

TAIPEI CYCLE SHOW DAILY

FRIDAY

ENGLISH

中文

WHAT TO SEE AT TAIPEI CYCLE

INSIDE TODAY'S SHOW DAILY:

WBIA | STARTUPS | BAS | DACH IN TAIPEI | SEA FREIGHT | SUSTAINABLE DEVELOPMENT
EXHIBITOR PROFILES | EVENT GUIDE | PRODUCT HIGHLIGHTS

KTM BIKE INDUSTRIES CLARIFICATION

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Evercore VPE-627



Evercore VPE-541P



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VP's Evercore system allows pedal spindles to be reused—simply slide the inboard spacer off and remove the spindle from the used pedal. Then relocate these elements into the new pedal body and attach to the crank. Consumers save money and reduce their carbon footprint by only replacing what they need to.



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RDX

RATCHET DRIVE

Rear hub: Ratchet Drive X Straight pull

Ratchet Drive Systems are generally stronger, more reliable and need less maintenance compared to traditional pawl systems. The biggest advantage is that the ratchet faces engage simultaneously every time which increases hub durability.

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TAIPEI CYCLE EVENT GUIDE 2024				
	Event time	Event name	Location	Organizer
Mar 8 Fri	07:00-17:00	TAIPEI CYCLE Ride Together	TBA	TAITRA
	09:00-18:00	E-bike Demo	4F, TaiNEX Hall 2	TAITRA
	10:00-15:00	TAIPEI CYCLE Workshop	Stage, Area R, 4F TaiNEX Hall 2	TAITRA
	10:00-16:00	TAIPEI CYCLE Live Studio	Booth#, 4F TaiNEX Hall 1	TAITRA
	14:00-16:00	Bike Venture Close-door Industry Roundtable (By invitation)	3F, TaiNEX Hall 2	TAITRA
	15:30-17:30	TIMTOS 2025 application partner tour-Bicycle Smart Manufacturing Seminar	4F, TaiNEX Hall 2	TAITRA
Mar 9 Sat	09:00-15:00	E-bike Demo	4F, TaiNEX Hall 2	TAITRA
	10:00-15:00	TAIPEI CYCLE Workshop	Stage, Area R, 4F TaiNEX Hall 2	TAITRA
Mar 10 Sun	06:30-11:30	Bike Venture Social Ride	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

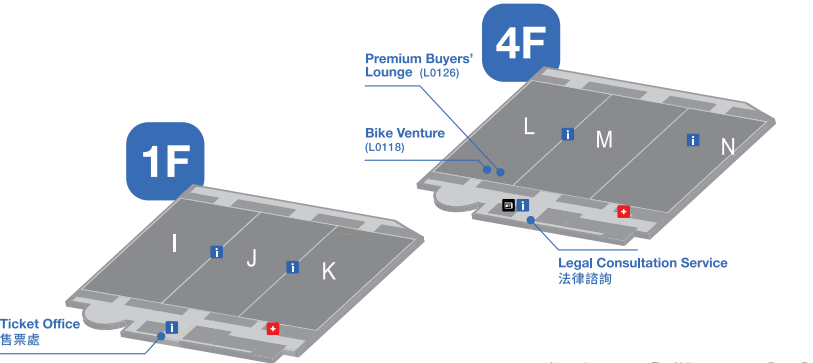


1st Floor:

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



TaiNEX ②

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



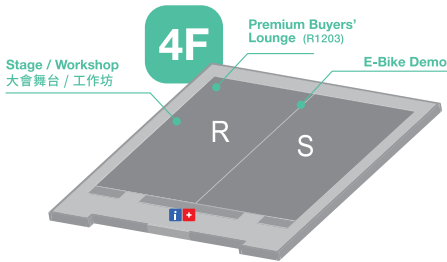
TAIPEI CYCLE
T-IsPO
台北國際自行車展覽會
台灣國際運動及健身展
聯合場館

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、都市低碳載運區
自行車零組件、自行車配件及人身部品



Website 官方網站
www.taipeicycle.com.tw

TODAY

March 08

TAIPEI

16°C

MOSTLY CLOUDY

TONIGHT

12°C

CLOUDY

TOMORROW

16°C

CLOUDY



Ms. Carol Urkauf-Chen, owner of KTM Bike Industries, at the company's Taipei Cycle booth.

KTM BIKE INDUSTRIES: IMPORTANT CLARIFICATION

KTM Bike Industries has asked us to make clear that they are not associated in any way with KTM Motorbikes, owned by Pierer Mobility, which was referred to in a photo caption on page 16 of yesterday's Show Daily. The Show Daily team would like to emphasise that KTM Bike, exhibiting in Hall 1, 4F, L0828, is a totally separate company with 60 years of tradition in building bicycles and is in excellent financial health. We sincerely apologize for any confusion caused.

The Show Daily Team



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BUSINESS NETWORKING LUNCHEON

The Business Networking Luncheon yesterday was an opportunity for industry people to meet and chat informally. The invitation-only event, organized by Taipei Cycle in Hall 2, proved a great success. "We had over 100 participants, accounting for 90 percent of the original registrations. So we're very happy with the attendance," said Joanna Ho, project manager of Taitra's Exhibition Department.

WBIA SUSTAINABLE SUPPLY CHAIN PRINCIPLES EVENT

THE WBIA SUSTAINABLE SUPPLY CHAIN EVENT SHOWED THE PATH TO A BETTER FUTURE

The WBIA sustainable supply chain event was held at the Taipei Cycle on Wednesday. One year after the first edition, the WBIA's executives have shown a way to a more sustainable cycle industry. To achieve this goal and before taking measures, the manufacturers will have to monitor their carbon foot print with the help of WBIA. All the project will be officially launched this Autumn and the first results will be released next year at the Taipei Cycle Show 2025.



Manuel Marsilio, WBIA General Manager

The second edition of the WBIA Sustainable Supply Chain Principles event was held on Wednesday at Taipei Cycle. Following the success of the 2023 edition, where the WBIA introduced the 10 Sustainability Principles, this year's event aimed to build upon those principles, providing actionable steps,

sharing best practices, and inspiring companies to embrace their ESG actions. At the beginning, Manuel Marsilio, WBIA General Manager, Erhard Büchel, WBIA and CONEBI President and Robert Wu, TBA President and KMC Chairman, quickly took to the floor to congratulate the industry on its first actions. "We only have one earth and no plan B. We must do everything we can to save the planet and use our soft power to help our earth become more beautiful and sustainable," Wu said.

The participants then followed the presentation led by Germain Lesur, WBIA Sustainability Director. He introduced the WBIA's project to implement a strategy to sustainably reduce the cycle industry's carbon footprint. He explained the three directions the industry needs to follow to become more sustainable in the years ahead. These points are education, energy and ecodesign. Regarding

education, the WBIA's work focuses on the awareness and social compliance of companies. The goal is to promote education amongst the WBIA's members and to become a socially compliant industry through the attainment of international certifications. On the energy topic, the main goal of the WBIA is to help the members in engaging, monitoring and reducing consumption. But the most important topic is clearly ecodesign. As Germain Lesure said, raw materials (plastic, metal and rubber) account for most of the bike industry's emissions. "We are committed to a more sustainable future by focusing on sourcing sustainable raw materials, implementing sustainable processes, and designing products for durability and reparability." After this presentation, the WBIA Sustainability Director told the attendees that 2024 will be a year of mapping to define the best way to follow. At Eurobike 2024, the associa-

tion will publish an operating model and the strategic validation. All the projects will be officially launched this Autumn and the first results will be released next year at Taipei Cycle 2025.

Following this presentation, the WBIA event continued with a sustainability panel held with the India Bicycle Industry Association (AICMA), Specialized, the Bicycle Alliance for Sustainability, Schwalbe, Decathlon, Trek Bicycle, Zweirad-Industrie-Verband (ZIV). Next, Manuel Marsilio spoke about the transition path for the mobility industrial ecosystem, evoking the EU's industrial strategy for the dual transition of the mobility sector. Before a Q&A session, all the attendees had the opportunity to learn more about the European battery regulation and its implication for the global industry with Daniela Leveratto, WBIA Technical Director and Tim Salatzki, ZIV Chief Technology Officer. ■ **LG**

STARTUPS SHOW THEIR BRIGHT IDEAS AT BIKE VENTURE

Startups are showcasing some innovative concepts at Bike Venture (Hall 1 / 4F). From hardware manufacturers and software developers, the range of companies is large enough to find some interesting ideas.



Björn Gast, Chief Sales Officer of PentaLock.

On the fourth floor of Hall 1, Anchor Asia has initiated Bike Venture, a special event where several startups are showcasing their innovations during the Taipei Cycle Show. Among them, **PentaLock [Hall 1 / L0118-07]** presented its smart solution for OEMs. This device fits into the bottom bracket and offers different functionalities such as pedal lock, alarm system and e-bike kill switch. "Our system works for any regular bike and we also have a system for e-bikes, except models with a mid-motor," explained Björn Gast, Chief Sales Officer of the Danish company. In terms of products, PentaLock is offering the PL1, designed for traditional bikes,



Ean Brown, CEO and Co-founder of Skarper.

then the PL2 for e-bikes which includes enhanced software, and an integrated pedal assist system and now the PL3 with digital torque and adaptive drive functionality. PentaLock is currently working with more than 20 companies.

Skarper [Hall 1 / L0118-08] is a British company based in London that has developed a system which transforms any bike into an e-bike in one click. The hardware is an electronic drive system integrated into a compact drive unit with high capacity lithium cells. A high torque brushless motor provides smooth power delivery to tackle any urban terrain. The drive unit has been engineered to click onto the DiskDrive to instantly transform the



Gartjan Tijms, Marketing Director of YAS platform.

bike into an ebike. "It takes less than two minutes to install our system. We shipped the first product last summer. For 2024, we should produce between 1,500 to 2,000 units," said Ean Brown, CEO and co-founder of the company.

With the **YAS app [Hall 1 / L0118-01]**, customers can easily access insurance for themselves or their bike. "Our technology is a bridge between insurance companies and customers. It's easy to subscribe and easy to claim," explained Gartjan Tijms, Marketing Director of the company. "To insure a bike, it will cost 4% of the bike price," he added. Currently, the app is only available in Hong Kong, Malaysia



Warren Wong, Viewabo's CTO.

and Vietnam, but YAS is looking to develop its activity in the rest of South East Asia, Europe and the US.

Viewabo [Hall 1 / L0118-06] is a tech company which offers a solution to transform remote customer support with video and live-streaming. Viewabo sends a text link to the customer that connects to the customer's smartphone with a single click. As soon as both parties are connected, the brand can help the clients and fix problems by guiding the customers like an in-person meeting. "We are working with more than 40 companies in the bike and computer industry," noted Warren Wong, Viewabo's CTO. ■ **LG**

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**Last call for
exhibitors!**



VOX POP

HOW ARE MARKET PROSPECTS LOOKING AT TAIPEI CYCLE?



Andrew Huang
Managing Director
Scada

"We're very busy this year at the show. Compared to just two meetings last year, we have over 25 meetings lined up.

We're fortunate to be focusing on mid-to high-end products and overstock is less of an issue now. Plus, we've recently shifted our production from one shift in the past year to two shifts already, so that's definitely a promising sign for the year ahead."



Daniel Brauer
Brand Manager
Jagwire

"Despite the industry facing its fair share of challenges, we've been fortunate in experiencing fewer hurdles,

largely due to the nature of our products. We keep expanding our product range from cables and cable housing to other essential service parts for bike shops. With the strong focus on the environment, after improving our packaging, we are gradually stepping up our research efforts on cable housings and other plastic parts, albeit one small step at a time."



Coco Pai
CEO
Marwi Group

"We expect the challenges we're facing in the industry to continue at least for another six months to a year but

we're keeping our focus on innovation as we're still very optimistic about market prospects. We've just changed our motto - to 'Passion beyond pedals' - to show that our focus is not only on the products but also on the production side. Improved efficiency, increased research on materials improvement, and so on."



David Prosser
North American
Director of Sales &
Marketing
Sun Race / Sturmey-Archer

"Even though traffic has been decent, our

initial impression is that we're seeing less visitors from Europe and North America. We're staying firmly focused on drivetrain parts, cassettes, internal hubs and so on, and the market will still be challenging in the OE segment. However, we're maintaining our position on the aftermarket segment."



King Ku
Project Manager
Profile Design

"The Taipei Cycle Show is an excellent place for engaging with our customers and privately unveiling our latest

innovations, since it's timed just a few months ahead of Eurobike. Our steadfast commitment lies in the realm of high-end products, with an ongoing emphasis this year on refining our carbon footprint. Specifically, we're directing our efforts toward optimizing the seamless finish of our carbon components, reducing the need for excessive coatings and minimizing waste."



Max Gatti
PR & Sales Manager
Guee

"The high-end bar tape business remains good and we will keep focusing on innovation going forward. Also, since

our products are essentially made of TPU and other rubber materials, we are dedicated to intensifying efforts to minimize our environmental impact, in line with market expectations."



Kevin Huang
Vice General
Manager
Ballistic e-bike -
Bixetec

"The industry has had its challenges, but as we focus on e-bike frame manufacturing

and despite the decline, there is definitely a permanent need for innovation and new designs for e-bikes, especially in the categories of cargo and cross city bikes. We're continuously focusing on our R&D to meet market demands.



Tim Bayley
Head of International
Sales Europe & APAC
Muc-Off

"It's our first time participating at Taipei Cycle. As we're trying to expand in the Asian

market, it's definitely a good way to meet and develop our customer base. For the year ahead, we will continue to focus on offering solutions that support bike shops with full workshop solutions to provide better efficiency and customer experience.



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TAIPEI CYCLE

TaiNEX 1 | 4th floor

Hall 1 | Booth L0529

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攤位號: L0529

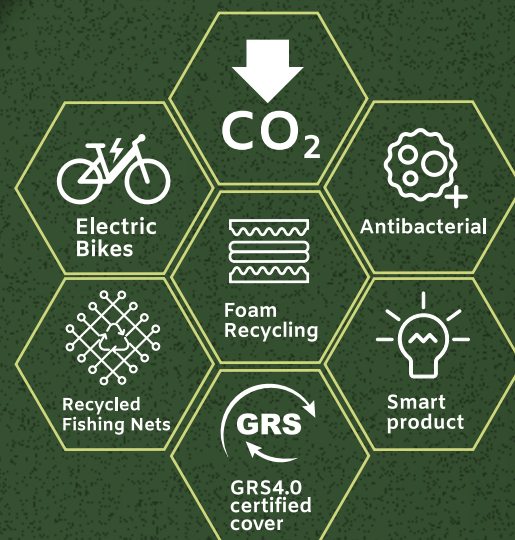
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FOR LEATT AND ASSOS, TAIPEI CYCLE IS THE WINDOW TO ASIAN MARKETS



Leatt's Geoff Wood is chuffed with exhibiting at Taipei Cycle for the first time.

Taipei Cycle's traditional function is to connect suppliers in Asia with buyers elsewhere. Going the opposite way, two well-known softgoods brands are exhibiting for the first time this year to meet with customers and look for new distributors as cycling's popularity grows in Asia.

South African brand **Leatt** [hall 1 / M1306] pioneered neck-braces in motocross and worked its way into the bicycle business from there, starting with protectors and helmets for gravity applications and proceed-

ing to the endurance segment now. As the company's Sales and Brand Manager Asia and Oceania, Geoff Wood reflects positively on exhibiting in Taipei for the first time: "There are three reasons to be here: finding new distribution partners in Asia, increasing brand awareness and networking with other companies for co-operation. I've already managed to sign up two new distributors for 2025, so the opening day was a success. And I am well booked for day 2 with existing partners and media from North America and Europe."

Another first-time exhibitor is **Assos** [hall 1 / N1421]. This premium Swiss bikewear maker is a top dog in performance road cycling and teamed up with its Taiwanese distributor Go Sean Co. for its premiere in Taipei. "This year we wanted to test if exhibiting at Taipei Cycle is worthwhile, so the booth is pretty small, and the feedback thus far has been very good. We have had visits from many existing distributors and some prospects – mainly from Asia, and also from other parts of the world," explained Sales Manager Chiara Franzzeti. ■ **LVR**

KOOL SPORTS DEBUTS NEW 2-IN-1 KIDS PUSH AND BIKE

KOOL SPORTS [Hall 1 / M1332] has been involved in the sporting goods industry for 30 years, in particular bikes for kids with more than 20 models. At Taipei Cycle, the brand is showcasing one of its latest products: the MIT 2-in-1 kids push bike which can be converted to a pedal bike in 60 seconds.

"The original design idea was to allow children to carry out the conversion themselves, safely, easily and quickly. It took a year to develop the product," said Kool Sport's R&D Manager and the bike's designer, Alex Wang. In the 60 second seven-step process when adding or removing the module, the hand-sized right-threaded knobs are key. One knob locks the footrests to the frame extension directly below the seat. Unscrewing it allows removal of the footrests module which can then be strapped onto the seat post to use as reflectors. Unscrewing the second knob from the rear wheel axle on the drive side and removing the wheel cover allows the rear of the module to slot into place on the axle. The user then slots the front of the module into the footrest bracket and screws the knob back on to lock it onto the bracket. Screwing the rear knob back onto the rear axle



Alex Wang, Kool Sport's R&D Manager and MIT 2-in-1's designer.

similarly firmly locks the module into place to the wheel and the rear stay. Reverse the process to convert back into a push bike. It is also possible to transform it into an e-bike by adding a block containing the motor and battery. ■ **LG**

STARS CIRCLE MAKING THE EU THEIR BASE FOR E-MOTOR WHEELS, FENDERS, AND RIMS



Kelly He, Hollis Dong, Benny Zhang

Stars Circle [hall 2, R0302] began manufacturing rims in 1997 in China's Zhejiang Province. "Rims and fenders are our main products but e-motor wheels are an area we are working on," Vice President Hollis Dong said at Taipei Cycle yesterday. While Stars Circle is a Chinese company, the plan is to become a European company in the long term. The attraction of Europe instead of SE Asia, for example, is the stability of the EU, noted Dong.

The company's new e-motor wheel allows a conventional bike to be turned into an e-bike. The hub of the wheel contains the whole drive system

including the motor and battery. "Although this is not a new concept, our target is the EU market where not so many people are doing this," said Dong. "We have a factory in Poland where we will assemble these wheels. The products are thus right in the heart of the target market and avoid problems with anti-dumping."

Another product focus for the company is aluminum fenders. Recycling plastic fenders is not viable due to the reduction in the strength of reused plastic. Aluminum does not have that problem. 100% recycled aluminum remains at full strength and

is perfect to be reused in new fenders. "For example, some 70% of Gazelle's fenders are plastic, a ratio which will change to 70% aluminum in the future. Aside from this, there are the increasingly restrictive rules around the unsustainability of using plastic in products," Dong said. "Right now, we produce our fenders in China, but we plan to move manufacturing to Poland. We produce rims and assemble wheels there now, and later we will add fender production," he said. Recent fender designs have focused on internal cable routing, either semi-enclosed or fully enclosed. ■ **GR**

GUEE AEROLITE: PUTTING INNER TUBES ON A DIET

If you are looking for truly lightweight inner tubes, check out the booth of **Guee** [hall 1 / L0517] at Taipei Cycle. Their AeroLite series, debuting at the show, competes with the lightest offerings out there.

While tubeless set-ups may be the current big trend for mountain bike and road bike applications, there are still plenty of reasons to stick with inner tubes. Think of tyres blowing off hookless rims or ease of trailside repairs. Weight weenies also tend to prefer either tubular set-ups or the

combination of lightweight tyres and inner tubes. As for the latter, Guee is premiering its AeroLite inner tubes made of thermoplastic polyurethane (TPU) at Taipei Cycle. Founded four years ago, Guee thus far has been offering accessories ranging from handlebar tapes and grips to bottle cages, socks and compact LED rear lights.

