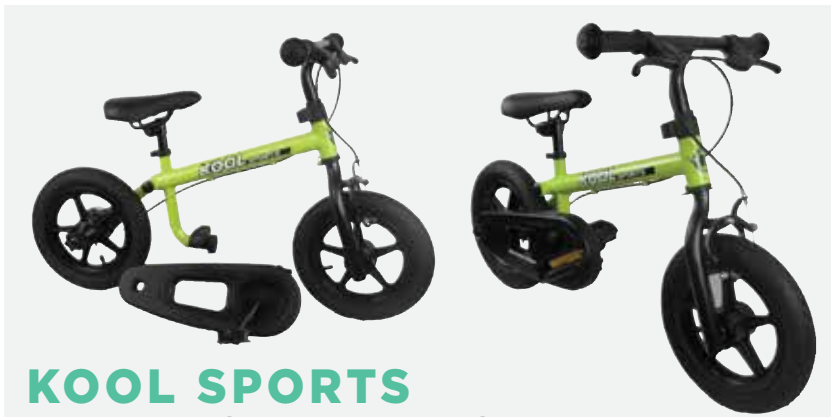
## KMC E-BIKE SOLUTION

Chain and chainring sets featuring carefully matched roller seats and teeth for superior component meshing, increased transmission efficiency and longer component life. KMC's narrow-wide chainring design significantly prevents chain drop while reducing the friction associated with such designs. Pair with the firm's e-bike series chains for the best durability and performance. [Hall 1 / J0118](#)

## FSA SL-K ROAD CRANKSET

FSA's SL-K crankset features hollow carbon arms with a uni-directional carbon finish married to a set of cold-forged AL7075 CNC chainrings. These use Megatorq technology to ensure the most efficient power transfer, while their direct mount fitting ensures easy set-up. Both rotate around a broad 30mm forged AL7050 BB386EVO spindle. You'll find a broad range of lengths from 165 to 175mm. The SL-K crankset is 12-speed compatible and backed by chainring options covering the SRAM-specific 48/35t pairing and conventional 54/40, 53/39, 52/36, and 50/34t versions. Weights start from just 507 grams.

[Hall 1 / K0616](#)



## KOOL SPORTS KIDDY 2-IN-1 PUSH BIKE

This smart mode-switching bike can convert from balance to pedalling mode without tools in under 60 seconds. Its patented modular add-on pedal and drive unit is self-contained to prevent injury and reduce mess. Dual hand brakes and non-slip inflatable tyres enhance user safety, while bike nerds will appreciate the unique single-sided frame and fork.

[Hall 1 / M1332](#)



## KT RATCHET SYSTEM HUB

The rings of KT Taiwan's ratchet system precisely engage for instant acceleration and are highly durable. Cyclists can choose the basic 36t ratchet or the advanced 54t for even faster engagement. The system is available across a wide range of the firm's hubs tailored to many different applications covering both road and mountain bikes. [Hall 1 / I0218](#)



## HAFNY HF-1600 PEDALS

These new lightweight pedals show off Hafny's expertise in precision machining. They're made for e-bike users and feature smooth chromoly axles and a non-slip design created through CNC machining. Their robust yet light build is perfect for long rides, while their slim profile and generous support ensure a comfortable journey. Available in a range of bright anodised colours.

[Hall 1 / L1407](#)

## KTM MACINA REVELATOR SX

The Macina Revelator SX offers a thrilling road-riding experience for a wide range of cyclists. Its new Bosch Performance Line SX mid-drive motor provides smooth and natural assistance precisely when you need it. Minimalist carbon construction and high-end build kits preserve traditional handling and low weight for a road bike experience. [Hall 1 / L0828](#)



## AVS RB SERIES SWITCH PODS

Remote pods for triggering assistant model level selection, electronic shifting, physical switches, drive systems and other applications. The RB Series has been developed for gravel, road and triathlon bikes. Three different modular designs can be mounted on almost any handlebar. It's compatible with various drive systems, displays, electronic shifting, and control units using interface options including CAN, I2C, SPI, UART and physical loop.

[Hall 1 / L0501](#)



## NECO TECHNOLOGY NECO18 HEADSET

This damping headset is designed to enhance steering resistance and improve safety. Its primary function is to prevent sudden steering manoeuvres caused by shifts in the centre of gravity when carrying front-loaded cargo. It also effectively minimises handlebar oscillations, providing stability and control to road and off-road vehicles travelling at high speeds. [Hall 1 / J0507](#)

## HYENA E-ROAD AIR DRIVE SYSTEM

Hyena's flagship hub drive system is lightweight at only 3.2kg. It delivers 30Nm of torque to the rear hub axle and features a 250Wh battery, extendable with an optional 180Wh extender. With a frame-embedded LED display and a convenient two-button remote control, riders can effortlessly adjust assist levels without removing their hands from the bar or brake lever.

[Hall 2 / S0318](#)



## FULCHEE RAPILOCK AXLE

Fulchee's RapiLock axles cleverly hide the tab needed to exert leverage within the axle when not in use. The result is a slick construction and easy wheel changes. Available in four different anodised colours, there's sure to be one that matches your bike. A wide range of changeable thread parts further boosts compatibility.

