

TAIPEI



# SHOW DAILY

The Official Show Newspaper

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

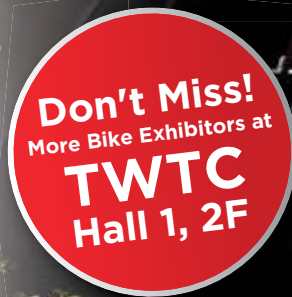
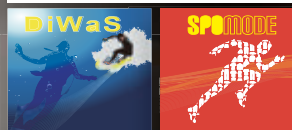
Organized by: TAITRA

March 20, 2013

ENGLISH

日本語

中文



**4** **Another milestone**  
Taiwan bike exports could reach \$3 billion

**8** **Giant steps**  
Taiwan's No. 1 bikemaker enters 5th decade

**10** **Charged up Down Under**  
Australian government sparks e-bike sales

**11** **Fairly made**  
Fairly finds a niche with high-end e-bikes

**20** **Disc jockeys**  
From road to 'cross, disc brakes are hot

**37** **TaiSPO Supplement**  
Special section highlights sporting goods show



VISIT US AT  
BOOTH J512

# messingschlager

THE BIKE EXPERIENCE

Manufacturing  
Developing  
Importing  
Exporting

[WWW.FROM-EUROPE.EU](http://WWW.FROM-EUROPE.EU)





THE GLOBAL SHOW

**2013**

**AUGUST 28 -  
AUGUST 31**

**DEMO DAY  
AUGUST 27**

FRIEDRICHSHAFEN, GERMANY

# BOOSTING BIKE BUSINESS

[WWW.EUROBIKE-SHOW.COM](http://WWW.EUROBIKE-SHOW.COM)

## Today's Weather

Today

29°C

84°F

Low: 16°C (60°F)

Sun with occasional clouds



Tonight

16°C (60°F)

40% Chance of rain



Tomorrow

20°C (69°F)

Morning showers



## Contact Us

Here's how to reach the key staff of the Taipei Cycle and TaiSPO Show Dailies:

### Advertising

Tom Kavanagh, Publisher  
tom@bikeshowdaily.com  
+886 (0) 981 014 5533

### Taipei Cycle Show Daily

Doug McClellan, Editor  
TaipeiShowDaily@gmail.com  
+886 (0) 2 2651 1754



## Table of Contents

### Rising to new heights

Taiwan bike exports could surpass \$3 billion this year ..... 4

### What's On Today

Your guide to all of the events at Taipei Cycle today ..... 4

### Eat well in Taipei

This year we focus on some of Taipei's best international restaurants ..... 7

### Giant enters 5th decade

Taiwan's bicycle giant keeps growing ..... 8

### Charged up Down Under

New regulations should spark Australia's e-bike market ..... 10

### Fairly made

Fairly carves out a niche making distinctive, high-end e-bikes ..... 11

### A fine, little cog

Specialized machining helps Taiwan's KCNC make its mark ..... 13

### From blue tools to black ink

Quality trumps competitors' lower prices for America's Park Tool ..... 16

### SPOMODE has got you covered

Joint apparel show shows off Taiwan's innovative textile makers ..... 19

### Discovering disc brakes

Disc brakes move big into road and cyclocross markets ..... 20-21

### New Products

Our extensive New Products coverage starts here ..... 22

### Special TaiSPO section

See what's new at Taipei Cycle's sister show for sporting goods ..... 37

a new way to move



Pacific Cycles a sectionzero design

Discover more about IFmove at the 2013 Taipei Cycle Show, booth No. N0313



reddot design award winner 2013

## Schedule of Events

### GENERAL SHOW INFORMATION

9 a.m. - 6 p.m

Taipei Cycle Show,  
Nangang Exhibition Hall and Taipei World Trade Center (TWTC),  
Hall 1, 2nd Floor, Area H;  
and SPOMODE, TWTC Hall 1, 2nd Floor.

### EVENTS

9 a.m.-5 p.m

LEV test drive, 4th Floor Cargo Ramp, Nangang

10 a.m.-4 p.m

TES E-scooter test ride, 1st Floor, South Side, Nangang

10-11 a.m

Taipei Cycle Opening Ceremony and d&i awards ceremony  
(Gold Awards); 4th Floor, Room 401, Nangang

11:30 a.m.-3 p.m

2013 TaiSPO & SPOMODE Fashion Show, 1st Floor, Area C stage,  
TWTC Exhibition Hall 1

11:00 a.m.-12:30 p.m

17th International Bicycle Design Competition Award Ceremony,  
4th Floor, Room 402, Nangang

2-4:20 p.m

2013 International Bicycle Trend Forum: "Forging Taiwan to be a  
Cycling Island," 4th Floor, Room 402, Nangang

2-3:50 p.m

Taipei Cycle new product launch, 6th Floor, Outdoor Balcony,  
Nangang

2-3 p.m

Cycling Extreme Performance with Angie Marino and Mike  
Steidley, 1st Floor, North Side, Nangang

2:30-3:30 p.m

Flagship Presentation of TaiSPO and SPOMODE Fashion Show,  
1st Floor, Area C stage, TWTC Exhibition Hall 1

6-8 p.m

Taiwan Cycle Night  
3rd Floor, The Canton Restaurant, Nangang

Got an event you'd like to list in the Taipei Show Daily?  
Please email us the information by 2 p.m. at  
[TaipeiShowDaily@gmail.com](mailto:TaipeiShowDaily@gmail.com). Include the event time,  
location and your contact information.

## Taiwan bike exports on course to top \$3 billion

Taiwan's bicycle industry overcame a tough global economy in 2012, and leaders said yesterday that they are optimistic of continued growth this year.



Walter Yeh

"We feel optimistic that export value for 2013 will reach \$3 billion," said Walter Yeh, executive vice president of the Taiwan External Trade Development Council, or TAITRA, which organizes the Taipei Cycle Show.

That would be up from \$2.73 billion the Taiwan industry posted in 2012 for exports of complete bicycles, parts and accessories.

"[The] Taiwan bicycle industry had steady growth last year despite the influence of the economic recession and the European debt crisis," Yeh said yesterday at TAITRA's traditional pre-show press conference.

Yeh and others addressed the media on the eve of the 2013 Taipei Cycle Show, which enters its 26th year today.

This year's show — the largest bicycle trade show in Asia and the second largest worldwide — boasts 1,103 exhibitors from 36 countries. Yeh said more than 7,000 international buyers were expected to attend, generating more than \$300 million in business.

Yeh and Tony Lo, chairman of the Taiwan Bicycle Exporters' Association, said mainland China has become an increasingly important export market for Taiwan.

The average unit value of bikes exported to China reached \$480 last year, far above that for Europe (\$340) and Japan (\$390).

"The Chinese market is very important for Taiwanese bicycle parts," Yeh said.

Europe remains Taiwan's most important bicycle export market, accounting for just over half of exports by value. North America is the second largest market at 25.8 percent, he said.

Although the number of complete bike exports from Taiwan fell slightly to 4.33 million, the total export value of bikes and parts climbed by 11.74 percent, according to the statistics.

The opening ceremony begins at 10 a.m. today in Room 401, on the fourth floor of the Nangang Exhibition Hall.

DM

## Taipei Cycle d&i awards honor 4 gold medalists

An international panel of judges reviewed 184 entries before choosing these four as Gold Award winners for the 2013 Taipei Cycle d&i awards — what TAITRA President and CEO Yuen-Chuan Chao calls the "beauty contest of cycling." They gave d&i awards to a total of 44 products.

Hamax AS won in peripherals and accessories for its Caress child bicycle seat, available for summer.

The Norwegian company strove to make biking with children a pleasurable

1ST FLOOR  
L1109a

experience, and its seat uses clean lines and gently curving surfaces while complying with all European safety standards.



In the parts and components category, Taiwan's Gigantex won with its Equinox M.I.S.S. wheelset, which uses a unique spoke and hub transmission system that eliminates unnecessary friction between the spokes, hub and rim. Because it offers a more direct

1ST FLOOR  
J0733

connection between the rider's power input and the wheels, it lets a bike go faster with less energy.



Tektro Technology won in parts and components for its Spyre bicycle brake caliper for road and cyclo-cross bikes. Compatible with all drop-bar brake levers, the twin-piston mechanical disc brake uses a U-lever arm that allows the cable to actuate the pistons simultaneously

1ST FLOOR  
I0112

for better modulation. Forged aluminum inboard and outboard CNC design offer stiff performance.



Global Action of Taiwan won in peripherals and accessories for its currexSole Bikepro Insole, a 40g, three-layer insole that uses patented technology. The insole helps the foot and shoe work as one, while a forefoot rebound pad increases energy return for powerful pedaling. A three-layer system absorbs moisture to reduce foot odors and blisters.

2ND FL TWTC HALL 1  
H0617





reddot design award  
winner 2013



L0325

# Miranda

The European Bike Fundamentals.

[www.miranda.net](http://www.miranda.net)





Hydrapak **WOOLLY**<sup>TM</sup>  
PRIMALOFT<sup>®</sup> INSULATED

AN INSULATED BIKE BOTTLE USING  
PREMIUM QUALITY PRIMALOFT<sup>®</sup>

TAIPEI CYCLE d&i AWARD WINNER



Hydrapak **SOFTFLASK**<sup>TM</sup>

A COLLAPSIBLE BOTTLE  
FOR MULTI-SPORT USE

ISPO AWARD WINNER

**Hydrapak**<sup>®</sup>

• PACKS • RESERVOIRS • BOTTLES • FLASKS •



**BOOTH  
L1309**

AWARD WINNING HYDRATION TECHNOLOGY

# Show Briefs

## With 34 companies, Coliped is show's biggest exhibitor



The Coliped staff at last year's show.

For the second year in a row, Coliped, the European association of two-wheelers' parts and accessories companies, stakes its claim to be the Taipei show's biggest exhibitor.

The seven newcomers to the European Pavilion, on Nangang's fourth floor, are Ambrosio (wheelsets, rims and tires); Cicli Esperia/Fondriest (racing bikes); Dual Press (Dr. Pad cycling pads); Fir/Gist (wheelsets); Lake Cycling International (cycling shoes); Miranda & Irmão (brakes, chain wheels, cranks and other components); and Rodi Sinks and Ideas (Rodi rims and wheels and Black Jack wheelsets).

Coliped exhibitors are from Belgium, Finland, Germany, Great Britain, Italy, Portugal and The Netherlands.

## Ride the newest pedelecs at the ExtraEnergy track



ExtraEnergy is again sponsoring a Test IT Track at the Taipei Show, where visitors can test ride the latest pedelecs and electric bikes.

The Test IT Track starts in the main hall of the Nangang Exhibition center and features a 100-meter (109-yard) slope. Hundreds of visitors are expected to catch a ride on participating pedelecs and e-bikes.

ExtraEnergy e.V., a nongovernmental organization in Tanna, Germany, has been organizing Test IT tracks at trade shows and other events since 1997.

## Win a T-shirt, helmet at Bergamont



Use your head and win prizes: It's first come, first served at Bergamont.

The first 20 distributors who make appointments at Bergamont Bicycles will receive a free Cratoni cycling helmet and a Bergamont T-shirt.



## XLC offers \$500 marketing support to new distributors

XLC, the parts brand of the Winora Group, is making an offer it hopes new distributors can't refuse. The first that agree to import XLC products will receive help with their marketing.

"The first three XLC import contracts that we sign here at the Taipei Show will be supported with a \$500 marketing budget," said Bernd Lesch, the Winora Group's export manager.

Along with parts and accessories, XLC offers an attractive shop-in-shop concept that can be adapted to different shop sizes, depending on an IBD's preference.

"The entire XLC range is divided into six lines. XLC, XLC Comp, XLC Pro, XLC ProRide, XLC Pro SL and XLC Carbon SL offer a variety of more than 1,700 items for beginners, advanced cyclists and pro riders," Lesch said.

XLC and the Winora Group are part of the Accell Group and are exhibiting at Accell's joint booth. XLC is the first parts and accessories brand that Accell is distributing worldwide.

## Mayne, Liu headline today's International Bicycle Trend Forum

How will cycling move ahead in the next few years? How will Taiwan develop as a "cycling island?" Kevin Mayne, development director of the European Cycling Federation, will join Giant founder King Liu to address these and other topics at today's International Bicycle Trend Forum.

Mayne's keynote speech will outline the federation's vision for cycling cities and countries around the world.

"I want to use this opportunity to share the thinking of the politicians and policy makers at the United Nations, the European Union and in other international forums who are already addressing the economic, social and environmental policies that will affect cycling for the next 20 years," Mayne said.

He said the decisions made now are fixing the future of cycling through 2030 and beyond, and will have a huge impact on Taiwan's world-leading bicycle industry.

The forum is from 2-4:20 p.m. today in Room 402, on the fourth floor of the Nangang Exhibition Hall.

Liu, the chairman and founder of the world's No. 1 bicycle manufacturer, has focused in recent years on cycling advocacy. Giant and the Taiwan Bicycle Exporters' Association last year announced they would provide significant financial support to the Cycling Industry Club, the federation's advocacy program for Europe.

Starting this year, Giant is contributing €100,000 (\$129,600) a year for three years, and the TBEA €50,000 (\$64,800). "Giant has decided to say we're in. It's our obligation to join forces with all of you to see how we can make cycling more popular in Europe," Giant CEO Tony Lo said when announcing the grant to the club.



# Eat like a local in Taipei: Day 1

## Capone's Italian Dinnerhouse

Step off the well-worn Taipei tourist path and explore these lesser-known restaurant gems. Discover great food at reasonable prices. And if you don't speak Chinese, don't worry — just show the address to your taxi driver. This year, we feature three of the many Taipei restaurants that specialize in international cuisine. Don't miss our other restaurant selections in the next two days of the Taipei Show Daily.



Capone's Restaurant

It's no wonder Capone's has been a Taipei dining fixture for years. With excellent Italian food, a lengthy bar and live music every night, Capone's is more than a dining venue; it's a full and proper night out.

The classic, classy restaurant interior suggests the Roaring Twenties. The big menu — antipasti, pasta, pizzas, steak and seafood — will please the majority of discerning diners. There's an extensive wine list, and a wide range of draft (Blanc, Guinness) and bottled beer (Duvel, Bitburger) is available. Be there for happy hour — Sunday to Thursday, 6-8 p.m., when there is a buy-one, get-one special on draft beer.

### Recommended Dishes

Baked eggplant stuffed with ricotta cheese, ham and fresh basil (appetizer), NT\$390  
Grilled USDA T-bone steak, NT\$1,390  
Swiss chocolate fondue, NT\$390



A hefty T-bone

### Capone's Italian Dinnerhouse

卡邦義大利餐廳

### Address:

312, Zhongxiao East Rd, Sec 4, Taipei  
台北市忠孝東路四段312號 (close to Sun Yat-sen Memorial MRT Station)

Telephone: 2773 3782

Website: www.caponestaipei.com.tw

Hours: 11:30 a.m.-midnight, Sun-Thurs; 11:30 a.m.-1 a.m., Fri-Sat.

English Menu: Yes

English Speaking: Yes

Credit cards: Yes

### By Stephen Jack

For more restaurants and a map, visit: [www.eatingchina.com/articles/restaurants.htm](http://www.eatingchina.com/articles/restaurants.htm)



An antipasti plate

# 40 years on, Giant keeps hitting home runs

In 1971, the Tainan Giants became the world's most famous Little League baseball team, beating American kids at their own game. Some 10 million Taiwanese stayed up until 5 in the morning to watch the championship game.



Tony Lo Photo: CR

So when a 36-year-old engineer created a bicycle company the following year, he called it Giant, in homage to his nation's baseball feat. King Liu launched Giant as a departure from his previous business: A typhoon had wiped out his family's lucrative eel-breeding farm.

Switching to bikes after the eel farm disaster wasn't an obvious move. Nor was it an immediate success. Liu wanted to produce quality bicycles. But in 1972, the island was still a low-end specialist. Liu spent much time, and a great deal of money, equipping a factory with made-to-order machines.

"We took four years and made one bike, because the quality was not up to the standards of the market," he said.

Giant remained Lilliputian. Growth kicked in when Liu, a Taiwan native, hired Tony Lo, 14 years his junior and originally from mainland China. Lo was a business graduate at the National

Taiwan University and had been marketing manager for a trade group. It was Lo who, faced with the loss of the contract for building bikes for Schwinn, made Giant a brand in its own right.

The partnership between Lo and Liu was highly unusual for a Taiwanese company in the 1980s. "It's still unusual now," Lo said.

"We had lots of ideas how to make bicycles better but our customers were not interested," Lo said. "They were only interested in delivery and price, not ideas on how to improve things or how to have a long-term commitment. We were eager to talk directly to the consumer with our own brand, not just talk numbers of bicycles sold. We had a long-term view, not short-term."

He added, "We also wanted to control our own destiny, not always at the mercy of people who said 'you can have our business but you are one dollar too

expensive.'"

Giant now produces 5.7 million bikes a year, making it the world's biggest manufacturer of high-end bikes. Its Taichung factory produces bikes for Trek, Canyon, Scott, Colnago, and Yeti, along with its own Giant brand.

Now, Giant plans to build a \$50 million headquarters and R&D complex by 2016 because it has outgrown its Taichung factory. The new headquarters will be more centrally located in Taichung. The current factory will stay put and eventually will expand into the space now occupied by the headquarters.

Officials said the company would focus on developing more women's products and expand its range of gear and accessories, including apparel, sunglasses and helmets.

For Lo, making bicycles isn't a commodity business. He's a cyclist; King Liu is a cyclist (a late convert, he started in 2008). Giant executives are expected to join the bicycle cult, too.

Lo likens cycling to a religion, with bike shops as churches. And he wants to help IBDs around the world spread the good word.

He believes retailers are best equipped to sell cycling if they concentrate on fewer brands (or perhaps just one brand, whose name begins with a "G").

"Less is more. We don't want to own everything, but we do want to help our retailers, help them to find the right bikes for their customers," Lo said.

As a global brand, Giant can survive regional dips. When Europe is in the doldrums, other markets aren't.

The future looks good for bicycles, Lo said, and that's good for Giant.

"Obesity is becoming a problem everywhere. Bicycles are good for health. We see growth continuing." ■ CR



## A Giant timeline

- 1972** King Liu and family members found Giant.
- 1973** Tony Lo joins Giant.
- 1977** Giant secures a manufacturing order from the-then mighty U.S. brand Schwinn.
- 1981** Giant launches its own bike brand.
- 1986** Giant makes 1 million bikes; opens European office in the Netherlands.
- 1987** The Cadex 980 C comes to market — a pioneering mass market bike with carbon components.
- 1992** Giant opens first factory in China
- 1995** Giant launches the Compact Road design.
- 2003** Giant releases the TCR composite frame; co-founds the A-team.
- 2007** Global sales surpass 5 million bikes and \$820 million.
- 2011** Giant produces 5.7 million bikes; 3 million for the Giant brand alone.
- 2012** Giant celebrates 40 years in business with 11,275 dealers worldwide, including 2,000 Giant-only stores in China.
- 2013** Officials announce plans to build \$50 million headquarters and R&D factory by 2016, closer to Taichung city center.

## What Taipei traffic? Ride a bike to Nangang instead

Why sit in traffic on your way to Nangang when you can ride a bike to the show? With Taipei's YouBike bike share program, visitors can hop on one of 1,844 bikes that are distributed among 53 YouBike rental stations.

The city government launched the program in 2009 in collaboration with Giant. The distinctive orange and yellow bicycles can be rented 24 hours a day.

Taipei residents can use their mobile phones or Easycard payment cards to release YouBikes; tourists can use credit cards.