In the classic 20 – 30 x 700C dimension, one unit weighs in at a svelte 36 grams, while the 1.9 – 2.35 x 29 inch dimension weighs in at 90 grams – both seriously lightweight. "We have

also implemented a patent-pending system to ensure correct fitting, and the valve core is easy to remove, so you can mount valve extension to fit aero rims or add a small amount of sealant in case you suffer a flat and need to keep going," Guee's General Manager Marco Yang told the Show Daily on Thursday. "Our inner tubes have passed a 42 N tension test and puncture testing according to the most common industrial standards, so we are confident that they will serve their purpose." ■ **LVR**



Guee's General Manager Marco Yang with a wheel set up with the lightweight AeroLite inner tube.

CARBON INJECTION DELIVERS ULTRA-LIGHT CARBON CLIPLESS PEDAL

Feimin, **Ningbo Julong Machinery [Hall 1, 4F, L1024]** specializes in the design and manufacturing of pedals, along with bottom brackets and headsets.

Feimin was established in 1996 commencing with pedal manufacturing, to which they added bottom bracket spindles, complete bottom brackets and headsets in 1999. The company's estimated world market share in pedals is some 35-40 percent, including production for many iconic brands. "In recent years we have incorporated techniques such as squeeze casting, die casting together with CNC machining as well as carbon injection," said

General Manager, Kungfu Zheng.

Continual improvement of product development and manufacturing processes has focused on five interrelated areas: green manufacturing, investment, upgrading of manufacturing and supply chains, employee support, and value creation for customers. "This last point is very important," said Zheng. "We adjusted our management system to be able to better take into account customer feedback and thus their particular requirements."

One of two particularly innovative products they are showcasing at Taipei Cycle is an ultralight clipless pedal formed from one piece using the company's own carbon injection technology. "The

contact area for a shoe is also the widest in the market at the moment," said Zhang.

The other is a platform pedal where grip has been enhanced by the addition of a non-slip design to the traditional pins. "So the wide area of the platform also functions to enhance the grip of shoes

One piece carbon injection

Die casting and CNC machining create extra grip

on the platform," he said. ■ **GR**

SMART DATABASE FOR PARTS COMPATIBILITY

AI is touted as the mother of all technological revolutions, but applications in the bike world are just getting started.

Bikewise.ai, the brainchild of entrepreneur Daniel Carle, may well be set to shake things up with an AI-powered aftermarket parts database. On learning about the emphasis on startups as an integral feature of the 2024 show, Paris-based Carle made a last-minute decision to head eastwards in what is now likely to become an annual pilgrimage.

Carle has a broad background in the bike industry, including a stint at VanMoof, whose high-tech approach to the industry made quite an impact on him.

The problem bikewise.ai seeks to solve is centered on bike maintenance. "Bike maintenance is small scale and low tech — it's just not scalable or efficient, not a money-making machine. But the whole bike industry dies if we don't have it," Carle told the Show Daily at Taipei Cycle yesterday. "The aftermarket is not an efficient, sustainable, scalable system. There's a real need to improve that and we're at a crossroads here. Tech can do things with data to improve processes not only across the supply chain but also in the aftermarket," he said.

Finding compatible bike parts for a particular bike is the goal. A project



Daniel Carle visiting Taipei Cycle yesterday.

still in development, bikewise.ai is a web-based database powered by AI algorithms into which the user inputs a bike's brand and model to generate a complete list of compatible parts. "Things that have not been possible in the past because they were too time-consuming and labor-intensive are now possible with AI, which can assist across the supply chain, helping product managers and end users alike," said Carle.

"We plan to add dynamic compatibility where, for example, if you change a cassette then maybe your derailleur won't work. Bikewise.ai will tell you which one will," he said.

■ **GR**

V-GRIP: ECO-FRIENDLY GRIPS & BOTTLES

V-GRIP [Hall 1 / I1314] was

established in 1976 in Tainan where production is still carried out. The company is specialized in producing bottle cages, bottles, bike fenders and grips for bicycle and motorbike industry. Over the years, V-Grip has developed injection molding techniques to offer quality accessories and components made from recycled rubber and plastic from fishing nets. In the bottle segment, all products meet safety standards and are FDA and RoHS approved and BPA free. V-Grip also stands out for the development of High Elastic Technology (HET) material. "This innovation allows us to offer easy to squeeze ultra-flexible bottles. With this material, the user can also enjoy a high rate of water flow. Our materials are eco-friendly and recyclable," explained Anita Chen, sales manager. In addition to rubber and plastic products, V-Grip also offers aluminum bottles.

At Taipei Cycle, the company is also showcasing Rotates, a brand focused on products with advanced design. The Rotates bottles are very easy to clean because it's possible to separate all the parts of the cap and to replace it for a more durable product. The company is also introducing a new "one-click" magnetic bottle set. The bottle stays



Anita Chen, sales manager of V-Grip, with the Rotates brand bottle.

firmly secure thanks to a magnetic mounting system and it's very easy to slide it from the left, right or from a central position. ■ **LG**

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SUSTAINABLE DEVELOPMENT GOALS: HOW WE'RE DOING

In 2015, more than 150 world leaders gathered at the United Nations headquarters in New York to formally approve an ambitious agenda for sustainable development. 17 sustainable development goals (UN SDG's) were established as part of a new plan of action to be completed by 2030 in service to "people, planet, and prosperity." Unfortunately, we are currently at a critical juncture and it's not going well. Despite our best efforts, fragmented changes have proven insufficient to achieve the SDG's in time.



In a broad interpretation of the goals, the bicycle industry could have an influence on SDG's numbers three, eight, nine, and 11, but it's number 12, "Responsible Consumption and Production," where the industry could have the greatest impact. Taiwan poses an interesting case as a small, densely populated island nation with a global reputation for manufacturing. Taiwan, therefore, has both an impact

on climate change, as well as a front row seat to the havoc it wreaks.

Taiwan's Industrial Development Administration is the authority of reference for the Taiwanese bicycle industry. The IDA is charged with advising manufacturers on how to comply with Taiwan's Sustainable Development Goals, which are aligned with the UN SDG's. The IDA's executive officer, Hsu Tseng-Ming, specified in an email what actions the organization

has taken so far.

"Regarding the bicycle industry, our bureau has assisted companies such as Giant and Merida in establishing the 'Bicycling Alliance for Sustainability.' The current membership has reached 76 companies. The aim is to reduce carbon emissions from bicycle consumption and production through a large-to-small approach. The BAS has proposed the following

joint initiatives: requiring members to commit to completing greenhouse gas assessments within two years; reducing carbon emissions by three percent annually; and achieving a reduction of 40 kg of carbon emissions per bicycle by 2030, which amounts to approximately a 25 percent reduction."

In 2022, **Giant Manufacturing [M0820]**, one of the world's largest bike manufacturers, won a National Sustainable Development award from Taiwan's National Council for Sustainable Development. Giant followed that up in 2023 with the distinction as one of the world's most sustainable companies by Canadian media and research organization, Corporate Knights.

Last month, **Merida [M0620]** published its ESG report where it declared its commitment to a target of net zero emissions by 2050 and a 25 percent reduction by 2030.

Still, other smaller manufacturers, like **LiteMOVE [N1129]** and **CKC Environmental Technology [I1218]** are taking their own actions to comply

with the SDG's. For instance, to reduce the amount of material that cannot be recycled post-production, LiteMOVE is producing high beam switches that have water resistant connectors, which increase the switches' longevity. The plastic-free packaging for LiteMOVE's products has also been eco-friendly since day one. Since winning a Green Award at Eurobike in 2016, CKC has continuously applied biomass, including agricultural waste, to its various industries and has focused on producing durable goods rather than disposable products, which leads to a significant reduction in carbon emissions.

While adherence to the UN SDG's isn't yet 100 percent obligatory, which may explain our poor performance so far, a company's voluntary compliance with the SDG's not only underscores its global commitment to environmental stewardship, but also demonstrates that economic progress and fostering a sustainable future for generations to come are mutually compatible. ■ **WB**

ARTIFICIAL INTELLIGENCE IN THE BICYCLE INDUSTRY

RIDING THE WAVE: HOW ARTIFICIAL INTELLIGENCE IS REVOLUTIONIZING THE BICYCLE INDUSTRY

In the ever-evolving landscape of technological innovation, artificial intelligence (AI) has become a ubiquitous force, permeating industries far and wide. However, one area that may surprise many is its recent integration into the world of bicycles. AI, once confined to the realms of science fiction, is now making its mark on e-bikes and traditional bicycles alike, ushering in a new era of intelligent cycling.



Photo credit: Dall-E 3



Photo credit: Dall-E 3

AI in the bicycle industry – there are many examples for this trend. Already today, forward-thinking companies such as Hyena E-Bikes boldly proclaim themselves more as software firms than hardware manufacturers. This sentiment underscores a fundamental shift in perspective within the bicycle industry, where software-driven advancements are becoming increasingly integral to product development.

A look at the current product innovations shows how far this development has already progressed.

Hong Kong based Urtopia has embraced the AI e-bike agenda with fervor, teasing the release of their Fusion e-bike – branded as "the world's first smart e-bike featuring integrated ChatGPT for demo voice interaction". Unveiled at Eurobike 2023, this integration promises a

host of new functionalities, including enhanced route planning and interactive communication capabilities. By harnessing the power of AI, Urtopia aims to redefine the way riders interact with their bikes, opening up a world of possibilities for seamless integration into daily life.

Another example is Smalo E-Bikes, a newcomer to the scene, boasting AI integration in their LX2 and PX2 models. Their proprietary G2 AI technology learns from the rider's behaviour and riding style, providing an automated yet seamless riding experience. Meanwhile, Belgian brand Jaegher is pushing the boundaries of traditional bike manufacturing with the FL.X Ascender Phoenix, utilising AI to tailor frame sizes and geometries based on customer preferences.

Even established tech giants are getting in on the action. An example is Acer with their ebii model, an e-bike that features AI-driven technology that adapts to riding conditions, pedalling power, and the user's

preferred level of assistance for an optimal and tailored riding experience, learning over time to deliver a personalised riding experience.

As we look to the future, the implications of AI in the bicycle industry are profound, and we can already speak of a paradigm shift in the bicycle industry. Beyond mere convenience, AI-powered bikes have the potential to enhance safety, optimise performance, and even promote sustainability. Imagine a world where your bike not only knows the best route to take but also suggests points of interest along the way, all while seamlessly adjusting to your riding style and preferences.

However, with great innovation comes great responsibility. As AI becomes increasingly intertwined with our daily lives, questions of privacy, security, and ethics loom large. Companies must tread carefully, ensuring that the benefits of AI are balanced with proper safeguards to protect user data and maintain transparency.

■ **Written by ChatGPT**

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BICYCLING ALLIANCE FOR SUSTAINABILITY

BAS SEES STRONG GROWTH AND PROGRESS

Under the leadership of the Giant Group, 33 members of the Taiwanese bicycle industry founded the Bicycling Alliance for Sustainability (BAS) in the fall of 2022. The goal of the initiative is to build a coalition to interact, share ideas, and develop new ESG strategies to help the bicycle industry move towards more sustainable production practices. Show Daily sat down with Charlie Liu (Representative of BAS and Project Manager of Giant Group) and Jeff Chen (General Manager of Novatec and Vice-Chairman of BAS) to discuss the initiative's progress.



BAS founding members in 2022

Mr Liu and Mr Chen, the Bicycling Alliance for Sustainability (BAS) was founded nearly 18 months ago. How has the initiative developed since then?

Charlie Liu: Originally, we started with 33 companies. Today, we already have around 80 members – and BAS continues to grow. That shows that the initiative has already achieved one of its primary goals: to raise awareness within the Taiwanese bicycle industry to reduce carbon emissions and ensure sustainable production.

What does the collaboration within the Bicycling Alliance for Sustainability look like?

Jeff Chen: We organise training events for each of these sustainability areas. For instance, over the past few months, we've invited experts, universities, consultants, etc., to discuss various sustainability topics. Such events happen roughly every two months. Additionally, we talk about our own activities to learn from each other.

Charlie Liu: One of the BAS's key goals is to rally the Taiwanese bicycle industry together to share ESG information and learn. That's why all BAS members are also encouraged to report their progress. This way, we can learn from each other. For example, at one of our last meetings, the topic was recycled material. One company had a lot to report on this – which benefits everyone.

Looking at BAS from the outside, the initiative somewhat reminds one of the earlier Taiwanese industry initiative "A-Team". Is the principle similar?

Charlie Liu: There are some similarities when it comes to the structure,

but they're entirely separate initiatives. The A-Team centred around advancing Taiwan's bicycle industry on an industrial level. However, it's clear that the A-Team laid an essential foundation. Thanks to the collaboration back then, there's now significant trust between different companies and readiness for inter-brand cooperation, from which we're benefiting today.

The time BAS has been around is relatively short. Can you already share any success stories?

Jeff Chen: Collaborating in BAS is honestly the best part. Even small actions make a big difference. At Novatec, we committed to eliminating the use of plastic bags for our hub products. This decision required us to overcome numerous challenges, from selecting the optimal packing alternative to integrating this change throughout our entire workflow. Discussing such topics with others who are facing similar challenges can significantly accelerate the process of finding solutions.

The growing number of members indicates a strong desire among companies to become more sustainable. However, BAS is not only an initiative to unite and educate the industry but also has set sustainability goals for its members. What progress do you make here?

Charlie Liu: Absolutely. BAS goes beyond being just a platform; we actively motivate our members to meet precise sustainability targets. For instance, we aim to cut down 25% or 40 kg of CO2 equivalent emissions per bicycle by 2030 and to reduce our carbon footprint by 3% annually. Another objective is to measure our CO2 emissions. We've



Charlie Liu (Representative of Bicycling Alliance for Sustainability and Project Manager of Giant Group)

observed significant progress among our members, many of whom are well on their way to achieving these goals. The enthusiasm and quick action from everyone involved is truly remarkable.

How would you describe the status quo when it comes to sustainability actions in the Taiwanese bicycle industry in general?

Charlie Liu: Things are definitely happening. I also believe that Taiwan is very well-positioned to make rapid progress. As an island landscape, our resources are limited, which means that conservation is deeply ingrained in us. I think the bicycle industry knows



Jeff Chen (General Manager of Novatec and Vice-Chairman of BAS)

that it needs to take action, and we are seeing that happen.

Jeff Chen: We see that many companies have taken the initial steps; now, it's critical to proceed with the next ones. One challenge is that more companies understand that investing in ESG and sustainability isn't just a commitment; it's a smart business strategy. That's exactly where our focus should be. Instead of seeing sustainability as a limitation, we should view it as a valuable opportunity. Even though these initiatives might need initial investments, the advantages they bring are significantly greater. ■ **WMS**

GERMANY, AUSTRIA & SWITZERLAND EXHIBITORS AT TAIPEI CYCLE SHOWING PRESENCE REMAINS IMPORTANT

Despite the challenging market environment, Taipei Cycle Show continues to attract numerous exhibitors from the Central European core markets. One reason for the presence of many brands from the German-speaking DACH region (Germany, Austria, and Switzerland) is the significant market potential in Asia. Another reason is the importance of maintaining visibility, especially in difficult times.



Continental has been an exhibitor in Taipei for over 20 years.



For SKS Germany, Taipei Cycle is a good opportunity to meet distributors and partners from the Asian markets.

Did someone mention a crisis? A mere glance at the exhibitor numbers at this year's Taipei Cycle Show suggests many things – but a challenging market environment isn't one of them. This becomes even clearer when walking the show floor. Among the more than 900 exhibitors are plenty of international brands that have found their way to Taiwan, with a notable presence from Central European core markets like Germany, Austria, and Switzerland. For many, this may come as a surprise since, in economically challenging times, marketing and event budgets are often the first areas where companies apply cuts to implement cost-saving measures. However, a survey among participants from the DACH region quickly reveals that companies have solid reasons for being present in Taipei, even in the expectedly tough 2024 season. “Especially in times like these, face-to-face dialogue and exchange are crucial and hold special significance for us,” explains Spiridon Spiridonou. He is Head of Business Field Bicycle Tires at **Continental [Hall 1 / L1229]**. The tyre manufacturer has been an exhibitor in Taipei for over 20 years, leading a multitude of brands from the DACH region at this year's show.

A closer look at the DACH market shows that the struggles from last season are also present in 2024. To date, no official market figures are available for the 2023 season in the German-speaking territories. Yet, inflation, consumer hesitancy, and overstocked inventories have left their mark here as well. In its latest forecast from the summer of 2023, the German industry association Zweirad-Industrie-



The team behind Austrian wheel specialist Xentis believes being present in Taipei is essential.

Verband (ZIV) predicted a 10% decline in e-bike sales for the entire year of 2023. Another example of the situation in the German bicycle market comes from Bike24, one of the largest online retailers in Central Europe: In the first nine months of 2023, the company recorded an 11% decrease in sales compared to the same period last year. Fritz Sackl, Head of Sales at the Austrian carbon specialist **Xentis [Hall 1 / M1103a]**, assesses the situation: “The market has been severely impacted following the end of the Corona crisis. Demand has at least normalised by now, but retailers still have a lot of stock. Many retailers face liquidity issues, affecting their willingness to purchase.” He believes being present in Taipei is essential to demonstrate resilience during tough times. “The Asian market has always been important for us. Taipei Cycle is the first trade show of the year. Besides new products, the show is also crucial for networking,” he adds.

“Continuously high inventory levels, cautious ordering, and the resulting uncertainty about the future” are challenges also recognised at **SKS Germany [Hall 1 / L1217]**, as Marcel Spork, Head of Sales, confirms. When asked about the reasons for attending as an exhibitor in Taipei, he replies: “In addition to Taiwan, our main OEM markets in Asia include China, Thailand, Vietnam, and Cambodia. Therefore, Taipei Cycle is a good opportunity to meet distributors and partners we wouldn't meet otherwise.” Showing presence and networking – according to Sales Manager Olaf Gerhardt, component and accessory manufacturer **Lezyne [Hall 1 /**



Lezyne takes the opportunity to show their production in Taichung to their wholesalers.

L0415] has a similar approach: “We always associate the Taipei Cycle Show with a major wholesaler meeting. This means we not only attend the show but also showcase our production in Taichung to our wholesalers.”

The example of Lezyne demonstrates that for many companies from the DACH region, having local branches is a compelling reason to be present in Taipei, even in economically challenging times. The same applies to Swiss wheel manufacturer **DT Swiss**, which has had a subsidiary in Taichung since 2015. “This allows us to respond to customers' demands in Asia quickly,” says Bacon Hsu, Marketing Coordinator at DT Swiss Asia. “Taipei Cycle acts as an essential platform for promoting industry exchange and building relationships. We can interact directly with customers and industry colleagues, share our experiences and insights, and cultivate valuable connections,” Hsu adds.

Maybe the most compelling reason for the attendance of many brands from Central Europe is the economic potential of the Asian bicycle markets. Several brands from the DACH region indicate that they have high hopes for the future development of the Asian

markets. An example is German helmet and lock specialist **Abus [Hall 1 / I0310]**: “Apart from urban cycling, road biking is a major segment in many Asian countries. Additionally, the bicycle lock business is no less fascinating here and thus of great significance to us as one of the market leaders,” says Axel Rösler, at Abus Sales and Marketing Director Mobile Security International. Abus has been present in Taipei since 2007: “We aim to show our brand presence and engage closely and personally with our partners. Moreover, we use locations like the Taipei Fair to connect with new customers and prospects.”

A poll among the exhibitors from the DACH region shows: despite the currently challenging market environment, companies recognise the vital importance of maintaining visibility and fostering face-to-face interactions, understanding that such engagements are key to navigating through economic challenges. Spiridon Spiridonou from Continental ends our survey with an optimistic note: “We remain convinced that the bicycle industry will navigate through this valley and emerge stronger, focusing on our strengths and opportunities to tackle the economic challenges.” ■ **WMS**

ALTERNATIVE EXPORT DESTINATIONS

TAIWAN BIKES SEEK NEW MARKETS

Taiwan's bicycle industry, a titan of the global market, finds itself at an inflection point. Having successfully steered away from price wars with competitors like China by focusing on high-quality, premium products, it now confronts a new challenge: navigating a shifting market landscape.



One brand store of many opened in China: Giant's Cycling World store in downtown Shanghai.

