

**TAICHUNG**  
bike week

# SHOW DAILY

**TUESDAY**

# WELCOME TO BIKE WEEK!

**INSIDE:**

**CORPORATE RESULTS START TO RECOVER | E-BIKE TRENDS  
AT BIKE WEEK | INVESTMENTS IN VIETNAM & EUROPE | WBIA'S  
BOB MARGEVICIUS | NIGHTLIFE GUIDE | EXHIBITOR PROFILES  
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**TAICHUNG BIKE WEEK**

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24 September  
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PARTLY CLOUDY

**TONIGHT**  
**24°C**  
PARTLY CLOUDY

**TOMORROW**  
**33°C**  
PARTLY CLOUDY

**TAICHUNG BIKE WEEK WEBSITE**



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**CONTENTS**

Critical Cluster: a search engine for the bike industry	6	Jetset comes full circle	16
Atravelo shows new carriers & kickstands at TBW	6	ZF Micro Mobility: small motors with big support	16
Venture On: Anchor Asia networking event	7	9T Labs looks for partnerships	17
Positive news appears, despite industry difficulties	8	E-drive trends at Bike Week	18
DTboost's smart production	10	Nuvo's new green factory	20
Neco is committed to innovation	10	Kynamic: KMC's e-bike unit aims to provide end-to-end service	20
Stefan Reisinger: "Eurobike has big goals for 2025"	11	Taiwanese investments in Vietnam	22
Corporate results show signs of life	12	Delta Electronics builds on broad expertise	24
Darfon invests in Europe	14	Exhibitor list	25
WBIA: Interview with Bob Margevicius	15	Floor plans	29

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**AFTER HOURS IN TAICHUNG**

**The usual industry haunts:**

**Uzo**  
Beers, mixed drinks and western food with a casual atmosphere. Outside seating available.  
**No. 22號, Jingcheng 5th St, West District**



**Orgasmo Curry**  
Serves own beers and curry rice, now behind SOGO on the 2nd floor of Elizabeth Hotel.  
**No. 471, ZhongMei St. West District (Elizabeth Hotel)**



**La Bodega**  
Casual & friendly expat-run hangout with Spanish cuisine including paella & tapas.  
**No. 3, Jingcheng 2nd St., West District**



**Sachsen Belgian Bar & Restaurant**  
on Xitun Road behind Evergreen Cocktail bar with more locals than industry folks  
**No. 43-1號, Section 2, Xitun Rd, Xitun District**



**Gong High**  
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**No. 256號, Section 1, Xiangshang Rd, West District**

**微醺光廊WS餐酒館 (Tipsy Lighthouse WS Restaurant)**  
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**O'Tailor Coffee & Bar**  
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**Taihu Brewing Taproom**  
Cozy flagship store of Taiwanese independent beer maker serving burgers, fries, tacos etc.  
**No.22, Zhongxing 1st Lane, West Dist, West District**

**Common Good Bar**  
Arty & eclectic spot, right behind Sogo at Splendor  
**No. 18號, Lane 480, Huamei St, West District**



**SHOW DAILY TAICHUNG bike week 2024**

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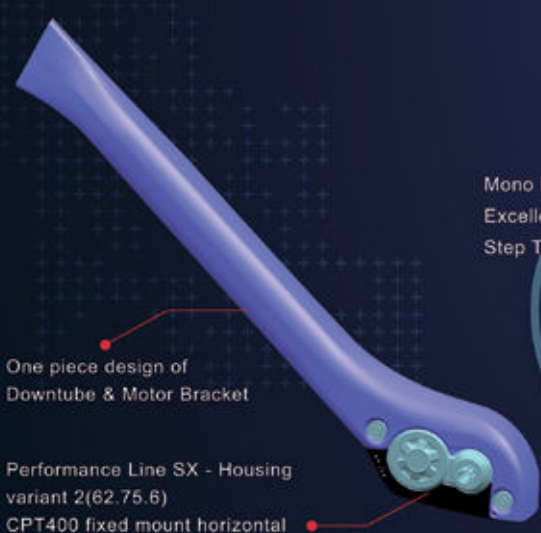


# WORLD - LEADING INNOVATION

TAICHUNG **bike week** COME SEE US AT Evergreen Hotel A26

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As E-BIKES get more sophisticated, So do hydroformed parts from A-FORGE [www.aforge.com.tw](http://www.aforge.com.tw)



**China Patent**  
ZL 2018 2 0212382.8 (Started since 2018.10.09)  
**Taiwan Patent** 1676575 (Started since 2019.11.11)  
**European Patent** 20 2023 102 762

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## CRITICAL CONNECTIONS

# SEARCH ENGINE SHARES PRODUCT DATABASE

In 2020, Alfred Tsai saw a problem that needed fixing. The longtime journalist and photographer always had a hard time finding the products he was looking to write about. In other words, there was no dedicated online search engine where you could just punch in a cross section of spec and be presented with a select list of relevant products. So he created his own as part of his newly established company Critical Cluster: [www.bicyclecluster.com](http://www.bicyclecluster.com). Bicycle Cluster debuted during the pandemic and received a boost from the Microsoft for Startup Founders Hub assistance program in 2023.

The Bicycle Cluster search engine allows a precise search of the several hundred Taiwan manufacturers and brands who have signed up on the platform. Entering the product along with the specifications generates a results page featuring products from a cross section of relevant brands. Comparing two to three products side by side is also possible, enabling users to quickly decide which products most closely match their search.

Another important dimension is that the website is also intended to be used in tandem with a trade show such as Taipei Cycle. Finding a product by function and spec at the show traditionally involves visiting the booths of

companies you know make those sorts of products—you need to walk the aisles to find the prize. Bicycle Cluster can be used to find those companies and even set up a meeting on the platform, which certainly helps a trade show visitor work more efficiently and cover a lot more ground.

In 2023, Tsai debuted a search engine devoted exclusively to Taichung Bike Week: [www.tbw.com.tw](http://www.tbw.com.tw). The peculiar characteristic of this event is that it's not organized by any central authority. The visitor guide issued each year was also not designed very well, Tsai noticed. Visitors still faced a lot of guesswork and traveling between the hotels to find the products they sought. The TBW search engine aims to make that journey much easier. The other idea under development is to use [tbw.com.tw](http://tbw.com.tw) as a centralized registration system. Participants would register on the site and include their products, which could then be found through the search function.

At this year's Taichung Bike Week, Tsai has formed a loose collaboration with Bike Venture's, Elisa Chiu. Bike Venture debuted at the 2024 Taipei Cycle show and aimed to put promising startups in front of the venture capital they need to take them to the next level.

"Elisa is looking to promote innova-



Alfred Tsai works on the [tbw.com.tw](http://tbw.com.tw) website

tion and get venture capital involved in the bicycle industry and to make more connections with foreign companies. In relation to Taipei Cycle there is not a lot we can do since TAITRA is the main party. But TBW does not have an organizer," said Tsai. "Another important point is that she wants to bring more IT companies into Taichung

Bike Week, to connect with and help those tech companies who want to get involved in the bicycle industry see what they can do," he said. "Basically, in the history of TBW, there has been no change. The traditional industry side thinks that TBW that it doesn't need change. But I think we can bring some new vibes," he said. ■ GR

## ATRANVELO EQUIPS BIKES WITH TOUGHER ADD-ON COMPONENTS

Atranelo [Splendor, 13F, 1349-1350] is ramping up its offering of smart carriers and sturdier kickstands, aligned with demand from urban bicycle and cargo bike makers. The Swedish supplier has long specialized in such add-on components, targeting bicycle manufacturers and the aftermarket. Among its customers are Cycleurope, Hartje, Specialized, Romet and other prominent brands.

But over the last few years, the range has expanded in response to the increased usage of two-wheeled vehicles instead of cars – meaning they should be able to transport other people and all sorts of items.

"We have a very wide range of carriers and kickstands for standard bicycles and e-bikes, but our latest products also fulfill the demand for more heavy-duty hardware," said Ulf Pentéus, Atranelo's chief executive.

Among the latest products is AVS+, a carrier that has been approved for child seats. A lock enables parents to secure the seat with a key. The product is based on the smart AtranVeloSystem, which securely attaches bags, baskets and crates to standard bicycles – all modular and compatible with both front and rear carriers.

Another complement to the offering in Taichung is the Stabile, a double kickstand made for cargo bikes. It's a sturdy option with a patent-pending locking feature.



Ulf Pentéus, all set up with Atranelo carrier and kickstand.

Nearly all of Atranelo's hardware is made by long-term production partners in China. They turn out about 1.2 million kickstands and 0.5 million carriers per year. Other suppliers make baskets and bags for the aftermarket. Atranelo offers delivery directly from Asia, and from its own warehouse in southern Sweden. Pentéus said it has just invested to double the size of this facility to about 2,000 square meters. It's adjacent to the company's head office in Falkenberg. "Given the market situation, we decided to take the time to carry out projects that set us up for growth in the years ahead," said Pentéus.

The Swedish warehouse is used to



The AVS+ carrier with lock.

rapidly dispatch products to customers and retailers in Nordic markets and other European countries, which make up the largest share of Atranelo's sales. "Many customers appreciate the combination of quality, price, flexible production and quick delivery," said Pentéus.

Atranelo has been around since 1937, starting as a small business specializing in the production of bicycle saddles. It was briefly owned by a subsidiary of Monark. When a financial owner opted to close down Atranelo in 2005, three employees

offered to buy the brand name and other assets. Pentéus teamed up with Krister Lindén, in charge of research and development, and Roger Pettersson, who heads up quality control. "We restarted completely from scratch," said the chief executive.

Expanding steadily and profitably, the team has grown to ten employees, all working from the head office. With this relatively small team, Atranelo is a regular participant at Taichung Bike Week. "It's a cost-efficient way to meet with customers from all around the industry," said Pentéus. ■ BS

# VENTURE ON ANCHOR ASIA'S NEW FORMAT ENRICHES BIKE WEEK

Following the successful events at Taipei Cycle and Eurobike, Anchor Asia is extending its executive platform to Taichung Bike Week. Participants in tomorrow's event will enjoy insightful discussions on current developments in the bicycle industry and valuable networking opportunities.

As the cycling industry navigates a critical period of recovery and transformation, all eyes are on this year's Taichung Bike Week. Tomorrow, Wednesday, promises to be particularly interesting from an industry perspective, as the new event format "Venture On" is set to provide exciting insights into current developments in the cycling sector. Hosted by Anchor Asia, an ecosystem builder since 2017, and the visionary behind the Bike Venture events at Taipei Cycle Show and Eurobike, this executive forum features a fireside chat offering first-hand insights from the current developments in Europe, followed by an in-depth session on the bicycle industry's future outlook, exploring the transformative power of capital and innovation. "The motivation behind hosting the Venture On Executive Forum is in line with Anchor Asia's mission for all of its events: create a platform for cross-border and cross-industry collaboration. After our presence at Taipei Cycle and Eurobike, we saw Taichung Bike Week as the perfect opportunity to continue facilitating this exchange," explains

Elisa Chiu, founder and CEO of Anchor Asia and event organizer.