[Hall 1 / L0519](#)

# NEW PRODUCTS

## RST SUSPENSION BEAST 20-15 FORK

A fork for use on electric cargo bikes. The Beast 20-15 uses 36mm stanchions for increased sturdiness and can support a total vehicle weight of 250kg. It's equipped with unique springs and damping rods to satisfy the rider's comfort in both unloaded and fully loaded states and is ready to work with Bosch's new eBike ABS. DIN79010 certified. **Hall 1 / K0802**



## TAYA 30 METRES CHAIN PACKS

Taya's innovative 30-meter chain packaging was recognised via a Taipei Cycle D&I Awards in 2022. This continuous chain roll allows workshops to select the exact length needed. This has many benefits, including reduced transport requirements and minimised waste from packaging and excess length, all of which reduce costs and environmental impact. **Hall 1 / K0707**



## BY,SCHULZ M.1 PEDAL

The lightweight M.1 pedal is designed for trekking bikes, e-bikes, and cargo bikes. Its high-strength aluminium body is extremely flat yet, thanks to its narrow reflectors, complies with German road traffic licensing regulations (StVZO). A large tread surface is fitted with non-slip grip tape for secure footing, while high-quality axles and bearing units offer high reliability. Suitable for riders up to 150kg. **Hall 1 / M0106**



## SUNSTAR LAZER Z1 KINETICORE HELMET

At 220g for a medium, the Lazer Z1 Kineticore helmet is the lightest to include rotational impact protection. Its strategically placed vents, inclined bridges, and floating headband allow best-in-class ventilation while maintaining aerodynamics. An upgraded Advanced Roll System then manages retention for excellent comfort and stability. Backed by a coveted five-star safety rating from the Virginia Tech laboratory. **Hall 1 / M0808**

## SKS INFINITY URBAN SIDEBAG

The waterproof Infinity Urban Side Bag with roll-top closure offers plenty of space for your equipment. Two sturdy hooks attach it to the stays of the luggage rack, and the lower swivel hook retains it in place against the rack. Thanks to the hooks' large adjustment range, the bag can be attached to almost any luggage rack. **Hall 1 / L1217**



## VP COMPONENTS VP-R90

VP's dual function VP-R90 pedal is fabricated from cold-forged recycled aluminum. A CNC-machined chromoly axle ensure top performance. Roller and double sealed ball. The single side binding is tension adjustable (80-140kgf/cm). Compatible with the VP-C51 cleat, the pedal is 92 x 92mm in size. **Hall 1 / K0810**



## CYCLE CHRIS EVOLO BR-EV13 WALL MOUNT

This space-saving wall rack provides a secure place to keep your bike and additional storage for all your essentials. It's made from durable steel, and its powder-coated surface resists scratching. A padded interior protects your bike. The unit requires minimal assembly and can support loads of up to 25kg. It's customisable through OEM/ODM collaboration. **Hall 2 / S1133**

## V-GRIP SPRAYME WATERBOTTLE

Stay hydrated while keeping cool with the V-Grip Wave bottle. This innovative design offers two modes: a high-flow stream for drinking and a refreshing shower spray for your head and body. Easily switch between modes with a simple pull, allowing you to keep one hand on the bar for safety. The cap can be disassembled for effortless cleaning, and the bottle is dishwasher-safe and recyclable. **Hall 1 / I1314**



## JING YI JY-7175 HEADLIGHT

A bright headlight with high and low beams for e-bikes. The JY-7175 headlight combines energy-efficient LEDs with sophisticated heat-reducing housing to ensure the best illumination and energy consumption ratio. Its beam covers a wide field of vision and can reach 170lux. Supplied with an integrated metal bracket and a detachable reflector, the product is StVZO certified and features a wide voltage input design. **Hall 1 / L0530**



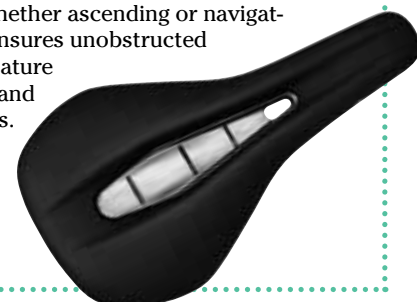
## BAFANG DP C010 DISPLAY

The DP C010 display boasts a stylish and lightweight design, equipped with a high-resolution, waterproof 4.0-inch TFT screen. It offers 6 built-in languages and features a range of functions including USB charging, navigation maps, Bluetooth connectivity, etc. The DP C010 received the "Excellence Product Design" award in the Bicycles and E-Bikes category of the 2024 German Design Awards. The display integrates perfectly in Bafang's complete drive train solutions, such as for eTour (M410, DP C010, BT F010). **Hall 1 / M0215a**



## VELO VL-1C47 SADDLE

A versatile saddle for all-mountain use. Whether ascending or navigating technical descents, its 135mm width ensures unobstructed on-and-off positions. Its transition areas feature increased padding, providing a smoother and more comfortable grip with the rider's legs. The specially designed centre channel offers pressure relief and airflow. It comes outfitted with mesh to prevent dirt or gravel from reaching the saddle's surface. **Hall 1 / J0618**



# NEW PRODUCTS



## U-POWER PW-03

U-Power's 2 in 1 Master Chain Quick Link is precision-designed for seamless chain management. One-handed operation whether connecting or disconnecting chain links. Ideal for cyclists and enthusiasts, this essential tool ensures efficient chain maintenance, enhancing your biking experience.

