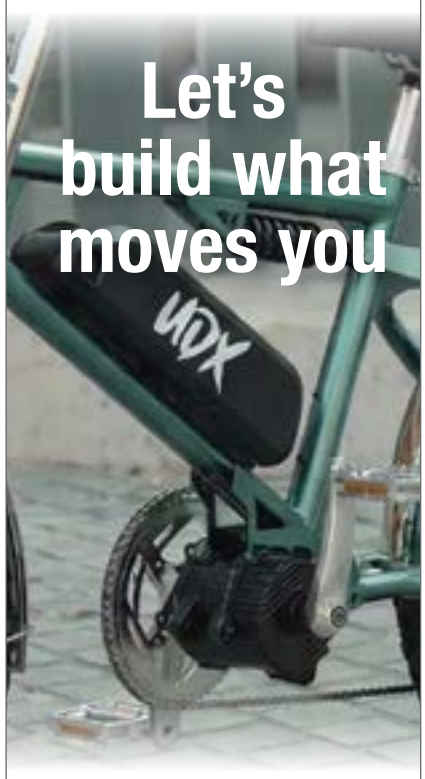
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September 15-18, 2026

TAICHUNG bike week SHOW DAILY

DELTA



Mid Drive Motor



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TAICHUNG bike week 2026

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Welcome to Bike Week

TBW has evolved into an efficient platform for direct meetings between bike suppliers and bike OEM buyers, allowing for multiple one-on-one meetings each day, fostering streamlined product development and collaboration. It's a relaxed, low-cost venue for getting business done - and the Show Daily is proud to be the official TBW newspaper. See inside for details of events, exhibitors, industry trends and new products.

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WHAT'S ON AT BIKE WEEK

2026 Taichung Bike Ride



To promote exchange within the global bicycle industry, the Taiwan Bicycle Association (TBA) will host the "Taichung Bike Ride" Morning Ride Experience during Taichung Bike Week 2026. The event will take place from September 15 to 17, from 5:00 a.m. to 7:00 a.m., around Taichung Central Park. Bicycle brand representatives, international buyers, and exhibitors are invited to participate and engage in industry exchange through an actual riding experience.

The activity will feature a designated cycling route around Taichung Central Park. Participants will ride along the planned route while exchanging ideas on products, technologies, and market trends, gaining a different perspective on Taiwan's bicycle industry. By bringing industry exchange from exhibition spaces to the outdoors, the activity will also highlight the connection between the bicycle industry and urban life.

The morning ride will be held over three consecutive days, with participants welcome to join between 5:00 a.m. and 7:00 a.m. each day at their convenience. Participants can ride along the designated route and connect with domestic and international industry partners attending Taichung Bike Week. The event is also supported and sponsored by 13 bicycle industry-related companies, whose support contributes to the success of this industry exchange activity.

- Date: September 15 (Tue) – 17 (Thu), 2026
- Time: 5:00 a.m.–7:00 a.m.
- Meeting Point: Corner Plaza, Taichung International Convention and Exhibition Center (TICEC)
- No.1000, Sec. 3, Liming Rd., Xitun Dist., Taichung City 407010, Taiwan
- Organizer & Implementation Information
- Organizer: Taiwan Bicycle Association (TBA)
- Co-organizer: Taiwan External Trade Development Council (TAITRA)
- Co-organizer: TIMEDIA Marketing Co., Ltd.
- Registration and detailed information for the Taichung Bike Week - 2026 Taichung Bike Ride are available using the QR code.

Data-Driven Bicycle Supply Chain
AI Market Intelligence Forum

As the global bicycle market continues to move toward higher-value and more specialized products, companies need a clearer understanding of regional bicycle trends, buyer priorities, key specifications, materials and emerging technologies. The ability to translate market data into actionable decisions is becoming increasingly important across product development, material purchasing, production planning, pricing and inventory management.

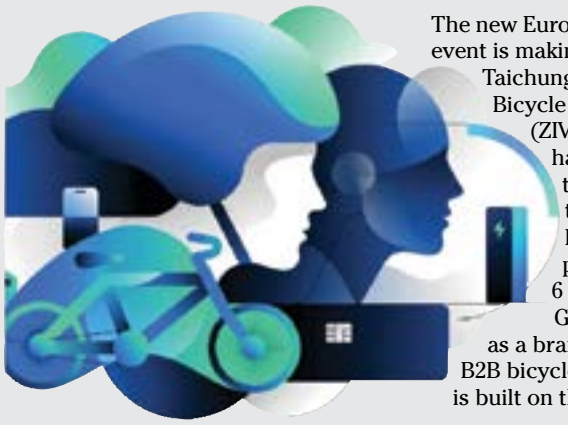
Built around the themes of data-driven decision-making and agentic AI, the forum will explore how bicycle companies can apply AI to market intelligence, supplier and buyer matching, business operations and customer engagement. It will also examine the latest developments surrounding Europe's evolving bicycle trade-show landscape.

The program will feature Alfred Tsai, General Manager of Critical Cluster Co., Ltd.; Jerry Lin, Director at PwC Taiwan.

Bicycle manufacturers, e-bike companies, component and accessory suppliers, brands, trading companies and supply-chain service providers are invited to participate, exchange industry perspectives and explore practical AI applications for future business growth.

- Key topics: AI market intelligence, AI agents, supply-chain decision-making and European trade-show trends
- Date and time: Thursday, September 17, 13:30–17:00; registration begins at 13:00
- Venue: Plum Blossom Room II, 13F, The Splendor Hotel Taichung

Information Session
Towards Tomorrow – European Bike Show



The new European bike industry event is making its grand debut during Taichung Bike Week. The German Bicycle Industry Association (ZIV) and Koelnmesse have announced that the inaugural "towards tomorrow–European Bike Show" will take place from September 6 to 8, 2027, in Cologne, Germany. Positioned as a brand-new international B2B bicycle trade show, the event is built on the philosophy of "by the industry, for the industry." Its content, format, and core themes are being co-developed alongside leading enterprises in the bicycle sector. Furthermore, ZIV recognizes the continuous expansion of the bicycle ecosystem, noting the massive potential in emerging fields such as refurbishment, sharing, leasing, and digitalization – all of which will be comprehensively showcased at the new exhibition.

We cordially invite our members to actively participate in this information session, which will be conducted in English. The organizers will share firsthand insights into the transformation plans and innovative business models of this new trade show. Come and network with industry peers, exchange ideas, and co-create future business opportunities.

- Core Focus: Insights into the new trade show planning, exploration of new business models, and industry networking.
- Date & Time: Thursday, September 17, 15:30 - 17:00
- Venue: Plum Blossom Room II, 13F, The Splendor Hotel Taichung
- Register using the QR code:

An evening of shared ideas and candid conversation
2026 Taichung Bike Week Social



As the global cycling industry gathers in Taichung, join Anchor Global for an informal evening to reconnect, meet new people, and exchange ideas with others shaping what comes next.

The TBW Social kicks off with the Women in Cycling Taiwan Happy Hour, bringing together women and allies from across the industry – all genders are welcome. You'll also meet members of the 2026 Anchor Industry Lab, fresh from Anchor's Bentonville pilot exploring cycling, retail, community, technology, and new models of collaboration.

No panels. No presentations. Just a few conversation starters, good people, drinks, and plenty of room for conversation to go wherever it leads.

- September 15, 2026 | 5:00–8:00 PM
- Brief welcome & introductions at 6:00 PM
- Walking distance from the Taichung Bike Week hotels
- Exact location will be shared with confirmed guests.
- Register using the QR code:

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Sept 15–18

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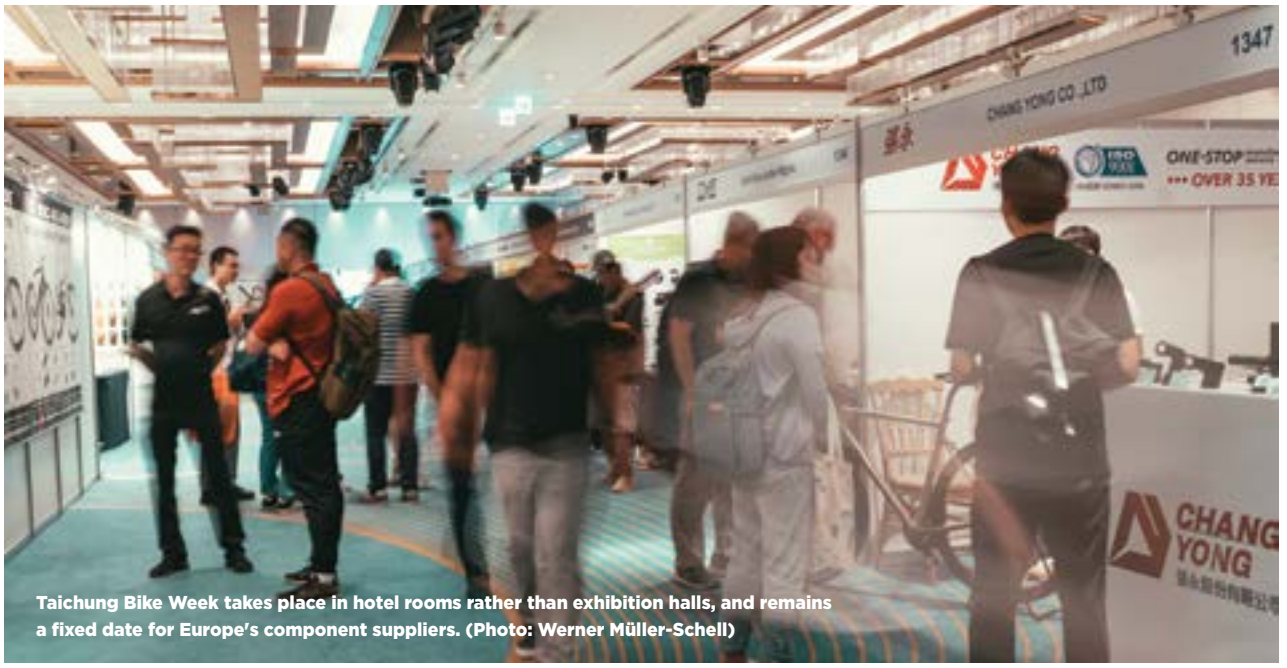
The ride starts here.

THUN

EUROPEAN EXHIBITORS AT TBW

A SEAT AT TAIWAN'S TABLE

No exhibition halls, no crowds, no press conferences: Taichung Bike Week remains the most discreet of the industry's international gatherings. The Show Daily asked five European exhibitors what they expect from the 2026 edition.



Taichung Bike Week takes place in hotel rooms rather than exhibition halls, and remains a fixed date for Europe's component suppliers. (Photo: Werner Müller-Schell)

For Europe's component suppliers, the international tradeshow calendar has rarely been under this much scrutiny. The show landscape is being reshuffled, new concepts are emerging, and every date has to justify the travel it costs. Taichung Bike Week justifies it in an unusual way: no exhibition halls, no visitor crowds, no press conferences, just a handful of hotels in central Taiwan where suites become showrooms and product managers work their way from floor to floor. What happens behind those doors is not presentation but negotiation, and for many European suppliers it is the last chance to influence what a bicycle will look like two model years from now.

The Last Window for Model Year 2028

"Taichung is still a key event in the OE bike calendar for many, being the last moment of specification decisions," says Richard Hilgart, senior product & program manager at **Enviolo [Evergreen / 2F / J2]**. The compact format, he adds, lets Enviolo update a wide group of customers and Asian assemblers within a few days and combine the week with factory visits.

That mix of concentrated audience and proximity to production is why European suppliers keep making the trip, even in a market still working through weak demand and cautious ordering. "Asia is home not only to our production sites, but also to some of our most important OEM partners and their assemblers," says Nico Simons, chief sales officer at **Schwalbe [Evergreen / 5F / R503]**. "Taichung Bike Week is therefore a central building block of our Asia strategy."

The decisions made in Taichung reach far into the future. At **FSA/ Vision [Tempus / A-4F / NO.1]**, the focus lies on wheels, the cockpit, and rotational parts such as bearings, says global vice president Claudio Marra, components "that are going to be seen in the model year 2028-29." For him, the week is defined by who is in the room: "The most important people to meet are product managers and bike brands."

Taichung is also where earlier decisions get verified. A successful week, says Simons, ends with concrete project or cooperation approaches on the table – but not always: "With partners we see less frequently during the year, it can also be the confirmation of a spec decision discussed last year."

New Products, First Reactions

Alongside spec work, Taichung has become a launch window in its own right. "We use it to announce new products that were not ready prior and reveal them to new and existing customers," says Hilgart. Enviolo brings its new Automatic generation and what he calls the company's "answer to shifting solutions for even higher torques," plus one product that remains confidential ahead of the show.

Schwalbe arrives with three technical topics that require explanation rather than display: the Clik Valve, its radial tires and the 32-inch wheel size. "It is hugely important for us to explain to our partners in direct, personal exchange why we developed this technology and what value it could add to their bikes," says Simons. "And we are just as open to constructive criticism, so that we can feed it back into our thinking."

At **SKS Germany [Evergreen / 3F / D3,D4]**, the spotlight falls on the new EXO profile, "an aluminum hollow-chamber profile that we developed ourselves and manufacture in-house", explains Christopher Hetzel, head of OEM Sales. **Thun [Evergreen / 2F / H4]** brings its new CHACHA bottom bracket system, though vice president of sales Carina Füllbeck is careful about her expectations: "We are not primarily focused on short-term orders, but on building longterm partnerships and developing future projects together."



Carina Füllbeck, vice president of sales at Thun

Quality Before Quantity

When asked how they will measure the week, none answers with a number. "We try to follow the quality of the meetings more than the quantity," says Marra. "Because in some way, with fewer participants, we can dedicate better attention to our partners." Hilgart makes the same point from the product side: Visitors have more time, feedback is more detailed and the audience arrives with a clear focus, which helps Enviolo confirm or adjust its long-term product vision.

For SKS Germany, the week doubles as a report card. After realigning both its sales strategy and its team, Taichung is "a good indicator of how successful the work of the past months has been," says Hetzel. The goal, he adds, is to present the company in its new setup "in such a way that old relationships are revived and new partnerships emerge".

Füllbeck agrees: "For us, Taichung Bike Week is far more than a classic tradeshow. It is an important gauge of the mood in the industry, a place to build and maintain long-term partnerships, and a valuable opportunity to identify trends early." In the current market phase, she adds, personal conversations are often considerably more valuable than pure figures.



Richard Hilgart, senior product & program manager at Enviolo



Nico Simons, chief sales officer at Schwalbe



Claudio Marra, global vice president at FSA and Vision



Christopher Hetzel, head of OEM Sales at SKS Germany

A Barometer With an Open Horizon

Taken together, the five exhibitors describe a working week rather than a showcase: specifications for 2028 and beyond, product feedback collected in person, relationships maintained where a video call would not do the job. Therefore, the hotel corridors of Taichung are doing what no exhibition hall does quite as well. The rooms are small and the visitor numbers modest but they are Europe's Seat at Taiwan's Table. And the decisions made in them will be visible on bikes long after the last sample case has been packed away. ■ **WMS**

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TAIWANESE BICYCLE MARKET

VARYING REPORTS TELL TWO STORIES

Giant and Merida report returning demand and improved margins. Taiwan's export statistics for the first seven months of 2026 are less convincing. The Show Daily analyzed the latest figures.



Still adjusting: Taiwan's export volumes to the EU remain below last year's level, even as manufacturers report improving demand. (AI-generated with ChatGPT 5.6-Sol)

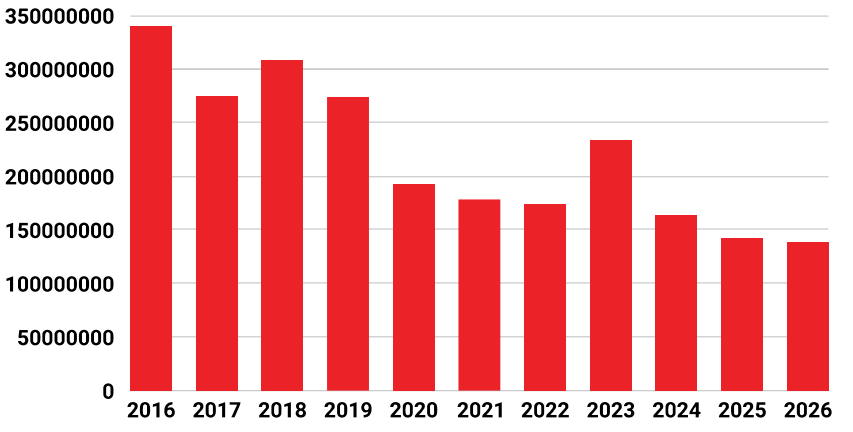
August was a good month for corporate communications in Taiwan. Within two weeks, the island's two largest bicycle manufacturers told investors that the worst is behind them: Giant reported a 234-percent jump in second-quarter net profit and declared that inventory adjustments in Europe are "nearing completion." Merida followed with double-digit sales growth in Europe and channel stocks it described as gradually returning to normal. Read the customs data from the same period, however, and the recovery looks considerably more hesitant.

Figures from the Taiwan Bicycle Association (TBA) show that shipments of conventional bicycles to the European Union fell by 14.4 percent between January and July 2026 – from 119,365 units to 102,165 units in the same period in 2025. In value terms, the decline was far shallower: $138.6m against $142.3m – a drop of 2.6 percent. The gap is explained by price: The preliminary average export price climbed to $1,395.39, up from $1,263.63 for the full year 2025, an increase of roughly 10 percent. The clear message: Taiwan is shipping fewer conventional bikes to Europe, but the ones that leave the island sit higher up the range.

E-bikes invert the pattern almost exactly. Volumes rose by 3.7 percent to 116,421 units, up from 112,312 units a year earlier, a rare increase after several years of contraction. Export value, however, fell 7.5 percent to $184.5m from $199.4m, and the average value per exported e-bike dropped from $1,759 across full-year 2025 to $1,587.98. In other words, the volume is coming back, but it is being purchased at a lower price.

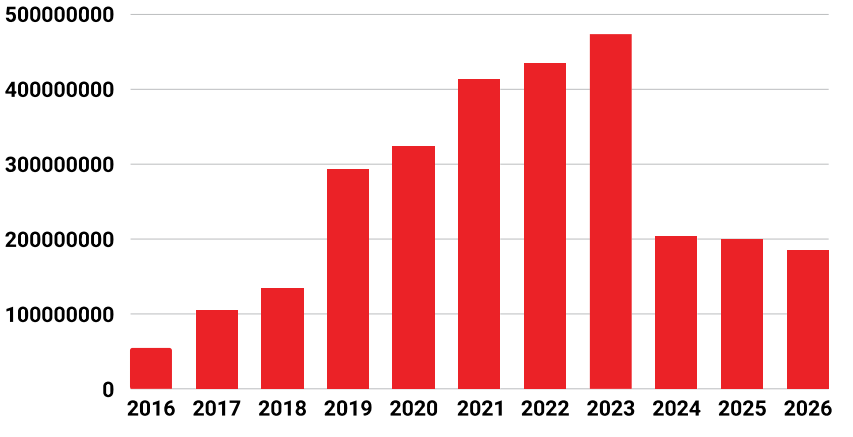
That reading is consistent with what the brands themselves report about their product mix. At Merida's Taiwan plant, the share of e-city bikes rose from 11 percent to 17 percent of shipments, with growth concentrated in entry- and mid-level models. Cheaper e-bikes moving in larger numbers depress the average unit value long before anyone in the channel calls it a discount.