Starting at 1:30 pm at the Splendor Hotel, the first session, titled "Eurobike Exclusives: Insights from the Frontlines," features Stefan Reisinger, Managing Director of Fairnamic and event organizer of Eurobike, alongside Jan-Willem van Schaik, Editor-in-Chief of B2B magazine "Bike Europe." They will share their perspectives on the latest market trends emerging from Europe and how Taiwan's bicycle industry could respond strategically. The second part of the event focuses on in-depth sessions with Shu-yu Lin, Investment Analyst at the brokerage and investment group CLSA, on the sector's outlook and Chiu talking about the transformative role of capital and innovation. "We believe there is immense untapped potential for global cross-industry collaboration, corporate-startup partnerships, and strategic investments in the cycling industry. With our roots in Taiwan, we see tremendous opportunities to attract more investors and startups to partner with us, while also encouraging Taiwanese companies to actively participate in global deals



The Bike Venture Summit at Taipei Cycle received industry-wide attention.

and solutions," Chiu says. The event concludes with a networking session for the participants, ending at 5 p.m.

The Show Daily will be on-site as the official media partner of Venture On, covering the event and its outcomes. A full interview with Elisa Chiu including more details of the event as well as her opinion on the start-up and venture capital scene in the bicycle industry is available on our website at [www.showdaily.net](http://www.showdaily.net).

■ WMS



Elisa Chiu, CEO and founder of Anchor Asia, organizes the event.

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## TRENDING UP

# POSITIVE SIGNS AMID THE INDUSTRY'S ECONOMIC DOWNTURN

For about two years, the global bicycle industry has been in an economic slump. Despite the ongoing tough times, snippets of positive news have been on the rise. Is it enough to be a reason for hope?



*Signs that the economic situation in the bicycle industry will improve in 2025 are becoming more apparent.*

Every cloud has a silver lining. The idiom, which, according to the Oxford Dictionary of Proverbs, states that “even the gloomiest outlook contains some hopeful or consoling aspect,” is a common phrase in the English language. In a metaphorical sense, however, it also describes the current economic climate in the bicycle industry. For more than two years, the two-wheeled sector has been struggling with the ongoing economic downturn—and it is likely to be one of the top talking points at this year’s Taichung Bike Week. The good news is that while crisis reports, such as weak export figures, underutilized factories, waves of lay-offs, and even bankruptcies, still make the daily headlines, there has lately been a growing sense that the worst may now be over. The reason for this interpretation of the current market mood is the recent increase in the number of positive news stories across various levels.

### Development of the global economic climate

At the top level, the developments in the global economy are certainly noteworthy. The sharp rise in inflation in many countries during 2022 has now largely eased. For instance, in the Eurozone, inflation stood at 10.6 percent in October 2022 but had

already dropped to 2.2 percent by August 2024. In the United States, the peak was reached in June 2022 at 9.1 percent, but by August 2024, it had fallen to 2.5 percent, moving closer to pre-crisis levels. The same trend can be seen in the United Kingdom (most recently 2 percent), Japan (2.8 percent), and Taiwan (2.3 percent), where inflation has stabilized below 3 percent. As a result, many central banks, which had raised interest rates significantly two years ago, began cutting rates. These developments are expected to provide new momentum to many economies that have been on the brink of recession. This should also create better conditions for the cycling industry in the months ahead.

In this context, consumer sentiment is also brightening in many places. The Consumer Confidence Index (CCI) of the Organisation for Economic Co-operation and Development (OECD), a standardized confidence indicator providing insights into future household consumption and savings behavior, has been on the road to recovery since hitting rock bottom in July 2022. The index is based on responses regarding households’ expected financial situation, their views on the general economic outlook, unemployment, and their ability to save. An indicator above 100 signals increased consumer

confidence in the future economic situation, leading to less saving and a higher likelihood of making major purchases in the next 12 months. Currently, it stands at 98.9 points, just shy of the optimistic threshold. Two years ago, the index was at 96.6 points, a comparatively low value in the 50-year history of the measuring instrument. Various country-specific surveys, such as those in Germany, also show better results today than two years back.

### Developments of the publicly listed bicycle companies

From a Taiwanese perspective, the market developments of the two industry leaders, Giant and Merida, are encouraging. Although Giant reported a challenging first half of the year with revenue down 12.6 percent year-on-year, the trend has recently shifted upward, with higher revenues in both July (annual growth rate of 16.62 percent) and August (2.03 percent) compared to the same months last year. A similar picture can be seen at Merida, where revenue has consistently grown year-on-year since April. This has offset the difficult start to the year—as of July, down only 0.8 percent compared to last year, while the year-on-year comparison after Q1/2024 was still at -29.9 percent. Therefore, Merida’s outlook promises

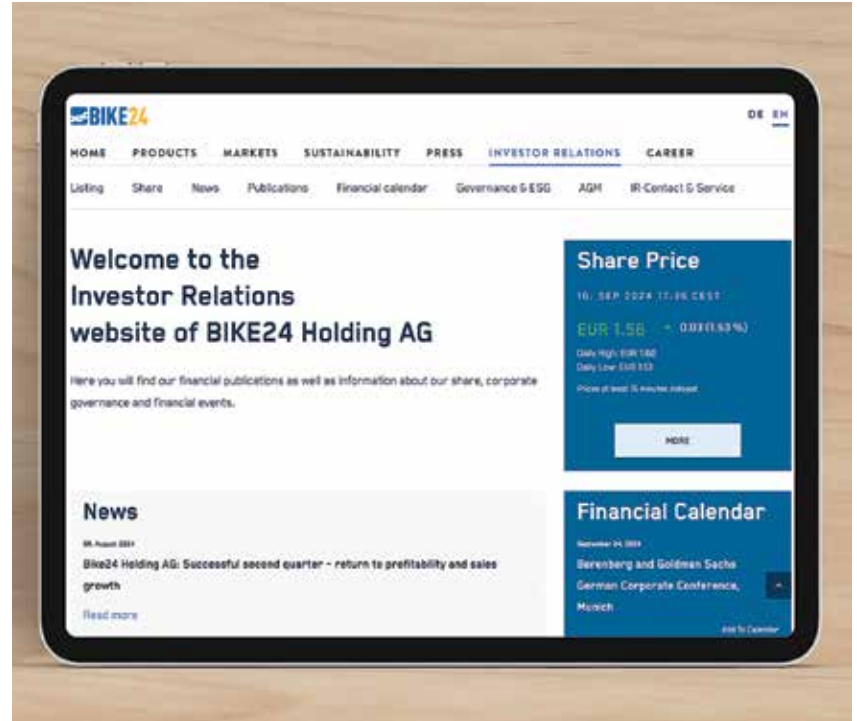
that 2024 will surpass 2023 figures (for more details, see our comprehensive report on market developments in Taiwan on page 12).

Internationally, there are also several hopeful reports from publicly traded companies with ties to the bicycle industry. Driven by growth in the sports category, including bike helmets, Swedish safety specialist MIPS posted a 31-percent year-on-year increase in net sales for the second quarter. Led by the fitness segment’s double-digit growth, accessory specialist Garmin’s second-quarter revenues increased 14 percent compared to the same period last year. And component producer Fox Factory Holdings also saw recent positive developments in the bicycle market. While their latest report acknowledged a decline in bicycle product sales in the fiscal first half due to “ongoing channel inventory recalibration and, to a lesser extent, lower-end consumer demand,” the company recorded a 52-percent sequential increase in bike revenues in Q2/2024 compared to Q1/2024. Another promising example is the German e-bike sensor manufacturer NCTE AG. Although revenues in the first half of 2024 dropped by a significant 40 percent compared to the same period last year, the company simultaneously reported a 65-percent increase in





Swedish safety specialist MIPS posted a 31% year-on-year increase in net sales for the second quarter.



Bike24 Holding, Germany's biggest online retailer, reported a "successful second quarter" in its latest company report.



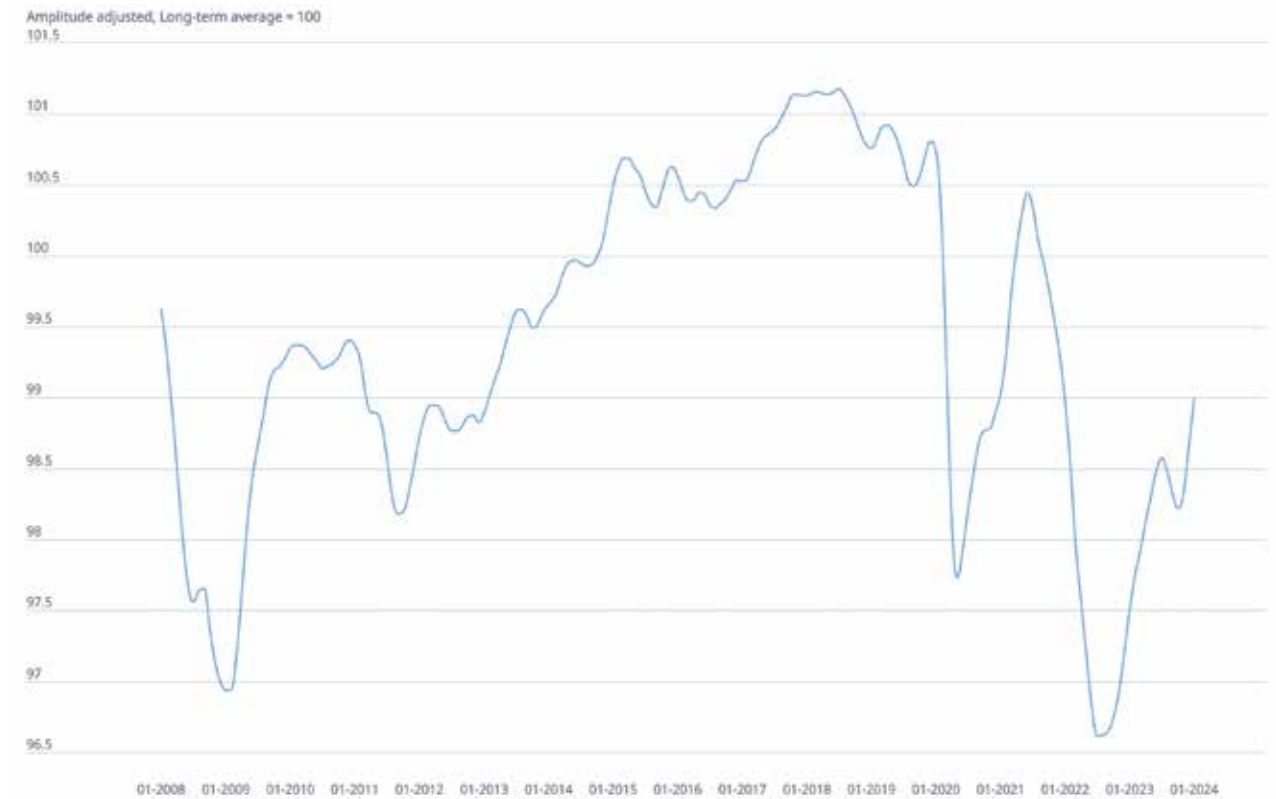
Bike Matrix founder Adam Townsend

order intake during the first half of 2024. The associated revenues are expected to materialize in the second half of 2024 and into 2025 and 2026, according to the company report.

Very positive news comes from Bike24 Holding AG, Germany's largest online bike shop, which plays a significant role in many other European countries as well. In its latest company report, published in August, the company spoke of a "successful second quarter" and a "return to profitability and revenue growth." In Q2/2024, Bike24 achieved an adjusted operating profit of 2.7 million euros (compared to 0.6 million euros in the same period last year). The growth was mainly driven by positive developments in the DACH region, with the complete bikes segment contributing significantly to the 8-percent revenue increase. Interestingly, the report also mentions that the company managed to reduce its inventory significantly compared to the same period last year.