This strategic pivot, initiated by industry leaders like the A-Team, led to a curious phenomenon: rising export value despite declining unit shipments. While this demonstrated the success of the shift towards premiumization, it came at a cost—dependence on a handful of affluent markets willing to shell out thousands for a Taiwanese bicycle or e-bike. This left the industry vulnerable to economic downturns in those key markets.

Unsurprisingly, the 2023 economic downturn in key markets like Europe and North America hit Taiwan's bicycle exports hard. However, a glimmer of hope emerged in an unexpected corner: China.

Industry insiders, such as Tom Suenaga of SR Suntour, hinted at China's burgeoning domestic market offering welcome relief. "We are doing some business in China's domestic market which seems more active

Typical examples of e-bikes popular with consumers in the United States: Rad Power Bikes were early movers, Specialized adopted the concept for its Globe Haul series.



As the leading managers at Rad Power Bikes, Ty Colling (right) and Mike Radenbaugh have been highly influential for the US e-bike market.

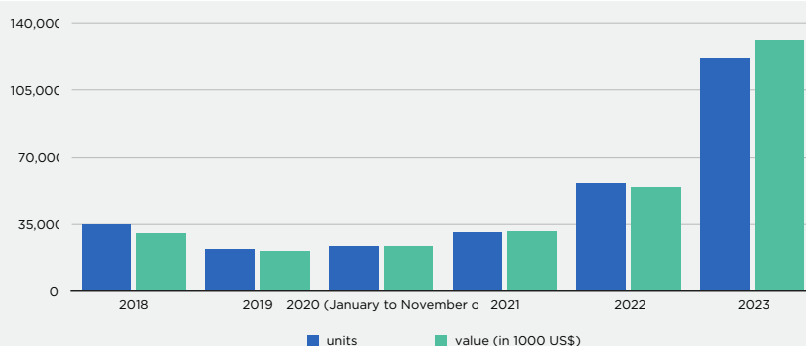
than Europe and Northern America," he says. This sentiment was echoed by Jeff Chen of Novatec, who reported rapid growth in China, aiding brand expansion and sales.

Indeed, statistics corroborate this narrative. Exports of conventional bicycles to China skyrocketed from 30,000 units in 2021 to 121,488 in 2023, accompanied by a 140% jump in value. This upsurge attracted major players like Giant and Merida, who opened flagship stores in China to capitalize on the demand.

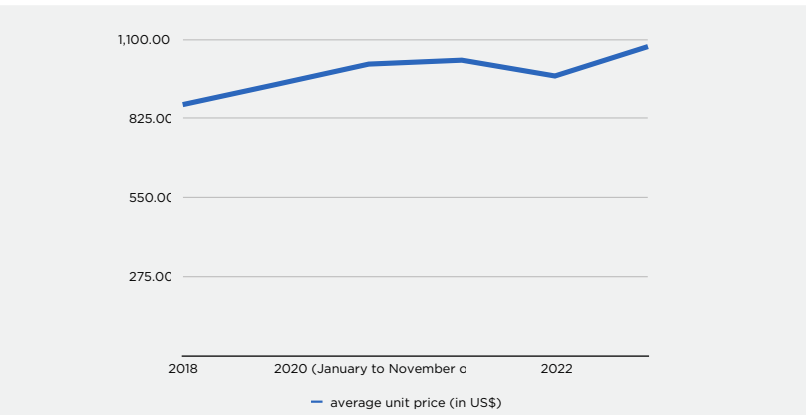
However, this newfound market comes with caveats. China's economic slowdown and troubled real estate market raise concerns about its long-term viability. Additionally, China remains a negligible market for Taiwan's sophisticated e-bikes, with only 261 units shipped in 2023. This highlights the mismatch between Taiwan's current product offering and a significant segment of the Chinese market.

So, where does Taiwan's e-bike-focused industry look next for growth? The answer might lie closer to home. The U.S. e-bike market holds immense potential, with market share still well below saturation levels seen in Europe. John MacArthur, a transportation researcher at Portland State

Exports of conventional bicycles from Taiwan to PR China (source: TBA, BoFT)



Export of conventional bicycles from Taiwan to PR China, average unit price (in US\$, source: TBA, BoFT)



University, estimates the U.S. market size at \$2.59 billion, highlighting its potential.

Yet, the current picture paints a different story. Contrary to expectations, U.S. exports from Taiwan dropped significantly in 2023. A key reason lies in the fundamental difference between the U.S. and European e-bike markets.

Unlike their European counterparts, a significant portion of e-bikes sold in the U.S. target a different price point. These e-bikes, often featuring rear-wheel hub motors, basic drivetrains, and throttle controls, fall outside the realm of Taiwan's current focus on premium offerings. While notable exceptions like Rad Power Bikes and Specialized's Globe Haul models exist, most of these lower-priced e-bikes are sourced from other Asian countries.

However, reasons for optimism remain. The growing push for sustainable and efficient urban transportation in the U.S. is leading many cities and states to offer e-bike adoption incentives. Additionally, concerns regarding unsafe battery fires might pave the way for stricter regulations, potentially bringing the U.S. market closer to the European model, which aligns better with Taiwan's strengths.

Industry veteran Gary Fisher, a pioneer who recently joined U.S. brand Morelle Bikes, emphasizes the need for innovative concepts and improved user experience to attract American consumers. He proposes features like comfortable ergonomics, stereo

sound systems, and even retractable windshields to bridge the gap between e-bikes and other modes of transport. He believes that these features can not only address safety concerns but also cater to a growing segment of U.S. consumers who are looking for a more convenient and enjoyable cycling experience.

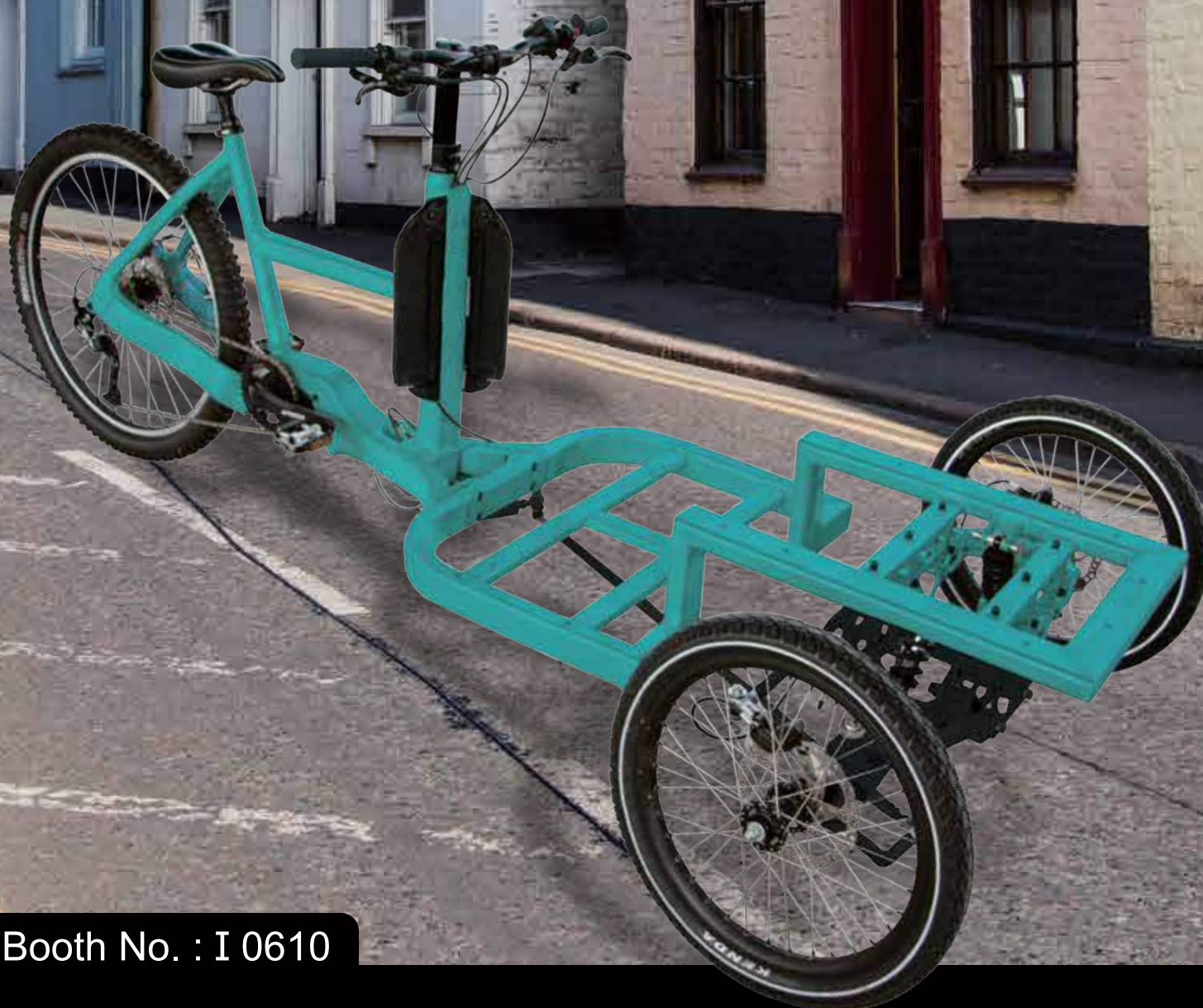
Beyond immediate market considerations, Taiwan's bicycle industry faces the challenge of maintaining its technological edge in an ever-evolving market. Investments in research and development, coupled with strategic partnerships with international players, will be crucial for staying ahead of the curve. Additionally, the industry needs to stay attuned to evolving consumer preferences, not only in established markets but also in emerging ones like Southeast Asia and Latin America.

In conclusion, Taiwan's bicycle industry stands at a crossroads. While its strategic shift towards quality has yielded positive results, navigating the evolving market landscape remains a challenge. The growing Chinese market offers temporary respite, but its long-term viability remains questionable. The U.S. market holds immense potential, but requires strategic adaptation to cater to its specific dynamics. As the industry navigates these shifting gears, a multi-pronged approach encompassing innovation, market diversification, and adaptation to consumer preferences will be key to securing its future success. ■ LVR

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SEA FREIGHT COSTS & DELAYS

RED SEA CONFLICT

SNARLS SUPPLY CHAINS

With armed conflicts in Ukraine and flaring up in the Near and Middle East, logistic experts and the bicycle business executives are holding their breath as one of the most important routes for sea freight is being put into question.



When Hamas attacked targets in Southern Israel in early October and the IDF retaliated with a massive military operation in the Gaza strip, the fragile stability that the Near and Middle East had seen for some years was off the table. And when Houthi rebels in Yemen decided to express their support for the Palestinian cause by attacking civilian ships in the Red Sea's Bab-al-Mandeb narrow with rockets and drones, the conflict quickly had an impact on global trade and logistics. According to experts, about 12 percent of global sea freight is directed through the Red Sea and the Suez Canal. This percentage is a lot higher still for freight sent from the Far East to Europe.

While Christmas business was not affected by the Houthi attacks, things soon looked differently as the attacks intensified, got more indiscriminate and major shipping companies such as Maersk, Hapag Llyod, MSC and CMA CGM decided to avoid the Red Sea all together. While a majority of planned shipments from Far East to Europe were simply put on hold, a minority was sent around the Cape of Good Hope. This has caused delays of one to three weeks and significantly higher fuel costs for the longer trip. It also led to more competition for the remaining sea freight capacity and rising costs for containers, mainly but not only on the routes from Far East to the large European ports.

Having recovered from a short-lived peak in early November, the World

Container Index compiled by British company Drewry started to rise in late November when it stood at US\$ 1384 for a 40-foot standard container. It spiked to almost US\$ 4000 in late January and has only dropped a little bit since. While this is far below the eye-watering pandemic-era fares of 2021, it still represents a 91 percent rise year-on-year in mid-February. As for the route from Shanghai to Rotterdam as one of the most-used routes for the bicycle industry, transport fares for a 40-foot standard container had dropped below US\$ 1500 in late March 2023 to peak at almost US\$ 5000 in late January.

Since shipments to the US East Coast that were normally routed through the Suez canal also had to be diverted due to the troubled waters in the Red Sea, those fares have gone up as well. And with the expectation of more US-bound cargo to be sent to the West Coast instead, transport fares have gone up for those routes, too. As Castello Cycle's Assistant General Manager Bonnie Hsiao weighs in: "We anticipate the costs for sea freight to rise again due to the situation in the Red Sea, and it will also cause shipments to be harder to get." Thankfully the fares have come down a bit as of late, but still they are eating into margins that are already under pressure.

Apart from the cost issue, the sheer availability of cargo space can be a challenge as many ships prefer to remain moored in Far East for

Alternative Shipping Routes



the moment. This impacts delivery times, as Novatec's general manager Jeff Chen confirms: "Our customers understand the problem, and they check more carefully on our lead time and capacity in order to arrange shipping in advance. Or they choose to go for other shipping routes to avoid the risk." While some companies switch to the railroad or transport by air instead, sticking to sea freight comes at a risk: deliveries of sports electronics brand Wahoo saw some delays in Europe in late January due to the situation in the Red Sea.

SR Suntour's Sales Development Director Tom Suenaga also confirms that customers are considering their options: "We have been asked by some customers to change or to be ready to change the shipping routes." Velo's

CEO Ann Chen confirms this observation: "Fortunately we have not heard any of our customers' shipment being attacked, but many are facing problems with longer shipping times. At Velo we try our best to ship products early to meet customer needs." After an initial response to the attacks on merchant ships by the navies of both the United States and Great Britain, several EU states have committed to safeguard the freedom of navigation in the Red Sea. Whether this will be to any avail remains to be seen.

Two things are for certain however: geostrategic factors like this are out of control of the bicycle industry. And secondly, the situation in the Red Sea and its effects on sea freight add another headache to an already complicated situation. ■ **LVR**

GRAVEL BIKES IN TAIWAN

CATCHING UP OR STUCK IN THE SLOW LANE?

While the gravel bike category is experiencing a sustained boom in North America and Europe, growth in Taiwan is comparatively slow. We set out to find the reasons behind this and asked how the Taiwanese bicycle industry views gravel bikes and similar products.



Woho is one of the few Taiwanese manufacturers that put a strong focus on bikepacking and gravel.

A group on the social network Facebook stands as a testament to Taiwan's growing interest in gravel biking. It was nearly four years ago when Marsh Huang started "Gravel Riding in Taiwan". Initially fuelled by the quest for new gravel routes, the group has since then grown into one of Taiwan's largest online communities for gravel enthusiasts. Nearly 5,500 cyclists share their riding experiences in the group, seek advice on gear, or look for companions for their off-road adventures. "It started with a handful of members, many of whom were from the bike industry. But as soon as some members began sharing their stories, the group gained momentum," Huang shares, adding that this development wasn't necessarily predictable. "While the outdoor lifestyle is becoming more popular, the off-road riding style is not as widespread here as in Europe or North America. Most cyclists in Taiwan prefer to cycle on the road."

Huang's observations from the Taiwanese gravel bike scene also seem applicable to the Taiwanese bicycle industry. While gravel bikes, along with their components and accessories,

are among the most significant trend topics at European or North American fairs and events, they are significantly less present at Taiwanese industry gatherings like last year's Taipei Cycle Show or Taichung Bike Week. This is all the more surprising given the fact that gravel bikes are already seriously competing with traditional road bikes in terms of unit sales in many of the Taiwanese bicycle industry's traditional export markets. An example is the latest market analysis in Switzerland, conducted by the Velosuisse association, where researchers see gravel bikes on par with road bikes. Market experts also note a similar trend for Germany. And in the USA, the birthplace of gravel biking, off-road race bikes may even have taken the lead in the drop-bar world.

"The reason for such a significant discrepancy between our markets, in our opinion, stems from a difference in the cultural and lifestyle habits," tries Poppy Hsu, Sales Specialist at frame builder **Ora Engineering [Hall 1 / I0914]**, to explain. "In Europe, lifestyle and travel habit changes due to the pandemic have made gravel biking



The current Gravel World Champion, Matej Mohorič, rides the new Merida Silex model.

more appealing. It's not solely about mountain biking or long-distance travel; it's about the flexibility to move between these activities. In Taiwan, our biking habits are quite fixed due to our culture and the types of roads we have," she says, adding

that the global trend has also started to influence Taiwan. "We've begun to see some local creators and brands developing their own unique solutions. Gravel biking could indeed become an interesting option here as well, in the upcoming years," Hsu believes.



Full Speed Ahead has launched several gravel-specific components over the last years.



Hyena equipped some bikes at last year's Gravel Fundo, one of the few gravel events in Taiwan.



Giant caused a sensation at the last Taipei Cycle Show with its top gravel bike model, Revolt-X.

Indeed, numerous Taiwanese companies have recently introduced gravel innovations or are doing so at this year's Taipei Cycle Show. Ora Engineering itself is showcasing a new titanium gravel bike frame this year. Giant caused a sensation at the last Taipei Cycle Show with its top gravel bike model, Revolt-X. And Merida is presenting the Silex, the gravel bike of the current Gravel World Champion, Matej Mohorič. Another Taiwanese brand that has been dedicated to this topic with particular intensity is **Woho Bike [Hall 1 / K0011]**. In addition to gravel frames and complete gravel bikes, enthusiasts can also purchase bikepacking bags and even tents here. "We started to explore the gravel sector already in 2015. Our products cater to all bikepacking and bike adventure needs. Nevertheless, our main markets are in North America and Europe," says General Manager Samuel Chang. "One reason is that we don't have flat gravel roads in Taiwan. Most of our roads are concrete paved or trails in the mountains. That's the major reason why the gravel trend hasn't gained the same momentum as in other places," he adds.

One more Taiwanese company increasingly focusing on the gravel segment is **Kind Shock [Hall 1 / I0818]**. At the last Taipei Cycle Show, they showcased various gravel-specific components such as a front fork, a seat post, a stem, and a gravel handlebar. "Additionally, I'd like to mention that we have introduced a remote specifically designed for gravel use," explains Marketing Manager Michael Hsu, referring to their KG Drop 1.0 and KG Drop 2.0 remotes.

"Taiwan's adaptation to gravel is not delayed, but as a country with many OEM factories, we typically receive new bike model information from Europe and America, which is why our response appears relatively slower," he identifies another reason for the gravel category's slow start in Taiwan. "However, our research indicates that gravel acceptance in Taiwan is rising," Hsu emphasises.

The situation is similarly assessed at tyre manufacturer **Kenda Rubber [Hall 1 / J0610]**. Gravel tyres have been part of the Kenda line-up since 2015, with product numbers steadily growing ever since, as Vice President Eric Yang acknowledges: "We've just launched the Alluvium Pro, a gravel racing tyre designed specifically for the fast off-road disciplines. Furthermore, we have been enhancing our sponsorship efforts in the gravel sector. Already in the past season, our gravel athletes have secured notable international successes," he remarks. Yang acknowledges that the infrastructure in Taiwan, including road and trail conditions, might not be inherently suited for gravel biking. Yet, opening up to this segment is essential for companies aiming at international markets. "This applies especially to Europe, North America, and Australia. However, there's also considerable growth potential in the Asian markets," Yang notes.

This observation is also shared by Ken Chen, Sales and Marketing Manager at Tien Hsin Industries, the Taichung-based production partner

of **Full Speed Ahead [Hall 1 / M1212]**. "We're particularly noticing a growing interest in Malaysia and the Philippines. But even in Taiwan, the numbers are increasing," he shares. His brand colleague, Mark Vandermolen, Managing Director at Full Speed Ahead USA, agrees: "Gravel bikes have become the top choice for those new to cycling, taking over from traditional road bikes. They provide greater comfort, both in terms of tyre size and riding position, and offer a more accessible starting point. Riding off-road is also considered safer than riding in the traffic. Gravel biking is here to stay, becoming a vital part of our product range," he says. FSA is another company showcasing various gravel products, such as specific off-road handlebars, at this year's Taipei Cycle Show.