Many stations are close to hotels favored by show visitors, and the Nangang Exhibition Hall has its own docking station, located at Exit 5 of the metro station.

The first half hour of rental is free for members. For tourists, fees are quite inexpensive — NT\$10, or about 35 U.S. cents — for every 30 minutes.

Docking stations are close to Mass Rapid Transit (MRT) stations on the

Bannan, Wenhua and Luzhou lines.

Note that riders can use credit cards only at 35 of the 53 docking stations, mostly in the upscale Xinyi District.

As with most other city bike rental schemes around the world, users can return bikes only to docking stations with available spaces.

An increasing number of sidewalks in Taipei have bike paths next to them. But the best cycling experience is on the city's riverside bike paths, which are wide and traffic-free. Nangang Exhibition Center is close to one of these paths.

By 2014 the city plans to have 162 stations and as many as 6,000 bicycles.

For information, visit <http://www.youbike.com.tw>. ■ CR



Rent a cheerful YouBike and ride to Nangang instead of sitting in traffic.

Photo: CR



SHIMANO

Shift  
your  
expectations



THE NEW DURA-ACE

New for 2013, Shimano's next-generation DURA-ACE is lighter and sleeker than ever before, in both mechanical and electronic versions. The completely new DURA-ACE delivers the control and confidence you need. Concentrate on riding – DURA-ACE does the rest.

*DURA-ACE*

**Di2**  
DIGITAL INTEGRATED INTELLIGENCE

[www.dura-ace.com](http://www.dura-ace.com)

## Charged Up Down Under

# New regulations should kick-start Australia's young e-bike market

After two decades of positive predictions dashed by false starts, the e-bike revolution may finally be getting underway in Australia.

Thank the Australian government, which boosted the outlook for e-bikes with the stroke of a pen.

The government late last year adopted the European Union standard for pedelecs. That means all e-bikes approved for sale in the EU can now be sold in Australia without modification. Australia previously had its own e-bike regulations, hampering imports of European products by requiring them to be modified for Australia.

Previous rules, for example, limited an e-bike's motor to 200 watts, compared to the EU standard of 250 watts.

It's still too early to gauge the impact of the new regulations. But major global brands in Australia, including Giant and Derby Cycle, plan to aggressively market their European e-bikes in the country.

"We are just about to appoint an e-bike manager in Australia, and his first job will be going over to our head office and looking at the various models and seeing what's right for our market and hopefully we can start playing," said Darren Rutherford, managing director of Giant Australia.

Rutherford added, "We already have and will continue to draw some knowledge from our friends in Holland [at Giant Europe] on the way they market [e-bikes] and service them, so it can be a program that's got some longevity."

Giant has the biggest dealer base in Australia, including some of the country's largest and strongest retailers.

Until now, e-bikes have mainly been sold through a handful of specialty

e-bike retailers. Largely ignored by mainstream IBDs, their numbers are swelling rapidly, with new stores opening in the major capital cities.

One of the most prominent is Sydney Electric Bikes, located next to the famous Darling Harbour tourist area just west of downtown Sydney. "We are growing fast and eventually traditional bike shops are going to see this. It's still a niche market," owner Jake Southall said.

Derby Cycle is also looking to benefit from the new regulations. In Australia, Derby has positioned itself as a racing brand with its Focus and Cervélo bikes. However, it's now looking to source some of its European e-bikes through its established Australian retailer network.

Leading Dutch e-bike manufacturer Gazelle, also owned by Derby parent Pon, has a small presence in Australia as well. Established by two Australians in 2009, Gazelle Bicycles Australia is now seeing rapid growth in the Australian market.

One of the country's first major e-bike customers was Australia Post. Its staff has a long tradition of delivering mail from house to house by bicycle. Australia Post is now equipping many of its postal delivery staff with e-bikes.

A more gradual change in Australia has also been welcoming to e-bikes. Major cities and towns have been upgrading their cycling infrastructure, encouraging older cyclists, who are traditionally the main customers for e-bikes.

While no one will mistake Australia for the Netherlands or other leading



Sydney Electric Bikes owner Jake Southall sets up a customer for a test ride along the shores of Sydney Harbor. Photo: PL

European cycling nations, some parts of all Australian cities now boast protected bike lanes and separated bicycle paths. Many are ideal for e-bike riders.

E-bikes are still a minor piece of the Australian bicycle market. But with

key players such as Giant Australia and Derby Cycle Australia making strong predictions about the future, the pressure should be too great for previously complacent mainstream Australian IBDs to ignore. ■ PL

## INTERNATIONAL DISTRIBUTORS WANTED!

VISIT US AT THE TAIPEI INTERNATIONAL CYCLE SHOW, 20.-23. MARCH 2013, TWTC NANGANG EXHIBITION HALL 4TH FLOOR, BOOTH N1124

BERGAMONT is a famous German bike brand offering a wide range of bicycles. The headquarter is located in Hamburg. We supply more than 400 dealers in Germany and many other countries. To expand our international activities, we are looking for strong international partners who would like to distribute our products – especially in the Asia Pacific region and in countries in which we are not represented yet.

To make an appointment for the Taipei Cycle Show or if you have any questions, please contact us or visit our booth N1124.

Maik.Geletneky@bergamont.de  
phone: +49 (0) 40 43 28 43 - 66, mobile: +49 (0) 170 33 132 05

Oliver.Sieck@bergamont.de  
phone: +49 (0) 40 43 28 43 - 11



**bergamont**  
BICYCLES

Bikes For Different Stories

www.bergamont.de



FIRST COME, FIRST SERVE!  
FIRST 20 VISITORS (DISTRIBUTORS ONLY) WIN A FREE CRATONI CYCLE HELMET AND A BERGAMONT T-SHIRT!

CRATONI  
100% HEAD PROTECTION

# Fairly's bike heritage goes back 60 years

Percy Chien of Fairly Bike Manufacturing is acutely aware of his firm's heritage. As the third generation of Chiens to work in the bicycle industry, he knows that the lessons of the past not only inform the present, they point to the future.



Steve Chien (left) and Percy Chien

Fairly, in New Taipei City, is counted among Taiwan's top five OE bicycle manufacturers. It has an enviable reputation as a specialist in high-end electric bicycles.

Run by the Chien brothers, Percy (president) and Steve (vice president), Fairly employs 300 workers in Taiwan and another 200 at Wettzen Corporation in Longkou, Shandong, China.

Fairly today is known for its distinctive, high-end e-bikes. It makes the Stromer e-bike as well as the Swiss-designed eFlow, which is sold in the United States by Currie Technologies.

Fairly's e-bike business began in 1997 with a project for EV Global Motors, one of the first companies to attempt to commercialize e-bikes in the West.

After setting up a plant in China in 2002, Fairly toiled away in the vibrant Chinese e-bike market for years before exiting in 2008 after the familiar problem of oversupply reared its head.

Now, Chien takes particular pride in customer service. Fairly's website boldly states that its senior staff are available 24 hours a day via mobile phone.

He is bullish on the future of e-bikes.

"We firmly believe e-bikes will go on for the next 20 to 30 years, though future products will be presented in different forms, with different functionalities," Chien said. "I believe if you observe e-bikes 10 years from now, you'll see something that is unimaginable today."

The Chien family's history in the industry stretches back nearly 60 years starting with Grandfather Chien, who made bikes in the 1950s. His son, Masao, father of Percy and Steve, followed him into the industry in the late 1960s and created Fairly in 1977.

It was good timing; by the mid-1980s, Taiwan was a global center of bike manufacturing. Masao Chien transformed Fairly from a frame fabricator to a full-scale bicycle

manufacturer. The company grew from one to two and then three buildings.



"Back then, business came easily to you as the demand was greater than supply. All bikes, good or bad, were wanted," Percy Chien said. "Most companies, whether they were in the complete bike business, or the parts business, grew rapidly."

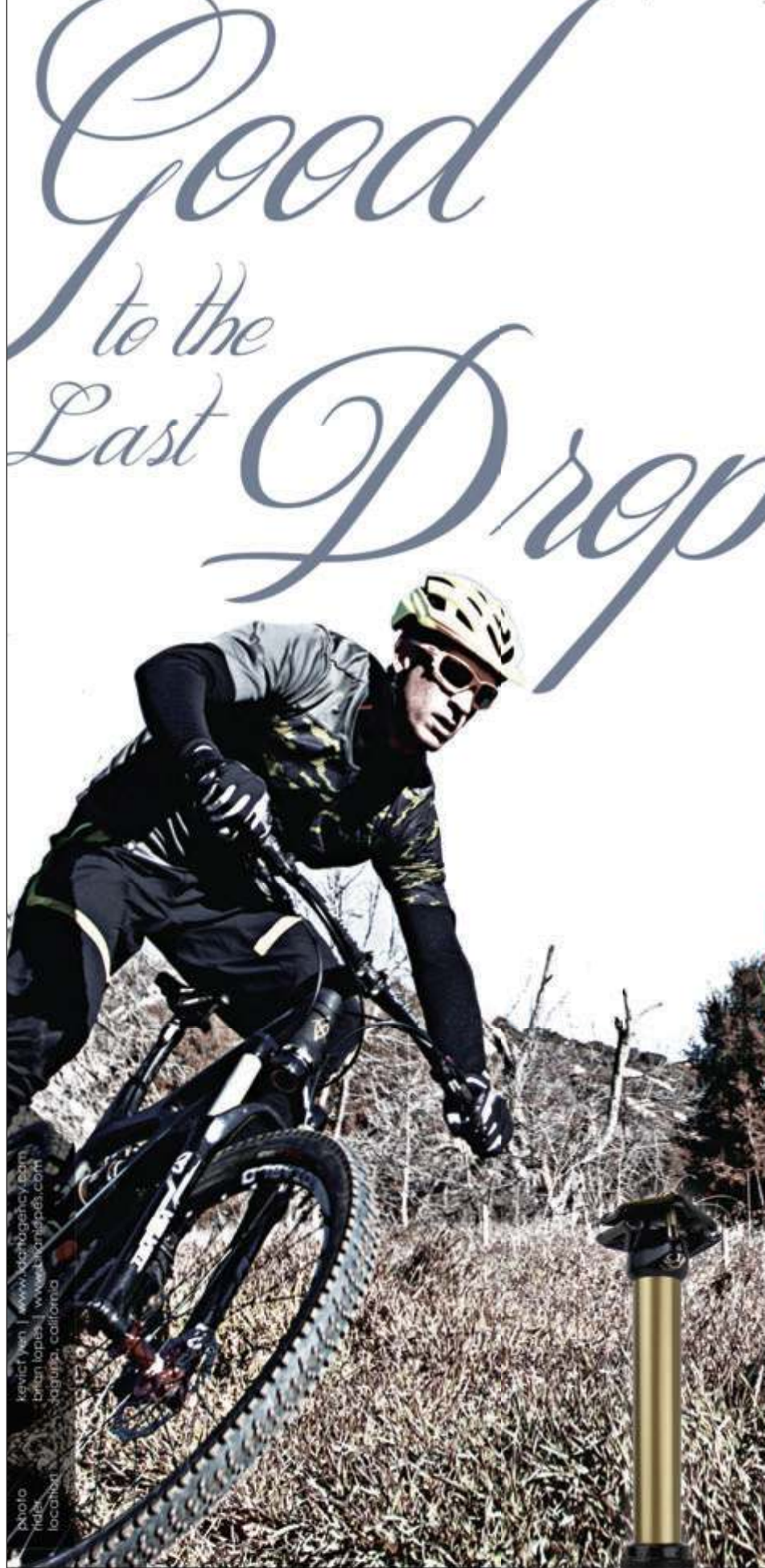
Masao Chien steered the company through boom and then bust, when he realized that the future did not lie in undifferentiated OE manufacturing.



The eFlow electric bike

Instead, Fairly sought a more individual, upscale path that continues to this day. The company puts more emphasis on original products, designed in-house or in collaboration with outside designers.

"Differentiation has become an important part of our company's growth strategy," Percy Chien said. "Without being unique, a company may be washed away in a raging market tsunami." ■ SJ



# LEV

- zero movement cable
- 150, 125 and 100mm travel
- 27.2, 30.9, 31.6, 34.9mm diameters
- hydraulic cartridge
- adjustable air spring (except 27.2)
- cable exit angle adjustable
- patented one-way roller bearing
- carbon fiber hinged clamp remote



BOOTH I0629

www.kssuspension.com

2014

# Extreme no Contradiction

Visit us at the  
**Taipei Cycle Show**  
Nan Gang Exhibition Hall,  
**Booth No. J0717**

## Double Density Base

Inside the same resin shell, there are elastic inserts to provide maximum comfort and carry most of the cyclist's weight on the sit bone area within the polypropylene base. These maintain all the characteristics of strength and durability required by the base structure of the saddle.



The ergonomic padding slightly tail up facilitates pedaling. The non-slip and textured cover offers improved rider safety and comfort.



Model No.:  
**VL-6268**

## U Carry

In the new product line extension, Velo embellished their well-established ebike / city / trekking saddles collection with integrated "U Carry". It is the main means by which riders can easily carry their bikes.



VL-6263



VL-6268



VL-6269

 **VELO**  
feels right  
[www.velosaddles.com](http://www.velosaddles.com)

**KCNC**

# Turning heads with small, bold projects

The Taichung region of Taiwan plays a key role in the bicycle industry thanks to the close proximity of many highly specialized small and medium businesses. KCNC of Changhua is a perfect example of a company that is a fine, little cog in Taiwan's industrial wheel.



KCNC chainrings

As its name suggests, CNC machining is the company's core competence, with a focus on aluminum, scandium and titanium. In fact, "KCNC" is a combination of the founder's name, Ken Lin, and "CNC."

Lin's background is as an engineer in the automotive and motorbike industry. For the first couple of years after he founded KCNC in 1997, he produced for various OE partners. But this changed after KCNC launched its aftermarket brand in 2004.

"By 2012, KCNC earned 80 percent of its revenues as an aftermarket brand, while OE production decreased to 20 percent. As a small company with just 50 employees, we can't really compete with big companies for OE customers. So we decided to focus on the aftermarket business," said Andrew Chang, KCNC's assistant marketing manager.

A new headquarters, opened last year, has space for offices, warehousing and an assembly line for quick release axles, disc brakes and the like.

All CNC machines, meanwhile, along with most of the raw materials and the tools, are across the street in a plain, sheet iron factory building. This is where KCNC started its operations.

Two lines of large CNC lathes fill

most of the space, with a couple of smaller workstations added for finishing parts. All tools are stored on shelves in an addition.

The company is firing on all cylinders. KCNC expects its order books to be filled here at the show.

March also marks the imminent start of the European cycling season, which is KCNC's most important market.

"Forging and anodizing are outsourced to companies that are pretty close to us, as both require a lot of space and expensive machinery," Chang said. "For more complex products like disc brakes, KCNC purchases parts such as hydraulic hoses, O-rings and brake pads from suppliers. This applies to about 10 percent of the parts."

Making parts that look different and offering them in many anodized colors is part of KCNC's strategy.

Chang estimates that KCNC produces about 1,000 pairs of pedals a year. Yes, it's a small company, but another bold project has turned quite a few heads: a drivetrain offering 12 speeds for road bikes and 11 speeds for mountain bikes.

Lin has used his know-how from the automotive industry when designing the system, and he sees it as a crucial next step in KCNC's history. The drivetrain is still under development.

At an estimated retail price of about NT\$100,000 (\$3,370) including rim or disc brakes, this system is not going to compete on price with Shimano or SRAM for OE spec. Instead, it's for cyclists looking for something to set them apart.

And that describes KCNC as well — a small, highly specialized manufacturer whose products set it apart from the mainstream. ■ LVR

1ST FLOOR  
10303a

# SR Suntour throws a big anniversary bash

There are always meetings and parties the night before the opening of the Taipei International Cycle Show. Last night, a special one was on the schedule: "We invited 500 to 600 international customers and friends to our 25th Anniversary Celebration Banquet at the Grand Hotel Taipei," senior sales manager Ippei Noda said.

It's been a roller-coaster ride for SR Suntour, but these days its trajectory has only been up. Today's company traces its heritage to 1988, when the Sakae Ringyo Company of Japan established SR Suntour in Taiwan and set up a headquarters in Changhua.

But the company's roots actually reach back more than a century to the Maeda Iron Works Company, which started making freewheel and sprockets in 1912, and in the 1950s launched derailleurs.

In 1964, the company introduced a slant-parallelgram rear derailleur under the Suntour name. Suntour was the first Japanese company to launch indexed shifting in 1969. It rode the wave of the 1970s bicycle boom in the West.

Unlike its competitor, Shimano, which began developing complete groupsets, Suntour opted to team up with other Japanese parts makers such as Diacompe, Nitto and Sugino.

The two companies' fortunes began to diverge, and Suntour suffered as the fast-changing bicycle market embraced mountain bikes. A Japanese currency devaluation in 1985 forced Suntour to move to Taiwan to stay competitive, which it did in 1988.

Today, the Japanese-Taiwanese component maker, led by Daisuke Kobayashi, is back in the saddle. SR Suntour is the world's No. 1 suspension fork maker. Suspension forks account for about 70 percent of sales, followed

by chainwheels and cranks.

The company oversees three factories: Changhua; Shenzhen, China, which opened in 2001; and Kunshan, China, open since 2004.

In 2009, SR Suntour moved into the promising e-bike segment. Today, e-bike components account for nearly 10 percent of sales, and Tomonori "Tom" Suenaga, European general manager, said the category is expected to grow to 30 percent in the next few years.

Total 2012 group sales reached NT\$6 billion (about \$200 million). For its 25th anniversary year, SR Suntour expect to grow sales to NT\$6.5 billion (\$219 million) and produce about 10 million suspension forks. Asia and North America each account for about 30 percent of sales, and Europe 40 percent.

The company maintains two offices in North America and five in Europe.

Meanwhile, Kobayashi is still pursuing his longtime dream of listing SR Suntour on the stock market. He also has his eye on another longterm goal: For SR Suntour's 30th anniversary in 2018, Kobayashi and Giant CEO Tony Lo have agreed to revisit the A-Team's ride around Taiwan, which they completed in 2008.

Kobayashi will be 74 by then. Along with the ride, Kobayashi is looking forward to celebrating breaking through the NT\$10 billion (\$336 million) sales benchmark as well. ■ JB

1ST FLOOR  
J0417



KCNC opened its new headquarters last year.



Daisuke Kobayashi Photo: JB

## Getting there: by MRT



## TWTC Nangang Exhibition Centre Parking & Transport



### 1a) PARKING LOTS

- P1 ..... TWTC Nangang Underground Parking (620 spc.)
- P2 ..... Taiwan Fertilizer C2 Parking (352 spc.)
- P3 ..... Taiwan Fertilizer C3 Parking (768 spc.)
- P4 ..... Taiwan Fertilizer C4 Parking (82 spc.)
- P5 ..... R53 Temp Parking (147 spc., 24/7, NTS20/h)
- P6 ..... Xingzhong Park Tower (647 spc., 24/7, NTS30/h)
- P7 ..... MRT Neihu Depot Parking (584 spc., during exhibits)

### 1B. TRANSPORT INFO

- 1 ..... Shuttle Bus Stop (drop-off/pick-up)
- 2 ..... Regular Bus Stop
- 3 ..... Taxi Drop-Off
- 4 ..... Small Vehicle Drop-Off
- 5 ..... B1 Taxi Pick-Up
- 6 ..... Underground Parking Entrance
- 7 ..... MRT Neihu Depot Parking Lot

PLEASE NOTE: PARKING FEES ARE SOLELY FOR REFERENCE PURPOSE.