**Developments in the field of investments**

Several startups have also made economically positive headlines in recent months. One example is Swedish sports nutrition brand Maurten, which closed a \$21.7 million investment round led by international growth equity fund IRIS Ventures. Another is the New Zealand-based software company Bike Matrix. In mid-August, the Rotorua-based startup announced that it had secured a significant seed investment of 2.0 million NZD (\$1.2 million) from an anonymous source



The Consumer Confidence Index (CCI) of the OECD has been on the road to recovery since hitting rock bottom in July 2022.

within the bicycle industry. Adam Townsend, a veteran bike mechanic and the architect behind the company, stated, "This funding will enable us to expand our dedicated founding team and take Bike Matrix to the next level."

Examples of positive news in the area of crowd investment come from the German companies Hopper Mobility, a manufacturer of enclosed e-bikes, and Sushi Bikes, a producer of urban bikes. The former completed a crowd-funding round on the private investor network Companisto in August, raising around 1.63 million euros. Sushi Bikes' ongoing campaign on the platform Conda stood at nearly 0.6 million euros at the time of publication.

**Cycling remains a trend**

Numerous studies in the consumer markets also suggest reason for optimism. While the cycling boom that emerged during the COVID-19 pandemic is not as prominent as it was three years ago, interest in

cycling remains high. For example, the U.S. manufacturer Garmin recently published a study collating data from its users, which shows that cycling activities have increased by 7 percent globally over the past 12 months.

A forecast from McKinsey & Company provides economic hope. According to a recent analysis by the McKinsey Center for Future Mobility (MCFM), the global micro-mobility market, which includes the bicycle industry, is currently valued at around \$180 billion. The report, titled 'The future of mobility,' states: "McKinsey analysis indicates that the value could be more than double by 2030 to reach about \$440 billion." McKinsey identifies regulation and consumer behavior as the main drivers, with regulation playing a role as governments prioritize transportation modes that align with their climate goals. Consumer behavior will be driven by subsidies and investments in micro-mobility infrastructure. This predic-

tion matches current developments, as the growing popularity of e-bikes and urban cycling already supports governmental climate objectives and is expected to boost sales and draw new investments moving forward.

**Positive outlook for the bicycle industry**

In summary, while the global bicycle industry continues to navigate challenging economic conditions, there are several positive signs on the horizon. From the stabilization of inflation and the recovery of consumer confidence to the upward trends among leading companies and startups, the sector shows resilience. Investment and innovation remain key drivers, and forecasts from major studies suggest significant growth in the micro-mobility market. As the saying goes, every cloud has a silver lining, and for the bicycle industry, that lining is becoming clearer with every new piece of optimistic news. ■ WMS

## NECO

## COMMITTED TO INNOVATION AND GROWTH

Backed by more than 30 years of experience and the vision from its general manager, Neco Technology Industry Co. Ltd. continues to strive for innovation and high-quality products that meet the market's demand.

Founded in 1986 in Taichung, Taiwan, **Neco [Splendor, 11F-1122]** has been a leader in machinery tooling design for over three decades. Under the guidance of general manager Neco Wang, the company has made significant contributions to both its own growth and the global bicycle industry. Specializing in headsets and bottom bracket components, Neco offers a wide range of high-quality

products and advanced manufacturing capabilities, including alloy cold forging and CNC finishing. Since 2010, the company has expanded into CNC pedals, hubs, and chainwheels, supported by three factories in China, in Tianjin, Nanjing and Guangzhou. In 2016, the company made a strategic move by acquiring Lingbei Motor Technology (Shanghai) Co. Ltd., a specialist in electric motor systems for e-bikes and scooters, marking their entry into the rapidly growing sector.

Neco continues to innovate in Taiwan, concentrating on high-end products while also meeting diverse market demands with competitive, high-value solutions. It also understands that the market is evolving rapidly with a strong emphasis on sustainability and smart technology integration. "Looking ahead, we see the market embracing more eco-friendly and high-tech solutions. We are dedicated to driving this trend by investing in research and development, ensuring our products not only meet but exceed the expectations of our customers," says Neco Wang.



**Precise control, efficiency, and quietness are three major benefits of Neco's new MM20MAX mid-drive motor.**



**Neco's new water-resistant headset offers smoother rotation and easier installation.**

The latest product lineup includes the MM-20MAX, a mid-drive motor that offers both power and convenience. The Max drive system samples data up to 80K Hz through a torque sensor and two speed sensors, providing the controller with real-time info on crank torque, vehicle speed, and pedal rotation for precise control and efficiency. Despite delivering over 175Nm of torque, it runs nearly silently and its modular design and integrated controller simplify disassembly for faster servicing.

While expanding into the e-bike market, Neco continues to innovate on more traditional bicycle com-

ponents. Its new water-resistant cable routing headset NECO2-WR (H323MP-2WR) is a prime example. The 8X 16-23mm/35-degree top cover is designed for smoother brake and transmission cable integration and the nylon and fiber construction reduces wire resistance and prevents scratches, while a water-resistant rubber and a dual-hole design ensure protection without limiting rotation during turns. ■ MW

## DTBOOST

## SMART PRODUCTION MEETS E-BIKE INNOVATION

Specialising in automation integration and smart manufacturing, Da Shiang Automation (DSA) is a well-known name in Taiwan's metal manufacturing industry. With its new business unit DTboost, the company now aims to make waves in the cycling sector.

Anyone browsing for new electric motors at this year's Taipei Cycle Show likely came across the name **DTboost [Splendor, 13F, 1373+1374]**. The Taiwanese manufacturer presented its "Frictionless Motor System 01" – a hub motor weighing just 1.5 kilograms that promises a particularly smooth riding experience. Thanks to the integrated "DNGage Clutch System", riders can enjoy zero motor resistance once they exceed the 25 km/h assistance limit. Yet, the new motor is just one of many exciting developments from the company. The collaborative venture, jointly founded by Gigabyte (a global leader in AI server solutions), ADATA (a leader in memory manufacturing), and Da Shiang Automation (DSA) has big plans for bicycle manufacturing, too. "This partnership aims to bring global AI robotic automation solutions and smart e-systems to the electric bicycle market, with a focus on regions such as APEC, Europe, and the Americas," explains Barry Huang, General Manager of DSA and DTboost.

DTboost's journey began in 2013 when its parent company DSA was founded. Since then, the Taoyuan City-based company has become a recognised name in smart manufacturing system integration and automation solutions for the metal manufacturing

sector. Its services include a wide range of casting processes and post-casting operations like cutting, sandblasting, deburring, grinding, polishing, and mechanical processing. "Additionally, we provide fully automated solutions for stamping sheet metal, automated welding, laser cutting, and also software applications. DSA's expertise in those processes has paved the way for DTboost to develop innovative solutions for bicycle manufacturing," Barry Huang says, listing different production steps that demonstrate why the bicycle industry has become an important partner for his company over the years. With DTboost, they now aim to accelerate this development. "Our goal is, on the one hand, to advocate for smart manufacturing solutions tailored to the specific needs of the bicycle industry. These solutions include robotic 3D laser cutting, advanced robotic automated welding and robotic aluminium and carbon fibre surface treatment and processing systems. On the other hand, we also want to make a name for ourselves with our own developments, such as our motors," he adds.

Looking ahead to Taichung Bike Week 2024, DTboost plans to showcase its latest advances in bike frame



**Barry Huang, General Manager of Da Shiang Automation (DSA) and DTboost**

manufacturing, including innovations in laser cutting, welding, and grinding technologies. They will also demonstrate their "DNGage Clutch System" and a new communication system compatible with Shimano Di2, further enhancing the control and functionality

of their electric motor systems. Barry Huang adds: "Despite the current industry slowdown, we are dedicated to engaging with industry professionals and showcasing our commitment to advancing the bike industry through innovative solutions." ■ WMS

## INTERVIEW WITH EUROBIKE CEO STEFAN REISINGER

# “WE HAVE BIG GOALS FOR NEXT YEAR”

With more than 1,800 exhibiting companies, 35,080 trade visitors (2023: 34,750) and an additional 33,090 bike fans (2023: 31,840), this year’s Eurobike show in Frankfurt am Main saw record numbers. In an exclusive interview, the Show Daily spoke with Stefan Reisinger, Managing Director at Eurobike host fairnamic GmbH, about the current mood in the bicycle industry, his expectations for Taichung Bike Week and next year’s Eurobike edition.

**Mr Reisinger, this year’s Eurobike saw an increase in visitor numbers compared to last year. However, the industry’s mood remains subdued due to the ongoing challenging economic environment. How do you feel about the upcoming Taichung Bike Week?**

I’m heading to Taichung in good spirits, even though I know it’s not getting any easier for the bike industry, both here in Europe and for suppliers in the Far East. The reason is that I firmly believe personal relationships and face-to-face meetings with customers and partners are incredibly important for our industry. Taiwan offers two key opportunities each year – Taipei Cycle and Taichung Bike Week. That’s why the days here in Taichung are a great opportunity for everyone to come together and take the next steps as an industry.

**Would you say that events like Eurobike and Taichung Bike Week, with the personal interactions they facilitate, become even more critical during difficult times?**

From my perspective, they are always

important. In turbulent times, however, stability and reliability become key factors – and personal relationships gain even more significance. It’s no coincidence that many industry players from Europe and North America make an effort to attend the events in Taipei and Taichung. The same goes for the many Asian visitors who attend Eurobike every year. The need to engage in face-to-face conversations with customers, suppliers, and partners is immense.

**How would you describe the general atmosphere in the cycling industry right now?**

You always have to be careful not to generalise too much. In the end, it’s very individual – some market players are certainly more deeply affected by the economic downturn, while others are starting to see light at the end of the tunnel. I firmly believe that the way forward is to keep looking ahead and focusing on innovation and not only on clearing old stock. I believe the key is to be innovative, create buying incentives, and, in the process, even help move

older inventory. My hope and expectation is that Taiwanese companies remain as driven as ever and continue to bring new and innovative products to the market.

**What are your goals for this year’s Taichung Bike Week?**

My main goal is certainly to have as many meetings as possible – face-to-face encounters with important long-standing partners as well as with new customers. We have big goals for next year’s Eurobike, which is why the face-to-face meetings here in Taichung are incredibly important for us.

**The next Eurobike will take place from June 25th to 29th, 2025. Can you give us a preview of what to expect at the upcoming event?**

While this year we had to compete with the European Soccer Championships, the US national holiday and other major events, such as the Tour de France, in 2025, we will return to our established June event slot. This timing is definitely more favourable, both for us and the industry as a whole. Therefore, next



**Stefan Reisinger, Managing Director of Eurobike organiser fairnamic GmbH**

year will give us an even better chance of gathering more industry participants in Frankfurt. ■ **WMS**

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## ENCOURAGING SIGNS

# HAS THE REBOUND ALREADY SET IN?

With lingering overstock issues eating into the cashflow of corporations for two consecutive years, the bicycle industry is looking for a turn of the tide. While companies resort to various measures in order to reduce operational costs, some encouraging indicators are starting to emerge.