Hall 1 / K0628

## TRIPEAK 3IN1 CORE SYSTEM

A clever bottom bracket that uses a range of inserts to match 90% of possible crank specifications, covering SRAM, Shimano and Rotor. Not only does this allow riders to switch between cranks without changing the bottom bracket, but it also simplifies stock holding for workshops. The system can now be found across the firm's Jetstream Pro ceramic and standard steel bearing-equipped bottom brackets. Hall 1 / K1124



## SAMOX F.A.S. FIXED AXLE-BOLT SYSTEM

Built around a machined alloy axle combined with a single bolt crankarm connection, this use of fewer, stronger, higher quality parts results in increased strength with fewer opportunities for things to go wrong. Exactly what we told our engineers to accomplish. Highly suggested for Gravel bikes. Booth No. J1209



## POLINI E-P3+ MOTOR

With the E-P3+, Italian drive-train specialist Polini Motori presents a universal motor for all kinds of e-bike applications, from e-trekking bikes to e-MTBs and even e-bikes for commuters. This flexibility is further enhanced by the option to integrate a belt drive, a feature that particularly benefits urban riders by offering a blend of reliability and low maintenance without compromising on elegance or performance. A torque output of 75 Nm positions the motor as a powerful option for e-bike manufacturers looking to equip their bicycles with the capability to handle diverse riding conditions. One of the engine's core features is also its intelligent software, which ensures quick responsiveness to pedalling variations. With five adjustable ride modes, including three predefined modes (Touring, Dynamic, and Race) and two customisable settings, the E-P3+ motor allows users to fine-tune their riding experience to their precise preferences and needs. These settings cater to a broad range of riding scenarios, from daily commutes to competitive racing, and can be modified through a dedicated smartphone app.

Hall 1 / L0529



## SKS INFINITY UNIVERSAL AVS

This retrofittable aluminium pannier rack system can be quickly mounted and adapted to almost any geometry. Its rapid clamping fixings also ensure easy mounting on the seat stays. The included AVS adapter plate with click system makes it easy to attach bike bags, while the optional MIK adapter boosts compatibility further.

Hall 1 / L1217

## CHOSEN BOOST 150T HUB

The Boost 150 teeth high ratio drive system on Chosen's latest hub set aims to provide better power transfer. It's included on a disc hub set that also features straight pull spokes for even faster transmission. These are designed for the popular boost standard and feature an M15 x 110 fitting on the front and an M12 x 148 on the rear.

Hall 1 / I0314



## FSA PRO-WING AGX HANDLEBAR

A unique handlebar developed for adventurous bikepackers and gravel riders. The Pro-Wing AGX Handlebar's integrated U-shaped extension is perfect for long rides and offers an ideal spot for securing your bags. This alloy bar features sculpted contact points on the hoods and drops for better ergonomics. Its flared shape then helps impart better control and clearance when descending. Available in 420, 440, and 460mm widths with a 25-degree flare, 108mm drop, 88mm reach, and 50mm offset. Weight is 460 grams for the smallest size. All models come in stylish bead-blasted anodised black with laser-etched graphics. Hall 1 / K0616



## VELO VL-1C47 SADDLE

A versatile saddle designed for all-mountain use. Its transition areas feature increased padding, providing a comfortable grip with the rider's legs. This is supported by a 135mm width that ensures unobstructed on-and-off positions for riders in various mountain conditions. The saddle's centre channel offers pressure relief and facilitates superior airflow, while its mesh covering prevents dirt or gravel from reaching the saddle's surface.

Hall 1 / J0618



## TINO REUSABLE CABLE TIE

Tino's cable tie solves the problem of single-use cable ties. The unique mechanism enables the user to pull the cable tight yet release it with the flick of a finger. Pull the tab away from the cable to free the locking mechanism. Or push in to lock. Each non-toxic tie can be reused up to 500 times.

Hall 2 / S0934



## WELLGO MIX COLOR PEDAL

Ditch dullness and personalize your bike with the new Mix Color Pedals! Vibrant hues let you express your unique style with ease. Available in a huge range of colors, these lightweight, durable pedals are perfect for casual riders and style enthusiasts alike. Booth no.: J0517



# 德國、奧地利和瑞士參展廠商 在台北國際自行車展

儘管市場環境具有挑戰性，但台北國際自行車展持續吸引來自中歐核心市場的眾多參展廠商。德語區域（德國、奧地利和瑞士）眾多品牌的參與，可以歸因於亞洲市場的重要潛力以及在艱難時期保持市場可見度的重要性。



