

TAIPEI CYCLE SHOW DAILY

WEDNESDAY

ENGLISH

中文



AI COMES TO THE BIKE INDUSTRY

INSIDE TODAY'S SHOW DAILY:

FIVE THINGS TO EXPECT AT TAIPEI CYCLE | BIKE VISION

NEW TA5 AXLE | GREEN LINK-UP FOR VELO & SRAM | D & I AWARDS

MARKET REPORTS TAIWAN & EUROPE | PRODUCT HIGHLIGHTS | NIGHTLIFE GUIDE

PRODUCT ROUNDUPS: TIRES | MOTORS | BELT DRIVES | URBAN E-BIKES

Miranda

The European Bike Fundamentals.

Ride Green with Miranda Bike Parts

Sustainability is at the core of Miranda Bike Parts. We are committed to reducing our environmental impact through innovative practices and eco-friendly materials. Our packaging is 100% recyclable, and we continuously strive to minimize waste and optimize energy use. By choosing Miranda Bike Parts, you are not only investing in top-quality cycling components but also supporting a greener future.



ENVIRONMENT



Suppliers within 100 Km **90%***



Energy from renewable sources **86.4%***



Recycled content in aluminum components **83.4%***



Waste recovered **71%***

*values referring to the year 2023

From
Portugal
to the World

mirandabikeparts.com

Cofinanciado por:



Achieving SBTI Commitment



SCIENCE
BASED
TARGETS

We are committed to reducing Scope 1 and 2 emissions by 42% and Scope 3 emissions by 25% by 2030, compared to 2020 levels.



Launch ESG report in 2025



100% Low carbon aluminum



-14.8%kg CO2e from recycled plastic material



30% green energy



Eco-friendly package



Recycle 30% production water



Foreign labor 0 placement fee



Application for B corp in August 2025

SOLUTIONS FOR REDUCING CARBON EMISSIONS FOR CLIENTS

RESPONSIBLE

Low-carbon aluminum

Reduce

-47.59% Kg CO₂e/Kg



hydropower

100% hydro aluminum



primary aluminum



Recycled ADC 10

Reduce

-78.98% Kg CO₂e/Kg



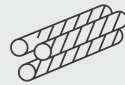
15% pure aluminum

+



85% Recycled Aluminum

=



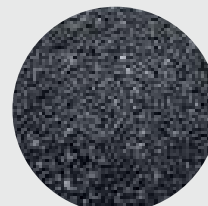
Recycled PP

Reduce

-73.1% Kg CO₂e/Kg



Plastic recycling



PP



MODUS



K0806

TAIPEI CYCLE

MARCH 26 — 29. 2025

Show Profile

Organizer 主辦單位	TAIWAN EXTERNAL TRADE DEVELOPMENT COUNCIL 財團法人中華民國對外貿易發展協會
Co-Organizer 協辦單位	TAIWAN BICYCLE ASSOCIATION 臺灣自行車輸出業同業公會
Show Hour 展出時間	Mar. 26 to 28, 2025 09:00 - 18:00 Mar. 29, 2025 09:00 - 15:00
Exhibition Scale 展出規模	980 exhibitors ; Exhibit over 80,000 sqm 980 參展商; 展出逾80,000平方公尺

Themes
展覽主題

RIDE THE REVOLUTION

INNOVATION DRIVE 創新動能 # d&i awards # Bike Vision # Bike Demo	CYCLING ECOSYSTEM 騎行生態圈 # Bike Tourism # Workshop # Forum- 「Beyond Biking」
GREEN FORWARD 永續前行 # ESG # Green Map # Workshop	SMART CYCLING 智慧騎乘 # E-Cycling # Virtual Criterium Challenge

Theme Pavilion
主題專區

- 創新設計獎專館 d&i awards Pavilion @ Booth J2011
- 歐洲聯合館 European Pavilion
- 日本館 Japan Pavilion
- 智慧虛擬自行車專館 E-Cycling Pavilion @ Booth R0427
- TAIWAN SELECT Hospitality Lounge @ Booth L2002
- TAIPEI CYCLE x THULE快閃店Pop-up Store @ Booth N0515
- TAIWAN EXCELLENCE台灣精品館 @ Booth L2009

Show Events
展會活動

- 自行車論壇 TAIPEI CYCLE Forum- 「Beyond Biking」 @ Conference Room 401
- 自行車試乘會 Bike Demo@TaiNEX ②, 4F
- 創新設計頒獎典禮 • d&i awards Ceremony @ TaiNEX ①, 4F Event Stage
- 虛擬挑戰賽 E-Cycling Challenge @ Booth L0427
- 創新活動 Bike Vision Pitch & Demo, Salon @ Booth L0118
- 自行車工作坊 TAIPEI CYCLE Workshop @ Booth R0714
- 主題導覽 Guided Tour
- TAIPEI CYCLE x LEVA Forum @ TaiNEX ①, 4F Event Stage

Buyer Service * RSVP Sport Night Party@TaiNEX ②, 7F
買主服務 * Bike Café @ Booth L0225

Event Schedule

26 (Wed)	09:00 - 18:00	Bike Demo Bike Demo 試乘會	Bike Demo Area, 4F, TaiNEX ② 南港二館4樓 Bike Demo Area
	10:00 - 11:00	Opening Ceremony 聯合開幕典禮	Stage, Area P, 1F, TaiNEX ② 南港二館1樓·P區舞台
	11:00 - 12:00	Cycling Paradise: savEARTH Declaration Cycling Paradise 愛地球宣言	Room 402, 4F, TaiNEX ① 南港一館4樓 402會議室
	14:00 - 16:00	Peddalling Towards Net Zero: Cycling Advocacy and the Industry's Role for a Sustainable Future	Room 401, 4F, TaiNEX ① 南港一館4樓 401會議室
27 (Thu)	09:00 - 18:00	Bike Demo Bike Demo 試乘會	Bike Demo Area, 4F, TaiNEX ② 南港二館4樓 Bike Demo Area
	09:00 - 12:00	2025 Bicycling Alliance for Sustainability (BAS) ESG Initiative Forum 2025 BAS中華自行車永續聯盟協會ESG倡議論壇	Room 402, 4F, TaiNEX ① 南港一館4樓 402會議室
	10:30 - 14:10	TAIPEI CYCLE Workshop TAIPEI CYCLE 工作坊	Booth R0714, 4F, TaiNEX ② 南港二館4樓·攤位號: R0714
	13:00 - 17:30	TAIPEI CYCLE Forum Beyond Biking TAIPEI CYCLE Forum Beyond Biking 出騎制勝	Room 401, 4F, TaiNEX ① 南港一館4樓 401會議室
28 (Fri)	09:00 - 18:00	Bike Demo Bike Demo 試乘會	Bike Demo Area, 4F, TaiNEX ② 南港二館4樓 Bike Demo Area
	10:00 - 14:40	Smart Cycling x Electronics: A Cross-Industry Roundtable by invitation 「智行未來: 自行車與電子科技的共創啟航」, 跨業圓桌會議 邀請制	Room 402, 4F, TaiNEX ① 南港一館4樓 402會議室
	10:00 - 14:40	TAIPEI CYCLE Workshop TAIPEI CYCLE 工作坊	Booth R0714, 4F, TaiNEX ② 南港二館4樓·攤位號: R0714
	09:00 - 15:00	Bike Demo Bike Demo 試乘會	Bike Demo Area, 4F, TaiNEX ② 南港二館4樓 Bike Demo Area
29 (Sat)	10:00 - 12:40	TAIPEI CYCLE Workshop TAIPEI CYCLE 工作坊	Booth R0714, 4F, TaiNEX ② 南港二館4樓·攤位號: R0714
	10:00 - 11:00	E-Cycling Challenge E-Cycling 虛擬挑戰賽	Booth R0427, 4F, TaiNEX ② 南港二館4樓·攤位號: R0427

TAIPEI CYCLE

MARCH 26 — 29. 2025

TAIPEI CYCLE

MARCH 26 — 29. 2025

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:

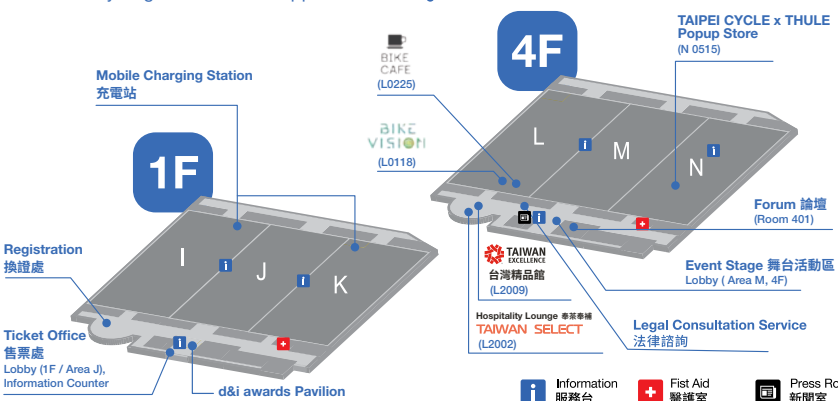
Area L, M, N
Complete Bicycles, Overseas Brands & Country Pavilions, Parts & Components, Bike Vision & Start-ups, Cycling Accessories & Apparel

一樓展區

I, J, K 區
自行車零組件、自行車配件及人身部品

四樓展區

L, M, N 區:
自行車整車、海外品牌及國家館
Bike Vision及新創企業、自行車零組件
自行車配件及人身部品



TaiNEX ②

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



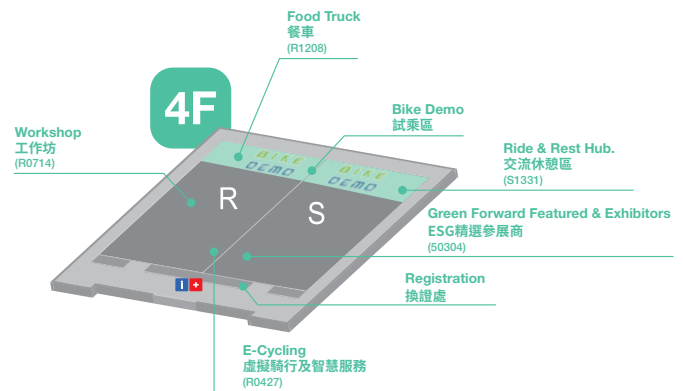
TAIPEI CYCLE *T-IsPO*
台北國際自行車展覽會
台灣國際運動及健身展
聯合展館

4th Floor:

Area R, S
E-Bikes & Drive units, Overseas Brands, Parts & Components, Cycling Accessories & Apparel, E-Cycling, Bike Demo


四樓展區

R, S 區
電動輔助自行車及電機系統、海外品牌
自行車零組件、自行車配件及人身部品、
虛擬騎行及智慧服務專館、Bike Demo試乘區




Website 官方網站
www.taipeicycle.com.tw


TODAY
March 26
TAIPEI
34°C
 SUNNY



TONIGHT
 20°C
 CLOUDY



TOMORROW
 34°C
 CLOUDY



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ENGLISH

TBA CHAIRMAN WU: "KEEP PEDALING!"



Robert Wu (left), Chairman of the Taiwan Bicycle Association and TAITRA President and CEO Simon Wang (right) at yesterday's press conference. "Networking and the exchange of ideas are essential," Wu said. "So we have added panel discussions on sustainable supply chains and investments in cycling to the show. Let's work together to build a better and more sustainable world. Keep Pedaling!"

ENJOY A COFFEE AND HELP HOMELESS KIDS



Drop by FSA's booth and grab a cup of quality coffee during Taipei Cycle and support a worthwhile cause. For every cup you purchase, FSA will donate 100% of revenue to support the Chinese Children Home & Shelter Association, a long-established charity for homeless children. For over 20 years CCSA founder Hong Jinfang has helped homeless children turn their lives around, establishing seven halfway houses across Taiwan. A public donation event will be held at **FSA [Hall1/4F/M1212]** at noon on 3/29 (Saturday).

GOT NEWS FOR US? Email tom@showdaily.net or drop into our production office in Hall 1, 5F, room 521.



新一代中置驅動解決方案 Delta e-Bike Turnkey Solution

台達與生態系夥伴合作，
整合電池、HMI
和更多附件功能，
提供全面的解決方案



Delta collaborates with ecosystem partners to offer a comprehensive solution, integrating batteries, HMIs, and more accessories.

Watch Video



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Email: IAMKT@deltaww.com

For more news and updates, follow us on social media platforms and visit our website.

Hall 2 / 4F / R0624

FIVE THINGS WE EXPECT FROM TAIPEI CYCLE 2025

FROM BOOM TO BUST TO WHAT'S NEXT?

As the global bicycle industry gathers in Taipei, economic recovery, trade tensions and consolidation loom large. Taipei Cycle 2025 will serve as a litmus test for where the market is headed next. Here are five key topics to watch.

The bicycle industry has been on a rollercoaster ride over the past few years. What started as an unprecedented boom during the pandemic quickly turned into a sharp downturn, leaving brands grappling with excess inventory, plummeting demand and mounting financial pressure. Now, as the industry converges in Taipei, all eyes are on signs of recovery.

Will the destocking phase finally come to an end? How will ongoing trade wars and shifting supply chains reshape manufacturing strategies? And with bankruptcies and acquisitions accelerating, which players will emerge stronger—and which will disappear? Beyond the showroom floor, Taipei Cycle 2025 is set to be a proving ground for the industry's future, revealing whether the worst is behind us or if more turbulence lies ahead. The Show Daily has identified five major topics that will shape the conversations—and the future—of the bicycle industry.

1. Signs of an Economic Turnaround

After nearly three years of turbulence, whispers of recovery are growing louder—but skepticism remains. The bicycle industry has been in a prolonged downturn, with excess inventory clogging warehouses, sales slowing across key markets and brands scrambling to adjust their production cycles. Now, with destocking making progress and supply chains becoming more predictable, manufacturers are cautiously optimistic. Yet, the question persists: Is this the beginning of a true rebound, or merely a short-lived stabilization before another dip? Taipei Cycle 2025 will serve as a reality check. The conversations happening on and off the show floor will reveal whether brands truly believe the worst is behind them—or if they're bracing for more turbulence.

2. The influence of trade wars

After the latest developments in U.S. politics and uncertainty around tariff policies under the Trump administration, global trade tensions are once again rattling the bicycle industry. The weakening U.S. dollar is shifting purchasing power, with European buyers gaining



an advantage while U.S. retailers brace for higher import costs. Meanwhile, ongoing tariff threats and shifting trade alliances are forcing manufacturers to rethink their supply chains. The question at Taipei Cycle 2025: How big is the uncertainty in the industry caused by these developments?

3. Mergers, Acquisitions and Market Shifts

The post-pandemic boom fueled rapid expansion, but as demand stabilized, financial pressures mounted. Overextended brands, changing consumer trends and lingering inventory issues have created a challenging environment, particularly for mid-sized players. Some have adapted, while others struggled, fueling a wave of consolidation. Taipei Cycle 2025 will be a key moment to gauge which companies are thriving and which are seeking investment or buyers. The show floor will reflect a mix of cautious optimism and underlying uncertainty. Behind closed doors, discussions around mergers, acquisitions and restructuring will shape the industry's next phase. By the event's end, the market's competitive landscape may already be shifting.

4. Sustainability at a Crossroads

Sustainability has been a core industry theme, but economic pressures are testing brands' commitments. With tightening margins and shifting priorities, some companies are doubling



down on green initiatives, while others scale back costly programs. Taipei Cycle 2025 will reveal whether climate goals remain a priority or if financial realities force compromises. Manufacturers face a balancing act: Innovations like low-temperature coatings and recycled materials are gaining traction, but scaling them remains costly. Meanwhile, stricter regulations in Europe and North America add further pressure. Consumers still value eco-friendly products, but price sensitivity is rising. At Taipei Cycle 2025, the industry's true commitment to sustainability will be on display—not just in marketing but in the materials, production methods and long-term strategies shaping its future.

5. AI and Automation in Bike Production

Artificial intelligence and automation are transforming the bicycle industry, driving efficiency, cost reductions and smarter production. From predictive maintenance and AI-driven supply chain



management to automated assembly, these innovations are no longer theoretical—they are reshaping manufacturing. At Taipei Cycle 2025, expect discussions on which companies are embracing these shifts and how smaller players will compete. The industry is at a turning point. Those who leverage AI effectively may gain a lasting advantage, while others risk falling behind in an increasingly tech-driven market.

A Defining Moment for the Industry

A look at current developments shows that Taipei Cycle 2025 arrives at a critical juncture for the bicycle industry. Therefore, the discussions and deals made in Taipei will offer a glimpse into the industry's future. Will brands emerge from this cycle stronger, more agile, and better prepared for the next phase of growth? Or will external pressures continue to dictate the industry's direction? By the time the show concludes, the path ahead may be clearer—but it is unlikely to be smooth. ■ WMS

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BIKE VALUE
by ABIMOTA

RIDING FOR THE FUTURE

#1 EUROPEAN BICYCLE PRODUCER



Visit booth
L0331

KNOW MORE

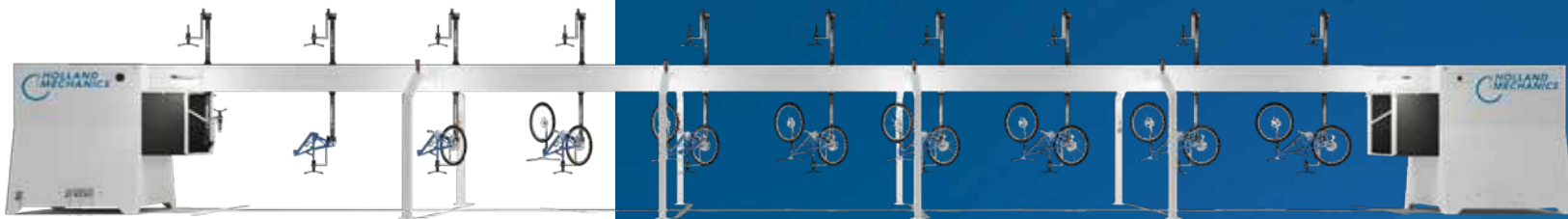


AIRLINE
BY HOLLAND MECHANICS

ASSEMBLY CONVEYOR

VISIT HOLLAND MECHANICS AT TAPEI CYCLE SHOW - BOOTH 4F-L1223

BUILD BETTER BIKES



- ▶ AVERAGE OF 2 YEARS ROI
- ▶ + 20 % EFFICIENCY
- ▶ + 30 % LOGISTICS IMPROVEMENT

The Holland Mechanics Airline redefines bicycle assembly with a motor-powered conveyor designed for efficiency and flexibility. Unlike rigid traditional lines, its modular length and adjustable speeds fit any factory layout without structural changes. Operators benefit from ergonomic freedom with Axial and Radial bike rotation, as well as seamless loading and unloading. Its open design enhances component logistics and allows more workers per station—boosting production capacity in less space.

Want to know more?
Visit us at Booth: 4F-L1223
Contact us: sales@hollandmechanics.com



INLINE LACER FOR CARBON SPOKES

With the upgraded version of Holland Mechanics' Lacing machine, wheel manufacturers can now efficiently process carbon spokes. These spokes have recently become a hot trend in the cycling world, with high demand but no efficient way to mass-produce such high-end wheels. The new Holland Mechanics Lacer upgrade expands its capabilities to include carbon spoked wheels, making it a highly versatile machine within the high-end segment.



**HOLLAND
MECHANICS**

CARBON & ALUMINIUM

BY GLORY WHEEL

HIGH-END WHEEL LINE

Glory Wheel (GW), a leading supplier of high-performance bicycle components, specializes in wheelsets, hubs, headsets, and thru axles. 30% of bicycles from the world's top 10 bicycle brands are equipped with GW components.

Exceptional Production Agility

With over 150 high-end CNC machines and in-house anodizing, laser engraving, assembly, and customization capabilities, GW can quickly adapt to changing demands, scale production, and ensure on-time delivery.

Strategic Global Service Hubs

With advanced facilities in Taiwan, Italy, the USA, and Vietnam, GW operates global service hubs that support key markets in Europe and the U.S., strengthening client relationships and providing real-time assistance.

Mutually Beneficial Business Model

With a service-driven business model, GW continues to grow by fostering win-win partnerships. Centered on mutual benefit, we meet core customer needs while ensuring shared success and long-term collaboration.

At GW, we are committed to delivering solutions that set new standards in the bicycle industry. We're not just addressing today's challenges—we're engineering the future.

VISIT GLORY WHEEL AT
TAPEI CYCLE SHOW
BOOTH 4F-M1320, HALL 1

GW

Challenge Accepted!



BIKE VISION

TAIPEI CYCLE'S NEW PLATFORM FOR INDUSTRY INNOVATION LAUNCHES TODAY

Taipei Cycle has officially launched Bike Vision, a new initiative designed to foster innovation and sustainability in the bicycle industry. As a key highlight of this year's Taipei Cycle Show, Bike Vision focuses on startups and emerging technologies that are shaping the future of mobility.

Organized by the Taiwan External Trade Development Council, Taipei Cycle's "Bike Vision: Startup and Innovation Program" is dedicated to supporting startups in showcasing breakthrough results in the bicycle industry and facilitating in-depth exchanges with industry leaders to accelerate business development. Similar to the Bike Venture forum at last year's Taipei Cycle Show, the initiative aims to connect these startups with established brands, industry experts and investors, facilitating collaborations that could accelerate innovation. It takes place today and tomorrow here at the Taipei Nangang Exhibition Center at the **Bike Vision Zone [4F, TaiNEX 1]**.

This year, Bike Vision will cover areas including electrification, sustainable development, and innovative business models, with the anticipation of extraordinary creativity and innovation. Therefore, domestic and international startup teams have been selected through a call for submissions. The event will showcase their newly developed products and concepts during the exhibition. The selected

BIKE VISION

Taipei Cycle Startup & Innovation Program
創新及新創 2025

Bike Vision Zone, 4F, TaiNEX 1 **L0118**
台北南港展覽館1館4F創新展區 **L0118**

Day 1 **Pitch & Demo Day**
MARCH 26, 2025

Day 2 **Vision Salon**
MARCH 27, 2025

Bike Vision will take place on March 26th and 27th, 2025, as part of the Taipei Cycle Show at the Taipei Nangang Exhibition Center.

companies include Absolute Cycling (cycling computers, Netherlands), Equick Technology (AI-driven e-system,

Singapore), Gouach (sustainable lithium batteries, France), Ink Invent (effect pigments, Netherlands), IoT

Venture GmbH (GPS tracking solutions, Germany), Pi-POP (lithium-free e-bikes, France), Remote Energy (wireless charg-

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321g per pair



LEFT/RIGHT BALANCE • DETAILED PEDALING DYNAMICS • CADENCE • 50 HOURS BATTERY LIFE • ± 1% ACCURACY



ing solutions, Israel), Revoltz (cargo e-trikes, Israel), Tiler (smart e-bike charging, Netherlands), Urban Mobility Lab for Scootility (cargo e-scooters, Netherlands) and Yee Jee Technology (eco-friendly tire sealant, Taiwan).

The program will include Pitch & Demo sessions, where selected startups will present their products and ideas to industry leaders and potential investors. This format is intended to showcase tangible innovations and provide direct networking opportunities between startups and established players in the market. Additionally, so-called "Vision Salons" will feature discussions with leading brands and R&D teams, offering insights into how established companies

are integrating new technologies, sustainability strategies and product innovations. These sessions will also explore how collaborations between startups and major brands can help overcome challenges in product development and market entry.

In a newsletter sent out prior to Taipei Cycle 2025, event organizers also emphasized that Bike Vision provides opportunities for investors and venture capital firms looking to explore emerging trends in the bicycle sector. Additionally, established industry players interested in collaborating with startups and integrating new technologies into their business strategies will find the program valuable. ■ WMS

SCHEDULE FOR MARCH 26TH

Time	Theme	Speaker
15:00-15:30		Registration
15:30-15:35	Opening Remarks	
15:35-15:45	Welcome Remarks	
Pitch & Demo Team Presentations and Expert Commentary		
Industry and Venture Capital Experts		
	Edgar Chiu SparkLabs Taiwan, Co-founder and Managing Partner	
	Vincent Hu ABICO Asia Capital Corporation, Chairman	
15:45-17:25	Future Stars 9 groups	Claire Chang EntreCamp Accelerator, Co-Founder
	Nick Siao CDIB Capital Innovation Accelerator Co., Ltd., Manager	
	Jason Lu Darwin Ventures, Director	
17:25-18:00	Product Experience and Exchange	



Bike Vision is a new event format at Taipei Cycle, similar to last year's Bike Venture Forum.