Back in 2022, business looked promising. Many companies reported new turnover and profit records that year and, as such, kept producing at maximum capacity, expecting the boom to continue. But the tide had already started to turn midway through 2022. Global unrest, like the war in Ukraine, was one major cause of concern, as were escalating trade conflicts between the United States and the European Union on one and China on the other side. The escalation of the Near East conflict in October 2023 was another worrying factor. Add in rising costs for raw materials, energy and transport and you end up with a toxic mix for the industry's globally operating supply chain. At the same time, consumer sentiment plummeted to rock-bottom, due to inflation and the cost-of-living crisis. With a few notable exceptions, such as high-end road bike makers Pinarello and Colnago, most companies within the bike industry saw both their turnover and their profits decline year-on-year in 2023 and into the first half of 2024.

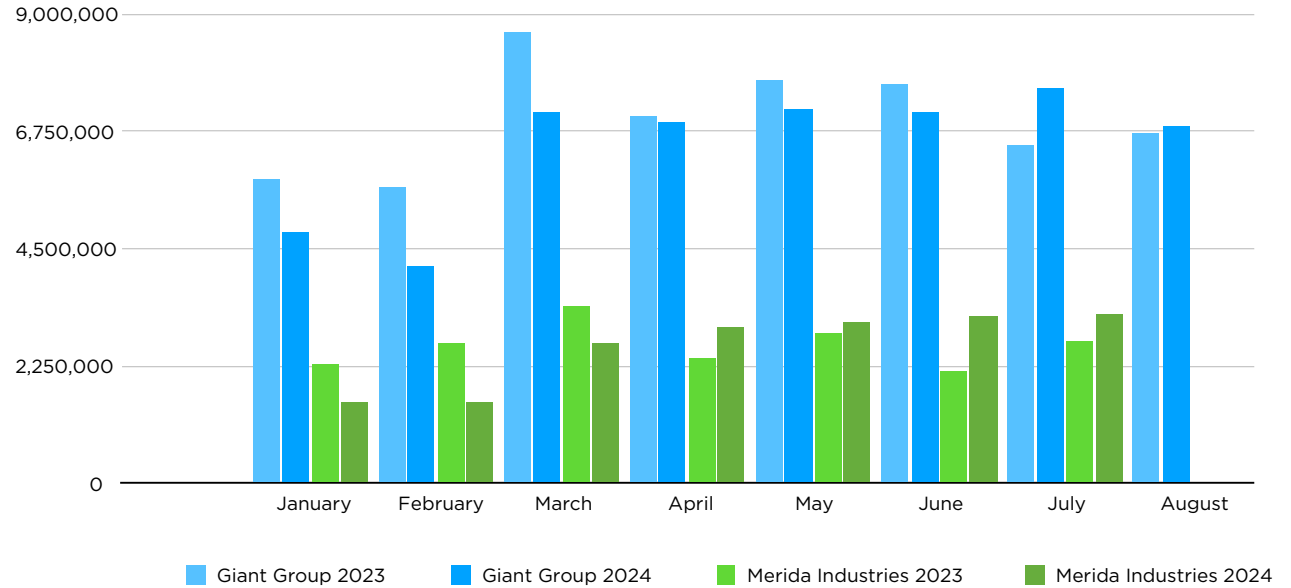
There has been no lack of bad news either. Fitch repeatedly downgraded the credit rating of the Accell Group, one of the largest players within

Europe's bicycle industry, reaching a 'substantial credit risk' CCC- status this summer. To lower costs, the Accell Group shut down one of its factories in the Netherlands, cutting 150 jobs as a consequence. Pierer New Mobility, one of the fast-rising stars of the industry, also ran into serious issues first with its motorbike and then with its bicycle

business. Specialized and Trek, among the most prestigious brands in the U.S., have been cutting their respective staff by up to 10 percent. Other companies reduced their staff to lower operating costs this year, including Hayes Performance, Rad Power Bikes, GoPro and Quality Bicycle Products.

A useful indicator to rate the state

of the bicycle industry are the quarter results of publicly traded companies with a strong dependence on OE sales, such as Shimano, Fox Factory and Schwalbe. As the leading supplier for quality brakes and drivetrain components, Shimano saw its turnover drop by 30 percent year-on-year in 2023. The good news is that the decline in

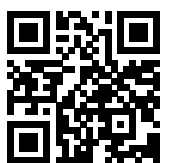


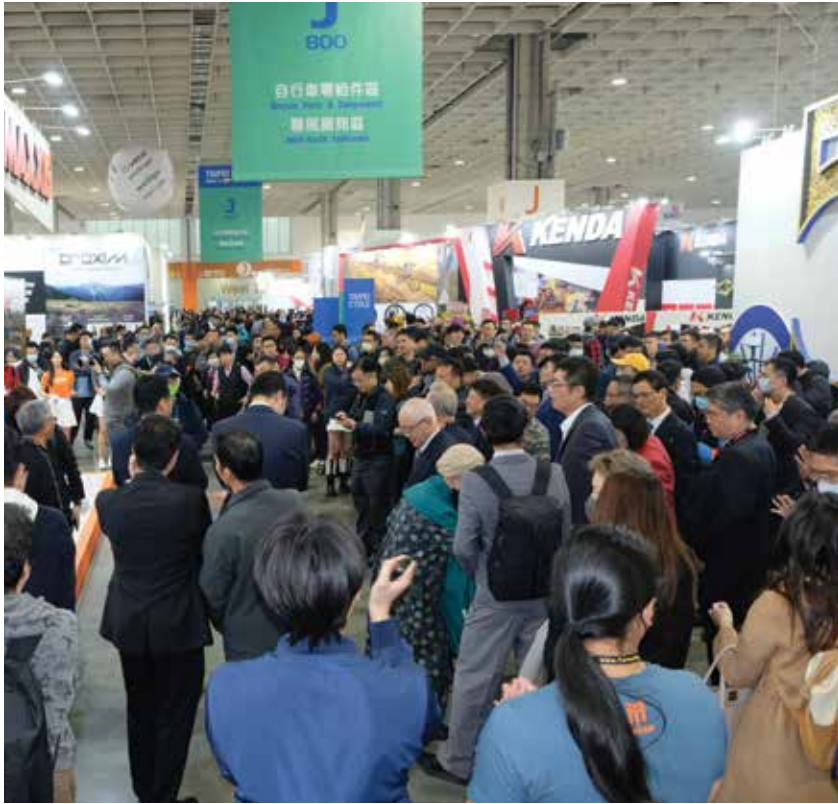
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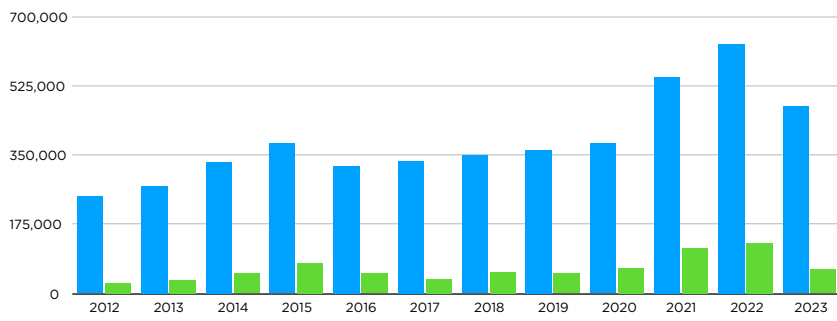
## Welcome to Splendor 1350





Attendance was up at Taipei Cycle Show in 2024, but the industry is not out of troubled waters yet.

Shimano's turnover and profit, 2012 - 2023



source: financial reports of Shimano

turnover slowed to 22 percent in the first quarter of 2024 and 18.9 percent in the second quarter, although turnover still was down by 20.7 percent year-on-year for the first half of 2024. While the erosion in turnover is seemingly slowing down, this at least partly is due to a low base of comparison. Similarly, the turnover of Schwalbe as a key supplier of tires and inner tubes was down by 30 percent in 2023.

This may be the time to invoke the words of a certain Richard Nixon. When campaigning as incumbent U.S. president in the early 1970s, he resorted to higher mathematics and to the third derivative to defend his administration's track record in fighting inflation, arguing that "the rate of increase of inflation was decreasing." On that basis, Shimano could now argue that the rate of decrease of their business has been decreasing as of late. Things look different with Fox Factory, which took an even harder hit. In 2023, the turnover of its bicycle-related Special Sports Group division dropped by 40 percent year-on-year. Halfway into 2024 the situation had not improved yet with the turnover still down by 39.3 percent year-on-year.

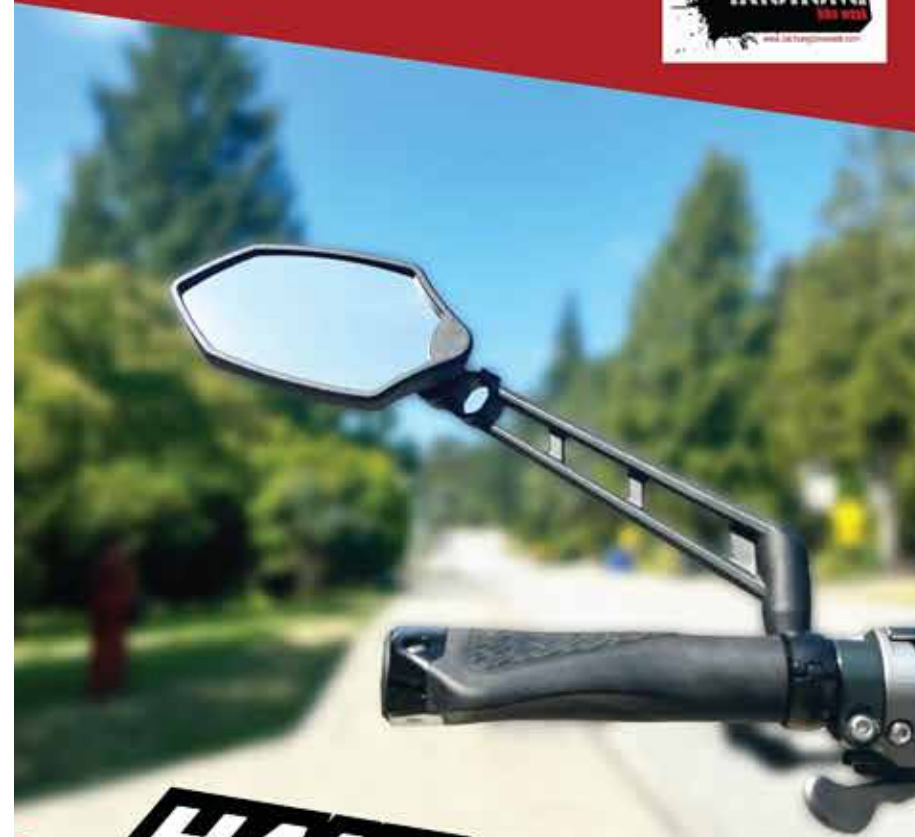
The numbers of Taiwan's largest publicly traded bicycle manufacturers, Merida Industries and the Giant Group, look more promising. The Giant Group saw its turnover decline by 16.4 percent year-on-year in 2023 to NT\$ 76.96 billion (US\$ 2.44 billion). This

negative trend grew even stronger in early 2024 when the turnover dropped by 20.25 percent year-on-year in the first quarter. From there, however, things seemed to have been improving, with the decline in turnover standing at 12.5 percent at the end of the second quarter, and the months of July and August posting better numbers than a year before. As a result, the Giant Group was only trailing last year's numbers by 7.4 percent at the end of August, a sign that rock bottom may have been passed, even though higher operational costs and discounting did eat into profits.