Continental已經在台北國際自行車展參展超過20年。

今年台北國際自行車展的參展廠商家數超過 900 家，表明即使在經濟低谷時期，參與程度依然強勁。來自中歐核心市場（如德國、奧地利和瑞士）的許多國際品牌都有顯著的參與。這可能令人驚訝，因為在經濟低谷時期，公司通常首先削減營銷和活動預算。然而，對德語區域參與者的調查顯示，即使在艱難的 2024 年季節，公司有著充分的理由來參加台北國際自行車展。

**馬牌 (Continental) 自行車輪胎 [Hall 1 / L1229]** 業務部門主管 Spiridon Spiridonou 強調在困難時期

進行面對面的對話和交流的重要性。Continental 已經是台北自行車展超過 20 年的參展廠商，今年更帶領德語區域的眾多品牌參展。

在研究德語區域市場時，上一季度的挑戰在 2024 年仍然存在。通貨膨脹、消費者猶豫不決以及庫存過剩等因素已經留下了痕跡。德國自行車工業協會 (ZIV) 在 2023 年夏季的最新預測中預測，整個 2023 年電動自行車銷售將下降 10%。中歐地區的主要在線零售商 Bike24 在 2023 年前九個月的銷售中與去年同期相比下降 11%。

儘管面臨這些挑戰，來自奧地利專業廠商 **Xentis [Hall 1 / M1103a]** 的銷售主管 Fritz Sackl 認為，即使在艱難時期，參加台北國際自行車展對於展示企業在艱難時期的抗壓性至關重要。

**SKS Germany [Hall 1 / L1217]** 的銷售主管 Marcel Spork 也指出，對於與亞洲主要市場的經銷商和合作夥伴會面，來參加台北國際自行車展相當重要。

配件和零件製造商 **Lezyne [Hall 1 / L0415]** 將台北國際自行車展視為主要的批發商會議的機會，並認為這是向批發商展示在台中生產產品的機會。

對於德語區域的許多公司來說，當地分支機構在經濟困難時期仍然參加台北國際自行車展是一個重要的原因。瑞士輪組製造商 DT Swiss 自 2015 年以來在台中設有子公司，強調台北國際自行車展對於產業交流、建立關係以及與客戶和同事間進行直接互動具有重要性。

亞洲自行車市場的經濟潛力是中歐許多品牌參加台北國際自行車展的一個引人注目的原因。這些品牌對亞洲市場未來發展表達了極大的期望。德國品牌 **Abus [Hall 1 / I0310]** 認為在許多亞洲國家，公路自行車和自行車鎖是主要的市場，對此表示相當重視。

總之，中歐許多品牌參加台北國際自行車展的原因是由多種因素驅動的，包括亞洲市場的重要性、保持可見度的需求以及在經濟挑戰中進行面對面互動的價值。儘管目前市場困難，公司對自行車業克服挑戰，並透過專注於優勢和機遇而變得更強大的能力保持樂觀。 ■ WMS



奧地利輪組專家Xentis的團隊認為在台北展出是至關重要的。



Lezyne抓住機會向他們的批發商展示他們在台中的生產設施。



對於德國SKS來說，台北國際自行車展是一個與亞洲市場的經銷商和合作夥伴見面的好機會。

# 新品大觀園：升降座管

## 升降座管用創新升起新市場

共享和貨運市場中新的自行車風格意味著升降座管現在已成為各種騎士的必備品。這是一個重大的轉變，從過去只有應用於嚴苛的登山車領域，才被認為是有其實用幫助的存在。而如今的升降座管，隨著新的車款類別與用途的出現，也伴隨著新的設計，加上新的市場參與者的加入，又有一番新的景象。



byschulz d2

**KS / Kind Shock [I0818]** 是升降座管領域的早期創新者。今年，它繼續促進其產品廣泛延伸了使用類別，重點是針對礫石路車款。其 Ragei-S 降座柱尺寸為 27.2mm，升降範圍 65mm。它如此受歡迎，以至於 KS 已能利用其地位擴展到其他領域，現在還提供礫石路車款避震前叉，達成完美的匹配。即使在其他領域，登山車手會發現自己也可使用到 LEV 品牌的搭配服務，這是一款無線升降座管，簡化了安裝，減少了維護，並且在提供長達 200mm 的升降幅度的同時，可以呈現出美觀的極簡主義外觀。

**Limotec [N0828]** 以提供高端工程解決方案而聞名。它也開始提供自己的產品。也許最成功的是去年推出後被提名為歐洲自行車展的 E1P 降座柱。這款高科技的無線升降座管是與自行車製造商美利達密切合作開發的。成果是一款提供無線操作和高速啟動的長行程升降座管。它還獨特地提供了高度記憶功能，使用者可以設置兩個喜愛的高度。該產品還可以直接連接到您的電動自行車電池上，以省去獨立充電的需求。



KS LEV Circuit

KS Ragei-S



Limotec E1

Vazalab

德國公司 **by.schulz [M0106]** 以其創新和人體工學驅動的產品而聞名。它提供了幾種升降座管選擇，包括 D.2 ST-Ri。這款結合了升降座管和平行四邊形避震座管的產品，面向城市運動和長途旅行騎士。它的 30mm 避震提供了在不太完美的路面上的舒適性。同時，它的能夠在上下 80mm 的範圍內移動，使騎士能夠在停下紅綠燈時找到穩固的腳踏位置，然後在啟動時迅速轉換為更有效的位置。用戶可以從流暢的內部電纜布線和無級高度調節中受益。避震元件還可以通過四種不同的彈簧壓力範圍進行定制，以根據騎士的體重或偏好調整性能。