Taiwanese Bicycle Exports to the EU (January to July, USD)



Fewer, but pricier: Conventional bicycle exports to the EU fell 14.4 percent in units between January and July 2026, while export value declined only 2.6 percent.

Taiwanese E-Bike Exports to the EU (January to July, USD)



Volume returns, value doesn't: E-bike shipments to the EU rose 3.7 percent, but export value fell 7.5 percent as average unit prices dropped below $1,600.

Company Reports Tell a Friendlier Story

The publicly listed manufacturers' results describe a different point in the same chain. Giant posted second-quarter revenue of NT$16.67bn, up 5.8 percent year on year, and a net profit of NT$630m – more than the group earned in the entire first half of last year. Gross margin in the quarter reached 24.2 percent, against 20.4 percent a year earlier, which the company attributes to new model-year bikes, a higher share of own-brand products and, notably, little need for heavy clearance discounts. Meanwhile, the half-year picture is more sober. Revenue for the first six months came in at NT$29.19bn, down 10.5 percent, with net profit falling to NT$435m from NT$560m. In short, the entire improvement sits in the second quarter; the first was negative.

Merida's trajectory is similarly shaped. Second-quarter consolidated revenue of around $214m was down just 2.2 percent year on year, after a 27.4-percent decline in the first quarter. European sales rose 14 percent in the first half, with the group's European subsidiaries lifting profit 49 percent to NT$167m, while Mainland China delivered a 12.5-percent increase in volume against expectations of a further decline. Group gross margin recovered to 18 percent in Q2, supported by new-model sales, less discounting of aging stock, and steadier currency movements. Europe now accounts for 54 percent of Merida's sales, ahead of China at 21 percent and the Americas at 18 percent.

Uneven – and Politically Exposed

Both companies point to the same weak spot. Giant describes U.S. consumer sentiment as conservative amid geopolitical uncertainty, and remains subject to a Withhold Release Order that blocks exports of some bikes from its Taiwan plant to the U.S. market. Legal specialists expect a resolution to take months. Merida, meanwhile, notes that the revised Section 301 tariffs effective July 24, 2026, leave Taiwan on a 10 percent MFN rate without stacking, a 2.5 to 12.5 percentage-point advantage over Vietnam, depending on the model.

The two sets of numbers – the TBA's export statistics on one side, the company reports of Giant and Merida on the other – are not contradictory. They measure different points in the same chain, several months apart. Giant's and Merida's revenues are booked when their European subsidiaries and distributors sell bikes into the trade and on to consumers, largely out of warehouses that have been overfilled since 2023. The TBA figures count only what physically leaves Taiwan. A dealer buying a 2026 model this spring shows up in Merida's half-year results; it shows up in the export data only once the channel has emptied enough for someone to reorder from Taichung. That is precisely the sequence both companies describe: Demand recovers first, destocking finishes second, and replacement orders follow third. Giant's own phrase for the rest of its fiscal year – cautiously optimistic – describes the export ledger just as well. For now, the traffic through Taiwan's ports is still running at a different speed than the corporate presentations in Taichung. ■ **WMS**

TRADESHOW LANDSCAPE

CROWDED CALENDAR CAUSES CONFUSION

Next year's calendar for bicycle tradeshows will be seeing major changes, with two new shows in Europe making for a crowded period in early fall. What to do and where to go?

The good news is that cycling remains vastly popular across Europe, be it as a sports and leisure activity or as a mode of transportation. From Belgium's Velofollies to Düsseldorf's Cyclingworld, the Italian Bike Festival and Girona's Sea Otter Europe event, consumer shows have been thriving in recent years, reporting record attendances and fully booked halls. On the trade side, however, things look decidedly different. And the rift between Fairnamic, Eurobike's organizer, and some of Germany's most important industry and trade federations is further complicating things. The announcement of a competing show in Cologne one day before Eurobike started has marked another escalation in this ongoing feud.

This has left overseas visitors and exhibitors wondering where to go next year, a sentiment that was palpable throughout this year's Eurobike, which saw both exhibitors and visitors reduced to half of the usual size. Fairnamic has reacted by announcing a raft of changes, sticking to its late June date for 2027, withdrawing the previously announced cancellation of the 2028 show, lowering the fees per square meter for exhibitors by 20 percent and doubling down on Eurobike's role as a platform for exchange for the global bicycle and eco mobility industry. Meanwhile ZIV and Messe Köln position their TWRDS TMRRW show premiering in September 2027 as a pure bicycle tradeshow with bicycle dealers as a core audience and a strong focus on finished commercial goods rather than supply chains.

As if the confusion regarding the right tradeshow to exhibit at in Europe were not enough, the bicycle industry is also facing choices regarding the proven B2B sourcing format: Almost 20 years after its first edition, Taichung Bike Week will have a competing European B2B event taking place on the exact same dates in 2027: Cycle Expo Amsterdam. This show was initiated by veteran B2B journalist Arnauld Hackmann and aims to offer a cost-efficient platform for suppliers and buyers to meet and discuss product details, pricing and delivery times. Hackmann tried his best to avoid conflicting dates and moved his show from mid-September to early October only to see Taichung Bike Week do the exact same shortly after.



Will the bicycle industry gather for Eurobike in Frankfurt in years to come?

Taipei Cycle might see a challenge from Shanghai's China Cycle Show soon as well. The latter has seen an uptick in international visitors and in interest from buyers from outside of China as of late. For now, Taipei Cycle's March date gives it an edge, but that could change if China Cycle Show decides to move its dates forward from early May in the calendar. ■ **LvR**



EUROBIKE

BACK TO JUNE: EUROBIKE REVERSES ITS SEPTEMBER PLAN

In a single summer, Europe's trade show calendar has been rewritten twice. The Show Daily followed the press conference at which Fairnamic withdrew the September date it had announced only weeks earlier and set out a concept aimed squarely at product launches.

The sequence tells the story. On 22 June 2026, two days before Eurobike opened its halls, Koelnmesse and the German industry association ZIV – German Bicycle Industry announced a competing event: "Towards Tomorrow – European Bike Show", premiering 6 to 8 September 2027 in Cologne. During the Frankfurt show, the Eurobike organizer Fairnamic presented its own future concept, which moved Eurobike 2027 to 1 to 3 September – the same week, 190 kilometers apart. Two weeks before this year's Taichung Bike Week, that plan was withdrawn. The 35th Eurobike will now run from 30 June to 2 July 2027, maintaining the schedule it has followed in recent years.

The reversal was presented at a livestreamed press conference at the beginning of September, in which Fairnamic Managing Director Philipp Ferger and newly appointed Show Director Matthias Pietsch set out a revised concept covering date, rhythm, location and pricing. Ferger used the occasion for an unusually candid assessment of the last edition. "Eurobike 2026 was a creditable result – one that many probably would not have expected," he said, before adding: "We also have to be honest, and that includes the fact that we recorded a clear decline in exhibitors and visitors. Relevant brands were missing, and with them a decisive part of the show's value for many trade visitors." The counter-signal, in his reading, is reach: 60% of visitors came from outside Germany, and the organizer's media monitoring recorded 3,775 published articles between 31 May and 29 June 2026, a reach of 743 million in that window and 13.5 billion cumulatively over twelve months.

Meanwhile, the competing Cologne project is substantial. The show will run annually with a strict B2B profile and an explicit focus on the specialist trade and service providers. According to the organizers, all major trade associations have confirmed their intention to participate – the same associations that had recently turned away from Frankfurt. "The show will combine the international appeal of a world-leading trade fair with roots firmly in Europe. The trade fair will showcase the bicycle industry's innovative power, value creation and future viability to policymakers and the wider public – and serve as a strong voice for the bicycle industry as an economic sector," the organizers wrote on their website.

That left Fairnamic with a September date it could no longer defend. Feedback on the slot was consistently skeptical, the organizers reported, with events suddenly clustering in that month. "We are not pushing the industry into a date collision, we are offering a solution," was the reasoning given during the press conference.



Fairnamic Managing Director Philipp Ferger (left) and Eurobike Show Director Matthias Pietsch presented the revised 2027 concept in early September. (Photo: fairnamic GmbH)



Product launches, media attention and more international visitors: from 30 June to 2 July 2027, Eurobike wants to establish itself as a global base for the industry. (Photo: Fairnamic GmbH / Jean-Luc Valentin)

Alongside the date, Fairnamic confirmed an annual rhythm. "With the date at the end of June and the annual rhythm, we are creating reliability and continuity," Ferger stated during the press conference. What does change is the format: three compact days, B2B only. In 2026, the show ran four days, with the public Eurobike Festival on the final day. Pietsch framed the shorter format as focus: "Three focused B2B days on which novelties are shown, decisions are prepared and business is initiated."

The more consequential shift is what Eurobike now says it is for. Cologne is built around the trade and the ordering cycle. Frankfurt is deliberately stepping out of it. "We are positioning ourselves ahead of late summer, ahead of September," Ferger explained. "Because in those months, all that happens is pre-order or order business, with the focus solely on the trade. Eurobike offers more, and in terms of timing it offers the right moment as an international innovation and trend platform. With us, innovations and trends are shown long before they are presented to the trade and eventually reach the shops," he added. In short, Eurobike is giving up its role as a pre-ordering platform and betting on launches, technology and international media attention instead.

Physically, the show moves into Halls 3, 4 and 5 around the Agora on the eastern Frankfurt grounds, organized into worlds: Smart Mobility and Retail in Hall 3.0, Production and Sourcing in Hall 4.0, and Sports and Performance in Hall 5.0, with the Agora as outdoor centerpiece for test tracks and demo areas. Ecomobility runs across all halls. The regular stand rate is €164 per square meter until the end of October, with the standard floor-space price falling by just over 20% from 1 November. New is "Your Business BASE": bookable private meeting rooms in Hall 3, 12 sqm for up to four people or 22 sqm for up to eight, with a shared lounge and reception counter, available for all three days without booking stand space at all. A curated VIP program for senior decision-makers is being developed with Messe Frankfurt, whose sales network covers more than 150 countries.

The division of labor now looks clear on paper: launches and media reach in Frankfurt at the end of June, trade and ordering in Cologne in September. Whether exhibitors accept that split, or simply pick one, will be decided in the coming weeks as 2027 budgets are set. Pietsch's benchmark for success is a higher share of international exhibitors and trade visitors, and innovations shown in Frankfurt first. Ferger, closing the press conference, did not oversell the reset. "We know that we cannot win back trust with charts or with a new date alone," he said. "We have to win it back with a good concept and a strong Eurobike 2027." ■ **WMS**

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EUROBIKE 2027

FIVE QUESTIONS WITH SHOW DIRECTOR MATTHIAS PIETSCH

Matthias Pietsch took over as Eurobike show director in June, walking straight into his new job on the first day of Eurobike 2026. The Show Daily asked him what he learned from that debut, why the show moved to late June, and what Asian suppliers can expect in Frankfurt in 2027.

Mr. Pietsch, your first day on the job was the opening day of Eurobike 2026. What was your strongest impression?
How much international substance Eurobike still has, even in a difficult market. I had a lot of intense conversations with exhibitors, visitors and international partners during those days. But it was just as obvious that we need to change something: The industry today expects a more focused platform with a clear profile and concrete business value. That's exactly what we're working on now.

What is the one thing you really want to change at Eurobike?
I want to raise Eurobike's relevance significantly. That means moving away from the question of how big a show is, toward the question of what concrete benefit it creates for the international industry. As "your BASE to be," Eurobike should be the place where the relevant players come together, where innovations become visible for the first time and where companies get orientation for the future of their business – moving from point of sale toward point of vision.

The concept presented in June lasted around 10 weeks, then came a new date and a new rhythm. How did that U-turn come about?
I wouldn't call it a U-turn. It's the consequence of listening very carefully after Eurobike 2026. The call for a clear international B2B platform and an annual rhythm was very loud in those conversations. At the same time, the tradeshow calendar has changed: Two major industry events in a narrow September window wouldn't have made sense for neither exhibitors nor visitors. Late June, by contrast, is an established international slot for innovations, product launches and media activity, and it deliberately positions Eurobike ahead of the European order season. That gives companies exactly the planning security they asked us for.

Halls 3, 4 and 5 around the Agora (outdoor space) will be organized into worlds. What will visitors experience in 2027 that they didn't in 2026?
Eurobike 2027 will be more compact and more clearly structured, and therefore easier to navigate. Around the Agora, we're concentrating the different areas in halls 3, 4 and 5 from Smart Mobility and Business to Production and Sourcing through to Sports & Performance. Add to that test and demo formats, networking, content and new meeting formats such as our Office Area "Your Business BASE." The goal is that visitors find the companies and topics relevant to them faster, while at the same time running into more that is new and unexpected.

What's your message to the visitors of Taichung Bike Week?
Very simple: Eurobike is the international business platform for access to the European market. The bicycle and e-mobility industry is global, and



Matthias Pietsch took over as Eurobike show director in June.

Europe is one of its most important markets. We want companies from Taiwan, China and across Asia to meet European brands, distributors, retailers, technology partners and decision-makers in Frankfurt, and for European companies to connect with the global supply chain. That international exchange is what Eurobike is about. ■ **WMS**

OLI EBIKE SYSTEMS

ITALIAN FLAIR, RELIABLE SERVICE

Italian supplier Oli eBike Systems puts a strong emphasis on service and addressing promising gaps in the market, turning e-bikes into a practical, reliable and accessible daily choice for everyone in urban mobility and beyond.

Not every e-bike needs full power and torque. For urban and utility use, less can be more – as in less weight that needs to be moved around at bike racks or into the basement and back. For this reason **Oli eBike Systems [Splendor / 13F / 1318 and 1319]** aims for the sweet spot between a compact size and plenty of support for many of its e-drive systems and adds proper value to the mix. An example is the Pico mid-drive motor: This compact unit delivers up to 70 Nm at a weight below 2.5 kg. And it allows for entry-level prices for e-bikes with mid-motors and fully integrated batteries in IBD channels. Raymon Bicycles shows how that is done with its fully-equipped Numa deep-instep model that comes at a retail price of €2,299 using the Pico mid-drive motor.

Another flagship of the current range is the Edge 2.0 mid-drive motor. Oli eBike Systems designed this unit for sports, packing up to 100 Nm of torque. With its ISIS crank interface it works with quality cranks, and its six-bolt mounting pattern is identical with the old interface for Bosch's mid-motors – meaning that the Edge 2.0 can be combined with frames originally designed for motors of the long-time market leader. As for the 2028 model year, Oli eBike Systems plans to introduce two new motor units.



As a compact mid-drive motor, the Pico is a perfect match for urban e-bikes.

The versatile and lightweight Polo hub motor is designed for urban mobility and for urban e-bikes that mimic the looks of conventional bicycles, while the Dante is set to replace the proven Edge 2.0 with e-city and more powerful e-trekking versions.

Convincing products are only one part of the formula for success at Oli eBike Systems. Offering fast and competent service to customers is key as well. For example, Oli eBike operates additional production facilities in China and Vietnam to shorten distances to assembly factories in Asia. To back its products up with a reliable, responsive, quick and scalable service infrastructure throughout Europe, the Technological Service Center based at its headquarters in Cesena is key. A specialized technical team is responsible for ticket management, diagnostics, and warranty procedures, providing direct support in Italian, English, German, Dutch, French, and Spanish.

Thanks to five logistics hubs located in Italy, Germany, the Benelux region, France, and Spain, spare parts can be provided on short notice. Additionally a team of technical sales support specialists operate in key European countries, working directly in the field and providing operational assistance and training to OEMs, brands, and dealers. ■ **LvR**

MAGENE ENTERPRISE

INVESTING IN INTEGRATION

As power measurement and connected riding technology continue to move beyond professional racing and into mainstream cycling, bicycle manufacturers are increasingly seeking ways to integrate advanced training and safety technology into their product portfolios. Riders today expect accurate performance data, seamless connectivity, and reliable operation, while brands must balance these expectations with production efficiency and cost control. This is where Magene Enterprise comes in.

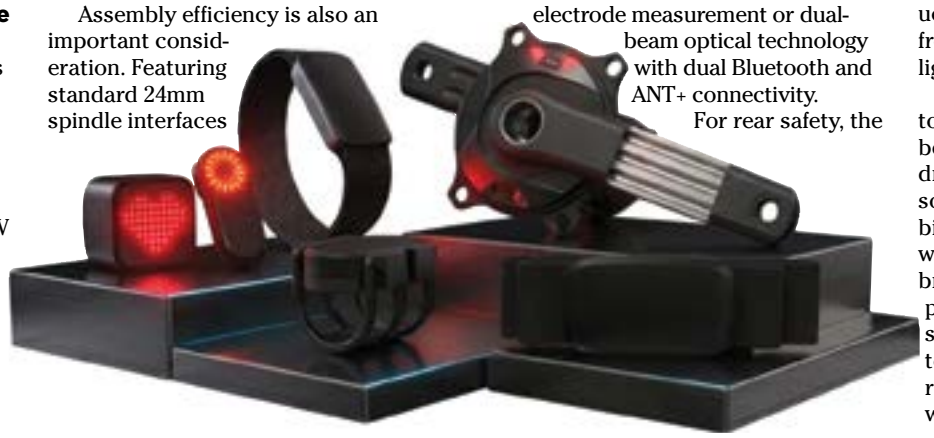
As the B2B division of **Magene Technology, Magene Enterprise [Evergreen / B2F / A20, 21]** supports bicycle manufacturers through ODM customization partnerships for bicycle brands worldwide. Since its founding in 2015, it has been empowering the bicycle industry with cutting-edge technology, and now, its products are available in more than 100 countries and regions.

Structural Design and Performance Highlights

Combining six years of R&D with a focus on streamlined factory integration, Magene provides high-precision and market-proven spider-based power meters for global bike brands and manufacturers. The systems deliver ±1 percent accuracy across a wide 0–2500W power range, providing dependable data for both recreational riders and competitive cyclists. Longterm durability is supported through IPX7-rated waterproofing and up to 330 hours of battery life, helping brands deliver a consistent user experience across a variety of riding environments.