SCHEDULE FOR MARCH 27TH

Time	Theme	Speaker
12:30-13:00		Registration
13:00-13:05	Opening Remarks	
13:05-13:35	Next-Gen Innovation: Global Bicycle Industry Innovation Trends and Market Opportunities	Bob Margevicius Specialized Bicycles, Executive Vice President
13:35-14:05	Industry Evolution: Transformation Opportunities In Global Supply Chain Restructuring	Jake Tsai Acer Inc., Director of eMobility Business Unit
14:05-14:35	Digital Transformation: Smart Manufacturing Driving Industry Upgrade	William Hsu Voltraware Semiconductor, Director of System Application R&D Department
		Moderator: James Huang, Business Next, CIO Bob Margevicius Specialized Bicycles, Executive Vice President
14:35-15:05	【Panel Discussion】 Future Mobility: Innovative Practices in Sustainable Design and Smart Mobility	Jake Tsai Acer Inc., Director of eMobility Business Unit William Hsu Voltraware Semiconductor, Director of System Application R&D Department
15:05-15:20	Q & A	

ENGLISH

METRON RS45-60



- **FULL CARBON STRUCTURE**
The first full-carbon wheelset, fully designed, produced, and assembled in-house for complete quality control.
- **LIGHTER AND FASTER**
Aerodynamic supremacy of Metron 45-60 RS being 10% faster than Metron SL.
- **NEW PRS HUB DESIGN**
Upgraded PRS hub system with 72 teeth for optimal power transfer, and ceramic bearings ensuring maximum smoothness.



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PRO-TEAMS



jonnymole.com

VELO & SRAM TEAM UP UNITING TO ADVANCE SUSTAINABILITY

Taiwanese saddle manufacturer Velo and component producer SRAM have entered into a collaboration focused on sustainability, aiming to repurpose carbon fiber waste from component manufacturing into bicycle saddles. The Show Daily spoke with Velo CEO Ann Chen about the project.

The circular economy has become a widely used term in recent years, fueled by rising global environmental awareness. In this context, two leading companies—**Velo [Hall 1 / J0618]**, a saddle manufacturer producing around 12 million units annually and component behemoth SRAM—have embarked on a joint project to tackle the challenge of recycling carbon fiber waste from bicycle component production. The goal of the collaboration is to utilize and recycle the carbon fiber waste, generated by manufacturing lightweight components under SRAM's ZIPP brand.

According to Ann Chen, CEO of Velo, the collaboration emerged naturally through shared sustainability goals and ongoing industry conversations. "The initiation came through many conversations between myself and Bob Chen, General Manager of SRAM Taiwan. We often bump into each other at different seminars on sustainable topics. Both of us are very involved in R&D for our products and production. Therefore, we really wanted to collaborate somehow and

came up with this circular economy idea to work together," she explains in an exclusive interview with *The Show Daily*.

The primary challenge was developing a viable formula using recycled carbon fiber suitable for saddle manufacturing. "As we all know, saddles need not only comfort but also must pass very strict tests for functional and safety concerns," says Chen. "On the other hand, we also know that recycled carbon fibers could be weaker than new ones due to different fiber lengths, and some could be really short. Finding a way to maintain the comfort—the flexibility of the saddles—without adding too many fibers, as fibers create stiffness, while still allowing the saddles to pass the ISO standard, was key for this development. Through many lab tests, we verified a formula suitable for making performance saddles."

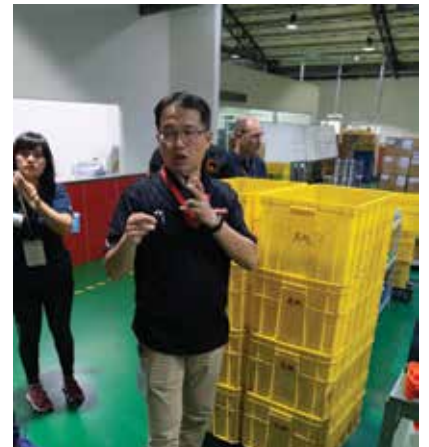
The solution developed by SRAM and Velo blends recycled carbon fibers with nylon, creating a composite material now integrated into Velo's saddle production. According to Velo,



Currently, Velo uses this innovative technology in its Senso TT saddle — with plans to expand it to more models in the future.



Velo CEO Ann Chen.



Bob Chen, GM of SRAM Taiwan.

each saddle produced using this composite reduces carbon emissions by approximately 380 to 785 grams, depending on the recycled fibers used. Additionally, the proximity of SRAM's and Velo's production facilities in Taiwan, which are less than 20 kilometers apart, has simplified logistics, making their collaboration even more efficient. Chen emphasizes that this newly developed material is not limited to a single product but can potentially be applied across Velo's entire range of saddles: "It is a formula that we developed together that can

substitute our current one. So, we actually can apply this formula to many saddles," she says.

The partnership underscores the growing importance and feasibility of circular economy practices in cycling, highlighting how collaboration can transform sustainability goals into tangible outcomes. "Both Velo and SRAM really want to do something good for our environment," Chen concludes. "What people treat as trash—recycled materials—can be regenerated and used at equal value." ■ **WMS**

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A THRU-AXLE FOR THE MASSES NEW TA5 AXLE IS SAFER

Compatible with various hub and frames, the new axle standard targets entry-level volume bikes.

The new TA5 thru-axle system will be launched at industry-only events this Thursday and Friday, offering safer handling and compatibility with various hub and frame standards.

There are plenty of good reasons for the use of thru-axles. Safety is key, and the chances of improper use are much smaller with thru-axles than with quick-release axles. As disc brakes make their way into lower price segments, thru-axles are coming in handy to make sure a wheel is properly aligned to avoid brake rub. Still, many entry-level bicycles catering to less experienced riders still rely on quick-release axles.

The novel TA5 thru-axle standard aims to change this, claiming to be a step toward a safer, more universal and user-friendly standard for volume models. This novel axle system relies on closed dropouts, a 5mm steel axle and a lock nut. The integrated derailleur hanger solution simplifies the sourcing of spare parts. Trek and Scott, two major brands have already adapted to TA5



TA5 bridges the gap between QR and thru-axle systems.

for entry-level bikes. **SR Suntour's [Hall 1 / K0515]** new 5TA fork series is directly compatible with the TA5 axle, which requires the signing of a free license to be used.

Industry professionals are welcome to attend the demo and launch events for the TA5 thru-axle standard. Four of these will be held in the TaiNEX Meeting Room 403: Thursday, March 27 at 2 p.m. in English and at 4 p.m. in Chinese, followed by two more sessions on Friday, March 28, at 9 a.m. in English and at 11 a.m. in Chinese. ■ **LVR**



Get to registration for the TA5 launch events here.

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EUROPE MARKET DATA

LARGE-SCALE DISCOUNTING ERODES TURNOVER

In 2023, the turnover from bicycle sales declined due to lower numbers sold. Last year, the price erosion was the main cause for lower turnovers.



Gravel bikes are leaving the industry's downturn in their dust.

Some national federations of bicycle manufacturers and distributors in Europe published market data before the Taipei Cycle Show, and one pattern is emerging: With the drop in numbers slowing down but constant, discounting is eating into margins and turnovers.

After a record-breaking year in 2022 that saw demand for bicycles peak in Europe, a sharp drop in units sold was recorded in 2023 throughout the continent. First numbers published in Germany, the Netherlands, Belgium, Switzerland the United Kingdom indicate that 2024 still was challenging for Europe's bicycle business, albeit for different reasons. While the inflation has come down, consumer sentiment has not recovered after a dip in October 2023 due to the ongoing war in Ukraine and the Near East still in turmoil. The aggressive posturing of the Trump administration and the threat of tariffs on consumer goods and raw materials imported into the United States adds to the uncertainty.

As a consequence of the pandemic-induced boom, bicycle markets in various countries have been saturated, keeping demand low for the

time being. This is particularly true for mountain bikes without electric support and urban e-bikes, segments that are currently gathering dust in warehouses. While speed pedelecs still are a hard sell in Germany due to strict rules, this category also lost momentum in Belgium and the Netherlands. One bright spot was strong growth in second-hand sales of speed pedelecs in Belgium, due to leasing companies selling refurbished e-bikes that have been returned after three-year-contracts expired.

Premium road bikes and gravel bikes were selling well in 2024, however, without granting any discounts. The numbers presented by premium road bike brands Pinarello and Colnago for 2023 were surprisingly good, and the sales of drop-bar bikes were one ray of hope in Germany, Belgium, the Netherlands and Switzerland. Sporty light-support e-bikes were also doing well. This segment is pretty young and the market is still expanding rather than being saturated. Lastly, services and repairs from brick and mortar shops were in high demand to keep all those bicycles running

smoothly that had been bought during the pandemic.

Germany's Zweirad Industrie Verband (ZIV) recently presented its market data for 2024 at an online press conference. According to ZIV's numbers, Germany's bicycle market dropped by 2.53 percent year-on-year to 3.85 million units. Accounting for a market share of 53 percent, a total of 2.05 million e-bikes were sold last year, equaling a year-on-year decline of 2.4 percent. The market for conventional bicycles was down by 5.3 percent to 1.8 million units. Thus, after last year's drop by 13 percent, the decline could be slowed down when looking at the units only. But unfortunately that is not the full story.

A look at the turnover shows that the German bicycle market contracted by 10.3 percent to €6.33bn. To put things into perspective, that is still more than 50 percent higher than the turnover in 2019. The gap between units sold and turnover generated hints at the tough discounting that has ongoing in 2024. From independent bicycle dealers to brands banking on D2C sales and hypermarkets, all market

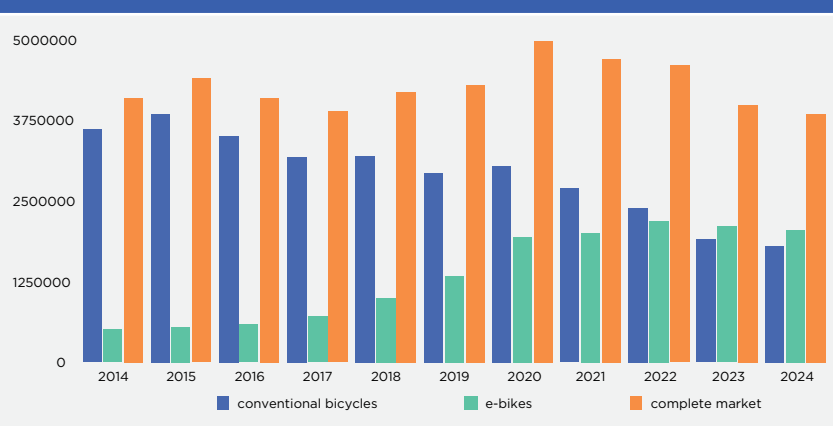
players had to sacrifice some margin in order to clear or at least reduce their inventories. This also shows in the average sales prices where e-bikes dropped by 10.2 percent to €2,650, while conventional bicycles saw an increase by 6.4 percent to €500.

At least the discounting had the intended effect, as the number of e-bikes and conventional bicycles stored in warehouses were reduced by 690,000 units, giving manufacturers, distributors and bicycle dealers some air to breathe. One consequence of this is that Germany's domestic production was down by 13.8 percent year-on-year, with the production of e-bikes declining by 14.8 percent and that of conventional bicycles by 11.7 percent. Germany's exports were down by 10 percent in units as well, with e-bikes only losing 5 percent and conventional bicycles dropping by 15 percent. Imports were down by almost 30 percent, with only marginal differences between e-bikes and conventional bicycles.

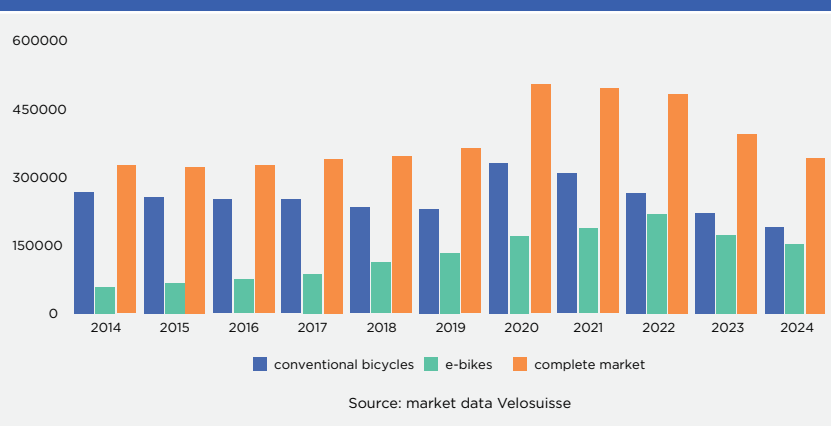
As for the origin of the bicycles imported to Germany, 53 percent of conventional bicycles originated from other EU countries and 40 percent from Asia, with Cambodia, Bangladesh and China as the most important suppliers. The big winners were Portugal and India. As for e-bikes, the situation is vastly different, with EU countries accounting for 75 percent of Germany's imports, up from 70 percent the year before, and Asia down to 21 percent. Germany's leading European e-bike suppliers are the Czech Republic, Bulgaria, Hungary and the Netherlands, while Vietnam and Taiwan are the most important exporters in Asia.

Switzerland's bicycle market contracted by about 54,000 units or 13.6 percent year-on-year to 341,142 units. E-bikes were down by 12 percent to 151,772 units, representing a market share of 44.5 percent. With conventional bikes, the units sold dropped by 15 percent to 189,370 units. In its press release, the national vendors organization Velosuisse points at a partly saturated market, low consumer sentiment and a very wet

Bicycle market Germany: units delivered, by year



Bicycle market Switzerland: units delivered, by year



Source: market data Velosuisse

NEW LEADERSHIP YOUNG LIU AND PHOEBE LIU STEP IN

Taiwan's biggest bicycle manufacturer Giant Group has seen a changing of the guard in its leadership, with Young Liu taking over as chairperson from Bonnie Tu.

When Tu retired in January after eight years as chairperson, Giant appointed Young Liu as the new chairperson, while Phoebe Liu was promoted to CEO. Apart from her key role in building the YouBike bicycle sharing system and the LIV women's brand, Tu's more than three-decade tenure at Giant has seen many other achievements. In 1994, Tu successfully led Giant's IPO as the Group's CFO. As chairperson, she has driven the group's digital transformation and strategically established manufacturing facilities in Hungary and Vietnam.

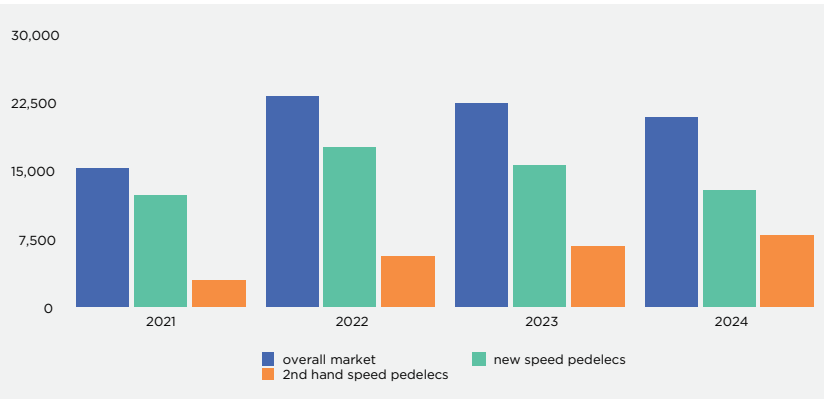
Under Tu's lead, Giant Group's annual turnover grew to a record NT\$ 92b in 2022. Following her retirement, Tu will continue to serve on the board of directors, providing guidance to the new management team. "As a publicly listed company, the rejuvenation, sustainable development, and succession planning of Giant Group have always been my top priorities," stated Tu. "While working on my personal memoirs last year, I formulated the plan to retire. I sincerely hope that



Young Liu and Bonnie Tu pose for media at Giant's booth at last year's Taipei Cycle Show.

the new management team under chairman Young Liu and CEO Phoebe Liu will bring fresh perspectives and renewed energy to the company and know how to steer the Giant Group towards a prosperous future."

Having closely collaborated for more than a decade, Young Liu and Phoebe Liu have built up a very strong working synergy that will be welcome to navigate the challenging conditions the bicycle industry still is being facing. ■ Lvr



In Belgium, refurbished second hand speed pedelecs have started to cannibalize the sales of new bikes.

spring season that slowed down the sell-off of inventory. At the same time, the change of ownership at the Bike World chain of stores and the resulting discounting put considerable pressure on margins.

After a decade of dynamic growth, the bicycle market in the Netherlands showed a significant contraction in 2024. According to data published by the federation Bovag and RAI, the units sold stood at 858,126 at the end of the year, a 7-percent decline year-on-year. But the turnover generated by the sales of bicycles only dropped by 4 percent to €1.55bn as the average price per unit sold still grew by 3 percent to €1,809. As the number of e-bikes sold dropped by 9 percent to 409,467 units, the market share slid under 50 percent again. Still the sales of e-bikes accounted for 72 percent of the turnover of all bicycle sales as the average price of e-bikes increased by 5 percent year-on-year to €2,719.

There is one caveat in the Dutch numbers as the fat bike category was only introduced in 2020, complicating comparisons with years before. These fat bikes, almost all with e-drive systems, are defined by small-diameter wheels clad with extra-wide tires and a seat bench made to accommodate two adults. In 2024, a total of 111,033 fat bikes were sold in the Netherlands, accounting for 13 percent of the units sold. Most of these fat bikes are sold through D2C channels, and many do not comply with EU regulations as they come with an accelerator throttle and tampering with the maximum speed is way too easy.

As for Belgium's market, the national federation Traxio and market research company GfK presented preliminary findings in mid-January at the Velofollies festival based on a January to November comparison. According to these findings, consumer sentiment in Belgium remained low in 2024, and the weather was not helpful either as

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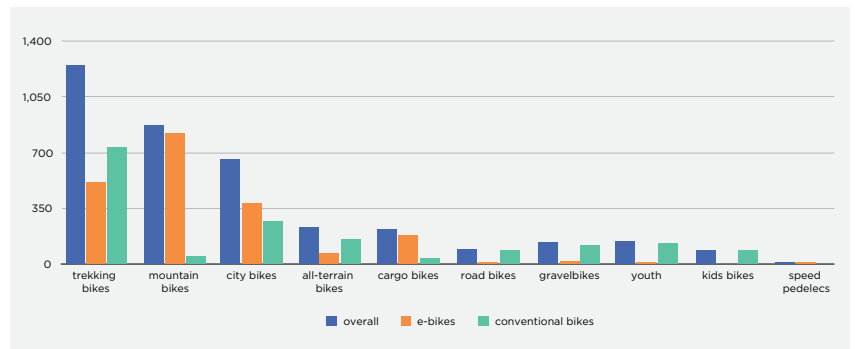


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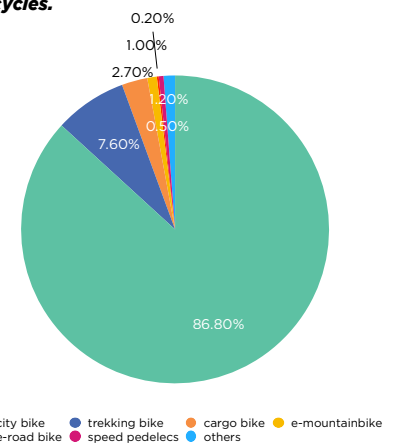


While the large majority of mountain bikes sold in Germany in 2024 were electrified, other categories are still dominated by conventional bicycles.

this was one of the wettest years ever on record. According to the report of Traxio and GfK, the overall market contracted by 8.2 percent year-on-year, with e-bikes only losing 5.9 percent and conventional bicycle sales dropping by 11.6 percent in units.

The market share of e-bikes grew to almost 61 percent while the turnover from the sales of bicycles and e-bikes dropped by 5.8 percent to €691.6 million. The sales of speed pedelecs were down significantly by 17.5 percent year-on-year, but the second-hand sales were up by 18.3 percent, mainly due to expiring leasing contracts and refurbished models hitting the markets.

The United Kingdom's Bicycle Association also gave some advance information on how the bicycle market performed in 2024. Bicycle sales continued to drop to levels not seen since the turn of the millennium, with the sales of conventional bicycles down by 4 percent to 1.45 million and e-bike sales down by 5 percent to 146,000



In the Netherlands, utility bikes dominate the e-bike segment by far.

units, representing a market share of a scant 9 percent. On a positive note, the rate of annual decline began to ease in 2024 compared with previous years, market performance flattened during the second half after a tough first half and services and repairs were in high demand. ■ Lvr

TAIPEI CYCLE D&I AWARDS 2025 AND THE AWARD GOES TO...

The Taipei Cycle d&i awards 2025 celebrate the best in design and innovation, recognizing groundbreaking developments in the bicycle industry. A total of 51 winners are honored across six categories.

The Taipei Cycle d&i Awards have long been a highlight of the cycling industry, and it comes as no surprise that this year's presentation is once again a major attraction at the Taipei Cycle Show. Organized by TAITRA (Taiwan External Trade Development Council) and TBA (Taiwan Bicycle Association) in collaboration with iF Design Asia, the competition recognizes cutting-edge developments across six key categories: Bicycles (innovations in road, urban and cargo bikes), Parts and Components (groundbreaking drivetrain, frame and wheelset technology), Cycling Accessories (advancements in lighting, safety gear and storage solutions), E-Bikes (next-generation electric mobility solutions), Micro-Mobility (innovations in e-scooters and light electric vehicles) and Smart Cycling Services (IoT and software-driven solutions for training, navigation and transportation management).

An Expert Jury Panel

The results were announced yesterday at the Taipei Cycle Show, where 51 winners were honored across the six categories. Seven of these innovations stood out from the rest, earning the prestigious Gold Award for their exceptional contributions to the industry. The winners were selected by a distinguished jury panel, composed of leading experts in design, mobility and bicycle technology, who meticulously evaluated the entries. Just like in previous years, the jury was chosen from a highly competitive pool of over 150 applications, ensuring a diverse and knowledgeable selection committee.

Among the panel was Ken O'Rourke, owner and Design Director of KOR Design, a firm specializing in industrial design, product engineering and technical manufacturing for the bicycle and motorcycle industries. Mandy van der Heijden, Lead CMF Designer at Modyn in the Netherlands, assessed the entries from a design and aesthetic perspective, while Mark Stocker, founder of Direction Design Group Taiwan, brought extensive expertise in branding, market positioning and industry development. Adding further depth to the evaluation process, Mulin Lu, Brand Executive Assistant at Joie & Nuna, provided valuable insights from his experience in market development and product planning, drawing from years in the industry. Yu-Hsuan Kang, a Circular Supply Chain Innovator at Fairphone in the Netherlands, focused on advancements in sustainable materials and circular economy solutions, ensuring that innovation and environmental responsibility went hand in hand.

Gold Award Winners: Leading the Way in Innovation

This year's Taipei Cycle d&i Awards honored seven standout innovations with the prestigious Gold Award, highlighting their contributions to design, functionality and sustainability. Among them, Hapet's Lidrop Folding



The Cloak Classic 1 is an attachable raincoat bag for urban riders – always prepared for the changing weather.

Bike impressed with its triple-folding mechanism, allowing it to collapse in just three seconds, redefining urban mobility. The **Schwalbe [Hall 1 / M0313]** Klik Valve revolutionized bicycle valves with a one-click inflation system, making tire maintenance easier than ever. **KMC [Hall 1 / J0118]** took durability to the next level with the SuperDuroby chain, capable of withstanding 1,350 kgf, making it an ideal choice for BMX and e-cargo bikes. CeramicSpeed's Alpha Disc, featuring ADR Technology, delivered friction-free performance with enhanced bearing protection, further raising the bar for drivetrain efficiency.