**Vazalab [L0001]** 是另一家對人體工程學感興趣的公司。它成立於 2016 年，並且自那時以來已經累積了超過 2,000 次個人自行車合適性數據，其結果用於開發其產品。這些產品包括一系列車座和其 B3F 舒適座管。後者使用彈性橡膠避震插入件，使車座能夠對騎士的運動做出反應。這種三向穩定技術使車座能夠與騎士的大腿和臀部肌肉一起上下和左右移動。Vazalab 聲稱這顯著減少了座墊與騎士之間的摩擦。同時，它提供了一定程度的減震效果。該公司的座管產品範圍現在已擴展到運動自行車的碳纖維和合金型號，以及 Brompton 摺疊自行車的特定設計。



TranzX EDP01



RST Elev8 up



FSA Flowtron AGX



SCADA Hakka Plus

**RST [K0802]** 是幾家在避震和升降座管之間的協同作用上，成功擴展其產品組合的制造商之一。其成熟的 Elev8 升降座管系列已擴展，新產品像 Elev8 E 這樣的型號，該型號具有無線電子啟動功能，以及 A2 這樣的長行程型號，該型號具有氣壓式高度調節功能。這後者產品由於其具有廣泛的規格選擇，例如直徑為 30.9 和 31.6mm 的座管，高度選項為 80、100、125、150 和 170mm，因此受到自行車製造商的青睞。

**TranzX [J0407]** 是世界上最大的升降座管製造商。去年，它推出了電子啟動的 EDP01 無線降座柱，顯著降低了這種遙控技術的進入點。這款粗壯的降座柱直接面向山地自行車市場的更極端的一端。由於具有大幅度的 200mm 下降，該升降座管受益於汽車級 IPX66 防水技術，並由 240mAh 電池驅動，可在充電之間進行多達 6,000 次啟動。它已獲得許多正面評價，並幫助鞏固了品牌在 OEM 和零售市場的地位。

**FSA [M1212]** 生產各種產品，涵蓋了所有類型的競賽自行車。這種廣泛的範圍使其能夠適應 Flowtron 升降座管以滿

足礫石路騎行者的需求。Flowtron 的簡化版本現在位於該公司的 AGX 系列中，該系列面向休旅、下坡和公路越野騎行者。首先要克服的挑戰是將升降座管的內部組件安裝到礫石車款慣用纖細的 27.2mm 尺寸中。第二個挑戰是創建一個專用遙控器，以配合彎把設定。最後，行程被減少到了 100mm，但仍然是一個相當大的數值。其結果是一款輕巧

的降座柱，量身定制為礫石路和冒險騎行者的需求，很可能也會出現在其他自行車款中。隨著升降座管被視為更多自行車款的必需品，製造商正在考慮如何為其定位。**Scada [I0503]** 在專門從事升降座管和礫石路自行車避震市場中。提供了獨一無二的 OEM 和 ODM 解決方案。在 2024 年，它提供了一系列四種現成的座管。這些涵蓋了所有應用領域，並且有全系列直徑可選擇。整個系列都由一系列不同的手柄支持，這些手柄進一步有助於將座管與您的設計相匹配。或者，如果您正在尋找尚未提供的產品，該公司已經準備與自行車製造商合作，以幫助實現其願景。 ■ JD

## NEW PRODUCTS

### FULCHEE STI快拆貫通軸心

Fulchee的STI快拆軸心是一種螺柱式軸心，配有一個隱藏的工具，可以拆卸輪子。這個工具板手通過一個帶有花紋的頭懸入軸心，設計成完全無聲響的。購買者可以選擇多種工具選項，包括 6mm六角和T25或6mm六角，搭配更小的 5-3mm六角板手。

Hall 1 / L0519



### TAYA STARRY鈦合金鏈條

TAYA為知名的鏈條製造商，所有產品均在台灣生產。其Starry系列產品包括頂級的OZNE鈦合金鏈條，具有鈦色搭配，操作順暢，樣式獨特。

Hall 1 / K0707

### DEDA ELEMENTI STAFFA座桿安裝套件



一款專為與Deda座桿相容的後尾燈安裝套件。非常適合搭配後方雷達燈，如Garmin Varia和Bryton Gardia，或使用GoPro接口的產品。它還允許在Deda的Superzero和Zero100系列上整合動力或電動車的線組。並與其他品牌的座桿相容，其下夾口直徑為28mm，寬度為25-30mm。

Hall 1 / M0411a

### RST SUSPENSION 智能標籤上蓋

RST此款智能標籤是為了保護和追蹤高價自行車而創建的。消費者可以在自行車的前叉上安裝一個RST智能標籤，隨時透過手機確認其位置，以保護使用者的財產。該系統搭配蘋果熱門的AirTag追蹤器，並配有中空特規防盜扳手可以提供額外的安全性。