A key advantage of the spider-based power meter is its scalable architecture. Carbon fiber configurations support lightweight, premium-performance bicycles, while AL6061 CNC versions provide a cost-effective option for high-volume production. This flexibility enables brands to maintain a consistent technology platform while addressing multiple market segments.

Assembly efficiency is also an important consideration. Featuring standard 24mm spindle interfaces and 4-bolt 110 BCD compatibility, the AL6061 CNC versions guarantee effortless factory installation.



Sensors and Lights

Beyond power measurement, Magene offers ODM solutions for smart sensors and intelligent lighting that help brands build a more connected riding ecosystem. Heart rate monitors are available in both chest strap and armband configurations, featuring medical-grade electrode measurement or dual-beam optical technology with dual Bluetooth and ANT+ connectivity.

For rear safety, the radar tail light integrates automotive-grade millimeter-wave radar with 140 meter vehicle detection and smart brake sensing, transforming a standard safety component into a premium feature for modern bike builds.

ODM Partnerships

Magene Enterprise works closely with bicycle manufacturers through flexible ODM partnership models. Customized solutions are tailored to specific product requirements, covering everything from power meters to sensors and lighting systems.

As cycling technology continues to evolve, ODM collaboration is becoming an increasingly important driver of innovation. Through scalable solutions, Magene Enterprise and bicycle brands can work together to bring advanced performance and safety technologies to a broader range of riders worldwide.

BY,SCHULZ

25 YEARS IN AND STILL FULL OF IDEAS

German parts and accessories specialist by,schulz began 2026 with a move to new headquarters. Less than a kilometer away from the old site on the outskirts of Saarbrücken, the new building offers more space for offices and allows for the warehouse to be brought under the same roof rather than renting an additional facility.

Apart from cost savings, this allows for more efficient logistics as well. And company founder Markus Schulz had a proper reason to celebrate the move to the new headquarters, with this being the 25th anniversary of **by,schulz [Splendor / F10 / 1030]**.

That celebration began with a large party at the new headquarters, held directly after Eurobike. That Saturday happened to be the hottest day ever on record in Saarbrücken, with temperatures exceeding 41° C. Still, an impressive line-up of industry representatives made it to the anniversary party, ranging from business partners and customers to media, employees and longtime friends. The percentage of overseas visitors was impressive as well, hinting at the longterm influence of by,schulz within the global bicycle industry.

For its size – by,schulz currently counts a staff of 25 to 30 depending on seasonality – the German company has a remarkable footprint in Taiwan. To shorten the distance to production partners and OE customers alike, Schulz is cooperating closely with an R&D office located in downtown Taichung, walking distance from the hotels hosting Taichung Bike Week. This proved to be a wise decision once the COVID pandemic hit and travel restrictions complicated doing business. Having boots on the ground all year long also shortens communication lines and grants a more direct look on and feel for emerging trends.

As for these trends, by,schulz has repeatedly bet on the right ones. With its Speedlifter stems and telescopic seat posts, the company has seen considerable success in the OE market. After all, these parts allow for a large range of adjustability of the cockpit and saddle height – exactly what all those compact cargo bikes covering a large range of body sizes with just one frame size need. The company's heavy-duty e-Bikelifter mounting stand has been designed to lift bicycles weighing up to 65kgs, with an optional arm offering additional support when working on cargo bikes.



Markus Schulz and his staff pose in front of the new by,schulz headquarters in Saarbrücken, Germany.

More recently by,schulz has launched high-quality platform pedals for the booming eSUV category. The pedals' alloy cages offer plenty of grip without wearing down shoe soles quickly. Looking forward to this year's edition of the industry's prime sourcing event, Schulz says: "In my book, Taichung Bike Week is the most underrated international tradeshow. This is where the entire business meets and where the exchange between product developers, decision makers and manufacturers is most intense." ■ **LvR**

SCHWALBE

NEW STANDARDS, OLD COST DEBATE

Schwalbe is here at Taichung Bike Week 2026 with three technology stories – Clik Valve, radial casings and the 32" wheel size – and a streamlined range aimed at product managers.

The industry's attitude toward tradeshows has changed, and few suppliers still exhibit out of habit. **Schwalbe [Evergreen / 5F / R503]** remains convinced that Taichung is the exception. "At no other show have we managed to talk personally with a comparable number of OEM partners and potential new customers within just a few days," says Nico Simons, chief sales officer at Schwalbe. For a supplier that builds its business on long-term relationships, that density is difficult to replicate. Simons attaches a condition, though: The format's relevance has to be reflected in visitor numbers if the week is to work for exhibitors and customers alike.

As for what will dominate those conversations, he expects sustainability to remain a fixture in planning for coming model years, alongside two less comfortable topics. "Price pressure and the changing competitive situation will certainly be important themes in the market this year," Simons says. His concern is what gets squeezed out in the process. Consumers, he argues, only replace a bike when it offers genuine added value, which makes performance the one variable that cannot be traded away in a cost discussion.



The Clik Valve is set to take a further step toward becoming an industry standard.



Nico Simons, chief sales officer at Schwalbe.

That is where Schwalbe's technology agenda comes in. Clik Valve has built enough momentum, according to Simons, to take a further step toward becoming a standard in the coming model year. Radial construction, already established as a benchmark in mountain bike tires, will be extended to additional categories, with the aim of improving comfort, performance, and safety. And the 32-inch wheel size, still a niche, is treated as a longer-term structural shift: an example of how a new format can influence bike development well beyond a single season.

On materials, Simons avoids headline percentages. Recycled nylon from discarded fishing nets, along with oils and carbon blacks recovered through the Schwalbe Recycling System, is being expanded continuously, but any fixed share would only be a snapshot. The limit is set elsewhere: Sustainability must not come at the expense of durability or safety. The Marathon model, he notes, proves both can coexist in one product.

For OEM customers, the more immediate change is a tidier catalog. Schwalbe is streamlining and restructuring its range so that product managers – and ultimately consumers – can identify the right tire for a given application faster. Cost pressure on bike manufacturers, Simons concedes, cannot be argued away. His counterargument is simple: a bike can only be as good as the one component in permanent contact with the ground. ■ **WMS**

HYENA IS ALL IN ON AI

REWIRING E-BIKE SUPPORT WITH AI

Founded in Taichung in 2013, Hyena is a full-stack developer of vehicle drive and control systems: Hardware, software, firmware, cloud services, and manufacturing are all developed in-house by a team of 100 engineers, covering industrial design, mechanics, electronics, firmware, software, and algorithms. This gives the company complete control over every layer of its systems, from a single component to a fully validated platform.

E-bike drive systems remain **Hyena's [Splendor / 12F / 1208~1213]** core business, powering brands in more than 20 countries. That same drive-and-control expertise now extends into drones, micro-mobility, medical and work vehicles, and other smart-mobility applications, positioning Hyena to lead in connected software and AI services as much as in hardware.

But for Hyena, hardware is only half of what makes a complete e-bike system. Hyena combines power management, motor control, and cloud-native software into one integrated core, delivering agile, full-lifecycle support from development and assembly through post-launch maintenance.

CEO Charlie Chuang points to a fundamental industry shift: "For years, the market prioritized raw hardware specs like motor torque and battery capacity while underestimating the complexity of software and system integration. Today, brands recognize that long-term success hinges on seamless integration and reliable post-launch service. By integrating our drive-system architecture with cloud intelligence, the AI Service Assistant makes technical support smarter, simpler, and faster for our global partners."

To serve diverse global brands, Hyena runs a flexible dual-track model: proven, turnkey standard systems for agile brands seeking fast time-to-market, and deep ODM co-development for tier-one brands demanding distinctive market positioning, ensuring every partner gets a reliable, scalable drive-system foundation.

Hyena's AI-powered Service Assistant, first shown at the Taipei Cycle Show in March 2026, gets a major upgrade in September with deeper integration into the Hyena Dealer Portal. Technicians describe an e-bike's symptoms or a repair challenge in their own words, with no need for exact technical terms. The assistant reads the context of each query and searches Hyena's service resources – manuals, FAQs, troubleshooting guides, and instructional videos – to deliver guidance specific to that drive system and bike model, then walks technicians through the fix step-by-step to reduce the risk of human error. "It connects directly to our cloud platform," Chuang adds. By bringing diagnostic guidance and technical knowledge onto one connected platform, the upgraded assistant helps dealers resolve complex issues faster, close communication gaps, and deliver consistent service quality across the entire network.



Hyena's upgraded AI Service Assistant makes technical support smarter, simpler, and faster.

Alongside the upgraded AI Service Assistant, Hyena is developing its next-generation e-bike architecture, meant to be simpler and more integrated, with full details arriving in 2027. Partners at the show will get a first look. ■ **MW**

4EVER MANUFACTURING

PATIENCE ON THE PRODUCTION LINE

Czech manufacturer 4EVER has spent three decades building bicycles for European brands, and argues that in a market of interchangeable spec sheets, the real difference is made in assembly.

Three years into the post-boom correction, the industry's vocabulary has narrowed to a single question: When does it turn? Radim Brož, CEO of Czech manufacturer 4EVER, offers no comfortable answer. "Despite hopes for a swift resolution, we must honestly admit that we are far from having reached the turning point," he says. What the company brings to Taichung instead is a production model it believes will outlast the downturn.

For three decades, 4EVER has built bicycles for European brands on a turnkey basis. Clients supply their expectations and existing ranges; the Czech company handles the process from technical drawings and bills of materials through to delivery of finished bikes into the customer's warehouse. With more than 50 employees, it also produces under its own 4EVER label, though on a smaller scale and mainly for the domestic market. The bulk of the output carries somebody else's badge, a position that rewards consistency over visibility.

From the start, the focus has been on mid-range and high-end products, which made the move into e-bikes comparatively straightforward. Today the company concentrates on e-bikes with premium drive systems while continuing to build conventional bicycles. In a market where spec sheets converge, Brož is skeptical that hardware alone separates suppliers. "In the current market, it is truly difficult to distinguish one specific bike from another. I believe what sets us apart from our competitors is the service we offer," he says.

The concrete expression of that is assembly. 4EVER builds on individual stands rather than a conveyor but has moved away from the classic "one person, one stand, one bike" logic. "We have implemented our own system of serial stand assembly, which allows us to guarantee quality while simultaneously maintaining production efficiency," Brož says. Every bike is checked and tested several times before packing. For OEM partners, the calculation is unglamorous but real: fewer assembly-related warranty cases and dealers that can put bikes on the shop floor with less rework.

Geography supports the case. German brands account for the largest share of annual output, ahead of the domestic market, and a Norwegian customer is now being added. From the heart of Europe, as Brož puts it, the company can ship in every direction, an argument that carries more weight as brands reassess lead times and freight exposure.



4EVER assembles every bicycle on individual stands, using its own "serial stand assembly" system.



Radim Brož, CEO of 4EVER, is in Taichung and can be contacted at bike@4ever.cz and on WhatsApp/Mobile/Line +420 602 540 839

The Czech industry, he concedes, is in the same crisis as everyone else, even if he sees it recovering faster than several Western European markets. That is part of why Taichung Bike Week still matters: 4EVER has attended since the first edition, and Brož will be in Taichung again this year (although 4EVER is not exhibiting) with the objective of gathering intelligence rather than order intake: new products, future trends and a read on where the supply chain is heading. Brož calls it a paradox that so many Europeans travel this far to meet each other. With the turning point still out of sight, the trip is worth making anyway. ■ **WMS**

INVENTORY LEVELS

TBA: "THE WORST IS BEHIND US"

Taiwan's export statistics still show declining volumes, while the island's manufacturers report returning demand. We asked Hope Chou, Secretary General of the Taiwan Bicycle Association, how she reads the gap.

Few people have a better overview of what leaves Taiwan's ports than the Taiwan Bicycle Association (TBA). The association compiles the monthly export data that the global trade uses as an early indicator – and those figures, for the first seven months of 2026, remain mixed: Conventional bicycle shipments to the European Union fell 14.4 percent in units, while e-bike volumes rose 3.7 percent. TBA Secretary General Hope Chou, however, sees a market past its lowest point.

"We believe the worst of the inventory correction is largely behind us, especially in Europe," she says. "2026 is becoming a year of gradual normalization, and we expect customer orders to become more stable into 2027." That timeline matches what the publicly listed manufacturers have told investors this summer, with both Giant and Merida describing European channel inventories that are approaching normal levels.

The recovery, Chou stresses, is not evenly distributed. "Europe is currently showing the clearest signs of recovery. Higher-end bicycles, new products and some e-bike categories are performing better, while North America remains more cautious," the TBA Secretary General notes, a reading consistent with the tariff uncertainty and conservative consumer sentiment that Taiwanese exporters continue to report from the US American market.

When asked about the long-term outlook, Chou framed the current phase as a shift rather than a simple rebound. "Taiwan's bicycle industry is gradually stabilizing, but it is also changing," she explains. "We have always focused on high quality, high value, technology, product development and supply-chain integration. Taiwan is not only a manufacturing base, but also an important center for innovation, development and industry coordination." ■ **WMS**



DELTA ELECTRONICS

BUILDING TRUST BEFORE VOLUME

Five years after entering the e-bike business, Delta Electronics arrives at Taichung Bike Week 2026 with a complete system rather than a single component, and with a first series project, the UD (Urban Drivestyle) UDX by SEic, scheduled for Taiwan in 2027.

Few segments of the bicycle industry are as crowded as e-bike drive systems. Bosch's position in Europe remains formidable, newcomers keep arriving with headline torque figures, and brands are increasingly wary of building their products around ecosystems they cannot influence. **Delta Electronics [Tempus / A-5F / France]** is taking a different route to Taichung Bike Week 2026: The Taiwanese electronics group is no longer just selling a motor; it is also offering complete architecture around it.

Founded in 1971, Delta Electronics has grown into a global leader in power management. In 2021, the company entered the e-bike market when Taiwan's Ministry of Economic Affairs selected Delta to develop locally made motors. Its first appearance in Taichung two years later, says Josh Chi, director of Delta's e-bike solution division, was essentially an introduction. "Our first appearance at Taichung Bike Week a few years ago was like handing out our business card to the industry," Chi says. "Since then, we have chosen to stay focused and build deeper roots."

That deliberate pace has a reason behind it. E-bikes, Chi notes, must



The UD UDX by SEic is the first complete bike built around a Delta drive system.

carry rider and cargo weight, absorb road vibrations, and, survive rain and daily use – and they all bear directly on rider safety. "There is a long way between a motor that can operate and a system that we can confidently put in the hands of consumers," he says. Validation of system integration, durability, noise and riding feel took longer than planned. For OEM partners, that translates into a supplier arriving later, but with the capabilities and validation needed to move from prototypes toward mass production.

The proof point is SEic. Delta co-developed the drive system for for UD's new UDX Series, an urban adventure model that fits neither the commuter nor the eMTB template, with the complete bike scheduled to launch in Taiwan in 2027. Delta worked with SEic from the frame and motor-mount design stage, redesigned the wiring layout to suit the available frame space and developed a dedicated assistance curve for the bike's positioning. "The system adapts to the bike, rather than forcing the bike to adapt to the



Josh Chi, director of Delta's e-bike solution division

system," Chi says, a pointed argument in a market where closed ecosystems dictate frame architecture.

In Taichung, that logic will be on display as a full stack: motor, battery, HMI, app and service, plus peripheral systems earmarked for future integration, including electronic shifting, radar and ABS. Delta's stated measure of a successful show is therefore not order volume but three- to five-year roadmap conversations with brand partners. In short: Three years after handing out the first business cards at Taichung Bike Week 2023, the company is asking the industry for a second meeting. ■ **WMS**

TEMAROO MOBILITY

STABILITY WITHOUT SACRIFICE

For many new e-mobility riders, the biggest hurdle is not speed, range or connectivity. It is confidence. Low-speed wobble, slippery corners and hard braking can turn an otherwise enjoyable ride into an intimidating experience. Temaroo believes stability is the key to changing that equation.

Yangding Technology Co., Ltd. [Splendor / 10F / 1028], a mobility manufacturer based in Wuqing District, Tianjin, China, is behind the Temaroo brand. Its focus is clear: develop vehicles that feel intuitive, stable and secure without sacrificing the riding experience. At the heart of its technology is a globally patented leaning and grip-compensated two-wheel fork assembly, combined with a fully electronic assist control system. By effectively creating a third point of ground contact, the system is designed to significantly improve stability while allowing the vehicle to retain the dynamic characteristics of a two-wheeler.

For OEMs and distributors, the proposition goes beyond a finished vehicle. Temaroo has positioned the company as a technology and development partner. Rather than investing years in R&D,



Mr. Fulong Chang, Temaroo's founder, remains actively involved in product development at the age of 79.

patent development and validation, partners can license or co-develop an established platform and bring differentiated products to market faster.

The philosophy is deeply rooted in the company's founder, Mr. Fulong Chang, a mechanical engineer and original designer of the two-front-wheel system who remains actively involved in product development at the age of 79. His approach is based on harmony between rider and machine – comparable to the relationship between a skilled rider and a well-trained horse. That philosophy is reflected in Temaroo's emphasis on confidence, comfort and enjoyment alongside engineering performance.

Temaroo's flagship tilting dual-front-wheel e-bike brings this philosophy to market. Its patented leaning fork incorporates a central-plus-parallel shock absorber and 3D four-bar linkage suspension, designed to compensate automatically for vertical wheel movement. The result is improved cornering stability, shorter braking distances and more than 50 percent less bounce compared with a conventional front end. An additional electronic assist control system with AI-personalized settings further helps create a more natural connection between driver and vehicle.



Temaroo's dual-front-wheel e-bike promises over 50 percent bounce reduction.

Temaroo's 2026 portfolio also includes a self-balancing vehicle and a four-wheel motorcycle, extending the company's stability technology into adjacent mobility categories.

For commercial partners, the timing is equally important. Temaroo's complete vehicles have passed China's new national standard and EU EN 15194 certification, with mass production ready to support market launches. The products are particularly suited to senior riders, leisure users and commuters, while also offering established cycling brands an opportunity to develop a compelling second-bike proposition.

Partners can experience the technology firsthand at the show, with demo bikes available for test rides. ■ **MW**

ALLEGION GPS

AIMING FOR GROUND-LEVEL TALKS

At Taichung Bike Week 2026, Allegion wants to talk about development projects, not catalog items. The focus: lighting and locking systems designed into the bike from the first sketch.

Lights and locks rarely sell a bike on their own, but they increasingly decide whether one is legal, insurable and practical enough to be ridden daily. As cargo bikes, e-bikes and shared fleets take on more everyday transport duty, and as regulations tighten around visibility and theft protection, components once treated as accessories have moved into the specification sheet. That shift is the opening **Allegion [Evergreen / 5F / R524]** intends to use in Taichung, where the group is presenting itself, with its bicycle security and lighting brands under one roof, less as a parts supplier than as a development partner.