## Getting there: by Taxi



## TWTC Nangang Exhibition Centre Local Area Map



DAHON®  
freedom unfolds

## A Stroke of Genius

Visit us at  
Taipei Cycle Show  
**Booth S0614**



Albert knows science. And the **Visc P18** is a masterpiece. Featuring a brilliant new coat of color and a pallet of technologies such as the Neos 9-speed derailleur and Alloy V-Brakes, the **Visc P18** is perfect for a discerning scientist. Visit [www.dahonbikes.com](http://www.dahonbikes.com) to find your choice among the world's widest range of folding bicycles. It's not just a bike - it's a Dahon.

# Park Tool turns its blue tools into black ink around the world

Park Tool and its trademark blue tools are fixtures in most U.S. bike shops. But as the company celebrates its 50th anniversary this year, it's enjoying surprising success selling U.S.-made tools to China, despite a flood of competition from Chinese and Taiwanese brands that cost a lot less.

About 75 percent of Park's parts are made in the U.S., including almost all of its professional line for bicycle shops. Many of Park's less expensive tools —

primarily for consumers — are manufactured overseas. "Our commitment is that whatever we can make here we're going to, as long as it is reasonable," he said.

Park is downplaying its 50th anniversary in Taipei, but it's hosting a big party next month at its new headquarters in St. Paul, Minnesota. The company relocated in January.

"One reason for the new facility is

that we'll have more manufacturing space. We'll have more capability to make the product ourselves," Hawkins said.

In a letter to distributors, he noted, "It's hard to believe a small bike shop in St. Paul could grow to be the largest bicycle tool manufacturer in the world."

■ DM

4TH FLOOR  
M0712



"What's exciting about Park is that it's an American company. They produce as much of their product as they can in America," said Erik Kimble, the U.S.-born managing director of Colmax, a Taiwan distributor that represents Park in Taiwan and China. "They've been able to shift sales to export, and they've been able to be successful in almost every market in the world."

Kimble said Park succeeds in China even though its tools cost two to three times as much as its competitors' products. The growing Chinese market for recreational cyclists, and for retailers who serve them, has sparked a demand for durable professional tools. "Whether it's car mechanics or people who work in construction, they want good tools and they're willing to pay top dollar," he said.

Park president Eric Hawkins, whose father co-founded the company in 1963, credits Kimble for some of that success. Last year, Colmax translated Park's "Big Blue Book" — its 200-plus-page manual that explains common bike repairs, illustrated with Park Tools — into simplified and traditional Chinese.

"Our book basically goes from one end of the bike to the other. It's good for consumers but it's also good for professional mechanics," said Hawkins, who calls himself Park's "chief mechanic."

Kimble said Colmax has distributed 4,000 copies. It's been a success because it is useful, not just an advertisement.

"It is definitely a case where high labor and not a lot of money had a big sales payoff," Kimble said. "You see some companies that will spend a lot of money on marketing and advertising campaigns, but it doesn't necessary bear out in profitable sales in China."

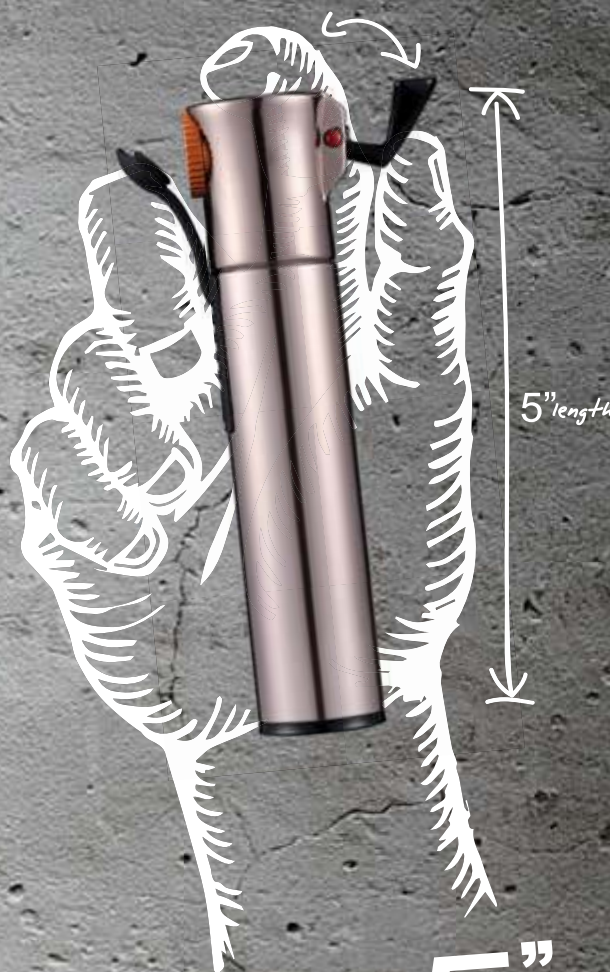
Park's exports from the United States have grown by double digits for years, officials said. It now exports to more than 70 countries. Hawkins said exports account for 35 percent of Park's sales, "and that number is growing."

## AIRACE

WWW.AIRACE.COM.TW

BOOTH : L0006

Innovative alum  
Thumb-Lock lever



5" length  
the super-micro size

Alum Mini Pump with CNC Machine  
Dust cap with Pump-Fixing function  
CNC alum mini pump



### TORCH MOUNTAIN

Fit for Schrader, Presta & Dunlop  
Max. pressure 80psi (5.5 bar)  
CNC alum mini pump  
For mountain bike

AP-48SL



### TORCH ROAD

Fit for Presta & Dunlop  
Max. pressure 120psi (8 bar)  
CNC alum mini pump  
For road bike

AP-46SL



### TORCH REGULAR

Fit for Schrader, Presta & Dunlop  
Max. pressure 100psi (7 bar)  
CNC alum mini pump  
For road bike & mountain bike

AP-47SL

台灣區代理:  
兆程國際有限公司 台中市西屯區河南路二段126-1號  
Tel: 886-4-22958282 Fax: 886-4-22956090  
e-mail: hjohnny400@msn.com

台灣區代理:  
兆程國際有限公司 Rapid horizon Co, Ltd.  
台中市西屯區河南路2段126-1號1樓

TEL : +886 4 22958282 / +886 935 965930

E-MAIL: hjohnny400@msn.com



# SRAM unveils 'urban product offensive'

SRAM is launching its "urban product offensive" at the show, including internal hubs that for the first time are made entirely in Taiwan. Its first product is the G-8 hub, an eight-gear internal hub that was designed in Schweinfurt, Germany, and is manufactured in Taiwan.



SRAM's Marcus Schneider with the new G-8 internal hub. Photo: JB

"The G-8 is the beginning of a new generation of gear hubs with a completely new technology behind it," said Marcus Schneider, co-general manager of SRAM's European Development and Training Center — the name of the former Sachs hub factory in Schweinfurt.

The G-8 weighs 2,188 grams (4 pounds, 13 ounces) and comes in black and falcon gray. It's available for coaster and disc brakes and freewheels. SRAM is developing a belt-drive version as well.

Internal gear hub products are "a very important part of our urban bike product range, but of course there is much more,"

Schneider said.

SRAM's two-gear E-Matic system debuts this spring in North America and Europe on e-bikes from Electra and other brands. The company also has a range of derailleur shifting systems for trekking bikes based on its high-end XO system for mountain bikes and Red for road bikes.

The G-8 launch brings to a close manufacturing from the Schweinfurt factory. Founded in 1895, the factory, formerly known as Fichtel & Sachs, made freewheels and hubs. SRAM bought Sachs' hub and component business in 1997.

The Schweinfurt plant now serves as what SRAM calls its European Development and Training Center.

"On the one hand, EDTC serves as a technology and service center for road, mountain, trekking bikes and suspension systems including IBD workshops and consumer events," Schneider said. "On the other hand, it serves as the R&D heart of SRAM's expanded urban product range."

Schneider oversees Schweinfurt operations with Bernhard Johanni, European R&D manager, and Richard Ruettiger, head of finance. The trio succeeded longtime general manager Werner Pickel, who left last year. ■ JB

4TH FLOOR  
M0513

# Ohm's latest e-bike uses new SRAM E-matic drive

SRAM, the American bike components giant, is tiptoeing into electric bikes with the release of its E-matic drive system.

Electra is launching the system in Europe and North America on its Electra Townie Go — the company's first e-bike. Ohm Cycles of Vancouver, Canada, is pairing the E-matic with a Gates Carbon Drive on a new e-bike for city riders. Electra isn't exhibiting in Taipei, but Ohm's bike, the Urban XU450 E2, is on display at the Gates booth.

Rob Cappucci, SRAM's category manager for electric bike products, said E-matic is just the beginning of SRAM's involvement with e-bikes. He said SRAM's next steps are undecided.

"Most likely, we're going to have something that seems more traditional [than the E-matic]," he said.

E-matic is certainly an untraditional e-bike system. It has only one wire and one connection between the hub and battery. There's a simple

on-off button but no display console or other controls.

"The best thing we've found to explain it to consumers is: it's an automatic transmission," Cappucci said. "It's everything you need, nothing you don't."

Ohm's step-through bike is for the North American market. It's designed for consumers who want to commute or run errands, and for rental and resort markets.

■ DM



4TH FLOOR  
N0623

4TH FLOOR  
M0513

# Velo raises its visibility with team sponsorships



Velo, the mighty saddle supplier to the bicycle industry, continues its push into the aftermarket to raise the visibility of its brands.

This year marks its biggest ever as a sponsor of professional cycling teams across the globe.

"We sponsor the 'touch points,' where Velo makes grips or bar tape and saddles, depending on whether it's a road or mountain bike team," said Ann Chen, Velo's international sales director.

Velo isn't going completely upmarket with top professional or Tour de France teams, which is the territory of its sister brand, Prologo.

"We have a pretty close relationship with Prologo so we don't want to get into the really high-end, fashionable saddles," Chen said.

Instead, Velo has signed sponsorship deals with teams including the CashCall Mortgage road team; Kenda/Felt pro mountain bike

team; Devinci Global Racing, a Canadian downhill team; Start of Paraguay; and Champion System pro cycling team of China, for which it is the bar grip sponsor.

"We definitely want to do a little bit more with our aftermarket range," Chen said. "If you want a global image then we have to enter that market."

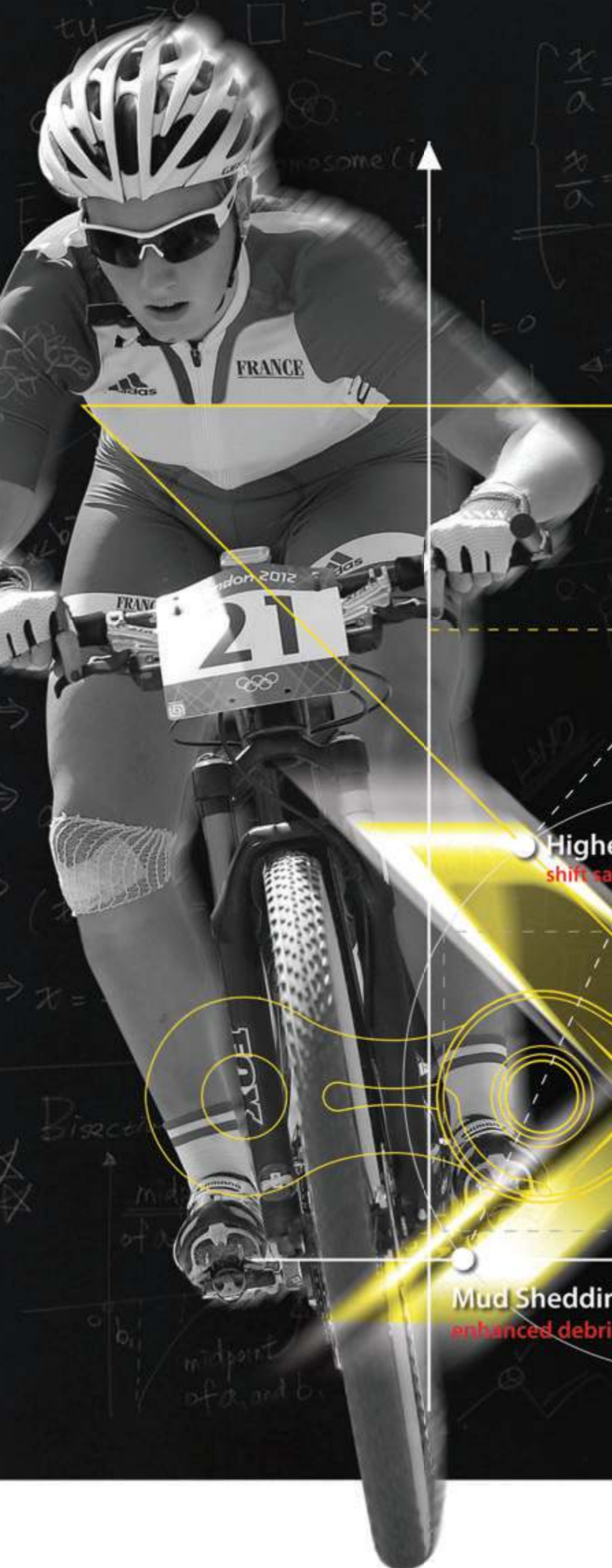
Although some 70 percent of Velo's business remains OE manufacturing for other brands, Chen said boosting the Velo name among consumers also helps its OE business. "In the future, when our OEM customer comes to us, they can be proud of saying, 'These saddles are made at Velo. They are of good quality,'" she said. ■ DM

1ST FLOOR  
J0717

Visit us on the 6th Floor, Booth #S0032



ENGLISH



# • Gold for Gold

Julie Bresset, 2012 London Olympics MTB Gold Medal  
 Sabine Spitz, 2012 London Olympics MTB Silver Medal  
 2008 Beijing Olympics MTB Gold Medal

## • MTB New Benchmark

• Highest Pin Power  
 shift safely & with confidence

• XX Durability  
 longest chain life

• Mud Shedding  
 enhanced debris discharge

• Eco ProTeQ  
 superior anti corrosion capability

KMC Booth: J118



X Super Light Champion Gold Chain

**KMC CHAIN INDUSTRIAL CO., LTD**

[www.kmcchain.com](http://www.kmcchain.com) | [www.kmcchain.com.tw](http://www.kmcchain.com.tw) KMC Chain

**KMC Chain Europe B.V.**

[www.kmcchain.eu](http://www.kmcchain.eu)

KMC Bicycle Chain

**Continental Chain Company**

[www.kmcchain.us](http://www.kmcchain.us)

<http://twitter.com/kmcchain>

# Ultra-light, thin garments are in the spotlight at SPOMODE show

**Lighter, thinner and more sustainable:** These are some of the functions that sports apparel companies have been requesting in recent years. Taiwanese manufacturers have come up with some of the most advanced fabrics to fulfill this demand.

“Consumers increasingly want fabrics with multiple functions that are comfortable as well as sustainable,” said Melissa Wang, deputy director of the Taiwan Textile Federation. “Some of the latest Taiwanese fabrics have this combination: They are light and thin, with extra functional aspects like UV protection, anti-bacterial and moisture-wicking properties, which make them very suitable for sports and outdoor garments.”

Some of these fabrics and garments are displayed at SPOMODE, the specialist fair that is taking place in conjunction with the Taipei International Cycle Show. You’ll find it in Hall 1 of the Taiwan World Trade Center on the second floor. It hosts about 120 exhibitors, some directly related to cycling and others displaying products relevant to the wider sporting goods market. SPOMODE is also a production of the

Taiwan Garment Industry Association.

An example of the specialist fabrics provided by Taiwanese manufacturers is an ultra-light down-proof fabric used in technical down jackets by international outdoor brands, which have been all the rage among outdoor enthusiasts and urban consumers in the last few years.

“Fabrics used for such jackets have to be down-proof, so they have to be quite strong. But Taiwanese manufacturers have come up with down-proof fabrics that are just 15 to 20 denier,” Wang said. “That makes the jacket extra light and gives it a very soft hand feel, which is very comfortable to wear.”

The labels of many other fabrics put forward by Taiwanese manufacturers for use by sports and outdoor brands are increasingly large, featuring a flurry of functions as well as information about their sustainability. ■ **BS**



*Melissa Wang displays a down jacket made with ultra-light and down-proof Taiwanese fabric.*

# O-Synce launches wireless remote for cycle computer

**Cyclists will now be able to operate their O-Synce GPS training computer via a wireless remote control that mounts on the handlebars.**

O-Synce general manager Dirk Sandrock calls the ANT+ Remote “the first wireless remote control with digital ANT+ transmission.” It works with O-Synce’s Navi2Coach cycling computer.

The remote mounts on either side of the handlebars. Wireless operation works up to three meters from the master device.

“Three buttons with six key functions simplify handling and increase safety,” Sandrock said. “The cyclist, with hands on the handlebar, will be ready to react in any situation.”

The ANT+ Remote weighs 13 grams — less than half an ounce — and is water-resistant. After it is first paired with the Navi2Coach, it connects

automatically. A standard CR2032 battery provides enough energy for up to a year of regular use.

4TH FLOOR  
**L1305**

Sandrock and his team are also working on apps to connect the ANT+ Remote with compatible smartphones. “Keep your smartphone safely in your bag or vest, and control your music player, phone calls or apps with the ANT+ Remote,” he said. ■ **JB**



*Dirk Sandrock with the O-Synce Navi2Coach and ANT+ Remote. Photo: JB*



**SUNRACE  
DRIVEN**

**STURMEY**

**ARCHER**

EST. 1902

**CSMX**

10 SPEED 11-36T



**S2**  
2 SPEED  
Kick Shift Hub



**MFEZ1**  
10 SPEED 11-36T  
E-Bike



**FCRZ**  
10 SPEED



**RDRZ2**  
10 SPEED



**CSMX**  
10 SPEED 11-36T

# There's no stopping the big shift toward disc brakes for road bikes

Disc brakes for road bikes are a genuine trend. Although some big component manufacturers haven't yet released their own hydraulic disc brake set-ups, they've been spotted testing systems for some time.



TRP HY/RD hydraulic road disc brake.

Why use hydraulic brakes on a road bike? Simple: Hydraulic brakes are more powerful than mechanical caliper brakes. More important, riders can better modulate braking pressure with their fingertips, which means a faster ride.

Disc brakes have other advantages. They're quiet, low maintenance, and they perform better and are more reliable in different weather conditions. A wheel that's out of true won't affect the performance of a disc brake. And they avoid a problem with carbon rims in which caliper brakes perform poorly and irregularly in wet conditions.

The main drawback is that hydraulic discs must dissipate a lot of heat, which creates technical complications.

Widespread adoption depends on politics — specifically, whether disc brakes receive the blessing of the UCI, cycling's governing body.

"The discussion is still open with the different actors [e.g., bike and wheel manufacturers]. For the moment we have not yet found a perfect solution so it's

why the disc brakes are still not allowed in road races until further notice," said Matthieu Mottet, the new head of technological coordination for the UCI.

However, signs are positive because the UCI has already allowed disc brakes for 'cross bikes.

Here's a look at brands that offer disc brakes, or are expected to do so shortly:

**Formula.** At last year's Taipei show, the Italian maker of bicycle and motorcycle brakes joined forces with Colnago to help launch the trend toward fully integrated hydraulic road disc brakes. Formula's RR1 brakes integrate with Shimano Di2 and Campagnolo EPS electronic groups at the brake lever. All that's required is swapping out the tiny buttons behind the levers. The hydraulic pistons are integrated in the brake hoods, while the carbon levers are stylish. The front and rear rotors are 140mm in diameter.

Other bicycle brands are expected to spec' the RR1s after Formula's exclusivity contract with Colnago expires this month.