The T-Com eBike caught the jury's attention with its sleek design, integrated frame battery, and ergonomic features, providing a stylish yet practical solution for urban commuting. Sustainability remained at the forefront with YFY Jupiter's eco-friendly bicycle packaging, a smart, waste-reducing alternative that enhances product protection and brand value. Lastly, the Porto Cargo E-Trike earned the Gold Start-up Award for its compact yet highly efficient last-mile delivery solution, featuring a tilting mechanism that ensures balanced weight distribution, improving both safety and maneuverability.

Innovation Across the Board

Beyond the Gold Award winners, 44 additional companies were recognized for their contributions to the advancement of bicycle technology and design. Among them, **Giant's [Hall 1 / M0820]** TCR Advanced SL 0-DA stood out as a pro-level road bike, redefining aerodynamics with its redesigned downtube and fully integrated cockpit, making it the preferred choice for elite



The Schwalbe Klik Valve makes tire inflation significantly easier, setting entirely new standards in usability.



The KMC Superduro chain is designed to achieve a very high level of strength without increasing overall weight.



E-PRODUCTS



{ VL-3662 }

Velo E-Bike saddles feature recycling, and sustainability. Newly designed SwitchRail system and patented I-Carry system allow users to contribute to sustainability, improving riding quality while promoting a green lifestyle.



{ VL-6592 }

Velo E-Bike grips feature Velo's proven Microtech technology to increase positive and comfortable contact with the handlebar.



{ VL-6608 }



Switch Rail



{ VLG-1909 }



{ VLG-1985D3 }



{ VLG-1859 }



{ VLG-1891 }



Velo E-Bike parts are custom molded parts-accommodating different E-Bike designs.



2025 TAIPEI CYCLE

J0618

www.velosaddles.com



The Giant TCR Advanced SL 0-DA is the current top model in the Giant road bike range.



The design of the CK-762 3R Pedal uses plant-based agricultural waste materials.



The TRP E.A.S.I. A12 is a cutting-edge electronic drivetrain for e-MTBs, developed in collaboration with Bosch.



Y. S. Paint introduces E-Lumi, a paint that glows in the dark to provide excellent safety for night riding.

riders and professionals. In the e-bike sector, the **TRP [Hall 1 / K0108] E.A.S.I. A12** electronic drivetrain, developed with Bosch, brought automated shifting to e-MTBs, optimizing gear selection and reducing wear to ensure a smoother, more efficient ride. The **Glory Wheel [Hall 1 / M1320] Limiter Headset** impressed in the components category, offering steering stop options up to 150 degrees to prevent oversteering damage, improving durability and safety for MTB, road and e-bikes alike.

Meanwhile, **Kenda's [Hall 1 / J0608] Crusher K1274** gravel tire took a sustainable approach, integrating recycled materials while enhancing traction and durability for riders tackling the most demanding terrain. The **DDK [Hall 1 / J0308] B15** saddle also gained recognition for its modular design, specifically engineered for growing children, offering adjustable height settings while reducing weight and cost, ensuring safety and comfort throughout different stages of development. Addressing both comfort and visibility, the Supernova Suspensions Seatpost x E-Taillight integrated shock absorption with an e-bike-powered rear light, eliminating the need for extra batteries while enhancing safety for urban riders.



The Crusher is Kenda's new flagship gravel bike tire.

A Great Start for Taipei Cycle 2025

While this is just a small selection from the extensive list of winners, the sheer diversity of innovations showcases the industry's ongoing drive to enhance performance, sustainability, and the overall rider experience, reinforcing the Taipei Cycle d&i Awards as a key platform for global cycling innovation. The awards mark a fantastic start to Taipei Cycle 2025, setting the tone for an event filled with innovation, collaboration and industry-defining advancements. By honoring the most groundbreaking products in cycling, the Taipei Cycle d&i Awards once again underscored the industry's commitment to performance, sustainability, and smart mobility. With this strong momentum, the show promises exciting days ahead, where global brands, designers and innovators will continue to shape the future of cycling. ■ **WMS**

YFY Jupiter was awarded for its sustainable bicycle packaging solution.



The Porto is a cargo e-trike, designed for the last mile delivery market.



The ER30 combines the functions of a tail light with radar detection for more safety on the road.



Retyre convinced the jury with its sustainable tire solution.

PERFORMANCE

RIM

R301-C30CL RACE DISC

<i>Rim Material</i>	Carbon Fiber , High Toughness Resin System
<i>Rim Construction</i>	Clincher , Tubeless Ready
<i>Rim Size</i>	700c
<i>Rim Width</i>	Internal 22mm External 29 mm
<i>Rim Depth</i>	30 mm
<i>Rim Weight</i>	392g (24H)
<i>Hole Count</i>	24
<i>Tire Pressure</i>	110 psi
<i>Wheel weight</i>	(F)682g

G301-C30HL GRAVEL DISC

<i>Rim Material</i>	Carbon Fiber , High Toughness Resin System
<i>Rim Construction</i>	Hookless , Tubeless Ready
<i>Rim Size</i>	700c
<i>Rim Width</i>	Internal 23 mm / External 29 mm
<i>Rim Depth</i>	30 mm
<i>Rim Weight</i>	411g (24H)
<i>Hole Count</i>	24 / 28
<i>Tire Pressure</i>	75 psi
<i>Wheel weight</i>	(R)784g

M601-C36HL AM

<i>Rim Material</i>	Carbon Fiber , High Toughness Resin System
<i>Rim Construction</i>	Hookless , Tubeless Ready
<i>Rim Size</i>	29"
<i>Rim Width</i>	Internal 30 mm / External 36 mm
<i>Rim Depth</i>	26 mm
<i>Rim Weight</i>	445g (32H)
<i>Hole Count</i>	28 / 32
<i>Tire Pressure</i>	50 psi
<i>Wheel weight</i>	(F)727g

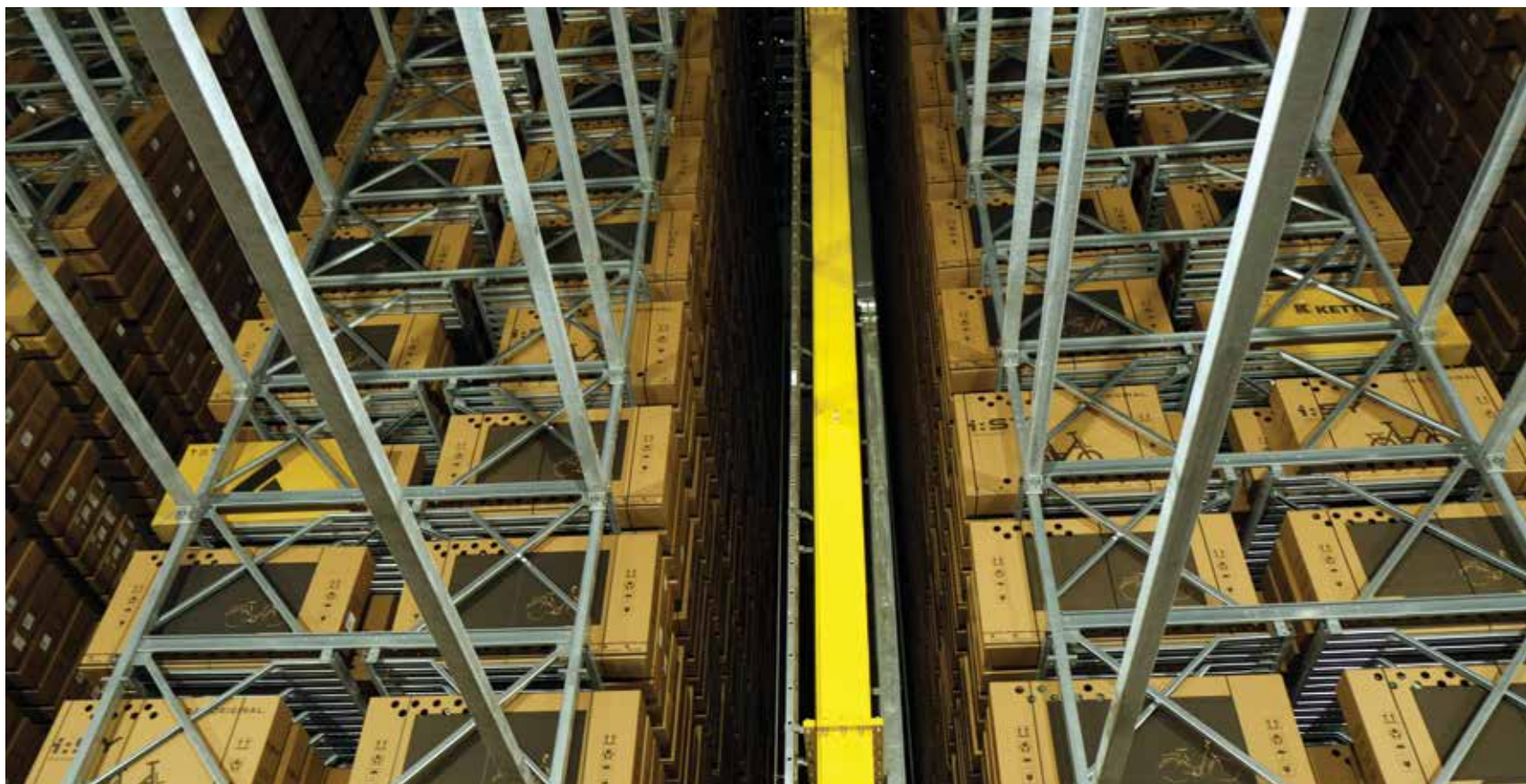
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STATE OF THE INDUSTRY

STILL STORMY, BUT SEEKING SIGNS OF RECOVERY

As the famous proverb says, after rain comes sunshine. Metaphorically speaking, the bicycle industry has been battered by severe monsoon showers since mid-2022, with very little post-storm sun. How do Taiwan-based suppliers and manufacturers see the current state of the industry, and do they already see signs for a turn of the tide?



The warehouse of Kettler Alu-Rad was filled to more than 90 percent of capacity in mid-March.

More than two-and-a-half years ago, the big pandemic-induced bicycle bonanza came to a screeching halt. The sudden drop in consumer sentiment and demand in core markets of the global bicycle industry, such as Europe and Northern America, had been caused by increasing costs of living and rising uncertainty following Russia's full-scale attack on its neighbor Ukraine. While this conflict still is ongoing seemingly without an end in sight, the escalation of the conflict in the Middle East following the attack of Hamas on Israel in October 2023 has further added to the negative sentiment. Foul weather in spring and throughout 2024 in wide parts of Europe did little to speed up the sell-off of burdening overstock.

Giant Group's spokesperson Ken Li confirms this observation: "Inventory in the U.S. and Europe is still the main challenge. The situation is improving, however. Apart from actively reducing inventory, Giant Group is also proactively optimizing sales channels, focusing on more innovative and sustainable products and services, and leveraging digital marketing to enhance customer engagement." As the president of assembly specialist FJ Manufacturing, Fritz Jou adds: "We have seen some improvements in 2024, but the core challenges—inventory adjustments, cautious demand and supply chain disruptions—remain. However, there is a sense of stabilization, and we are seeing a more

balanced market compared to the volatility of 2023."

Another factor is adding to the uncertainty. With Donald Trump back in the White House, a return to protectionism and escalating trade conflicts as an attempt to force negotiations are very likely. While this and the decision of the European Commission to extend the EU's anti-dumping tariffs on e-bikes made in China by another five years are of particular concern for Beijing, these factors are likely to have a significant impact on the entire supply chain of the bicycle industry. "Shifting manufacturing out of China in the near term is not feasible, as China remains the global hub for bicycle production. Keep in mind 85 percent of the e-bikes and conventional bicycles imported to the United States have been produced in China," Jou explains.

As the slump in demand persists and the drop in turnover outpaces cost savings, many companies see their capital reserves getting depleted. Some companies had been investing heavily to expand their production capacity early in the pandemic, relying on money borrowed from banks at zero-percent interest rates. When federal banks started to raise interest rates to stave off inflation, the entire calculation got out of balance. This was the core reason why Advanced, an ambitious German e-bike manufacturer relying on reshoring and assembling close to the markets, went out of

business in late 2024. With iconic Canadian brand Rocky Mountain, the main issue was that its line-up is very much focused on mountain bikes without electric assistance, a segment hit hard by the current downturn.

There are some indicators for improvement as well, according to KMC Chain's Senior Manager for Sales and Business Development Adrian Bleiler: "Some things have started to remediate. First, aftermarket sales for chains, cassettes, tires and other service parts have improved as consumers were choosing to repair their bikes versus buying new ones. Second, conservative ordering and sales discounts have led to bicycle inventory reductions. The latter is overall positive but also led to some bike stock being left in the market that may be difficult to liquidate because of undesirable size, color or outdated technology." Bleiler expects the worst to be behind for the bicycle industry and the market to be on the road to recovery: "We can finally see the light at the end of the tunnel."

Some segments of the market have already seen a turn of the tide, as Formula Hub's Public Relations Manager Brenda Yu confirms: "The rebound has set in, with high-end products starting to increase in particular, both in terms of volume and pricing. Due to the number of ongoing projects and new customers, we expect to increase sales starting in Q3 2025, with high-end road

disc and gravel disc wheels in high demand and e-bike wheels in high demand in both Europe and China." Still the recovery needs to pick up pace to be of real significance, says Velo Enterprise's CEO Ann Chen. "It seems that the orders for 2024 have been growing very slowly. This is probably because the market still has many uncertainties. We truly hope the market can return to normal as soon as possible," she said.

As statistics for exports from Taiwan, the quarter results of the Giant Group and imports into the EU and the United States illustrate, the decrease in Taiwan's exports has been stronger than that of the sales of bicycles in various markets. Thus, inventory levels indeed are getting lower, albeit at a much slower pace and a much lower margin than the industry would like. While North America and Europe as the classic core markets for mid- to high-end bikes have been facing considerable problems since mid 2022, another market has shown an entirely different dynamic. Giant Group's Ken Li explains: "Over the past three years, our Chinese market has seen a substantial growth, particularly in the high-end and road bike categories. We remain optimistic about the upgrading and transformation of the Chinese market."

The competition within China is stiff however, with ambitious domestic manufacturers looking to up their game and launch brands of their



FJ Manufacturing's President Fritz Jou.



Velo Enterprise's CEO Ann Chen.



Formula Hub's Public Relations Manager Brenda Yu.



Wellgo's Head of Sales Jennifer Chen.



KMC Chain's Senior Manager for Sales and Business Development Adrian Bleiler.

is another worrying prospect from the bicycle industry's perspective. When one highly specialized company goes bust, the entire supply chain may be impacted and the industry could not ramp up production to cover a rise in demand. Do not be surprised to hear of more acquisitions and mergers in months to come as large players try to secure their supply chains and prevent them from derailing. Since the bicycle industry relies on the U.S. dollar to do business, the current depreciation of this currency relative to the Euro is bound to further complicate things, adding to the challenges that have root causes out of the industry's control. As Wellgo's Head of Sales Jennifer Chen states: "Right now the political issues around the world would be the most challenging thing to us."

So, is the tide about to turn? The industry managers contacted by Show Daily were cautious as Fritz Jou's assessment goes to show: "Predicting 2025 is challenging given global economic uncertainties and potential tariff developments, particularly in the United States. However, if the current stabilization trend continues and inventory levels normalize, we expect a moderate recovery. Much will depend on consumer confidence, policy developments and supply chain dynamics." Adrian Bleiler would also not hold his breath just yet for a recovery to set in: "The first half of 2025 will be challenging for most as we don't know the state of demand yet with the season yet to begin in spring. Consistent inventory reduction and targeted promotions will lead to healthy sales in the second half and recovery, with 2019 as a baseline, in some markets and recovery in 2026 in others." ■ LVR

own. One prominent example is XDS Bicycles that has become a co-sponsor and the bicycle supplier of the World Tour team XDS Astana Team with its brand X-Lab. Of course, Beijing could arbitrarily slap tariffs on made-in-Taiwan road bikes to give domestic offerings an additional advantage. But as many Taiwanese brands own factories within China, that would have a very limited effect. Still it remains to be seen if this demand for upper-end road bikes in China will be lasting. KMC Chain's Adrian Bleiler thinks that business opportunities in China are past their peak in this regard: "Demand for bikes and components, specifically in the road category, in China has been exceptional but it is already in a downward trend overall."

Apart from keeping staff aboard and paid despite the drastic downturn in orders and the challenge to balance costs and much lower turnovers, there

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TAIWAN BICYCLE MARKET DATA

HEAVY DROPS IN EXPORTS SIGNAL CRISIS FOR TAIWAN'S BICYCLE INDUSTRY

In 2024, Taiwan's once-thriving bicycle industry faced a sharp downturn as exports fell to their lowest levels in years. The Show Daily dug into the latest market data of the Taiwan Bicycle Association.

The latest figures from the Taiwan Bicycle Association (TBA) paint a grim picture for the Taiwanese bicycle industry. Bicycle exports have fallen below the one-million-unit mark for the first time in years, a 31.3 percent drop compared to 2023. The e-bike sector, once seen as Taiwan's growth engine, has suffered an even greater hit: exports plunged by 47 percent, marking a sharp reversal from years of steady expansion. The figures are the latest testament to the drastic impact of the economic downturn that hit the global bicycle industry after the COVID-19 pandemic. Taiwan—as becomes clear even with a cursory look at the latest market data for the 2024 season—is particularly affected by this development.

Traditional Bicycles: Drop in Volume, Rise in Value

A closer look at the numbers reveals just how challenging the past calendar year has been for Taiwanese bicycle companies. In the traditional bicycle segment, Taiwan's export performance in 2024 reflects a stark contraction in global demand. According to the latest data from the Taiwan Bicycle Association (TBA), total bicycle exports fell to 909,843 units. This downturn has also had a significant financial impact, with the total export value shrinking by 25.65 percent to US\$1.028bn. Despite these clearly challenging figures, the financial perspective also brings positive news for the "Kingdom of Bicycles," as Taiwan is often called due to its immense importance in the global bicycle industry. The average export price per unit increased by 8.19 percent, reaching US\$1,130.79, a reflection of Taiwan's continued focus on high-value products amid weakening global demand.

However, even this pricing resilience was not enough to offset the slowdown in orders. The two largest markets for Taiwanese bicycles, the European Union and the United States, saw import declines of 30.28 percent and 33.27 percent, respectively, underscoring a widespread contraction in consumer spending. A combination of high inflation, rising interest rates and lingering inventory surpluses in Western markets has left retailers hesitant to place new orders, creating a ripple effect that has hit Taiwanese

manufacturers hard. With the export decline showing no immediate signs of reversal, the industry faces mounting pressure to adjust to a post-pandemic reality that looks very different from the boom years of 2020 and 2021.



The latest TBA numbers show that the Taiwanese bicycle industry has been hit hard by the global economic downturn in the bicycle industry in 2024. (Photo: Werner Müller-Schell)



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Electric Bicycles: Taiwan's Industry Under Pressure

While the decline in traditional bicycle exports has been severe, the most striking drop has occurred in the e-bike segment, which had long been Taiwan's key growth driver. In 2024, Taiwan's e-bike exports plummeted by 47 percent, with just 363,778 units shipped—marking the lowest volume since 2018. The total export value nosedived by 44.6 percent to US\$672m, underscoring the intensity of the downturn.

However, in a parallel to the trend seen in traditional bicycles, the average export price of e-bikes rose to a record US\$1,847.56 per unit, reflecting a 4.55-percent year-on-year increase. This pricing shift suggests that while overall demand has shrunk, Taiwan's manufacturers are still holding their ground in the premium and high-performance segments. The underlying causes of this dramatic decline in e-bike exports mirror the aforementioned economic challenges plaguing the bicycle industry. Moreover, shifting market dynamics—particularly the rise of European e-bike production driven by subsidies and localized assembly—have put additional pressure on Taiwanese manufacturers.

Bike Components: Weathering the Storm

The downturn in complete bicycle and e-bike exports has also sent shockwaves through Taiwan's bicycle parts and components sector, which plays a critical role in the global supply chain. According to the latest data from the TBA, the export volume of bicycle components fell by 13.61 percent to

31,166,759 units in 2024, while export value dropped by 17.46 percent compared to the previous year, down to US\$1,406,959,186. These figures underline the significant slowdown in demand, not only for complete bicycles but also for the essential components that power the industry.

However, despite the decline, Taiwan's component sector still retains key advantages, particularly in terms of quality, innovation and manufacturing efficiency. The industry's focus on high-performance and lightweight materials may allow it to weather the storm better than low-cost mass producers in China and Southeast Asia. But the message from the latest export figures is clear: Taiwan's bicycle supply chain is not immune to the shifting economic realities and competitive pressures reshaping the global cycling market.

What's Next for Taiwan's Bicycle Industry?

As Taiwan's bicycle industry grapples with its most severe downturn in years, manufacturers are racing to adapt. One key strategy is a stronger focus on premium models, leveraging Taiwan's expertise in high-performance bicycles, lightweight carbon frames and cutting-edge e-bike technology. With rising average export prices, brands are doubling down on advanced drivetrains, smart connectivity and urban mobility solutions to maintain competitiveness. Beyond product shifts, diversification is crucial. Manufacturers are increasingly exploring new segments such as cargo e-bikes, urban commuters and high-end gravel bikes, tapping into changing consumer preferences. At the same time,

Taiwan Exports Comparison 2023/2024

(Export value in US\$, January to December)

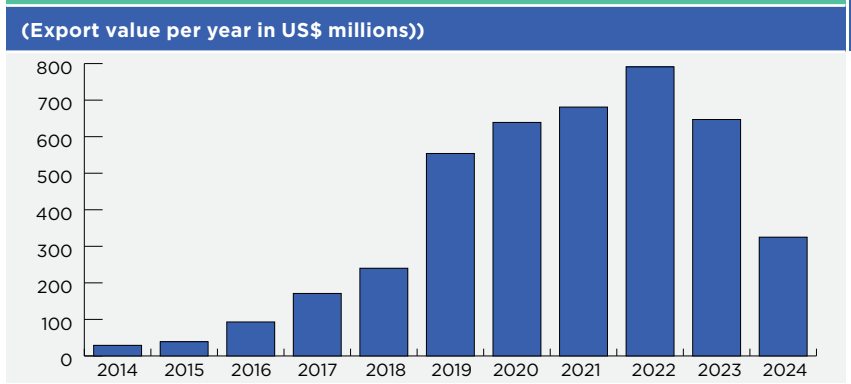
	2024	2023	Change
E-Bike exports	672,100,729	1,213,279,029	-44.60%
Bicycle exports	1,028,840,435	1,383,735,397	-25.65%

Taiwan Exports Comparison 2023/2024

(Export volume in units, January to December)

	2024	2023	Change
E-Bike exports	363,778	686,558	-47.01%
Bicycle exports	909,843	1,323,881	-31.27%

Taiwan E-bike Exports to EU Comparison 2014-2024



investments in smart technology, including anti-theft systems, GPS tracking and AI-assisted shifting, are positioning Taiwanese brands at the forefront of innovation. Therefore, the key learning

from the latest market data of the TBA is that Taiwan's bicycle industry now faces a decisive moment: adapt, transform, or risk losing its competitive edge in an evolving global marketplace. ■ **WMS**

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Q & A: LIH-CHUNG CHIEN**HOW CAPITAL MARKETS CAN CATALYZE INDUSTRY GROWTH**

Topics like investments and M&A deals have become increasingly prominent at recent international bicycle trade shows. This was also the case at Taichung Bike Week 2024, highlighted by the visit of Lih-Chung Chien, Chairman of the Taipei Exchange (TPEX). The Show Daily spoke with Chien about his perspective on the bicycle industry, the role of capital markets in helping cycling companies scale their operations, and his attendance at Taipei Cycle 2025.

Last year, you completed the Tour de East Taiwan, which shows your personal passion for cycling. How does this connection to the sport influence your perspective on supporting the growth of the cycling industry from a capital markets standpoint?