"For us, Taichung Bike Week is first and foremost a platform for development and partnerships," says Ralph Prins, global OEM sales director at Allegion GPS. With many of the world's leading manufacturers, suppliers and development partners gathered in the same hotels for a few days, the week compresses conversations about future bike generations into a short window. Being in the room early is the point, as Prins emphasizes. The company wants to be involved while platforms are still open, not once specifications are frozen.

That ambition rests on what sits behind the product: in-house development centers, mechanical and electronic engineers, and production sites in Europe. Customization, Prins quickly adds, does not have to mean starting from zero. Wherever possible, existing electronics, reflectors or lenses are carried over into a bespoke design, a detail with direct cost relevance for OEMs weighing tooling investment against differentiation in a market where volumes remain hard to forecast.

The examples on the table in Taichung follow that logic: integrated lighting for cargo bikes and e-bikes, purpose-built carrier rear lights, brand-specific light signatures, integrated locking solutions, keyed-alike systems pairing lock and battery, the One2Lock concept, electronic security and sharing applications, plus customer-specific brackets, housings and mounting systems. "There is rarely a standard solution for every bike," Prins says. "Our strength lies in developing the right solution together with our customers for their specific platform, their design and their target group."

Behind that sits a more structural argument. Integration, new regulations, e-bike system architecture, design requirements, safety functions and sustainability all have to be settled early in the development process. The later a lighting or locking concept enters the discussion, the more expensive and compromised it tends to become.



Ralph Prins, global OEM sales director at Allegion GPS.

Success in Taichung, accordingly, is not measured in business cards. "A successful Taichung Bike Week means initiating concrete development projects with our partners, discussing new ideas and becoming part of future bike platforms at an early stage," Prins says. For a category long treated as an add-on, that early seat at the table is where the real value now sits. ■ **WMS**

WORLD'S SLIMMEST ZERO-BLEED HYDRAULIC SOLUTION

ZENO'S Q-CONNECTOR V2

Zeno Cycle Parts, a leading innovator in high-performance bicycle components, is showing its Q-Connector V2 at Taichung Bike Week. This revolutionary hydraulic quick-connect system is engineered to solve the cycling industry's most overwhelming maintenance challenge: servicing fully internal cable routing.

By miniaturizing dual internal self-sealing valves into an ultra-slim Ø 6.5 mm form factor, **Zeno [Splendor / 13f / 1379]** has delivered the world's only hydraulic connector compact enough to effortlessly pass through tight internal frame ports, headset bearings, and integrated handlebar routings. "Fully integrated cockpits have pushed bicycle design forward, but they severely burdened mechanics and home users," said Wu Tang Wei, General Manager at Zeno Cycle Parts. "With the Q-Connector V2, we didn't just shrink a hydraulic valve; we redefined the relationship between integrated design and everyday serviceability." The product was honored at the Eurobike Awards 2026 and Taipei Cycle d&i Awards 2026.

Eliminating the Hydraulic Maintenance Nightmare

Modern bicycle integration offers sleek aesthetics but creates immense friction during maintenance, travel, and component swaps. Traditional handlebar adjustments or frame packing require disconnecting hydraulic brake hoses – a messy process necessitating hose cutting, hardware replacement, and full system oil re-bleeding.

The Q-Connector V2 completely transforms this workflow, with Zero-Bleed Efficiency: dual internal valves seal instantly upon separation, guaranteeing zero fluid loss and zero air entry. Riders and mechanics can disconnect hydraulic lines without ever needing to bleed the brakes again. The Q-Connector V2 also features "Tool-Free Twist-Lock": an intuitive, tactile twist-lock mechanism allows instant disconnection and connection in seconds using only fingers, requiring no specialized shop tools. Universal frame clearance is another advantage: at just Ø6.5 mm, it matches the precise structural limit needed to navigate standard Ø 1-1/8" and Ø 1.5" headset bearing routings.

A New Benchmark for Sustainable Workshop Practices

Beyond user convenience, the Q-Connector V2 serves as a core sustainability upgrade for the cycling ecosystem. Standard hydraulic brake service generates significant environmental waste through single-use brass olives, barbs, shortened hoses, and discarded toxic fluids (DOT/Mineral oils). By enabling infinite connection cycles without component replacement, the Q-Connector V2 eliminates single-use hose fittings and dramatically curbs toxic chemical disposal, aligning high-performance cycling with eco-friendly design principles.



Bike Week attendees are invited to experience live demonstrations of the Q-Connector V2 at the Zeno booth in the Splendor Hotel.

Contact: service@zeno.tw

Website: www.zenocycleparts.com

ACCELL GROUP

FROM BIGGEST TO BANKRUPT

As much as the global bicycle industry has been looking for good news, reality served up another low blow in early August: The bankruptcy of the Accell Group pushed various brands to the edge and sent shockwaves through the industry. How did we get there, and who will be impacted the most?

The collapse of one of the largest players in Europe's bicycle industry is an example of what went wrong during the COVID-19 pandemic and the years that followed. When pandemic restrictions started to cut into daily life in March 2020, the Accell Group cancelled large batches of orders with suppliers, only to reorder multiples a few weeks later when the bike business suddenly started booming as people spent more time outdoors. Considering that the corporation operated brands such as Batavus, Sparta, Koga, Raleigh, Winora, Haibike, Ghost and Lapierre plus some parts and accessories wholesalers, this back and forth certainly contributed to the bull whip effect that rippled supply chains and saw lead times go through the roof, throwing all production planning off the rails.

Just before the pandemic bubble burst, the Accell Group was bought by venture capitalists KKR, which promptly delisted the corporation as soon as the acquisition concluded. The problem was that KKR had come aboard at the peak of the bicycle boom and thus overpaid at €1.56bn. This would not have been an issue if the business had been growing and profitable from there. But the opposite was the case as consumer sentiment collapsed in the spring of 2022 and overcapacities kicked off discount battles that ate into the margins of all market players. The fact that a seller's market had switched to a buyer's market so quickly also showed in the books of the Accell Group.

This was bound to have consequences, all the more so as KKR was looking for short-term success that got further out of reach with every month of slumping business that passed. Multiple rounds of hard restructuring, as well as closing assemblies in Germany and the Netherlands, selling off its factory in Turkey and the brands Nishiki and Van Nicholas to focus all operations on two production hubs in Hungary and France, respectively, could not turn the tide, nor could the frequent changes in c-level management positions. In the end, KKR bit the bullet and announced it was pulling its investment from Accell Group in February 2022, thus accepting a total loss of approximately €1.8bn in order to render the corporation more attractive to potential buyers.

In July, this search seemed to have been successful as Singapore-based Dutech Holdings and its CEO Johnny Liu filed requests for an acquisition with competition authorities in various European countries. At this stage there were no objections. But Dutech Holdings retracted its offer at the last minute without giving a reason publically. From there the downward spiral accelerated dramatically: Accell Group first was granted a suspension of payments only to be declared bankrupt by a court in Amsterdam a few days later. This set off a series of dominos falling, with subsidiaries across Europe going out of business as well. The implications are manyfold, apart from a total of 2,000 jobs that are at stake across Europe.



Once the headquarters of Europe's largest bicycle corporation, the Heerenveen facility got reduced to administrative and R&D tasks.



Since taking over as CEO as per April 1 2025, Jonas Nilsson ordered a hard restructuring but could not avoid bankruptcy



The assembly of bicycles and e-bikes in Heerenveen was discontinued in February 2026.

Suppliers in the Far East and elsewhere that did a lot of business with the Accell Group are unlikely to see open invoices being paid even partially, let alone in full and have to file their claims with the administrators in the Netherlands. With hundreds of thousands of bicycles and e-bikes already produced and sitting in warehouses, the likely consequence across Europe is continued, hard discounting that will hurt the bottom line of all players involved and eat into the sales of competitors who do not join this race to the bottom and thus are priced out. Also, IBDs that relied on the Accell Group will be facing supply shortages, even more so because the corporation folded in late summer, a critical moment for the delivery of first pre-order batches.

As for the likely outcomes, Dutech Holdings and the Chinese Tri Star Group are still interested in acquiring the Accell Group, albeit as a bankrupt entity. To bolster trust within Europe, Dutech Holdings hired industry veteran Eugene Fierkens as a European conduit. In the meantime, Quanta Capital, a Dublin-based conglomerate of investors headed by former Raleigh Ireland manager Mel Sutcliffe has posted a competing bid. It remains to be seen whether more bids will be placed. Meanwhile, Accell Netherlands has restarted deliveries to bicycle dealers, but under heavily changed terms and conditions. Due to the ongoing bankruptcy proceedings regular daily business is unlikely to be restored anytime soon.

Two Accell Group subsidiaries have announced they are looking for separate bidders to takeover the parts of the corporation that are along national lines. One is Accell Germany, including bicycle brands Winora, Ghost and Haibike and the parts and components business of E. Wiener Bike Parts. The other is Cycles Lapierre that has teamed up with Spanish parts and components distributor Comet and has been granted receivership in late August by a court in Dijon, giving it some extra time to find new investors. There is one big obstacle to selling off parts of the corporation however, and that is the Dutch revenue authorities. Before all due corporate taxes have been paid, it resolutely opposes splitting up the corporation. ■ **LvR**



Lapierre is looking for investors and a future outside of the Accell Group.

THUN

BROADENING BEYOND TRADITIONAL TECH

German bottom bracket specialist Thun introduces CHACHA, its first press-fit system without a square-taper spindle. The focus for 2026: widening the portfolio without giving up the European manufacturing argument.

Few suppliers have built a name on a category as unglamorous as the bottom bracket. **Thun [Evergreen Hotel / 2F / H4]** has done exactly that, and turned a single segment into thousands of variants, covering nearly all frame shell widths, spindle lengths from 100mm to 160mm and beyond, several surface coatings and every relevant bike category and international standard. In Taichung, however, the family-owned manufacturer from the German town of Ennepetal is showing a product that steps outside its best-known technology.

CHACHA was developed entirely in-house and builds on the experience gathered with the existing RUMBA program. It is a press-fit system for 24mm spindles, designed for shell widths of 86, 90 and 92mm with a 41mm shell diameter, and it has already passed ISO 4210-8 certification testing for city and trekking bikes, mountain bikes and road bikes. Alongside load capacity, the development priorities were pragmatic: straightforward integration and a price-performance ratio that holds up in OEM tenders.



CHACHA is Thun's first press-fit bottom bracket system for 24mm spindles.

"With CHACHA we are deliberately extending our bottom bracket portfolio beyond square taper and opening up additional applications for modern bicycle and e-bike concepts," says Carina Füllbeck, vice president of sales at Thun.

The launch lands at a moment when OEM development work is picking up again. Interestingly, the diversification does not mean that demand for Thun's traditional technology is disappearing. Much of the development activity the company currently sees centers on the new Bosch hub motor and the UT Gear H2 gearbox, with several projects in the concept, sample and testing phases. "For us, this is a very positive development, as it opens up new applications and interesting business opportunities in the area of square-taper technology as well," Füllbeck says.

At the same time, purchasing remains cautious. The experiences of recent years have left the industry cautious about inventory, and orders are frequently placed at very short notice. "As a supplier, actual demand is often reliably visible to us only around four weeks in advance," Füllbeck notes. The result is a mixed picture: New products and projects are being developed again, which points to a fundamentally positive outlook, while procurement and stock management remain defensive enough to make short-term planning a persistent challenge.

For a specialist such as Thun, however, short planning horizons can also favor one of its traditional strengths: flexibility. Rather than competing purely on standardized, high-volume platforms, the European manufacturer has built much of its business around adapting products to individual applications – an approach refined over more than a century in the bottom bracket segment. ■ **WMS**



Carina Füllbeck, vice president of sales at Thun.



WHEEL MARKET

HOW EMERGING TRENDS IMPACT WHEEL DESIGN

Wheels are a central component of every bicycle. Given this product category reflects both recent and emerging trends, The Show Daily checked in with some exhibitors at Taichung Bike Week to find out what they are up to and what segments they are betting on to provide growth.



For the White Limited Edition of the ARC1100 wheelset, DT Swiss combines only the finest of its wheel components.

Performance bicycle wheels have undergone a serious evolution in recent years. Tubeless builds have made their way from mountain bikes to road bikes, and as tires on road bikes and gravel bikes have become wider, rim profiles followed suit to offer a solid and reliable mounting interface; aerodynamic rim profiles are featured not only on road bikes but on a growing number of gravel bikes as well; the proliferation of eMTBs has put additional strain on wheels and freewheel mechanisms; and the 32-inch wheel size is about to hit the markets in larger numbers, having been ridden to first race wins this season.

Various wheel suppliers have recently upgraded their premium offerings for road bikes with carbon spokes to save weight and add compliance. New UCI regulations that restricted the maximum rim depths for mass-start competitions to 65mm have had an impact on the road wheel line-up of many companies, with the exception of wheels for time trials and triathlon bikes. Another typical feature of new road bike wheels has been the trend towards wider tires that has led to wider rim profiles. Even for aero road wheels, the wheel suppliers contacted by The Show Daily go for carbon rims with an inner width of 22mm to 23mm, resulting in an outer width of 30mm.

Many suppliers also point at their depth of production and the fact that they produce all the relevant parts in-house, giving them additional ways to optimize the performance of their wheels while facilitating production planning. “The focus is shifting from individual components to overall system performance. Aerodynamics will remain one of the biggest performance drivers on the road, with wider, more aerodynamically optimized rims and a stronger focus on the complete rim-tire system," marketing specialist Ralf Eggert of **DT Swiss [Evergreen Laurel / V-08]** explains. “DT Swiss has been at the forefront of this trend, teaming up with Continental and Swiss Side to develop the Aero 111 tire.”

The parallel rise of eMTBs and gravel bikes at the expense of conventional mountain bikes has had a profound impact on how wheels for off-road



Glory Wheel has been an early adopter of the 32-inch trend, showing matching product at last year’s Taichung Bike Week.



A new breed of eMTBs comes with combined mid-motors and transmissions, and needs a singlespeed rear hub.

use are built, as **Glory Wheel’s [Evergreen Laurel / B2F-A17 and 5F-R517]** brand manager Rebecca Yeh explains: “Lightweight off-road wheels now are mostly developed for gravel bikes, while mountain bike wheels are built burlier to withstand the extra loads caused by e-drive systems and the higher weight.” Brands such as Ridley and Scott Sports have just launched new performance gravel models that boast a tire clearance of 57mm, and feature wheels with carbon aero rims. For added compliance, carbon spokes are often used.

One trend expected to be prominent at this year’s Taichung Bike Week are 32-inch wheels. As **Joy Industrial’s[Splendor / 10F, 1033 and 1034]** CEO Jeff Chen explains: “We believe the 32-inch wheel size has strong potential, especially for gravel bikes. We plan to begin mass production next year and introduce the new models at TBW 2026.” Glory Wheel’s Yeh adds: “It’s obvious that 32-inch wheels are going to play a role in coming years. Glory Wheel took an early interest in developing our own 32-inch wheels to better understand how this new size can perform. Our Fratelli Industries division is actively exploring the full potential of the new rim size for gravel and XC and currently tests different rim profiles and materials.”



The latest breed of gravel bikes rolls on tires that are up to 57mm wide – and demand a different rim width as well.

Apart from reinforced wheels for eMTBs, another trend in the off-road segment, combined motor and gearbox units, is still in its infancy, but it has already been registered by larger OE players, as Hendrik Tafel of **Alex Global Technology [Evergreen Laurel / C01, C02]** confirms: “Indeed we got quite some requests for a singlespeed hub that can handle the high torque loads dished out by motor and gearbox units. While we already have a singlespeed hub with boost axle that fits the requirements, we are working on a reinforced version to be ready for future power upgrades.” DT Swiss has a singlespeed hub for use with Pinion’s gearbox and a belt drive in its range, and is looking into how its freewheel needs to be adapted to resist higher torque loads.

There are larger trends as well: Chinese wheel manufacturers are pushing into Western markets through D2C channels, with Elite Wheels and Winspace as the most prominent examples. Italian parts supplier Columbus recently announced its entry into the road wheel market as well. Another trend is wheel manufacturing moving closer to the markets. Glory Wheel has invested in a wheel building facility in Arizona to serve the U.S. market. As for Europe, Joy Industrial’s Chen has seen less demand for alloy wheelsets exported to the EU. “This is driven by several factors, including shipping costs, lead times, and the increasing availability of rims, spokes and nipples that can be sourced within Europe. As a result, entry-level alloy wheelset demand continues to decline.” ■ **LvR**

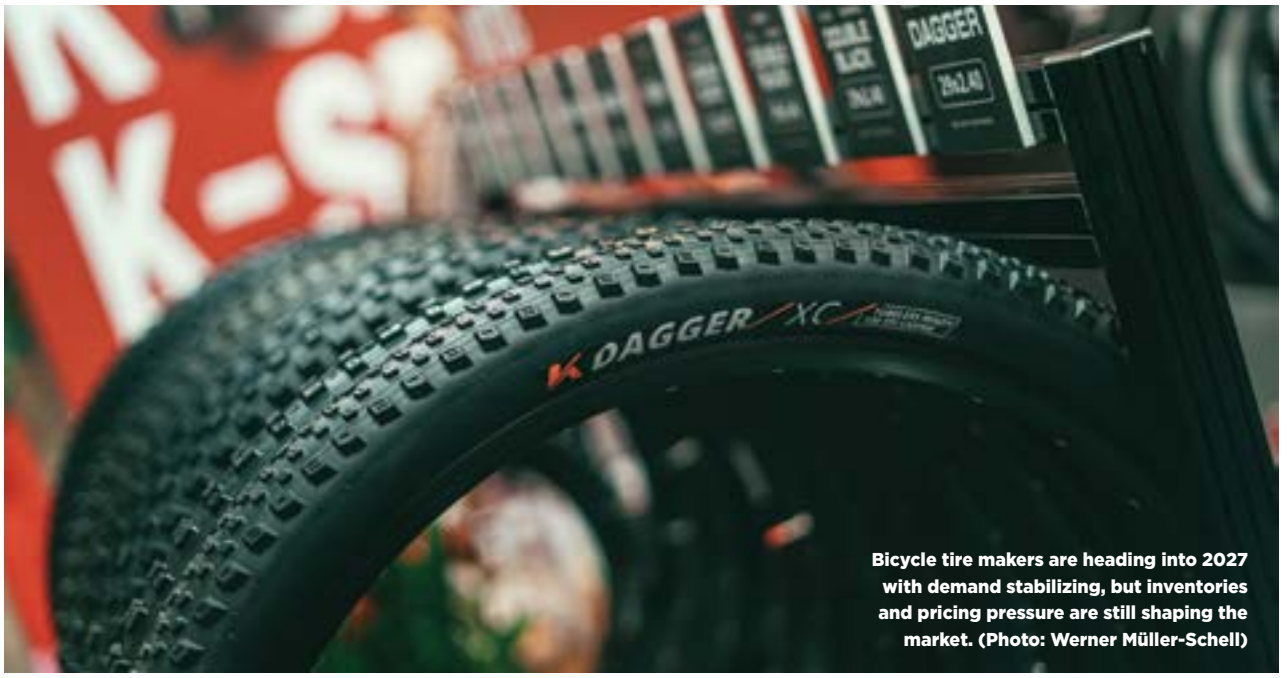


Scott Sports’s new Addict model sports full aero wheels mated to wide tires with a shallow tread.