The numbers of Merida Industries looked even more bleak at the end of 2023 as its turnover had declined by 26.4 percent to NT\$ 27.17 billion (US\$ 861 million). This negative trend continued into 2024, culminating in February when the monthly turnover was down by a staggering 41.3 percent year-on-year. But things started to look better in March, and since April, Merida Industries has seen a higher turnover than the year before. As a result, turnover was only trailing last year's numbers by 0.81 percent at the end of July. Unfortunately, no official numbers were available for the month of August as of press time. But, if this positive trend continues to the end of the year, the turnover of Merida Industries may well be back to a moderate growth year-on-year. And that would be good news indeed. ■ LVR

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## LEADING ELECTRONICS PLAYER'S MAJOR INVESTMENTS

# DARFON INCREASES ITS EUROPEAN FOOTPRINT

Taiwan's tech and IT industries are making headlines all over the world. Leading player Darfon Electronics has grown its bicycle business over the last ten years and is now placing its focus on expansion in Europe.

Founded in 1997, **Darfon Electronics [Splendor, 1013 and 1014]** quickly grew into an important producer of consumer electronics. Today, Darfon counts over 10,000 employees worldwide with operations in Taiwan, China, Japan, South Korea, the United States, the Czech Republic, the Netherlands and Germany. But the company's involvement in the bicycle industry only started in March 2013 when it won a d&i Award at the Taipei Cycle Show for its smart e-citybike design. One year later it launched its BESV e-bike brand. And in 2017 the Votani brand was rolled out as a more affordable alternative. With the acquisition of assembler Kenstone Metal and then trader Kenlight Manufactory Bicycle, Darfon further upped its involvement in Taiwan's bicycle industry.

Apart from its BESV and Votani e-bike brands, the core business of Darfon in the bicycle industry has been the supply of battery packs. As such it is one of the very few companies that have been officially accepted and certified by Shimano to supply replacement or OE battery packs for its Steps and EPS e-drive systems. Due to the way its production is set up, Darfon only produces standard battery packs both for external and in-tube mounting. It has also recently partnered with Delta Electronics as the battery supplier for Delta's e-drive system. In August 2020, Hsinchu-based TD Hitech Energy was acquired, adding custom-made battery packs to Darfon's portfolio, including oversized battery packs for the premium speed pedelecs from Switzerland's Stromer. In 2023 a prototype of a solid-state ceramic battery developed by Darfon was displayed at Stromer's Eurobike booth.

Another interesting move saw Darfon Electronic enter a joint venture with frame maker Astro Engineering. The main goal was to speed up the development of smart e-bikes with advanced connectivity and integrated electronics. With modular battery packs one interesting result of this cooperation was soft-launched at the Taipei Cycle Show. By splitting the battery into two



**Josh Tsai is heading Darfon Electronics bicycle-related department.**



**This prototype battery developed by TD Hitech Energy was shown in 2023 at Eurobike.**

blocks with a capacity of 360 Wh each, consumers can opt to mount both battery blocks for long rides or just one for shorter rides. This not only saves weight: as one battery block can be replaced with an empty shell of the same shape, it creates a storage compartment that fits a rain jacket and other personal items. As another advantage of the modular battery concept, the cutout in the frame can be reduced in size. This means that the frame can be stiffer or more lightweight.

Darfon's business is 80 percent in Asia and 20 percent in Europe. Some of the latest investments are likely to change this ratio, with the management aiming for a 50:50 split. To further grow its European business the company opened an e-bike assembly plant in the Czech Republic in December 2023. And just before this year's Eurobike show, Darfon turned heads with the acquisition of Grofa — one of Germany's key distributors for softgoods, parts and components that also owns subsidiaries in Poland and the Benelux region, with an annual turnover of EUR 120 million. As Grofa had already been the German distributor for the BESV brand for the last four years, the two companies knew each other well before the acquisition.

The deal was also driven by Darfon and BESV's desire to gain increased access to Grofa's European dealer networks to further grow sales in



**Darfon launched its BESV brand with the d&i Award winning PS1 folding bike back in 2013.**

Europe. The market share of e-bikes is still growing in most European countries and the US market is far from mature and still offers plenty of potential. And with key parts of

the supply chain for e-bikes and now also some key distribution channels under its roof, Darfon Electronics is well-positioned to further grow its bicycle-related business. ■ LVR

## OBITUARY: THOMAS LÖSCH

### REMEMBERING A STUBBORN PERFECTIONIST

There is no easy way to perfection. And dealing with Thomas Lösch was never easy, but his in-depth knowledge and the impact of his work made every interaction well-worth it. After studying philosophy, Lösch opened his own bike store Velowerk in Schaffhausen, Switzerland in 1981, a shop that he kept running up until his death in late August 2024. As an avid bike traveler, he went on many long adventurous trips and experienced what worked and what would cause issues first-hand. These experiences resulted in his own Werx products that were modified and improved models from the likes of Velotraum, Dahon and Tern Bicycles. As a free agent he consecutively acted as an advisor for the latter two brands, and likely for others deeper down the supply chain.

Lösch's high standards meant that he would not accept shortcuts and was not a friend of compromising for the sake of saving money and efforts. And the way he often raised his concerns was not exactly diplomatic in general. But Lösch always did so with a clear goal: to improve the quality, the reliability and the longevity of products so consumers would enjoy them to



**Thomas Lösch was known within the industry for his uncompromising standards.**

the full for a longer time. In a comment to a short obituary on the platform LinkedIn, Tern's team leader Josh Hon said fittingly: "Farewell old friend. Your philosophies will live forever in our DNA and we will strive to meet your grudging approval." Lösch will be remembered and missed by many within the bicycle industry—to eternal rides, Thomas! ■ LVR



**At Taipei Cycle this year, Darfon showed this modular battery concept developed with Astro.**

# WORLD BICYCLE INDUSTRY ASSOCIATION WBIA MOVING TO DIVERSIFY SUPPLY CHAIN AND IMPLEMENT GLOBAL STANDARDS

Sustainability principles could be the right approach to start implementing global standards in the bicycle industry, the new board leadership of the World Bicycle Industry Association (WBIA) suggests.

Bayram Akgül, chief executive at Salcano Bicycle Company from Turkey, was appointed president of the WBIA in August. He has been a member of CONEBI's board since last November. Bob Margevicius, executive vice president at Specialized Bicycle Components, was named vice-president.

Since it was launched in Switzerland in 2017, the WBIA has been working to define goals aligned with the demands of the members. The new board is launching a "second phase" to move ahead with implementation, to get more industry leaders on board and to become more vocal at international level.

Akgül and Margevicius said that the issues around standards are "increasingly critical" in terms of cost, efficiency and environmental impact. They add that the "absence of cohesive standards" hampers innovation and scale, "making it harder to introduce sustainable practices or technologies that could reduce environmental harm."

The plan is to start by focusing on the ten sustainability principles adopted by the WBIA at the Taipei Cycle Show in 2023. They relate to eco-

design, the circular economy, optimal material consumption and more. The reasoning is that these principles could deliver substantial gains for the environment, and they offer high potential for improvement.

"By setting ambitious but attainable benchmarks, we can create a ripple effect across continents. These standards should be flexible enough to accommodate local needs while promoting global consistency," said Margevicius.

This process should unfold in the next two to three years through pilot projects and global engagement.

It could involve platforms for stakeholders to align on priorities such as sustainability goals or technology interoperability, Margevicius said.

The WBIA already launched a sustainable supply chain project at Taipei Cycle in March this year.

Another key project is to help diversify the supply chain for bicycle and components, after the upheavals of the last years showed the potential issues arising from sourcing that overly relies on single-source suppliers or specific regions.

Margevicius suggested that a more resilient and diversified supply chain could



Bob Margevicius

involve more production in key markets such as Europe and North America, as well as reinforced partnerships between manufacturers and suppliers.

"We will proactively strengthen supply chain resilience by integrating leaders from industry and government to minimize supply chain dependencies," he said.

Some of the same tactics could be used to help make supply chains

more agile. This would help to quickly adjust to trends such as the growing demand for e-bikes and cargo bikes.

Akgül succeeds Erhard Büchel, who passed away in May. He had been president of the WBIA almost from the start.

Other new WBIA board members are Robert Wu from KMC, chairman of the Taiwan Bicycle Association, and Aditya Munjal from Hero Motors in India. ■ BS

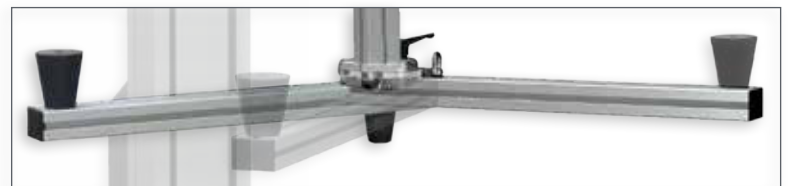
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INNOVATIVE BIKE COMPONENTS

## ZF MICRO MOBILITY

## SMALL MOTORS WITH BIG SUPPORT

As Bosch eBike Systems held back on its MY25 hardware, Eurobike's big stage was ready to be taken by some fresh offerings. One shining example is ZF, an automotive heavyweight that packs a lot of support into its novel CentriX mid-drive motor.

The ongoing success stories of e-bikes continues to attract players from other industries. **ZF** is an industrial heavyweight from the automotive sector based in Friedrichshafen whose ZF Micro Mobility subsidiary has already been active within the bicycle industry on a small scale with the Sachs-branded RS mid-drive motor. While this unit cranks out an impressive 112 Nm of torque, its weight of 3.5 kilograms restricts its use to utility bikes, and cargo bikes in particular, where power trumps weight. The new CentriX mid-drive motors are vastly different both in terms of design and target group. With these novel motors, ZF has been focusing on optimizing the power-to-weight ratio and minimizing the size of the unit to facilitate a seamless integration.

ZF has squeezed a lot of technology into a compact package, as the CentriX mid-drive unit is hardly any bigger than a small beverage can and its diameter measures just 88

millimeters. At 2.5 kilograms, the weight of this compact mid-drive unit running on 48V is quite impressive as well. As the ISIS spindle and the lack of coaster brake options go to show, ZF is taking aim at the



**ZF Micro Mobility's CentriX drive unit packs a lot of support into a compact housing.**

quality and sports-oriented market. And it does so with two versions of the new motor: the CentriX 75, which cranks out a maximum torque of 75 Nm and a peak power of 450 watts and is perfectly suited for the trekking and utility segment, and the CentriX 90, which takes aim at the market for eMTBs, upping the maximum torque to 90 Nm and the peak power to 600 watts.

Both mid-drive units come with four support modes: Eco, Active, Sport and Boost, and work with parts and components from the ZF Bike Eco System. "Apart from two in-tube batteries with a capacity of either 504 Wh or 756 Wh, ZF Micro Mobility also offers the choice of either the minimalist Core Controller designed to be integrated in the toptube and combined with the Pure Remote unit on the handlebar or a high-resolution 2.8-inch display with the same remote control," ZF Marketing Manager Felix Schmidt explains. With the Ride App, the Bike Service Tool for B2B applications and an end-of-the-line tool that speeds up



**ZF Micro Mobility's marketing manager Felix Schmidt shows the CentriX drive unit.**

the initial set-up and calibration, ZF Micro Mobility is ready to go on the software side of things as well.