New bicycles and new components – Taiwan's gravel ambitions are expected to gain additional momentum from the growth of the e-bike market. Last year's Eurobike Show in Germany demonstrated that more and more companies are investing in e-gravel bikes. This trend is also evident at this year's Taipei Cycle Show, with numerous e-gravel bikes on display, including Giant's Revolt E+ or Merida's eSilex. "Currently, the gravel biking scene in Taiwan is still in its early stages, but the interest is growing," confirms Shawn Lin, Marketing Manager at **Hyena Ebike Systems [Hall 2 / S0318]**. The Taiwanese drive specialist has firmly integrated gravel biking into its strategy. Lin

states: "Developing drive systems for smart, lightweight e-bikes has always been one of Hyena's main goals, with gravel bikes being a key part of this effort. At Hyena, we not only develop and manufacture drive systems but also conduct extensive real-world testing on e-gravel bikes to perfect the ride. Our team members have participated in numerous gravel races in Taiwan," he explains. Interestingly, the new UniDrive 70 e-bike motor, set to launch this year, is also aimed at gravel bike manufacturers: "The drive unit has a focus on lightweight design and versatility across different terrains, making it an ideal choice for gravel bikes", explains Lin.

The insights from interviewed experts indicate that despite Taiwan's limited potential as a gravel biking paradise, the sector's relevance continues to grow. This is especially true for the Taiwanese bicycle industry, where companies with international audiences are increasingly focusing on gravel. Consequently, gravel is set to become a more prominent trend in Taiwan in the upcoming years – a view also held by Marsh Huang, the creator of the Facebook group "Gravel Riding in Taiwan". He also hopes that the number of nearly 5,500 gravel fans in his community will continue to grow: "I don't want to set any specific target for my Facebook community. However, I want to encourage more people to ride. Just get on your bike and explore. If you think there's a path, just ride it. You never know until you've ridden it."

■ **WMS**

SUPPLY CHAIN BALANCING

INDUSTRY GRAPPLES WITH EXCESS STOCK AND SEASONALITY BLUES

Many in the industry were surprised when cycling boomed during the pandemic. Unfortunately, this unexpected demand for bikes was set against a shutdown of factories that created a scarcity of supply. As lockdowns eased and production increased, demand remained strong on the back of unfulfilled orders. However, as production levels returned to normal, much of the demand died off. This was partly caused by market saturation; the people who wanted bikes had already bought them. It also wasn't helped by the fact that having benefited from various stimulus packages during the pandemic, many prospective customers are now feeling less wealthy.



To make matters worse, many overestimated the durability of the pandemic-driven boom. It's hard to shift from desperately trying to fulfil outstanding orders to realising that demand is about to soften. The result is the current overstock issues affecting much of the industry. At least we can console ourselves that this situation is repeated across many other sectors.

Over and under-supply

So, where does this leave the cycling industry in 2024? Still with an excess of stock and potential new hurdles to disposing of it. While there's no easy solution, we can at least identify some of the issues that have led to this scenario. First, rather than being a uniquely pandemic-driven phenomenon, this under and over-supply cycle has been an issue for some time.

A look at the value of bicycles imported into the USA vs cycling uptake over the last two decades shows steady but unspectacular growth in the number of people cycling while the value of bicycles delivered to the country yo-yos up and down. Historically, it's not been unusual to find 20% over or under-supply of bicycles relative to buyers. While the pandemic has exacerbated things to the extent that there are almost 40% more bikes than customers, this is just an extreme version of an older problem.

So what are the culprits? The seasonality of the cycling industry doesn't help. Brands must calculate what demand will be during the sunniest part of the year. The industry reinforces this by generally dealing in model years rather than updating on a rolling basis. The fact that most new models are released around the same time only exacerbates the tendency to cram a large amount of sales into a few months of the year. This is compounded by growing lead times, which have drastically increased for all components in the last few years. While frames and forks generally arrived in 3-4 months before the pandemic, now they might take as long as 8 to 15. This forces brands to estimate further and further into the future, degrading the accuracy of their calculations.

Changing of the seasons

The obsession with seasonality is something that brands can address comparatively easily. Indeed, practical e-bikes are already less likely to be ascribed a model year. As e-bikes seek to compete with cars as a means of day-to-day transport, it seems sensible to abandon the idea of introducing a new model for each season, especially when such bikes are often bought using finance and paid off over several years. This would also remove the need to offer discounts on artificially outdated units. Customers are

now less motivated by model years, even in more fashion-driven sectors. Brands adopting more year-round promotion and a staggered release schedule could help flatten the peaks and troughs in demand while also regulating their cash flow. This, in turn, should make things easier for manufacturers.

Reducing lead times is a much more complex problem. Part of the difficulty is that a single missing component can delay the creation of an entire bicycle. There's also a lack of diversity in many component sectors, so a few big companies become critical to the health of the whole industry. This is something that many of us learned during the pandemic, yet even a few years later, the after-effects are still shaking themselves out, with long lead times being one stubborn symptom.

This increased time to market results in even less accurate estimates from brands, meaning over-enthusiastic orders are increasingly being cancelled or scaled back. In turn, this reinforces the same unhealthy dynamic as supply and demand become more divorced. Seasonality also plays a role here, with brands all seeking to release bikes simultaneously, leading to spikes in sales rather than steadier turnover.

Two-sided approach

For manufacturers in Taiwan's export-oriented bicycle industry,

brands' obsession with model years and tendency to over- and under-order is outside their immediate control. For brands, expanding lead times make it hard for them to plan what they're doing year to year. Now, everyone is threatened by softening prices and the possibility of cheap imports flooding the market.

One drastic solution is reshoring. This involves returning manufacturing to the territories in which brands operate. This proximity of the manufacturer and customer should allow them to be far more reactive. However, it requires massive investment from those involved, along with a wholesale change in how the market is structured. Obviously, it represents a massive challenge for overseas manufacturers and is also risky for the brands.

The reshoring model is supposed to protect against supply chain shocks and market fluctuations, yet the recent drop in the price of bicycles caused by the overstock crisis has seen the economics of this strategy come under increasing pressure.

Instead of massive changes, it's likely that for both makers and brands, the best solution will be to reform and improve the existing system. This will require both to address the issue they have in their power to control if everyone is to benefit. ■ JD

OVERVIEW: WHEELS**GRAVEL REIGNS, E-BIKES GET BEEFY**

Wheels for recreation, competition, and transportation possess built-in qualities like aerodynamics, durability, and speed, depending on their purpose. Carbon fiber gravel wheels with tubeless technology are now a given, as are aerodynamic carbon wheels for road riding. But what about e-bike wheels, which are evolving along with the technology that drives them? Highly engineered spokes, hubs, and rims fuel the driving quest for wheels with precise performance characteristics as defined by consumer preferences. These wheels give insight into the latest advancements in wheel technology as well as what's propelling new trends in wheels.

Shimano RX880 wheels for gravel riding*The new EMP5 e-bike wheel from Alexrims**Alexrims uses the BEB-004 hub from Bear Pawls**Glory Wheel's new AT wheelset for mtb's*

Long known for its manufacturing expertise in small parts, **Glory Wheel [N1014]** is introducing a new wheelset, the AT (for All Terrain). The wheelset features Glory Wheel hubs and European rims and spokes. Perhaps to build curiosity, details about the AT are currently limited but Glory Wheel has a reputation to uphold and has claimed that the wheels are built to precise specifications and standards. Glory Wheel has also stated that the AT's have competitive pricing with fast and cost-effective EU delivery.

Gravel continues its rise in popularity, as evidenced by the new GRX RX880 wheels from **Shimano [M0814]**. These carbon fiber tubeless wheels have been purpose-built for rugged dirt road riding with a progres-

sive 25 mm interior rim width for wider tires and a shallow 32 mm rim height for quicker acceleration and better stability in windy conditions, or when cornering and descending. The RX880's direct engagement hub design easily converts between Micro Spline and HG L2 12-speed freehub bodies and features quick and efficient engagement for rapid acceleration.

Full Speed Ahead [M1212] need not shout that its all-new SC30 AGX wheels are for gravel riding, the components brand slyly infers it with the hashtag #unrouty-ourselves. With a 30 mm deep front and 35 mm deep rear with 24 spokes and full carbon rims (with a 23 mm internal rim width), the wheels have been engineered to keep the front end light and comfortable while adding an aero advantage at the same time. The full carbon rims are clincher/TLR compatible with ISO 6-bolt or Centerlock rotor mounts,

*Shimano RX880 gravel wheels**SC30 AGX gravel wheels from FSA*

six sealed cartridge bearings (two on the front, four on the rear), and aero blade spokes. Compatible with Shimano 10-11 speed or SRAM 12-speed freehubs, the wheels are built entirely by hand and weigh 1556 grams per set.

If gravel wheels are the current trend for brands to cater to, e-bike wheels are almost quite literally the workhorse wheels of the category, both for their consistent market demand and because e-bikes serve an increasingly wide variety of purposes. Road, mountain, cargo, and

city e-bikes all have different needs compared to their non-motorized versions, so it makes sense that dedicated e-bike wheels should be built to meet these demands.

Same as non-motorized bike wheels, e-bike wheels must be able to perform well when accelerating and braking. Yet e-bikes' additional weight from more powerful motors requires specific engineering to handle high torque from e-bike drivetrains. Thicker spokes and fortified rims are attractive features for durable e-bike wheels, as is a virtually bomb-proof hub that can handle heavier loads when cornering or on g-outs. **Alexrims [J1117]**, which has no fewer than eight models of e-bike rims, has recruited its e-mtb componentry for its EMP5 wheelset and made the wheels for a wide range of e-bike applications. To produce the EMP5 wheels, Alexrims paired its MD30 mountain bike/trekking rims with Bear Pawls's BEB004 and BEB504 hubs with proprietary technology that can hold its own against e-bikes' increased power and torque requirements. The hubs' hardened steel cassette body is mated with a semi-high flanged hub shell to allow for wider spoke angles resulting a stronger wheel. Five sealed cartridge bearings are spaced to distribute internal forces while maintaining high rolling efficiency. The EMP5's have 32 spoke holes with a three-cross lacing pattern and Alexrims's Stainless Single Eyelets, which improve the seating

of the nipple bead. They are tubeless ready and weigh in at 2029 grams for 27.5" and 2089 grams for 29".

Classified Cycling [M1310] has announced the release of three new wheelsets: the R36 and R50 for road and the G42 for gravel, which are each oriented around specific performance characteristics. The lightest option at 1315 grams is the R36, which Classified has designed for climbing but claims that the wheels can also handle the rough roads and cobbles that drive fans of the spring classics wild. The R36 features a wider rim profile for increased comfort over cobbles and offers extra grip and speed when combined with a tubeless tire. The R50 has been designed as an allrounder with a focus on aerodynamic stability to keep the rider safe in crosswinds. Following the trend toward wider tires, this wheel



Classified Cycling's R36 road wheels for climbers

is aero optimized and fastest with 30 mm tires yet tips the scales at just 1415 grams. The G42 is Classified's all-around gravel offering for adventures on rough terrain, high-speed competitive gravel races, multi-day bikepacking trips, and whatever else gravel riders dare to ride. At 410 grams per rim, the wheelset weighs in at just 1,350 grams and claims to be one of the most aerodynamic options in its category.

Thanks to an asymmetric rim profile, the spoke tension is more

homogeneous than with symmetrical rims, resulting in a stiffer wheel. Each wheelset is already available from Classified Cycling's selected partners for a competitive price of €1,500.

While not new but still top-of-the-line, **Deda Elementi's [M0411a]** RS4 were first introduced as we were emerging from the pandemic at the beginning of 2022. The intention behind the RS4's was to set a new standard for performance in a lightweight tubeless disc brake wheelset. The wheels feature a 38 mm rim profile and a 26 mm width (19 mm internal) designed to be fast and light no matter the ride route. The full carbon rim has been molded through a technology to allow for varying material distribution oriented around specific performance goals. For example, the rim is reinforced in the nipple area and has reduced thickness outside of the nipple area. This results in an important weight saving on the wheels' exterior to reduce inertia. RS hubs have been completely reengineered to be more aero and lighter for a

total weight saving of 80 g. The rear hub features a 2-ratchet system for freehub engagement. A smaller ratchet is located in the freehub body while the larger one is located inside the hub flange for better power transmission from pedaling. The hubs' design has significantly improved the wheels' smoothness, resulting in superior speed. The rim is built with tubeless-ready technology to be compatible with clincher and tubeless tires. The internal nipples improve aerodynamics, while the self-locking ABS® system prevents the nipples and spokes from loosening. The RS4's are available for Shimano, Campagnolo, Campagnolo 13S and SRAM cassettes.

While a return to a robust market has been slow going so far, "spinning our wheels" is not an option for brands who need to keep rolling forward to stay in business. Indicative of where we're at right now, these wheels mark progress in terms of materials, aerodynamics, durability, and purpose-built technology to keep us rolling steadily ahead into a more optimistic future for bicycle wheels. ■ **WB**



R50 wheels from Classified Cycling



No need to reinvent the top-of-the-line RS4 from Deda Elementi

WHERE DID ALL THE DISRUPTORS GO?

Start-up bike brands like VanMoof promised to change the industry. Then the wheels came off.

The advent of e-bikes offered the possibility of engaging a whole new demographic that hadn't previously cycled. Initially, most e-bikes were produced by existing bike manufacturers. However, as technology improved, e-bike-focused start-ups began to challenge established brands.

The best-known of these firms is Dutch bikemaker VanMoof. It produced slick smartphone-connected e-bikes that were available online or through over 20 design-led worldwide stores. It drew in huge investments, sought to compete with the automobile industry, generated plenty of media interest, and sold a vast amount of bicycles. Then it went bust. What does this mean for the cycle industry, and what lessons can we learn from the saga?

Start-up brands like VanMoof arrived with a desire to do things differently. Not only did they appeal to a non-traditional audience, but their bikes were different, too. Brands like VanMoof, Cowboy, and Vässla essentially offer a single bike with a few minor options and limited sizes. These models stayed current with small upgrades rather than changes for each model year.

Compare this with the expansive catalogues of most bike brands, and

it's evident that such firms could save on stock-holding while employing serious economies of scale. This simplification also makes sales and marketing easier and helps drive down costs. So does a vertical supply chain based on close relations with a small number of component suppliers. Selling through its own outlets also undercut the distributor model the rest of the industry generally relies on.

However, if companies like VanMoof brought in clever new ideas, they also imported several dumb ones from the world of venture capital and start-ups. It was reported that the firm sold bikes at a loss to secure as much market share as possible. Unsurprisingly, this led to questions about its long-term viability. At times, it struggled to keep up with demand for new bikes and servicing its existing ones.

VanMoof sold a lot of bikes quickly. Its machines used many proprietary parts. When problems occurred, bike shops were mechanically ill-equipped and economically disincentivized to repair them. VanMoof's service centres were overwhelmed. The cycling industry might sometimes be slow-moving. However, it's generally avoided using venture capital to fill the market with bikes sold at a loss



without much of a contingency plan for their maintenance.

So does VanMoof going bankrupt and other similar companies suffering financial difficulties mean the high-volume, condensed-range, direct-to-consumer model of e-bike retail is over? Probably not. However, the current struggles of such firms might give more established players some helpful respite. That's handy as the e-bike market's growth hasn't escaped those in adjacent sectors. It turns out VanMoof's dream of competing with car makers is just around the corner. Several of them are now developing e-bike lines.

Whether it's start-up or established electrical vehicle makers entering the market, this has profound implications

for existing parts makers and bike brands. Companies that sell vast numbers of similar bicycles tend to sign large contracts with a small number of suppliers. These can be lucrative but come with risks if these suppliers fail to diversify and the company that placed the orders goes out of business.

Despite having dented consumer confidence, innovative bike makers like VanMoof still have lots to offer consumers. In shaking up the industry, they pioneered both some good and bad strategies that the rest of us can learn from. Nevertheless, their long-term effect on the cycling market and the existing industry remains to be seen. ■ **JD**

OVERVIEW: HELMETS**BEYOND MIPS: PROTECTING CYCLISTS FROM ROTATIONAL BRAIN INJURIES**

For a long time the design of cycle helmets, and the testing around them, was entirely centered on mitigating impacts of various kinds. However, it has been known for a long time that rotational brain injuries – where the brain keeps moving if the head's movement is suddenly arrested – can lead to traumatic injury due to the shear forces inside the skull.

The Lupo KinetiCore can be used year-round with the optional Winter kit



The introduction of MIPS (Multi-directional Impact Protection System) brought another facet to helmet safety. MIPS has been widely adopted and has for most of the last two decades been the pre-eminent system. However, other manufacturers have also been developing systems to mitigate rotational injuries to the brain. One such manufacturer is **Lazer [Sunstar Taiwan Enterprises Co. Ltd, M0808]**, which has introduced KinetiCore, a rotational impact protection system built into the helmet.

Unlike MIPS, which is an add-on system (allowing manufacturers to spec helmets with or without it), KinetiCore takes its inspiration from crumple zones in aeroplane and car engineering, which deform to absorb

energy. Lazer worked through over 5,000 different designs before finalising KinetiCore's Controlled Crumple Zones – a unique set of blocks in the EPS foam designed to buckle in the event of direct or rotational impact, redirecting energy away from the brain.

Lazer's design was vindicated when Virginia Tech awarded three KinetiCore models a maximum 5 stars through its independent bicycle helmet ratings. Two of the helmets in the Lazer range that received a 5-star Virginia Tech safety rating are the Z1 KinetiCore and the Lupo KinetiCore.

The Z1 KinetiCore, with a weight of just 220g (size M), is the lightest helmet to include a rotational impact protection system, according to Lazer. As a top-end road helmet, the Z1 also features excellent ventilation and an Advanced Roll System that controls the fit around the entire head.

The Lupo KinetiCore is a trail helmet featuring brow vents for increased ventilation, deep coverage on the sides for stronger protection and the LAZER TurnSys system for an easy to adjust fit on the go. Lupo KinetiCore is compatible with the Universal Lazer LED, which fits into the back of the helmet for extra visibility, and Winter Kit which is an insulated liner system that allows use of the Lupo all year round.

Leatt [M1306] is another company that has been busy developing its own system for reducing rotational



Leatt's 360° Turbine Technology offers both rotational injury and concussion protection

forces if you crash, but it's a very different system to Lazer's KinetiCore. Leatt's system is called 360° Turbine Technology, and it was introduced in the middle of last year. The system uses a network of small discs with a design reminiscent of a turbine, constructed of an energy-absorbing non-Newtonian material. They sit directly against the head, and because these Turbines can move in every direction, they can reduce the amount of rotational acceleration to the head and brain in the event of an impact. As well as this, the discs can directly absorb energy as they harden upon impact, which helps to protect against concussions.

Leatt's 360° Turbine Technology is used across its full range of helmets.



The Leatt Enduro 4.0 has a removable chin bar with a magnesium locking mechanism

One helmet that will be on display at the show is the Enduro 4.0, a fully ASTM DH certified helmet for enduro riders. It features a full-face design with a removable chin bar with a magnesium lock, a Fidlock buckle, a removable mouthpiece to protect you when riding in poor weather, and a universal sunglass dock under the visor.

Rudy Project [IKS Action Eyewear Co. Ltd, K0015] is also committed to manufacturing products that have the highest levels of safety. It has developed the RP Rotational Impact Test, an internal protocol developed to test and measure the performance of the helmets against rotational impact. It takes inspiration from CEN and from ECE 22.06 (a new standard for motorcycle helmets) and it is based on real accident data and scientific sources. The pass-fail criterion is based on the BRIC (Brain Injury Criterion) value, an algorithm that defines the level of brain injury.

One of the helmets to pass Rudy Project's new rotational impact testing criteria is the EGOS road helmet, which will be worn by the Bahrain-Victorious team for the 2024 season. The EGOS uses a new dual-density construction, with a lower-density layer of EPS foam inserted into the

The Z1 KinetiCore is the "lightest helmet to include a rotational impact protection system"



The Bahrain-Victorious cycling team will be wearing the new Rudy Project EGOS helmet

top of the helmet on a polycarbonate carrier. This design allows greater ventilation at the top of the helmet for improved rider comfort, and the low-density EPS gives greater shock absorption without sacrificing the helmet's structural integrity.