BICYCLE TIRE MARKET

WHERE RUBBER MEETS RECOVERY

Demand is normalizing, cost pressure is not. Ahead of Taichung Bike Week, The Show Daily asked four tire manufacturers where the market is heading beyond 2026.



Bicycle tire makers are heading into 2027 with demand stabilizing, but inventories and pricing pressure are still shaping the market. (Photo: Werner Müller-Schell)



Alexander Mai, sales director of the bicycle division at Kenda Europe. (Photo: Kenda)



Vee Tire expects the bicycle market to move closer to supply-demand balance in 2027, with MTB, gravity, gravel and BMX among its strongest segments. (Photo: Vee Rubber)

John Boyd Dunlop's pneumatic tire solved a fairly simple problem in 1888: how to make a bicycle roll faster and more comfortably over rough ground. Almost 140 years later, the technology has become vastly more sophisticated, but the basic proposition remains unchanged. Every bicycle ultimately depends on a few square centimeters of rubber touching the ground. That makes tire manufacturers a useful barometer for the wider bike industry. And ahead of this year's Taichung Bike Week, their assessment is strikingly consistent: Business is stabilizing, but the recovery is not complete.

"The bicycle tire market is still in a phase of consolidation following the exceptional conditions during and after the pandemic," says Karsten Jacke, global head of sales of OE business for field bicycle tires at **Continental [Tempus / 1F / Lobby]**. Demand is more stable than two years ago, he continues, though some segments remain shaped by inventory adjustments and cautious consumers. Alexander Mai, sales director of the bicycle division at **Kenda Europe [Evergreen / B2 / C3]**, sees a similarly mixed picture: "Overall the situation is more relaxed, but in places there are bottlenecks again, mainly at the supplier level. The industry is still spoiled by those two fat years, and there is certainly still overstock."

That inventory remains one of the biggest uncertainties heading into 2027. And Accell Group's insolvency in early August has added another layer to the ongoing inventory question. "What worries me is what happens to the inventory from the Accell insolvency," says Mai. Nico Simons, chief sales officer at **Schwalbe [Evergreen / 5F / R503]**, shares the concern and adds the second-round effect: He expects the case to tighten conditions next year, with several assemblers still working their way out of a critical financial position. Cheap stock entering the market once more, in other words, at exactly the moment the industry hoped to leave discounting behind.



Schwalbe points to a stable aftermarket as riders continue to replace and upgrade tires despite weaker new-bike demand. (Photo: Schwalbe)

The expectation among suppliers is therefore not for a sudden rebound, but for a gradual return to equilibrium. "Post-COVID effects remain in some markets, but conditions are healthier. For manufacturers, success now depends on fast response, short lead times, competitive costs, and products suited to next-generation bicycles. We expect the market to approach balance in 2027," says Ploy Sawaengsuk, account executive at **Vee Rubber Corporation [Evergreen / B2 / A13-A14]**, a date that came up in one form or another in every conversation.

Until then, the business is being carried by the one thing that does not wait for an order cycle: wear. "The aftermarket is developing stably and satisfactorily for many players – here the COVID aftereffects are forgotten," says Simons. Riders are keeping their bikes longer and buying replacement and upgrade tires more deliberately, focused on quality and durability rather than the lowest price. Continental's Jacke sees demand carried by premium performance, e-bike, and gravel applications. "High-end performance products, as well as applications for e-bikes and gravel, are showing particularly strong momentum. At the same time, the replacement market remains an important growth driver, as consumers increasingly prioritize quality, safety, and riding performance," he says.

OE, meanwhile, is where the next two seasons are decided, and where visibility is earned. "For anyone not investing millions in marketing, OE spec is still a safe bet for generating aftermarket demand," says Mai. The logic is straightforward: A tire fitted as original equipment reaches riders who never chose it, and a good share of them will ask for the same model when it wears out. For brands without a large marketing budget, the OE list is therefore the cheapest route into the replacement business, which explains why the meetings this week in Taichung matter well beyond the volumes agreed upon in them. At the same time, Mai reports the gap between budget and performance products narrowing as entry-level models rise in price, a shift that makes the mid-range increasingly contested. Where growth is coming from depends on the segment: Sawaengsuk names MTB, gravity, gravel, and BMX as his strongest categories, while Mai points to eMTB as the category still gaining ground.

The message from tire suppliers heading into Taichung is therefore one of cautious normalization rather than renewed exuberance. The worst of the inventory correction may be passing, but excess stock, financially strained assemblers and pricing pressure remain. At the same time, replacement demand is dependable, premium applications continue to perform, and OE specification remains a direct path into the aftermarket. That makes 2027 less a promised recovery year than a test of whether supply, demand and pricing can finally return to balance. The winners will likely be those who can react quickly, control costs, and put the right tire under the right bike at the right price. Meanwhile, one thing also won't change in 2027: "A bicycle can only be as good as the tire," as Simons puts it, "the one component in permanent and direct contact with the ground." Nearly 140 years after John Boyd Dunlop wrapped an inflatable strip of rubber around a wheel, the industry may have become vastly more complex, but ultimately, every bicycle still meets the world through its tires. ■ **WMS**

EUROPEAN BICYCLE MARKET

FINDING A STEADIER CADENCE

Three years after the correction began, Europe's key bicycle industry indicators have stopped falling. The Show Daily reviewed the latest market data and stock market reports from across the sector.



After three years of correction, Europe's bicycle market is stabilizing at a lower level. (AI-generated with ChatGPT 5.6-Sol)

This year, the industry's annual reference work arrived with a new name on the cover. The 2026 Bicycle Industry & Market Profile is the first edition published by European Cycling Industries (ECI), the organization created by the merger of the Confederation of the European Bicycle Industry (CONEBI) and Cycling Industries Europe (CIE). The consolidation on the title page fits the picture the data paints inside: After the pandemic boom, supply-chain chaos, and three years of destocking, Europe's bicycle sector has settled into a smaller but considerably steadier shape.

The headline figures, based on 2025 data, back that up. European production held at 10,820 million bicycles and EPACs, effectively unchanged from 2024. Sales reached 15,618 million units, down 2.6 percent year on year, while total market value fell by only 0.84 percent to €18.252bn – evidence that average prices held as volumes eased. Direct employment in bicycle and parts and accessories manufacturing grew by 1,025 to 67,076 jobs. "The 2025 data confirms that the European bicycle industry has continued its transition from an exceptional period of market volatility toward a more balanced and resilient footing. While businesses have adapted to changing demand, the long-term fundamentals of our sector remain strong. Cycling is not only an essential part of Europe's mobility transition, but also a strategic manufacturing industry," says Paul Walsh, CEO of ECI. National figures point the same way: In Germany, the ZIV (Zweirad-Industrie-Verband) recorded a 3.9-percent drop in bicycle and e-bike sales in 2025 to around 3.8 million units, with industry turnover down 7.7 percent to €5.85bn.

Retail: Stable, With Wide Regional Gaps

At retail level, stabilization looks uneven. A June 2026 survey of 95 Austrian specialist dealers by the VSSÖ (Verband der Sportartikelerzeuger und Sportfachhändler Österreichs) and its ARGE Fahrradfachhandel found 42.1 percent of retailers reporting better business than in 2025, 24.2 percent at last year's level and 33.7 percent below it. The regional spread is wide: 77.8 percent of dealers in Lower Austria reported an improvement, while half of those in Styria and Tyrol reported a decline. Two areas are carrying the season: some 56.9 percent of shops recorded stronger workshop and service revenue, against 11.6 percent reporting declines, and 84.2 percent now offering company bike leasing, with 58.9 percent describing that move as having a positive effect on their business. Demand concentrates on eMTBs (55.8 percent), gravel bikes (48.4 percent) and e-trekking models (42.1 percent). Expectations for the second half remain split, with 37.9 percent anticipating a weaker run-in and 30.5 percent a better one.

Company Reports: Growth Where the Model Fits

The half-year reports of publicly listed companies indicate that a flat market still leaves room for growth. German online retailer BIKE24 lifted first-half revenue by 20.8 percent to €166.9m and adjusted EBITDA by 35.7 percent to €7.7m, with its localized European shops up 29.9 percent. The Dresden-based company confirmed full-year guidance of €318m to €332m. Meanwhile, Poland's Dadelo grew half-year revenue by 68.6 percent to PLN 408.3m and net profit by 84.3 percent to PLN 31.3m, while building out an eight-store omni-channel network. Austrian kids' bike specialist Woom raised revenue by 19 percent to €107m, sold close to 300,000 bikes and returned to profit. "The return to profitability shows that you can run a financially disciplined business and still build the best children's and youth bikes with your whole heart," says Woom CEO Bernd Hake. And brand supplier Mips also reported second-quarter net sales up 72 percent to SEK 232m, 42 percent of that organic, and noted its 11th consecutive quarter of growth in the bike category driven, according to the Swedish company, by a rising e-bike share and the continued premiumization of the market.



Paul Walsh, CEO of European Cycling Industries. (Photo: ECI)

The Shape of the Recovery

Taken together, the picture is one of consolidation rather than rebound: volumes slightly down, value broadly held, employment marginally up, and growth concentrated among companies with a clearly defined position: online scale, premium niches or component IP. Retailers, meanwhile, are earning a growing share of their margin in the workshop and through leasing rather than on the shop floor. What follows from that is a policy question, and Walsh puts it directly: "One of the most important questions raised by this year's data is how Europe can ensure that future market growth also strengthens its own manufacturing base. As demand stabilizes, maintaining a competitive environment that enables European industry to grow and invest should be a policy priority." That is the real test behind the new name on the BIMP cover – whether a consolidated industry association can turn a stabilized market into a stronger European production base. ■ **WMS**

TOWARDS TOMORROW

COLOGNE GEARS UP FOR 2027

Booking for the Towards Tomorrow – European Bike Show is open. Koelnmesse and the German bicycle industry association ZIV presented the state of planning at a kick-off event on the future show grounds.



Around 150 participants attended the kick-off in Cologne last Tuesday, where Koelnmesse and ZIV – Die Fahrradindustrie set out their plans for the new B2B show, scheduled for 6 to 8 September 2027. Exhibitors can book stand space and special formats with immediate effect, with early-bird rates running until 10 November 2026. Among the companies already confirmed are the German dealer groups ZEG and BICO and their respective brands.

"The kick-off showed how ready the bicycle industry is to shape this new platform together. The momentum is there – and now it is getting concrete," commented Oliver Frese, Managing Director of Koelnmesse.

Burkhard Stork, Managing Director of ZIV, stressed the role of the retail trade: "Towards Tomorrow is carried by the industry – and that was exactly what you could feel at the kick-off. We are deliberately bringing retailers to Cologne: exhibiting companies get free tickets to invite their trade partners. Having ZEG and BICO on board is a strong signal too."

The show covers conventional bicycles, EPAC/e-bikes, parts, accessories and services, with themed areas including workshop and service, digitalization, commercial and logistics as well as therapy and special bikes. A "Walk of Service" guides dealers through the halls, while a "Boulevard of Innovations" and a test area form the second axis.

The momentum the organizers described will be tested well before the halls in Cologne open. On 5 November, the Towards Tomorrow Cycling Industry Convention – the renamed vivavelo – starts in Berlin, organized by ZR GmbH together with ZIV, the VSF (Verbund Service und Fahrrad) and Zukunft Fahrrad. For exhibitors weighing up early-bird rates until 10 November, the Berlin convention will offer an early read on how much of the industry is willing to move to Cologne. ■ **WMS**

NEW PRODUCTS



U-POWER
HBT-12CPK

The HBT-12CPK Handlebar Tool is a lightweight, multifunction tool designed for convenient storage at both ends of the handlebar. It fits various drop-bar sizes (available for inner diameter 18mm & limit 91 mm length): simply rotate the cap counterclockwise or clockwise to expand or contract the rubber ring for a secure fit inside the handlebar. **Tempus / A-5F / Norway**





U-POWER
TW-08P12

This lightweight Mini (126 mm L) 1/4" DR. Adjustable Torque Wrench Set (3-8Nm) provides 60 mm L extension bar, S2 material hex bits 2/2.5/3/4/5/6/8 mm and T10/T25/T30, Accuracy is within +/- 6%. Packaged into a roller bag.
Tempus / A-5F / Norway

MAGENE
SPIDER-BASED POWER METER ODM

Delivering ±1% accuracy across a wide 0–2500W power range, our power meters provide dependable data for both recreational riders and competitive cyclists. Carbon fiber and AL6061 CNC versions enable brands to maintain a consistent technology platform while addressing multiple market segments. Visit https://magene-enterprise.com or contact us via sales-bd@magene.com to find out more.
Evergreen / B2 / A20



4EVER
CITYWAVE

European design elegance and cutting-edge technology in perfect harmony. The Citywave offers seamless integration of the Bosch drive unit and battery into the frame. You will quickly grow fond of the Citywave model. Contact CEO Radim Broz in Taichung at bike@4ever.cz or WhatsApp/Mobile/Line +420 602 540 839

HERRMANS
BL SERIES

Herrmans is introducing its new BL Series bicycle rear lights and BR Series reflectors at Taichung Bike Week. These additions complement the company's established Nordic lighting range and the more advanced Roxim solutions, giving bicycle manufacturers a broader choice across different bicycle categories, performance requirements and price levels.
Evergreen / B2 / A27



LIMOTEC
D6

The Limotec D6 dropper post combines the advantages of a suspension seatpost with dropper function. Specially developed for city, trekking, and e-bikes, the integrated air suspension offers noticeably more comfort on rough roads, cobbles, and gravel, while the lowering function makes getting on and off the bike much easier. The suspension can be individually customized to rider weight and personal preference. At the same time, the design allows for a low saddle height, which further enhances comfort and riding safety. With its clean, seamless design, the D6 blends harmoniously into modern bike concepts, making daily Limotec comfort noticeable at all times. See us at the 92°1/2 Cafe - a 3-minute walk from the Evergreen.



ZENO
Q-CONNECTOR V2

ZENO Cycle Parts, a leading innovator in high-performance bicycle components, unveils the Q-Connector V2, a revolutionary hydraulic quick-connect system to solve a huge maintenance challenge: servicing fully internal cable routing. Winner of the Eurobike Award and Taipei Cycle d&i Award in 2026, the Q-Connector V2 is the world's only hydraulic connector compact enough to effortlessly pass through tight internal frame ports, headset bearings, and integrated handlebar routings.
Modern bicycle integration offers sleek aesthetics but creates immense friction during maintenance, travel, and component swaps. Traditional handlebar adjustments or frame packing require disconnecting hydraulic brake hoses – a messy process necessitating hose cutting, hardware replacement, and full system oil re-bleeding.
The Q-Connector V2 completely transforms this workflow:
Zero-Bleed Efficiency: Dual internal valves seal instantly upon separation, guaranteeing **zero fluid loss 0.01 ml** and zero air entry. Riders and mechanics can disconnect hydraulic lines without ever needing to bleed the brakes again.
Tool-Free Twist-Lock: An intuitive, tactile twist-lock mechanism allows instant disconnection and connection in seconds using only fingers, requiring no specialized shop tools.
Universal Frame Clearance: At just Ø6.5 mm, it matches the precise structural limit needed to navigate standard 1-1/8» and 1.5" headset bearing routings.
By enabling infinite connection cycles without component replacement, the Q-Connector V2 eliminates single-use hose fittings and dramatically curbs toxic chemical disposal, aligning high-performance cycling with eco-friendly design principles.
www.zenocycleparts.com
Splendor / 13F / 1379



Eurobike WINNER AWARD 2026

TAIPEI CYCLE d&i awards 2026 by iF

NEW PRODUCTS



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Our European brand and factory offer you proven expertise in enduro, precision manufacturing of carbon frames, flexible OEM support, and reliable quality for demanding riders around the world. Contact CEO Radim Broz in Taichung at bike@4ever.cz or WhatsApp/Mobile/Line +420 602 540 839

MAGENE ODM-READY SMART TAIL LIGHTS

We offer ODM solutions for intelligent lighting that help brands build a more connected riding ecosystem. The radar tail light integrates automotive-grade millimeter-wave radar with 140m vehicle detection and smart brake sensing. L308 offers 96 COB LEDs with DIY emojis. Visit https://magene-enterprise.com or contact us via sales-bd@magene.com to find out more.

Evergreen / B2 / A20





HYENA UPGRADED E-BIKE SERVICE WITH AI

Hyena's AI-powered Service Assistant is receiving a major upgrade in September, with deeper integration into the Hyena Dealer Portal. Technicians can interact with the assistant conversationally, describing e-bike symptoms or repair challenges in their own words – without needing to know the exact technical term or enter a specific keyword. The assistant understands the context of each question and intelligently searches Hyena's comprehensive service resources, including technical manuals, FAQs, troubleshooting guides, and instructional videos, to find the most relevant repair guidance for the specific drive system and bike model. The upgraded assistant makes e-bike service smarter, simpler, and faster.

Splendor / 12F / 1208



U-POWER FF-15MF

Multi-function Flat Tool with aluminum anodized black sides. One hex key offers hex 2/3/5 functions, the other fits hex 2.5/4/6mm. A handy and versatile PH+PZ screwdriver is included. Very lightweight for easy carrying.

Tempus / A-5F / Norway



U-POWER BT-56R19

BT-56R19 features folding tools combined with a stubby gear wrench with Hex 8, plug, file, bottle opener & flat tool. The aluminum sides are attractively designed with texture. It comes with a handy storage box containing ψ1.5mm and 3.5mm strips and H2.5/3/4/5/6/T15/T25/T30 Bits. Also contains repair patches and abrasive paper. Its compact essential & professional design ensures portability, making it ideal for riders on the go.

Tempus / A-5F / Norway



LIMOTEC L1

The Limotec L1 dropper post is one of the lightest dropper posts in its class. Weighing just 400 grams, it is specially designed for modern lightweight bikes and high-performance platforms. Its reduced insertion depth offers frame designers extra flexibility and fits short seat tubes easily. At its core, Limotec's proprietary cartridge technology saves weight compared to traditional air/oil mixed systems while ensuring reliable operation. The result is an exceptional dropper post engineered specifically for demanding riders who seek maximum performance combined with the absolute minimum weight possible on every ride. See us at the 92°1/2 Cafe - a 3-minute walk from the Evergreen. No. 607, Section 2, Taiwan Blvd, Henan Village, Xitun District, Taichung City.