Three samples from early OE partners were on display at ZF Micro Mobility's Eurobike booth, with Raymond's Tarok model and Bergstrom's Peak model relying on the more powerful CentriX 90Nm unit, and Ultima's elegant Ying&Yang model sporting the CentriX 75Nm unit. At Taichung Bike Week, the company is holding discussions with customers in the Evergreen Hotel. ■ LVR

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## ROBUST WHEELSET DESIGN

## JETSET COMES FULL CIRCLE

Patience is paying off for Hsin Chan Industrial Co., Ltd, which trades under the **Jetset [Splendor, 1177]** name. Over Jetset's first two decades in business, the brand built a solid reputation for manufacturing some of the toughest rims on the market. It briefly changed course when the market began to demand lightweight rims in the mid 2010s, but the appetite for e-bikes and cargo bikes in recent years is putting Jetset squarely back in its sweet spot.

Jetset started in 1996 as a small family affair and became the go-to suppliers of strong rims for mountain bikes and BMX bikes. The business grew and prospered for 20 years until around 2016 when lightweight rims, particularly carbon, became the trend. Jetset spent five years working on competitive lightweight rims, but the global pandemic forced another strategy rethink. Now, the company has gone back to its roots making tough, heavy-duty rims for e-bikes and cargo bikes.

"Traditionally 20 percent of our production has been in OEM and 80 percent is for the aftermarket," said Sales Director William Hsu. "We do a lot of new product innovation and now only have e-bike and cargo bikes. ODM is becoming an increasingly important part of the business," he said. William's older brother, an engineer who recently returned to Jetset after a few years gaining experience at other companies, supplies the creative



**William Hsu displays the new Jetset rim**

knowhow for the ODM collaborations now making up most of their projects.

An example of this design innovation in action is the new rim hook design, launched three months ago. "Downhill mountain bikers appreciate its ability to resist the hardest knocks from the most insanely vertical and rapid descents. The key is not simply the doubled-up wall. The finished design is stronger than the original by 15 percent, achieved by changing the angles" he said.

They also recently launched the angled nipple. "A rim and thus a wheelset will last a lot longer if the nipple has two touch points rather than one. This is especially popular for heavy-duty e-bikes," he added. ■ GR



9T LABS NEW MOLDING TECHNOLOGY

# SWISS START-UP SEEKS PARTNERS FOR NEW MOLDING TECHNOLOGY

Swiss start-up **9T Labs [Evergreen 15F, 1525]** is coming to Taichung Bike Week with a novel idea, and it's looking to share it with new and existing partners. The lab is working on ways to combine additive manufacturing and injection and compression molding to speed up the production of serial structural composite parts.

While additive manufacturing is getting more popular within the bicycle industry, no real scalable solution has emerged yet to speed up production and bring down costs. Young Swiss company 9T Labs wants to change this by combining the novel technology with injection and compression molding as a proven production method. "Basically we build the core of any part by depositing continuous strands of carbon fiber tapes cut to a narrow, 1-millimeter width in an automated process. As a next step, we add short-fiber composites through injection and compression molding using a separate machine," 9T Labs' Director of Business Development Yannick Willemin explains. "This allows for a faster production, very tight tolerances and an optimized use of materials, resulting in either stronger or more lightweight parts when compared to traditional duroplast constructions."

The business model of 9T Labs is quite unique and not restricted to the



**Director of Business Development Yannick Willemin in the assembly hall of 9T Labs.**

bicycle industry. Aiming for a close partnership with customers, the company first validates the original design at hand and then writes the code needed to get it produced using continuous strands of thermoplastic composite tapes. Next, the final shape is achieved through injection and compression molding. While small batches can be produced at 9T Labs' headquarters based on the outskirts of Zurich, the company prefers to sell a starter set including the software, its Build Module and the molding machine.

The first forays into the bicycle industry are focused on rocker links



**9T Labs assembles and calibrates its Build Modules at its headquarters in Zurich, Switzerland.**

for full-suspension frames, either solid or hollow crankarms and other parts, with the first scheduled to hit the markets in the 2026 model year. "The 9T Labs team at Taichung Bike Week will have physical samples ready for product managers, and they will also be happy to explain our business model that involves training customers to operate our own-designed machines at their facilities," Willemin said. "Scale-wise the sweet spot for our production method likely is at between 1,000 and 100,000 units per year. We aim

to find high-tech ways to work with composites, reducing the need for human labor and the amount of scrap, while making steps toward a more sustainable circular economy."

The first commercially available products from 9T Labs were limited runs of watch housings made of composite materials for Swiss premium watch maker Oris. Apart from bicycle parts, the Swiss start-up is looking to expand into consumer electronics and aviation where precision, reliability and low weights are paramount. ■ **LVR**



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## GROWING E-DRIVETRAIN TRENDS

# MID-DRIVE AND LIGHT-SUPPORT LEAD THE WAY

One sure sign of a maturing market is diversification, and the market for e-drive systems is no exception in this regard. While a lot of known suppliers of e-drive systems are missing at this year's Taichung Bike Week, there are still plenty of exhibitors showing interesting products.



*With the Avinox e-drive system, DJI sets a new standard in terms of the power to weight ratio.*

It has been a special year for special-interest cycling media as market leader **Bosch eBike Systems [Evergreen, 15F room 1530]** postponed the presentation of any new hardware for the 2025 model year to the end of September, and thus beyond the dates of both Eurobike and Taichung Bike Week. With the Performance Line SX, the German

supplier launched its first foray into the light-support market last year. This system has seen quite some interest from bicycle brands looking to launch lightweight e-bikes for both sports and utility applications. While Bosch eBike Systems focused on connectivity solutions and smart software functions, other exhibitors at Eurobike got more attention and enjoyed the spotlight.

One of the big stories at this year's Eurobike was that consumer electronics giant **DJI [Evergreen, room 331]** is entering the bicycle industry both as a supplier of e-drive systems and as the owner of an e-bike brand. The first e-drive system launched by DJI is called Avinox and looks very promising on paper: The compact mid-drive motor reportedly weighs in at only 2.55 kilograms, but it can still crank out a maximum torque of 105 Nm at a peak performance of 850 watts. That is a lot of support at a weight lower than most mid-drive motors. The in-tube batteries are available with a capacity of either 600 watt-hours or 800 watt-hours, and thanks to a compact GaN fast charger, DJI claims you can charge the battery from zero to 75 percent within 1.5 hours.

DJI's know-how in terms of electronics and drones should ensure the signals of the sensors are precise, the software serves its purpose of dosing and timing the motor's support finely



*Bosch eBike System's Vice President of Digital Business Gregor Dasbach presents the brand's smart, AI-based range calculation.*



*Thanks to its coaxial transmission architecture, the Delta Mid Drive Motor is pretty compact.*

and the entire system does not suffer from overheating and the reducing throttling of support in each of the customizable support modes. A neat feature of the Avinox system is the 2-inch OLED touchscreen integrated into the toptube that provides all the essential information on the performance of the rider and the e-drive system. This display can be easily customized to suit personal preferences through the Avinox app. The first eMTB to be built around DJI's Avinox system is the Amflow PL, which will first be sold in Germany, the United Kingdom and Australia.

Two other new mid-drive motors also got a lot of attention at Eurobike but unfortunately won't be on display officially at Bike Week. **ZF Micro Mobility**, a German automotive supplier subsidiary, has thus far been supplying powerful but rather heavy mid-drive motors under the Sachs RS brand. Its new CentriX mid-motor units put a heavy focus on compact size and an excellent weight-to-power ratio. The motor unit only weighs 2.5 kilograms and is the size of a small beverage can with a slightly larger diameter of 88 millimeters. For e-trekking applications, the CentriX 75 motor delivers a maximum torque of 75 Nm and 450 watts. For eMTBs, the CentriX 90 unit cranks out 90 Nm of torque and a peak performance of 600 watts. ZF Micro Mobility already has three brands spec'ing its CentriX motors for the 2025 model year, and representatives of the company will be available for meetings at Evergreen Laurel hotel.

Teaming up with proven suppliers such as Darfon and Trendpower for batteries and AVS for displays and controllers,

Taiwanese corporation **Delta Electronics [Splendor, 1174 and 1175]** has developed an e-drive system around its Delta Mid Drive Motor. With a maximum torque of 90 Nm and a weight of 2.9 kilograms for the motor unit, it is on par with the offerings of big suppliers such as Bosch, Shimano, Yamaha and Brose. Its standalone feature is the coaxial transmission architecture that allows for its very compact, round shape, an advantage when it comes to neatly integrating this mid-motor into a frame.

Neither **Shimano [Splendor, 1001]** nor **Yamaha [Splendor, Amber Room]** showed any new e-bike related hardware at this year's Eurobike. But given the positioning of Taichung Bike Week as a pure B2B event, both are more than likely to have something big in



*With its lightweight magnesium housing, the PW-XM is Yamaha's current top-of-the-line mid-drive motor.*

the pipeline. In fact, Yamaha already showed some new product to select buyers in a closed cubicle at Eurobike. Yamaha only launched the latest generation of its flagship mid-motor in 2023, the PW-XM. Thanks to its magnesium housing, this motor is impressively lightweight at 2.6 kilograms, while still offering a maximum torque of 85 Nm, making it an excellent choice for eMTBs.

ZW-Drive, a subsidiary of a seriously big industrial player from China known for e-motors and gearboxes in all sizes, has launched e-drive systems under the **Preeto [Splendor, 1204]** brand that premiered at this year's Eurobike show. Its business model follows an ODM approach and

Preeto is happy to build mid-drive motors to specification. But Preeto also showed three mid-motor concepts with a maximum torque of 60 Nm, 90 Nm and 110 Nm, respectively.

Due to its extensive experience in the automotive sector, ZW-Drive puts a strong focus on quality and quality control, profiting from an impressive depth of production.



*Hardly bigger than a small can of beverage, ZF Micro Mobility's CentriX motor packs quite a punch.*



**Pendix enters the market for mid-drive motors with the Gdrive 85 that is on par with competitors in terms of weight and maximum torque.**

Another relatively new name as an e-drive supplier is King Clean Electric Corp. with its **Lexy** brand [**Tempus Hotel, B-B1-NO.21, A-5F-India and A-5F-Australia**]. For a fresh offering, the width of Lexy's portfolio is pretty amazing, ranging from truly lightweight rear-hub motors for sporty e-gravel bikes to a selection of mid-drive motors that range from 60 Nm to 120 Nm in terms of maximum torque. **Truckrun [Splendor, 1391]** is another Chinese e-drive supplier with a large selection of e-drive solutions, ranging from lightweight rear-hub motors and the compact, light-support M11 mid-motor to the M12 unit that has plenty of watts and torque to get heavy cargo bikes going and up steep slopes.

Following the acquisition by Chinese mega-corporation Johnson Electric, **Pendix [Tempus Hotel, B-B1-No.7]** has been upping its game. At first it was mainly known for retrofit e-drive solutions that fit around the bike's bottom bracket, and now the supplier also has a mid-drive motor with the gDrive and a serial hybrid solution called edriveIn. As a made-in-Taiwan option, **MPF Drive [Splendor, 1204]** has been stepping up its game as of late, and their mid-drive motors are an interesting option. With the Drive 3, this Tainan-based supplier now also has a lightweight mid-drive motor in its portfolio.