Lih-Chung Chien: This was my second time participating in the Tour de East Taiwan. With this personal connection, I believe the Taipei Exchange (TPEX) can be a good channel to support more small, medium, and micro-sized enterprises in the bicycle industry to enter the capital market and jointly create a more prosperous and passionate "Sports and Leisure Industry."

Every sophisticated high-end bicycle evokes Taiwan's esteemed reputation as the "Kingdom of Bicycles," supported by hundreds and thousands of companies across the value chain, ranging from mechanical technology, components design and producing material engineering, precision manufacturing, and assembling to marketing. Like many important industries in Taiwan, the bicycle sector thrives through strategic cooperation, achieving success in the global market. From traditional labor-intensive manufacturing to ODM and worldwide branding, numerous bicycle companies have emerged as leading companies worldwide, enhancing the industry's overall ecosystem. I am eager to see this proud legacy continue. I believe the capital markets can serve as a crucial catalyst for the bicycle industry's sustainable growth, offering companies increased visibility and more resources.

What is your view on the current state of the bicycle industry? Especially when it comes to the stock market.

Chien: While the bicycle plays an important role in the global market and supply chain, it presents a relatively small portion of the total market capitalization on the stock market. Currently, only a handful of companies are listed, mainly focused on bicycle assembling and parts manufacturing. Apparently, there is room for improvement. The Taipei Exchange is home to diverse characteristic industries, including semiconductors, bio and medical care, solar energy, etc. Listed companies can leverage the clustering effect of the stock market.

In July 2023, TPEX added the "Sports and Leisure Industry" into the industry category of listed companies to align with government policy and global trends. The bicycle industry is one of the sub-sectors within this category, reflecting the Taipei Exchange's aim to become the chosen venue for more bicycle-related companies.



Lih-Chung Chien, Chairman of Taipei Exchange (Right) with Alice Cheng, General Manager of Giant Adventure / Giant Taiwan Sales (Left)

After the COVID-19 pandemic, new opportunities and challenges have emerged for the bicycle industry. With the net zero goals set by governments worldwide, both consumers and investors are increasingly drawn to low-carbon companies, driving the growth of the entire bicycle industry. Domestic bicycle manufacturers are well-known for their high-quality and value-added products. To sustain their competitive edge, many companies have invested significantly in the R&D of innovative and sustainable materials. In recent years, investors have targeted the bicycle industry as part of their sustainability investment portfolios.

How do you view the role of capital markets in helping cycling companies scale their operations?

Chien: One of the primary functions of the capital market is to facilitate capital raising. TPEX has a comprehensive multi-tiered market structure, including the Main Board, the Emerging Stock Board (ESB), and the Go Incubation Board for Startup and Acceleration Firms (GISA), tailored to small, medium, and micro-sized companies, respectively. We are committed to continuously enhancing the functionality of each board, allowing companies at different stages of development to choose the most suitable market for raising funds to support their operations and R&D activities.

As mentioned above, TPEX has

many characteristic industrial clusters. The listed bicycle industry can be classified as part of the Sports and Leisure Industry. The classification enables listed companies to take advantage of the cluster effect, fostering synergy in funding, improving identity and enhancing visibility and awareness. Additionally, listed companies can more easily attract talent and expand business opportunities. Moreover, as these companies grow, they can introduce strategic partners and premier teams through M&A or stockholding trades to further strengthen their competitiveness.

As the chairman of Taipei Exchange, what specific steps are you planning to take to support companies, especially in the cycling industry, to get listed and tap into capital markets?

Chien: TPEX is a platform that connects the capital market to more prominent bicycle companies. The TPEX will continue to strengthen its cultivation function through its multi-tiered market in order to attract more small, medium, and micro-sized companies while supporting their steady growth and expansion. For smaller companies and startups, GISA is an excellent choice to tap into the capital market, where counseling services and matchmaking resources are provided. Bigger and established companies can prepare for

listing by entering ESB and becoming familiar with market regulations. As ESB companies get ready to pursue the next stage of growth, they can apply to be listed on the Main Board. To facilitate this process, TPEX will continue to collaborate with intermediaries such as securities firms and CPA firms, proactively visit the domestic bicycle industry, introduce the advantages of the capital market to the companies face-to-face and provide consultation services. The goal is to help companies accelerate their access to funding.

After listing on the Main Board, the companies will benefit from TPEX's considerable services to grow with resilience to address various operation challenges, such as net-zero transformation and global competition. Our bond market also offers alternative fundraising tools for small and medium-sized companies. With our experience and support, I am confident that listed companies will be well-prepared for further growth.

Will you also participate in Taipei Cycle 2025?

Chien: Absolutely, I will. Cycling is integral to my daily life and the source of my energy. I am willing to do more for the future of the bicycle industry and look forward to seeing more connections and interactions between the industry and the capital market.

■ **WMS**

POWERWAY

A UNIQUE NEW RATCHET HUB DESIGN DITCHES THE DIRT

Although ratchet hubs are a standard offering from hub manufacturers these days, there has been little in the way of innovation on the original concept. Now, Powerway Industrial Co. Ltd. has a new ratchet hub design that aims to improve ratchet function and tooth longevity by adding channels to keep grit and grime away from the teeth.

Powerway Industrial [Hall 1 / I1322] has manufactured a variety of products since it formed in 1988. But 16 years ago, after working across several niches, they decided to specialize on one in particular: bicycle hub manufacturing. Since then, Powerway has created a full range of hubs and has supplied hubs to a number of notable wheel brands over the years.



36T ratchet with channels

“At one stage in the early days we even produced electronic toys such as a remote-controlled car,” said GM Paul Tsai, son of company founder Jacky Tsai. “Following that, we moved into pedal and pedal axle manufacturing. Then a friend suggested we begin manufacturing hubs because at that time demand exceeded supply. We did. And the rest is history. Once DT Swiss’s ratchet hub patent expired, everyone jumped in—every hub factory needed to have their own version of a ratchet hub. We needed a ratchet hub. But we also needed to produce something different to what everyone else was coming up with.”

hubs are invariably based around twin sets of teeth that lock into each other precisely. Precision is crucial but Powerway’s innovation involves reducing the contact surface area of each tooth.

“Instead of each tooth fitting flush into its opposite, we have cut a channel at the base of each creating a gap,” explained Tsai. “Any particles of dirt or grit will be able to move out and away from the interior surface area. If any grit ends up on the surface of the teeth, that will result in them being slightly crooked, resulting in rougher, less efficient rotation. By allowing an



Paul Tsai and Paula Chen

easier path for impurities to exit from between the teeth, the ratchet rotates more smoothly and efficiently. So, in sum, weight is reduced slightly but the main reason is to allow any gunk that fouls the teeth to find a quicker exit for smoother and more efficient rotation,” he said.

At the moment the hub is offered in the one size, 36T, with the plan to expand beyond this specification in the near future once testing is completed. The current 36T model is available in four six-bolt versions, three center lock versions, and one v-brake disc version. ■ GR

ENGLISH



Pumping up tyres is so easy today with



GREENWAY BATTERY

A FOCUS ON PRODUCT LONGEVITY AND SMART SUSTAINABILITY

Greenway aims to extend batteries' lifespan and reliability through technologies like wire-bonding and digital platforms for battery data analysis. The Show Daily spoke with Mo-Hua Yang, General Manager of Greenway Battery Europe, about the latest developments.

For nearly two decades, **Greenway Battery [Hall 1 / L0310]** has been at the forefront of lithium-ion battery technology, developing energy solutions for e-bikes, e-motorcycles and electric scooters, as well as industrial applications. Founded in 2006 in Shenzhen, China, the company has grown into a leading global supplier with a strong focus on micromobility. Today, Greenway produces 6.5 GWh of battery packs and cells annually, employs more than 2,300 people, and generates €287m in revenue.

"The battery market is largely dominated by automotive players, but our focus has always been on micromobility and consumer products," says Mo-Hua Yang, General Manager of Greenway Battery Europe, referring to the company's battery systems, which are found in e-bikes, electric dirt bikes, e-scooters, and industrial vehicles, typically in the sub-10 kWh range. Micromobility accounts for 39 percent of Greenway's revenue, while 30 percent come from consumer electronics and 22 percent from energy storage systems.

At Taipei Cycle 2025, Greenway will

present both EN50604-1 and UL2271-certified batteries alongside innovative safety technologies. "Consumers want more capacity, but safety must evolve accordingly," explains Yang. One key innovation is a wire-bonding technology, licensed from LG and used by Tesla, which improves production quality compared to traditional spot welding. "This cell connection technology enhances heat distribution, safety, structural integrity, manufacturing efficiency and overall product quality," Yang adds.

Sustainability is also central to Greenway's strategy. The company actively promotes circular economy models to maximize resource efficiency. To enhance reliability and extend battery life, Greenway is developing a digital platform to analyze critical battery data, already gearing up for the new Battery Regulation data requirements. "The Battery Passport is a great opportunity for the industry. Real-time data will provide valuable insights into battery condition, helping to improve longevity, reuse and repurposing," Yang says. From a hardware perspective, Greenway is



Mo-Hua Yang is General Manager of Greenway Battery Europe.



Greenway Battery is a specialist in energy solutions for e-bikes, e-motorcycles, electric scooters, and industrial applications.

also working on solutions for single-cell replacement. The non-welding solution is currently undergoing long-term testing in their labs and test fleets. Greenway also collaborates with European recycling programs like Bebat to ensure responsible end-of-life battery management. "Sustainability should be part of battery design, not an afterthought," Yang emphasizes.

To meet growing demand, Greenway is expanding its production capacity. In 2024, the company opened its first fac-

tory in Indonesia, increasing flexibility and reducing supply chain risks. Now, Greenway is preparing for its next major expansion: a European production facility. "We initially planned our own factory but chose a local partner to accelerate the process," Yang explains. Production is expected to begin in 2026, offering faster delivery, lower costs and a reduced carbon footprint—especially in logistics. "Europe is a key market for us, and this new facility marks a major step forward," Yang concludes. ■ **WMS**

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SKS GERMANY

TRADITION MEETS INNOVATION

With a history spanning more than a century, SKS Germany is a key player in the bicycle accessories industry. At Taipei Cycle 2025, the company will not only highlight its latest product innovations but also its long-term ambitions.

A reliable air pump belongs with every bike. With this motto in mind, **SKS Germany [Hall 1 / L0312]** has grown into one of the most well-known accessory specialists in the global bicycle industry over the past century. Surprisingly, the company founded in 1921 by Karl Scheffer-Klute in Sundern, a small town in the German district of North Rhine-Westphalia, initially had nothing to do with bicycles, focusing instead on manufacturing curtain rods. That changed in 1932 when SKS pivoted to producing bicycle pumps—a decision that laid the foundation for its future success. The introduction of the high-performance “Rennkompressor” in the 1960s cemented its reputation among professionals, and in the decades that followed, the company steadily expanded its portfolio to include mudguards, tools, and, more recently, bicycle carriers.

“Today, SKS Germany employs 400 people and produces millions of bicycle pumps and fenders annually,” explains Patrick Eikeler, who is part of the SKS marketing and sales team. During an interview with The Show Daily, he also shares key company details: operating under the banner “Made in Germany,” the accessory specialist primarily manufactures in Germany, where its main base in Sundern oversees all development and production processes. Furthermore, they maintain a branch in Illinois in the United States. In 2023, the company, which is typically recognized by its signature orange logo, reported €63m in revenue, with a business split that leans slightly toward the aftermarket sector, though OEM partnerships remain a key part of operations. The strongest market is Germany, followed by Central Europe, Scandinavia, the UK, and parts of Eastern Europe.

Like the entire bicycle sector, SKS Germany has experienced market fluctuations over the past few years. The pandemic-driven cycling boom, which was especially strong in Germany, was followed by a period of slowed demand, high inventory levels and economic uncertainty. Yet, the company has remained resilient, as Eikeler reports: “In recent years, we have seen stable business development despite challenging market conditions,” he

says. “The cycling industry first experienced a strong upswing during the pandemic, followed by a noticeable cooling due to shifting demand and high dealer inventories. While we have felt these developments, we continue to see solid demand for high-quality and innovative accessory solutions.”

For this reason, they are also not letting the expected continued downturn in the bicycle industry over the coming months unsettle them and are staying focused on product development and operational improvements. “One of our biggest priorities is continuously evolving our product portfolio—especially when it comes to innovative components, user-friendly mounting systems and sustainable materials,” Eikeler explains. The company is also investing heavily in digitization and electronic product development to meet the growing demands of modern cycling technology. In addition to new product innovations, streamlining production processes for greater efficiency and resource conservation is a top priority. “We are working to make our production more efficient and environmentally friendly,” says Eikeler. “At the same time, we are maintaining our high-quality standards and strengthening partnerships with our OEM and aftermarket customers.”

At Taipei Cycle 2025, SKS Germany will showcase its latest developments in bicycle accessories and electronic solutions. Additionally, Eikeler emphasizes that the show is an important platform for the brand to connect with international partners, discuss industry trends and highlight its latest innovations. “Compared to Eurobike, which is strongly focused on the European market, the Taipei Cycle Show holds strategic significance for us, particularly in the Asian region. Therefore, the event serves as a bridge to new markets and enables us to refine our export strategy in a targeted manner,” he explains.

“Despite market challenges, we are optimistic about the future. Our focus is on delivering products that enhance the cycling experience and supporting the industry with reliable, high-performance solutions,” Eikeler concludes. A glance at the company’s history is enough to grasp what he



SKS Germany is based in Sundern, a small town in the German district of North Rhine-Westphalia.



The company produces 7-digit figures of air pumps and mudguards per year.



Despite challenging market conditions, SKS has experienced stable business development.

means. With more than 100 years of experience, SKS Germany understands that long-term success is about more than just riding industry trends—it’s about setting them. The company has already transformed itself multiple times, from making curtain rods to pro-

ducing some of the most recognizable bicycle accessories on the market. As it looks toward the future, its emphasis on digitalization, sustainability, and international growth ensures that it will remain a key player in the cycling industry for years to come. ■ WMS

ENGLISH

● ● Eurobike

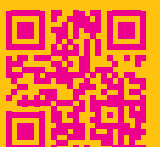
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OVERVIEW: URBAN, COMMUTING AND FOLDING E-BIKES

SMALLER WHEELS FIND THEIR HOME IN THE CITY

Cargo bikes may be trending in urban cycling, but not everyone needs the capacity of a full longtail or a bucket bike.



Thankfully there are plenty of middle-ground options these days. Bikes like the Moove from **Pacific Cycles [Hall 1 / N0306]** offer modularity and a carrying capacity that will satisfy a wide range of users, but in a standard-sized city bike. The Moove is a 20-inch-wheeled city bike with a single-beam mainframe housing an internal battery for its Bosch SX drive system, and the modular frame can be adapted for other drive systems too. Mounting points at the front and rear mean it's simple to add racks for plenty of carrying options, and the single frame size will accommodate riders from 150cm to 185cm. Despite its chunky looks it's pretty light, too, tipping the scales at just 19kg. The 400Wh Bosch Compact Tube battery offers a range of up to 86 kilometers.

Momentum, a sub-brand of **Giant [Hall 1 / M0820]**, is another marque offering a capable and versatile 20-inch-wheeled urban bike. The Kompakt E+ is "powerful enough to ride everywhere and small enough

The Kompakt E+ uses a quiet and powerful Giant SyncDrive motor.



to keep anywhere," according to Momentum, and features an adjustable stem, folding pedals and quick-release seatpost to make the bike as small as possible—just 290mm wide—if you have to store it indoors.

The Kompakt E+ can carry up to 42kg. This includes a MIK-compatible bag, a rear basket or child seat on the rear rack, plus optional front rack options. There's even a rear trailer mount for extra passenger or cargo. For security around town there's

a fully integrated ABUS Bordo lock and XPlus battery lock in the frame, to lock both the bike and its battery easily and seamlessly. The Giant SyncDrive motor is quiet and powerful, and

the modes can be tuned using Giant's RideControl app.



The Moove features front and rear racks for extra carrying capacity.

Merida [Hall 1 / M0620] describes the eFLOAT HD as a light-duty cargo bike, boosting the standard carrying capability of the standard eFLOAT thanks to a heavy-duty rear rack and a new headtube-mounted front rack. Aimed at riders who need a versatile e-bike for load carrying but don't want the inconve-



Merida's eFLOAT HD can cope with cargo carrying or off-road adventures.



The Go Time 5000 sports a full-suspension frame and 4.5-inch tires.

nience of a traditional cargo e-bike, the eFLOAT HD can accept up to 50kg of load across its two racks. The robust aluminium frame, 29-inch wheels and suspension fork mean that it's a very capable bike both on the tarmac and off, with the Bosch CX motor providing plenty of power, and the 800Wh battery plenty of range. The eFLOAT HD comes with mudguards, a rear rack, a double kickstand, a built-in lock, plus front and rear lights as standard, and the bike has a low step through frame option if you need more clearance.

More and more city bikes using the 20-inch wheel size are going for the moto look, with a café-racer-style frame, bench seat and double crown fork. The **Codifce [Hall 2 / S1013]** Go Time 5000 is a classic example of the genre and even includes a lockable cargo storage unit where you'd find the petrol tank on the motorbike it's styled for. Packing a 48V motor limited to either 25km/h or 32km/h depending on territory, the 960Wh battery is good



The Litzmo ER-01 has a full carbon frame and fork.

for up to 100km of range. The huge 4.5-inch tires probably aren't helping with efficiency but they're great at soaking up road buzz, and if you encounter anything more rugged, the Go Time 500 is a full-suspension design to deal with whatever comes your way. You get integrated lighting, with indicators and horn too, and the bike sports a 7-speed Shimano transmission and hydraulic disc brakes.

Moto-style city bikes tend to be weighty, so it's very interesting to see **Litzmo [YMA Corporation, Hall 2 / R0524]**, which has been producing carbon

fiber bikes for nearly 30 years, turning its hand to the genre. The ER-01 is, claims Litzmo, "The industry's only full carbon fiber build," and the frame, fork and handlebars are all made wholly from carbon fiber. With a rear hub motor powered by a 900Wh Panasonic battery slung under the bench seat, the ER-01 claims 100km of range. The bike is designed with frame mounts in the main frame, which allow you to add an advertising panel or a storage box. It integrates with the Smart Z app for remote intelligent locking, ensuring a safer and smarter riding experience.

Another company using the main frame of their city e-bike as a storage area is **Starts Jump [Hall 2 / R0831]**. The BICYCLOAD Urban-Q110 frameset is designed with mounts to accept a modular system of boxes, which can be easily removed from the frame. So whether it's a mechanic coming to fix your bike, or a medic arriving to patch you up after a spill, any professional can have all the tools of their trade easily to hand.



The BICYCLOAD Urban-Q110 sports a modular storage space.



The BESV PSF2 is a TAIPEI CYCLE d&i award winner.

If you're after a folding bike for a mixed mode commute, or dealing with lack of storage space, then the **BESV [Hall 1 / N0110]** PSF2 is a beautiful, eco-friendly and smart foldable e-bike. A winner of the TAIPEI CYCLE d&i awards 2025, it's lightweight, with a sleek, modern design that offers versatility for everyday rides and travel. Its unified frame and longitudinal double-folding mechanism is bold and durable, and the fold is simple and elegant. Unlike most folding bikes, it features a rear shock for added comfort. BESV's 2nd Gen system uses a 250W rear hub motor powered by a 381Wh removable battery. There are three standard assistance levels and Smart Mode adjusts pedal assist for a more fluid ride. You can use BESV's app to control the functions of the bike.

The db5+ folding e-bike from **DK City [Tung Keng Enterprise Co.]**

Ltd / Hall 1 / N0532] is built around an ultra-lightweight and elegant carbon fiber frame with a low step-through design for better accessibility. With a singlespeed transmission, monoblade fork and lightweight magnesium alloy wheels, the db5+ weighs in at just 17.1kg, and the 2.9kg seatpost battery can be removed to make the bike even easier to transfer to a car or onto public transport. The bike is built around a 200W mid-drive motor that drives the rear wheel with a belt for clean and quiet running about town. "With its stylish design and exceptional functionality, the db5+ is set to redefine 20-inch folding e-bikes," says DK City. "Its distinct, eye-catching aesthetics not only enhance its visual appeal but also make it a true conversation starter wherever you ride."

For those with mobility or balance



The DK City db5+ weighs in at just 17.1kg.



Naro Delta's leaning control system can be locked out for stability

issues, or looking for a stable bike for carrying children or loads, the **Naro Delta [Hall 1 / N0632]** leaning control system (LCS) allows the front section of a tricycle to lean in the same natural and intuitive way as a two-wheeled bike, while keeping both rear wheels on the ground for maximum stability. By locking the front section, the rider can also stay on the bike at a standstill without putting a foot down. The design offers superb low-speed maneuverability, and moving the load area to the rear of the bike makes it even more stable. The F20 Delta 1 trike pictured uses an 80Nm Bafang M410 mid motor and a Shimano Nexus Inter-3 transmission. ■ DA

ENGLISH



HYENA E-BIKE SYSTEMS

TAIPEI CYCLE

TAINEX 2, 4TH FLOOR, NO. S0318
E-BIKE DEMO, 4TH FLOOR, NO. S1420A

CONDUCTOR SEEKS EXPANSION NOT JUST ANOTHER MARKETING AGENCY

Over the past 18 months, creative and marketing agency, Conductor have been building connections across Taiwan and the Far East region to help brands improve their brand image and marketing. Working with B2B and B2C businesses, through their creative marketing solutions, they support brands to grow awareness, strengthen relationships with audiences and ultimately improve sales.

Conductor, guests at the booth of **FSA and Vision [Hall 1 / M1212]**, was established in 2014 by Jonathan Davies and M.J. Jackson, both with decades of experience in global branding and advertising projects and a shared love of cycling. The agency was founded with the purpose of supporting cycling brands with world-class creative and marketing projects that delivered results and brought a new, dynamic approach to the cycling industry. Over the past 10+ years, the agency has worked with many cycling brands across the globe. The Conductor team have delivered highly successful projects across the full remit of brand and marketing outputs. They've helped start-ups to define their brand and turbo-boost their launch, worked with long-established brands to reinvigorate their image, built exceptional websites that convert sales and launched exciting new products across multiple markets.

In 2023, Conductor joined Gruppo Media, the publishers of Rouleur magazine and the organization behind the Rouleur Live consumer show,

enabling Conductor to expedite their plans to expand into the Asian market. With ambitions to open an office in Asia, Conductor are seeking to deepen relationships with Taiwanese and Asian brands and manufacturers and support them with international design and marketing expertise. Davies explained, "Whether a business is OEM, ODM or consumer-facing, the requirements of the brand image, key marketing tools, campaigns and communications are fundamentally the same. They should help the business stand out from the competition, they should convey the quality of the product (or service) and they should clearly communicate the features and benefits. Through high-quality, contemporary design and branding, we enable our clients to connect better with their audience and drive sales."

"Since day one, Conductor has been passionate about all forms of cycling and creating world-class projects that excite, inspire and educate the cycling community. Through our creative branding and marketing work, and



Jonathan Davies (left) and M.J. Jackson founded marketing agency Conductor in 2014.

connection to the Rouleur audience, we positively impact the future of our clients and the cycling industry. We pride ourselves on having long-term relationships with our clients, helping them achieve their business ambitions and solving challenges through our creativity, experience and insight."