YANDING TEMAROO E-BIKE

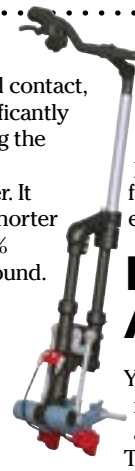
Temaroo is the brand of mobility manufacturer Yanding that offers highly stable vehicles including this e-bike on show in Taichung. At the heart of its technology is a globally patented leaning and grip-compensated two-wheel fork assembly, combined with a fully electronic assist control system. By effectively creating a third point of ground contact, the system is designed to significantly improve stability while allowing the vehicle to retain the dynamic characteristics of a two-wheeler. It offers wobble-free cornering, shorter braking distances and over 50% bounce reduction on rough ground.



2-WHEEL FORK ASSEMBLY

Two shock absorbers are aligned with the frame and centrally positioned between the two front wheels, eliminating "death-wobble". Each of the two front wheels pivots on a crank cantilever arm. The two front wheels are connected by a set of 3D four-bar linkages to deliver remarkable riding performance.

The company says this configuration "makes Temaroo e-bikes behave like a loyal, surefooted steed that always gallops and never stumbles." Moreover, complementing this mechanical setup is another patented intelligent, personalized full electric-assist control system engineered to harmonize with the rider.

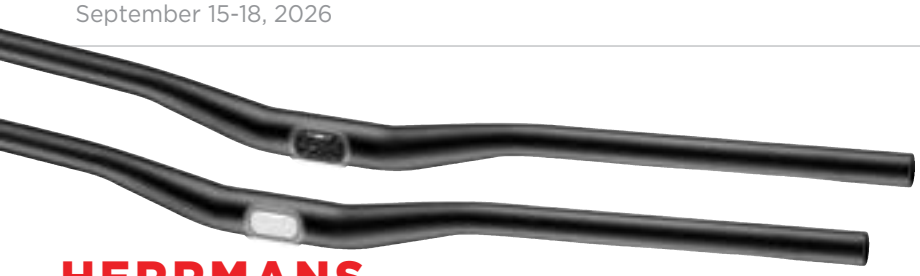


FRONT FORK ASSEMBLY

Yanding sincerely invites vehicle manufacturers and OEM buyers to adopt proven Temaroo technology. The company is seeking cooperation partners at TBW for its patent portfolio, parts supply chain and mass production. Partners can rapidly launch differentiated products protected by exclusive patents and secure competitive advantages in this emerging niche market. Yanding's 2-front-wheel fork assembly has been developed through a three-year collaborative process with multiple well-known bike makers.

[Splendor / 10F / 1028]





HERRMANS
ROXIM M3

Following its acquisition of Roxim in March this year, Herrmans will present new integrated lighting developments, advanced speed-pedelec solutions and an expanded range of rear lights and reflectors at Taichung Bike Week. Visitors will receive a first look at the upcoming M3 light, alongside other new developments for integrated and smart lighting applications.

Evergreen / B2 / A27



4EVER
WINRIDE

We lead gravel-bike development with a complete range from versatile aluminium frames to the top of elite carbon race models like the 8.3 kg Winride Force, built for speed, control and adventure. Contact CEO Radim Broz in Taichung at bike@4ever.cz or WhatsApp/Mobile/Line +420 602 540 839

NEW TBW WEBSITE

CONNECTIVITY BEYOND BIKE WEEK

Alfred Tsai, CEO and founder of organizer Bicycle Cluster, reworked the tbw.com.tw platform to provide value to exhibitors and buyers well beyond show days.

The industry's correction has not spared tradeshow budgets. Fewer buyers travel, and those who do arrive with tighter schedules and sharper questions. Taichung Bike Week's answer is less visible than a new floor plan: a digital platform built to carry the event's value across the rest of the year.

Since going live in 2023, tbw.com.tw has been rebuilt around data rather than design. Exhibitors manage their own company entries, and updates appear on the site immediately. For buyers, that removes a familiar frustration of navigating through outdated listings and guesswork about who is actually exhibiting. "It was not simply about redesigning the look and feel," says Alfred Tsai, CEO and founder of Bicycle Cluster, the company behind the TBW website. "Our goal was to build a clearer, more up-to-date and more reliable digital platform."

The practical gains sit in search and preparation. Visitors can look up exhibitors and their products, compare specifications between similar items, and line up meetings before arriving in Taichung, creating a useful format where appointments are fixed weeks in advance. But Tsai's ambition goes beyond that: He wants the site to function as a year-round B2B tool rather than an event information page.

That thinking shapes his expectations for TBW26 as well. "Personally, I have always believed that the physical event and the digital platform should complement each other. TBW may only take place for a few days each year in Taichung, but the industry connections and information should not exist only during those few days. They should continue to grow, accumulate, and create value throughout the year," Tsai says. It is a pragmatic argument for a market still working through excess inventory and cautious ordering: If fewer people travel, the information has to travel further. ■ **WMS**

KMC

CHAIN SALES SHOW DEMAND RECOVERY

Ahead of Taichung Bike Week 2026, KMC's Adrian Bleiler explains why replacement chain sales say more about the market's real condition than complete-bike shipments. KMC's focus for the 2026 edition of TBW is taking the step from "Chain Expert" to "Drivetrain Expert."

Few figures have been studied as closely over the past three years as bicycle inventory levels. Yet the picture they produce is increasingly incomplete. While major assemblers reported revenue declines through the first months of 2026, **KMC [Tempus / A-4F / NO.3]** saw its sales rise – a divergence the Taiwanese chain manufacturer puts down to serving OEM and aftermarket customers in roughly equal measure.

"Demand is indeed recovering, but it's currently happening at the workshop level," says Adrian Bleiler, senior international sales manager at KMC. "End-consumers are holding off on big purchases for many reasons and instead choosing to maintain the bikes they already own."

That distinction also shapes the company's reading of the correction. OEM inventory adjustments, Bleiler says, are largely complete as of mid-2026, while the retail channel and some localized markets are still chewing through pockets of excess. He expects 2027 to bring a return to predictable ordering cycles, but on different terms, with buying that is leaner, highly cautious and data-driven. For suppliers, that means shorter planning horizons and considerably less appetite for speculative volume.

It is also why he treats chain sales as the more honest indicator. "Complete-bike shipments measure retailer optimism and warehouse capacity; chain sales measure actual rider miles and replacements," Bleiler says. "A bike gathering dust in a garage doesn't wear out its drivetrain." Growth in replacement business, in that logic, is the closest thing the industry has to proof that riders are genuinely back on their bikes.

The recovery, however, remains selective. E-bikes continue to perform despite saturation in key European markets and stagnant growth in North America, while demand for conventional bikes is described as concerning, again, particularly in North America.

Against that backdrop, Taichung Bike Week serves a narrow and practical purpose for the drivetrain specialist: "Taichung Bike Week is about having direct and focused conversations with product managers for model year '28 and early model year '29 discussions. Moving into its 50th year, KMC is focused on establishing itself as not only the "Chain Expert" but also evolving into a "Drivetrain Expert" with the introduction of new cassettes and chainrings to perfectly match our chain expertise," Bleiler explains. "We will also highlight upgraded high-torque eBike chains, popular wax chains, new 12 and 13 speed options, and component options for new eCVT/MGU projects."

For Taiwan more broadly, Bleiler sees the path in precise market segmentation, ESG compliance, premium e-mobility technology and the credibility of a globally trusted, Made-by-Taiwan supply base. Whether the wider market is ready to follow will become clearer during Taichung Bike Week. "A successful 2027 means the industry has escaped the 'one more year' curse and we've returned to a state of healthy demand in both OEM and aftermarket," he says. ■ **WMS**



Adrian Bleiler, senior international sales manager at KMC. (Photo: Werner Müller-Schell)

GPSR & PRODUCT LIABILITY

GET UP TO SPEED ON EU REGULATIONS

The bicycle industry faces severe legal risks under the EU's General Product Safety Regulation (GPSR). A recent €5.3 million settlement against a manufacturer for a failed carbon fork highlights the danger: lawyers successfully leveraged inadequate testing, flawed documentation, and exaggerated marketing.

Thanks to high gas prices, the German newspaper "Bild" reported a few weeks ago that sales of bicycles and e-bikes have risen by a staggering 50%. While the bike dealers and leasing companies we know haven't been able to confirm a sales increase of that magnitude, business has been going really well for them over the past three months.

I don't want to rain on the current parade given the ongoing challenges, but I do want to urgently draw attention to the fact that European legislation seems to be tightening the noose around us. The GPSR has now been in effect for over a year. Yet this important EU regulation remains largely unknown in the industry and is therefore rarely implemented properly – often with serious consequences.

At the very least, when one learns of the multi-million-dollar settlement reached last year between British lawyers and a bicycle manufacturer's insurance company, one should immediately push forward with the implementation of the GPSR.

A cyclist was riding his gravel bike when the carbon fork failed on a grassy downhill section. The result: paraplegia for the cyclist and a 5.3-million-euro compensation in damages to be paid by the manufacturer or its insurer.

The attorneys proceeded very shrewdly: they did not rely solely on a single point, such as the reportedly thinner wall thickness of the fork shaft. In addition to this defect, which presumably arose during production, they cited insufficient or inappropriate testing criteria, inadequate technical documentation, and exaggerated marketing claims.

As a result, the lawyers have outlined a blueprint for how other attorneys can successfully take action against manufacturers in similar cases.

Simply meeting EN and ISO standards is not enough

Gravel bikes fall somewhere between racing bikes and mountain bikes – and that's precisely where the challenge lies: there are currently no specific testing standards for gravel bikes. Standards generally define only minimum requirements and sometimes lag behind real-world practices by decades. The revised ISO standard published in mid-2023 remains silent not only on gravel and cyclocross bikes, but also on the different categories of mountain bikes.

In addition, certain bicycle components and areas are not tested at all, even though safety-critical failures have been proven to occur there. Furthermore, the topics of "maximum permissible total weight" and trailer use are not explicitly addressed in the standards.

It quickly becomes clear that safety cannot be identified or verified through EN/ISO certifications – and certainly not those from Asia – nor through a close visual inspection or a few rigorous test drives by the company's founder.

Dangerous half-knowledge shouldn`t become expensive

Are you and your team "well-versed" in EU regulations and directives? Is the legal jungle an open book to you? Do DIN, EN, UCI, and ISO standards and requirements all mean the same thing to you? Can you make COC, BOM, and DOC align?

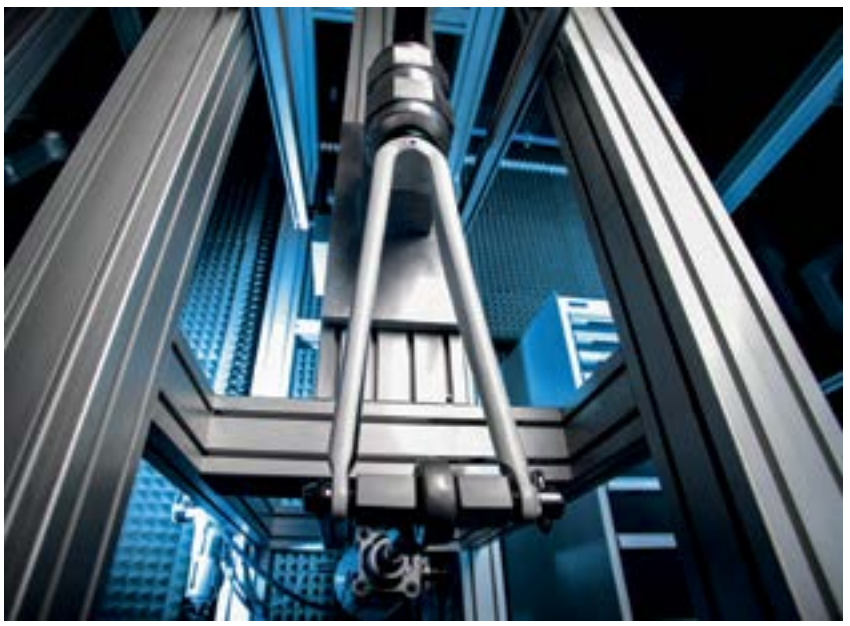
If you have even one question mark right now, then it's time for a workshop about "Product Safety and Liability, GPSR, CE Marking", for you and your team.

Comprehensive technical documentation – A CE sticker alone is not enough

Do your CE labels, your declaration of conformity and your user manual comply with the applicable standards and laws? Is your product categorization consistent with these requirements? Is your marketing team overstepping the mark?

Lawyers in the UK have skillfully navigated this very set of requirements and successfully undermined the manufacturer there as well.

Fortunately, these are areas of expertise that can be handled by bicycle related technical documentation-specialists.



Danger identified, danger eliminated – Risk Assessment

The most relevant key principles in the legislation of the European Union and its implementation across all member states is the explicit requirement that all products placed on the market must meet a uniformly high standard of safety for various target groups.

A "Risk Assessment" is therefore obligatory to identify and avoid potential pitfalls as early as the development stage, ultimately bringing a product to market that is unambiguously compliant.

Fully-assembled bicycles have to be tested

Some brands go for a complete bike test report according to the applicable EN or ISO standard at a specialized certification company. One challenge is that every single bike should pass all testing, even if minor changes are made, such as a suspension instead of a rigid fork. A big cost effort.

Other brands go for frame, fork and component testing to a usage fitting higher level. This is the correct way, no doubt about that, but sometimes they forget to do the obligatory complete bike testing according to the standards and above.

Get Your Business Partners Up to Speed

In most cases the contact to customers is the independent bicycle dealer (IBD). This bears the risk of a missing link in your liability protection. A seminar should be aimed for bicycle dealers – from management and sales staff to workshop personnel. It has to equip your retail partners with essential knowledge on liability for defects and product safety, as well as explaining what may and may not be installed on bikes and e-bikes.

Bicycle brands, manufacturers, and importers are well advised to thoroughly address regulatory requirements, the interplay between marketing and testing criteria, and the expectations of new buyer demographics, and to implement adequate defensive measures.

You don't have to lose the pleasure of selling and riding bikes but make sure that bicycle users are safe - and start right away to secure your own liability protection. ■ **DZ**



Dirk Zedler

Since 1993, Dirk Zedler has been an analyst and expert witness on bicycle accidents and product failures for courts, bike manufacturers, insurance companies, and private individuals from the United States of America, all over Europe and as far as Israel. He is an officially appointed and sworn expert on bicycles and on electric bicycles and looks back with his team on more than 15,000 analysed bike accidents and far more than 200 market authority cases and accompanied recalls.

The Zedler-Institut researches and develops testing routines and equipment. Performance tests, which describe riding characteristics in comparable numbers, provide a basis for European and American manufacturers to communicate with their Asian suppliers. Safety testing is for sure about fulfilling ISO and EN standards. But with Advanced up to Advanced XXL testing the lack in the standards (due to different bike categories and total permissible loads, for example) is eliminated.

Manufacturers can buy test equipment or use the state-of-the-art testing and accredited labs with more than 100 testing systems on the spot.

The Zedler-Institut also provides workshops for the industry, risk assessments, conformity documents, recall papers and user manuals for bicycles, EPAC/E-Bikes and cargo bikes in more than 40 languages.

For more information, visit www.zedler.de

GLOBAL BIKE BUSINESS

CHALLENGES PERSIST, THE INDUSTRY ADAPTS

With a return to growth on the horizon, is the industry's supply chain ready to meet demand? How are companies coping with higher input costs? The Show Daily reached out to managers to learn more.



Four years of flat business have weakened the inner workings of the bicycle industry's supply chains.



FSA global vice president Claudio Marra



Giant Group spokesperson Ken Li



Kenda Rubber sales director Jerry Tseng



Velo Enterprise CEO Ann Chen

When the escalating conflict in the Persian Gulf hit the global economy six months ago, the bicycle industry was not spared. Prices went up while consumers faced higher costs of living and thus reduced their spending. **Kenda Rubber's [Evergreen / B2 / C3]** sales director Jerry Tseng confirms: "The cost environment has become increasingly challenging. Pressure is coming not only from key tire raw materials such as natural and synthetic rubber, carbon black and reinforcement materials, but also from labor, energy, utilities and transportation." A few months later, some exhibitors at Eurobike reported growing lead times on select parts and components, hinting at challenges in the supply chains.

The Show Daily reached out to decision makers to tap the pulse of the industry and hear how they are coping with current challenges. The phenomenon of growing lead times seems to be restricted to certain forged and casted alloy parts and more importantly the e-bike segment. As the rise of AI dominates headlines certain electronic components are seeing limited availability. The quick ascension of new players on the e-drive market also is keeping suppliers and assemblers on their toes, as scaling up can be challenging and both frames and components need adaptions. According to one industry insider, this problem is amplified by the fact that most suppliers are unwilling to prepare inventory, so lead times are getting longer than in the last couple of years.

The longer lead times are not due to a significantly higher demand. Some ordering events in Europe may have reported an uptick, but this is more likely a return to normal business, as Giant Group's spokesperson Ken Li says. "We have seen our OEM business stabilize recently, suggesting that our customers' post-pandemic inventory adjustments are finally wrapping up," Li says. **FSA's [Tempus / A4F / No. 1]** global vice president Claudio Marra has not registered a dramatic rebound in demand either: "We are seeing a stable request for every category of products, there is not a specific higher request for some components."

Cikada Technology's vice president of sales Tom Huang mentions two other issues that extend lead times: "Some suppliers report difficulties to source raw materials, and labor shortages also reduce the production capacity along the supply chain." Due to the slump that has been plaguing the bicycle industry for more than four years, many Taiwanese companies have lost employees to the tech industry that has been running red hot at the same time. Suppliers are looking to minimize the impact, Marra explains: "To reduce lead times and be more flexible we are optimizing all our processes, improving operational efficiency through innovation."

Giant Group's Li points at the advantages that larger corporation have in challenging market conditions: "To stay resilient against logistics disruptions and shifting lead times, we rely heavily on our global manufacturing network across Taiwan, China, the Netherlands, Hungary, and Vietnam. Having mature production facilities in multiple regions naturally gives us the flexibility to adapt." Streamlined line-ups with similar parts specification across various platforms helps reduce SKUs, and allows for either better margins or more competitive pricing.

Due to the current geopolitical situation, all measures that increase organizational efficiency are welcome. Think: Smart manufacturing to reduce scrap or automated warehousing. Since the major raw materials used for making bicycle saddles are petroleum-based, **Velo Enterprise's [Tempus / A4F / No. 4]** CEO Ann Chen points at another adaption: "We are sourcing new, more environmentally friendly materials and look into new processes to minimize the impacts from the current raw material price increases."