Hall 1 / K0802



### AVS RC8-FS控制介面

採用具有電容生物識別指紋感應器的人機介面。憑藉其升級的指紋識別功能，RC8-FS僅允許授權的騎士啟動系統和電子鎖以操作電動車。該單元可選配BLE和四個RGB多色背光照明按鈕，用於輔助和步行模式、自行車燈控制、通用設置和系統電源。

Hall 1 / L0501



# 電動自行車電池技術 一個新世代的電池？

自 1990 年代以來，鋰電池一直是消費品、電動自行車等產品的主要電池技術。但目前電池製造商正在致力於哪些改進呢？我們在台北國際自行車展中訪談了不同參與者以瞭解情況。



未來幾年，電動自行車市場可以期待各種創新。

密切相連的鋰離子電池單元、電池管理系統，以及帶有充電 / 放電端口的外殼 – 現代電動自行車電池的設計主要相似。這不僅適用於市場上的各種型號，也適用於不同的製造商。這種相似性並非偶然，因為鋰電池已經使用了 30 多年，因此被視為一種成熟的技術 – 這一事實也反映在它們的普及上：如今，鋰電池驅動著從智慧手機到筆記型電腦、電動滑板車再到電動自行車的一切。

台灣電池專業公司 **Ecoics [Hall 2 / R1019]** 的首席執行長 Peter Tsau 概述了這種受歡迎的原因。他詳細解釋說：“鋰電池可以在小巧輕便的包裝中儲存大量能量。它們還擁有較長的循環壽命。與其他類型的電池相比，它們需要較少的維護。”然而，他補充說，即使在市場中存在了三十多年後，仍然存在與該技術有關的一些挑戰 – 尤其是在電動自行車行業中。“最近，鋰電池單元的能量密度從 200Wh/kg 提高到 260Wh/kg。然而，仍然有進一步提高的空間。另一個挑戰在於成本，因為電池佔據了電動自行車總開支的相當大的部分。此

外，可持續性問題，如原材料的道德採購和電動自行車電池的處置，也是迫切的問題。”

成熟的技術但仍有改進的空間 – 查看今年台北自行車展上電池製造商的創新，可以看到他們正在努力應對這些任務。其中一個例子是台灣公司 **Darfon [Hall 1 / N0810]**。該公司的總裁 Josh Tsai 解釋：“輕量級電動自行車是市場趨勢。因此，我們將展示一款重量



Darfon 推出了一款新的 400Wh 時電池，重量不到 1.9 公斤。



Greenway 在台北國際自行車展上推出其新的 Z2209 電池組。



Greenway 電池歐洲區的總經理 Mo-Hua Yang。

不到 1.9 公斤的 400 瓦時電池，是市場上最輕的電池之一。”此外，這家電子專業公司還將展示一個 USB Type-C PD 模組，可以雙向充電和放電。“隨著 USB 充電的標準化和普及，隨時隨地都可以充電，”他繼續說。

中國製造商 **Greenway Battery [Hall 2 / R0406]** 也推出了新的產品：“我們在台北展推出 Z2209 型號，具有可定製配置的 40 個集成電池模組。Z2209 設計有可塗裝的電池蓋，提供高達 720 瓦時的最大容量，”Greenway Battery Europe 的總經理 Mo-Hua Yang 宣布。“我們推出這款新產品的

目的是迎合不同的驅動系統合作夥伴，符合新的 EN50604-1 電池標準，並預見電池護照的引入，所有這些都是通過新型非焊接技術實現的。”他指出，Greenway 將在今年下半年與一家德國知名科技公司合作推出一款新型貨用自行車電池，該電池配備數位化的混合連接器。“這款先進的電池具有智能且安全的 NFC 電源連接器，可以在電動自行車、充電器和換電站之間進行安全、數位和機械鎖定。該電池系統還是可擴展的，允許簡單的容量升級” Yang 表示。

這位電池專家認為，針對電動自行車的普及，將在未來幾年塑造電動自行車電池市場。作為一個產業，我們仍有很大發展空間。因為自行車產業僅占電動車電池單元市場的 1%。 ■ WMS



一窺丹麥電池製造商 Viridus 廠內幕後情況。

# 歐盟強制開放權限 限制電動自行車可自行維修

維修權利陣營 (Right to Repair) 旨在讓消費者能夠修理自己的設備，這在歐盟取得了一些最新進展。雖然自行車維修被排除在外，但電動自行車電池也在涵蓋範圍內，要求製造商提供五年的備品。這可能為 Viridus 和 Phyllion 等公司樹立一個全球先例。但有一項具有爭議

的要求，就是要求由專業人員進行維修，引發了對維修便利性和成本的擔憂。

去年六月，維修權利陣營在歐盟取得了部份勝利，推出了新的電池規則，包括電動自行車和電動滑板車電池。除了強制製造商在最後一款商品賣入市場後的五年內，提供電池作為備品之外，新

規定還規定備用電池應以合理和非歧視的價格出售。令人遺憾的是，這些電池和其他輕型交通工具的電池，需要由專業人員（而不是電池所有者）拆卸，這可能會導致目前情況的惡化。