Conductor will be present at Taipei Cycle Show with members of its staff and the Rouleur team. If you would like to learn more about Conductor, their experience and their services, make sure to get an appointment with Jonathan Davies (+447725738383 / jd@conductorstudio.com). ■ **LVR**



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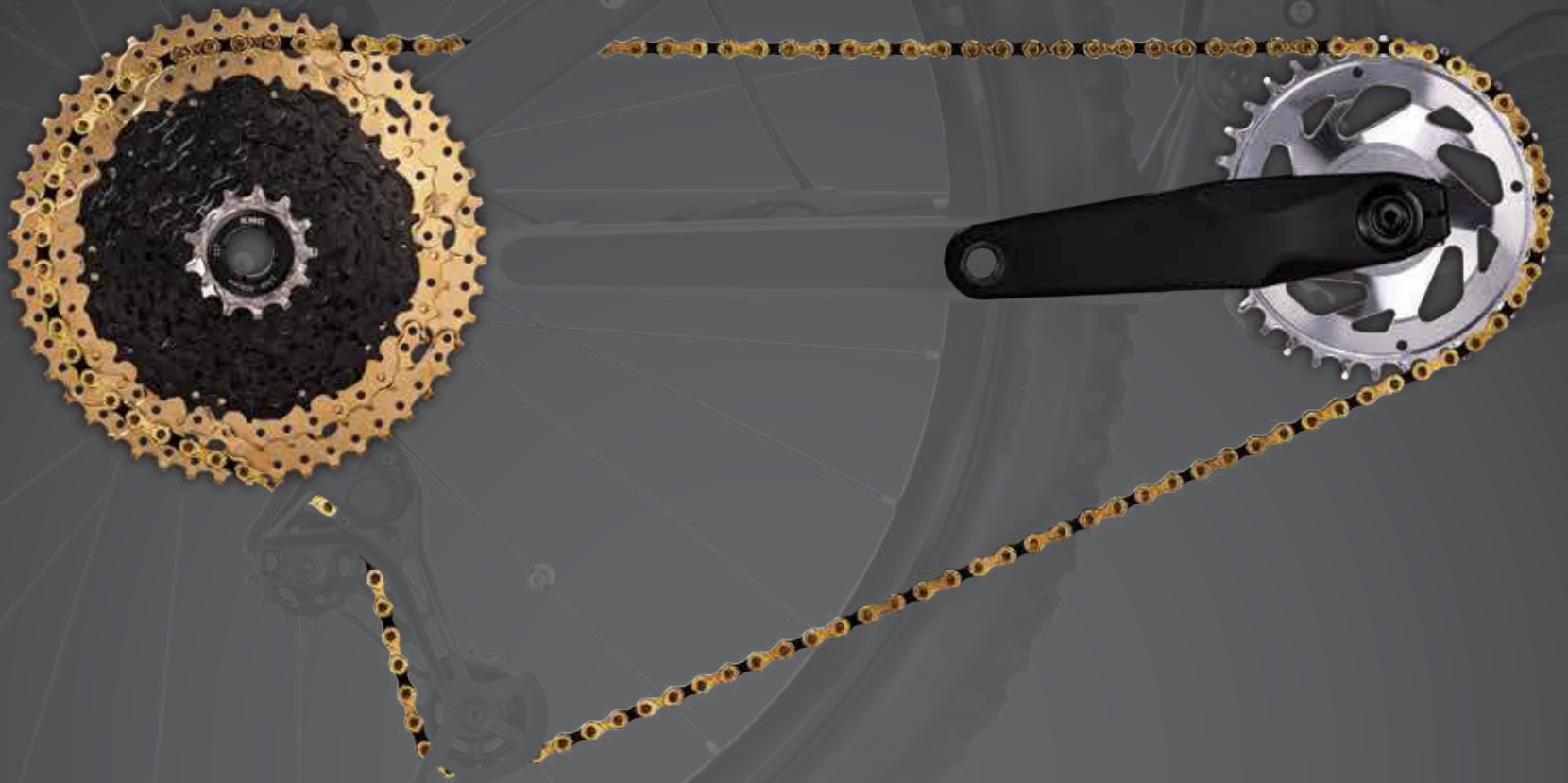


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EQUICK TECHNOLOGY

EQUICK IS POWERING A NEW ERA OF SMART TRANSPORTATION

We met Frank Chang, founder of Equick Technology, at the company's Concept Store in Taipei, a place that embodies the spirit of the Equick brand and reflects Chang's vision for creating a riding experience with a focus on smart technologies that goes beyond just commuting.

Originating from Singapore and just three years old, the brand draws on the expertise of SmartCube, its mother tech company, specializing in sensor technology for over a decade. Equick Technology was created in response to the many challenges found in the e-bike industry, including design and weight, as well as shipping and tax concerns. But "one of the key questions in developing e-bikes is how the tech and bike industries can cooperate to create even better e-bikes," Chang said. The answer was to combine the expertise of both industries, to work on new materials, better energy efficiency, and more intelligent systems. "We're not a bike company, we're a tech company that focuses on providing a smart and sustainable solution to transform urban mobility," he added.

Equick's bikes are not just a mode of transport—they're a smart, eco-friendly, and enjoyable way to navigate the city streets. While offering complete bikes with styles going from retro-chic to sleek and modern road commuters with drop bars, Equick's focus is on its advanced power system: a tech-driven approach

that integrates AI chips and advanced algorithms to optimize power output, shifting, and assist levels based on terrain and rider habits.

Installed in place of the crank bolt for a minimalist look, the sensor communicates wirelessly with the all-in-one front hub motor with integrated battery, thus eliminating traditional cables and creating a lighter, more efficient system that enhances both aesthetics and performance.

In addition, the bike's battery supports 60W type-C chargers, offering a relatively rapid two-hour charge for up to 70 kilometers, and "the plan is to further reduce charging time to just 10 minutes for a 50-kilometer range," said Frank. This would mean you could easily fit it in during a quick coffee break.

The Equick bike's performance is further enhanced by smart technology, using the Equick Link system, which connects to a mobile app to track essential metrics like battery level, speed, and mileage, providing riders with full visibility into the bike's health and performance.

Our brief test of the efficient Equick bikes on the streets of Taipei proved

effortless and smooth, and the use of the belt drive provided an extra level of quiet performance.

In addition to its innovative product design and smart efficiency, Equick employs an asset-light business model, focusing on core electric components while outsourcing bike production. This approach reduces costs, streamlines operations, and enables quicker market penetration through collaboration with international partners. To further address global challenges such as tariffs and logistics, Equick produces in the U.S. and Japan but also utilizes local assembly in various countries, minimizing import duties and enhancing competitiveness.

Its B2B strategy also offers customized e-bike solutions through co-branding and licensing. And over-the-air (OTA) updates provide businesses with tailored options that meet diverse customer needs. Starting in March, Equick is announcing its collaboration with Japan's renowned brand Mizuno, bringing innovative e-bike solutions to an even broader audience.

In summary, Equick offers a smart, lightweight, and efficient solution



Equick's founder, Frank Chang, presents the brand's latest sleek and modern road bike. (Photo: BusinessNext)

for modern commuters. With cities increasingly embracing sustainable mobility, it shows how cycling can be made smarter, more accessible, and more enjoyable for everyone. ■ MW



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KENDA TIRES FROM LOCAL MANUFACTURER TO GLOBAL PLAYER

For more than six decades, Kenda Tires has been a key player in the tire industry. With a focus on core products and strategic expansion, the Taiwanese company is now positioning itself for long-term growth.

If you look at the Taiwanese bicycle tire industry, one name cannot be ignored: **Kenda Tires [Hall 1 / J0608]**. Founded in 1962 in Yuanlin, the company began as a small manufacturer of rubber products, including bicycle tires and tubes. Over time, it expanded into a multinational operation, producing not only bicycle tires but also products for the automotive, industrial and power sports sectors. Today, Kenda operates multiple factories across Taiwan, China, Vietnam, and Indonesia, employing more than 13,000 people worldwide. With annual revenues exceeding US\$1b, the company continues to adapt to shifting industry trends.

“My grandfather left his former employer to start Kenda in the early 1960s with a focus on small rubber products, including bicycle tires and tubes,” explains Eric Yang. He is Vice President of Business Development at the Kenda office in San Francisco and, accordingly, has a close eye on current developments in the global tire market. “Even though we’ve expanded significantly since then, the bicycle business remains the heart and soul of our company,” he adds, noting that the bicycle division accounts for roughly a third of Kenda’s business activities.

That bicycle division is naturally in the spotlight for the Taiwanese tire manufacturer at this year’s Taipei Cycle Show. Like many companies in the bicycle sector, Kenda has felt the effects of a market slowdown. The post-pandemic correction, combined with overstock issues and reduced consumer demand, has led to lower sales. “Our bicycle business is down a little bit,” Yang acknowledges. “Compared to others, we’ve been able to leverage our success in other industries, especially the automotive sector, to offset some of the losses.”

The European market has been particularly slow, with sales lagging across multiple product categories. However, Yang sees renewed optimism for 2025. “There’s more optimism this year than in years past—at least from what I can see in the North American market. People are seeing signs of a rebound here,” he notes, adding that

“sellout and inventory levels have become key success metrics, and most companies seem to be in a better position now.” In times of ongoing uncertainty in the bicycle industry, this is a positive outlook.

Therefore, Yang remains confident in what lies ahead for several reasons. The first one is an adaption of the product portfolio. Lately, the company has focused more on the consumer segment to reach a broader audience. Additionally, a new gravel tire is set to be introduced in the near future, designed to accommodate wider widths. Kenda is also expanding its focus beyond the traditional bicycle market by investing in cargo bike tires, a growing segment driven by increased demand for urban mobility solutions. “Cargo bikes are becoming more important, particularly in Europe, where cities are pushing for more sustainable transport options,” Yang says.

Another prominent project is the topic of sustainability. The tire specialist is part of the Bicycling Alliance for Sustainability (BAS) and has set a target of reducing its CO2 emissions by 3 percent per year. “Our five-to-10-year goal of reducing our carbon footprint remains unchanged, and we continue working toward that,” he explains. “Not only do we have to set up data collection systems, but also conduct regular audits and assessments of our suppliers to gather data on their sustainable practices.”

On the eve of Taipei Cycle 2025, Kenda finds itself at a pivotal moment. The company’s history as a local manufacturer turned global player is reflected in its strategy—adapting to market trends, expanding product lines, and maintaining a commitment to sustainability. While challenges remain, Kenda’s diversified portfolio and ability to navigate industry fluctuations put it in a strong position for the future. At Taipei Cycle, the brand will not only showcase new tire models but also reaffirm its long-term vision: a commitment to quality, adaptability, and sustainable growth in an evolving bicycle industry. ■ WMS



The Kenda headquarters in Taiwan.



Eric Yang, Vice President of Business Development at Kenda



Kenda has always had a vast selection of off-road products. (Photo: Werner Müller-Schell)



A behind-the-scenes look at the Kenda factory in Changhua County, Taiwan. (Photo: Werner Müller-Schell)

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OVERVIEW: E-BIKE MOTORS

INNOVATION AND COMPETITION DRIVE THE MARKET FORWARD

The growing popularity of e-bikes has intensified competition, driving major advancements in motor technology. At Taipei Cycle 2025, this evolution is on full display, with a wave of new e-drive systems highlighting the latest trends in the industry.



Hyena E-Bike Systems is one of many Taiwanese motor manufacturers at Taipei Cycle 2025.

One of the most noticeable developments in the drive unit market is the continued refinement of mid-drive motors. Long considered the gold standard for performance-oriented e-bikes, these systems are becoming lighter, more powerful and increasingly integrated. Several brands, including Delta Electronics, Sinbon, Shimano and Yamaha, have recently introduced next-generation mid-drive motors with enhanced torque outputs, improved efficiency and new connectivity features. Innovations such as automatic shifting, magnesium housings and expanded drivetrain compatibility are making mid-drive motors more adaptable than ever.

At the same time, hub motors are making a strong comeback. Traditionally seen as a lower-cost alternative, recent advancements in power delivery, compact designs and smart technologies have positioned hub motors as a viable competitor to mid-drive systems. Ananda, Bafang, Hyena and L-Twoo are among the brands showcasing high-torque hub motors, thru-axle designs and lightweight drive solutions aimed at city, road and light eMTB applications. Newer models

now integrate automatic transmissions, advanced torque sensors and ultra-quiet operation, further blurring the lines between hub and mid-drive performance. Keeping reading for an introduction to some of the most renowned motor models showcased at this year's Taipei Cycle Show.

Mid-drive Motors: The Race for More Newton meter

Our exhibition tour begins with mid-drive motors. Taiwanese electronics giant **Delta Electronics [Hall 2 / Booth R0624]** made waves last year with the launch of its compact mid-drive motor. Weighing just 2.9 kg and delivering a powerful 90 Nm of torque, this motor is among the most compact in its class (111 x 92 mm), offering e-bike manufacturers greater flexibility in designing sleek and lightweight models. Engineered for high-performance applications, its robust torque output makes it an ideal choice for e-cargo bikes and eMTBs. At this year's Taipei Cycle Show, Delta Electronics presents a complete e-bike system solution, featuring an upgraded mid-drive motor that now delivers 100 Nm of torque while maintaining the same size and weight. The system also includes a newly developed 600Wh Slim Tube battery, created in collaboration with TrendPower, as well as an advanced HMI solution designed together with AVS, offering two configurations: RC10 / CD8 + RC9.

Another Taiwanese manufacturer presenting an interesting mid-drive solution is **Sinbon Electronics [Hall 2 / R1014]**. Specializing in tailored e-bike integrations, the company offers comprehensive design validation, cloud services and maintenance support to ensure maximum product stability and reliability. At the heart of their latest innovations is the 250 W MIT Coaxial Mid Drive Motor, a Taiwan-made system delivering 85 Nm of torque at a weight of



Taiwanese manufacturer Sinbon presents the MIT Coaxial Mid Drive Motor, a system delivering 85 Nm of torque while weighing 2.5 kg.

2.5 kg. Its coaxial architecture minimizes vibration and shock, enhancing ride stability and durability. The integrated planetary gear system optimizes space efficiency, allowing for a more compact reduction mechanism and seamless integration across various e-bike categories.

Lately, Japanese component manufacturer **Shimano [Hall 2 / M0812]** has expanded its e-bike drive unit lineup with the introduction of the EP5 and E5100 systems, catering to a wide range of cycling needs from daily commuting to weekend adventures. The EP5 drive unit delivers a maximum torque of 60 Nm, providing a harmonious blend of human and electric assistance. Weighing 3 kg, it maintains a compact and lightweight profile, ensuring efficient performance across various terrains. Designed with urban commuters in mind, the E5100 drive unit offers a maximum torque of 50 Nm and weighs just 2.4 kg. Its lightweight and compact design ensures a smooth and natural ride quality, making it ideal for daily commutes and city explorations. The E5100 is compatible with various braking systems, including V-brake, disc brake, roller brake and coaster



With a maximum torque figure of 85 Nm, the PW-XM has the highest torque-to-weight ratio in the Yamaha range.

brake, providing flexibility for different bike configurations. Customization is also available through the E-Tube Project Cyclist app, allowing riders to adjust power-assist levels to suit their riding style. The unit supports the Auto Shift technology with internal hub gear drivetrains, further enhancing the ease of use for everyday cyclists.

Higher torque, lower weight: Japanese electronics specialist **Yamaha [Hall 1 / F0532]** is aiming to serve both areas with one development. Targeted at the high-end eMTB market, the Yamaha PW-XM features a specifically designed magnesium housing that keeps its overall weight down to 2.6 kg. However, with a maximum torque figure of 85 Nm, the PW-XM has the highest torque-to-weight ratio in the Yamaha range, making it a good choice for eMTB applications. It is also fully compatible with Yamaha's existing PW-X3 and PWseries S2 drive units, enabling manufacturers to create three different e-bikes using the same chassis design. The new PW-XM can also be paired with any of the company's displays and batteries, best in conjunction with the minimalistic and highly technical Interface X.

Zhaowei, a global leader in micro-drive motor systems with over 20 years of experience in the automotive industry, smart home technology and medical engineering, is now expanding into e-mobility. With its newly launched brand **Preeto [Hall 2 / S0602]**, the company is introducing three high-performance mid-drive motors



Shimano's EP5 drive unit delivers a maximum torque of 60 Nm, while the E5100 drive unit offers a maximum torque of 50 Nm



Delta Electronics presents a new version of its mid-drive motor, delivering now up to 100 Nm of torque.



Zhaowei, a global leader in micro-drive motor systems, is now expanding into e-mobility. The motors are launched under the brand Preeto

for e-bikes, each optimized for urban, trekking, MTB and cargo bikes. Weighing just 1.96 kg, with a peak output of 550 W and 60 Nm of torque, the Preeto P 60 stands out for its low noise level—ideal for urban areas, e-gravel and lightweight e-mountain bikes. Designed for demanding trails and reliable performance: The P 90 delivers 750 W peak power and 90 Nm of torque, making it perfect for dynamic and sporty rides. With 110 Nm of torque and 750 W peak power, this motor is engineered for heavy loads. A durable metal gearbox ensures maximum longevity and efficiency.

Hub Motors: Lightweight Yet Powerful Solutions

Taichung-based motor and software specialist **Hyena E-Bike Systems [Hall 2 / S0318]** introduces the MRC-F250, a brand-new thru-axle motor designed for the e-road bike market. Weighing just 2.0 kg, it features a compact and discreet appearance while delivering a market-leading 35 Nm on-hub torque—according to the company, the highest among all existing thru-axle motors. This drive system enhances frame compatibility, offers a quiet and smooth ride, and supports up to a 12-speed cassette, making it ideal for high-performance road bikes. Visitors can also test ride e-road bikes equipped with this motor and experience its advantages firsthand.

Chinese e-mobility leader **Bafang [Hall 2 / M0215a]** unveils its latest hub motor innovation, the H730, featuring Bafang’s patented Gear Variable Transmission (GVT) technology. This motor features an integrated 3-speed gearbox that automatically adjusts gears based on your speed, ensuring a smooth and enjoyable riding experience. With no need for manual shifting, the H730 effortlessly changes gears around 100



Taichung-based motor and software specialist Hyena E-Bike Systems introduces the MRC-F250

times during a 20km commute, unlike traditional derailleur systems that require frequent rider input. Another benefit of this motor: By eliminating external shifting components such as gear levers, cables and derailleurs, the H730 remains unaffected by weather, mud or external wear, maintaining optimal performance while minimizing maintenance efforts.

Taichung-based e-bike specialist **Kynamic [Hall 2 / S0308]**, a subsidiary of KMC, introduces the ePure system, a refined e-drive solution with just two core components: battery and motor. Designed for seamless integration, ePure eliminates unnecessary complexity, delivering pure efficiency in a compact package. The system features a 180Wh battery with an integrated HMI, Bluetooth and controller, paired with a 250Wh thru-axle motor, delivering 30 Nm of torque, equipped with an integrated torque sensor. Weighing 3 kg, ePure ensures a smooth, natural riding experience while maintaining a minimalist design that can easily electrify any standard bike.



Chinese e-mobility leader Bafang unveils its latest hub motor innovation, the H730.

Just recently, Chinese e-bike motor specialist **Ananda [Hall 2 / S0918]** unveiled the mass production of its latest R/F400 hub motor system, reinforcing the relevance of hub motors in modern e-bike design. Combining quiet operation, high torque and a lightweight structure, the R/F400 offers a smooth and powerful riding experience, making it an ideal choice for both urban commuting and longer rides beyond city limits. Designed for rear-wheel applications, the R400 delivers up to 50 Nm of torque while weighing only 2.3 kg, ensuring a well-balanced combination of power and efficiency. The F400, developed specifically as a front hub motor, provides similar torque levels in an ultra-quiet, lightweight package at just 2.2 kg. Both motors are engineered to integrate seamlessly into a wide range of e-bike designs, allowing brands to offer high-performance models without the added complexity or cost of mid-drive systems.

Chinese drivetrain specialist **L-Twoo [Hall 1 / M0504]** expands its business into e-drive systems with the introduction of a compact rear hub motor designed for the light-support segment. Weighing just 1.38 kg and boasting a maximum efficiency of 85 percent, this motor enables lightweight e-bikes that closely resemble conventional bicycles while still providing smooth electric assistance. With its slim design, the motor allows for seamless battery integration into the frame’s downtube, maintaining a clean aesthetic while



Just recently, Chinese e-bike motor specialist Ananda unveiled the mass production of its latest R/F400 hub motor system.



ensuring balanced weight distribution. The system operates with minimal noise, further concealing its electric support to deliver a natural riding experience. Featuring Bluetooth and ANT+ connectivity, the motor is compatible with various cycling devices, offering enhanced customization and performance tracking.

DT Boost, a subsidiary of the Taiwanese parent company **Da Shiang Automation [Hall 1 / M1028]**, is also making a strong impact in the motor segment. At the Taipei Cycle Show, they showcased a range of hub motors, spanning from compact to powerful and robust designs. The lightest motor from DT Boost, the FMS-01, weighs just 1.5 kg and is designed for e-road bikes and e-gravel bikes. With 23 Nm of torque—claimed to be equivalent to 55 Nm in a mid-drive motor—it should provide sufficient power. Meanwhile, the 250Wh battery, available either as a bottle-style unit or integrated into the downtube, offers an impressive range.

What About the European Motor Manufacturers?

Notably, many prominent European motor manufacturers are absent from Taipei Cycle 2025, possibly due to economic considerations. However, this does not imply a lack of innovation on their part. At Eurobike 2024, Bosch unveiled its fifth-generation Performance Line CX motor, maintaining 85 Nm of torque and up to 600 W peak power, while focusing on enhanced digital integration and features like eShift for seamless gear transitions. Also last year, Italian specialist Polini Motori introduced the E-P3+ GP, an upgrade to their E-P3+ model, now delivering 80 Nm of torque, balancing low weight

with high performance. Another major industry move came from ZF, which officially entered the e-bike market at the end of 2024 with the new CentriX drive system, making big waves in the industry. Weighing just 2.5 kilograms and measuring only 88 millimeters in diameter, this compact motor integrates effortlessly into the e-bike, making it nearly invisible. With 90 Nm of torque and a peak power of 600 W, the CentriX 90 is an excellent choice for mountain, trekking, and SUV bikes.

A Dynamic and Evolving E-Bike Motor Landscape

The e-bike motor market is more competitive than ever, as seen at Taipei Cycle 2025. Manufacturers are relentlessly refining mid-drive systems—making them lighter, more powerful and increasingly versatile—while hub motors are staging a strong comeback with greater efficiency, seamless integration and advanced features. Innovations such as automatic shifting, thru-axle hub designs and enhanced connectivity are pushing performance boundaries across all categories. Meanwhile, European brands have taken a different route, choosing to unveil new products at Eurobike and other trade shows rather than at Taipei Cycle. However, companies like Bosch and ZF have recently also introduced next-generation drive systems, solidifying their dominance in premium motor technology while meeting the rising demand for compact, high-torque solutions. Ultimately, the race for efficiency, integration, and power continues, with both mid-drive and hub motor manufacturers delivering compelling solutions. Taipei Cycle 2025 highlights just how fast-moving and competitive this market has become—one that shows no signs of slowing down. ■ **WMS**

AI IN THE BICYCLE INDUSTRY

PEDALING INTO THE AI AGE

From smart factories to AI-driven automation, industrial manufacturing is evolving rapidly. The Show Daily looks at how AI is transforming the bicycle industry.



AI has the potential to reshape the bicycle industry in profound ways. (Photo: Adobe Stock)

A fully connected e-bike smart factory, where artificial intelligence (AI) orchestrates every aspect of production. Assembly lines run autonomously, with machine learning algorithms optimizing workflows in real time. Robots predict mechanical failures before they occur, automated vision systems detect microscopic defects and AI-powered supply chains adjust dynamically to shifting global demands. This is not a science fiction scenario—it is the emerging reality of modern manufacturing. At last year's Hannover Messe, Amazon Web Services (AWS)—the cloud computing powerhouse of Amazon—brought this vision to life. Through the lens of a fictional e-bike manufacturer, “AWSome e-Bikes,” the demo showcased how AI-driven technology can help bicycle companies navigate inventory shortages, production challenges and quality control issues. The message of the live demonstration was clear: by combining AI, Internet-of-Things (IoT) applications and cloud computing, manufacturers can build products more efficiently and sustainably than ever before. And the bicycle industry? It's right in the middle of this AI revolution.