**Tektro.** The Taiwanese brake manufacturer also helped launch the category at last year's show on a Stevens bike.

See related story, next page, for Tektro's current plans.

**Shimano.** The component leader hasn't released hydraulic road disc brakes but is expected to soon. Prototypes have been seen on a competition 'cross bike, paired with the electronic Di2

4TH FLOOR  
M0403

1ST FLOOR  
I0112

4TH FLOOR  
M0814



Formula RR1 on a Colnago C59 bike.

Dura-Ace group.

Shimano is already a leader in hydraulic disc brakes for mountain bikes with its ICE technology, which maximizes heat dissipation from the calipers, pads and rotors. Heat dissipation is also a key issue for road bikes. Extreme heat accumulation in hydraulic disc brakes may result in brake failure.

Shimano is currently delivering the R515 road disc brake, which is compatible with its ICE Tech rotors for extra braking power. The R515 caliper weighs 181g.

**SRAM.** Shimano's main rival has not officially launched hydraulic road brakes either, but it's been openly testing them on its Red group for some time.

SRAM riders have been spotted riding hydraulic disc brakes prototypes in 'cross

competitions as well, and you can find online photos of a slick caliper rim brake operated by a hydraulic cylinder. SRAM had planned to release Red hydraulic breaks last fall but hasn't given an update or explained the delay.

SRAM is now selling a mechanical road disc brake, the Avid BB7 Road SL. At 170g, it is a lighter version of the BB7 'cross brake, using Slickwire XL extra-long cables. The Road SL uses titanium hardware and upgraded rotors.

**Hayes.** The U.S. company has not announced plans for hydraulic disc brakes. But with its long experience with its road CX5 mechanically actuated disc brakes, it would be no surprise to see Hayes jump into this category as well.

■ GE

4TH FLOOR  
M1017a

4TH FLOOR  
M0513

## Comfort, commuter drop-bar bikes now feature disc brakes

Disc brakes are now almost standard on 'cross bikes. But they're also influencing a new generation of drop-bar bikes across a range of categories, from comfort and commuting bikes to trekking and tri models.

The comfort and commuter categories seem to be the next categories to embrace disc brakes. Technically, these bikes fall somewhere in between road and 'cross bikes.

While road bikes are typically designed for tires of up to 25mm, 'cross bikes need to accommodate tires up to 35mm (the UCI maximum is 33mm). Comfort and commuter frames are made for tires from 28C to 45C (28mm to 45mm).

Because commuter bikes are made for daily use, their frames need to

accommodate fenders and racks. Lights are normally battery-powered. Some countries, such as Germany, require hub dynamos.

Comfort and commuter models accommodate a range of gear options — either standard chain derailleurs (mechanical or electronic) or internal geared hubs (from two- to 15-speed). Many of the latter versions use belt drives.

Shine Wheel (Booth K0607) is one of several exhibitors showing new drop-bar bikes. Its Itek comfort drop-bar



Tout Terrain Xover bike.

comes with a Shimano 105 groupset and incorporates Tektro's new HY/RD hybrid hydraulic disc brake system. The Itek Free Road is a commuter drop-bar bike with an Alfine 11-speed hub and belt

drive. The Tout-Terrain X-Over is a comfort drop-bar bike with Alfine 11-speed hub and Gates belt drive, Tektro Paradox disc brakes and dynamo C-lights. ■ GE

# Cyclocross bikes remain the proving ground for road disc brakes

Cyclocross has been the proving ground for the new generation of hydraulic disc brakes that are now making their way onto road bikes. Here's the latest disc brake news from the 'cross front:

**Tektro.** The Taiwan brake manufacturer was one of the first to offer hydraulic disc brakes for 'cross bikes and then for road bikes. This year, Tektro is launching two new 'cross systems. The Spyre and the high-end Spyre SLC, sold under the TRP brand, are innovative, mechanical dual-activated pads, which can also be used on road and commuter bikes (see related story, this page).

1ST FLOOR  
**I0112**

Tektro is best known for its high-end TRP Paradox system for 'cross and road bikes. Launched in 2011, the Paradox uses a converter system. A mechanical cable runs from the brake lever to a converter, and then a hydraulic line to the disc brake. It's been used on several 'cross models.

**Hayes.** The U.S. brake manufacturer released its CX5 mechanical disc brakes last year, gaining spec' on cyclocross bikes from Ridley, GT, Trek, Brodie and others. The CX5 uses a static inner brake pad and a mechanical pressing outer pad that squeezes the rotor between them. The inner pad's position is adjustable. It is a very stiff, strong brake but at 300g (for one caliper and one 140mm rotor) it is not the lightest on the market.

4TH FLOOR  
**M1017a**

**Shimano.** Its CX75 mechanical disc brakes (and R515 for road bikes) are simple, efficient and good-looking. Mounting the CX75 takes minutes, and changing the brake

4TH FLOOR  
**M0814**

pad is equally simple, showing that Shimano has sweated the details. For instance, the brake pads are slightly cut thus guiding the disc into the caliper when changing the wheels. Testers report that the brakes are strong, smooth and modulate well. They also perform smoothly in all types of weather or dirt conditions. The CX75 caliper weighs 151g.

**Avid.** SRAM's brake brand, Avid, has garnered spec' on several 'cross and road bikes with its BB7 SL brake system. The mechanical calipers weigh 170g. Specialized specifies the BB7 on its Secteur Expert Disc Compact road bike, its commuter Tricross Comp Disc Compact and its 'cross Crux Expert Carbon. The less expensive BB5 is mounted on bikes lower down the price point. Raleigh also specifies the BB7 disc brakes on its RXC Pro 'cross bike, while the Cannondale Cyclocross team runs BB7 RSL disc brakes. ■ **GE**

4TH FLOOR  
**M0513**



Avid BB7 disc brake caliper

## Tektro's innovative disc brake fits any road bike

Tektro is introducing a new hybrid hydraulic disc brake system for road bikes at the show. Called HY/RD (for Hybrid-Road), the brake will be sold under Tektro's high-end brand, TRP.

Tektro has taken an unusual approach. To make the hydraulic brake compatible with any road group, the calipers are activated through a traditional mechanical cable found on any road brake/shifter integrated lever on the market.

Within the calipers, the mechanical movement is converted into hydraulic power, giving the advantage of hydraulic brake modulation. Each caliper contains a hydraulic system that activates the

two opposing brake pads, which are self-adjusting and offer excellent dual-piston stopping power, like fully hydraulic systems. The brakes are easy to set up and maintain. The HY/RD weighs 187g.

Also new are Tektro's light mechanical "Dual-Activated-Piston" brakes for 'cross bikes. The design simulates the action of hydraulic brakes. By pulling a U-lever arm on the caliper, two opposing pads are activated simultaneously and precisely for high performance.



Tektro HY-RD caliper

The top-of-the-line Spyre SLC, sold under the TRP brand, has a carbon U-type lever arm. The standard Spyre, under the Tektro brand, used forged aluminum.

1ST FLOOR  
**I0112**

Both calipers are manufactured from one-piece forged aluminum for the best possible stiffness.

The low weight and dual activation of the pads on the discs make the Spyre series an interesting alternative for road bikes or other drop-bar bikes. These should help Tektro, a pioneer of disc brakes for road bikes, maintain its lead in this fast-developing category. ■ **GE**

EAT  
SLEEP  
SHRED

INTRODUCING THE BALDWIN  
TRAIL, ENDOURO, ALL MOUNTAIN

292 grams per pair [Ti]  
332 grams per pair [CroMo]  
6061 CNC ALUMINUM BODY  
3 CARTRIDGE BEARINGS  
XPT CLEAT  
6 FLOAT

**xpedo**

SERVICE@XPEDO.COM WWW.XPEDO.COM 800.111.30517

PHOTO: STEPHAN RAUHAEL  
RIDER: KYLIE WÄRNER

# New Products 2013

## Polisport Guppy

4TH FLOOR  
L0317



The award-winning child carrier, which won an iF design award last year, is back with new color options. The Guppy comes in two styles: the Maxi and the Mini (for attaching to the rear or the front of the bike). Now, Guppy owners can spice up the look of their Guppy with the purchase of a "Guppy Style Set," which lets them swap out the padding and armrests for sets of different colors.

## Alien Machinery Ceramic-Carbon Brake Disc

TWTC HALL 1, 2ND FLOOR  
H0616



Hot or cold, wet or dry: Alien Technology's ceramic-carbon fiber brake disc works instantly in all conditions and needs no warm-up. The Alien Technology disc is lighter than the typical steel disc. The disc plate is made of aerospace-grade carbon fiber that resists heat of up to 300 degrees Celsius (570 degrees F). Ceramic inserts around the circumference of the disc ensure the brake pad never comes into contact with the carbon fiber plate. Alien's ceramic-carbon fiber disc has passed European requirements for brake safety.

## BioLogic Hard Case for iPhone 5

4TH FLOOR  
M1019a



The Hard Case for iPhone 5 is a waterproof, rugged aluminum case that is precision machined from aerospace-grade aluminum. An internal suspension of silicone provides shock protection. The Hard Case's patented waterproofing technology meets IP68 standards, ensuring protection from heavy rain, snow, dirt, dust, sweat and sand. The case weighs 86 grams and allows access to all iPhone functions including touchscreen, front and rear cameras, charge port, headphone port and volume buttons. It will be available in silver and black.

## Cateye Stealth 50

4TH FLOOR  
M1001a

CatEye's new Stealth GPS-enabled cycle computers are simple to operate and easy to use. The accuracy and convenience of GPS eliminate the need for a sensor and make set-up super quick. The Stealth 50 is ANT+ compatible, so it works with CatEye and third-party ANT+ power, heart rate, cadence and speed sensors. After a ride, cyclists can upload their ride data to CatEyeAtlas.com or other web-based training programs.



## Culprit Croz Blade

1ST FLOOR  
I1107

The Croz Blade is a full carbon monocoque aero road bike with two brake assembly options. The same frame/fork can be built with either TRP TTV rim brakes, or with disc brakes in a clean aero design. The Croz Blade has a patented fork design as well as a hidden brake under the BB to keep the unused brake clean. The bike can be built with mechanical or electronic groupsets. Complete disc brake road bike weighs 7.6 kg.



## O-synce navi2coach

4TH FLOOR  
L1305

O-synce's navizcoach ticks every box. It offers navigation, training control and geocaching. It is the only GPS-based bike computer with a standard, interchangeable battery, and it connects to any operating system without drivers. Users can control the navizcoach with the new O-synce ANT+remote.



## Pro-Lite Paula

4TH FLOOR  
L0816

Pro-Lite has revamped its Paula wheelset for 2013. It's light but comes without weight restrictions, unlike many of its rivals. Strength comes from using flash welding, which provides a better strength-to-weight ratio. Straight-pull spokes are less susceptible to snapping, allowing for a higher spoke tension. The Paula sidesteps the typical problems with replacing straight-pull spokes by using standard spoke threading so it is so it is no more difficult to replace than a conventional wheel.



## Haibike Affair RX

4TH FLOOR  
M1219

The Affair RX racing bike offers SRAM's highest quality Red equipment. The light Reynolds Assault Carbon wheels with Haibike lettering add to the Affair's contemporary appearance. A press fit BB saves weight compared to regular systems, while a tapered seat tube increases stiffness in the BB area and gives more comfort on top.



## Taya Traveler Series

1ST FLOOR  
K0610



Every journey has a colorful memory. Taya's Traveler Series of chains comes in the national colors of different countries, encouraging cyclists to "Open up your mind and learn cultural diversity." The low-friction,

high durability color treatment on the inner plate retains its long-lasting finish. Taya is a coating specialist that has developed durable and eco-friendly treatments for chains. Its DHT (Diamond Hard Tech) process further enhances surface hardness, extending the life of the chain to a typical range of 3,000 to 5,000 kilometers (1,865 to 3,105 miles).

## SunRace CSMX MTB Cassette

1ST FLOOR  
J1217

The stylish 10-speed MTB cassette (11-36T) from SunRace uses a red anodized finish on its aluminum parts for a sharp contrast with a black chrome finish. The spiders, spacers and locking are made of aluminum for lightness and strength.



# 2013台北国際自転車展イベントスケジュール

## 3月21日

時間	プログラム	主催者	会場
09:00-17:00	軽電動車輛 (LEV) 試乗コーナー	TAITRA ExtraEnergy Org.	南港展示会場運搬用カーゴランプ (4階)
10:00-16:00	TES電動スクーター試乗コーナー	ITRI、TAITRA	南港展示会場 1階 南口サイド
11:30-15:00	2013 TaiSPO & SPOMODE ファッションショー	TAITRA	南港展示会場 1階 エリアCステージ
11:00-12:30	第17回国際自転車デザインコンテスト授賞式	DoIT of MOEA、CHC、TBEA、TAITRA	南港展示会場 4階 402会議室
14:00-16:20	2013国際自転車トレンド・フォーラム: 台湾をサイクリングアイランドへ		
14:00-15:50	台北ショー2013新製品発表会	TAITRA	南港展示会場 6階 屋外バルコニー
14:00-15:00	サイクリング・エクストリーム・パフォーマンス (出演: Ms. Angie Marino, Mr. Mike Steidley)	台湾エクストリームスポーツ協会	南港展示会場 1階 北口サイド
14:30-15:30	TaiSPO & SPOMODE ファッションショー (フラッグシップショー)		南港展示会場 3階 レストラン
18:00-20:00	台湾サイクルナイト	TAITRA、TBEA	南港展示会場 3階 レストラン

日本語

## SRAMから新内装ハブ ホール4階 M0513

SRAMは台北ショーで初の100%台湾製内装ハブをはじめとする「アーバンプロダクト攻勢」をかける。台湾製100%の第1号製品はドイツ・シュワインフルトでデザインされた内装8段ハブG-8。「G-8は全く新しい技術を背景とする新世代ギアハブの始まり」とSRAMの欧州開発&訓練センター(旧Sachsシュワインフルトハブ工場)のマルクス・シュナイダー共同統括責任者は言う。

G-8は重さ2,188g(4.8ポンド)でブラックとファルコングレーのカラーオプション2種を用意。コースター、ディスクブレーキ、フリーホイール用を揃える。目下ベルトドライブタイプも開発中だ。SRAMは昨年の台北ショーでG-8のプロトタイプを出展した。内装ギアハブ製品は「当社アーバンバイク製品レンジの極めて重要な部分であるが、中でもG-8はこのほか重要性を帯びている」(同)という。



SRAMの欧州開発&訓練センター(独・シュワインフルト)の運営をトリオで掌るベルンハルト・ジョハニ、マルクス・シュナイダー、リチャード・ロイツィゲルの3氏(左から)

SRAMの2段E-Matic システムがElectraをはじめとする各種ブランドの電動自転車に装着されて今春北米とヨーロッパで販売開始されているが、ほかにMTB用ハイエンドXOシステムとロードバイク用Redの技術をベースとしたトレッキングバイク用変速システムの新レンジも発売している。

G-8の発売はかの名門シュワインフルト工場による製造に近いものを思い起こさせる。1895年創業の同工場(旧Fichtel & Sachs)はフリーホイールとハブを生産していた。そのハブ並びにコンポーネント部門をSRAMが1997年に買い取った。シュワインフルト工場は現在も健在でSRAMの欧州開発&訓練センター(EDTC)として稼働しているのである。「EDTCはIBDワークショップや消費者イベントを含むロード、MTB、トレッキングバイク、サスペンションシステムのための技術・サービスセンターとして機能する一方で、SRAMの拡大したアーバンプロダクトレンジのR&D心臓部としての働きを持つ」とシュナイダー氏は言う。同氏はベルンハルト・ジョハニ欧州R&D部長、リチャード・ロイツィゲル財務部長とともにSRAMのシュワインフルトを統括する経営トリオの1人である。長年ゼネラルマネージャーを務めた昨年退社したヴェルナール・ピッケルの後をトリオで継いだ。

## O-Synceの新モデルに サイクルコンピュータ用 ワイヤーレスリモコン TWTC第1ホール 2階展示フロア H1101

サイクリストは今後ハンドルバー装着のワイヤーレス・リモートコントロールでO-SynceのGPSトレーニング用コンピュータを操作できるようになる。O-Synceのダーク・サンドロック・ゼネラルマネージャーはANT+ Remoteを「デジタルANT+トランスミッション付の初のワイヤーレス・リモートコントロール」と呼ぶ。O-SynceのNavi2Coachサイクルコンピュータとの併用製品として発売する。



O-Synce Navi2CoachとANT+ Remoteを手にするダーク・サンドロック・ゼネラルマネージャー(写真: Jo Beckendorff)

リモコンはハンドルバーの左右いずれかのサイドに装着、ワイヤーはマスターデバイスから3mの距離まで稼働が可能だ。「主要6機能を備えた3つのボタンが操作を簡素化し安全性を高めている」とサンドロックGM。「サイクリストは両手でハンドルバーを握ったままどんな状況にも素早く反応できる」ANT+ Remoteは重さわずか13g(半オ

ンス以下)で水を弾く特性を持つ。最初にNavi2Coachとペアセットすれば後は自動的に繋がる。標準のCR2032バッテリーで通常使用すれば1年間は十分にもつという。同社ではANT+ Remoteと互換性のあるスマートフォンを繋ぐアプリの開発も進めている。「スマートフォンを自分のバッグやベストに安全に収めながらミュージックプレーヤーや通話、ANT+ Remote付アプリを操作する」とサンドロックGMは笑顔で話す。■JB

TAIPEI SHOW BOOTH NUMBER I0830

無聲花殻 SILENCE ITEM NO. DA8527BQ-FG



PRECIOUSLY ACCURACY

追求 絶対精確



No.151, Lane 325, Kung Ding Rd., Shar Lei Village,  
Sheng Sei Shung, Chung Hwa Hsien, Taiwan R.O.C.  
TEL +886-4-7588-777 +886-4-7588-889  
chosen.tw@msn.hinet.net  
www.chosen-hubs.com



### Coliped共同ブース 出展34社集め 今年も最大規模に

欧州の二輪車部品用品同業者の組合であるColipedの共同ブースが2年連続で台北ショーの最大出展者となる。同ブースへの今年の欧州メーカーの参加は34社で総展示スペース837平米(9,009平方呎)に93ブースを確保して有力ブランドによる華やかな競演を展開する。今年は新規出展者に以下の7社が加わった。

Ambrosio (ホイールセット、リム、タイヤ)、Cicli Esperia/Fondriest (レーシングバイク)、Dual Press (Dr. Pad サイクリングパッド)、Fir/Gist (ホイールセット)、Lake Cycling International (サイクリングシューズ)、Miranda & Irmão (ブレーキ、チェーンホイール、クランク、その他部品)、Rodi Sinks and Ideas (Rodiリム及びホイール、Black Jack ホイールセット)。

国別ではベルギー、フィンランド、ドイツ、英国、イタリア、ポルトガル、オランダの7カ国。Colipedでは、今年スペースが足りない関係で出展を断らなくてはならなかった欧州メーカーのすべてが将来揃って出展できるように再度パビリオンを拡大していきたいとしている。

他のColipedパビリオン(共同ブース)への出展者は4ZA、AGU、Alpina Raggi、Apollo Vredestein、Bobike、Büchel、Carrera/Podium、Challenge Tires、Clarks Cycle Systems 及びColipedに加えてCratoni Helmets、Elite、Fast Forward Wheels、Herrmans、Industrie Sportive、ITM Bike Components、Limar Helmets、Polisport、Ryde International、Santini Maglificio Sportivo、さらにSchwalbe/Ralf Bohle、Selle Italia、Selle Royal Group、Ursus、Vittoria、Weldtite Products、Widekが名を連ねている。Colipedパビリオンは南港展覽会場4階展示フロア。