The light-support

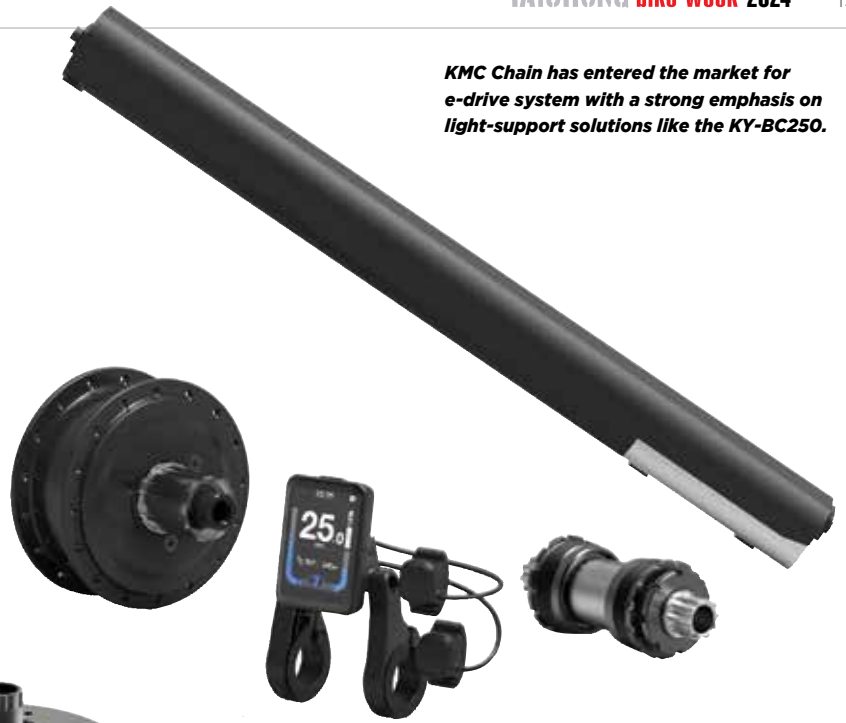
concept that sacrifices some torque for lower weights and the option to mount a smaller battery has seen a significant rise in interest as of late. While pioneers in this segment such as Fazua and Mahle and other options like TQ Group and Alber are not exhibiting at this year's Taichung Bike Week, Swiss supplier **Maxon [Splendor, 1021]** will have its proven Bikedrive Air system on display. Taiwan-based Da Shiang Automation is also aiming for this segment with its **DTboost [Splendor, 1373 and 1374]** brand. Its FMS-01 system has been designed for e-road bikes and e-gravel bikes and features the automatic DNGage clutch system for a frictionless and smooth ride feeling especially when exceeding the speed where the motor's assistance shuts off. Ceramic-speed bearings further lower the friction within the FMS-01 hub that is ultra lightweight at 1.5 kilograms. According to DTboost,



**Truckrun's compact M11 mid-drive motor hides partially within the downtube of an e-bike.**



**Thanks to its DNGage clutch system, DTboost's FMS01 hub motor feels natural when idling.**



**KMC Chain has entered the market for e-drive system with a strong emphasis on light-support solutions like the KY-BC250.**

the maximum torque of 23 Nm is equivalent to a mid-tube with 55 Nm.

With its **Kynamic [Tempus Hotel, Dadun-2F-R201]** subsidiary, KMC Chain takes aim at the market for e-drive systems. The KY-BC250 system is set to be launched in Q4 2024 and aims at a system weight of 3.6 kilograms. Its rear-hub motor with a 142 mm thru-axle weighs in at 2 kilograms, comes with a maximum torque of 30 Nm and is compatible with 12-speed cassettes. Low-profile HMI solutions can be integrated into the toptube or stem, but there is also an option for a 2-inch LCD color display with an integrated Bluetooth data port that adds connectivity options. Thanks to its slim diameter, the in-tube battery with a capacity of 250 watt-hours fits into downtubes of e-road bikes and e-gravel bikes as well.

Proving that the light-support concept is not just a good match for sporty e-bikes, the new Pico mid-motor of **Oli eBike Systems [Splendor, 1318 and 1319]** targets the market for minimalist urban e-bikes with its compact dimensions. For this kind of use the maximum torque of 65 Nm is fully sufficient. With a weight

of 2.5 kilograms, the Pico motor unit performs well on the scales as well, certainly when combined as a system with the company's own 370 watt-hour, semi-integrated Shade battery pack. You also get to select from various controllers and displays. From the square interface for the cranks to the coaster brake option and the possibility to mount a chain guide and a bash guard, the Pico e-drive system is tailored to the needs of affordable city bikes.

Another trend to keep an eye on is the combination of mid-drive motors and gearboxes. **Pinion [Tempus Hotel, A-15F-R1533]** won a lot of awards with its MGU unit that launched at last year's Eurobike. For the 2025 model year, this premium unit will be showing up with more brands, both in the utility segments and on eMTBs. Lastly, **Okawa [Splendor, 1371 and 1372]** has also been working on a mid-drive motor with an integrated gear box. **LVR**



**The Pico Urban is a compact mid-drive motor made for affordable utility e-bikes.**

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## KYNAMIC

# AIMING TO BE AN E-BIKE TOTAL SERVICE PROVIDER

Kynamic is still a young player in the bicycle world. However, its ambitions are high. At this year's Taichung Bike Week, the company continues to demonstrate its dedication to becoming a leader in the e-bike sector through its e-TSP (e-Bike Total Service Provider) approach.

The name KMC is highly recognised in the bicycle industry. However, with **Kynamic [Tempus, Dadun-2F, R201]**, the Taiwanese chain and component manufacturer has established a subsidiary with the potential to achieve a similar level of recognition. The reason is that the e-bike system integration specialist offers a comprehensive service that is expected to significantly simplify the lives of bike manufacturers and retailers and take e-bike service to the next level. "We handle everything, from the e-bike components to the after-sales support. Our goal is to provide a complete solution for all services and components related to e-bikes, from the first to the last mile," explains Adrian Bleiler, Director of Kynamic. A closer look at Kynamic's offerings reveals that these high ambitions are well-founded.

Kynamic made its public debut at the Taipei Cycle Show in 2022, where its potential was already evident. In the rapidly growing global e-bike market, the Taiwanese firm offers exactly what many bicycle manufacturers are looking for: a partner that supports them in development, production, and service – covering all the increasingly complex

tasks that e-bike manufacturing entails. There's a reason they call themselves an e-TSP (e-Bike Total Service Provider). "What makes Kynamic stand out from other players in the industry is our ability to provide an all-in-one solution, removing the need for companies to juggle multiple suppliers. We really take care of everything," says Bleiler.

The strong ties to KMC are expected to add extra appeal to the offering for prospective partners. On one hand, Kynamic benefits from KMC's extensive network, which has been firmly established in the industry for decades, making it especially attractive to young bicycle companies. They also enter



**Kynamic offers a wide range of e-bike services and e-bike hardware.**

the market with a global network of locations: in addition to the headquarters in Taichung, the e-bike technology specialist also has a branch in Heerenveen, Netherlands, and a service centre already in the UK and soon in the US. "Many e-bike-related companies come and go, but with KMC behind us, we have a strong foundation. This stability gives us a significant market advantage," says Bleiler, highlighting their launch partners – recognisable names in the e-bike industry such as Halfords, Carrera, Kross, Whyte, and Sonder.

The conversations at Taichung Bike Week are likely to be fuelled not just by the service aspect but also by the hardware that Kynamic's e-TSP offering includes. A standout example is the KY-BC250 system, with several configurations and a total weight starting at 3.6 kg. One configuration, for example, has a rear hub motor, featuring a 142 mm thru-axle, weighs 1.8 kg, provides 35 Nm of torque, and supports 12-speed cassettes. The bottom bracket has built-in dual-sided torque sensors, and the 2-inch LCD colour display with Bluetooth connectivity adds to its tech capabilities. In addition, low-profile HMI



**Adrian Bleiler, Director of Kynamic**

solutions can be integrated into the top tube or stem with optional blip buttons, while the 250 Wh in-tube battery fits effortlessly into the slim downtubes typical of e-road and e-gravel bikes and also has a range extender option. "Our goal at Taichung Bike Week is to showcase our services, attract new partners and explore new markets. We're hoping for some interesting discussions," says Bleiler. ■ **WMS**

## NEW US\$18.7M GREEN FACTORY

# NUVO ADVANCES SUSTAINABILITY AMBITIONS

Taiwanese component and accessory company Nuvo is making a bold statement with its new \$18.7 million factory southwest of Taichung. "It's going to be the first green factory in the Taiwanese bicycle industry," said Marketing Director Amy Shih during an interview ahead of this year's Taichung Bike Week. And these are not just empty words.

The standout feature of the new six-story building is its sustainable approach. With an integrated smart, automated energy system, **Nuvo [Tempus, A-5F, VIP Room]** aims to significantly reduce energy consumption compared to factories of a similar size. Additionally, advanced lean management with more automated processes is also expected to increase efficiency. Rainwater collection and the incorporation of recycled materials into every aspect of the operations are also part of the concept. Nuvo plans to apply for Taiwanese Green Building Certification to further support its ambitions. "We believe that focusing more on ESG (Environmental, Social and Governance) can build customer loyalty, make operations sustainable, and give us a competitive edge," Shih said.

Indeed, the firm has chosen to focus its strategy heavily on climate and environmental conservation, and the new factory is intended to be a part of that effort. "With Taiwan's commitment to net-zero carbon emissions by 2050, Nuvo aligns its goals, aiming to reduce carbon emissions

by 42 percent by 2031. Sustainability is definitely a core value for us," Shih emphasized, referring to her company's sustainability strategy, which outlines not only environmental actions such as the gradual reductions in CO2 emissions, but also different steps when it comes to social responsibility and governance.

Nuvo is not only celebrating the near completion of its new factory at this year's Taichung Bike Week – an accomplishment especially during a challenging time for the global bicycle industry – it's also the company's 55th anniversary, which is a part of the branding at their booth. Since opening in 1969, Nuvo, which is now led by Michael Shih, has grown into an established manufacturer of bicycle accessories such as bells, bottle cages, carriers, and kickstands. Recently, they have placed a stronger emphasis on the production of e-bike components. About 40 percent of its production is designated for the aftermarket, 40 percent for ODM customers, and 20 percent for OEM customers. Their largest market is Europe (80



**The new Nuvo factory is soon ready to start production.**

percent), followed by the USA and Asia (10 percent each). In total, Nuvo proudly serves 650 customers in 37 countries. "The new factory will significantly expand our capacity," Shih stated. Currently, they have the capability to produce over 10 million units. In the future, it could be nearly double that.

The new factory is expected to start operations early next year.

■ **WMS**



**Amy Shih, Marketing Director of Nuvo**

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## VIETNAM REPORT

## TAIWANESE INVESTMENT IN VIETNAM

# VIETNAM PRODUCTION GROWS MORE AMBITIOUS

Dubbed a “Tiger Cub” economy due to its favourable demographics and strong economic growth, Vietnam has seen a lot of investment from Taiwan’s bicycle industry. How did it all start, what are the factors behind the country’s success, and is it sustainable?

When industrial corporations look to invest in factories abroad, they weigh up a number of factors. Apart from the availability of land and industrial labor, these factors include political stability, a robust economy and favourable trade conditions – after all the output of these factories is mostly heading for export markets. Labour laws also naturally play a role, as do regulations regarding intellectual property rights. At the end of the 20<sup>th</sup> century Taiwan’s bicycle industry was facing a pinch due to rising labor, land and energy costs and a lack of blue-collar workers. As a consequence, many large corporations moved the high-volume part of their production to China, with Shenzhen and Kunshan as the prime locations.