Indeed, the rise of AI in manufacturing is by no means just a footnote or a science fiction scenario anymore. Across industries, artificial intelligence is transforming processes at an incredibly rapid, and often incomprehensible, pace, making them faster and more efficient. Bosch, for instance, integrates AI into automobile

component manufacturing to enhance precision and reduce waste. Taiwan's electronics giant Foxconn utilizes AI-driven robotics to streamline its assembly lines, increasing output while maintaining strict quality control. Meanwhile, Nestlé employs AI for predictive maintenance, reducing downtime in its food production facilities and even uses machine learning algorithms to enhance its recruitment processes. And in the pharmaceutical sector, DeepMind's AI models accelerate drug discovery, identifying new compounds faster than traditional methods ever could. These examples highlight a fundamental shift: AI is no longer an experimental technology but a critical driver of innovation, efficiency and competitiveness across the global manufacturing landscape. The flip side of the coin: With machines learning, making decisions and solving complex problems, industries—including the bicycle sector—must adapt or risk being left behind.

AI-Powered Cobots Reshaping Manufacturing

One company bringing concentrated AI expertise to the bicycle industry is **Delta Electronics [Hall 2 / R0624]**. Known for its advancements in power electronics—above all, the Delta mid-drive motors for e-bikes—and automation, the Taiwan-based technology giant is making waves in AI-powered collaborative robotics—so-called “Cobots.” Unlike traditional industrial

robots, cobots are designed to work safely alongside humans, featuring advanced sensors, adaptive programming and collaborative capabilities that enhance efficiency without the need for physical barriers. “Cobots are already taking on a wide range of tasks in production today. With AI entering this market, new areas of application are likely to emerge, or existing uses may be optimized,” explains Michael Mayer-Rosa, Global Head of Intelligent Robotics Systems at Delta Electronics. “Today, we are at a point where AI is already finding practical applications in many areas, such as ChatGPT or other software that will make our lives easier. At the same time, AI is still in its infancy when it comes to realizing its full potential. However, the current hype is enormous, as AI has the power to fundamentally transform the robotics industry. Many see it as the next major technological revolution, comparable to the advent of the internet,” he adds.

The extent of the changes Mayer-Rosa refers to is well documented in numerous studies. According to research from Statista's data analysis department, the global number of AI tool users stood at roughly 254.8 million in 2023—more than twice the figure from 2020. Experts predict that by the end of the decade, this number could exceed 700 million. A McKinsey report sheds light on AI's impact on the labor market, estimating that in the U.S. and Europe, accelerated AI

adoption could automate almost a third of working hours by 2030. In the EU, this could rise to 45 percent by 2035. The study suggests that the biggest changes will likely occur in office and administrative roles, but customer service, sales and production will also be affected. “In manufacturing, it's already clear that major transformations are on the horizon. In our case, our cobots benefit from AI by becoming more intelligent and adaptable, allowing them to take on more complex and dynamic tasks,” Mayer-Rosa says.

The Role of AI in Modern Bicycle Production

A behind-the-scenes look at various exhibitors at this year's Taipei Cycle Show reveals just how extensively artificial intelligence is already being used in bicycle factories. **Giant [Hall 1 / M0820]**, for example, employs AI-assisted aluminum manufacturing in frame production. “During the frame cutting and welding process—a critical step in producing a good bicycle—the AI arm can cut the frame with astonishing precision and control each weld run to ensure that the electric motor and battery fit perfectly with the frame,” the company states on its website. Furthermore, “The AI-automated manufacturing process also further improves the quality control of frames. When the solidity of the frame adds extra weight onto the frame itself, the AI arm is still able to quickly and accurately position



AI-assisted aluminum manufacturing is part of a broader initiative aimed at making Giant's production facilities smarter. (Photo: Giant)

the frame every step of the way, thereby increasing productivity and ensuring quality." Notably, AI-assisted aluminum manufacturing is part of a broader initiative aimed at making Giant's production facilities smarter. "This ensures that our manufacturing processes can stay economically efficient while maintaining excellent quality, precision and flexibility. Moving toward smart manufacturing is a must for industries," the company adds.

The growing role of AI is also evident among component and accessory manufacturers like Tektro and Nuvo. "At our R&D center, we started integrating AI into our workflows last year. We are currently in the early stages, focusing on using AI language models to assist our electronics control team with design work. Our goal is to enhance the efficiency and completeness of firmware and software design through AI. Additionally, we are exploring how to leverage AI to support the development of project management tools to better handle our growing portfolio of projects," says Tektro/TRP Marketing Director Otis Chen. The company is also exploring AI-driven improvements in production and warehouse operations, as he reveals: "We are currently discussing and evaluating the implementation of related systems such as MES (Manufacturing Execution Systems) and WMS (Warehouse Management Systems) for the goal of being a smart manufacturing company. Once we start to implement systems like this, we will increase the proportion of AI applications at the factory level," Chen adds.

How AI Supports Sustainability and Quality Assurance

At Nuvo [Hall 1 / K1015], AI is being used to reduce energy consumption in production. "Artificial intelligence plays a crucial role in optimization by ensuring a smooth power flow and quickly resolving issues. It also contributes to energy efficiency by learning when heating, cooling and lighting in buildings need to be adjusted,"

confirms Marketing Director Amy Shih. The Taiwanese accessory manufacturer is currently building a new factory with the ambitious goal of creating the "first green factory in the bicycle industry." As a result, the company is closely monitoring advancements in artificial intelligence, Shih adds.

French retailer and bicycle manufacturer Decathlon is also using AI to enhance sustainability in bike production. By 2026, the company aims to cut CO2 emissions from its sold products by 40 percent across all business areas, with 20 percent of these reductions coming from product design alone. To achieve this, Decathlon has partnered with U.S. software company Autodesk, integrating generative AI design into its development process. The goal is to reduce material usage while maintaining or even improving product performance. "We are aware that we are only at the very beginning of an innovative design process," said Charles Cambianica, Head of Product Design at Decathlon, in a press release sent out at the launch of the project in 2021. "This new approach will fundamentally change how we develop products. We need to see generative design as an opportunity, fully explore its potential and embed it into our design workflow because that's where we can make the biggest ecological impact," he added.

Artificial intelligence will also play a crucial role in quality assurance within production—early examples from the bicycle industry already demonstrate this. Since last year, German drive unit specialist Porsche Ebike Systems has been using the AI-powered acoustic testing software "Source." This software analyzes characteristic structure-borne sound patterns of various components in Fazu Drive Units and detects deviations in real time. "This application thoroughly examines all potential sources of error—including gearbox, bearing, assembly and electronics deviations, as well as contamination of individual components—and documents any defects," explains Florian von



At last year's Hannover Messe, Amazon Web Services (AWS) showed a fictional AI-driven e-bike factory. (Photo: Hannover Messe/Ole Spata)



AI is already used by many companies to enhance product design. (Photo: Autodesk/Decathlon France)



In Nuvo's new factory, AI is being used to reduce energy consumption in production. (Photo: Nuvo)

Wurmb-Seibel, Chief Technical Officer at Porsche Ebike Performance. The result of its implementation: quality assurance cost efficiency increased by approximately 60 percent. "The bicycle industry may not be a pioneer in artificial intelligence, but thanks to its agility, it can quickly implement value-creating innovations. With this in mind, we are convinced that AI will become increasingly visible in our industry in the near future," he says.

A Glimpse into the Future of Bicycle Manufacturing

From optimizing production processes and product design to enhancing quality assurance and sustainability, artificial intelligence is already reshaping the bicycle industry in profound ways.

While widespread adoption is still in its early stages, pioneering companies are demonstrating AI's potential to revolutionize the sector. The benefits are clear: AI can streamline operations, reduce costs, improve efficiency and elevate both product quality and customer satisfaction. Therefore, the AWS demonstration at Hannover Messe offered a striking glimpse into this future. The fictional "AWSome e-Bikes" factory was more than just an exhibition centerpiece—it was a real-time simulation of how AI-powered factories will operate in the coming years. It was a clear statement that smart factories are no longer a futuristic vision but an imminent reality, with AI poised to drive the next wave of industrial efficiency and sustainability. ■ **WMS**

PRODUCT OVERVIEW: TIRES**ROAD AND GRAVEL TIRES GO WIDE AS SUSTAINABILITY GAINS GROUND**

As road rims continue widening, many big-name tire manufacturers are looking to keep pace by updating their top-end rubber for maximum performance.



Obor's new gravel tire borrows the tread pattern from its best-selling XC tire.

the tubeless-ready version, a clincher version will also be available in select sizes.

Gravel riding continues to surge in popularity, and Vittoria says that it is "committed to pushing the boundaries of performance and reliability." The latest offering in its gravel line-up is the Terreno T50 Mixed Gravel Endurance tire, which is designed to be capable and fast across a wide range of surfaces, from hardpack to mixed conditions. The versatile tread design features new directional siping, and the prominent cornering lugs give plenty of control in the turns. The Terreno T50 Mixed uses an endurance casing with reinforced nylon sidewall protection for increased puncture resistance and stability. An anti-puncture belt is included below the tread, which uses a graphene-enhanced Endurance compound.

Obor [Hall 1 / L1112] is showcasing the Meteor Gravel tire here at the Taipei show. The Meteor sits between the Saturn Ring and Pangolin in the Obor range, and the trail-friendly design is derived from Obor's X-Meteor, which is its best-selling XC tire. It offers low rolling resistance coupled with good cornering performance from a widely spaced tread with more aggressive shoulder knobs. With the Saturn Ring designed for a mixture of hardpack and pavement, and the Pangolin set up for looser terrain, the Meteor Gravel is a great middle ground tire for mixed conditions.

New for the Taipei Cycle Show is the Continental Terra Adventure tire, which is designed to cope with diverse terrains and blurs the lines between gravel and MTB rubber. The Terra Adventure uses a light, durable, single-ply carcass and a compound designed to offer an excellent balance of grip and rolling resistance in conditions ranging from soft to hardpack. A tubeless-ready and hookless-compatible design, the Terra Adventure is offered in 45mm, 50mm and 55mm widths and in black and tan wall builds. It's E25-rated for e-gravel and e-mountain bikes.

Moving into mountain biking, the Continental has developed the Kryptotal as a specialist tire for mixed terrain and conditions, and it's available in a huge range of variants encompassing various sizes, builds



Tubeless compatibility trickles down to the new Grand Prix TR.

important areas on its award-winning predecessor. It's now on its third generation and is available in a range of sizes in tube-type and tubeless builds, both of which offer enhanced puncture protection and reduced rolling resistance. "You'll notice a smoother ride, especially going for those centuries," Maxxis says.

The latest addition to the **Continental [Hall 1 / M0503]** Grand Prix line-up is the Grand Prix TR tire, which it says "blends value with tubeless-ready performance" at a lower price point than its premium offerings. Positioned below the GP5000 but above the Grand Prix, Grand Sport Race and Ultra Sporttires, the new Grand Prix TR is a new mid-tier option in Continental's lineup. Continental's aim is to make road tubeless accessible to a wider audience by offering the benefits of tubeless compatibility further down the pyramid.

Available in four widths—25mm, 28mm, 30mm and 32mm—the Grand Prix TR uses the same BlackChili compound that Continental uses on its top-end tires, which it claims will last longer and provide 30 percent more grip and 26 percent less rolling resistance than its next-best-performing compound. In addition to

To address the issue of matching high-performance rubber with new, wider rims, **Vittoria [Hall 1 / F0429]** has committed to extensive development with World Tour teams culminating in the launch of the Vittoria Corsa PRO WIDE RIM tires. The 29mm (29-622 ETRTO) size is specifically designed to be paired with rims with an internal width of 25mm and it maximizes aerodynamics while maintaining the excellent grip and smoothness found throughout the Corsa range.

"Only Vittoria, working closely with the strongest teams in the world and with leading component manufacturers, could anticipate this trend and design a specific tire. However, in the coming years, it will certainly become mainstream, just as happened in previous years with other innovations," says Stijn Vriendts, President and CEO of Vittoria. The new 700x29mm tire size further expands the Corsa range and is available as a Corsa PRO (320tpi cotton casing) or Corsa N.EXT (100tpi nylon carcass) build.

Aiming to be the ultimate road tire, the redesigned **Maxxis [Hall 1 / J0818]** High Road improves in

Vittoria's new PRO WIDE tires are designed for wider rims.



The Maxxis High Roller is rolling into its third generation.



The Leka is a rubber-free tire made from 100 percent reusable materials.

and tread patterns. With specific front and rear treads, it's a tire that Continental claims will "allow you to push your limits during trail, enduro and downhill riding." Kryptotal is the mixed terrain tire in the Continental Gravity range, with the Hydrotal (wet conditions), Argotal (loose and loamy conditions) and Xynotal (rock and hardpack) completing the line-up. Supersoft, Soft and Endurance compounds are available for different bikes and styles of riding.

The legendary Maxxis High Roller tire is now on its third generation after many years in the line-up, and was developed for the demands of modern downhill. It has already claimed a win at Mont-Sainte-Anne under Jackson Goldstone.

Developed with extensive input and testing from Maxxis' stable of World Cup athletes, the High Roller III is built to take on mixed conditions at high speeds. The center tread uses a mid-spike design which provides excellent soil penetration in soft, loose, or dusty conditions while remaining stable enough to prevent squirm on hard surfaces. Cornering traction is enhanced via large, well-supported side knobs for predictable handling.

When it comes to sustainability, reTyre [Hall 1 / L0527] is continuing to integrate cutting-edge technologies from multiple industries into tire production to drastically improve the sustainability, performance and design capabilities for tires. reTyre's latest Life Cycle Assessment showed a significant CO2 reduction of between 60 and 82 percent compared to conventional rubber tires.

The LEKA is reTyre's daily commuter tire, and it's made with 100-percent reusable materials. The entirely rubber-free LEKA is built around a 60TPI carcass and offers a perfect balance of durability and performance despite its lightweight construction, making it an ideal choice for daily commuting. With a wide range of sizes available, from 20-inch all the way up to 29-inch, the LEKA is compatible with most urban bikes. The tire features a reflective sidewall and is ECE-R75-certified for use on e-bikes and S-pedelects.

The Newtonia from Metro [Hall 1 / M1413a] is one of an increasing number of tires that's ECE-R75 certified for e-bikes that assist up to 50km/h. It's also a solid choice for delivery



Proof you can find inspiration anywhere - the Newtonia's tread is inspired by a leaf.

bikes thanks to its solid construction. The tire is built on a 60TPI carcass, and a 5mm puncture protection strip runs below the tread, the inspiration for which comes from the leaves of the Newtonia Buchananii tree. Metro says the new tread design offers better rolling resistance and braking control.

Continental says the Pure CONTACT tire is "Built tough to ride smooth" and it's a tire that's been developed to cover a huge range of urban use cases. It uses a combination of Continental's Vectran and PolyX Breaker technologies—the former from racing tires and the latter from car tires—to provide the best puncture protection in Continental's portfolio. The Pure CONTACT is also a more sustainable choice: This tire is created from one-third sustainable materials, including silicate from the ash of rice husks, responsibly sourced natural rubber and renewable softener.

Whatever the type of riding you do, punctures and pinch flats are things you can do without. Tannus [Hall 1 / M1308] says that its Armor Tube system, which combines a tube with an anti-puncture insert, can protect you against 90-percent of flats with 15mm of multi-cell between the tire tread and the tube and 2mm of protection at the sidewall. The system is designed to be easy to install, and it is particularly suitable for recreational cyclists, touring cyclists and e-bike users who want a reliable, low-maintenance solution.

If you're running a tubeless setup then Tannus also offers a range of inserts to protect your rims from damage and allow you to run lower pressures for better grip and control. The Tubeless LITE insert is aimed at road and gravel riders—the three sizes will work with all the most common road and gravel tire sizes—and adds just 45-50 grams per wheel. The Tubeless PRO is ideal for XC, trail, enduro and all-mountain riders, and the Tannus Tubeless FUSION combines the PRO and LITE inserts into one system for maximum protection and durability. By placing the LITE inside the PRO, FUSION enhances impact absorption, prevents pinch flats and stabilizes the tire. It's perfect for aggressive riders who want to reduce the risk of rim damage. ■ DA



The Armor Tube system from Tannus reduces flats by up to 90 percent.

Discover the New Mountain Series



Which type are you?



HALL 1 / 1F / I1026
www.jetsetrims.com

OVERVIEW: BELT DRIVES

ELIMINATING THE WEAKEST LINK

As a quiet, clean and low-maintenance solution, belt drive systems have taken the utility segment by storm. The rise of e-bikes has further amplified this push. Are sports-oriented applications next?



A belt drive is a popular choice for kids' bikes, due in part, to enhanced safety.

Anybody familiar with utility e-bikes and cargo bikes has likely noticed a strong trend toward belt drive solutions in place of classic bicycle chains. Apart from fewer maintenance issues and the silence factor, another key reason for this trend is avoiding quick wear of drivetrain components, such as cassettes due to the added torque dished out by mid-drive motors. German manufacturer Riese & Müller sends out about 70 percent of its premium e-bikes with belt drives. Confirming this trend is Christ Bakker, Managing Director at **KMC Europe [Hall 1 / J0118]** as a leading provider of drivetrain solutions: "For quite a while a certain segment of the market has been tending to choose a belt as a drivetrain solution. This trend toward belt drives is mainly consumer-oriented and limited to e-Bikes with internal gear hubs."

This caveat is key as belt drive solutions are not compatible with derailleur-based drivetrains but rely on either a gearbox or an internal gear hub. Two designs have been popular

as of late in this regard with e-bikes. While most manufacturers combine a mid-drive motor with an internal gear hub of the likes of Enviolo, Shimano, Rohloff or Sturmey Archer, a number of speed pedelec specialists opt for a Pinion gearbox mounted in the bottom bracket area, combined with a motor built into the rear hub. And then there is a new breed of mid-drive motors with an integrated gearbox—think of Pinion's MGU or similar products from the likes of Pendix, Okawa and Preeto—that looks as if it has been designed with belt drives in mind from the very beginning.

There had been earlier examples of folding bikes with small wheels with belt drives from Bridgestone and Strida. The first supplier to get serious about performance belt drive solutions for full-size bicycles was **Gates Corporation [Hall 1 / F0100]**. Based on almost a century of experience in providing industrial belt drive solutions, Gates launched



The Carbon Drive CDX is the prime transmission offering of Gates.

its first belt drive products specifically designed for bicycles almost 20 years ago, in 2007. Soon problems occurred as belt drives required a precisely aligned frame and added stiffness at the rear triangle in order to run with low friction as intended. As a consequence, frame builders had to up their game. And since belts cannot be split, the rear triangle needs to have some kind of opening to mount it and a way to properly tension it.

Almost 20 years later, Gates is the market leader in belt drive solutions for bicycles, with its Carbon Drive line-up featuring four quality levels with intended user profiles. The entry-level ST series aims at recreational or single speed bicycles and kids' bikes, where the added safety of belt drives is particularly welcome. The three higher-level solutions all work with a center ridge to keep the belt firmly in position, a technology introduced in 2010 under the CenterTrack moniker. While the CDN series is recommended for the use of hub motors that do not put any extra loads on the drivetrain, the CDC series had been designed to be combined with mid-drive motors

with a maximum torque of 75 Nm. For stronger motors, Gates recommends the use of its top-of-the-line CDX series.

Another early mover in terms of belt drive solutions for bicycles was **Drivetrain Tech Solution [Hall 1 / L0510]**. With its Cycle Drive Systems brand, C-Drive for short, this Taichung-based supplier launched its first belt drive offering in 2008 and claims to offer the most cost-effective belt drive technology available for mass-produced bicycles. In total the line-up consists of five categories, ranging from the entry-level Junior and Start Light series to the Start Light+ and Performance Classic series and the Stream series as top-of-the-line offering designed for the use of mid-drive motors. With the Amplifier, C-Drive also has a crankset with an integrated planetary drive system that elegantly doubles the number of gears on a belt drive-equipped bike.

Based in Taichung, **Omnitrans Technology [Hall 2 / S1029]** introduced its Omnitranbelt system to the public in 2022. The company also produces cranks, cogs and drive rings, and its belt combines rubber with wear-resistant fabric, carbon fiber tension cords and UV- and waterproof fabric for full longevity and a claimed mileage of over 15,000 kilometers. "Belt drives have a bright future in the bicycle industry, so we see ourselves in a very strong position," Omnitran Technology's CEO Gordon Chen says.

At last year's Eurobike, KMC announced a cooperation with German belt drive maker Optibelt. As the electrification of utility bicycles continues, more mid-motors with integrated gearboxes are hitting the markets and the sports segment is within reach, the demand for belt drives is likely to grow further, and Optibelt intends to position its product as a premium alternative to the products of Gates. Christ Bakker of KMC Europe thinks this cooperation will bear plenty of fruit: "Combining Optibelt's product knowledge with KMC's market expertise and logistic network is a win-win situation for both companies and the bicycle market." ■ **LvR**



Double your gears with C-Drives's Amplifier.



Omnitrans Technology's CEO Gordon Chen sees a bright future for belt drives.

NEW PRODUCTS



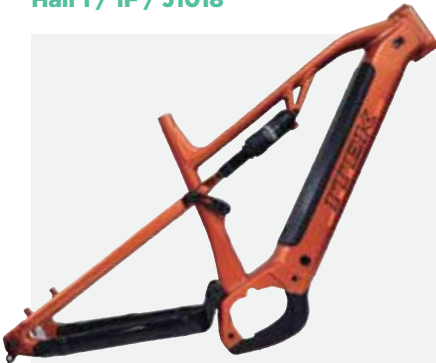
V-GRIP LALAU CAP

Only by V-Grip: all parts are removable for easy cleaning and excellent hygiene. Dishwasher safe. **Hall 1 / 1F / I1217**



FPD INDUSTRY CORP. NW-638

The NW-638 is designed for MTB pedals. The pedals feature carbon fiber injection technology, yielding lighter weight and higher strength. **Hall 1 / 1F / J1018**



SHINE WHEEL 25 BS XC AL1

I TEK is a specialist in engineering and manufacturing all kinds of alloy frames for OEM or ODM customers. Our new 25 BS XC AL1 frame model is designed for Bosch new generation BDU38/34+PT600/800, BDU34/33 with Semi-IG PP batteries. DT by hydroforming or DT/IF in one pcs by gravity or low pressure gravity, using the company's know-how from the automotive industry. **Hall 1 / 1F / K1107**



HYENA ALL-NEW THRU-AXLE DRIVE

The MRC-F250 is a lightweight, high-performance thru-axle motor weighing just 2.0 kg. Delivering an industry-leading 35Nm on-hub torque, it ensures a smooth, quiet ride. Compatible with up to a 12-speed cassette, it offers seamless integration, stability, and easy installation for high-performance road bikes. **Hall 2 / 4F / S0318**

TRIPLEAK 3 IN 1 CORE SYSTEM

TRIPLEAK's 3-in-1 Core System BB adapts to Shimano HT II, SRAM DUB, and Rotor 30mm crank standards. With a simple side-cap swap, riders can switch cranks without replacing the BB, making installation easier and reducing inventory stress for retailers. A game-changing innovation for both cyclists and bike shops. **Hall 1 / 4F / L0602**



NECO H331 & H334

The H331 internal cable routing integrated threadless headset from Neco Technology is designed to seamlessly integrate with the ZOOM stem and cable management system. Features an enlarged internal cable routing space, accommodating up to six cables: two 6mm and one 5mm on each side. In addition to the fully integrated version, the semi-integrated model H334 is also available, offering the same compatibility with the ZOOM stem. **Hall 1 / 1F / K1115**



VP COMPONENTS VPS-001

Customizable and easy to maintain, the VPS-001 saddle from VP Components is easily disassembled for part replacement and long-lasting performance. Eco-friendly construction with no adhesives make it easy to recycle and environmentally friendly. Customizable design: interchangeable parts in various colors allow a personalized look. **Hall 1 / 1F / K0806**



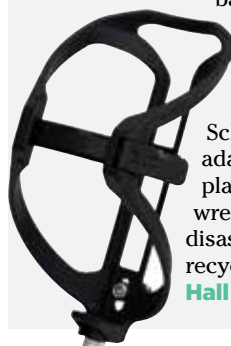
TAYA TAYA'S E-BIKE CHAINS

TAYA is committed to enhancing the biking experience by continuously improving product quality. Our chains offer smoother shifting and greater durability, making them perfect especially for e-bikes. Experience the difference these chains can make in your riding journey. Visit our Booth K0610 to learn more! **Hall 1 / 1F / K0610**



NUVO N+1-BC136P@R

Made from recycled materials, this Nuvo cage reduces resource waste. The adjustable arm spacing fits bottles from 70mm to 80mm in diameter. Ideal for cargo and gravel bikes, it holds water bottles, batteries, pouches, and toolboxes. Includes a Presta to Schrader valve adapter and a plastic valve wrench. Easy disassembly for recycling. **Hall 1 / 1F / K1015**



DELTA ELECTRONICS MID-DRIVE MOTOR

An iF Design Award winner in 2025, Delta's mid-drive motor is aimed at e-mountain, trekking, and cargo bikes. With a compact design size of Ø111mm x 92mm, the 36V motor weighs 2.9kg and has a peak assist torque of 100Nm. Rated power is 250W with peak power of 750W. The unique exterior design enhances flexibility in frame design. **Hall 2 / 4F / R0624**

HAFNY HF-M6002S-FR055

Introducing our innovative patented clamp that offers incredible flexibility - it can rotate or stay fixed, providing you with options. The rotating ball ensures you can easily find the perfect view by adjusting a full 360 degrees. The length is also adjustable as needed, making it suitable for any situation. **Hall 1 / 1F / I1323a**



JETSET AR-25 HO GRAVEL RIM

Jetset's latest gravel rim AR-25 HO is designed with the patented Arcos System lightweight technology, which has been officially approved by the United States Patent Office. Jetset is dedicated to promoting this system to meet the market's demand for higher performance and reliability. This rim is available in 700C (420g) with a sleeved joint construction, offering the perfect balance of lightweight design and durability. **Hall 1 / 1F / I1026**



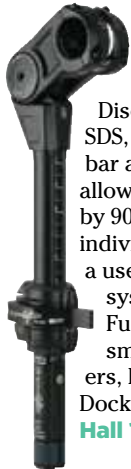


SKS GERMANY CLIK TEC PUMP HEAD

Pumping is child's play with the rubberised Klik Tec valve head. It can be securely attached to the Schwalbe Klik Valve with just two fingers. Pressure loss while removing the valve is now also a thing of the past as are signs of wear on the bicycle pump head. Compared to the Presta valve, the volume flow is 50% higher, which means that setting up tubeless tyres is no longer a problem. The pump head can be replaced on all floor pumps.