### UbiFrance 国内優良ブランドの台北ショー出展主導

サイクリストなら誰でもフランスがツール・ド・フランスの開催地であることを知っている。今年台北ショーを訪れる人は自転車業界に関連するフラン

スのもうひとつの重要な側面を見る機会に出会えるはずだ。UbiFrance (フランス国際事業開発局) が今年フランスパビリオンに国内メーカー12社

を集結させた。出展者の顔ぶれは高性能カーボンホイール及びフレームの専門メーカーCorima、オーダーメイドのフレームメーカーCyfac International、電動自転車及びアクセサリを生産するHilltecks Distribution、ライトメーカーSpanningaの親会社Jos International、カーボンバイク及びクランクセットの専門メーカーLook Cycle、世界的タイヤメーカー Michelin、クランクセットのStronglight、さらにカーボン製フレームとペダルで知られるTime Sport、アクセサリメーカーVelox、独自のコグとハブを装着したフレームの新レンジを昨年発売したVictoire Cycles、19世紀から自転車用アクセサリを生産するZefalと、錚々たるメンバーが顔を揃えた。UbiFranceによると、フランスにおけるサイクリングは年間6%伸びている。小売の販売台数は年間320万台で売上げ金額13億5000万ユーロ(17億5000万ドル)に達する。国民の自転車利用率は10年前の3%から現在は4.7%になっている。



昨年のフランスパビリオン

### 最新のペデレックが 各種試乗できる ExtraEnergyトラック

ExtraEnergyは今年の台北ショーでも再び最新のペデレックと電動自転車各種試乗できるTest ITトラックを主催する。同試乗コースは南港展覽会場メインホールでスタートする全長100m(109ヤード)のスロープで、数百名の人達がテストライドに訪れるものと見込まれる。

ExtraEnergyはドイツ・タンナに本部を置くNGO(非政府組織)で1992年から軽電動車輛(LEV)の市場拡大に向けた活動に取り組んでいる。試乗会や会議、製品テストを通じてLEVの普及振興を図っており、1997年から世界の各トレードショーやイベントでTest ITトラックでの試乗会を主催している。



ExtraEnergyの試乗コーナー

### 新規ディストリビューターに XLCから\$500の販売補助金支給

Winoraグループの部品ブランドXLCから新しいディストリビューターが拒絶できないとの願いを込めたオファーが出されている。XLC製品の輸入にいち早く同意したディストリビューターに販売の助成を施すというもので、「この台北ショーでXLCの輸入契約を結んだ最初の3社に対して販売補助金\$500を支給する」とWinoraグループのベルント・レッシュ輸出部長は話す。

XLC Pro、XLC ProRide、XLC Pro SL、XLC Carbon SLで、ビギナーからベテランサイクリスト、プロライダー向けなど合わせて1,700を超える様々なアイテムを取り揃えている(同)。

XLCとWinoraグループはAccellグループの一員とともにAccellの共同ブースに出展する。XLCはAccellが世界に向けて販売する初のアクセサリブランドである。

部品・アクセサリとともにXLCではIBDの選択・好みに応じて様々な店舗のサイズに合わせられる魅力ある「ショップ・イン・ショップ」コンセプトも提供する。「XLCの製品レンジは全部で6つの製品ラインに分けられる。すなわちXLC、XLC Comp、



### 頭を使ってTシャツ、ヘルメットを Bergamontでゲット

Bergamontのゲームは早い者勝ち。同社にアポを取るディストリビューター先着20人にCratoniのサイクリングヘルメットとBergamontのTシャツが無料で贈呈される。



ホール4階  
N1124

## CRATONI

100% HEAD PROTECTION

International  
Distributors  
Wanted

Visit us at  
Upper Level (4F)  
Booth M0205



**TranzX**

# SMALL SIZE BIG PERFORMANCE



VISIT OUR BOOTH  
TO DISCOVER THE NEW  
**M25 CENTRAL MOTOR**



## INTRODUCING THE NEW PREMIUM **LogiX** *line* AND MICRO-SCALED M25 CENTRAL MOTOR

TranzX sets new standards in e-bike technology and customer satisfaction with the LogiX Line – underwriting a new wave of e-bike mobility systems and components of distinguished quality and reliability. Utilizing the premium CAN-Bus diagnostics system, LogiX sensor technology monitors drive performance steadily and automatically – offering immediate error detection and custom programming through the same interface. The nearly invisible, extremely capable TranzX M25 motor, a scaled-down hybrid generating a surge of power stronger than larger e-bike motors, is the first TranzX premium component to carry the LogiX mark.

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



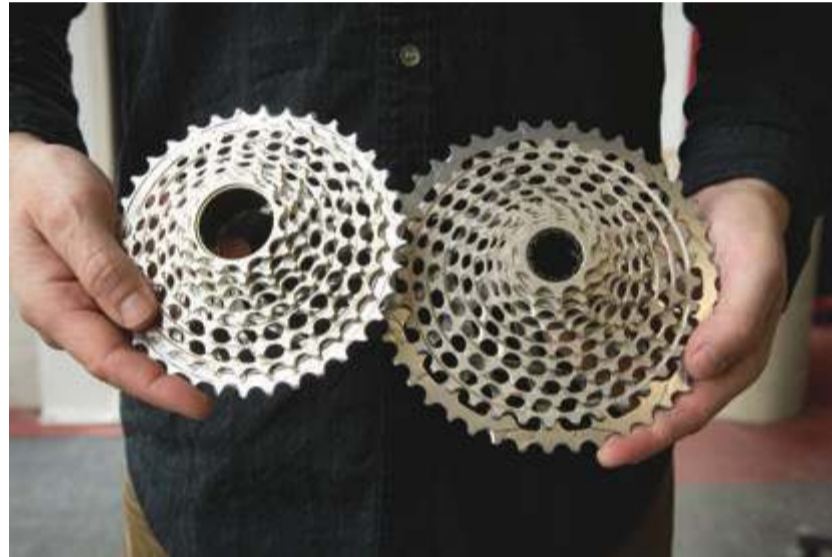
# 11スピードトレンド "More is better"

Campagnoloの先導でハイエンドのロードバイクに11段グループへのトレンドがスタートした。どうして10段プロケットを止めて11段にするのと訊けば、誰もがとていいほど「何んでそうしないの」と返してくる。プロもアマチュアも一様にレンジを拡げプロケット間のギャップを小さくしたいと願うが、この要望に応えたのがコグの継ぎ足しだった。カンパに続いて大手メーカーが相次ぎ参入する11段グループセット。その現況に迫ってみた。

Campagnolo. 2009年モデルに初めて11段グループセットを投入したが、その時カンパは同社が「コンペティション」グループと呼ぶ最上級のSuper-Record、Record および Chorusのために11段の技術を温存していた。シフティングは精度が高く構造はCampagnoloならではの優美さがあつた。もし何らかの欠陥があるとすれば新しい幅狭チェーンの耐用寿命にあつた。Campagnoloの11段への動きは2008年の金融危機以来失速し始めた市場で同社を押し上げる原動力となった。市場での反応はすこぶる良好でカンパではその11段の技術を準最上位グループのAthenaへと拡げた。さらにSuper-Record、Record、AthenaのEPS（電動）グループのすべてにわたり11段を定番とした。

Shimano. 先行するCampagnoloの後を追ってShimanoは最上級Dura-Aceグル

ープを刷新、電動、メカニカル両タイプとも11段に変更した。新グループはともに多くの特性を共有している。グループの先行モデルより軽量でブレーキはよりパワフルになった。さらに歓迎すべきは、チェーンリングとスプロケット歯は既存10段システムと同じ厚みなので11段チェーンは10段より耐久性を持たせなくてはならないという同社の確たる判断にある。主な違いは歯の形状にある。新9000Dura-Aceのチェーンは耐久性を高めシフティングをよりスムーズなものにするためPTFEコーティングを施してい



る。もし謳われるところのチェーンの耐久性が実戦でも持ちこたえるものならあらゆるロードバイクに対して間違いなく11段へのトレンドが強まるはずだ。Shimanoの新グループに装着されている11段フリーハブの幅はCampagnoloのそれと同じだが、丈はShimanoの方が1.8mm長くなっている。

Campagnolo  
Athena Cambio



XX1 MTB 11段グループはフロントにチェーンリングがわずか一つ（つまりフロントディレラー無し）でリアが11段スプロケットの組み合わせ。フロントディレラーを外すことでシステムをシンプルにしてトラブル発生を軽減している。XX1の性能が優れるのはSRAM特製のX-Syneチェーンリングとこれに合わせた11段チェーンがあつたこと。チェーンリングは過酷な路面の走行時にもチェーンが外れないようにデザインされた急進的の歯の形状の歯を使っている。そのデザインには歯に代替プロファイルが用いられているが、その一つが厚めでステップ深かめの形状歯、続いてよりスタンダードな形状の歯。代替歯は雄雌チェーンリンクのインナープロファイルとマッチさせている。テストライダーは、「正直XX1の性能の高さには驚かされた」と話す。スムーズでテクニカル特性も磨かれている。例えば、XX1のシフターをストローク全体に押し通すとチェーンが次の5つのより大きなコグを巡って動く（10段システムの時と同様に）といった具合だ。11段のメンターゲットはエンデューロのレーサーとオールマウンテンのライダーに置かれているが果たして11段はオフロードバイクでもスタンダードになるのかという問題は依然としてある。現状の市場構成を見る限りでは答えは、ならない公算が高い。しかし11段がエンデューロ（とりわけUCIがエンデューロレースをサポートしている今）ははじめオールマウンテン、ダウンヒルのレーサーの関心を引き起こすことはあり得る。その他のオフロードでは大半がトレイルが陰し過ぎる時もギア無しで走ることができる。ギアを使うとしても10/42歯カセットのレンジで通常はこと足りる。11段がハイエンドのロードバイクでは紛れもないトレンドを形成しているとしてもオフロードではまだその自己証明（確たるトレンドの兆し）は見えてこない。■GE

しかし、両社はそれぞれ個別のサプラインを使っているためホイールにはそれぞれのシステムに合うフリーハブが必要となる。

Shimanoの11段への思い切った切り換えは同社に大いなる成功をもたらした。従来の10段より脆弱で互換性に劣るグループを作り出す代わりに新Dura-Ace 9000は同社がこれまで生産してきたグループのどれよりもタフで信頼性が高くスムーズなシフティングのものに仕上げられた。ことにフロントシフティングが秀逸。フロントディレラーはチェーンとリングのオン/オフをびしゃりと決めてシフターの負担を大幅に軽減。リアのシフティングも従来どおりパーフェクトでしかもこれまでにない速さだ。新しいグループセットは重さを12g落としながらクランクアームとチェーンリングの硬度を高めている。しかしさすがShimanoと思わせるのはメカニカルグループの素晴らしさで、同社のDi2電動姉妹モデルと比べてもまったく遜色がない。もしShimanoが伝統に従うなら11段の技術の使用を素早くロードのグループへと伸ばしていくと期待している。

SRAM. 競争が11段へと進んでいくとしたらSRAMはどうするのか？同社からは11段ロードグループの発表はまだないが、オンライン・サイクリング・フォーラムの報道によれば、目下11段グループをテスト中とのことだから米国のコンポメーカーもいずれこの潮流に乗ってくるものと期待される。ただそれも驚くには当たらないだろう。11段MTBの技術においてはSRAMはすでに市場の先陣を切っているわけだから。SRAMの



The special design of  
SRAM's XX1 chainwheel teeth

Visit us at Taipei Cycle Show in Booth M1019a.

## Super light power. On your bike.

Joule™ 3 Dynamo Hub

Super-light.  
Super-efficient.  
Ultra-compact.



Only 355g (for lightest version)  
StVZO Compliant with extremely low drag.  
Disc Brake Compatible

**BIOLOGIC**  
www.thinkbiologic.com

# Giantが創業40周年迎える

1970年代、Taiwan Giantsはアメリカのチームも負かす世界で最も成功を収めた野球チームだった。36歳のエンジニアが自転車の会社を立ち上げた時、この輝かしい国民的スポーツの成功に敬意を表して社名にGiantの名を冠した。King Liu（劉金標）氏はそれまでの事業に別れを告げて1972年にGiantをスタートさせた。収益性も高かったウナギの養殖場を台風が吹き飛ばしてしまったのだ。ウナギ養殖場の惨事のあと自転車へと転向したのははっきりとした見通しに立ってのことでなく、また直ちに成功を収められるものでもなかった。劉氏は品質の高い自転車を作り出したかったが1972年当時の台湾はローエンドが専門で注文どおりの機械を工場に備えるまでに多くの時間と資金を費やすことになった。「4年をかけて自転車1台を作ったが、それというも品質がマーケットの基準に届いていなかったから」と劉氏は振り返る。Giantはちっぽけな会社に止まっていた。その後の成長は台湾のネイティブである劉氏が中国大陸出身のTony Lo（羅祥安）氏を雇い入れたところから始まった。羅氏は国立台湾大学のビジネススクールを



Tony Lo

卒業し貿易関連の協会でマーケティングマネージャーを務めていた。SchwinnへのOE生産契約を失う事態に直面した時、Giantを自社ブランド展開へと導いた立役者こそ羅祥安だった。これは1980年代の台湾では極めて異例のことだったが「今でも異例」と羅氏は言う。「我々は自転車を良くするためのアイデアをたくさん持っていたが、顧客はみな耳を貸さなかった。皆さんデリバリーと値段にしか興味がなく、デザインや品質の向上とか長期的取り組みに関わることなど関心の外だった。自社ブランドに関してはユーザーとの直接の対話に心を配った。どれだけ売れるかはさておいて長期の視野に立っていた」さらに「Giantとしてはまた出荷先のコントロールもしたかった。先方の値引き要請に左右されないビジネスを目指したかった」とも。Giantはいま年間で570万台を生産し、ハイエンドバイクでも世界最大のメーカーに登りつめた。台湾の本社工場ではTrek、Canyon、Scott、Colnago、Yetiの自転車生産も手掛けている。羅氏にとって自転車づくりは品物を扱うだけのビジネスではない。氏はサイクリストで、劉金標氏も



サイクリスト（2008年からだから遅れてきた転向だけ）。世界各国のGiantの幹部たちもこぞって熱心なサイクリストへの仲間入りを果たすものと見込まれている。羅氏はサイクリングを宗教になぞらえて自転車販売店を教会に見立てる。教会である世界の自転車専門店が「良き言葉（サイクリング）を広められる手助けができればと思っている」羅氏は確信する。自転車の専門ディーラーがもっとブランドを絞ってその取扱いに専念すればサイクリングの売り手として最高の備えができると。（恐らくたった一つのブランドでもいい：手掛かり：頭文字Gのブランド名）「Less is more.（少ない方が多くを得られる）すべてを保有することは欲しない。そうではなく小売店の手助けをして彼らがユーザーにとって最適の自転車を見つけられる助けができればいいと思っている。Giantはグローバルブランドだから各地域の一時的落ち込みを乗り越えられる。欧州が不振にある時も別のマーケットでは不振でないところが一つや二つはある。全般的に見て自転車の先行きは明るい。Giantにとって」と羅氏は言う。「肥満がどこの国でも問題になっている。自転車は健康にいい。成長は続く」と見る



President Ma & King Liu

## Giant 40年の歩み

- 1972年 Giant工場、劉金標氏により創設
- 1973年 羅祥安氏Giantに入社
- 1977年 当時の有力ブランド米国Schwinn から生産受注獲得
- 1981年 Giant の自社ブランド開始でOEM からOBM (Original Brand Manufacturer) に表現変更
- 1986年 年産100万台達成。オランダに拠点開設
- 1987年 量販市場向けパートカーボンのパイオニア Cadex 980 Cを上市
- 1992年 中国に初の生産工場開設
- 1995年 英国のMike Burrows 氏デザインによるCompact Road開発
- 2003年 TCRコンポジットフレーム上市。GiantがA-Teamを共同創設
- 2007年 世界販売500万台、売上げ8億2000万US\$突破
- 2011年 生産570万台、うち自社ブランドが300万台に
- 2012年 Giant創業40周年迎える。現在世界のディーラー1万1275店、中国のGiant取扱い専門店2000店

日本語



MEET YOUR DIGITAL COACH!  
YOU CAN!

Coaching

Analysis

Navigation

o\_synce®  
be in motion



navi2coach



ANT+remote

# New Products 2013

## Primavera Festino

ホール1階  
J1421



2008年半ばに市場投入されて以来FestinoはPrimaveraの中でもトップの人気を誇る。東でも西でも広く愛用され、とりわけベルギー、最近ではノルウエーで人気急昇中だ。タイムトライアルのデザインをベースによりダイナミックな要素をロードバイクのジオメトリに織り込んでいる。2013年に向けてリリースした新タイプは軽量フレームをさらに一段軽くし、新グラフィックと幅広いカラーコンビネーション、フルカーボンフォークの3拍子揃ったコストパフォーマンスモデルだ。

## Bergamont Revox MGN

ホール4階  
N1124



クロスカントリーのライダーやレーサーにうってつけのBergamont最上級29吋モデル。フレーム重量わずか990g（2ポンド3オンス）ながら対重量剛性比率は同クラス最高レベルを誇る。しかもDirect Flex システムにより走行快適性も抜群だ。ドイツ自転車誌の格付けでも高ランク。TerraLogicのFox 32 Float 29吋フォークや登りに最適なSRAM XX 2x10駆動システムなど最上級コンボ装着。

## BioLogic Joule 3 Hub

ホール5階  
M1019A

20吋リムとセットにできるJoule 3ダイナモハブは重さ、サイズ、効率性で新たな業界基準を設定した特許取得デザイン使用の自信作で2012年ヨーロッパバイク・アワードも受賞。14スポーク穴とSapim LaserダブルパテッドスポークのProバージョンと20スポーク穴のCompバージョンの2種を用意。ともに剛性と強度を高めるダブルウォールリムを使い、74mm OLDとQRスキューワー付。リムセットはシルバーとブラックの2色。



## KS LEV 34.9mm Dropper Post

ホール1階  
I0629

KSのLEV製品ラインはいまやライダー必携のドロップパーポストになっているが、このほど34.9mm 径が加わりオーバーサイズのシートチューブもLEVのスムーズな性能、ぴったり収まったケーブルと信頼性の恩恵にあずかれるようになった。LEVのほかLEV Integra、OEM専用のLEV DX用も用意。LEVラインのサイズはこれで: 27.2mm、30.9mm、31.6mm、34.9mm; LEV Integraが: 30.9mm、31.6mm、34.9mm; LEV DXが: 30.9mm、31.6mm、34.9mmとなった。



## O-synce navi2coach

台北トレードセンター2階  
H1101



ユーザーのあらゆる要求に応えるO-synce's navi2coachはナビのほかトレーニング管理、トレジャーハント案内など機能多彩。標準交換式バッテリーを使った唯一のGSPベースのサイクルコンピュータで、ドライバーが無くてもどの操作システムにも繋げられる。新しいO-synce ANT+remoteを使ってnavi2coachをコントロールできる。

## Dahon Mu Rohloff Sport

ホール6階  
S0614

違いが分かるサイクリスト向け新モデルで、Rohloffの内装ハブと頼れる451mmホイールを装着。フレームはDahon売れ筋の軽量モデルMu。スポーティなデザインで長距離トレッキングによし、運動がてらのショートライドによし。しかも折り畳める利便性も保持。



## Miranda Delta Crank

ホール1階  
L0325

高精度加工のアルミ鍛造クランク。高級感溢れるカラーとMirandaならではの仕上げの良さ。軽さを保ちつつ究極の動・静レジスタンスを発揮するデザインとした。市販システムの大半にミートできる柔軟性も大きなポイントだ。特製チェーンガードが洗練されたデザインにアクセントを加え、グラフィック系コンポでデコレート。チェーンガードとクランクアームのコンビが最先端クランクセットを生み出している。