Giant Group's Li mentions one more obvious way to secure margins: "At Giant, we are optimizing our product mix, focusing on premium innovation rather than resorting to general price hikes or altering bike specs to meet a pricepoint. Launched early this year, our new flagship Propel platform, has seen fantastic market demand. This focus on high-value products, combined with avoiding heavy discounting, helped push our overall gross margin back to healthier levels." ■ **LvR**

DAHON RISING

GROWTH AGAINST THE GRAIN

While much of the bicycle industry is still working through excess inventory and cautious demand, Dahon has delivered a first half that runs the other way.



Dahon's folding bikes drove first-half revenue of RMB489.7m, up 53.7 percent year-over-year.

The Shenzhen-based folding bike specialist, listed on the Hong Kong Stock Exchange since September 2025, reported revenue of RMB489.7m (US$ 72m) for the six months prior to June 30, 2026, up 53.7 percent year-over-year. Gross margin improved by 1.7 percentage points to 35.2 percent and profit attributable to owners rose 72.3 percent to RMB66.9m. The board has recommended an interim dividend of RMB1.224 per share.

Growth came overwhelmingly from the home market. Domestic online direct sales jumped 84.3 percent to RMB144.2m, while offshore revenue reached RMB38.6m – a number that is still under 8 percent of total revenue, serving as a reminder of how much of Dahon's international business remains to be built.

For the trade, the structural signals matter as much as the headline figures. Dahon now holds 175 valid patents, 66 of them invention patents, and is monetizing them through its "Sharing 360" program, which has licensed components to nine industry peers and the brand itself to 18 partners. Meanwhile, capacity expansion and the relocation of a new plant in Huizhou are ongoing.

The second half of the year will test whether that growth can be broadened. The group is pushing BICECO, a mass-market sub-brand positioned to complement the premium core, alongside new folding e-bikes. In a market where most suppliers are managing decline, Dahon reports the rarer problem: temporary supply shortages on mainstream models. ■ **WMS**