雖然歐盟市場份額與亞洲市場相比微不足道，但其法規往往會產生漣漪效應。在這裡，更嚴格的電動自行車電池標準可能創建全球規則，類似於加州對汽車製造商的碳排放影響。在未來，這可能適用於 Viridus Manufacturing [L0302]、Greenway Battery [R0406]、Phyllion Battery [L0305]、Imeier Green Technology [R0116]、Longwin Technology [S1010]、Unique Product & Design Company [R1014]、STL Technology [S0902]、Celxpert Energy Corporation [R0825] 和 Acer Mobile Power System [S1018] 等公司。

維修權利陣營的倡導者希望立法的其他提案，包括一項關於賦予消費者綠色

轉型權利的指令，如果通過此法，將使消費者能夠在購買商品之前瞭解其可修復性和耐用性。如果發生這種情況，那些優先選擇一次性而非可修復性的公司可能很快發現自己將被拋棄，除非他們在生產階段就積極宣傳其產品的可修復性。一些製造商已經採取措施，設計可以修復的產品。

**CKC Environmental Technology [I1218]** 專門為其 CK-TB7 生物質踏板，設計了可修復性和可回收性。當踏板本體因損壞或其他原因而無法使用時，其金屬軸承可以保存，踏板本體可以更換為符合固體回收燃料 (SRF) 條件的新材料製成。因此，修復後的踏板可以繼續按預期功能運作，而其棄置的本體可以用於其他用途。

隨著維修權利意識的趨勢增強，秉承消費者權利、可持續性和創新的製造商不僅會遵守法規，還將引領市場。然而，賦權於消費者和必須交由專業人員修理之間的平衡，仍然是爭論的焦點。

■ WB



CKC踏板已經設計成可修復。

## NEW PRODUCTS

### U-POWER 前叉頂蓋工具套件

這款獨特的工具基於一個前叉管塞，其中容納一個圓柱形的支架，可以隱藏在前叉上管內。抽出後，可以彈出來一系列工具，包括打鏈器。並且在另一端把手造型做成一個開瓶器，這樣您就可以在騎行後立即打開瓶子享用飲料。

Hall 1 / K0628



### PROFILE DESIGN 52ASC計時把

52ASC 的前部分提供了52度傾斜的握把，為手腕提供了舒適的支撐。它將是爭奪“最舒適空氣動力擴展”的強而有力的競爭者，適用於標準的計時車把手接口。

Hall 1 / K1308

### CYCLE CHRIS JOYLAND FASHION MOPED EBIKE JLL046-5L

Joyland Fashion Moped Ebike JLL046-5L 是一輛20吋輪徑的電動自行車，結合了時尚和速度。其750瓦電動機支援至最高時速45公里的速度，續航里程達65公里。通過前後避震、寬胎和雙油壓碟煞保持控制，具有鋁合金車架，還配備了摩托車風格的長凳座椅和大燈總成。

Hall 2 / S1133



### VP VPG-ER09A 環保無毒手握

VP的手握是使用無毒、環保和抗紫外線材料精心製作的。它提供出色的手感，為高性能操作體驗增添了順暢度。VPG-ER09A使用了環保PP/環保TPR材料，配有環保鋁夾環。尺寸：內徑2.2mm x 外徑33mm x 長度13.32mm。

Hall 1 / K0810

### ALEX RIMS 電動車花鼓

亞獵士Bear Pawls 系列的BEB004和BEB504後花鼓採用Power Stroke 飛輪勾片技術，以應對電動車強大功率和扭力需求。硬化鋼質的飛輪座與加高的外殼結合在一起，允許更寬的輻條角度，使車輪更堅固。四個密封式滾珠軸承間隔布置，以分散內部力量，同時可以保持高滾動效率。

Hall 1 / J1117



# NEW PRODUCTS

## SUNSTAR SP CONNECT 無線充電模組

此一系列的產品，可以快速而安全地將智慧手機安裝在自行車上。當連接到電動自行車的電力系統時，Connect無線充電模組可以在騎行時為您的手機充電。非常適合那些在行進中需要使用手機導航或控制自行車的人，並可與SP Conenect 的廣用手機殼系列相容。

Hall 1 / M0808



## HAFNY 抗風自行車後視鏡



Hafny 的 HF-M6002LS-FR052 後視鏡的底部，採用獨特的中空設計，減輕了重量並降低風阻。它比公司的其他型號更長，更具適應性。它的主體由纖維強化塑料製成，並配有一個調整墊，讓騎自行車的人可以選擇鎖定一個角度或保留可調性。

Hall 1 / L1407

## HYENA UNIDRIVE 70 中置動力

凱納推出此款全地形中置動力系統。UniDrive 70的輕巧、緊湊的馬達提供70牛頓米的扭力，支援最高12V 24W的照明。卓越的重量出力比，使其成為城市、越野、公路和碎石路自行車的理想選擇。配有凱納標準的人機介面（HMI）和電池相容，並受其軟體平台和應用程式支援。