## Haibike Affair RX

ホール4階  
M1219

Affair RX はSRAMの最高品質コンポRedを装着しReynolds Assault CarbonホイールとHaibikeの文字をあしらって現代風タッチを加えた。プレスフィットのBBで軽量化を図るとともに先細シートチューブがBBの剛性をアップ、快適性も高めている。



## Alien Machinery Ceramic-Carbon Brake Disc

第1ホール  
H0616

暑くても寒くても、雨が降っても降らなくてもAlien Technologyのセラミックカーボンファイバー・ディスクブレーキはあらゆるコンディションでも即機能でき、ウォームアップが不要。通常のスチール製ディスクより軽く、航空機レベルの超ハイグレードカーボンファイバー製ディスクプレートは摂氏300度（華氏570度）までの耐熱性を誇る。ディスク周辺セラミックインサートがブレーキパッドのカーボンプレートへの接触を完全防止。欧州ブレーキ安全基準もパス。



## Pro-Lite Paula Wheelset

ホール4階  
L0816

Pro-Liteは2013年に向けてPaulaホイールセットを刷新。機能性を保ちつつ軽量化を実現。瞬間溶接により対重量強度を高めている。ストレートプルスポークはより折れにくくスポークの張りを高めた。標準タイプのスポークスレッドを使ってのストレートプルスポーク交換時に生じる典型的問題もほぼ解消。従来ホイールに比べスポーク交換がより容易になった。新しいハブデザインはスムーズな日本製EZOアンギュラーコンタクトベアリングを使用してローリング抵抗を軽減している。ホイール重量はセットで1560g。



# ロードバイク用ディスクブレーキが新たな商材に

ロードバイク用ディスクブレーキが本格的なトレンドになる兆しが見えてきた。大手部品メーカーの中にはまだ油圧ディスクブレーキシステムを発売していないところもあるが、このところメーカーによる製品テストの実施もちらほら目に留まっている。なぜロードバイクに油圧ブレーキを使うのか？簡単だ。油圧ブレーキの方がメカニカルのキャリパーブレーキよりパワフルだからだ。さらに重要なのは油圧ブレーキならライダーは指先でブレーキの圧力をうまく調節できる。調節が良くできればそれだけ速く走れる。ディスクブレーキには他にも利点がある。音が静かでメンテの手間も嵩まず性能に優れ、様々な天候条件の中でより信頼性が高い。きちんと矯正されていないホイールでもディスクブレーキの性能が損なわれない。カーボンリムにキャリパーブレーキを着けて雨天に走行した際に生じる性能の悪さとブレーキが効いたり効かなかったりといった問題もディスクブレーキには無縁だ。油圧すなわ

ちディスクブレーキの欠点を言えば、主に大量の熱を発する点で、そこに技術的に複雑な問題も孕んでいる。だがディスクブレーキがこの先ロードバイクのトレンドになることはまず間違いないところだろう。

トレンドの高まりには政治も絡む。ことに、ディスクブレーキはレース規定を行うUCI（国際自転車競技連合）の加護（認可）を受けられるかどうか。「様々な人達（自転車やホイールのメーカー）によるディスクカッションがまだ開かれています。現在のところまだ完全な解決策が見出せないでいる。従ってディスクブレーキがロードレースで使われる認可が出ないわけで次の告知が出るまではこのままということになる」とUCI技術調整部マチュー・モテ新部長は話す。とはいえ認可の兆しは十分ある。というのもUCIはすでにクロスバイク用ディスクブレーキに認可を与えているからだ。一部ではロードバイク用の認可も年内には出される。2014年に向けて実施されるとの観測も

聞かれる。ディスクブレーキを発売もしくは近々発売予定のブランドをいくつか見てみよう。

**Formula.** イタリアの自転車、二輪車用ブレーキメーカーFormulaは昨年台北ショーでColnagoとの共同でロード用の完全一体型油圧ディスクブレーキのトレンドづくりにひと役買った。同社のRR1ブレーキはShimanoのDi2とCampagnoloのEPS電動グループをブレーキレバーで一体化しているが、ここで必要なのはただレバー背後の小さなボタンをすべて交換することだけだった。油圧ピストンはブレーキフード内に一体化され、カーボン製レバーもスタイリッ

シュになった。前後ローターはともに直径149mm。Colnagoとの独占契約が切れた後に他の自転車メーカーがRR1をスペックに取り入れてくれると会社では期待をかける。

**Tektro.** 台湾のブレーキメーカーTektroも昨年のショーでロード用ディスクブレーキのブームづくりに力を貸した。ドイツのStevensと共同でShimanoのDura-Ace Di2グループセットに接合したシステムがそれ。会社ではまたクロス、ロードバイク用のParadox TRPシステムに切り替えシステムを採用、メカニカルケーブルをコンバーターに、油圧パワーをブレーキに使用している。今年同社はTRPブランドでHY/RD（ハイブリッド/ロード）と呼ぶロードバイク用ハイブリッド油圧ディスクブレーキを発売している。ハイブリッドにすることでHY/RDは市販のどのロード用グループとも互換性を持つ製品に仕上がった。

**Shimano.** コンポのリーダーShimanoからもまだ油圧式のロード用ディスクブレーキは発売されていないが近々上市するものと見込まれる。プロトタイプを電動Di2 Dura-Aceグループと対して競技用クロスバイクに装着されたものが目に留められている。Shimanoはキャリパー、パッド、ローターが発する熱を最大限消散させるICE技術でMTB用油圧ディスクブレーキにおいてすでに市場をリードしている。熱の消散はロードバイクでも、とりわけ幾多のブレーキ操作が求められる長丁場のダウンヒルで重要な問題である。油圧ディスクブレーキで熱を極度に貯め込めばブレーキの故障を招きかねない。Shimanoは現在ブレーキングパワーを高めるICE Techローターとの互換性を持たせたロード用ディスクブレーキR515を供給しているが、そのキャリパーの重さは181gと軽量だ。

**SRAM.** Shimanoの最大のライバルであるSRAMもまた正式にはロード用の油圧ブレーキを上市していないがこのところRedグループでの製品テストをオーブ



ロード用油圧ディスクブレーキTRP HY/RD



Colnago C59iに装着したFormula RR1

ンに行っている。さらにクロスレースでも油圧ディスクブレーキのプロトタイプを自社ライダーに試し乗りさせているシーンが目撃されている。油圧シリンダーで作動するスマートなキャリパーリムブレーキをインターネットで見ることができる。表向きは発売の計画なしとしているが、SRAMが発売の方向に動くのも近いというのが大方の見方である。一方SRAMでは現在ロード用のメカニカルディスクブレーキAvid BB7 Road SLを売り出している。重さ170gの同モデルは特別長めのSlickwire XLケーブルを使ったBB7クロス用ブレーキの軽量バージョンといったところで重さを落とすため各部をチタン製としグレードアップしたローターを使用している。

**Hayes.** 同じく米国のHayesも油圧式ディスクブレーキの発表をしていない。とは言えHayesにはロード用メカニカルディスクブレーキCX5で培った幾多の経験があるから、そこから一気に油圧にも手を広げてきたとしても驚くことはないだろう。■GE

日本語

Compact Tool with Quick Release for Angle Immobilizers

Brand New Angle Fixable Handy Tool "SMART SAVER RD".  
from

**CROPS** pro

**CUSTOMIZE YOUR BIKE!**

BOOTH No. N0828

**CROPS**

CROPS Co.,Ltd.  
www.crops-sports.com

# Miranda: 電動車とハイ エンド部品で躍進の 欧州メーカー

アグエタに構える9,700平米のMiranda  
の工場は従業員95名を擁する。



Deltaシングルスピード・レッドアナライズド・  
クランクセット

ポルトガルのMirandaはいまの欧州部品メーカーには珍しくハイエンドパーツのメーカーとして躍進を続ける。国内二輪メーカーへのサプライヤーとして1940年にスタートしたファミリービジネスの同社がクランクセット、シートポスト、ブレーキの最新モデルを引っ提げて今年の台北ショーに初出展する。

ポルト空港の南、車でおよそ50分ほどのアグエタに本社工場（9,700平米）を構えるMirandaの強みは何と言っても欧州の顧客に迅速に対応できる点だ。アジアの競合メーカーに比べリードタイムは大幅に短縮できるし、同社工場にはEU域内のほとんどの国から飛行機で2時間もかからず足を運べる。「常に柔軟な対応ができるよう原材料も常時たっぶりキープしている」と同社を経営する3兄弟のひとりジョアン・ミランダは話す。「Mirandaではただ決まった製品レンジを供給するだけでなく、どんな問題でもカスタマーが抱える問題を解決することにも全力を注いでいる。我々のビジネスはすぐぶる多彩で、業界での経験が長い分



Mirandaの実験室で行われるV-ブレーキの厳しい品質テスト

ノウハウの量も大きい。生産はすべて内製だから各製品の製造具合が手に取るようにつかめる。このためどんな要望にも即応できる。瞬時に可能な手立てを探し当てられるから」（同）。好調な需要と製品の着実な高級化路線に支えられ2012年の売上げは760万ユーロへと伸びた。

## ■台北ショー出展製品ハイライト

台北ショーでは幅広い仕上げとカラーのバリエーションも用意したDeltaクランクの最新モデル（写真）をはじめハイエンドのカーボン製クランク、ブレーキ、パテント取得の'Clickpost'シートポストシステムを出展する。Mirandaは自転車用および電動自転車用クランクをAccellやDerby Cycleをはじめとする欧州の有力自転車メーカーの大半に供給しており、2012年のクランクセットの生産はおよそ70万セットに達している。OEサプライヤーとしてクランクのデザインは相手方ブランドによる仕様となっているが、Mirandaのシールを控えめではあるが必ずフレーム下部に貼り付けている。

Mirandaの品質管理における放射・側面の遊び許容基準は業界標準よりも厳しくそれぞれ0.3mm、0.5mmに設定されている。クランクセットの売上げは全体の70%が電動自転車用で、電動自転車モデルの開発作業は途切れることなく今年も画期的新モデルが秋口には上市の予定だ。同社の方針である自社生産方式のひとつの例外がスーパーハイエンドのダブルホローコア・カーボンクランクだが、そのデザインと開発は100%Mirandaの手になるものである。上代500ユーロ以上の電動

自転車用クランクにコストすれすれの価格で提供される新開発クランクはセット重量348gでMirandaのブランドネームを付けて発売するもので、さらなるブランド浸透のプロモーションモデルとして展開を図る意向だ。そのホワイトバージョンが台北ショーでデビューする。クランクの新モデルに添えてスパイダーとクランクを見事に補完するCNC製チェーンガードの新モデル3種を用意している。ブースを訪れれば



Delta 1 SP: Al7075を素材に使った軽量トリプルクランクセットは重さわずか707g（クランク2個の完全セットで）



電動自転車用軽量XVおよびXXL Power Brakeシステムの性能もじっくり見ることができ。「油圧ブレーキの代わりにできる高性能で、製品テストでも競合他社のものに対する優位性が実証されている」とマーケティングディレクターのフィリップ・ミランダは力を込める。

もうひとつのハイライト製品がサスペンション付きとサス無しの両タイプが用意されたパテント取得デザインシートポストのClickpostだ。ひねればカチっとはまるサドル装着システムはシンプルかつスピーディ。「アッセンブラー各社から多くの引き合いが来ているし、ユーザーが各種サドルを素早く取り換えて試せるのでディーラーの受けもすこぶるいい」とジョアンは言う。生産コストは従来品よりほんの少し高くつくだけなので、手堅い需要が見込める。とにかくレーシング用以外のシートポストを手掛けるのはヨーロッパでただ1社Mirandaだけだろうから新製品にかける期待も自ずと高い。

## ■厳しい品質管理

ジョアン・フィリップによると、同社では95名の従業員に「完璧さへの情熱心」を植えつけているという。「社員ひとりひ

とりにMirandaで生産されるコンポはハイエンドの自転車に使われるものという意識が根付いている。だから彼らは細部にわたり最新の注意を払っている」（同）。さらに「工場には中性霧塩や硬度、疲労検査など広範囲にわたって品質テストが施せる設備が備えられている。しかもここから300mの目と鼻の先にはABIMOTA（ポルトガル二輪車工業会）の本格的な製品試験場もある」（同）Mirandaでは製品の品質管理とともに原材料の品質も厳しく管理、材料の納入元は認証取得のサプライヤーに限定している。1997年のISO 9001認証取得以来、MirandaはDecathlon、Gazelle、Derby Cycleといった納入先による品質、環境、社会的各面に関する定期的監査も受けている。



電動自転車用ホワイトカーボンクランクは台北ショーにも出展される10段変速との互換性を備えるCNC製チェーンガードの新モデル3種の一つを添えれば完璧だ。



Messe München  
International

Connecting Global Competence

# E-MOBILITY, URBAN BIKING, ISPO BIKE.



## **ISPO BIKE 2013 MUNICH, JULY 25-28**

ISPO BIKE is the trade fair for the industry's rapidly growing segments such as e-mobility and urban biking. Take advantage of communities dedicated to specific themes and make ISPO BIKE 2013 your B2B gathering.  
**SPORTS. BUSINESS. CONNECTED.**

 [ISPO.COM](http://ISPO.COM)

 **ISPO** BIKE 

# 新品發表會場次表

## Schedule of the Taipei Cycle New Product Launch

時間：2013年3月20日至22日  
 地點：台北世界貿易中心南港展覽館6樓 戶外買主休憩區  
 Date: March 20th (Wed.) ~ 22th (Fri.), 2013  
 Location: NANGANG Exhibition Hall, Outdoor Balcony, 6F

場次時間 Time	活動日期 Date		
	3/20 (Wed.)	3/21 (Thu.)	3/22(Fri.)
11:00-11:20		太平洋自行車 PACIFIC CYCLES, INC. INDUSTRIAL CO., LTD.	金華隆五金工業有限公司 GING HWA LONG HARDWARE
11:30-11:50		紹凱有限公司 VELOCITE TECH CO., LTD.	有謙企業股份有限公司 U-CHIEN ENTERPRISE CO., LTD.
12:00-12:20		穩正企業股份有限公司 UNIQUE PRODUCT & DESIGN CO., LTD.	鴻多盈國際有限公司 G.M.Y. INT'L CO., LTD.
12:30-12:50		喜法 CYFAC INTERNATIONAL CORPORATION	鐵甲工業股份有限公司 ARMOR MANUFACTURING
14:00-14:20	歐立達股份有限公司 GLOBAL ACTION INC.	昆富工業股份有限公司 BN'B RACK BY KING ROOF BICYCLE CO., LTD.	領峰國際自行車股份有限公司 LEADFORCE INTERNATIONAL
14:30-14:50	奎貝克有限公司 QBICLE INC.	久裕興業科技股份有限公司 JOY INDUSTRIAL CO., LTD.	划踏公司 ROWNGO INC. / LANNTCO INC.
15:00-15:20	科權科技股份有限公司 KE CHIUAN TECHNOLOGY CORP.	世陽企業股份有限公司 S-SUN ENTERPRISE CO., LTD. INTERNATIONAL BUSINESS TRADE CO., LTD.	香港鑫城國際貿易有限公司 HONG KONG XINCHENG
15:30-15:50	德發實業股份有限公司 JOSEPH KUOSAC PROFESSIONAL BICYCLES & COMPONENT	ELOQUENT DESIGN SERVICES LTD.	騰雄科技有限公司 SIRIUS DISC BRAKE TECHNOLOGY LTD.





# Show Briefs

## COLIPED歐洲聯展區佔地最廣 徵集34間公司



COLIPED團隊於2012台北車展。

COLIPED連續第2年徵集34間歐洲馳名單車品牌，將使用93個攤位，佔地837平方公尺成為今年台北展之最。

2013年COLIPED歐洲聯展區有共7個新成員加入，分別為AMBROSIO輪組及

車胎；CICLI ESPERIA/FONDRIEST競賽用單車；DUAL PRESS (DR. PAD)自行車褲墊；FIR/GIST輪組；LAKE車鞋；MIRANDA及IRMÃO剎車、齒盤、零件；RODI/BLACK JACK輪圈、車框及輪組。

共有分別來自比利時、芬蘭、德國、英國、義大利、葡萄牙、以及荷蘭等共7個國家的參展廠商參與這場盛會。COLIPED期望未來能再擴大歐洲聯展區的攤位面積，讓今年因為展場攤位面積不足而無法參展的廠商，在未來也能共襄盛舉。

歐洲聯展區的參展商還包括了：4ZA、AGU、ALPINA RAGGI、APOLLO VREDESTEIN、BOBIKE、BÜCHEL、CARRERA/PODIUM、CHALLENGE TIRES、CLARKS CYCLE SYSTEMS、以及COLIPED。

此外，還有CRATONI安全帽、ELITE、FAST FORWARD輪組、HERMANS、INDUSTRIE SPORTIVE、ITM零件、LIMAR安全帽、POLISPORT、RYDE International、SANTINI MAGLIFICIO SPORTIVO、SCHWALBE/RALF BOHLE、SELLE ITALIA、SELL ROYAL、URSUS、VITTORIA、WELDTITE、以及WIDEK等廠商。

## 來測試最新的電動車吧！

EXTRAENERGY今年再度贊助台北車展舉辦Test IT Track電動車測試，參訪者可在那測試最新型的電動車。

Test IT Track設置於南港展覽館，建立一處100公尺的斜坡道。參訪者可以盡情試乘電動助力車(pedelects)及電動車。

EXTRAENERGY為NGO非政府組織，總部設於德國·Tanna，自1992年開始積極推廣輕量型迷你電動車(LEVs, Light Electric Vehicles)。EXTRAENERGY藉由舉辦試乘活動、研討會以及測試電動車，自1997年開始於全球各大展會舉辦Test IT tracks測試活動。



2012年電動車測試會場。

## 有機可趁，來BERGAMONT 賺安全帽及T-shirt

前20位跟BERGAMONT預約商談的經銷商將可免費得到一頂CRATONI安全帽以及一件BERGAMONT T-shirt。先到先得，晚來只能跟你說聲抱歉。



The exclusive trade show  
for sports and luxury bicycles,  
urban bikes, clothing and accessories

Join the 3<sup>rd</sup> asia bike trade show!  
Nanjing International Expo Center  
Nanjing, China  
October 10-13, 2013

## ALATECH 讓科技融入運動



ALATECH的BLUETOOTH 4.0無線心率帶(中)、計步感測器(左)、速度、迴轉感測器(右)。

英達科技成立於2002年，專攻於健身機電整合的ODM產品服務，於2009年創立自有品牌ALATECH，在2013年台北體育用品展推出一系列新品，其中令人矚目的為結合智慧型手機的零配件。ALATECH推出支援BLUETOOTH 4.0的無線心率帶、速度、迴轉感測器，完全對應於自行車運動；另外，也可選配計步感測器(footpod)來監控跑步速度、距離等。使用者可在網路上免費下載ALACOACH + 應用程式(僅支援iOS)，可紀錄如運動時間、心率、GPS路徑等資訊。BLUETOOTH 4.0的無線心率軟式胸帶建議售價為NT\$1980。



英達科技業務協理李紀憲手持iPad，即時監控心率等運動資訊。

## SPORTSART 讓運動產生能源

### 動一動來發電

在重視節能減碳的全球趨勢下，SPORTSART不僅讓運動消耗身體熱量、擊退脂肪，更能讓運動創造綠能。簡而言之，踩室內健身車就能發電，這是世界創新的節能發明。SPORTSART以4年的研發時間，將運動所產生的動能轉化為能量，「未來我們將發電機迷你化，更容易安裝於室內健身車，單人的發電量有限，但我們可以串連團隊的力量，例如多人在健身房使用就可以產生可觀的電量。」SPORTSART總經理室副主任郭哲宏說道。