Hall 1 / 4F / L0312

BYSCHULZ SPEEDLIFTER TWIST PRO 2 SDS



Discover Speedlifter Twist Pro 2 SDS, the flexible tool-free handlebar adjustment system that also allows the handlebars to be turned by 90° for storage. Thanks to forged individual parts and approval for a user weight of up to 150 kg, the system is extremely resilient. Full flexibility for attaching smartphones, on-board computers, lights etc. with the SDS (Stem Docking System).

Hall 1 / 4F / M0104

DAHON K-FEATHER

The K-FEATHER embodies the essence of minimalism in design, and is perfect for any city trip. It's convenient to carry, while the high-density battery is discreetly concealed to power an advanced torque sensor system. Small wheels are nippy and compact, with a powerful punch. The DELTECH cable boosts frame strength and stiffness, for easy pedaling and even more secure rides.

Hall 1 / 4F / M0511



NEW PRODUCTS

POWERWAY RATCHET SYSTEM HUB

Powerway's new PHR-S-CT142001S ratchet hub design aims to improve ratchet functioning and tooth longevity by adding channels to help convey grit and impurities away from the teeth. Full contact driver ring with reliable and stable system. The current 36T model is available in six-bolt, center-lock, and v-brake disc version. Find out more at the Powerway booth in Hall 1.

Hall 1 / 1F / I1322



VELO SWITCHRAIL

Saddles with fixed rails make disassembly and recycling complicated, reducing overall resource efficiency. To address this issue, Velo has developed a detachable rail design for easy disassembly. Switchrail extends the product's lifespan as consumers can simply replace the top without discarding the entire saddle. Switchrail reduces environmental impact during recycling, reflecting Velo's commitment to resource circulation and eco-friendliness.

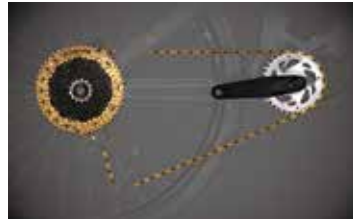
Hall 1 / 1F / J0618



GW LIMITER HEADSET

Engineered to prevent interference between the frame and steering unit, it features adjustable stops up to 150°, safeguarding bikes from over-steering damage. Designed for straight down tube frames—ideal for e-bikes—it boasts a high-strength alloy body and a replaceable impact-absorbing plastic limiter. The GW Limiter Headset is a Taipei Cycle D&Awards 2025 award-winner.

HALL 1 / 4F / M1320



KMC CHAIN ENDURO X

KMC, with over 40 years of chain manufacturing expertise, is a global leader in bicycle drivetrains. Our LINK DESIGN concept ensures seamless compatibility between KMC chains, chainrings, and cassettes for a smoother, more efficient ride. Three Core Technologies: X-Bridge – Enhances shifting speed and stability. X-Link – Ensures precise chain engagement for max efficiency, like AutoPILOT. X-Ramp – Delivering FlowCONTROL - for the smoothest shifting experience.

Hall 1 / 1F / J0118



AVS ELECTRONICS RC8-FS

The AVS RC8-FS HMI features an integrated biometric fingerprint sensor. The fingerprint system allows only authorized riders to unlock and operate the e-vehicle. It's equipped with optional BLE connectivity and multi-color RGB buttons for intuitive control of assist/walk modes, lights, settings, and system power. The RC8-FS is compatible with a wide range of drive systems and supports common communication protocols.

Hall 1 / 4F / L-0622



HYENA UPGRADED STANDARD DRIVE

Lighter, Smaller, More Powerful. The second-generation H250 series is 400g lighter, 5% smaller, and delivers 20% more peak output, reaching 425W. Designed for steep climbs and rapid acceleration, it enhances efficiency while maintaining broad adaptability, making it the ideal choice for high-performance riding.

Hall 2 / 4F / S0318

JIASHAN SHENGGUAN REAR LIGHT

The Jing Yi JY-6287UT-KX is a premium, high-visibility rear light combined with advanced braking technology. An optimal beam pattern offers light dispersion even in the most challenging conditions. Battery charge indicators let the rider know when it's time to recharge. An ambient light sensor automatically controls the main LED depending on lighting conditions.

Hall 1 / 4F / L0304



VISION METRON RS

Born from decades of aerodynamic innovation and relentless pursuit of performance, the Metron RS wheelset marks a new era for VISION. Crafted entirely in-house — from design to hand-assembly — it's our first full-carbon wheelset, ready to compete with the most iconic names in cycling. Tested in the wind tunnel, proven on the road: Metron RS is built to break limits. Come visit us!

Hall 1 / 4F / M1212

NEW PRODUCTS



J.D. COMPONENTS JD-EDPO1

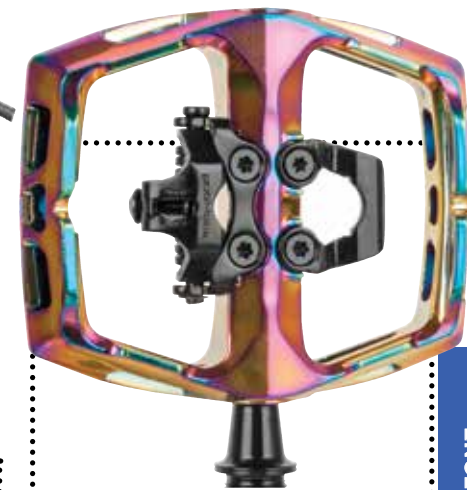
Electronic Dropper Post with Bluetooth connection and zero-hassle cable routing. Experience new tech within your reach.

Hall 1 / 1F / J0507

WHIIFLY INC. 360-WHIIFENDER

The new Merits-012345 fender is just a quarter of the wheel circumference of standard fenders and is 5R eco-friendly. It can reduce by half the fender stock needed by e-bike, city-bikes or sharing-bikes manufacturers. Power for the light (Vision: Zero Waste Traveling) is supplied by a dynamo system which generates 10x more power (watts) than other dynamos. The light is designed for 24-hour use and has 360° visibility.

Hall2 / 4F / R0732



XPEDO XTF03AC

Flat or clipless? Sometimes you need both. This Dual-Access design allows riders to dive into unknown terrain with confidence. Eight pins on the flat side delivers plenty of traction and oversize front engagement claw makes it easy to clip in. The Posi-Fit retention system is fully adjustable for fine-tuning the entry and release. Tapered cromoly spindles roll on three precision cartridge bearings for easy maintenance and a wider Q-factor allows ample clearance between shoe and crank arm.

Hall 1 / 1F / J0518

HOLLAND MECHANICS HUB FILLING STATION (HFS)

The Holland Mechanics Hub Filling Station (HFS) revolutionizes bicycle wheel assembly with cutting-edge automation. Delivering unmatched precision and speed, it boosts efficiency while reducing labor costs. By automating hub filling workers are freed from higher-value tasks and eases workforce constraints. Visit the Holland Mechanics booth to learn how the HFS enhances productivity and quality. A smart investment for manufacturers aiming for excellence in automation and reliability.

Hall 1 / 4F / L1223



ENGLISH

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Hall 1 I1323a



Bike Vision 台北自行車展全新產業創新平台 今日正式啟動

台北自行車展正式推出 Bike Vision，這是一項旨在促進自行車產業創新與可持續發展的新倡議。作為今年台北自行車展的重點之一，Bike Vision 專注於正在塑造未來移動產業的初創企業和新興技術。

由台灣對外貿易發展協會主辦，台北自行車展的「Bike Vision: 創新及新創 2025」致力於支持新創企業展示在自行車產業中的突破性成果，並促進與產業領袖的深入交流，以加速商業發展。與去年台北自行車展的 Bike Venture 論壇類似，這項倡議旨在將這些新創企業與成熟品牌、產業專家和投資者聯繫起來，促進可能加速創新的合作。活動將於 3 月 26 日和 27 日在台北南港展覽館的 **Bike Vision (4F, TaiNEX 1)** 舉行。

今年，Bike Vision 將涵蓋電動化、可持續發展和創新商業模式等領域，期待帶來非凡的創意與創新。因此，透過徵稿選拔了國內外的新創團隊。活動將在展覽期間展示他們新開發的產品和概念。入選公司包括 Absolute Cycling (自行車電腦, 荷蘭)、Equick Technology (AI 驅動的電子系統, 新加坡)、Gouach (可持續鋰電池, 法國)、Ink Invent (效果顏料, 荷蘭)、IoT Venture GmbH (GPS 追蹤解決方案, 德國)、Pi-POP (無鋰電動自行車, 法國)、Remote Energy (無線充電解決方案, 以色列)、Revoltz (貨用電動車, 以色列)、Tiler (智能電動自行車充電, 荷蘭)、Urban Mobility Lab for Scootility (貨用電動滑板車, 荷蘭) 和 Yee Jee Technology (環保輪胎密封劑, 台灣)。

該計畫將包括表述與簡報環節，入選的初創企業將向產業領袖和潛在投資者展示他們的產品和想法。這種形式旨在展示具體的創新，並提供初創企業與市

場中成熟玩家之間的直接交流機會。此外，所謂的「願景沙龍」將邀請領先品牌和研發團隊進行討論，分享如何將新技術、可持續策略和產品創新整合到成熟企業中的見解。這些環節也將探討初創企業與主要品牌之間的合作如何幫助克服產品開發和市場進入的挑戰。

在台北自行車展 2025 之前發送的新聞信中，活動主辦方強調，Bike Vision 為尋求探索自行車領域新興趨勢的投資者和風險投資公司提供了機會。此外，有意與新創企業合作並將新技術整合到其商業策略中的成熟產業玩家也會發現該計畫非常有價值。■ WMS



Time	Theme	Speaker
15:00-15:30		Registration
15:30-15:35	Opening Remarks	
15:35-15:45	Welcome Remarks	
Pitch & Demo Team Presentations and Expert Commentary		
Industry and Venture Capital Experts		
Edgar Chiu SparkLabs Taiwan, Co-founder and Managing Partner		
Vincent Hsu ABICO Asia Capital Corporation, Chairman		
Clare Chang EntreCamp Accelerator, Co-Founder		
Nick Sauer CDIB Capital Innovation Accelerator Co., Ltd., Manager		
Jason Lu Darwin Ventures, Director		
15:45-17:25	Future Stars 9 groups	
17:25-18:00		Product Experience and Exchange

Time	Theme	Speaker
12:30-13:00		Registration
13:00-13:05	Opening Remarks	
13:05-13:35	Next-Gen Innovation: Global Bicycle Industry Innovation Trends and Market Opportunities	Bob Margevicius Specialized Bicycles, Executive Vice President
13:35-14:05	Industry Evolution: Transformation Opportunities in Global Supply Chain Restructuring	Jake Tsai Acer Inc., Director of eMobility Business Unit
14:05-14:35	Digital Transformation: Smart Manufacturing Driving Industry Upgrade	William Hsu Voltraware Semiconductor, Director of System Application R&D Department
Moderator: James Huang, Business Next, CIO Bob Margevicius Specialized Bicycles, Executive Vice President		
14:35-15:05	【Panel Discussion】 Future Mobility: Innovative Practices in Sustainable Design and Smart Mobility	Jake Tsai Acer Inc., Director of eMobility Business Unit William Hsu Voltraware Semiconductor, Director of System Application R&D Department
15:05-15:20		Q & A



問與答：Stefan Reisinger Eurobike 執行長展望 2025 展會計畫



Stefan Reisinger 是 Eurobike 主辦方 Fairnamic GmbH 的總經理，也是 Eurobike 的執行長。

今年的 Eurobike 將於 2025 年 6 月 25 日 (星期三) 至 6 月 29 日 (星期日) 在法蘭克福展覽中心舉行。《台北展報(SD)》與 Eurobike 執行長 Stefan Reisinger 討論了即將到來的展會。

Reisinger 先生，自行車產業目前正面臨挑戰，這在 Eurobike 2025 的準備中何有反映？

Stefan Reisinger：業界面臨逆風並不是秘密，一些公司正在謹慎考慮參加即將舉行的展覽，包括 Eurobike。市場上總有關於誰會參加或不會參加的傳言，但我們希望專注於事實而非猜測。到目前為止，我們預計約有 1,400 家公司參展，其中包括許多領先的市場參與者。

一些品牌正在重新考慮他們的展出參與，這對展會的結構有何影響？

Reisinger：我們正處於報名過程的最後階段，超過 90% 的展位已經預訂。鑒於當前的市場狀況，我們預計未來

幾周會有更多的參展商加入，隨著商業信心的提升，全球參展人數甚至高於往年。

SD：公司選擇不參加展覽的一個關鍵原因是高昂的旅行成本。考慮到自行車產業面臨的經濟挑戰，這是否在 Eurobike 2025 的預訂中有所反映？

Reisinger：我們可以透露的是，Eurobike 正變得比以往任何時候都更具國際化和多樣性。雖然不同地區的參與水平有所不同，但該展會仍然是業界的重要聚會，吸引了高度全球化的觀眾。即使是沒有自己展位的品牌，也會派出大型團隊參加，這表明 Eurobike 仍然是一個關鍵的交流平台——在自行車產業中必須參加的活動。

Eurobike 傳統上是一個 B2B 活動。您如何發展展會面向消費者的部分？

Reisinger：雖然 B2B 仍然是 Eurobike 的核心，但我們正在繼續擴大我們的 B2C 參與，特別是在週末。我們在近年來看到了積極的趨勢，來自法

蘭克福及更廣泛的萊茵-美因城市群的訪客參加展會的人數逐年增加。在 2025 年，Eurobike 將與 Ironman 歐洲錦標賽同時舉行，這為與三項全能和耐力運動愛好者互動提供了一個令人興奮的機會。

在 Eurobike 2025 中，是否會有新的主題區域或趨勢扮演更重要的角色？

Reisinger：一個持續增長的領域是試騎區。Eurobike 的試騎區將在 2025 年擴展，以反映對礫石騎行、自行車野營和自行車旅遊日益增長的興趣。對於長途旅行而言，對可靠的高性能設備的需求正在增長，我們看到展商和訪客在這一細分市場中均有強烈的參與。

您會參加台北自行車展嗎？

Reisinger：是的，我將親自參加台北自行車展。我已經多次作為嘉賓參加這個活動。這是我們維持現有關係並與台灣自行車及輕型電動交通產業建立聯繫的重要平台。■ WMS

中文

NEW PRODUCTS

KMC X FLAT 鍊條

KMC X Flat 12速鍊條專為SRAM Flat-top技術設計，確保與SRAM 12速傳動系統的完全兼容。其狹窄的輪廓提高了換檔的精確性和順暢度，而Flatop外部結構則最小化了污垢積聚，減少磨損並延長傳動系統的壽命。這款鍊條經過強度、耐用性和效率的工程設計，配合KMC的先進鍊條技術，提供更輕、更順暢的騎行體驗。

Hall 1 / 1F / J0118



V-GRIP ROTATES 777系列

這款輕量化的530毫升容量瓶子配備高流量蓋嘴，可以保持飲料冷或熱達5-7小時。採用優質的18/8 304不銹鋼製成，無金屬味；享受純淨的水味。無BPA，方便攜帶或適合放入自行車水壺架中。

Hall 1 / 1F / I1217

BYSCHULZ EP.2 平行四邊形彈性避震座管

EP.2座管結合了成熟的技術與現代材料，確保了更愉快的騎行體驗。得益於可靠的平行四邊形機構和持久的彈性避震元件，有效吸收震動。EP.2的安裝高度僅為99毫米，避震行程為24毫米，適合各種自行車架。避震的彈性可根據需要進行個別調整。高品質的加工配合堅固的鍛造鋁材和免維護的IGUS滑動軸承，確保了長久的使用壽命。

Hall 1 / 4F / M0104



DAHON VÉLODON A4

DAHON首款公路自行車整合了專利的Eagle鋁合金車架，具備超堅固的三角幾何設計。採用創新的Flying Pose上管 + 雙錐形 + Eagle Triangle結構組合，相較於傳統直管鋁合金車架強化了37.9%的剛性。低跨設計確保騎乘者友好的可及性，同時維持卓越的穩定性，輕鬆掌控。

Hall 1 / 4F / M0511

SKS GERMANY 城市龍頭袋

城市龍頭袋可以輕鬆地用魔鬼氈或螺絲固定在把手、下管或自行車座椅上。由於其空間可變的設計，即使是鑰鎖也可以放在袋子裡攜帶。這款袋子擁有兩個側袋，採用防水耐用的材料製成，並配備了多種功能，包括用於固定登山扣的環、反光元素、加強底部的排水孔以及方便攜帶的肩帶。

Hall 1 / 4F / L0312



美國自行車市場的四個殘酷真相

關稅、安全、法規和貿易將阻礙 2025 年的增長

美國自行車和電動自行車市場在 2025 年面臨另一條艱難的道路，因為 2024 年的所有貿易渠道在疫情後的零售環境中都遭遇了困難。



受 COVID 影響，美國消費者的購物習慣變化導致自行車商店的客流量減少、庫存過高，以及對中國進口商品施加的 301 條款懲罰性關稅的影響。此外，美國品牌和大型零售商發現脫離中國採購非常困難，截至 2024 年底，儘管有懲罰性關稅，87% 的美國自行車和電動自行車進口來自中國。

今年 2 月 4 日，華盛頓特區的新政府對來自中國的自行車和電動自行車徵收了額外的 10% 進口關稅，隨後在一個月後又宣布了額外的 10%。此外，還有在 4 月 4 日左右實施對等關稅的威脅。

這些威脅的關稅是否會真正發生，成為懸在美國自行車業上空的不確定性之一。

這是自行車行業在 2025 年面臨的四個殘酷真相中的第一個：關稅、安全、法規和貿易。

關稅使美國自行車業失去了所需的保護、照顧或支持。換句話說，我們的行業被政治家拋棄了。

進口關稅是由進口商支付的稅款，這些稅款是用來計算消費者所支付零售價格的一部分。

如果美國自行車業聯手向聯邦、州和

地方政府遊說，提供低息貸款、稅務豁免，並在五到十年內免除零部件的進口關稅，那麼美國自行車製造業的回流才有可能發生。這是讓知道如何實現這一目標的人投資美國並合理保證財務回報的唯一途徑。

安全在 2000 年之前是美國自行車業的一個堅實支柱。自行車商店開展安全騎行課程，自行車公司製作或提供資金製作自行車安全培訓和教育影片，像是迪士尼的製作。

2000 年後，當美國產業決定專注於並推廣自行車作為一項運動時，騎行者的安全不再是優先事項，也未被視為營銷或促銷資產。殘酷的真相是：在這種真空中，自行車和電動自行車騎行者及相關行人的安全成為許多社區中高度可見的問題，並且經常被引用為消費者不再騎自行車或電動自行車的原因。

年輕騎士忽視速度限制、常識和道路規則，導致了對自行車和電動自行車以及銷售它們的零售商的反彈——這只是安全問題的公路部分。雖然自行車設施無疑是解決方案的一部分，但它們並不是可以取代包括教育、常識性法規和對禮貌、安全騎行實踐的有意義和實際執法的堅實安全平台的靈丹妙藥。

美國自行車業有很大的機會重新建立一個堅實的安全平台，以便進行市場推廣和宣傳，讓消費者相信騎自行車和電動自行車是一種安全的健身、娛樂和實用交通方式。

對自行車和電動自行車的法規與安全一樣重要。強制性的聯邦自行車安全法規急需更新，而電動自行車則引入了一整類更重且技術上更先進的電動自行車和電池，這需要進行規範。為了持續和可靠地向公眾提供安全的電動自行車產品，所需的產品法規因使用鋰離子電池作為電源和所使用的電子設備而變得技術上更加複雜。

2022 年 12 月 15 日，ANSI 和 UL 發布了針對電動自行車的 UL 2849 和針對鋰離子電池的 UL 2271。這兩項自願標準由包括自行車行業在內的委員會制定。

UL 2849 和 UL

2271 已被美國消費者產品安全委員會 (CPSC) 推薦為自願行業合規，直到 CPSC 發布強制性聯邦法規。殘酷的真相是，透過美國行業自願標準或對 UL 2849 和 UL 2271 的全面政治支持實現統一法規的機會已受到遊說行動的妨礙，這些行動選擇了最小阻力的道路。

這導致了相互矛盾的地方條例和州法律，為未來的零售商和品牌創造了潛在問題。

貿易是四個殘酷真相中的最後一個。全球自行車行業的決策已集中在歐洲和亞洲。美國自行車和電動自行車市場已被降級為第三世界地位：一個沒有製造業的消費市場，依賴進口，對其未來沒有真正的發言權。

這四個殘酷真相是相互交織的，貿易與關稅息息相關。正如我們已經看到的，徵收關稅會提高商品的到岸成本，導致零售價格通漲，進而降低整體市場消費。

在 Human Powered Solutions，我們擔心 2024 年是美國自行車和電動自行車市場停滯在 1200 萬或更少的總單位進口的前沿，這導致了數十年來最低的市場消費。這也將繼續降低平均單位價格，正如庫存過剩從分銷管道中清除的過程一樣。作者 Jay Townley，

Human Powered Solutions 合夥人及觀察者。



TRIPEAK 邁向完美自潤

全新的 Dura-Tech 頭管軸承結合了特氟龍和其他化合物，設計輕巧且耐用

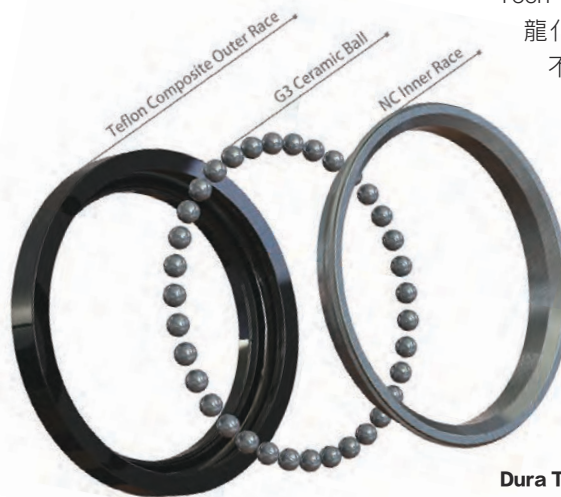
以 TRIPEAK 品牌運營的 **E-MA International Corp. [Hall 1 / LO602]**，專注於設計和生產高端車頭碗和中軸。創辦人兼執行長 Pony Ma 利用他在半導體製造領域的十年經驗，創造了 Dura Tech 頭管軸承，該軸承使用特氟龍和其他專有化合物的混合物來形成內圈。Pony Ma 表示，結合 NC 外圈後，這款軸承比 TRIPEAK 的 Soli Tec 型號輕 50%，且不需要外加