The EGOS helmet also incorporates Rudy Project's Airframe Band, a spoiler positioned at the front of the helmet in contact with the forehead and hidden by the helmet. This band allows airflow to be channelled inside the helmet, to improve ventilation and cooling. The helmet is held in place by a magnetic Fidlock clasp, and Rudy Project's lightweight RSR11 micro-adjust retention system.

One of many brands that is sticking with MIPS is **Abus [10310]**; its Gamechanger 2.0 helmet is available with the lightweight MIPS Air Node system. Designed to give you "decisive edge in the battle for every watt", the Gamechanger 2.0 has been developed in conjunction with professional athletes and uses a wind-tunnel-proven aerodynamic design that's optimised to work effectively at different speeds, yaw angles and helmet inclinations.



The Abus Gamechanger features ActiCage structural reinforcement in the EPS to optimise stability

The AirBoost inlet and in-helmet ventilation system work together to keep things cool even on the hottest rides, and the Zoom Pro adjustment system makes it simple to get the perfect fit. As well as the MIPS layer the Gamechanger 2.0 also features ActiCage structural reinforcement in the EPS to optimise stability, and there's port for a QUIN impact sensor which can notify the emergency services with a live GPS location via your smartphone in the event of a crash. The Gamechanger 2.0 is available in three sizes and is made in Italy.

CRNK [Analogue Plus, L0310] will be showcasing its award-winning Angler Alpha helmet, which is the latest model in its smart bike helmet series. Designed to combine style and safety, the Angler Alpha is enhanced with Smart technology to provide the rider with extra safety and convenience. It's equipped with integrated lighting, a with turn signals and a brake light. As well as these safety features the Angler Alpha is equipped with a built-in noise cancelling microphone and Bluetooth speakers that sit just above the ears, which can deliver speech and music without blocking out environmental sounds. the Angler Alpha comes with a handy Wireless Handlebar Control that can be easily attached to the handlebar of any bike.



Bluetooth comms and turn signals in the CRNK Angler Alpha can be controlled via a bar-mounted remote

With the touch of a button, a rider can control the turn signals and the brake light, as well as the Bluetooth functions: you can easily switch between different songs, adjust the volume up or down, or answer a call.

Despite all the inbuilt technology the CRNK Angler Alpha is still a lightweight bicycle helmet at just 370g, and the sporty styling means it's just at home on fast road rides as it is on city commutes. The in-mold EPS shell features large vents for excellent ventilation and the fit is optimised by a simple-to-adjust strap dividers and a magnetic buckle. The Angler Alpha is available in two sizes and three colours.

Safety Labs [FLR Shoes Ltd, M0508] has had the Vox mountain bike helmet in its range for a number of years. Designed to be suitable for a wide range of riding, the Vox has undergone a redesign and has emerged as the Vox 2.0. Using an in-mold construction with shock absorbing EPS liner, the Vox 2.0 provides maximum protection during rides on rugged terrain. The Pro 360° Adjustment Fit System, low-profile straps and secure ITW buckle allow for fuss-free closure and a close fit.

The VOX 2.0 is designed with an extended back which provides greater coverage to protect key areas at the back of the head and temples, and the new airflow system with "X" ventilation windows will keep riders comfortable out on the trails. The new extended visor provides shade and protection from trail debris, and the Vox 2.0 includes an XL LED-USB rechargeable light, to improve rider visibility both day and night. With features like these, the Vox 2.0 has everything needed for those looking for top performance rides off the beaten path. ■ **DA**



The popular Vox helmet from Safety labs has been updated with integrated lighting

KS

RAGE-iS

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A game-changer, entirely powered by air, that offers both drop and suspension travel.



OVERVIEW: DISC BRAKES

SHOW STOPPERS TAKE CENTER STAGE

The Taipei Cycle Show buzzes with exciting innovations across all product categories, and disc brakes are no exception. From entry-level models targeting the OE market to brutally powerful options designed for gravity mountain biking, brands are pushing the boundaries of performance and sustainability. Here's a closer look at some of the most noteworthy disc brakes on display.



With the MT-A2, **Magura [hall 1 / NO128]** presents a new entry-level hydraulic disc brakes that comes with a lot of features of the company's more sophisticated model lines. The lever and the master cylinder are injection moulded at Magura's own facility in Southwestern Germany, with the clean design aiming to fit a wide-variety of bicycles. Thanks to positioning of the hydraulic port on the master cylinder, the brake line exits parallel and close to the handlebar, further adding to an uncluttered look. Since this product aims at the OE market and large volumes, a particular focus has been put on the ease of assembly and maintenance. While the combination of three-finger brake levers and two-piston calipers might not sound

like a performance-oriented product, the MT-A2 comes with the same 5-years warranty for leaks as its upscale siblings and it is approved for system weights of up to 150 kg – so it can do its job on e-bikes as well.

Last year **Clarks Cycle Systems [hall 1 / LO628]** launched its upper-end CRS label (short for Clarks Race Series) with a 2-piston and a 4-piston disc brake system to choose from. At this year's Taipei Cycle Show, the company is back to its core business and rolls out the value-oriented React series – again in a 2-piston React 2 and a more powerful 4-piston React 4 version, weighing in at 305 grams and 315 grams respectively. Just like their more expensive siblings the React series runs on eco-friendly mineral oil, and the calliper pistons are self-adjusting. To suit all hand sizes, you get a lever reach adjustment, and the split bracket facilitates mounting and assembly. To further add to the appeal on the OE market, the ISO 4210-compliant React series' stainless steel rotors are offered in both 6-bolt and centerlock versions and in 160 mm, 180 mm and 203 mm sizes.

As professional riders are pushing the limits of mountain biking at events like the Rampage and Hard Line, **Sram [hall 1 / MO612]** rolls out what it calls the

safely, keeping pace with the evolution of the sport.

In a surprising move, Sram has decided to design the Maven to run with mineral oil supplied by Maxima, stressing the lower maintenance intervals and the better eco-footprint when compared to DOT brake fluids. The Maven will be available in a top-level Ultimate Expert Kit



With the React series, Clarks delivers plenty of stopping power and great value.

most powerful disc brake it has ever produced with the Maven. As the embargo date for the Maven expired less than two weeks before the Taipei Cycle Show, we may as well call this a world premier. From its muscular forged aluminum calipers with four oversized pistons and four bolts to counter flex to the XL brake pads for additional friction, the HS2 rotors available in 180 mm, 200 mm and a seriously big 220 mm diameters and the sturdy lever with Swing Link actuation and tool-free reach and contact point adjustment, the Maven means business. And that business is to control speed and get you down the steepest mountain slopes



Sram claims the Maven to be the most powerful disc brake the company has ever built.

Clean looks for the OE market: Magura's entry-level MT-A2 disc brakes.





The Purple Hayes edition has been brought to the market in limited numbers.

brand. Things are no different with the Purple Hayes edition of the powerful Dominion A4 that American brake specialist **Hayes [Hall 1, L0506]** has launched at last year's Sea Otter Classic in California and that will be on display at Taipei Cycle Show as well. While the name of the special edition is a tribute to an iconic song from Jimmy Hendrix, the purple anodized finish is a reference to the years before and right after the millenium when Hayes was one of the the most common suppliers of disc brakes to be found on the market and on many steeds in bike parks. After all Hayes had already launched a first limited-edition purple disc brake back in the year 2000.

With its high-end division TRP, **Tektro [Hall 1, K0108]** is aiming squarely at the aftermarket and at companies looking for out-of-the-box solutions. Having launched complete drivetrains for mountain bikes days before last year's Taipei Cycle Show, TRP this year premieres a neat package for drop bar bicycles with single-speed set-ups or equipped with either Pinion's electronic gearbox or the novel MGU motor gearbox unit. The flat-mount brake calipers come in a matte black finish and are made for lightweight rotors with a thickness of 1.8 mm. They feature a top loading pad design for easy handling and a newly formulated mineral oil circulates in the 5 mm brake hoses. The real innovation are the brake levers for drop bars with integrated master cylinders.

While the Hywire version comes with shifter buttons on the right side to control Pinion's electronic gearbox,



Jagwire's Pro LR2e rotors come with integrated magnets.

the Hylex version does not need any shifters since it has been designed for singlespeed drop bar bikes. Another interesting development likely to further boost Tektro's position on the OE market for e-mountainbikes and e-bikes is the fact that the disc brakes from Taiwans largest supplier now are also compatible with the second-generation ABS system that Bosch eBike Systems launched with its Smart System. Tektro has already been the development partner of Italian company Blubrake for their ABS system, and it also was an

early mover to increase the thickness of oversized rotors to 2.3 mm and adapt the calipers for the use on cargo bikes.

Last but not least **Jagwire [at Chia Cherne Industry, Hall 1 / I0318]** is launching its Pro LR2-E rotors at Asia's leading bike show. Available from 160 mm to 220 mm in 20 mm increments, these rotors come with an integrated magnet for use with the speed sensors of e-bikes. To save weight and improve the heat dissipation, Jagwire combines a stainless steel brake track and an alloy spider. For additional safety J wear indicators alert when the rotor requires replacement. While the T25 mounting hardware comes with the 6-bolt rotors, Centerlock lockrings are available separately. ■ **Lvr**



TRP delivers the missing link to combine drop bars and Pinion's electronic gearbox.



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VICO2-B



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OVERVIEW: URBAN EBIKES

CITY E-BIKES EMBRACE THE 20-INCH WHEEL FOR COMPACT FUN AND FUNCTION

The 20-inch wheel has seen a resurgence over the past few years, as more and more city bike manufacturers turn to them to produce compact bikes that are fun about town. It's an ideal size for folding bikes too.



Oullon's E16-T6 uses a deflection rotation joint instead of a hinge for its main fold

There are a number of ways to introduce a fold into a city bike in order to save space. The **Oullon [N0204]** E16-T6 has an unusual mechanism: a deflection rotation joint. The front of the frame rotates at a slight angle as it's folded down and sits the front wheel



The DKCity db5 features mag wheels and a seatpost battery

next to the rear for a compact fold, a mechanism that has been patented in a number of countries. The wheels can be used when folded to move the bike. It's a smart looking bike, with a single blade front fork, and the motor system is well-integrated, with a new



With its tubular alloy frame and mid motor the DKCity db6 weighs in at only 17kg

seat tube battery. The bike also uses a new torque sensor, and Oullon has developed a synchronised braking system where either lever can activate both the front and rear disc brakes at the same time in an emergency, for stronger and safer braking.

Also sporting a single-sided fork, but with a very different design – or pair of designs – are the db5 and db6 folding bikes from **DKCity [Tung Keng Enterprise Co. Ltd, N0222]**. Both of the bikes are built around 20" Mg-Al alloy wheels and a singlespeed



belt drive transmission. Unusually for a folding ebike both bikes use a 200W 36V brushless mid-drive, as opposed to a hub motor, and each bike uses a 360Wh Lithium-ion battery. In the db5 the battery is integrated into the seat tube, and the box-section frame means that this bike, at 20kg, is heavier than



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The Sillykids Bug takes its style cues from 1950s Asian mopeds



the reasonably lightweight db6, which uses a rube-section alloy frame and tips the scales at 17kg. Both bikes can accommodate a rider from 150cm to 190cm, and range is a claimed 100km in Eco mode. You get an LCD display for motor control, and hydraulic disc brakes to take care of stopping.

Inspired by 1950s Asian mopeds, the **Sillykids [L1313]** Bug is a new small wheel, spaceframe ebike to join the ranks of bikes from the likes of Engwe and Super73. With CST 20x4.0" Scout white wall tires, a bench seat, BMX bars and a moto-style headlight it's a striking bike, which is packing a 55Nm rear hub motor and a single speed chain transmission. Power is supplied from a 700Wh Samsung battery which is fitted below the seat. Sillykids says that the bike will offer a range of 70-140km depending on conditions. There are plenty of options to mount cargo carriers to the alloy frame and chromoly fork, and the

bike has a low step-through making it suitable for a wide range of riders.

Voltani is a sub-brand of **BESV [Darad Innovation Corporation, N0110]**, and the F3 is a bike that the company says will provide "user-friendly features to meet every rider's needs". With a satchel rack on the main tube, and a folding mechanism for packing down for a mixed-mode commute, the F3 can be your companion whether you're commuting on weekdays, exploring on weekends, or cruising in the city or the suburbs. The Voltani F3 is equipped with BESV's

Algorithm 250W power system that increases your comfort and enjoyment of city rides, and the 252Wh battery is hidden but removable for indoor



The Voltani F3 incorporates BESV's Algorithm 250W power system

charging at home or at work. As well as the rack shown there are a range of customised accessories suitable for different types of rider. The F3 rolls on Kenda 20" x 1.95" tyres and has a Shimano Nexus three-speed transmission. Automatic lighting is also built into the F3 for year-round use.

It's not all about 20-inch wheels though. At the other end of the urban ebike spectrum **Comet Co. Ltd [R0506]** has been making fast hybrid ebikes using the Mahle X35 system for some time, under the Neowise brand name. The company is working on a new bike, the FX20, featuring Mahle's newer X20 motor system, which uses a standard 12mm through axle and makes removing the rear wheel much simpler. The carbon frame and fork will take a tyre up to 700x50c, and the bike will be offered in an urban build with Shimano 105, as well as a gravel option using the GRX-GX820 groupset. Easton, Token and Controltech supply the finishing kit. All cables and hoses are routed internally through the headset for a sleek and clean look.

Finally, if you're bike brand looking for a bike for your range that has built-in secure luggage space, then the Bicycloud from **Starts Jump [N0019]** might just fit the bill. It features a stainless box in the centre of the frame that can be used for your important bits and bobs, and there are plenty of mounting points on the frame and fork to add additional load-carrying space if you need it. The frameset is designed around the MPF



The FX20 from Neowise will be available in urban and gravel builds

mid-drive motor, but can be modified to suit any system. Starts Jump says that the 24"-wheel frameset will fit the widest range of riders, although there are also other builds available; the 20" model has a lower center of gravity for loading that makes the bike more stable and easier to ride, while the 26" and 28" versions of the bike will suit larger riders. ■ **DA**



The Bicycloud frame is available with its centre-mounted box in various wheel sizes

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BIGGEST SHOW STAYS UPBEAT

EUROBIKE'S BIG PLANS FOR 2024

The bicycle business may not be running as smoothly as it should, but with four months to go for the 3rd Eurobike edition to be held in Frankfurt am Main, the organizers of the global industry's leading trade show see themselves on track and plan some new formats and offers – and not only in Germany.



When the Eurobike show moved from the shores of Lake Constance to the major financial center of Frankfurt am Main, this signaled an evolution from a meet-up of cool mountain bike dudes at a scenic location in late summer to a global platform for an evolving industry close to a hub of global aviation. Add a much larger selection of hotels and restaurants and replace the chronic traffic jams with efficient public transport to get to the show, and it is easy to understand why the move to Frankfurt was the right decision at the right time. With four months to go, the acquisition of exhibitors is still in full swing.

Conceptual opening towards LEV segment

Yet the representatives of fairnamic as the show's organizer were full of optimism regarding the upcoming 32nd edition of the Eurobike show when they addressed a select group of b2b journalists at a meeting in Frankfurt's hip Massif Central event location in late January. Like last year, fairnamic expects to welcome about 1900 exhibitors and use an overall floor space of 150,000 m² in halls 8, 9, 11 and 12 of Messe Frankfurt's western exhibition grounds. The big goal is to increase the number of trade visitors that stood at about 34,000 in 2023 to 40,000. One way to achieve this is by opening the trade show to every kind of vehicle that is smaller than a car and does not have a combustion engine.

Another way of attracting more visitors and especially domestic bicycle dealers who are reluctant to close their shop for a day or two in July as peak cycling season is: 'relevance'. For 2024 two large players in the German bicycle market will be returning as full-scale exhibitors with Giant Bicycles and PON Bike's comfort brand Kalkhoff. According to fairnamic's general manager Stefan Reisinger, only a few exhibitors seem to be reducing their expenses for trade shows despite the challenging economic conditions: "A few brands have booked smaller booths than last year, and a few will not return this year due to a lack of money. But we also

have some brands returning to the show and some who will be exhibiting for the first time ever."

Loyal exhibitors from Far East

When asked if the overstock situation had led to cancellations from overseas visitors, fairnamic's Managing Director Stefan Reisinger answered that exhibitors from Far East were more loyal than some from Europe and that the b2b area on the second floor of hall 9 that is only open for the three trade-only days of the show was pretty much booked out by early February. This and two new trade shows with Eurobike and Asiabiike branding to be held in Spring – one in Istanbul starting in 2025 and one in Jakarta starting in April 2024 – goes to show the global relevance of the Eurobike show for the bicycle industry – in good times, but particularly so in times that need more communication and coordination in order to be prepared for things to come, following the show's motto "Hello Future".

The test track looping around hall 10 was wildly popular last year, seeing twice as many test rides than the year before and clogging up at times. To offer a better riding experience and spread traffic along the course, the test track is going to be extended around hall 11, leading away from the Portalhaus entrance to the Messe parking and back on the Strasse der Nationen. Since accommodation may be harder to find than usual due to an overlap with the European football championships, fairnamic will offer a camping area for exhibitors with a capacity of about 100 mobile homes within the Messe's Eastern area and another low-key camping site with much more capacity for ordinary show visitors next to the Messe parking on the premises of the former Rebstock airfield.

"Over the past few months, we have managed to further expand on the success of the last event and we are already looking forward to an excellent participation at Eurobike 2024. Face-to-face meetings, brand presence and the joint setting of



topics for industry interests are what count particularly when times are tough. Eurobike has become a firm fixture and our expected field of participants with more than 1,900 exhibiting companies brings together all relevant players in the global value chain. We are delighted to welcome back global players and brands in 2024 who recently took a break from having a booth at the fair. In addition,

the providers from the light electric mobility segment are increasingly in the spotlight and welcome", explains Stefan Reisinger.

The 32nd edition of Eurobike takes place from Wednesday July 3 to Sunday July 7 in Frankfurt am Main. While consumers are admitted on the concluding weekend dubbed as Festival Days, the show is trade-only on its first three days. ■ **LvR**

FORMOSA TAFFETA SHAPING THE FUTURE OF BICYCLE TYRES

As consumable parts, with a high consumption of resources during production and a correspondingly high CO2 footprint, tyres are particularly in focus when it comes to sustainability efforts in the bicycle industry. With a new eco-friendly tyre cord fabric, Taiwanese manufacturer Formosa Taffeta aims to make a difference.



Formosa Taffeta is one of the leading tyre cord manufacturers in the bicycle industry.

A look inside the anatomy of a bicycle tyre uncovers a remarkable universe. On the surface, it may just look like a piece of treaded rubber, but a deeper dive reveals a complicated interaction of various components and technologies. One of the most crucial parts is the so-called tyre cord. This fabric layer ensures that the tyre maintains its shape and stability, and it plays a crucial role when it comes to the durability of a tyre against bruise and impact. "That's why producing tyre cord is also a fairly complex procedure, starting from choosing the raw materials to different processes such as twisting, weaving, and dipping,

all the way to the final inspection," says Edward Lung. He is a Sales & Marketing Representative at **Formosa Taffeta [Hall 2 / S0224]**, one of the leading tyre cord manufacturers in the bicycle industry.

As a supplier to major tyre manufacturers across various industries, Formosa Taffeta has remained relatively unknown for a long time. However, a deeper look into the company's operations reveals its significance for Taiwan's economy. With over 100,000 employees, the parent company, Formosa Plastics Group, is a global powerhouse in the production of plastics (PVC, PP, PE). Meanwhile, Formosa Taffeta stands as one of the

foremost textile providers for leading sports and outdoor brands, as well as tyre manufacturers. Thus, it's remarkable that such an organisation is focused on transforming the tyre industry.

"Our Etycord fabric is an eco-friendly tyre cord fabric designed for bicycle tyre production. The sustainable fabric is produced using 100% recycled discarded fishing nets. Old fishing nets are collected, recycled into nylon granulate, and then processed into high-quality nylon threads. Those nylon threads, which are also known under the name Seawastex, are the base for our tyre cord," Edward Lung explains, emphasising that "the recycled tyre cord has the same characteristics as new material".