SPORTSART總經理室副主任郭哲宏踩踏健身車發電。



Green System 可多人同時運動串連發電機，產生可觀的電量。

## KCNC讓你一窺台灣輪界的小而美

台灣的自行車生產鏈以中、小企業為主，專精於生產單一零配件。根基於台灣的KCNC就是一間典型而成功的中小企業。

誠如公司名稱，CNC技術是用來精密切削鋁合金、鈦合金、鈦合金。事實上，「KCNC」結合了創辦人林昌慧的英文姓名Ken Lin以及CNC技術。林昌慧擁有工程背景，曾經服務於汽、機車產業，他於1997年成立公司，初期曾替其他廠商代工零件(OE)。然而，在2004年，林昌慧成立自有品牌KCNC。

### 轉型為消費市場導向

「2012年，KCNC有將近80%的獲利是來自於消費市場，而代工的部分



只剩下20%。KCNC是一間50人規模的微型企業，我們難以與大公司去競爭代工訂單。所以，我們轉型聚焦於消費市場。」KCNC行銷副理張家豪在總公司的會議室說道。2012年2月開始，KCNC增建新廠擴大產能，提供更大的辦公空間、倉儲空間，也有一條生產線專門組裝快拆、碟剎等零件。

辦公室的另外一端是一間外觀樸實的鐵皮工廠，裡面置放著CNC切削機台、金屬材料、工具等。這裡是KCNC的生產基地，兩列巨大的CNC車床佔據了最大的空間，其他的工作檯則進行精密的修補。在這處工廠，所有的工具都排齊的置放於工具櫃。切削所產生的聲音也還能夠忍受，基本上我們以正常音量來對話都聽得清楚。3月份，工廠的產能全開，這全是為了台北國際自行車展以及歐洲即將進入適合騎車的季節，KCNC可是相當重視歐洲市場。

### 專注於優勢—盡其所能

一箱箱的木盒及紙箱佔滿了進貨區，讓我們一窺KCNC是一間高度專業化的公司。有些箱子存放著已鍛造好的金屬物料，排列整齊的準備接受CNC切削處理。其他箱子裡存放著已經完

美切削好的零配件，等著被運送到其他協力廠商接受陽極處理。「關於鍛造及陽極處理，我們外包給其他工廠，因為這兩項製程需要巨大的廠房以及昂貴的生產設備」，張家豪說道。「而其他精密的配件，例如碟剎等，KCNC向協力廠商採購如油壓碟剎管材、O型環、來令片。我們約有10%的零件是向其他廠商採購的。」

KCNC的行銷策略就是打造與眾不同的單車風格，藉由陽極處理讓導輪、曲柄、碟剎、踏板等在外觀上獨樹一格。張家豪估計每年可出貨1千組踏板。但這間微型公司有著更大膽的計畫：他們要打造12速的公路車變速系統以及11速的登山車變速系統。總經理林昌慧運用過去在汽

車產業的知識  
來設



計這套系統，他知道這是KCNC重要的下一步，或許將創造歷史。

這套創新的傳動套件(包含制動)的預估售價約為新台幣10萬元(約3000美金)，如此尊爵非凡的售價難以與SHIMANO或SRAM在OE市場相互競爭。KCNC保有著量少質精的初衷，專為追求與眾不同的消費者提供工藝品般的自行車零件。



# Show Briefs

## UBIFRANCE於台北展精銳盡出

法國擁有「小皇后」之別稱，為世人帶來眾所矚目的環法大賽(Tour de France)。在3月20日舉辦的台北車展中，法國展館是由法國商務專員公署(UBIFRANCE)組織。12家參展的法國製造商都是在自行車領域的領先者。

CORIMA打造一流的碳纖維車架及輪組；CYFAC INTERNATIONAL由前職業選手成立，製作頂尖的自行車架；HILLTECKS DISTRIBUTION公司開發了一系列電動自行車及各種零件；JOS INTERNATIONAL製造廣泛的自行車燈，並採用SPANNINGA為其品牌；LOOK CYCLE專門製造碳纖維自行車及曲柄，在2009年被INPI (法國國家工業產權)被譽為最具創新性的公司；MICHELIN為世界輪胎領導者；STRONGLIGHT為公路車、城市車、登山車製造曲柄；TIME SPORT專門生產公路車及登山車的車架，卡踏更是享譽全球；VELOX在行業內已經擁有超過1百年經驗，製造一系列非常多樣化及創新的單車零件；VICTOIRE CYCLES在設計和製造飛輪及花鼓，近期也開發車架；ZEFAL在製造自行車零件上亦有很長時間的經驗。

在法國，自行車市場每年有6%的增長，每年出售320萬輛單車，營業額達1.35億歐元。而其中的22%來自出口業務。因為汽油價格不斷上升，而交通擁擠的情況亦變得更常見，自行車已成為一種受歡迎的城市交通模式。目前，每天使用自行車的法國人有4.7%，而10年前只有3%。



2012年法國館一覽。

## XLC給予新經銷商1萬5千元行銷資助

XLC品牌附屬於WINORA集團，禮遇新加入的經銷商。對於首次營銷XLC產品的經銷商將可得到行銷資助。

「台北展期間跟XLC簽定代理合約的前3位客戶，將可得到約1萬5千元台幣(美金500元)的行銷補助，」WINORA集團外貿經理Bernd Lesch說道。

無論是零件還是配件，XLC都提供「店中店」(shop-in-shop)概念，可針對不同營業面積的車店進行最佳化，更可以讓獨立自行車經銷商(IBD)隨心所欲的挑選。

「XLC的產品線可分為6大類。XLC、XLC Comp、XLC Pro、XLC ProRide、XLC Pro SL、以及XLC Carbon SL，針對單車入門者、進階玩家、職業好手等提供超過1千7百項商品。」Lesch說道。

XLC及WINORA都是ACCELL集團的一分子，XLC將於ACCELL聯合攤位上展示新品。XLC為ACCELL集團中第1個行銷全球的零配件品牌。



# 澳洲自行車通路結構大洗牌



SPECIALIZED在雪梨動作頻頻，積極成立概念店。(Photo Phil Latz)

過去幾年來，澳洲的自行車通路結構有重大變動。不久前，澳洲GIANT是惟一在澳洲設有獨立分公司的國際自行車品牌。

其他的品牌都是由澳洲代理商/通路商獨自引進，自負盈虧，獨立於產品的生產商。無獨有偶，當GIANT成為澳洲銷量最大的自行車品牌，而在美國則是由TREK及SPECIALIZED稱霸一方，市佔率比GIANT高出許多。

談到現在，許多國際品牌在各國都設有分公司。這包括了澳洲TREK、澳洲SPECIALIZED、澳洲SHIMANO、澳洲GIANT、澳洲ORBEA、澳洲PON(先前為澳洲DERBY Cycle)、澳洲Cycling Sports Group。除了設立分公司之外，也有國際品牌選擇成立分部辦公室，例如澳洲BH、澳洲SCOTT(部分擁有權歸屬於Sheppard Cycles)、以及澳洲ESPERIA Bicycles。由於這些國際品牌的進駐，為澳洲的自行車通路系統注入大量的存貨與資金。國際品牌為搶攻市佔率，讓經銷商享有更優的付款條件，或是協助補助經銷商成立更具規模的車店。

舉例來說，許多品牌概念店(concept store)都是100%銷售單一品牌。而更多的情況是，只要有80%的單一品牌就能稱上概念店。上述的品牌之中，僅有非常少數的車店在澳洲只賣成車，而大多數的情況，例如TREK及SPECIALIZED則引進五花八門的零配件(Parts and Accessories, P&A)。無論是增加店面營業面積、可拿到較大的採購優惠，又或是受到零配件銷售的吸引力，許多經銷商都樂於增加零配件的銷售空間。然而，如此情況會擠壓到單一零配件品牌的進口商及通路商，使得他們能合作的店家數量變少了，或是該品牌的銷售區面臨縮水。TREK及SPECIALIZED再三告誡經銷商，他們自有品牌的零配件不得在網路上銷售，這包括了轉售到Pro Bike Kit、Wiggle、Chain Reaction等網站。

如此情勢下，加上國際網購對澳洲的自行車產業有重大影響，在強勢澳幣及澳洲的零配件銷售看漲的情況下，許多網路公司提供優惠的零配件售價來吸引消費者。相較之下，傳統的自行車品牌進口商缺乏厚實的財務實力，很難與國際網購公司相互競爭。澳洲的自行車零售商深受其擾，尤其是當國際網購的價格低於1千美元，可以閃避掉10%的商品及服務稅(Goods and Services Tax)。另一方面，關於車店通路的話題：品牌概念店(單一品牌)/V.S.傳統車店(多品牌)，這兩者

到底誰比較有利？有些經銷商偏好主流品牌在各國成立分公司，營造出專業形象，也可以讓經銷商單純的面對單一窗口。但其他的經銷商可不這麼想，他們不想被單一品牌給束縛，也覺得車店內提供更多品牌，消費者的接受度會比較大。值得一提的是，澳洲現在正經歷巨大的通路結構改變，由Super Retail Group創立的「大型連鎖百貨零售店(big box)」正在搶攻自行車市場。這間零售商擁有147家購物廣場(outlet)，店內設立自行車部門，也有些店只賣自行車零配件，特別是自行車服飾。上述這些購物廣場包括了Goldcross、Rebel及Amart Sport等店。

Super Retail Group在最近還跟Wiggle達成協定，讓他們成為BOARDMAN自行車品牌的澳洲代理商。Super Retail Group也擁有自創品牌，專注於低階市場；另一間大型連鎖百貨零售店則為Anaconda。這型大型連鎖百貨商藉由特有的零售鏈，他們可以直接向亞洲採購，然後直接進貨到店內。談到零配件，日本SHIMANO完全握有澳洲SHIMANO的經營權，他們在近幾年來併購多間澳洲通路商。澳洲SHIMANO目前積極佈局澳洲，代理更多自行車品牌搶佔市場。誠如其他SHIMANO在全球各地的分公司，他們不僅賣自家產品，也經銷自家的PRO零配件及PEARL IZUMI車服，但在澳洲的情況比較特別，SHIMANO還代理了MICHELIN輪胎、KABUTO安全帽以及CLIF營養棒。澳洲SHIMANO總經理Matt Bazzano說道：他們的終極目標是成為擁有一條龍品牌的通路商。對於今年想在台北車展上想進軍澳洲市場的參展廠商，這句話也透露了不少訊息。

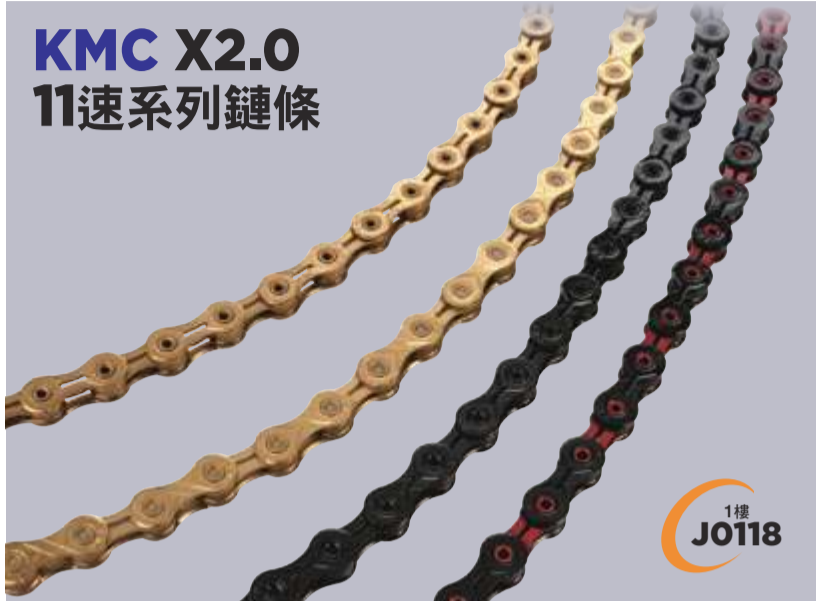
也算幸運吧！雖然國際品牌在澳洲大行其道的成立分公司，但對於代理商或是通路商而言，競爭力還是有的。目前澳洲的經濟力道強勁、失業率低於5.5%、經濟成長率約為3%，加上政府的財政健全，甚少赤字。澳洲及四大銀行都得到AAA信評。上述這些因素都反應到自行車產業，2012年澳洲的自行車進口量超過1百萬輛。

在雪梨及墨爾本，除了少數幾間高檔的自行車零售店面臨破產，大多數的自行車經銷商在過去幾年都經營的有聲有色，營運良善的經銷商在此期間擴大營運面積，或是重新裝潢。

總結而言，對於有意進軍澳洲的國際品牌，市場還是有的，但是得面對比起以往更激烈的市場競爭。

# New Products 2013

## KMC X2.0 11速系列鏈條

1樓  
JO118

2013年KMC最新X11SL系列鏈條具備-X雙橋型、智慧導角、最高鏈軸嵌合力、最輕量、最耐疲勞等設計革新，加上導入DLC類鑽碳鍍層技術，在開始蓬勃的11速市場投入相容性最佳的鏈條產品選擇。而在變速系統相容性上，不論在跨品牌傳動系統(如SHIMANO、CAMPAGNOLO、SRAM等)，或在電子和機械變速系統上的表現，也因專利X雙橋型和智慧導角展現出快速且精準的變速性能。此外，KMC X11速系列鏈條皆可搭配KMC快扣使用，讓組裝更加簡便。

## HYDRAPAK SoftFlask

4樓  
L1309

美國口牌HYDRAPAK水瓶，新推出SF350及SF500可折疊式水瓶，可壓縮體積易於攜帶、大直徑的蓋子，讓喝水、補給更加輕便迅速。提供350ml、500ml、以及750ml共3種容量。模組化的設計讓消費者容易收納於背包、車衣口袋，更可以搭配HYDRAPAK整合式手環(另購)。



## PROFILE DESIGN TwentyFour 碳纖維輪組

4樓  
M1101

PROFILE DESIGN推出第2代公路車碳纖維輪組，應用最新的材料科技，輪組經電腦來計算流體力學(CFD, Computational Fluid Dynamics)以及通過風洞測試，分別推出58mm及78mm框高的碳纖維輪組。運用特殊的樹脂來打造高性能剎車面，有效提升制動力道。提供Clincher及管胎款。輪組重量由1435克至1820克(視款式而異)。

## SKS Double-Deck

德國SKS創新推出電動車線材走線系統—Double-Deck。此系統可藉由泥除上方的走線裝置，讓位於後座的電池與傳統系統之間的走線共加順暢，更可避免來自灰塵的損壞。Double-Deck提供多種顏色選擇，免工具就能輕鬆安裝。

4樓  
M1031A

## SPANNINGA Duxo車燈

4樓  
LO618

Duxo後車燈在性能與價格上達到完美平衡。此LED尾燈採用SPANNINGA研發的LLT科技，這技術被廣泛的應用在汽車照明上，讓光源更容易擴散。Duxo(電池版)的續航力可達180小時。提供多種款式：分別為：電池版、具安全模式的摩電車燈(Dynamo)、以及電動車版。

## BPEOPLE Vincere AVA 座墊

4樓  
L1214

Vincere AVA座墊採用全新設計—座墊後方予以更平、更軟、更寬的設計—提供更佳的舒適性及踩踏效率。此特殊座墊設計讓車手在踩踏時可靈活變換坐姿。適用於髌骨較寬的騎士、登山車族群等。採用航太級4K碳纖維複材來打造。從設計到製造100%於義大利完工。

## CROPS Smart Saver-QD

4樓  
NO828

CROPS新推出的Smart Saver-QD為輕量化11功能折疊工具。貼心巧手的快拆式設計，讓使用者可固定工具的使用角度。



## STEVENS Sonora SL-R登山車

4樓  
L1017A

貨真價實的超輕量29吋登山車—全車僅重7.5公斤(18吋車架)。整車搭配最頂尖的零件以達到極緻輕量化，這包括了德製THM碳纖維曲柄以及TUNE齒片、DT SWISS碳纖維管胎輪組。STEVENS更自行開發了Oxygen Scorpio SL碳纖維前叉及座管。



## AIRACE Veloce 打氣筒

4樓  
LO006

亮面拋光鋁合金落地式打氣筒，Veloce擁有指壓式「雙向氣嘴聰明頭(附洩氣鈕)」，可對應於美式嘴、法式嘴、德式嘴、及英式嘴，法式嘴之安全氣密裝置可承受壓力至240psi仍不會彈跳出來，最高壓力為240psi (16.5 bar)。另有烤漆鋼琴白色。



## POLISPORT Guppy 兒童安全座椅

4樓  
LO317

Guppy兒童安全座椅榮獲2012年IF設計賞，今年再推出兩款新配色。共提供兩種款式：Maxi及Mini(分別適用於自行車的前座或後座)。Guppy的使用者可以購買「Guppy Style套件」來更換配件，讓您自由變換軟墊以及扶手顏色。

# Taiwanese supplier launches golf brand

The mighty Formosan black bear was picked as the symbol for Duma Bear Golf, a new brand of golf equipment launched by Yu Hong, a Taiwanese supplier of putters, training aids and other golf accessories.



Vincent Tsai is the man behind the new Duma Bear Golf brand.

Established more than 20 years ago by Jerry Tsai, Yu Hong has long been making golf equipment for other

brands, such as Wilson and U.S. Kids Golf, at its factory in Dongguan, China. However, the company decided to set up its own brand to sell its patented putting aid, as well as high-end putters and bags.

"We figured out that the time had come to launch our own brand. We are in the mid to high-end price range, using only special materials such as stainless steel for our putters," said Vince Tsai, the company's chief executive and the founder's son. A distinctive feature is the grooved surface of the new brand's putters, which are made with precision CNC machine milled technology.

Meant to symbolize strength, Duma is the word used for the Formosan black bear in the language of Bunan, the aborigine tribes of Taiwan.

For the time being Duma Bear is only available in Taiwan, but the company wants to start exporting it as well.

HALL 1 - 1ST FLOOR  
**B1020**

# Emerging markets beckon for Joong Chenn's Steelflex Fitness

Longtime Taiwanese strength and cardio equipment maker Joong Chenn Industry is leading the charge into emerging markets with its award-winning treadmill.

The Taiwan-made PT10 Steelflex treadmill, which won the Taiwan Excellence Award in 2011, is targeted at gym-goers of all ages with 16 programs, including a reverse function and a large console.

Joong Chenn hopes the benefits and strong reputation of the PT10 will continue to spur growth in new countries, where business has been promising despite the global economic downturn.

With sales slow in recent years in more traditional markets, Joong Chenn has been pleased to see upticks in unexpected places like the United Arab Emirates, Iran, South America and Eastern Europe, particularly Russia.

"It's a little like China in the beginning," Claire Lee, a Joong Chenn sales specialist, said of Russia. "There is more money and people want this equipment inside their house to show they have money. The weather is very cold so they prefer to exercise at home."

Asia continues to be Joong Chenn's largest market for its home and gym equipment marketed under the Steelflex, Body Solid and FiTnex brands.