EXHIBITOR LIST

List is subject to changes/cancellations

A

A-FORGE ENTERPRISE CO.,LTD
Evergreen B2 | A26

A-RIM ENT. CO., LTD.
Splendor 10 | 1035

A2Z DISC BRAKE COMPONENTS
Splendor 10 | 1025

ABUS AUGUST BREMICKER SÖHNE KG
Evergreen 5F | R510

ACROS SPORT GMBH
Evergreen B2 | A9

AD MAIORA CO., LTD.
Tempus A-5F | Arabia

ADK-GLI-KSC
Splendor 13 | 1301

AGOGO BIKE CO., LTD.
Splendor 13 | 1377

ALEX GLOBAL TECHNOLOGY INC.
Evergreen B2 | C1

ALFRED THUN GMBH
Evergreen 2F | H4

ALLEGION NETHERLANDS B.V.
Evergreen 5F | R524

ALU-MATE METAL INDUSTRIAL CO., LTD.
Splendor 11 | 1135

ALUFORCE INT'L CO., LTD.
Splendor 14F | Conifer

AM2R - ABIMOTA - PORTUGAL BIKE VALUE
Evergreen B2 | A15

AMBER PRECISE MACHINING, INC.
Splendor 11 | 1151

ASIA BIKE MEDIA CO.,LTD BICYCLE TODAY MAGAZINE
Evergreen 1F | F1

ASSESS INDUSTRY CO.,LTD
Splendor 11 | 1137

ATRANVELO AB
Splendor 13 | 1308

AVS ELECTRONICS (HONG KONG) LTD.,
Splendor 10 | 1004

B

BAFANG ELECTRIC (SUZHOU) CO.,LTD.
Splendor 12 | 1201

BENGAL BRAKE SYSTEM INDUSTRIAL CO., LTD
Splendor 11 | 1136

BEV INT'L CORP.
Evergreen 3F | D15

BIKETECH CO., LTD.
Evergreen 3F | D11

BIKINNOV
Evergreen B2 | A5

BOOFA ELECTRIC CO., LTD. AICOTECH CO.,LTD.
Splendor 13 | 1310

BRAKCO INDUSTRY CO., LTD.
Splendor 11 | 1148

BÜCHEL GMBH & CO. FAHRZEUGTEILEFABRIK KG
Splendor 13 | 1330

BY,SCHULZ GMBH
Splendor 10 | 1030

C

CG SOLUTION (BVI) CO LTD, TAIWAN BRANCH
Splendor 11 | 1103

CHANG YONG., LTD
Splendor 11 | 1130

CHANGXIN
Splendor 10 | 1024

CHENG SHIN RUBBER (XIAMEN) IND. LTD.
Splendor 13 | ROSE1

CHENGFENG PRECISION TECHNOLOGY CO., LTD.
Splendor 11 | 1181

CHENGJUN ELECTRIC TECHNOLOGY
Splendor 11 | 1143

CHIA CHERNE
Splendor 10 | 1040

CHING CHERN INDUSTRIAL CORP.
Splendor 11 | 1105

CHUANWEI INDUSTRIAL CO., LTD
Evergreen 5F | R518

CHUSPORT
Evergreen 5F | R501

CIAN FA PIPE INDUSTRY CO., LTD.
Splendor 10 | 1036

CIONLLI INDUSTRIAL CO., LTD.
Evergreen B2 | A6

CIXI HENGFENG VEHICLE CO.,LTD
Splendor 13 | 1343

CONTINENTAL OF TAIWAN CO., LTD.
Tempus 1F | Lobby

CT GREEN TECH CO., LTD.
Splendor 11 | 1170

CUSMADE (SUZHOU) ELECTRONIC TECHNOLOGY CO., LTD.
Splendor 13 | 1339

CW BEARING
Splendor 11 | 1164

CW BEARING
Splendor 11 | 1165

D

DARFON ENERGY TECHNOLOGY CORP.
Splendor 10 | 1013

DATALAKE CO., LTD.
Splendor 13 | 1333

DDK GROUP CO., LTD. TAIWAN BRANCH
Evergreen B2 | B1,B2,B3

DEDA CO., LTD.
Tempus A-3F | Stanford Hall

DELTA ELECTRONICS, INC.
Tempus A-5F | France

DG RUBBER CO., LTD
Evergreen B2 | A36,A37

DONGGUAN EASING HARDWARE CO.,LTD.
Splendor 11 | 1131

DONGGUAN SHENGANG TECHNOLOGY CO., LTD.
Splendor 11 | 1173

DRIVETRAIN TECH SOLUTION INC.
Evergreen 3F | D12

DVO SUSPENSION INC., TAIWAN BRANCH
Splendor 10 | 1018

E

E*THIRTEEN
Evergreen 3F | D16

EK(XIAMEN) COMPOSITES TECHNOLOGY CO., LTD.
Splendor 11 | 1116

ENVIOLO
Evergreen 2F | J2

F

FALCON CYCLE-PARTS CO., LTD
Evergreen B2 | A1

FENG RONG INTERNATIONAL CO., LTD.
Splendor 13 | 1371

FERTILE SOIL TECHNOLOGY COMPANY LIMITED
Tempus A-12F | R1239

FOGETEC INDUSTRIAL CO., LTD
Splendor 11 | 1147

FOREVER MACHINE IND. CO., LTD.
Splendor 11 | 1179

FORMULA ENGINEERING INC.
Evergreen 3F | D5

FPD INDUSTRY CORP.
Splendor 10 | 1020

G

GA-E INDUSTRIAL PRECISION CO.,LTD
Splendor 11 | 1183

GABRIEL INDIA LIMITED
Tempus A-12F | R1231

GATES CORPORATION
Tempus A-15F | R1500

GENIO BIKES INC.
Splendor 11 | 1167

GG CO., LTD
Splendor 11 | 1127

GIANT GOAL LEATHER MFG.INC.
Splendor 13 | 1346

GLORY WHEEL ENTERPRISE CO., LTD.
Evergreen B2 | A17

GLORY WHEEL ENTERPRISE CO., LTD.
Evergreen 5F | R513

GOLDEN CARBON COMPOSITE CO., LTD.
Evergreen B2 | A2

GOOD ONE HOLDINGS LIMITED
Tempus A-11F | R1139

GREAT GO CYCLE INC.
Splendor 12 | MIT

GREENWAY BATTERY
Evergreen 5F | R531

GUANGDONG TSC CARBON TECH CO.,LTD
Splendor 13 | 1307

GW BRANDS INTERNATIONAL CO., LTD.
Evergreen 5F | R512

H

HANGZHOU XINXING BICYCLE PARTS CO., LTD
Evergreen 3F | D1

HBPSI - HONG KONG, LIMITED, TAIWAN BRANCH
Tempus A-12F | R1232

HEBIE ASIA LTD.
Evergreen B2 | C4

HERRMANS BIKE COMPONENTS LTD.
Evergreen B2 | A27

HESLING BIKE PARTS
Evergreen 3F | D13

HSIN LUNG ACCESSORIES CO., LTD.
Tempus A-10F | R1050

HSIN LUNG ACCESSORIES CO., LTD.
Tempus A-11F | R1150

HSIN TA ELEMENTS LTD.
Splendor 10 | 1015

HUBBLEVISION CO.,LTD.
Evergreen B2 | A24

HUIZHOU LONG TENG SPORTS EQUIPMENT CO.,LTD
Splendor 10 | 1010 | 1011

HUIZHOU XINGYOU SPORTS EQUIPMENT CO.,LTD
Splendor 13 | 1305

HUMPERT-ASIA INTERNATIONAL CO., LTD.
Evergreen 5F | R526

HUSTEC CO., LTD.
Tempus A-5F | New Zealand

HYENA INC.
Splendor 12 | 1208

I

INNOVA RUBBER CO., LTD.
Splendor 15 | Amber room

IOT VENTURE GMBH
Evergreen 5F | R530

ITM BIKE CONSULTANCY SRL
Evergreen B2 | A3

J

JALCO INDUSTRY CO.,LTD
Splendor 11 | 1132

JCOOL
Splendor 11 | 1187

JD COMPONENTS CO., LTD.
Splendor 14 | Winter

JETSET/HSIN CHUAN IND.CO.,LTD
Splendor 11 | 1177

JIANDE WUXING BICYCLE CO.,LTD.(STAR-UNION)
Splendor 11 | 1101

JIANG DING TECHNOLOGY CO., LTD.
Splendor 13 | 1329

JIANG DING TECHNOLOGY CO., LTD.
Splendor 13 | 1348

JOGON INDUSTRIES CO.,LTD.
Splendor 11 | 1152

JOY INDUSTRIAL CO., LTD
Splendor 10 | 1033

JOYCUBE BATTERY CO., LTD.
Splendor 10 | 1022

JOYCUBE BATTERY CO., LTD.
Splendor 10 | 1023

K

KENDA RUBBER IND. CO., LTD.
Evergreen B2 | C3

KIND SHOCK HI-TECH CO., LTD.
Tempus A-4F | NO.5

KINESIS INDUSTRY CO.,LTD.
Splendor 14 | Summer

KINLIN INDUSTRIAL CORP.
Evergreen 5F | R527

KMC (KUEI MENG) INTERNATIONAL INC.
Tempus A-4F | NO.3

KUN TENG INDUSTRY CO., LTD.
Evergreen B2 | A33

KYNAMIC INC.
Tempus A-4F | NO.3

L

LAMINAR ENTERPRISE CO., LTD.
Tempus A-5F | Holland

LANXI JIEKE SPORTS APPARATUS MANUFACTURING CO.,LTD,
Splendor 10 | 1048

LANXI WHEELTOP CYCLE INDUSTRIES CO., LTD.
Splendor 11 | 1138

LEADTEC
Splendor 10 | 1042

LEADTEC
Splendor 10 | 1043

LEECHI ENTERPRISES CO., LTD .
Splendor 12 | VIP

LIANG FENG MACHINE CO., LTD
Splendor 11 | 1139

LIGHTSKIN
Splendor 11 | 1128

LIOW KO CO.,LTD
Splendor 13 | 1387

LITEMOVE TECHNOLOGY CO., LTD.
Evergreen B2 | A4

LUNGE INDUSTRY CO., LTD.
Evergreen 5F | R529

M

M-NOVA SPECIAL PRINT CO,LTD
Splendor 13 | 1383

MAGURA ASIA LIMITED CO.
Tempus A-12F | R1235

MARWI TAIWAN INDUSTRIAL CO., LTD.
Evergreen 2F | J3

MAVIC GROUP
Tempus A-12F | R1237

MAXWAY CYCLES CO., LTD.
Splendor 10 | 1009

MEITA INDUSTRIAL CO., LTD
Splendor 10 | 1039

METAL UPWARD TECHNOLOGY CO,LTD
Evergreen 3F | D14

MICHELIN
Splendor 11 | 1141

MICROSHIFT
Evergreen B2 | B5

MING SPORTS INTERNATIONAL CO., LTD
Splendor 14F | Autumn

MING SUEY PRECISION IND. CO., LTD.
Evergreen 2F | H3

MING TAY HARDWARE IND.CO., LTD.
Evergreen B2 | A22

MJ CYCLE INTERNATIONAL CO., LTD.
Splendor 11 | 1180

MOTINOVA
Splendor 13 | 1314

MOUNTAIN RACING PRODUCTS (MRP)
Evergreen 3F | D10

MYCARR LIGHTING TECHNOLOGY CO., LTD.
Evergreen B2 | A18

N

NECO TECHNOLOGY INDUSTRY CO., LTD.
Splendor 11 | 1122

NINGBO HENLON BICYCLE CO.,LTD
Splendor 13 | 1344

NINGBO HUALONG PLASTIC PRODUCTS CO.,LTD
Splendor 13 | 1369

NINGBO JULONG MACHINERY CO.,LTD
Tempus A-3F | Cambridge Hall

NINGBO SHENGLU BICYCLE CO.,LTD
Evergreen B2 | A8

NINGBO SIHAN IMP.& EXP.CO.,LTD.
Splendor 13 | 1370

NUVO ENT. CO., LTD.
Tempus A-5F | VIP Room

O

OLI EBIKE SYSTEMS SRL
Splendor 13 | 1318

OPEN ROAD SOLUTIONS, INC.
Splendor 11 | 1123

OPTIBELT GMBH.
Tempus A-4F | NO.3

ORA ENGINEERING CO., LTD.
Splendor 10 | 1041

OXO PROTE.LTD
Evergreen B2 | A23

P

PANARACER CORPORATION
Splendor 10 | 1056

PANASONIC CYCLE TECHNOLOGY CO., LTD.
Splendor 13 | 1360

PING CHI INTERNATIONAL LIMITED
Splendor 14F | Conifer

PIRELLI TYRE. S.P.A.
Tempus A-15F | R1532

PRAXIS WORKS
Splendor 11 | 1104

PRAXIS WORKS
Splendor 11 | 1104-1

PRECISION BICYCLE CO., LTD
Evergreen 5F | R511

PT INDUSTRI KARET DELI
Splendor 11 | 1150

Q

QINGDAO MAGENE INTELLIGENCE TECHNOLOGY CO.,LTD.
Evergreen B2 | A20

QINGDAO ROADUP VEHICLE PARTS CO.,LTD
Splendor 11 | 1144

QUADLOCK
Tempus A-15F | R1537

EXHIBITOR LIST

List is subject to changes/cancellations

QUATEK INT'L. LTD. TW BR.
Splendor 11 | 1112

QUAXAR ENGINEERING CO., LTD.
Splendor 13 | 1313

R

R.S.P. BIKECARE GMBH
Splendor 11 | 1166

RALF BOHLE GMBH
Evergreen 5F | R503

RETYRE AS
Tempus A-15F | R1531

ROAR & SOAR INTERNATIONAL CO., LTD.
Splendor 11 | 1124

ROBERT BOSCH TAIWAN CO., LTD
Evergreen 15F | RM-1530

ROHLOFF AG
Evergreen B2 | A19

ROTAX BIKE TECHNOLOGY AG
Evergreen 5F | R522

RST GREENERGY TECHNOLOGY CO., LTD.
Evergreen 5F | R508

RTI SPORTS GMBH
Tempus A-5F | Canada

RYDE (MALAYSIA) SDN BHD
Evergreen B2 | A30

S

S-RIDE BICYCLE COMPONENTS (FOSHAN) CO. LTD.
Splendor 10 | 1027

SAPIM N.V.
Evergreen 5F | R504

SATE-LITE(FOSHAN) PLASTICS CO.,LTD.
Splendor 13 | 1334

SCADA INTERNATIONAL CO.LTD.
Splendor 11 | 1134

SEGL ENERGY CO.,LTD.
Splendor 11 | 1171

SELLE ITALIA SRL
Tempus A-3F | Stanford Hall

SELLE ROYAL GROUP SPA
Tempus Dadun-5F | R567

SGS TAIWAN LTD.
Splendor 11 | 1149

SHA-DAR ACCESSORIES CO., LTD
Splendor 13 | 1390

SHANDONG TAISHAN RUIBAO COMPOSITE MATERIAL CO., LTD.
Splendor 10 | 1006

SHEANG LIH CYCLE INDUSTRY CO., LTD.
Splendor 10 | 1037

SHENZHEN LIZHIXIN TECHNOLOGY CO.,LTD
Splendor 10 | 1046

SHENZHEN TRITEK LIMITED
Splendor 13 | 1325

SHENZHEN YIBOTONG BICYCLE PART CO.,LTD.
Splendor 11 | 1172

SHIMANO (TAIWAN) CO.,LTD
Splendor 10 | 1001

SHINE WHEEL IND.,CORP.
Evergreen 5F | R523

SHUN SHING BICYCLE CO.,LTD
Splendor 10 | 1038

SHUN XINSHUN XIN BICYCL
Splendor 12 | 1204

SHUTTER PRECISION CO., LTD.
Splendor 12 | 1203

SHUZTUNG MACHINERY INDUSTRIAL CO., LTD.
Splendor 13 | 1347

SKS METAPLAST GMBH
Evergreen 3F | D3, D4

SP CONNECT
Splendor 10 | 1029

SR SUNTOUR, INC.
Splendor 10 | 1002

SUN RACE STURMEY-ARCHER INC.
Evergreen 2F | H1, H2

SUN SYNERGY TECHNOLOGY CO. LTD
Splendor 11 | 1168

SUNNY WHEEL INDUSTRIAL CO., LTD.
Tempus A-5F | United Kingdom

SUPERNOVA DESIGN GMBH
Evergreen 5F | R528

SUZHOU WANJIA ELECTRIC CO., LTD.
Splendor 13 | 1315

T

TAIWAN C-STAR BICYCLE COMPONENTS CO.,LTD.
Tempus A-3F | Cambridge Hall

TAIWAN C&U INTERNATIONAL CO., LTD.
Splendor 11 | 1176

TAIWAN LANDON INDUSTRIES CO., LTD.
Splendor 11 | 1142

TANGE SEIKI CO., LTD
Splendor 10 | 1075 | 1076

TEAMSUN CO.,LTD.
Splendor 11 | 1169

TEKTRO TECHNOLOGY CORPORATION
Splendor 15 | Coral Room

TEKTRO TECHNOLOGY CORPORATION
Splendor 15 | 1503-1508

TERASILIC CO.LTD.
Splendor 10 | 1040

THE LEGION ENGINEERING CORPORATION
Splendor 13 | 1328

THERMOLYSIS CO., LTD.
Splendor 13 | 1373

TIANJIN KDS TECHNOLOGY CO., LTD
Splendor 13 | 1340

TIEN HSIN INDUSTRIES CO., LTD.
Tempus A-4F | NO.1

TOKEN
Splendor 10 | 1016

TPU PLUS GMBH
Evergreen B2 | A32

TREND POWER TECHNOLOGY CO., LTD.
Evergreen 2F | J1

TRUCKRUN EBIKE SYSTEMS
Splendor 13 | 1311

TRUE EAST ENTERPRISE CO., LTD.
Evergreen B2 | A29

TUBOLITO GMBH
Tempus A-5F | Australia

U

U-MOUTH
Splendor 11 | 1163

U-POWER COLLECTION ENTERPRISE CO., LTD.
Tempus A-5F | Norway

UNICOMBO CO., LTD.
Tempus A-5F | America

UNIVERSAL TRANSMISSIONS GMBH
Tempus A-15F | R1552

V

V-GRIP
Evergreen B2 | A25

VEE RUBBER CORPORATION LTD.
Evergreen B2 | A13

VELO ENTERPRISE CO., LTD.
Tempus A-4F | NO.4

VELO EUROPE S.R.L.
Tempus A-4F | NO.2

VITTORIA S.P.A
Evergreen 3F | D8

W

WEI HAU ACCESSORIES CO., LTD.
Tempus A-3F | Oxford Hall

WELL MADE CYCLE TRADING LIMITED
Splendor 13 | 1345

WELLGO PEDAL'S CORP.
Tempus A-4F | NO.4

WHOLE MAN ENTERPRISE CO., LTD.
Tempus A-5F | Germany

WILDERNESS TRAIL BIKES, INC. TAIWAN BRANCH (U.S.A.)
Tempus A-3F | Harvard Hall

WIN CHANCE METAL CO., LTD.
Splendor 13 | 1304

WIN CHANCE METAL CO., LTD.
Evergreen B2 | A35

WINNING ENTERPRISES CO., LTD
Splendor 10 | 1031

X

XFUSION USA INC.
Tempus A-5F | Italy

XIAMEN APEX TECHNOLOGY CO., LTD.
Splendor 10 | 1044

XIAMEN PRO-MANCE CO.,LTD
Splendor 11 | 1121

XIAMEN RUIHE COMPOSITE TECHNOLOGY CO., LTD.
Splendor 13 | 1374

Y

YABAN CHAIN
Evergreen B2 | A31

YANDING TECHNICAL CO., LTD.
Splendor 10 | 1028

YANTEC
Splendor 11 | 1114

YING PAIO ENTERPRISE CO., LTD.
Splendor 11 | 1125

YOAN TECHNOLOGIES CO., LTD.
Splendor 10 | 1012

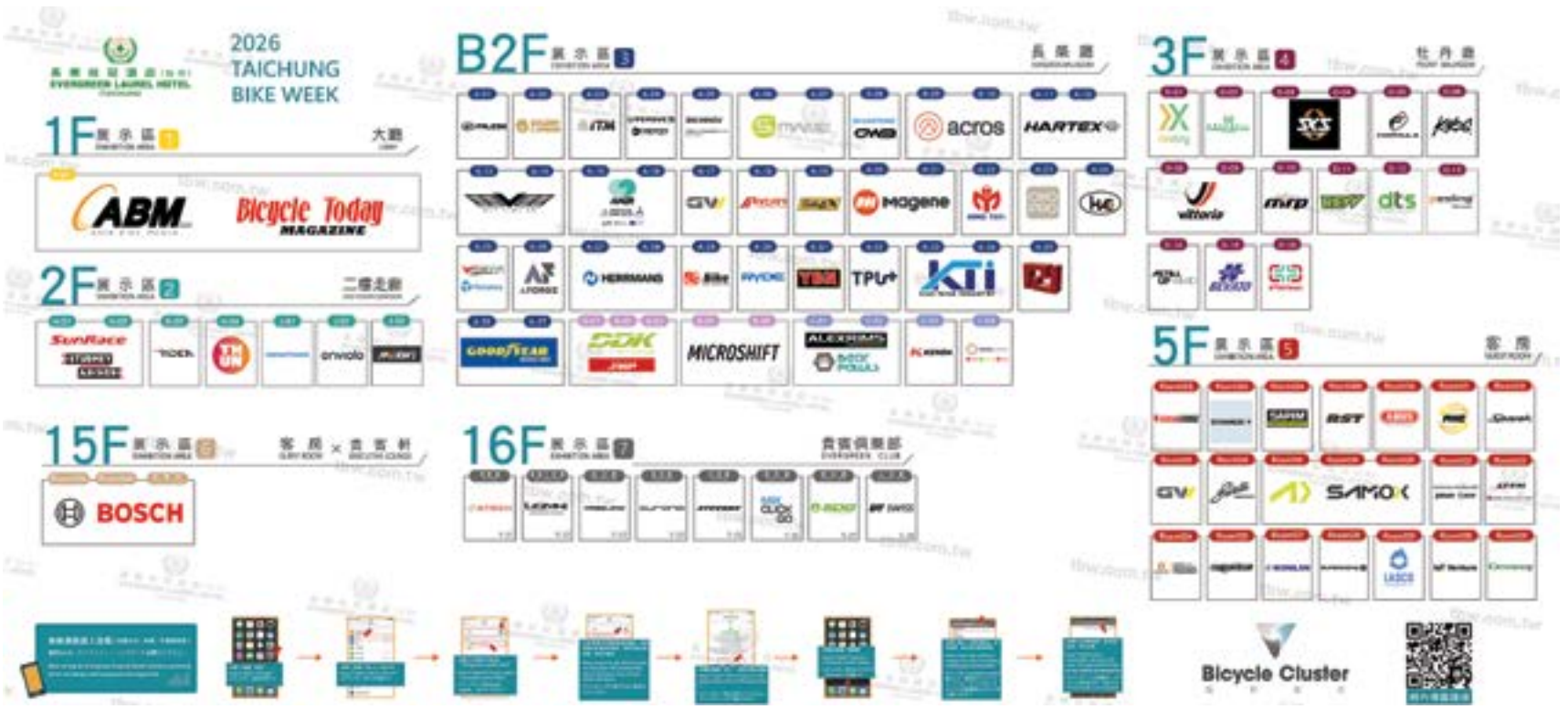
YUEN I INDUSTRAIL CO., LTD.
Tempus A-5F | Switzerland

Z

ZENO BICYCLECOMPONENT CO., LTD.
Splendor 13 | 1382

HOTEL FLOOR PLANS

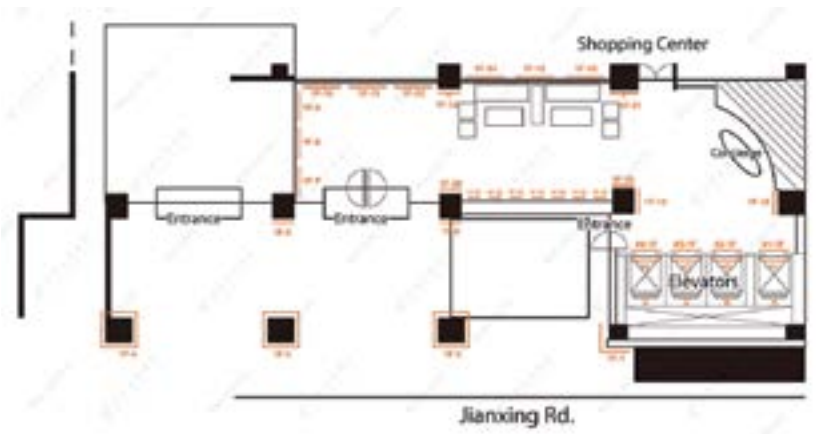
EVERGREEN HOTEL



HOTEL FLOOR PLANS

SPLENDOR HOTEL

1F



12F



10F



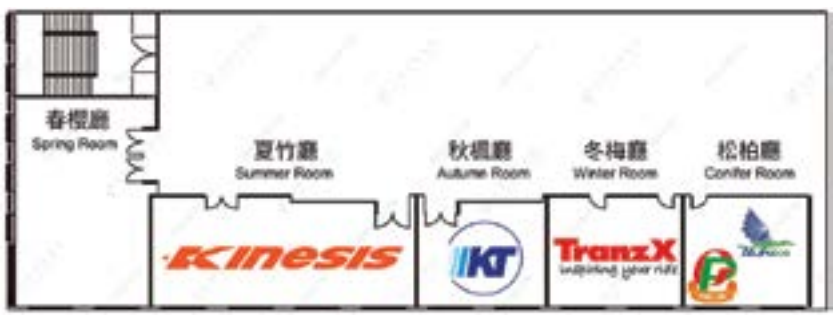
13F



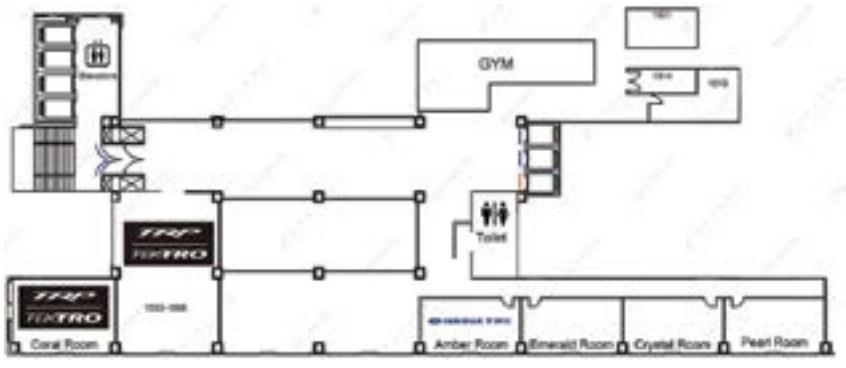
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14F



15F



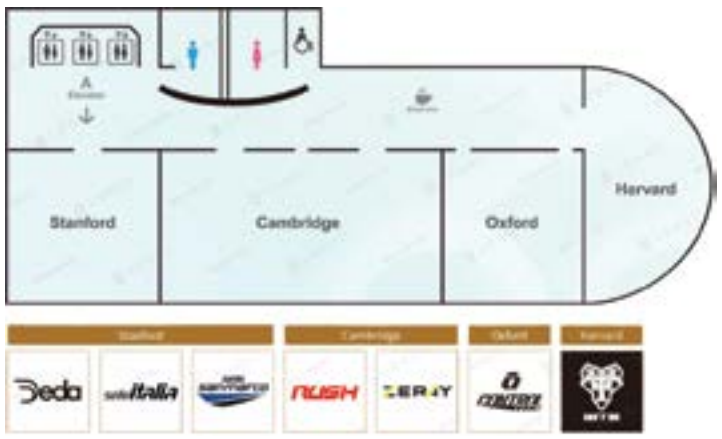
HOTEL FLOOR PLANS

TEMPUS HOTEL

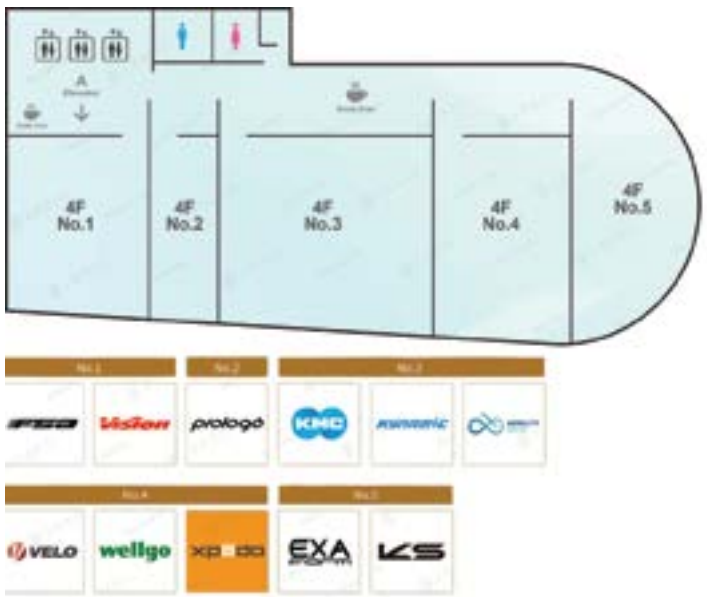
1F



3F



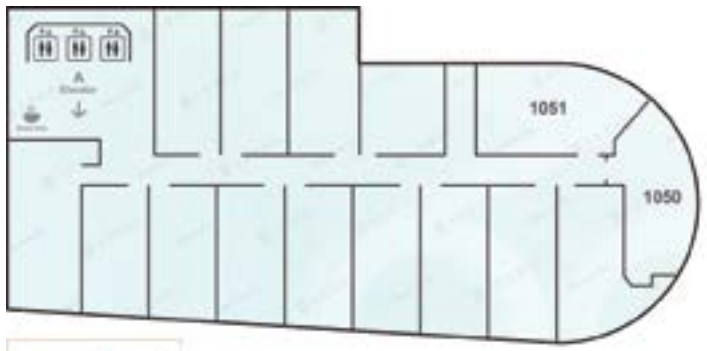
4F



5F



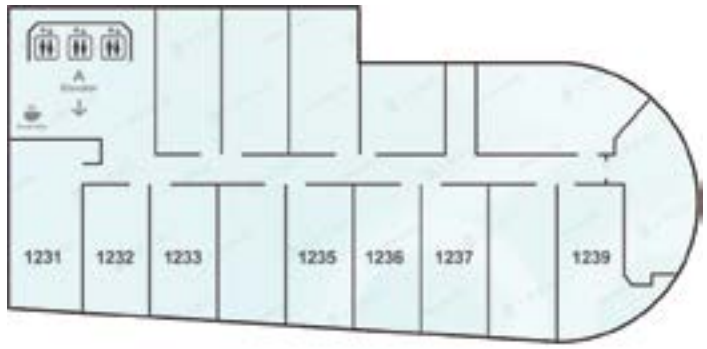
10F



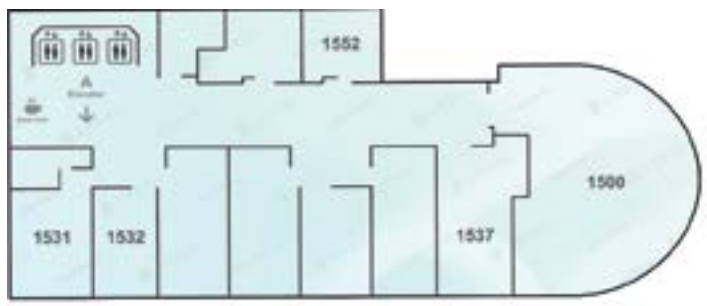
11F



12F



15F

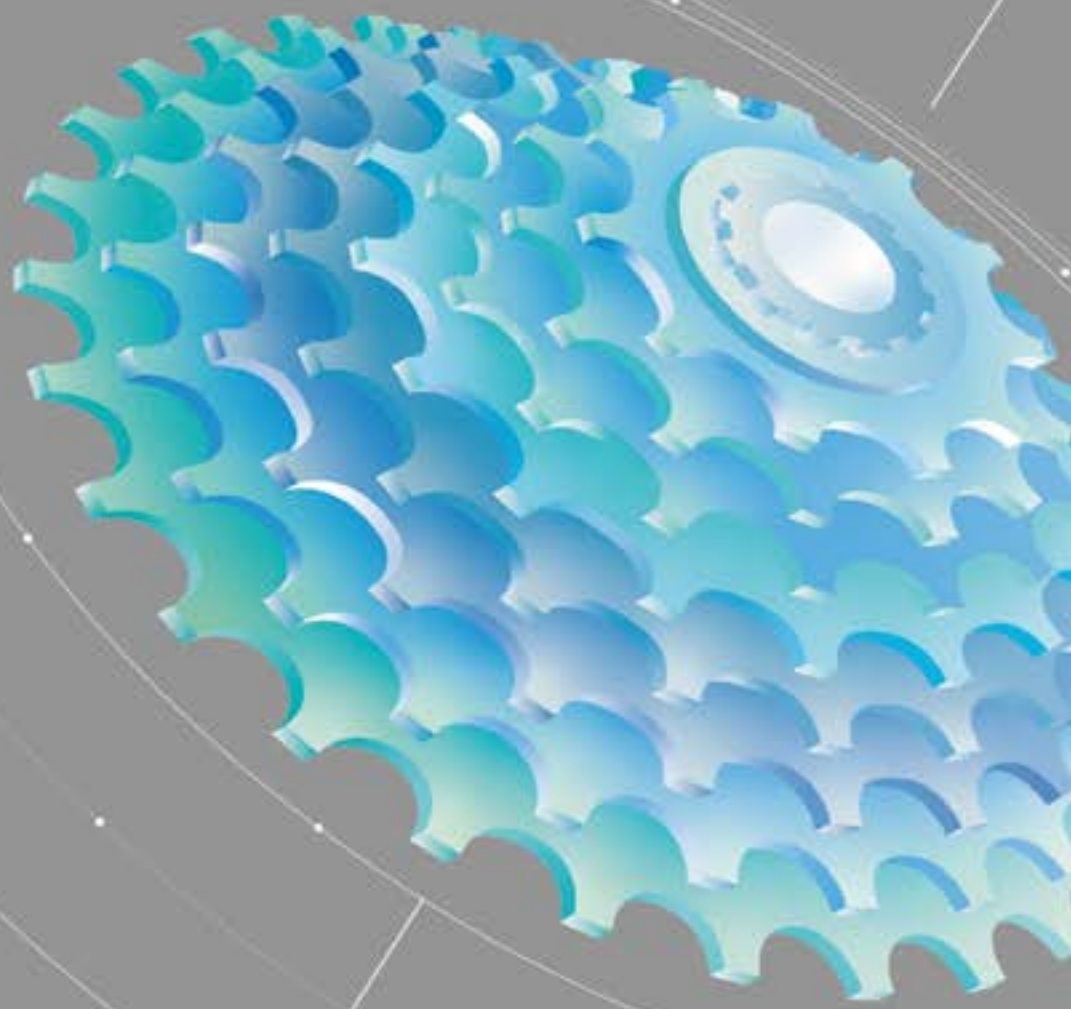


Selle Royal is exhibiting on 5F of the DaDun building across the street

TAIPEI CYCLE

24 – 27 MAR 2027

TaiNEX 1&2 Taipei City



THINK BICYCLE
THINK TAIWAN

ORGANIZER TAITRA

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