The success of the new technology was already visible at last year's Taipei Cycle Show when tyre manufacturer Maxxis introduced a model featuring the Seawastex technology. At this year's edition, German market leader Schwalbe follows and also showcases a tyre utilising the green material. For industry experts, one thing is clear: With two prominent names entering the game, their involvement will likely create a significant interest. Thus, it



Edward Lung is Sales & Marketing Representative at Formosa Taffeta.

seems only a matter of time before more companies will follow.

Therefore, it's no exaggeration to say that Formosa Taffeta has the potential to shape the future of bicycle tyres. This is particularly relevant as the current developments in the bicycle market will demand more sustainable materials. Edward Lung agrees with this development: "ESG is becoming increasingly important across all sectors. This also includes the tyre industry. With Etycord, we really have a product that can make a difference." ■ **WMS**

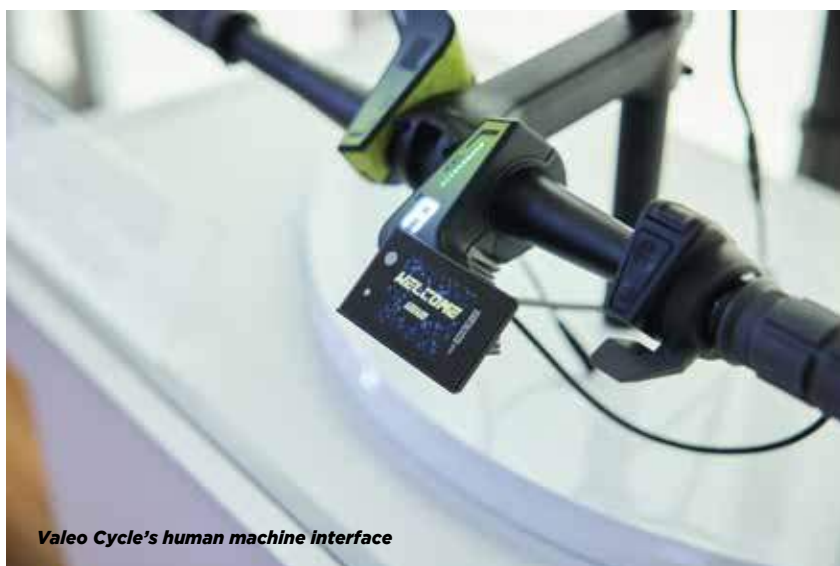
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VALEO REDUCES VIBRATION AND CRANKS UP VOLUME FOR CYCLEE

Valeo is cranking up production of its Cyclee mid-drive unit this year, as its reduced noise level and smarter digital interface should help the French supplier to target a wider range of bicycle segments.



Valeo Cycle's human machine interface

Valeo [Hall 2 R0324] launched Cyclee two years ago, leaning on its technology and manufacturing resources as a leading French supplier in the automotive business.

The system integrates a 48 Volts electric motor and seven-speed adaptive automatic gearbox into the pedal assembly. The electrical assistance system produces a torque of 130 Newton meters.

Cyclee had a relatively slow start with production of 4,000 units last year, and most of the applications were in electric cargo bikes, for last-mile delivery or family rides. But Benjamin Morlière, who leads Valeo's business in the e-bike market, said it plans to raise production to more than 20,000 units this year and 70,000 in 2025.

"We have completely redesigned the reducer in the mid-drive unit, and we

made a lot of technical modifications in the stator to reduce the noise level," said Morlière. "The brands we have met in the last weeks have told us that it's clearly aligned with market requirements."

The Valeo manager said that the changes could be crucial to penetrate the mountain biking, city and trekking markets.

Morlière adds that Cyclee is highly suitable for speed bike brands such as Fuell, which is one of the French supplier's partners. "We have huge torque and huge power, so it's completely adapted for e-bikes going at up to 45 kilometers per hour," he said.

Other customers include La Manufacture du Cycle, VUF Bikes, Cycleurope and Ultima. Valeo said development has started with other large brands, which will be identified later this year.

Another upgrade shown in Taipei is the Human Machine Interface, consisting of a smart dock, a touch display and a remote rotative throttle. It can be assembled in multiple positions, meaning it's suitable for different types of rides, and the display can be removed.

With the phone mirroring function, riders will be able to use the GPS, performance tracker, music library and other features on their smart phone

through the display – keeping their device safely in their pocket.

The interface works as an anti-theft device as well. "If you have your phone in your pocket and you are less than two meters away from the bike, the system is completely unlocked," Morlière explained. "But when the distance is above two meters, the system will decide to lock the system automatically."

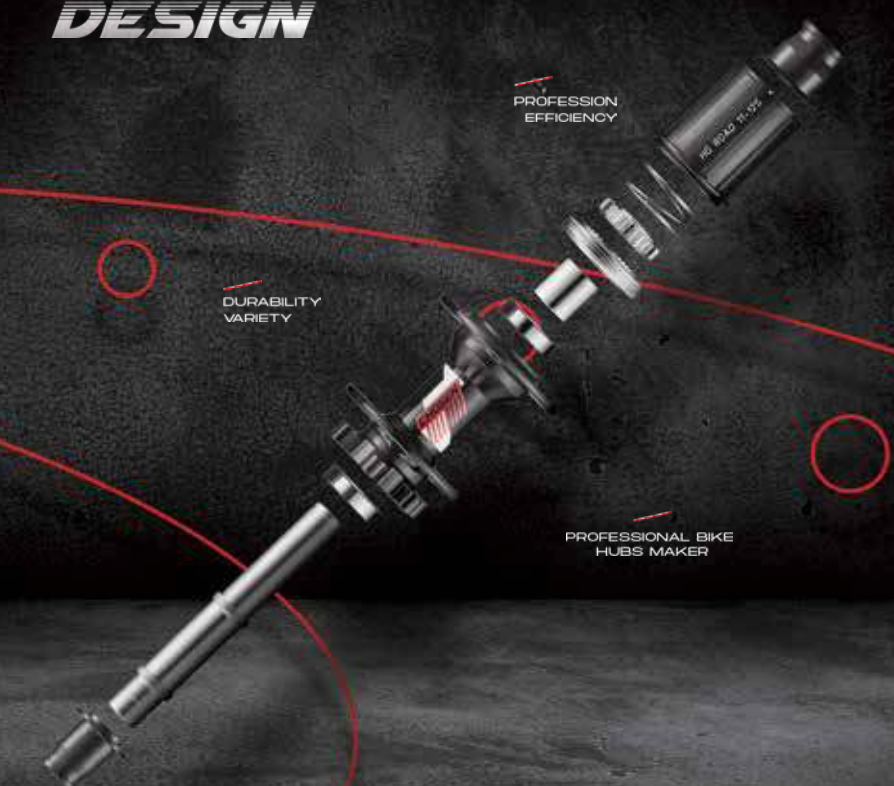
Unlike the initial display, this second generation was developed internally. "We introduced a lot of tech tricks coming from the automotive to the e-bike industry," Morlière said.

Valeo said that the ramp-up of Cyclee's production has been slowed by the situation in the bicycle market, which led to some postponed orders. Based on the latest projections, the initial target of 100,000 units could be reached in 2026, less than two years later than initially planned.

Cyclee is produced and pre-assembled at three Valeo factories in France and Turkey, and all the pieces are assembled at the central site in L'Isle-d'Abeau, not far from Lyon. The target is to build up capacity of about 300,000 units per year.

The Cyclee system was developed in partnership with Effigear, a French gearbox specialist. ■ **BS**

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MICROSHIFT SHIFTING FROM BUDGET GEARS TO E-BIKE ELEGANCE

For years, Microshift **[Hall 1, J1313]** carved a niche as the dependable, affordable drivetrain option for budget-conscious cyclists. But at the Taipei Cycle Show, the Taiwanese brand unveils a bold move: an electronic, wireless drivetrain targeting the booming e-bike market. Gone are the days of the firm playing second fiddle to industry giants. Their new e-bike drivetrain boasts speed, sleekness, and durability. No longer the cumbersome cable bundles of yesteryear, clean lines and ease of assembly mark this as a serious contender.

Originally teased in 2017, the project encountered pandemic roadblocks. However, capitalizing on the e-bike surge, Microshift's R&D team pivoted, focusing on the needs of commuting and trekking e-bikes. The result? A robust, metal derailleur, available in two cage lengths, for long-lasting performance. Haptic feedback, a crucial element for cyclists accustomed to mechanical systems, is achieved through positive indexing and an encrypted wireless protocol.

But simplicity reigns supreme. Unlike some competitors, setup here mimics

mechanical systems, avoiding app and smartphone complexities. And, in a clever nod to sustainability, the derailleur draws power from the e-bike's main battery, eliminating the need for additional charging.

Furthering the minimalist mantra, Microshift partnered with compatriot Hyena. Their derailleur integrates with Hyena's e-drive system, allowing gear changes through the handlebar controller. This eliminates the need for a separate shifter, creating a remarkably clean and intuitive experience. While currently limited to OE customers, it hints at future possibilities for this streamlined approach.

This is a strategic shift for Microshift. They're no longer just the value proposition. They're aiming for a slice of the booming e-bike market, with a solution that emphasizes both function and elegance. While it remains to be seen if they can dethrone the established players, their e-bike drivetrain certainly makes a strong case for shifting gears in the industry landscape.

The compact, wireless shifter mimics the haptic feedback of mechanical units.



MERRY ELECTRONICS ESG AT THE HEART OF BATTERY DEVELOPMENT

Founded in 1975, **Merry Electronics [S0802]** is well-known as a designer and manufacturer of innovative electroacoustic products and has recently entered the bicycle business.

Headquartered in Taichung's Industrial Park where much of their R&D takes place, Merry has established factories in Huizhou and Vietnam. The company's debut at last year's Taipei Cycle focused on their green credentials, showcasing a customizable battery pack constructed from Post Consumer Recycled (PCR) Resin polymer.

A glance at the bicycle industry as a whole reveals wide variability in the adoption of ESG principles. Merry Electronics is one of a select group involved in the sector that has built all company processes and procedures around ESG. "We conduct monthly and quarterly reviews where every Business Unit reports on the degree to which they have achieved their goals as

measured against the monthly report to the ESG Committee," said the head of the Power Application System Business Unit, Chester Chiang.

Merry employs a design for sustainability (DFS) framework in pursuit of achieving low-carbon emissions in their manufacturing processes. A key focus is on making BMS design more compact and efficient. In addition, "Power leakage is a problem for all electronic devices especially when they are not in use. Reducing leakage thus contributes directly to achieving environmental goals," said Chiang. The use of recycled material, PCR, for incorporation into battery components is also an important element.

"So battery packs are our main product, and ESG is the key," said Chiang, summing up the core of the business. Two new off-the-shelf batteries, models SBP014 and SBP026 are on display at the Merry Electronics booth in Hall 2. The SBP014 has a capacity of 36V, 14Ah, and 511Wh, a 10S4P configuration, 18650 3.5Ah cell; the COMM.I/F specification is CANBus. The SBP026 has a capacity of 36V, 3.4Ah, 482Wh, a 10S4P configuration, and 18650 3.35Ah cell; the COMM.I/F specification is CANBus + BLE. ■ **GR**



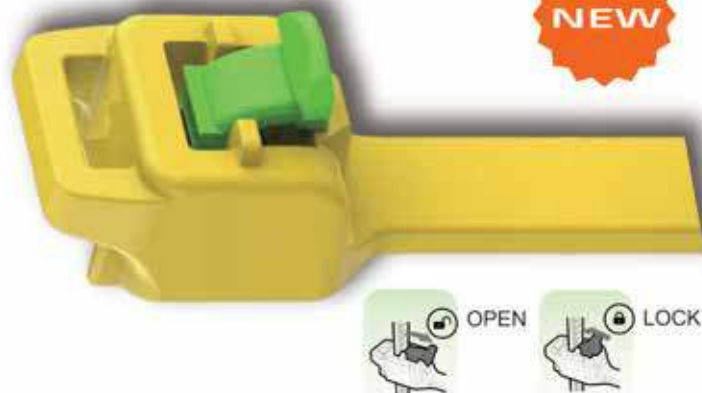
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L-TWOO

SHIFTS UP WITH MTB E-GROUPSET, EYES CVT FUTURE

Chinese brand L-Twoo specializes in the production of mid- and high-end bicycle transmission systems. After launching electronic drivetrains for road bikes and gravel, the company is showcasing a new model for MTB applications.



L-Twoo unveiled its electronic groupset eGR for gravel last September.

L-Twoo [Hall 2/4F/S0633] was established in 2016 and is primarily engaged in the research, design, manufacturing, and sales of mid- to high-end bicycle transmission systems. Year after year, the brand has grown to become a serious player in China's domestic market. "We are number one in our domestic market, and we

are surging in Europe (Germany, Italy, etc.) as well as North America and Asia (Japan, Korea, and Indonesia). We are also recording relatively stable market penetration in Latin America," explains Luke Zhao, L-Twoo's Head of Sales and Marketing. He also adds that L-Twoo has an extensive sales network and channels, including offline

partner stores, franchised bike shops, overseas offices, and more. Additionally, the company has established long-term partnerships with multiple large retailers and distributors to promote and sell products to a wider customer base. For example, L-Twoo is working with Accell Group and the French group Decathlon.

The company is located in Zhuhai City, Guangdong, and has around 400 employees. "We relocated our production line to a new facility at the end of 2023, which is much bigger than the previous one. Our monthly production reaches 1.5 million units, and it's still adjustable subject to our customers' demand. Currently, everything is produced in Zhuhai City, but we are thinking of finding alternative production lines outside of mainland of China as internationalized production is the mainstream," notes Luke Zhao. In addition to the alternative production, L-Twoo is also focused on its ESG policy. "We constantly look for improvement. It's not only for the demand of our VIP customers but also to create a better working environment and keep

on sustainable development. We also ask our raw material suppliers to follow an ESG policy by reducing their energy consumption and trying to use solar energy," explains Luke Zhao.

In terms of products, L-Twoo generates most of its sales from shifters and derailleurs, hydraulic disc brake groupsets, and electronic and hydraulic disc brake groupsets. In 2022, L-Twoo introduced the first hydraulic disc group set in China. Less than one year later, the company released an electronic groupset for road bikes called eRX in June 2023 at Eurobike. Last September, the new electronic groupset eGR for gravel was unveiled during the Taichung Bike Week. These two products can be used on cassettes with 10 and 12 gears. Moreover, L-Twoo has also released an app (for Android and iOS) allowing consumers to make some settings adjustments. At the Taipei Cycle Show, the company announced a third electronic groupset for MTB. "We are also working on future product development, such as continuously variable transmission (CVT)," reveals Luke Zhao. ■ **LG**

NUVO**ALL SIGNS ARE GREEN**

Taichung-based bicycle accessory brand Nuvo marks its 55th anniversary this year, particularly highlighting its dedication to sustainability. These ambitions are also prominently displayed at their booth at Taipei Cycle Show.



A rendering of the new Nuvo factory which will be opened in fall this year.

Located in Changhua, south of Taichung, **Nuvo's [J0828]** new factory is still under construction, but operations are expected to begin by the second half of this year. Millions of bicycle bells, bottle cages, and other bicycle accessories will be shipped from the factory every year. However, the increased production capacity is not the only reason why the Nuvo staff is eagerly anticipating the new factory's opening. "It's going to be the first green factory in the Taiwanese bicycle industry," says Marketing Director

Amy Shih, highlighting details such as the advanced energy management and the green electricity of the new plant. "The new factory is part of a broader strategy. Our ambition is to be recognised as an industry leader in climate and environmental protection."

Nuvo was founded in 1969. Since then, it has evolved into a global specialist in bicycle accessories, with 80% of its products exported to Europe. In preparation for the future, the firm has chosen to focus its strategy extensively on climate and

environmental conservation. "With Taiwan's commitment to net-zero carbon emissions by 2050, Nuvo has set its goal of reducing carbon emissions by 42% by 2031. Sustainability is definitely a core value for us," Shih emphasises, referring to her company's sustainability strategy, which outlines not only environmental actions such as the gradual reductions in CO2 emissions but also different steps when it comes to social responsibility and governance.

The fact that Nuvo is committed to this journey is also apparent at this year's Taipei Cycle Show. At their booth, the company aims to underline their commitment to sustainability and present green products, such as the new "n+1-BC125R" bottle cage. "Emphasising sustainability, the n+1 BC125RR incorporates recycled materials like discarded fishing nets and textiles, reducing the demand for new raw materials and promoting waste processing. Additionally, its technology significantly reduces packaging volume, cutting transportation costs and contributing to global energy-saving and carbon-reduction efforts," Shih says, adding that



Amy Shih is Marketing Director at Nuvo.

the "three-piece design boosts maintainability, enabling users to replace damaged parts, prolonging the product's lifespan and reducing overall maintenance costs".

Shih is convinced that the significant investments Nuvo is making these days will pay off. "In the future, customers will ask you about the footprint of the products they want to purchase. This question will become increasingly common. We are confident we are well-prepared." ■ **WMS**

MOCA E-CARGO BIKE GOES BIG ON UTILITY AND SMALL ON SIZE

The Moca is a compact e-bike designed to be versatile and shareable. Its plus-sized carrying capacity is paired with a diminutive size, which won't make excessive demands on your space when it comes to storing the bike.

To achieve this, Moca's designers dispensed with the conventional wisdom that lumbars cargo bikes with unwieldy handling and oversized wheelbases. Instead, its mixed-size wheels (20-inch front wheel and 26-inch rear) create a platform that's manoeuvrable and user-friendly yet can easily support up to 35 kilograms of cargo at either end via its integrated racks. The bike's complete permissible total system weight is a massive 220 kilograms, which competes with

much larger cargo bikes. It's also easily adaptable with various luggage carriers, including a branded wooden front crate. Passengers are also catered to, and the bike can take a child seat or can be fitted with a bench-style perch for transporting older children.

These abilities are supported by a powerful 85Nm motor and a sizable 630Wh battery. It's a combo that'll give riders the confidence to safely transport themselves, their passengers, and any additional cargo up and down hills and in and out of traffic.

Shareability is another crucial concern.

The Moca has been designed as the perfect family vehicle and can happily accommodate riders between 150 and 195cm, thanks to a rapidly adjustable seatpost and stem. This makes it fast to hop aboard and allows a single bike to be used by multiple riders.

If the Moca goes big on these features, it goes small when it comes to storage.

This is managed partly by its low-slung frame, medium wheelbase, and diminutive wheels.

However, it's also helped in its mission to keep your hallway clear by quality folding pedals and a handlebar that can be quickly turned 90 degrees for flat packing.

More traditional elements get equal attention. These include low-maintenance Shimano five-speed hub gears, powerful hydraulic disc brakes, and puncture-resistant e-bike-specific tyres. Mudguards keep you dry, while a double-leg cargo stand helps you load up safely.

Security is handled with a single key that secures the bike's battery and operates its supplementary wheel lock. The integrated 90-lux Litemove lighting system is centrally powered, so you won't ever be left in the dark.

Finally, you'll find an SP Connect smartphone holder and integrated USB-C charging cable to top up your devices while on the move, while the front carrier hides a slot for an AirTag to help you keep track of the bike.

The Moca is marketed with the slogan 'a bike for all'. It's an example of a growing genre of compact but capable bikes designed to fit a wide range of riders, and that can be applied to a broad spectrum of tasks. As such, these bikes compete with both regular and cargo cycles while challenging the car as a form of daily transport. Find out more at www.moca-bike.com. ■ **JD**





NECO TECHNOLOGY MM20MAX DRIVE UNIT

A mid-drive motor capable of producing a maximum torque of more than 175Nm yet with near-silent operation. The MM20MAX drive unit uses multiple torque and speed sensors to sample at a frequency of up to 80 KHz for exact control. A modular design and integrated controller make disassembly easy and improve serviceability. **Hall 1 / J0507**

SKS MINI-TOOL RANGE

SKS' new mini-tool range offers the right tool for every requirement. Divided into the categories Racer, Explorer, and Traveller, cyclists and hobby mechanics will quickly find the right model. With a variety of functions as well as well-thought-out features, these tools should make cycling a little easier. Available from Q3 2024.