潤滑黃油。
「現在許多自行車的走線都在內部，這是一個嚴重的問題，因為必須整體維護頭管，不僅僅是軸承。」Pony Ma 說。「上管有很多空間，但上下有瓶頸，這主要是軸承的問題，因為裡面沒有其他組件。任何頭管問題或維護需求，技師都必須拆下所有走線，包括碟煞。他們必須切斷管線，然後再加油。」他說。「我們的 Soli Tec 軸承使用特殊的潤滑脂化合物 Soli Lube，至少可以持續四年。不需要更換頭管軸承的潤滑黃油，意味著從所有的拆卸和重新組裝中減少了很多麻煩。」Pony Ma 表示。
Soli Tec 在今年第一季上市，為專利的 Dura Tech 軸承鋪平了道路。在 2012 年成立 E-MA 之前，Pony Ma

在半導體行業工作了十多年，深入了解用於製造先進晶片的各種塑料化合物。「我研究了很多不同的材料，特別是

塑料，對於半導體而言，化學相容性至關重要。材料必須堅固，否則可能會裂解。」Pony Ma 說。Dura Tech 的創新在於獨特的特氟龍化合物，使潤滑劑變得「不必要」。它仍在測試中，但我們預期 Dura Tech 將在今年第二季上市。」他說。

■ GR



Dura Tech 的自潤滑滾動表面

歐盟將簡化綠色法規

歐洲的綠色規則簡化是否會幫助自行車產業？

歐洲產業領袖呼籲供應商繼續推動可持續發展努力，因為新的歐洲委員會已將綠色轉型與高效商業和工業實力結合作為優先事項。近年來推動的綠色協議包含了一系列優先考慮到 2050 年氣候中立的法規。但新任委員會在去年 12 月成立後，已明確表示希望簡化環境法規，以支持經濟增長。這一點在今年稍早發布的「競爭力指南」及近期的一系列提案中得到了體現。

歐洲自行車工業聯合會 (CONEBI) 主席 Massimo Panzeri 一直在期待乾淨工業協議，該委員會在 2 月份提出了相關提案。這應該提供財務激勵、法規支持和政策，以加速歐洲製造業的脫碳進程。

「對於自行車、電動自行車和零部件產業來說，這可能意味著獲得低碳生產技術的資金、更加嚴格的可持續性要求，以及對本地供應鏈的更大鼓勵。」Panzeri 表示。

歐洲自行車產業協會 (CIE) 支持提議的乾淨工業協議的目標。但他補充說，這項計劃中對自行車的更強承諾將意味著「更快、更具成本效益和更少資源密集的進展，以實現歐洲的綠色目標。」

CIE 希望為自行車產業制定更具體的措施，包括在乾淨製造上投資 1000 億歐元。「將這些資金的公平份額指向自行車和零部件製造商，將加強歐盟內部的供應鏈，並減少對進口的依賴。」CIE 補充道。

另一個受到廣泛關注的倡議是可負擔能源行動計劃。Panzeri 表示，努力降低能源成本可能會降低製造商的生

產費用，使歐洲製造的自行車和零部件更具競爭力。

在 Ursula von der Leyen 的領導下，新委員會還著手簡化一些歐盟的可持續性報告法規。這些法規因其複雜性及相關成本而受到批評。

今年 2 月發布的「綜合法規」應該能減輕企業可持續性報告指令 (CSRD)、企業可持續性盡職調查指令 (CSDDD) 和歐盟分類法的壓力。提議的調整要麼延遲報告義務，要麼增加在初始階段必須履行義務的公司規模。只有超過 1000 名員工的公司需要根據 CSRD 進行報告，數據點的數量將減少，價值鏈上限將保護小型公司免受大量報告請求的影響。公司將有直到 2028 年來遵守 CSDDD，比原計劃推遲了一年，並且來自 500 名以下員工的合作夥伴的可持續性數據請求將減少。

「但我們建議我們的成員不要放鬆，因為法規可能會再次改變，你們應該為中期內可能符合範疇做好準備。」德國工業組織 ZIV 的首席政策長 Anke Schäffner 表示。

她補充說，幾家在歐盟運營的自行



CIE-CONEBI 的永續發展專家群。

車公司足夠大，需要履行即將到來的報告義務。「他們可以向其零部件製造商索取數據。」Schäffner 表示，金融機構和消費者對可持續性數據的興趣也在增加。

這意味著環境標準對於行業仍然高度相關。曾有討論設立技術秘書處，以根據生命周期評估達成共識，測量自行車行業產品的環境影響。CIE 表示，它決定等待，因為委員會正在更新相關法規及其數據庫，並且在年末發布新呼籲時，歐盟可能會提供更多資金和支持。

另一組提議的變更涉及碳邊界調整機制 (CBAM)，旨在使其更簡單和有效。門檻已提高至 50 噸，意味著

小型進口商應該被豁免。對於那些仍需遵守義務的公司，這應該會變得更容易。

最近幾週的立法提案將提交給歐洲議會和歐洲理事會。這將引發大量討論，因為一些利益相關者擔心簡化的推動會削弱歐盟的綠色計劃。Schäffner 預計，這些計劃將在夏季後經過修訂最終確定。

作為由 CIE 和 CONEBI 主導的企業社會責任和可持續性專家小組的共同主席，Schäffner 目前在台北，向夥伴們介紹歐洲的變化。該行業的利益與歐盟在移動設備、循環經濟以及服裝和鞋類等多個議題的討論緊密相連。 ■ BS

精準搭配

針對長途騎行者 DT Swiss 與 Shutter Precision 攜手推出新型發電輪轂

隨著對電力供應和照明需求的增長，兩家位於台中的公司共同合作，為性能市場開發了一種發電選擇。



350 SP PL-7 發電機花鼓結合了 Shutter Precision 的內部機構與高端 DT Swiss 花鼓技術。

大多數自行車愛好者選擇在白天享受他們的愛好和鍛鍊，但對於一些人來說，騎行並不會在日落時停止。儘管市場上提供了各種配備電池的LED燈，但自行車上最可靠的照明電源是輪轂發電機。畢竟，無數通勤自行車依賴這種隨著車輪轉動而產生電力的解決方案，僅增加了最小的阻力。那麼，為什麼不將這一

概念應用於性能騎行需求呢？“我們看到在自行車旅行、通勤以及其他長途挑戰和越野類騎行中，對電力供應和照明的需求不斷增長。因此，我們決定根據DT Swiss的規格開發並實施一個發電輪轂及其相應的輪組，”DT Swiss的公路市場經理Ralf Eggert表示。經過一年半的開發，這家瑞士輪組專家於2024年11月推出了350 SP PL-7前輪轂。這款輪轂的無耳外殼設計可以接受直拉式空力輻條，配備Centerlock碟煞安裝和貫穿軸，易於辨識為**DT Swiss [Hall 1 / L1029]** 產品，並依賴許多標準備件和瑞士供應商的成熟服務網絡。至於輪轂的內部結構，DT Swiss與位於台中的發電輪轂專家**Shutter Precision [Hall 1 / K0614]**合作，這是一個適合的搭配，因為這兩家公司都

針對高端市場。過去他們在其他項目上也曾聯手合作，並且位於台中知名的自行車產業集群附近。Shutter Precision的總裁Borjou Lin曾與DT Swiss合作過，並愉快地參與了這個項目。“市場上對直拉式發電輪轂和輪組的需求已經存在一段時間。然而，我們的能力不足以支持這一要求。這次合作項目最終結合了SP獨特的發電技術和DT Swiss的輪轂工藝，創造出最佳的直拉式發電輪轂和輪組。”除了增加新品和聲譽外，這次合作也給Shutter Precision提供了向DT Swiss學習質量管理和輪轂工藝的機會。這一點尤為可貴，因為該公司正在擴大產能以滿足對高端發電輪轂日益增長的需求。350 SP PL-7輪轂的額定功率為6V3W，設計用於與多種前燈和後燈配合使用。當與轉換器結合使用時，它也可以用來為各種USB供電的電子設備充電



DT Swiss 的公路市場經理 Ralf Eggert

，這是一個必要的功能，因為GPS導航往往會快速耗盡電池。除了發電前輪轂外，DT Swiss還提供 GR 1600 Spline Dyn 與 G 1800 Spline Dyn 此兩款基於此輪轂的鋁合金輪圈，適用於礫石輕越野應用。■ **LvR**

Tern 開展台灣市場 城市移動品牌探索國內銷售

去年四月，總部位於台灣的城市移動專家 Tern 宣布，將開始通過台灣的選定自行車經銷商銷售 Vectron 和 Quick Haul 兩款 Bosch 中置馬達型號。《台北展報 (SD)》與 Tern 的團隊隊長 Josh Hon(JH) 進行了對話，了解這一計劃的進展。

第一批搭載Bosch電動馬達的Tern自行車何時交付給台灣的經銷商？

JH：第一批搭載Bosch電動馬達的Tern自行車於2024年六月交付給台灣的經銷商。

台灣的經銷商和消費者的反饋如何？與其他國家的反饋有很大不同嗎？

JH：Bosch在台灣是一個知名且受信賴的品牌，以其家電的質量和可靠性而聞名。這種聲譽也延伸到電動自行

車，讓許多消費者對購買增加了信心。經銷商也很欣賞Bosch強大的服務和支持，例如其診斷系統，而客戶和經銷商都重視Tern的廣泛配件生態系統。與其他市場一樣，搭載Bosch電動馬達的電動自行車被定位為高端產品，消費者也會注意到價格。

您如何評估Bosch搭載的Tern型號在台灣市場的潛力？

JH：台灣是一個相對小的市場，而Bosch電動自行車的價格偏高，因此我們不認為這會成為一個大型市場。而且市場上有很多便宜、非法和不安全的電動自行車。我猜我在街上看到的電動自行車中有三分之二是非法的。這對我們來說有點困

惑，因為我們的電動自行車獲得合法銷售的認證需要很多工作，但似乎人們進口非法電動自行車卻是如此容易。我們希望政府能理想地採納歐盟的安全標準，開放市場，讓所有人都能輕鬆進入，或者更努力地防止非法電動自行車進入市場。

經過十個月，您是否準備好對進入台灣國內市場的成功進行初步評估？

JH：到目前為止，銷售已符合預期。但像往常一樣，我們還有很多工作要做，以教育消費者並提高Bosch/Tern品質的認知。我們發現市場對我們的大型貨用車款也有需求，因此這是我們未來考慮增加的方向。此外，我想補充的是，自行車革命是逐步發生的，只有一一一位顧客地逐步推進。雖然目前台灣的電動自行車客戶總數相對較少，但我們知道擁有我們自行車的顧客非常滿意，他們用自行車取



Tern團隊隊長 Josh Hon

代了許多汽車出行。而每一位坐在我們自行車後座的快樂孩子都是未來的騎士。■ **LvR**



Tern的Quick Haul車款展示於台灣車店

NEW PRODUCTS

FPD INDUSTRY CORP. POWERCAGE 踏板

專為健身自行車設計的Powercage平台踏板，具有專利的腳束設計，配備直觀且易於觸及的旋鈕調整器和舒適墊。大腳開口便於進出，並能緊緊包覆腳部，使用普通運動鞋也能提供穩定的固定性能。這款踏板擁有超大平台，適用於健身房的健身自行車。



Hall 1 / 1F / J1018

HYENA 全新經銷商入口網站

這個一體化的經銷商入口網站簡化了診斷、技術支援和零件管理。透過引導工作流程、性能調整和無縫整合，提升維護效率、改善服務準確性，並優化最終使用者體驗—賦予經銷商所需的工具，輕鬆管理電動自行車。

Hall 2 / 4F / S0318



POWERWAY PHF-CT43 & PHR-CT43

CT43前花鼓和後花鼓旨在滿足我們公路騎士對Powerway性能的需求，並提供更輕量且可靠的設計。超輕量、一致且快速啟動的花鼓可以為您提供最佳的性能和耐用性組合。更多資訊請至1號展廳的Powerway攤位了解。

Hall 1 / 1F / I1322



AVS ELECTRONICS TT07上管模組

VS TT07 是一款上管模組，配備 RGB-LED，可以顯示重要信息，如電池電量狀態 (SoC)、助力等級和系統錯誤。騎士可以通過一個多功能按鈕來控制電源、燈光和助力模式等級。TT07 還提供 BLE 連接、OTA 更新 和 NFC 功能，以便與智能手機配對和安全性。它與多種驅動系統兼容，並支持常見的通信協議。

Hall 1 / 4F / L-0622

DAHON TÉLONDON C8 AXS

Télonon C8 AXS是一款為自行車愛好者設計的高性能碳纖維摺疊公路車。它配備了“D-VELO”技術套件，包含 DELTECH 馬甲線 和 超級下管，這款碳纖維車架增強了剛性，以實現踏板動力和速度的最大效率。它還配備了 SRAM Force eTap 電子換檔系統和速聯UDH 通用變速器鈎爪/吊耳，確保精確控制。

Hall 1 / 4F / M0511



Asiabike 的兒童試車區在展會期間一直非常繁忙。

法蘭克福展覽公司香港辦事處與印尼的 Periklindo 電動車展達成合作協議，擴大現有展會的範圍，並在同一雅加達國際博覽中心的展覽場地舉辦 Asiabike 雅加達作為展場。這項展覽於 2024 年春季首次亮相，與印尼政府推動更多電動移動方案的政策相契合，這一目標也因高層政治人物的參觀而進一步強化。Asiabike 的首屆展會吸引了多元的觀眾，35% 的參觀者尋找傳統自行車，70% 則對電動自行車和電動滑板車感興趣，反映出市場趨勢和當地政策推動電動移動方案的增長。作為通往東南亞龐大兩輪市場的戰略橋樑，展會聚集了來自中國、印尼、韓國和台灣的領先公司，超過 90 個參展品牌展示了各式各樣的產品。根據主辦方的說法，93% 的參觀者對首屆展會表示滿意。

在第二屆展會中，定於 2025 年 4 月 29 日至 5 月 4 日舉行，Asiabike 雅加達旨在為兩輪產業提供一個全面的貿易

平台。除了傳統自行車外，還涵蓋了強大的電動車產品，以提供更廣泛的環保替代方案，減少汽車使用。展會圍繞這一願景設計，基於三個產品類別支柱：“電動移動方案”，展示先進的電動兩輪及三輪車；“電動進化”，專注於可持續的電動車及量身定制的電池解決方案；以及“生活方式騎行”，展示傳統自行車及相關配件。



2025年，Asiabike 雅加達努力成為供應商和買家更便利的平台。

Asiabike 雅加達展 通往東南亞市場的橋樑

在去年首次舉辦後，Asiabike 雅加達展的主辦方對於 2025 年活動吸引更多自行車相關展商充滿信心。今年的展覽將會提供一個更具活力的中心，以連接業界人士並探索未來移動的解決方案。

根據法蘭克福展覽公司香港總經理 Edward Che 的說法，第二屆展會將有一個重大變化：“Asiabike 雅加達與 Periklindo 電動車展的合作將深化，兩個展會將根據產品類別進行結構，而不是作為獨立展會。這一新格式創造了更大的協同效應，並通過覆蓋從零件和配件到不同類型電動車的整個供應鏈，簡化了買家的採購過程。”另一個新元素



作為Messe Frankfurt香港辦事處的總經理，Edward Che 負責 Asiabike。

是由江蘇省國際貿易促進中心和中國機械電子產品進出口商會設立的兩個專門中國展區。

“參展廠商對 2025 年展會的反應熱烈，來自中國、印尼和新加坡的大約 80 家展商已確認參展。今年已有幾家知名的自行車相關展商確定參加，包括一些值得注意的新參展商，”Edward Che 補充道。■ LVR

NEW PRODUCTS

DELTA ELECTRONICS HMI

與AVS共同開發的兩款藍牙版本。RC10 (78 x 46 x 54mm) 是一款獨立的把手安裝控制器，配備高亮度LCD (1,000–1,600 cd/m²)。RC9 (53 x 46 x 54mm) 是一款可搭配CD8顯示器 (46 x 19 x 62mm) 的替代品，提供相同高亮度LCD的增強可視性。

Hall 2 / 4F / R0624



HAFNY 流線型高端自行車後視鏡



為經久耐用，堅固耐用而設計。Hafny自行車後視鏡採用高品質CNC加工的鋁合金陽極氧化外殼，強韌而穩固，類似於摩托車後視鏡，但專為電動自行車用戶設計。流線型的設計適合各類電動自行車騎士。您可以輕鬆調整視角，配備360度可旋轉的關節，找到完美的騎行角度就是如此簡單。

Hall 1 / 1F / I1323a

BYSCHULZ M.2 VIEW CNC 踏板

M.2 View CNC 踏板值得注意的是其踏面：與傳統的3M防滑帶不同，許多不同高度的六角形突起確保了在騎行時的卓越抓地力和穩固的腳感。因此，這種特殊的表面結構有助於提升騎士的整體安全性。M.2 View CNC使用的高品質錐形軸和軸承單元，是專為M-Line系列開發，提供與登山車同等的堅固性。提供多種顏色選擇，讓騎士可以將其自行車，展現個人風格。

Hall 1 / 4F / M0104



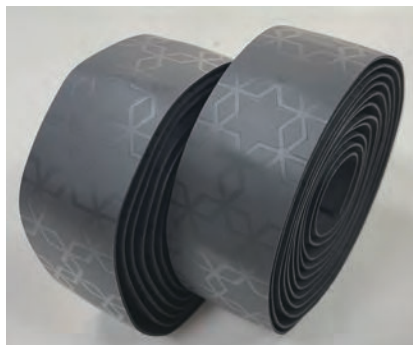
JETSET AM-30HO+

Jetset的AM-30HO+專為下坡賽競技而設計。其獨特的中空輪圈鉤區域增強了強度並防止夾胎，使其成為終極下坡輪圈。搭載兩項專利的Arcos系統技術，提供無與倫比的耐用性和性能。焊接輪圈結構，29吋 (610克) 和 27.5吋 (570克)。

Hall 1 / 1F / I1026



VELO 超級防滑把帶 VLT-5119



這款來自Velo的超級防滑把帶非常適合不喜歡戴手套的瓜佛或公路自行車騎士，觸感極其舒適。這款耐用的把帶具有彈性，易於纏繞 (使用不留殘膠的粘合劑)，提供標準厚度 2.5mm，以及更厚的3mm和 3.5mm選項。

Hall 1 / 1F / J0618

SHINE WHEEL 25 RACE CB1

ITEK專注於各類超輕碳纖維車架和前叉的工程設計及代工製造。全新的670克25 Race CB1是專為公路賽事設計的一體成形車架。更多資訊請前往1樓展覽館的Shine Wheel展位。

Hall 1 / 1F / K1107



TRIPEAK SOLI TECH 頭管

SOLI Tech 頭管重新定義了耐用性，採用固態潤滑技術，取代了傳統的球形培林。這個自潤滑系統持續釋放液體潤滑劑，確保平穩的性能、卓越的防腐保護，並提供超過四年的免維護使用。專為追求高效率 and 低維護的騎士設計，SOLI Tech 使您的自行車始終保持最佳性能。

Hall 1 / 4F / L0602



VP COMPONENTS VPG-201 握把

為安全而設計，為永續環保而生：這些無PFAS的握把完全不含有害化學物質，確保使用者和環境的安全。握把具有抗菌保護，能有效抵禦細菌，增強衛生性。VPG-201 握把將環保意識與耐用性結合在一起。

Hall 1 / 1F / K0806

TAYA 回收鏈條工藝活動

TAYA認為自行車鏈條通常需要比其他零件更頻繁的更換。然而，您知道廢棄的自行車鏈條可以轉變為獨特的工藝品嗎？歡迎蒞臨K0610展位參加TAYA的免費升級回收鏈條工藝活動，您可以製作自己個性化的鏈條杯墊，作為難忘的紀念品。名額有限，不要錯過這個機會！

Hall 1 / 1F / K0610



NUVO N+1-BC306C-R



n+1-BC306C-R是一款側入式水壺架，重量僅為17克，提供黑色選擇。其內部R-Corner設計有效防止水壺刮傷，提供額外保護。這款水壺架非常適合電動自行車和小型車架，為您的騎行需求提供輕量且耐用的解決方案。

Hall 1 / 1F / K1015

TAIPEI AFTER DARK (PART 1)

While expat hangouts such as the Brass Monkey in Zhongshan need no introduction, Taipei's nightlife has plenty more to offer — from high-energy nightclubs to quiet speakeasy bars, there's something for everyone. Rooftop bars like Studio 9 offer stunning views and a unique atmosphere — ideal for relaxing with friends after a long day at Taipei Cycle. Below are some recommendations from the Show Daily team. By the way, you'll need to bring your passport for entry to many clubs.

BARS AND LOUNGES

Frank Taipei

Sophisticated lounge bar with rooftop patio. 10F, No. 12, Songshou Rd, Xinyi District.

Revolver

Pub & Live House attracts both locals and the expat community. No. 1-2, Section 1, Roosevelt Road, Zhongzheng District.

BARCODE Taipei

Chill bar with a pool table. 5F, No. 22, Songshou Rd., Xinyi District

Another Brick

Belgian beer bar featuring Middle Eastern food and a relaxed atmosphere. 1F, No. 31, Section 1, Xinhai Road, Zhongzheng District.



HANKO 60

HANKO 60

Advance booking advised for this vintage style bar disguised as an old cinema. No. 60, Section 2, Hankou St, Wanhua District.

Zhangmen

The latest tap room of Taiwan's craft brewers with a large choice of tap beers. Section 4, Zhongxiao E Rd, 515, Xinyi District.

Beer Geek Micro Pub

A fun micro pub where you can play darts or various bar games, watch vintage MTV music videos and try plenty of different beers. No. 8, Yongji Road, Xinyi District.

Learn Bar

This trendy tap room offers a wide selection of craft beers brewed in Taiwan. A bit pricy but well worth it. Section 2, Xinyi Rd 253 1F, Zhongzheng District.

NIGHTCLUBS IN TAIPEI

OMNI Nightclub

Flashy but expensive club located in the heart of Taipei. 5F, 201, Section 4, Zhongxiao East Road.



BARCODE Taipei



Beer Geek

Triangle

Laid-back club in Maji Square with a varied mix of music and patrons. No. 1, Yumen St., Zhongshan District.

E CLUB Taipei

WAVE CLUB Taipei is an affordable fun club mainly frequented by locals. 7F, No. 12, Songshou Rd., Xinyi District.

Studio 9

Atop the Wonderful Theatre near Ximen Station, Studio 9 is a must for EDM lovers. Rooftop bar with a stunning view of the city. 9F, No. 116, Hanzhong Street, Wanhua District.



Studio 9



Triangle



FINAL

FINAL

Eclectic underground club with a sci-fi vibe. B1, No. 249, Section 1, Fuxing South Road, Da'an District.

WORLD'S TOP CYCLE SHOWS... 1 ADVERTISING PACKAGE



Book an advertising package for the *Eurobike*, *Taipei Cycle* and *Taichung Bike Week* Show Dailies together and avail of discounts.

For details, see www.showdaily.net

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The "necoo" logo is written in a large, bold, yellow, lowercase sans-serif font. The letters are thick and rounded, with a slight shadow effect. The background features a stylized bicycle frame and wheel in a light blue color, with yellow and white concentric lines radiating from behind the logo.

Booth No. Hall 1- K1115



MM18



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MM68



H335



M58CD



M30CD-T



M10