Hall 2 / S0318



## SKS VELODETECT+

Velodetect+ 可將 Apple AirTag 隱密地裝置到您的自行車車架中。AirTag 的平面安裝被巧妙地隱藏在自行車水壺座底下，在安裝好後幾乎不容易察覺，該裝置包括額外的橡膠線搭扣，非常適合安裝迷你打氣筒或工具。

Hall 1 / L1217



## KT TAIWAN 612POE 花鼓

KT 台灣引領先進的 612 POE 六爪接合系統，將超快的 0.58 度離合體驗帶給登山車領域。這款堅固而超快的系統，將吸引那些追求高效騎行的比賽選手和騎士，迅速提供即時回應。此外，KT 還提供另一款 102 POE 系統，它提供 3.5 度的離合角度，價格則更為親民。

Hall 1 / 10218

## VISION SC 45/60 輪組

這款碳纖維輪組主要在吸引嚮往更快的騎士，用以升級他們的自行車並獲得真正的優勢。Vision 的 SC 輪組配有60或45mm框高的全碳纖維內外胎輪圈，讓騎士可以平衡空氣動力學、轉動重量和操控。這些輪組的花鼓配備滾珠軸承，前輪有兩個，後輪有四個。所有這一切都由專業技師編制，採用2:1比例的低風阻鋼絲。SC60輪組的重量為1690公克，SC45輪組的重量為1590公克，支援 Shimano 10至12速和SRAM XDR 12速規格。

Hall 1 / K0616



## TRiPEAK JETSTREAM PRO DURA TECH HEADSET

保養和更換頭碗是一件令人頭痛的事情，特別是對於具有電纜走線的自行車而言。TRiPEAK的 Dura Tech頭碗使用鐵氟龍複合材料製成的外圈，與不銹鋼內圈搭配，以延長其使用壽命。這些頭碗還配有納米塗層，防止腐蝕，並且與 G3陶瓷滾珠結合在一起，創造出一個滑順的表面，以延長保養間隔，提高耐用性。

Hall 1 / K1124



## NECO 2-WR頭碗

這款獨特的頭碗支持內部電纜線組走線設計。頂蓋上的 35 度開口使煞車和電源電纜更容易走線。尼龍纖維設計進一步降低了電纜磨損的可能性，並將阻力最小化，以確保自行車轉向零干擾。其兩個進入點都具有防水功能，提高了使用壽命。

Hall 1 / J0507



## BY,SCHULZ SPEEDLIFTER TWIST PRO 2 SDS



Speedlifter Twist Pro 2 SDS 提供無需工具的把手高度調整，可實現90°旋轉和一個整合式的可調角度。非常適合各種應用和車款，讓你的單車以實現個人舒適、方便共用或高效收納。只需根據不同的延伸角度即可符合你所需長度，多向調整把手以滿足你的需求。

Hall 1 / M0106

## KMC GLIDE系列

KMC Glide 系列鏈條採用最佳的倒角和 X-Bridge 成形，提供了齒輪與鏈條之間更寬廣得以進入的空間，實現了順暢的變速，同時避免了鏈條和齒輪之間的干擾。Shield Tech 鉚接技術提供抗扭轉和拉伸強度，而對銷軸和轉子的硬化則提供了電動自行車所需的耐用性。

HALL 1 / J0118

# SHOW FACILITIES & SERVICES

## TaiNEX 1

**Dining Area:** B1F, South & 3F

**Press Center:** 4F, Next to Lobby M, Information Counter

**Legal Consultation Service:** 4F, Lobby M, Information Counter

**First Aid:** 1F Lobby & 4F Lobby

**Luggage Storage:** 1F, Lobby (Room 0145)

**Food & Beverage:**

**1F Lobby:** MOS Burger/ MICHAEL TU MESSE CAFE/ 7-ELEVEN / Fried Chicken

**3F Master/ SUBWAY/ Louisa Coffee/ REAL CAFE. BREAD, Festival Western Restaurant/ THE MENU Chinese Cuisine**

**Premium Buyers' Lounge:** 4F, Booth No. L0126

**Business Lounge:** 1F Showground East & 4F Showground East

**Ticket Office:** 1F, Lobby I, Information Counter

**Parking Lot & Taxi Pick-up:** B1F

**Airport Shuttle Bus:** Taoyuan International Airport Service Hours: 05:00 - 23:00

**Ticket Counter & Shop:** 1F, Area K Entrance

## TaiNEX 2

**Dining Area:** B1F

**Press Center:** 1F Lobby, Briefing Room

**Legal Consultation Service:** 1F Lobby, P Service Counter

**First Aid:** 1F Service Counter & 4F Service Counter

**Luggage Storage:** B1F

**Food & Beverage:**

**B1F:** 7-ELEVEN/ Fried Chicken Master/ Sichuan Cuisine

**7F:** JIA CHI WAN /Cantonese Cuisine/ REAL CAF'E. BREAD/ Chin chin restaurant

**Premium Buyers' Lounge:** 4F, Booth No. R1203

**Ticket Office:** 1F Lobby, Q Service Counter

**Parking Lot:** B1F & B2F & B3F

**Taxi Pick-up:** TaiNEX 1, B1F



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**M10**



**M58FD**



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