Hall 1 / L1217



ORRO BIKES TERRA C GRX820

A versatile bike designed to be fast and agile, comfortable and responsive. Ideal for bikepacking, touring, commuting, or anything in between, the Terra C is an adaptive bike crafted to ensure your next adventure is a blast. It's produced by Orro, a British brand, which is actively looking for international distributors at this year's show.

Hall 1 / L0504



NEW PRODUCTS

KT DYNAMO HUB

KT's light and compact dynamo features a six-watt, three-volt output to help illuminate your path on the darkest nights. It supports quick-release and through-axle styles and can accommodate rim or disc brakes. Its high-quality build ensures both electrical and mechanical elements are durable and weatherproof. **Hall 1 / I0218**



KMC REACT CASSETTES

React cassettes feature carefully crafted ramps that control chain flow. These lifting and lowering ramps improve shifting performance, stability, and component interaction efficiency. The cog teeth are designed to operate perfectly with KMC chain components to further durability through efficient cassette tooth and chain engagement that reduces friction for ultimate drivetrain coordination. **Hall 1 / J0118**



RST SUSPENSION FIRST 20 FORK

This lightweight fork for young riders is equipped with RST's latest generation BO-TNL damping rod set and AIR3 system. The first provides low-speed adjustment and locking function, along with automatic opening of the safety valve and rebound function. Similarly, upgraded air dampening and increased stanchion size further ensure top performance in a diminutive fork for 20-inch wheels.

Hall 1 / K0802



ALEX RIMS EMP5 WHEELSET

The Alex Rims EMP5 Wheelset unites the firm's e-bike-specific componentry into a complete wheelset that has been proven in a wide variety of e-bike applications. At its core is the BEB004 hub, which drives a robust MD30 rim. The result is a wheelset that can withstand the hefty torque and power of modern e-bikes.

Hall 1 / J1117



BRIGHTSTAR TW E10 HEADLIGHT

The Darkbuster range grows with this e-mark-approved 3-in-1 multi-functional headlight, offering a front position light plus low and high beam functions. Despite its small size, it produces a chunky 200-lux output. Its robust construction is backed by a German-made OSRAM LED chip, precise circuit design and IP67 waterproofing that ensures its durability. **Hall 2 / R0817**



VP COMPONENTS VRM-300220

This wheelset from VP Components features a tubeless-ready double wall welded rim made from 20% virgin aluminum with 80% recycled aluminum (UL certified). The front hub is the SPC121F Recycled aluminum body, straight pull model, with 100 mm 2 sealed bearings and AL7075 12mm Axle. The rear hub is the SPC221R, a straight pull hub with RDX system and a recycled aluminum body. 142 mm 4 sealed bearings and AL7075 12mm axle. **Hall 1 / K0810**



EXUSTAR E-PM246 PEDALS

These pedals feature a CNC body and a tough dual-bearing system, making them an excellent choice for any racer or serious off-roader. They also include a redesigned durable abrasion guard that protects the body and a cleat guide that makes it easier to clip out of the pedals. The new sculptured slimline body has also been redesigned for improved aesthetics. **Hall 1 / K0616**

AVS TT07 MODULE

A top-tube module with an integrated multi-colour five-segment LED light bar that displays information including battery SoC, assist level, and system error messages. Its single multi-function button lets riders manage power, lights and assist mode levels. BLE connectivity allows for OTA firmware updates and NFC for smartphone pairing and bike unlock. Compatible with a wide variety of drive systems and communication protocols.

Hall 1 / L0501



NEW PRODUCTS

CYCLE CHRIS JOYLAND ESJ09G MAX OFF-ROAD E-SCOOTER

A durable full-suspension e-scooter for off-road use with a max speed of 25 km/h and a range of 45km. The Joyland ESJ09G Max uses a double-cylinder rear outer shock and matched hidden front suspension. Braking is achieved via dual disc brakes, while a 48V, 500-1,000-watt motor provides significant power. IPX4 / IPX5 weatherproofing allows for repeated cleaning and use in all weathers. **Hall 2 / S1133**



VELO VL-1C50 SADDLE

The VL-1C50 uses Velo's patented Atmos shaping technology for a completely waterproof, easy-to-clean construction. Aimed at MTB or gravel riders, its slight tail-up design keeps the user in position while pedalling and provides full support in multiple riding geometries. This is complemented by a pressure relief channel and patented I-Carry handle for e-bike users. **Hall 1 / J0618**



FORMOSA TAFFETA ETYCORD

Etycord's tires are manufactured from SEAWASTEX, a material created from discarded commercial fishing nets. Ocean nylon waste will go through chemical recycling and transformed into recycled CPL. The recycled nylon tire cord produced via this process has similar properties to virgin nylon 6 fabric fibers. **S0024**



SUNSTAR SHIMANO RX880 GRAVEL WHEELS

Shimano's RX880 gravel wheels are purpose-built to handle the rough-and-tumble rigours of dirt road riding. They feature shallow 32mm carbon rims with a progressive 25mm inner rim width to support broader tyres. Their direct engagement hub easily converts between Micro Spline E and HG L2 12-speed freehub bodies and features quick engagement for rapid acceleration. **Hall 1 / M0808**



JIASHAN SHENGGUANG ELECTRONICS JY-7280E-3 HEADLIGHT

An e-bike headlight with a handlebar remote for operation of high and low beam functions. The JY-7280E-3 employs energy-efficient LEDs and double-lens technology to balance illumination and energy consumption. Its stylish aluminium housing is matched by an equally neat handlebar bracket and complemented by a removable reflector. It's StVZO certified and features a wide voltage input design compatible with most e-bikes. **Hall1 / L0530**



BY,SCHULZ D.2 ST-RI SEATPOST

A combined dropper and suspension seatpost designed for sporty city and trekking riders. The D.2 ST-Ri seatpost uses a parallelogram to provide 30mm of movement to increase riding comfort. The ability to also raise or lower the saddle by 80mm using a handlebar remote means you can safely reach the floor when stopping or find the most efficient position while pedalling. **Hall 1 / M0106**

TAYA GST CHAIN

A high-performance chain aimed at mountain bikers. TAYA's GST bike chain features the firm's Green Surface Treatment (GST) technology to ensure a rust-free, smooth, and reliable ride. This durable treatment allows for use in all weather, along with repeated chain cleaning without loss of function. **Hall 1 / K0707**



HAFNY DURABLE BIKE MIRRORS

The rugged and durable HF-M702LS-FS002 mirror features a high-quality CNC-machined aluminium anodised body that echoes those used on performance motorcycles but has been adapted to the needs of e-bikers. Its view angle is easily adjustable thanks to a 360-degree rotatable joint. The unit's sleek looks are enhanced by brightly coloured anodising. **Hall 1 / L1407**

U-POWER BB-21 TOOLBOX

Professional 21 in 1 Multitool bike repair tools box to meet cyclist's maintenance needs. Available for Shimano 16 slots with diameter 44mm bottom bracket (ISIS Drive, FSA, Truvativ & TOKEN), CS cassette remover, Cr-Mo 2-in-1 crank bolt puller, a versatile steel chain tool (6-12 speed) ensures optimal performance. Crafted to satisfy riders' demands. **Hall 1 / K0628**



SPANNING HALO LIGHT

Lights featuring a compact design with smooth organic lines and integrated Z-reflectors. Each unit relies on powerful chip-on-board LED technology to provide up to 500 metres of visibility. Halo lights are available in several versions compatible with e-bikes, speed pedelecs, and dynamos. The Halo+ version also includes a wide-angle reflector. Across the range, you'll find smart technology like stop-light functionality and wireless indicating.

NEW PRODUCTS



DEDA ELEMENTI SUPERZERO GRAVEL HANDLEBAR

An aluminium handlebar for the gravel segment. The 16° flare angle at the drops offers stability when riding challenging terrain. The handlebar features a 75mm reach with a 120 mm compact drop for more comfort and a fast transition from the lever to the bar end. Deda's DCR internal routing allows full integration of the cables inside the handlebar with any compatible frame.

Hall 1 / M0411a



CHOSEN BOOST TC STRUCTURE HUBS

You can find TC structure technology across a range of Chosen's hubs, including these mountain bike-specific models using the popular boost spacing. All feature a driver design that promises increased conduction efficiency thanks to highly accurate tooth-coupling. This provides exceptionally secure engagement for an instantaneous pedalling response. Hall 1 / I0314



NARO DELTA LCS LEANING CONTROL SYSTEM TRICYCLE

A stable and lightweight tricycle that retains many desirable two-wheeler dynamics. The LCS Leaning Control System tricycle's agile and intuitive steering provides excellent traction and improves safety when cornering and running over rough ground. It's an ideal bike for those with limited mobility or balance, plus anyone interested in using a tricycle. Hall 1 / N1109a



XPEDO APX ROLLER

Conquer any terrain with the APX ROLLER's robust build. Experience the rush of real-world hills with XPEDO's smart simulation. Train smarter, not harder, with real-time data. Whisper-quiet design lets you immerse in the ride. Lightweight and easy to use, it's perfect for any rider, any space. Unlock your potential with efficient indoor cycling, ride after ride.

Booth no.: J0517

SAMOX LIGHT- WEIGHT SERIES

Samox has built a linear front chainring set combined with a smooth crankarm connection, using fewer, stronger and higher quality parts. Result: increased strength with fewer opportunities for things to go wrong. Exactly what we told our engineers to accomplish.

Booth No. J1209



NOVATEC ALL NEW DISC CARBON ROAD BIKE WHEELSETS

NP stands for Novatec Premium, the highest-grade consumer product line from NOVATEC. NP hubs feature the cutting-edge DRS (Dual Ratchet System), ensuring rapid and stable engagement & providing complete meshing with dual ratchets. This ensures fast response time and the best kinetic energy transmission. The DRS system boasts a simplified structure for easy maintenance and light weight. Experience unmatched efficiency and peace of mind with NP hubs and wheelsets equipped with the DRS system. Wheelset models include TEAM with J-BEND hub version and PRO with straight-pull hub version. Hall 1 I0922



FSA VISION METRON 5D EVO HANDLEBAR

Vision claims its Metron 5D ACR Evo integrated stem and handlebar is the stiffest and most aerodynamic system available. It's been developed in conjunction with the firm's professional athletes before being released to the mass market. The wing-like shape of its upper section is intended to aid aerodynamics. At the same time, a 10-degree forward angle provides a more natural wrist position on the tops and a wider elbow stance for easier breathing. Move to the drops, and you'll find a 5mm offset that provides a broader stance for stable descending and cornering while allowing faster transitions between hoods and drops. The handlebar is available in a full range of widths based on a compact 125mm drop and 80mm reach. Weight is minimalist, with a 42cm model clocking in at just 320 grams. Hall 1 / M1212



VELO VL-1C49 SADDLE

A performance-oriented, short-nose saddle based on Velo's popular Senso Ray model. This 242 x 143mm saddle features lightweight shock-absorbing PU foam and a full-length relief channel. Its classic T shape offers gently curved edges and a mostly flat top. Atmos Shaping joins its polyurethane upper cover and nylon injection base for a sleek look that will match any bike. An ideal saddle for mid-level specification road, gravel and mountain bikes. Hall 1 / J0618

POLINI E-P3+ GP MOTOR

In the evolving landscape of electric bicycles, Italian manufacturer Polini Motori introduces a notable advancement with the launch of its E-P3+ GP motor. The Polini E-P3+ GP is based on the E-P3+ and is specifically designed for applications on gravel and road e-bikes. Central to the E-P3+ GP's design is an enhanced torque output, now peaking at an impressive 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. With five distinct support levels, including three predefined settings (Touring, Dynamic, and Race) and two customisable options accessible via the Polini smartphone app, the E-P3+ GP offers an exceptionally high degree of individualisation. The drive system also includes a 500 Wh battery, which allows an impressive range of 180 to 220 kilometres at support level 1. HALL 1 / L0529



V-GRIP WAVE SPORTS BOTTLE

A unique version of the V-Grip Wave bottle. Stay hydrated on the go while enjoying a cooling shower of water directed over yourself. Switching between modes is effortless, ensuring you can always keep one hand on the bars. This bottle is dishwasher safe, recyclable, and approved by BPA, FDA, and EU directives on hazardous substances. Hall 1 / I1314



新品大觀園：車燈

創新、整合和智能互聯推動車燈行業

越來越多人期望車燈具成為標準配備，畢竟這是一項自行車實際的需求。而電動自行車的興起，更開始整合出可靠的解決方案，

普及的趨勢讓 OEM 車燈廠商迅速成長。當然，對於那些需要後加裝照明的自行車，零售市場仍然存在龐大的需求。

然而，這些附加的燈具仍被期望具有更多功能，無論是透過無線操作和智能互聯等功能，還是透過更強大、更持久的設計。以下是今年最亮眼的一些燈具。



Litmove的TX尾燈，具有自動停車感應功能



德國公司SKS擴展其MonkeyLink可互換電動自行車系列



Büchel Group獲獎的Optical 150 FL電動自行車前燈

Litmove [N1129] TX 尾燈使用內置傳感器在騎士減速時警告後方車輛。這款經過 StVZO 認證的燈具提供了完整的整合，消除了對額外配件的需求。由於其簡單的佈線設計，使其不容易受到損壞，並且更容易安裝。TX 的創新光學設計將 LED 光源均勻的分布在整個燈具表面，提供了出色的可見性和優異的美學設計。同時在產品上加上品牌字樣，以提高品牌認知度。同時，Litmove 對環保材料的使用也有助於搭上熱門的永續發展列車。

來自德國品牌 **SKS [L1217]** 的 MonkeyLink 系統直接從電動自行車電池獲取電力，並具有流暢的自鎖磁鐵附件。這使得可以在幾秒鐘內安裝或拆卸兩個燈具，並同時將它們連接到電路。該系統的一個例子 ML-Skylight Connect 前後燈具，前燈是一個可調角 LED 前燈，帶有 K 型反射器，提供 60、80 或 110 流明的輸出，以及白天行車和遠光功能。

用戶還可以從中獲得額外的手機充電連接。匹配の後部單元包括 COB 技術和結合的反射器，以及可選式的煞車燈功能。SKS 並與 Spanninga 合作，共同推出了 Infinity Universal 燈，該燈適用於同名行李架。這款配備 COB 的 USB 可充電燈，與熱門的行李架完美地配合，亮度可達到 30 流明。

Spanninga 也在進行自己的開發。其 Halo 系列採用小巧的設計，具有流暢的有機線條結合的 Z 型反射器。該公司採取了模組化方式，為托架和擋泥板提供了無縫的安裝點。這些燈具依靠強大的 COB LED 技術，在四周提供長達 500 米的可見度。Halo 燈具有多個版本，與電動自行車、強調速度的電動自行車和發電機相容。Halo + 版本還包括廣角反射器，以符合許多國家的法規。在整個系列中，您將看到新的智能技術，例如煞車燈功能和無線指示。去年在減速的停車燈功能上進行了改進的 Glow 停車

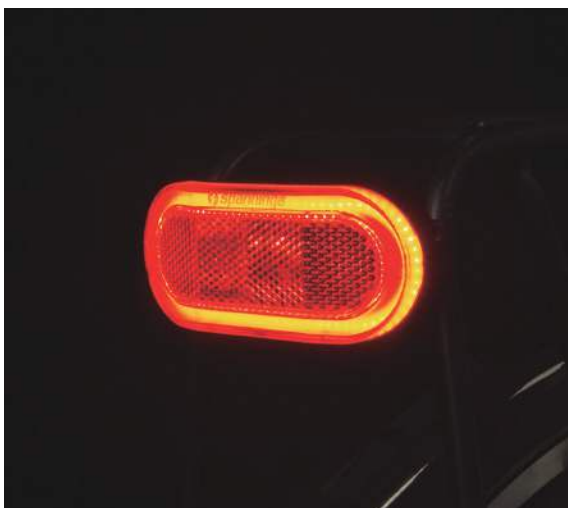
燈，新版本具有搭配機械煞車功能，已獲得 ECE 認證，與電動自行車和速度電動自行車相容。這提供了 40 坎德拉的信號，可以在一公里之外看到。燈具在與 MIK 載具相容的極簡主義中實現了高度擴散的照明能力。

您可能已經在去年的展覽會上看到 **Mei Lan [L1431]** CuteEye 尾燈。今年，它更進一步的變得更加智能。透過快速穩定的 BLE 5.0 連接，獲得了超越其初始功能的連接效果，包括激光投影的車道分隔線和無線指示器功能。這可以通過與該公司的新型把手遙控器配對。這種新的連接還允許與 Meilan 的 Navihood GPS 單車碼錶實現無縫配對。這是一種組合，可以通過碼表上的路線直接實現燈具的轉向訊號自動化。目前還在計畫中的是一款具有類似智能功能的前燈。

Jiashan Shengguang Electronic [L0530] 的 JY-7175 電動自

行車前燈具有高光束和低光束，可以達到 170 流明，創造出更寬的視野。它利用高效 LED 減少能量損失，並確保照明和能耗之間的最佳比例。它還提供了基於高品質鋁外殼設計的精緻外觀，既具有吸引力，又確保了卓越的散熱性能。該燈具配有金屬支架和可拆卸的反光器。它通過 StVZO 認證，採用寬電壓輸入設計，涵蓋 8~48 伏特，與大多數電動自行車均相容。

Büchel Group [M0203a] 在 2024 年初以其 Optical 150 FL 電動自行車前燈贏得了德國設計獎。這款巧妙設計的燈具在於透過特別設計的光學透鏡，提供 150 流明的亮度。它還提供高光束和低光束設置，旨在避免造成對向車輛眩光，通過車把上的遙控器可以在這兩者之間切換。燈具由鋁和高耐用塑料製成，可以安裝在車把上，龍頭前面、前叉上或在電動自行車的顯示螢幕下方。



Spanninga的Halo燈具採用有機線條和整合的Z型反射器



Meilan的CuteEye可以從您的GPS碼表上取得轉向信號



時尚外觀和高效LED是 Jiashan Shengguang 的JY-7175前燈的特色



Brightstar的燈具可以直接結合到把手上



Lightskin在零售市場推出的新產品U8

B2B專業公司 **Brightstar [R0817]** 為各類車輛製造商提供照明選項。其自行車系列現在推出了兩款供電動自行車製造商選擇的新燈具，即其 Darkbuster E9 和 E10 前燈。第一款是一款纖薄型，具有高光束和低光束的功能，符合 UNECE R149 (B 類標準) 的規定。這個設計精巧的設計，可以結合車把內部或通過支架安裝。採用德國製造的 OSRAM LED 晶片、並有先進的印刷電路板設計和智能獨立控制可調亮度。它的姐妹款是一個外觀更加傳統的前燈，使用了許多相同的內部零件。Brightstar 聲稱 E10 是世界上最小的符合 UNECE R149 規定的帶有高、低和定位燈功能的 E-Mark 前燈。它還符合 UNECE R149

規定，並符合電磁兼容性 (EMC) 要求，使您的自行車可以迅速通過認證。燈具本身使用小巧的兩英寸外殼，採用高輸出和低功耗設計，並採用精心設計的光束模式，以最大限度提高可見性。

Lightskin [M0503] 以其完整的集成照明解決方案而聞名。解決方案可以在各種高階自行車的座桿或車把內找到。然而，在今年的展覽會上，該公司著重強調其對更傳統形式的照明的涉足。其 U8 前燈是一款智能連接車燈，可以與車把上的遙控器配對，執行遙控控制。它提供高光束和低光束功能，帶有雙切換功能。這些功能由耐用的 5000 毫安時電池提供電力，而該裝置則透過日益流行的 USB-C 標準充電。

如果有需要，燈具還可以作為電池包調整使用，為其他設備充電。整個套件非常整潔，IPX6 防水，並配有手把支架和用於 Garmin/GoPro 樣式附件的支架。

Rui Xing Electronic [L0008] 專注於 OEM 和 ODM 製造。它的 Cliip 燈是一個簡單而小巧的單元，主要在您盡可能由更多的角度被看到。正如您可能從其名稱中期望的那樣，該燈具可以在不需要工具的情況下安裝。其彎曲的聚碳酸酯外殼包裹著一系列 COB LED，前部最大輸出為 100 流明，後部為 40 流明。所有產品都經過耐用性工程設計，並包括全天候使用的必要防水處理。