Joong Chenn engineer Mr. Liu takes a turn on the PT10 treadmill



**S-Team**

[www.s-team.org.tw](http://www.s-team.org.tw)

Sustainability • Technology • Progress



# S-Team's Roadmap

## Visions & Goals

- Taiwan becomes the global high-end fitness manufacturing and R&D hub
- Creating a higher value : Move towards commercial fitness
- S-Team Logo : Evaluation and Certification

## Joint Innovation & Development

- \* Setting the Central National Standard
- \* Standardizing the key model and parts
- \* Increasing common parts

## Joint Marketing & Supplying

- \*Promoting the image of Taiwan S-Team Elite League at the international sporting goods fairs.
- \*Creating a brand image of the fitness made in Taiwan

## Lean Production Improvement

- \* Establishing lean supplying chain
- \* Steering high-quality fitness production
- \* Decreasing waste and loss

## Member List





International guests fill up letters with colorful liquid to mark TaiSPO's anniversary.



Motoi Oyama, president of the WFSGI, inspects swimming goggles.



Alatech presents a heart-rate monitor belt with Bluetooth 4.0 connection.



Rolling out TaiSPO 2013: the opening ceremony was held yesterday morning.



Rajan Mayor (seated) from India and André Raduan from Brazil delved into the potential of emerging markets at the WFSGI Manufacturers Forum.



A lucky draw is held at TaiSPO every day after the fashion show for pre-registered buyers.

# Compete with friends to burn calories and kill off kilowatts

Your company already has a football squad and a cycling group? Well, it could soon have its own fitness team, competing against others through a new application devised for Sports Art's fitness equipment. It enables rival teams of fitness equipment users to measure the energy that they produce as they sweat it out on their treadmills and ellipticals.

Developed in partnership with a Canadian firm, EcoFit, the application could be regarded as an upgrade for the Green System introduced two years ago by Sports Art, the fitness equipment company from Tainan. Up to 10 fitness machines may be plugged into this inverter, which stores the energy generated by the users. When they stop exercising, the pod feeds about 75 percent of the energy back into the electrical grid.

The system is particularly suitable for gyms, where fitness equipment is used intensely. The system requires some investment but may sharply reduce gym owners' energy bills. Sports Art has found buyers in several European countries, as well as in North America.

From the start, the Green System has shown how many watts were

generated by the users as they pedaled. However, the new EcoFit application makes the exercise more stimulating, since rival teams may watch each other's performance and redouble their efforts to achieve a winning score.

"You could have two teams of eight people working out with each other in the gym. A screen will show live how many watts are generated by each of them," said Michael Kuo from the general manager's office at Sports Art. "That's a way to stimulate people in an entertaining way."

Even for people who have no interest in competing, such applications developed by EcoFit provide an extra stimulant. The response was enthusiastic at the Victoria Athletic Club in Canada, for example, which invested in Sports Art equipment with EcoFit. Members



Sports Art staff compete against each other to produce watts.

are given a card that may be placed on the console of their stationary bike or elliptical. The screen in front of the machine displays information about the exercise and the energy produced by the user, which is also stored on the card – for their current session and over time. The card enables the users to earn points that may be redeemed for discounts and other offers from local businesses.

James Reid, general manager of the Hotel Grand Pacific, where the equipment has been fitted, said that he

was immediately struck by the concept. "We're always looking at ways to reduce our environmental impact, and we know our members and guests do too," he said. "But more than that, we loved that we could also reward our gym users for helping us reduce our footprint." With 20 machines linked to two pods, the club estimates that it could save \$3,000 in electricity bills per year.

Meanwhile, Sports Art has continued to adjust its inverter to make it compatible with more machines. ■ PF



## Rethink the ebike

 20" | 26" | 28"

Motor: 500W/250W DC Brushless Hub Motor  
Battery: 36V 11Ah / 8.8Ah Lithium Battery

- Full size in 20"/26"/28" with height adjustable seat post mechanism, db0-7 is a bike that fits in everyone in a family.
- Simplify LED console integrated on the bike. Easy operation.
- Manual adjustable 3-level power assists and SHIMANO 7-speed derailleurs to delivery comfortable riding experience.
- Portable Li-battery that is easy to take out to charge and anti-theft.
- Welding refined alloy frame, double wall alloy rim.
- F/R suspension.
- F/R Disc brake.



Looking for distributors!

2013 Visit us at

\*Taipei Cycle 3/20-3/23 #L0628

\*Eurobike 8/28-8/31 #T.B.A.

\*EICMA T.B.A.

\*EV Taiwan 4/10-4/13 #D0226

\*Taichung Bike Week 11/12-11/15 #D0226

# Pact boosts Taiwan sporting goods exports to mainland

The Taiwanese sporting goods industry is upbeat because exports have received a boost due to the Economic Cooperation Framework Agreement (ECFA). The trade agreement, signed by China and Taiwan nearly three years ago, reduces or eliminates duties on several export categories.

The Taiwan Sporting Goods Manufacturers Association (TSMA) has high expectations for future growth because of the agreement, which saw some export duties from Taiwan to China reduced last year. More reductions go into effect this year.

TSMA officials say the ECFA undoubtedly contributed to a boost in sporting goods exports for 2012, which rose more than 5 percent to the equivalent of about \$1.6 billion.

Golfing equipment was one of the biggest beneficiaries. Exports rose more than 32 percent to \$355 million. Golf is the second-largest export category for Taiwanese sporting goods equipment after fitness equipment, which reported almost flat exports in 2012 of \$627.5 million, down by 0.8 percent.

Officials say some fitness equipment categories were not included in the ECFA. Suppliers are seeking to broaden the agreement to cover a wider range of fitness products. A new round of negotiations on the ECFA are expected to consider these and other export categories.

Skiing equipment exports also fared well in 2012, rising 13.7 percent, while racquet sports exports climbed 19 percent.

On the other hand, skate exports fell by more than 30 percent. The relatively small category is not part of the ECFA.

Exports to the United States, which is

easily the largest export market for Taiwanese sporting goods manufacturers, grew by 1.9 percent to \$599 million. However, China accounted for the biggest percentage increase, as exports swelled by 73 percent to \$173.5 million last year.

This was partly offset by a decline of 39 percent in exports to Hong Kong. Other countries that imported fewer Taiwanese sports products were Italy and Spain, two of the markets most affected by the European financial crisis.

TSMA officials believe the free trade agreement will have a stronger impact on the industry going forward.

"If everybody was on the same level, competition could turn to other things, such as innovation and technology, which are the strong points of the Taiwanese manufacturers," said Catherine Wang, chair of the TSMA.

This approach is a strong motivation for the TSMA to support the S-Team, the partnership between some of the leading Taiwanese fitness equipment manufacturers and their suppliers, to make the supply chain more efficient (see related story in yesterday's TaiSPO Show Daily).

Wang says the S-Team project takes up much of her time at the TSMA, due to the complexities of getting suppliers to work together.

However, she regards the partnership as the most important development plan for Taiwan's specialist fitness industry in



Catherine Wang, chairman of the TSMA, was in Germany to support Taiwanese sporting goods manufacturers.

the coming years.

"This is the way for us to become a high-end hub for fitness equipment manufacturing in Asia," she said.

Increased efficiencies are essential at a time when the industry is coping with lower profit margins in the OEM business.

Some suppliers have tried to emphasize their own brands to compensate for the tougher OEM climate, but are sometimes taken aback by the cost of building a global brand.

"This is a struggle point," Wang said. "Our manufacturers want to do branding to increase their margin but they find that it costs a lot. They have to be careful and to try and learn from specialists in

other industries."

The TSMA has also been striving to help its members boost their exports to emerging markets, particularly in the Americas.

It started by focusing on Brazil but was taken aback by the country's high import duties. The TSMA instead has begun recommending Panama as a regional hub for Central and South America.

Such discussions and investigations are among the many widely-appreciated services delivered by the TSMA, along with its support for Taiwan's sporting goods industry at international trade fairs as well as its sponsorship of the annual TaiSPO show in Taiwan. ■ BS

## Thousands run for love with Johnson, TaiSPO

A few days before the opening of TaiSPO, the Taiwanese capital warmed up for the event with the Run for Love, a non-profit event that was held on March 10 at the Meiti Riverside Park in Taipei. It was organized by Johnson Health Tech, the leading Taiwanese fitness equipment company, to raise money for charity and mark TaiSPO's 40th anniversary.

More than 3,700 adults and children congregated at the park. Aged from six to 98 years, participants ranged from top athletes competing in the 12 km race to fun runners who enjoyed a healthy Sunday morning with a leisurely 3 km run.

Harry Tsai, general manager of Johnson Health Tech, made a donation worth NT\$600,000 (\$20,165) on behalf of the company. The money went to the Chinese Children Home & Shelter Association (CCSA) to support orphans, children who have suffered from abuse or those in families unable to provide proper parenting.

"This Run for Love is an opportunity to involve the wider community in the joy of TaiSPO's birthday, and also to encourage companies to get more involved in corporate social responsibility," said Walter Yeh, executive vice-president of the Taiwan External Trade Development Council, or TAITRA.

While most of the participants took part in the race by the river, Johnson Health Tech also set up its Run for Love truck near the starting line, for people who preferred to have a quick trot on a treadmill.

For every kilometer run on a Run for Love treadmill, Johnson will donate

NT\$100 (\$3.36) to the CCSA.

To extend this social event, TAITRA is teaming up with Johnson again during TaiSPO.

The company has parked its Run for

Love truck on the TWTC Plaza, right next to Hall 1, so that foreign buyers and other visitors may enjoy a relaxing run while also supporting the CCSA.



Thousands of people joined in the run to support under-privileged children.



# New Products 2013

## Tern Eclipse X20

4TH FLOOR  
M1019a



One of the fastest folding bicycles ever developed, the Eclipse X20 won a 2012 Eurobike Award for design. Its road-worthy specs include a 20-speed SRAM Force drivetrain and top-flight parts from Syntace, Schwalbe, Ergon, American Classic, Sapim and FSA. The Eclipse X20 weighs 23.6 pounds (10.7kg) and folds in 10 seconds. Suggested retail: \$2,200 (€1,900).

## KS LEV 34.9mm Dropper Post

1ST FLOOR  
10629



KS's LEV product line has become the must-have dropper post. Now, the LEV line is available in a 34.9mm diameter, so riders with oversize seat tubes can also benefit from LEV's buttery smooth performance, zero-movement cable and reliability. The new size is available for the LEV, LEV Integra and the OEM-only LEV DX. The LEV line is now available in the following sizes: LEV: 27.2mm, 30.9mm, 31.6mm and 34.9mm; LEV Integra: 30.9mm, 31.6mm and 34.9mm; and the LEV DX: 30.9mm, 31.6mm and 34.9mm.

## Continental Der Kaiser 2.4 Projekt

Continental engineers worked with top downhillers and free riders for nearly two years to design the new tire. Wedge-shaped shoulder lugs provide a progressive cornering response. A new Apex sidewall reinforcement and a two-ply carcass make the Kaiser Projekt's torsion and puncture resistance better than ever. It's an agile weapon for the hardest World Cup track.

4TH FLOOR  
M0701a



## Pacific Cycles IFmove

4TH FLOOR  
N0313



Pacific Cycles debuts the IFmove, a commuting bike that folds in two seconds and kicks off a new era for the Taiwanese bike specialist. Weighing less than 10kg (22 pounds), it's designed to be a user-friendly solution for the urban environment. The IFmove (evolved from Mark Sanders' IFmode) is the first product from Pacific's new "Section Zero" in-house R&D team.

## KMC X2.0 11-speed series chains

1ST FLOOR  
J0118



KMC's upgraded X11SL series is the best-performing chain with the most compatibility across all 11-speed systems. The KMC X11SL series allows agile, accurate shifting through its Double X Bridge and Optimal Chamfering. Transmission efficiency (rigidity) and durability are attained through superior manufacturing capabilities. The X11SL series is compatible across all 11-speed electronic and mechanical drivetrain systems (Shimano, Campagnolo, SRAM). Furthermore, all KMC X11 series chains come with the tool-free Missing Link.

# HAIBIKE

DISCOVER  
HIGH PERFORMANCE  
MADE IN GERMANY

Haibike eQ XDURO FS:  
awarded with



Discover one of the most upcoming German bicycle brands: Haibike

Get to know our 130 attractive models ranging from low budget to high end products. Profit by our interesting conditions and short delivery times and - most of all - by our outstanding product & marketing highlights, such as:

**Haibike XDURO**, the worldwide most successful and multi awarded ePerformance eBike

**Haibike Greed 29**, the EUROBIKE GOLD AWARD winning superlight carbon bike

**Haibike ProTeam** led by Olympic Gold Medal winner Sabine Spitz, one of the most victorious MTB racers of all times ...

Discover German Engineering, design and reliability at its best. **Discover Haibike.**

Learn more on  
[haibike.de](http://haibike.de)

Contact us  
[export@winora-group.de](mailto:export@winora-group.de)

**BECOME A PARTNER!**  
Visit us on the Taipei Show!  
Exhibition Hall M1219

# New Products 2013

## Miranda Delta Crank

4TH FLOOR  
L0325

The Delta is a cold forged aluminum bicycle crank with a precision-crafted design that comes in luxurious colors and exclusive finishes. Miranda engineered the Delta for supreme dynamic and static resistance while keeping it very light. The Delta's flexibility means it can be adjusted to most systems on the market. The sophisticated design is accentuated by a specially crafted chainguard, decorated with its graphic edition component. The chainguard and crank arm combine for a state-of-the-art crankset.

## Xpedo Baldwin

1ST FLOOR  
J0517

The Baldwin bridges the gap between the demands of the XC racer and those of the enduro rider. It uses Xpedo's tried-and-true Posi-Lock retention system, protected by a robust 6061 CNC body for extra support. The Baldwin weighs 292g per pair in titanium and 332g per pair in CroMo.

## Shimano Dura-Ace

4TH FLOOR  
M0814

The 2013 Dura-Ace is the result of 40 years of development and innovation, tested to the limit at the highest level of competition. The group's leading edge design, improved stiffness and enhanced control has one aim: to give cyclists the power to go faster.

## Hydrapak SoftFlask

4TH FLOOR  
L1309

Extending the utility of the easily stored and collapsible SoftFlask line, Hydrapak's new SF350 and SF500 focus on performance hydration and feature wider filling ports, on-demand bite valves and shut-off switches. The versatile, multi-sport accessories come in 0.35-, 0.5-, and 0.75-liter capacities. The modular design is user-friendly and flexible, whether stored in a backpack, a cycling jersey pocket, or with Hydrapak's optional integrated hand straps.



## Bergamont Revox MGN

4TH FLOOR  
N1124

Bergamont's top-of-the-line 29er is a top choice for XC riders and racers. Frames start at only 990g (2 pounds, 3 ounces) and offer the best stiffness-to-weight ratio in their class, while the Directional Flex System provides riding comfort. The Revox MGN has gotten very good ratings from German bike magazines. Top components include a Fox 32 Float 29-inch fork with TerraLogic and a SRAM XX 2x10 drivetrain for easy climbing.



## Airace Veloce

4TH FLOOR  
L0006

This aluminum floor pump has an eye-catching high-polish finish. Airace's "Clever-Twin-Valve" head fits Schrader, Presta, Dunlop and E/V, and the Presta valve can be securely sealed so it doesn't pop out until reaching 240 psi (16.5 bar), the Veloce's maximum pressure. Also available in piano white.



## Crops Smart Saver-QD

4TH FLOOR  
N0828

The Smart Saver-QD by Crops squeezes 11 functions into a light and compact body. There's also a handy exclusive feature: a quick release that locks the angle of whatever tool you're using.

## Velo VL 2213 MTB Saddle

1ST FLOOR  
J0717

Sponsoring several mountain bike teams has given Velo many insights into this segment, which it has used to design two new saddle models for 2014. Velo has equipped the MTB saddles with outer edge padding for greater pedaling efficiency and "no hands" control. A slightly upturned rear end with thicker padding supports the rider while climbing and sprinting. The VL 2213 features a well-rounded shape for a strong visual appeal.



## TranzX LogiX Diagnostics /M25 motor

1ST FLOOR  
J0408

TranzX introduces the M25 central motor, the first equipped with the company's advanced level LogiX diagnostic system, which becomes the standard for all subsequent TranzX models. The LogiX Series provides a new standard for diagnostics, power and performance. Using the premium diagnostic platform based on leading CANBus (Controller Area Network) technology, LogiX ensures fast and accurate problem detection. It's paired with the ultra-compact M25 central motor, which weighs only 3.5 kg (7 lbs, 4 oz.) and has very low noise and vibration levels.

## Dahon Mu Rohloff Sport

6TH FLOOR  
S0614

Dahon is launching a new model for discerning cyclists. The Mu Rohloff Sport houses a Rohloff internal hub and is equipped with reliable 451mm wheels. It's built atop Dahon's popular lightweight Mu frame. The sporty design is capable of long-distance treks and athletic jaunts, while still having the folding convenience of a Dahon.



## World's Top 2 Cycle Shows 1 Advertising Package

Eurobike and the Taipei International Cycle Show are the world's #1 & #2 Bicycle Trade Shows. Use the official Show Dailies to project your marketing message and make the most of your valuable show investment...

**Book an advertising package for both EUROBIKE and TAIPEI CYCLE Show Daily at once, and get a 20% DISCOUNT.**  
For details, contact [sales@bikeshowdaily.com](mailto:sales@bikeshowdaily.com).



**This is the deal**

## Taipei Show Daily March 20, 2013 Advertising index

Airace	16	KMC	18
Asia Bike	33	Messingschlager	Front Cover
Bergamont	10	Miranda	5
Biologic	26	O-Synce	27
Chosen	23	Pacific Cycles	3
Cratoni	24	Shimano	9
Crops	29	Sunrace Sturmey Archer	19
Dahon	15	Taya Chain	43
DK City	39	Tern	Back Cover
Eurobike	2	TranzX	25
Hydrapak	6	TSMA	37
ISPO Bike	31	Velo	12
JetBlack	17	Wellgo	21
Kind Shock	11	Winora/Haibike/XLC	41



# SHOW DAILY

Credit & Contact Info

### Publisher

Tom Kavanagh  
K.B. Media Ltd.  
28 Llewelyn Way  
Rathfarnham  
Dublin 16  
Ireland  
[www.bikeshowdaily.com](http://www.bikeshowdaily.com)

### Editor

Doug McClellan

### Design

Keith Wealleans  
[keith@cleardesigns.ie](mailto:keith@cleardesigns.ie)

### Contributors

Jo Beckendorff  
German Eslava  
Nicole Formosa  
Stephen Jack  
Tom Kavanagh  
Phil Latz  
Doug McClellan  
Carlton Reid  
Laurens Van Rooijen  
Alan Zhang

### Authorized By

Organiser:



[WWW.TAITRA.COM.TW](http://WWW.TAITRA.COM.TW)

### Advertising Sales Team

Tom Kavanagh  
(Worldwide)  
[sales@bikeshowdaily.com](mailto:sales@bikeshowdaily.com)  
Peggy Lee  
(Asia)  
[peggy@bikeshowdaily.com](mailto:peggy@bikeshowdaily.com)

### Onsite Photographer

Jacky Huang

### Taitra Liaison

Andrea Wu

### Printed By

Chuen Fung  
群鋒企業  
Taipei, Taiwan

© 2013 K.B. Media Ltd. All rights reserved.

No part of this publication may be reproduced without specific written permission from the publisher. Neither the publishers nor writers can be held responsible for damage of any kind that may arise as a result of the content herein.



DHT Video Inside

# TAYA

# DHT

DIAMOND HARD TECHNOLOGY

TA YA CHAIN CO., LTD.  
[info@tayachain.com](mailto:info@tayachain.com)  
[www.TAYACHAIN.COM](http://www.TAYACHAIN.COM)

**Always ready to go!**  
5,000 KM durable chain with E-bike high-power system.

**2013 TAIPEI CYCLE**  
**Booth NO. K610**



# OPEN

to more possibilities?