BikeSpark [I1224] 生產一系列智能自感應後燈。當檢測到煞車時，這些後燈都會發出減速警告。這由公司獨有的 Vsenx 計算開啟方式，可防止意外觸發。一旦檢測到減速，BikeSpark 燈會在兩秒鐘內增加亮度，以提醒後面行駛的任何車輛。該單位內置的運動傳感器還允許自動開 / 關功能，因此您將永遠不必記住關閉後燈。相反地，BikeSpark 燈在 1 分鐘內未活動後將會自動關閉，並在檢測到運動時打開。這些燈具提供 220 度的可見性和 35 流明的輸出。可在座桿安裝 50mm 或 80mm 之間的固定支架。 ■ JD



在Rui Xing，可以找到多款新的OEM和ODM設計



具自動感應功能的BikeSpark燈具，智能思維已成為標配

Polini Motori 電動自行車市場增長

那些經常參與摩托車運動的人對 Polini 的產品都很熟悉。這家義大利著名的摩托車和摩托車零組件供應商，也在電動自行車領域展示了其專業能力，正如在今年的台北國際自行車展上所見。

Polini Motori位於Bergamo附近的Alzano Lombardo的總部

Polini Motori (Hall 1 / 0529)

在 2016 年 9 月進入電動自行車市場時，許多自行車產業的內部人士都寄予厚望。畢竟，這家摩托車和摩托車零組件供應商是摩托車運動領域的知名品牌，在全球 63 個國家擁有經銷商。事實上，這些期望很快得到了認可，因為這家來自義大利 Alzano Lombardo 的公司，利用其豐富的經驗和工程專業知識，在電動自行車市場也站穩了腳步。在推出 E-P3 電機後，該公司在接下來的幾年陸續推出了其他型號，從而鞏固了其在自行車產業的立足點。

義大利的市場也反映了這一發展。在 2023 年之後，有六家製造商——Cipollini、E-Crow、Finna Cycle、Mechane、Nilox 和 Olimpia——選擇使用當前的 E-P3+ 電機來裝配他們的電動自行車，該公司得以提前在新季度的早期，提高了對當前財務的預測。市場

經理 Saimon Polini 表示在台北國際自行車展 2024 之前。“我們在經歷了市場降溫的一年中，反而在電動自行車領域取得了增長。僅在 2024 年的前幾個月裡，Polini 就已經注意到營收的增長，延續了前一年的趨勢。”

在台北國際自行車展上，公司希望利用這一積極趨勢，並吸引更多的合作伙伴。這一戰略的基石是新的 E-P3+ GP 電機，亦即對已經成功的 E-P3+ 的改進，專為電動碎石自行車和電動公路自行車而設計。Polini 並補充說“隨著我們步入新的一年，我們堅信我們的方向，專注於確保卓越續航里程的高性能電機，是我們的重點優勢。”第二年連續參加台北國際自行車展，顯示了自行車產業對公司的重要性。

然而，在台灣首善之都的台北展台上，新的 E-P3+ GP 電機不會是唯一的亮點。義大利廠商更希望展示公司



Saimon Polini, Polini Motori 市場經理

在環境永續上的努力。Saimon Polini 說：“我們很榮幸能參與台北國際自行車展，也很自信的展示我們的承諾，

特別是對於環保生活與環境永續的貢獻。” ■ WMS

自行車產業國際創新論壇 連接投資者、新創企業和創新者

輪轉創新、鏈結國際 — Anchor Asia (Anchor Taiwan) 與亞洲最大自行車展 TAIPEI CYCLE 的主辦單位台灣對外貿易發展協會 (Taitra) 攜手合作，於 2024 年啟動「Bike Venture」計畫，結合台灣強大的自行車產業傳統與深厚科技實力，為屆滿 35 週年的展會帶入前沿創新、企業新創合作、策略投資以及跨產業交流的新篇章。

Bike Venture 計畫包括國際論壇、創新沙龍、創新展區新創發表與產業交流、VIP 參訪以及與全球業界領袖、投資人和企業家鏈結的寶貴機會，首次徵件著重的領域包括電動化、顛覆性商業模式、數位轉型、ESG 解決方案和其他新興科技。這個活動在台北國際自行車展的前三天進行，旨在連結創新的新創企業和規模擴大的企業與科技和金融領域的投資者。

由於庫存過剩和現金流問題導致許多公司營業額萎縮，自行車行業在投資者眼中失去了一些吸引力。但儘管面臨當前的挑戰，中期內自行車和電動自行車在歐盟的綠色協議的刺激下有望繼續保持強勁增長，該協議旨在減少二氧化碳排放，改善城市地區的生活品質。至於美國作為台灣自行車出口的另一個重要市場，電動自行車仍然具有巨大潛力，因為電動自行車的市場占比仍遠低於歐洲市場，其近期已達到 50% 以上。換句話說：未來比目前的狀態更加光明 — 這對投資者來說是參與的絕佳時機。

作為風險投資專家的 Anchor Asia 也看到了這個機會。其自行車新創活動將潛在投資者帶到今年的台北國際自行車展，活動貫穿會展的前三天。週三的**自行車新創峰會 [TaiNEX2，主要舞台]**將開場，巨大集團 (Giant Bicycles Group) 的董事長杜綉珍 (Bonnie Tu) 將擔任演講嘉賓，另外還邀請業內多位高層的演講貴賓。這個活動向企業風險投



Anchor Asia 已經在科技領域證明了其價值，現在將其高峰會帶到了台北國際自行車展。

INTERVIEW

資者和台灣蓬勃發展的科技業代表表示，他們正在尋找在自行車行業的投資機會。到了週四，活動轉移到 TaiNEX1 展館：在 **Bike Venture Zone [L0118]**，由評審選出的十家新創企業在此展示他們的概概念。

由於對大多數投資決策而言，保護商業模式是至關重要的，自行車新創活動



作為 Anchor Asia 的創辦人 and 執行長，Elisa Chiu 主要促進不同行業之間的交流。

Elisa Chiu：“我們收到了來自 14 個國家的大量申請，廣泛定義了自行車行業，並不僅專注於產品，還包括各種創新的製造過程和服務。作為第一步，一個評審團已經將目標縮小到 20 個候選人，他們被邀請進行更深入的面向。以此為基礎，評審團將決定哪十名候選人獲得首屆 Bike Venture 活動的邀請。”

TS：評審團在候選人中尋找的主要標準是什麼？

Elisa Chiu：“我們認為必須對自行車行業產生重要影響，並且科技公司可能帶來嶄新方法和解決方案的四個主要主題：自行車的 E 化及其相關一切，各種 ESG 解決方案，以減少生態足跡並接近 C2C 循環的解決方案，整個供應鏈中的顛覆性商業模式和數位化轉型。”

TS：有關在台北自行車展的首次 Bike Venture 活動的期許？

Elisa Chiu：“我們非常興奮地歡迎新創公司和投資者代表團來到台灣，並相信將會有很多機會進行進一步的合作。我們還希望將這種能量和平台擴展到台北展以外，以便不久的將來培養更多的亞洲以外的跨境交流。 ■ LVR

作為入圍者之一，Keego Mobility 專注於提供專業的貨用電動自行車解決方案。



丹麥公司 PentaLock 將其電子防盜系統放入中軸。

還舉辦了閉門圓桌會議，潛在投資者將在其中提出嚴格的問題，商業計畫將被進一步評估。這些圓桌會議將於星期五在 TaiNEX1 展館的會議室舉行。作為台北自行車展的第一屆自行車新創活動，創新沙龍模式於星期五上午 11:30 至下午 1:30 在自行車新創區舉行，KMC 的 Deborah Wu 和 Pierer Innovation 的 Andreas Kreiner 將上臺，分享自行車行業與跨境合作的第一手見解和尖端實踐。由於創新沙龍的設計是互動式的，歡迎與會者提問和討論。

當然，自行車新創活動不僅僅是業務，網絡和相互瞭解也至關重要。為此，Anchor Asia 計畫在週四下午 4 點至 6 點在 TaiNEX1 展館的自行車新創區舉辦新創發表及產業交流。對於那些喜歡騎自行車的人來說，在展會結束後的星期天，台北自行車展舉辦的一次集體騎行，在參加了漫長的會展後重新騎上腳踏車，更好地瞭解主要參與者。Show Daily 訪問了 Anchor Asia 的創始人 Elisa Chiu，瞭解更多有關自行車新創活動及參加台北國際自行車展的動機。



英國公司Skarper的“Disc Drive”套件，可以輕鬆將傳統自行車轉變為電動自行車。



Bike Venture - 十名決賽選手

就在農曆新年前，經過三輪審查，競爭者的陣容已經縮小到來自九個國家的十家新創公司。從商品配件產品到不同種類的生產方法和服務，這十家決賽選手涵蓋了很大的範圍。丹麥公司 Pentlock 以其隱蔽的中軸結合防盜電子設備而聞名。如果您想輕鬆地將傳統自行車變成電動自行車，英國公司 Skarper 可以為您提供合適的工具。法國公司 Velco 專注於電動自行車製造商和 e-drive 系統供應商，另外如 Shimano 提出的 IOT 解決方案。而瑞士新創公司 9T Labs 則透過其複合材料 3D 列印技術創新製造。

在決賽選手的領域中，也有以提供服務的方式獲得評審青睞。Taiwan's Bicycle Cluster 在疫情期間推出的供應商網搜平台，並在去年的台中自行車週打響了該平台。德國公司

Noca 主要在數位化供應鏈合作，減少頻繁旅行的需求。在價值鏈的另一端，來自美國的 Viewabo 承諾通過其遠程視覺協助平台提供更高效率的支援和問題解決方案。與此同時，總部位於香港的新創公司 YAS 專注於保險。

決賽選手中有兩家公司專注於專業物流應用，如快遞車隊或共享自行車。在台灣和新加坡都設有辦事處的 Keego Mobility 為快遞公司提供專業電動貨用自行車解決方案，達成較低的營運總成本和較小的生態足跡，而台灣新創公司 Rybit 則提供了一款 B2B 的電動自行車車隊管理技術平台，目前已監控數萬輛微型機動設備。所有參賽者將在台北國際自行車展的第一天以演講的形式展示其商業模式。 ■ LvR

NEW PRODUCTS

VP R90 踏板



VP的雙功能VP-R90踏板由冷鍛的環保鋁材製成。CNC加工的鉻鋁合金軸確保了頂級性能。滾軸搭配雙油封培林。單面卡踏可調節張力（80–140kgf/cm）。卡踏與VP-C51鞋底板兼容，踏板尺寸為92 x 92mm。

Hall 1 / K0810

TINO 可重複使用的束線帶

Tino的束帶解決了一次性束帶的問題。其獨特的機制使得使用者能夠拉緊線帶，然後用手指輕彈就可以鬆開。將卡扣拉離線帶就可以解除鎖定，或者按下輕鬆鎖定，每條無毒束帶可重複使用高達500次。

Hall 2 / S0934



FSA PRO-WING AGX 車把



這是一款專為喜歡戶外的自行車背包客和碎石路自行車騎士設計的獨特車把。Pro-Wing AGX 車把結合U形延伸部分非常適合長途騎乘，為您的背包提供了理想的固定位置。這款合金車把在煞車把手和下彎把手上設計了刻度的觸點，以符合更佳更舒適的人體工學。其外開的形狀，在下坡時幫助騎士提供更好的操控和間隙。有420mm、440mm和460mm三種寬度可供選擇，張開角度25度，下彎108mm，前展量88mm，偏移50mm，最小尺寸的重量為460公克。所有型號都採用時尚的噴砂陽極黑色處理，並帶有雷射雕刻圖案。

Hall 1 / K0616

LAZER Z1 KINETICORE 安全帽

Lazer Z1 KinetiCore安全帽是市面上最輕且帶有旋轉衝擊保護的安全帽之一，中尺碼僅為220公克。其 strategically placed vents（通風口）、inclined bridges（傾斜橋樑）和floating headband（浮動頭帶）能確保在保持空氣動力學最佳化的同時，實現頂級通風效果。升級的Advanced Roll System（強化滾動系統）更可以有效管理，提供騎乘者優越的舒適性和穩定性，而且這款安全帽已獲得來自維吉尼亞理工大學實驗室令人驚艷的五星級安全評分。

Hall 1 / M0808



HYENA E-ROAD AIR 驅動系統

Hyena的旗艦軸心驅動系統重量僅有3.2公斤。它可以向後軸提供30牛頓米的扭力，配備一個250瓦時的電池，可以再透過選配180瓦時擴展器來進行擴充。具有嵌入式LED顯示螢幕和便捷的雙按鈕遙控，自行車騎士可以輕鬆方便地進行輔助調整，而無需將手從把手或煞車桿上移開。

Hall 2 / S0318



NEW PRODUCTS

SKS INFINITY URBAN 行李袋

SKS這款防水的Infinity Urban行李袋採用卷口封閉，提供足夠的空間來容納您的裝備。兩個堅固的掛鉤將其固定在行李架的支柱上，而下部的旋轉掛鉤則將其固定在行李架上。由於掛鉤具有大範圍的調節範圍，因此幾乎可以將袋子固定在任何行李架上。

Hall 1 / L1217



RST BEAST 20-15 避震前叉組

這款用於電動貨用自行車的前叉。Beast 20-15採用36mm的滑柱，增加了堅固性，能夠支撐總車重達250公斤。它配備了獨特的彈簧和避震機構，以滿足騎乘者在未裝載和完全裝載狀態下的舒適性需求，並可與Bosch的新電動自行車ABS系統配合使用。符合DIN79010認證。

Hall 1 / J0507



KTM MACINA REVELATOR SX

Macina Revelator SX為自行車騎士提供了絕佳的公路騎乘體驗。其新的Bosch Performance Line SX中置馬達在您需要協助的時候，提供更平順自然的反應。極簡設計主義的碳纖維結構和高端套件，保留了傳統的操控感和輕量性，打造出一種公路自行車的騎行體驗。

Hall 1 / L0828



CYCLE CHRIS EVOLO BR-EV13 壁掛架

這款節省空間的壁掛架為您的自行車提供了一個安全的收納方式，並額外提供了所有必需品的儲存空間。它由耐用的鋼材製成，其經過粉末塗層的表面抗刮抗摩擦。內部帶有軟墊，可保護您的自行車。該裝置僅需要進行極少的組裝，並可以支撐高達25公斤的重量，可透過OEM/ODM合作進行訂製。

Hall 2 / S1133



AVS RB系列開關模組



用於觸發輔助模式選擇、電子變速、實體開關、驅動系統及其他的遠程應用模組。RB系列專為碎石路自行車、公路自行車和鐵人三項自行車而開發。三種不同的模組化設計，幾乎可以安裝在任何車把上。它使用CAN、I2C、SPI、UART和循環顯示等介面選項，與各種驅動系統、顯示器、電子變速檔和控制單元相容。

Hall 1 / L0501

FSA SL-K公路車曲柄組

FSA的SL-K曲柄組採用中空碳纖維材料，表面經過單向碳纖維處理，與一組冷鍛AL7075 CNC齒輪相結合。這些使用Megatorq技術，能夠確保最有效的動力傳輸，而其可直接安裝的配件，則確保了更簡易的輕鬆設定，均可搭配30mm的(鍛造AL7050 BB386EVO)中軸。您會發現從165mm到175mm的各種尺寸範圍，SL-K曲柄組相容於12段速，並搭配有多種齒比選擇，包括SRAM特定的48/35和普遍的54/40、53/39、52/36和50/34版本，重量最輕僅有507公克。

Hall 1 / K0616



TRIPEAK 3合1中軸系統

一個巧妙的中軸設計，透過使用各種插入件就可以搭配90%的曲柄規格，並且涵蓋了SRAM、Shimano和Rotor。這不僅使自行車騎士能夠在不更換中軸的情況下切換曲柄，還簡化了維修廠的庫存管理。現在，這一系統已經廣泛應用於Jetstream Pro陶瓷和標準鋼軸承中軸座。

Hall 1 / K1124



KMC 電動車解決方案

鏈條和齒盤套組採用精心匹配的滾子座和齒牙，以實現優越的嵌合、提高傳動效率和延長零組件壽命。KMC的窄寬齒盤設計，明顯減少了鏈條脫落的可能性，同時降低了傳動相關的摩擦力。搭配該公司的電動車系列鏈條，更可以獲得最佳的耐用度和性能。

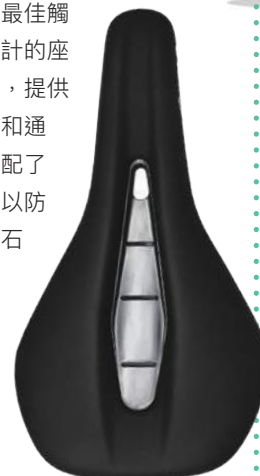
Hall 1 / J0118



VELO VL-1C47 座墊

適用於各種地形使用的多功能座墊。無論是應付爬坡還是下坡，其135mm的寬度確保了上下車的舒適便利。座墊整體面積增大並且注入填充物，提供了更平滑且更舒適的乘坐感，以及自行車騎士的最佳觸感。特別設計的座墊中央通道，提供良好的減壓和通風。它還搭配了網格設計，以防止灰塵或碎石進入座墊表面。

Hall 1 / J0618



KOOL SPORTS KIDDY 2合1 滑步自行車



這輛具智慧切換模式的自行車，可以在60秒內無需工具，從滑步車快速轉換為自行車。其專利的模組化附加踏板和傳動單元都是彼此獨立的，以防止使用者受傷並減少功能間的干擾。雙手煞車和防滑充氣輪胎，更提高了使用者的安全性，同時自行車愛好者亦可欣賞到獨特的單邊車架和前叉設計。

Hall 1 / M1332

NEW PRODUCTS

BY,SCHULZ M.1 踏板



M.1踏板是為旅行自行車、電動自行車和貨車設計的輕質踏板。其高強度的鋁合金車身非常扁平，其窄版的反光器，符合德國道路交通許可規定 (StVZO)。在大面積踏板配備有止滑材質，以確保穩定踩踏，而高品質的中軸和軸承提供了高可靠性，最高適用於體重高達150公斤的自行車騎士。

Hall 1 / M0106

TAYA 30公尺鏈條包裝

TAYA創新的30公尺鏈條包裝，於2022年獲得台北國際自行車展設計與創新獎的認證。這種連續的鏈條捲，讓維修廠可以自由選擇所需的正確長度，這樣有很多的好處，包括降低運輸需求，減少包裝和多餘長度的浪費，從而降低成本和對環境的影響。

Hall 1 /
K0707



KT 棘輪系統



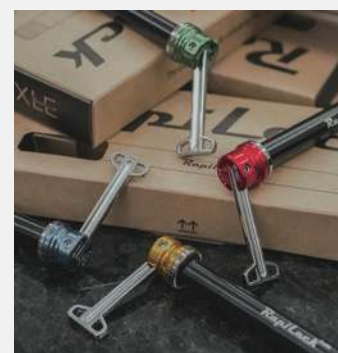
KT Taiwan棘輪系統能夠精確的觸發，實現即時加速及持久性。自行車騎士可以選擇基本的36齒棘輪或更先進的54齒，以實現發力時就能立即快速傳導。該系統適用於廣泛的棘輪，適用於許多不同的應用方式，包括公路自行車和登山車。

Hall 1 / I0218

FULCHEE RAPILOCK 快拆桶軸

Fulchee的RapiLock快拆桶軸，將快拆拉片巧妙地隱藏在了不需要使用時可收藏的軸內。它是一種流暢的結構設計，更換輪胎變得輕鬆便利，提供四種不同的陽極處理顏色可供選擇，你一定可以挑到一款適合您自行車配色，另外各種可更換的螺紋零組件，進一步提高了產品相容性。

Hall 1 / L0519



NECO 18 車頭碗組

這款具有阻尼的車頭碗組，旨在增強轉向阻力並提高安全性，其主要功能是防止前方的重心變化而導致突然的甩頭轉向，它還有效地抑制減少了車把的擺動，為高速騎行的公路車和越野自行車，提供最佳的穩定性和操控性。

Hall 1 / J0507



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