However, not all corporations were willing to put all their eggs in one basket — Taiwanese assembler Strongman moved into Vietnam as early as 1996. In late 2000 Dragon Bicycles Vietnam, a subsidiary of Taiwanese frame maker MT Racing, started operations. At the same time, frame builder Astro Engineering, saddle and grips specialist **DDK Group [Evergreen, B2F, B1-B3]** and **KMC Chain [Tempus, Dadun-2F, R205]** also opened factories in Vietnam. All these factories were set up close to Ho Chi Minh City as the most dynamic economic region in the country, with the neighboring Dong Nai and Binh Duong provinces as the most popular sites. With Asama Vietnam and brake specialist **Alhonga [Evergreen, 3F, R335]**, two companies managed to put their factories right next to each other in the year 2000.

More Taiwan-based corporations moved into Vietnam to shorten the distances and speed up lead times. The country’s bicycle exports to the EU grew to 1.1 million units in 2004, accounting for 11.7 percent of the trading bloc’s bicycle imports. But then this first investment push came to a sudden halt. The reason for this was the decision of the EU commission to slap an antidumping duty averaging 34.5 percent on made in Vietnam bicycles for five years from 2006. This levelled out the comparative advantages of producing bicycles for European markets, and the number of bicycles exported to the EU dropped to 24,000 units in 2009. Luckily for Vietnam and the Taiwanese corporations that had already invested in the country, the antidumping tariffs were discontinued by 2011.

Things were to get even better when Vietnam managed to negotiate free trade agreements: first with the United States and later with the EU. As this coincided with deteriorating trade conditions for goods made in China, more Taiwanese companies started to look into investing

in Vietnam again. Frame maker Sunrise opened its Vietnam factory in 2013, and more manufacturers started to look for plots of land to build a factory. The new euphoria saw a temporary dip when China sent a drilling rig into waters claimed by Vietnam and the diplomatic spat escalated into anti-Chinese riots that focused on the greater Ho Chi Minh City area. As the protestors could not tell Chinese and Taiwanese properties apart, some factories of Taiwan-based companies got torched as well, including DDK Group and Bor Yueh.

Emotions soon cooled off and Vietnam’s government offered compensation for material losses. As all other factors favourable for investments were still firmly in place, the investment activity picked up pace again, with the likes of A-Pro, Kalloy UNO, SR Suntour and Velo moving in, further adding to the supply chain. This was necessary as bike manufacturers such as KTM Bike Industries and Giant also opened assembly plants in the area. The increased demand during the Covid-19 pandemic further added to the investments in additional production capacities. Since this period of high demand came to an end in the summer of 2022 and the entire industry has struggled with overstock issues, Taiwan-based companies have started to move some of their volume-oriented production from China to Vietnam.

Probably the most ambitious project currently still under construction is a joint investment spearheaded by Fritz Jou Manufacturing. This consists of a cluster of eleven factories on a single compound, housing the production of all parts needed to assemble modern e-bikes – from frames, motors and batteries to components, parts and wheels. This emphasis on e-bikes is no coincidence. As Eurostat numbers show, Vietnam only accounts for 2 percent of the non-motorized bikes imported from outside the EU, but 22 percent of the e-bikes. In this regard the country is only topped by Taiwan, with China trailing far behind.

Naturally there are also some challenges for investors in Vietnam. The amount of red tape has been growing in recent years, adding to the cost of investment. Land and labor are becoming less abundant and the ongoing anti-corruption campaign known as Burning Furnaces has slowed down the decision-making of local authorities and made their enforcement of existing rules stricter than in earlier years. Early movers like Sunrise are also facing a push from local authorities to separate industrial and residential areas. But as things stand for now, these are but side notes in a larger story of success. ■ LVR



Brake specialist Alhonga was an early mover into Vietnam.



Asama was one of the first large assemblers to build a factory in Vietnam.



OE frame maker A-Pro opened its Vietnam factory in Thu Dau Mot City in 2018.



As the large new factory of Fuji-Ta subsidiary Cycletech shows, Chinese corporations are investing in the South of Vietnam as well.



Fritz Jou wants to put the entire supply chain in one place with his bold Vietnam investment.



When Giant opens up a factory, its suppliers are sure to follow suit.



HL Corp. is one of the players from Taiwan’s bicycle industry investing in the Protrade International Industrial Park.

## VIETNAM REPORT



## A-FORGE VIETNAM: STRICT QUALITY CONTROL & ESG FOCUS



A-Forge Vietnam GM Kenith Chang in the new factory under construction in March 2024.

The rise of e-bikes has had a profound impact on how aluminum bicycle frames are being built. Rather than welding a set of round tubes together, modern e-bike frames feature a selection of hydroformed, forged and cast parts – dropouts for thru-axes, boxy downtubes that house in-tube batteries or seat tubes with an integrated mounting plate for a mid-drive motor and an interface to fit the downtube. One company that has been specializing in all sorts of aluminum processing to supply frame builders is **A-Forge [Evergreen, B2F, A26]**, founded in 1993 by George Chang. When Chang got an opportunity to ride a Swiss-made Flyer e-bike for the first time, he immediately realized the potential impact of electric assistance drives on cycling and the bicycle industry.

A-Forge started to supply big players such as Giant and Merida. As e-bikes became more common and brands pushed for more integration, A-Forge saw its annual turnover grow by 20 percent year-on-year. In a bid to produce close to its customers the company built no less than four factories in China. But by 2015 there were first signs of pending trade conflicts between China and the United States and the EU as key markets for quality bicycles and e-bikes in particular. Since Vietnam had just seen anti-dumping tariffs on its bicycle industry lifted by the EU and had signed a favourable trade agreement with the United States, George Chang looked for possible locations in Binh Duong province and bought a plot of land measuring 24,000 m<sup>2</sup> in the Vietnam Singapore Industrial Park IIA.

In March 2024 the new factory was still under construction, with one of the two large halls already finished



A-Forge's new Vietnam plant

and an impressive array of machinery ranging from simple tube benders and hydraulic presses to cold and hot forging lines, CNC lathes, 1200-tons hydroforming presses and tapering and butting stations getting installed. The office building and the second hall dedicated to gravity forging were still under construction but were expected to be operational by the time of Taichung Bike Week. As one of the sons of company founder George Chang, A-Forge Vietnam's general manager Kenith Chang has been in charge of setting up this factory, explaining: "By performing as many steps as possible in-house, we can apply stricter quality controls at each and every step, and reduce lead times as well."

Following a major trend within the bicycle industry, A-Forge also cares about ESG matters and how to shrink the eco footprint of its production in Vietnam. "We have a system to reuse waste water, and the well-insulated roofs have been built strong enough to install solar panels. We also train employees to perform different tasks within the factory so their work will be less monotonous. Robots are mainly used for efficiency and consistency reasons", said Chang. ■ LVR

## DDK GROUP VIETNAM: ALWAYS CLOSE TO CUSTOMERS

Founded in 1970, **DDK Group [Evergreen, B2F, B1-B3]** is a veteran manufacturer in Taiwan's bicycle industry. It was also one of the first to invest and produce in Vietnam in a bid to keep supply chains short.

At first the DDK Group gained a reputation for its motorbike and scooter seats, but in the 80s the focus changed to bicycle saddles, saddle covers and grips. The company also produces 25,000 seat posts per month and branched into the production of hubs through the acquisition of Wang Sheng and its brand Wheel Mate in 2018. While 30 percent of the turnover results from selling goods under its own brand, the DDK Group is heavily reliant on its OE business, which accounts for the other 70 percent of its turnover. As a supplier, the company aims to put its factories close to assembly plants of key customers, with factories in China, Cambodia and Romania. And for the same reason the company decided to invest in Vietnam as early as 1999.

Construction on DDK Group's original plant started in June 2000, but conditions soured in 2006 when the EU slapped antidumping tariffs on Vietnam-made bicycles for five years. Things got even worse in the spring of 2014 when anti-Chinese protesters in Vietnam attacked factories they thought to be Chinese owned and

torched some investments of Taiwanese companies as well. Amongst those affected was the DDK Group that has rebuilt its factory in Vietnam's Binh Duong province to become the biggest manufacturer of bicycle saddles in the world – partly thanks to the optimized layout of the new factory. The entire plot of land measures over 70,000 square meters. Apart from the office building, there are six factory halls with two floors each and plenty of solar panels installed on the roofs in a bid for more eco-friendly production.

A strong emphasis is put on in-house production as this allows for end-to-end quality control. The raw materials such as steel wire, aluminum profiles and various composites are checked and prepared in the first hall, with the second hall offering space for molding and tooling machinery and the third hall being reserved for semi-production steps. The actual assembly of saddles and other parts happens in hall 4, packaging in hall 5 and hall 6 serves as the warehouse for finished and outgoing goods. While the amount of human labor is still pretty high due to its relative affordability, some steps towards a more automated production could be seen at DDK Group's Vietnam factory as well. One robot is being used to weld the clamping heads to the seat post tubes and another to spray-paint the rails of saddles. ■ LVR





## HYENA E-BIKE SYSTEMS UNIDRIVE 70 ALL-ROUND MID DRIVE

Hyena E-Bike Systems presents the UniDrive 70 all-terrain mid drive. This lightweight, compact motor delivers 70 Nm of torque and supports up to 12V 24W lighting. With an exceptional weight-to-torque ratio, it's ideal for city, trekking, road, and gravel bikes. Compatible with Hyena's standard HMI's and batteries, and supported by their software platform and applications. Also, discover the BS-B540+ integrated battery for UniDrive 70 and the new color screen HMI Vivid Series. **Splendor 1208-1213**

# NEW PRODUCTS



## HAFNY HAFNY WIND RESISTANT BIKE MIRROR

The mirror arm of HF-M6002LS-FR051 has a hollow design to decrease weight and improve wind resistance. The mirror arm is lighter and is also the longest in the Hafny range. The body is made of fiber-reinforced composite. The mirror arm insert base will come with an elevated washer to let bikers choose to lock in one angle or stay rotatable if needed. **Splendor Hotel 1336**



## SHINE WHEEL INDUSTRIAL 24 BS TTK AL1

Alloy e-bike frame with slide dropouts 9mm QR or M12 thru axle, available in versions including SUV, Trekking MEN / LADY & WAVE. Designed for the Bosch SX system and PT Battery. Hydro-formed DT and forged or sequence motor interface in two-piece weld which offers a very economic cost. (DT and IF in one pc gravity is also available). Frame includes 2K battery cover and motor bottom cover. **Evergreen, 3F, Room 323**

## FPD INDUSTRY CORP. NW-638

The NW-638 pedal is designed for MTB applications. The pedals feature carbon fiber injection technology, ensuring lighter weight and high strength. **Splendor 11F 1020**



## MAGENE QED ELECTRONIC SHIFTING GROUPSET

An e-shifting groupset that is compatible with 10-12 speed ranges and supports flexible conversion between rim brake and disc brake. It adopts 2.4G private protocol communication, supports multi-function definition and consecutive shifting adjustment with one key shift function. Visit us or contact us via sales-bd@magene.com to find out more. **Evergreen B2F A20-A21**



## DELTA ELECTRONICS

# A LEGACY OF CLEAN AND EFFICIENT POWER

Building on its mission statement, "To provide innovative, clean and energy-efficient solutions for a better tomorrow," Delta leverages its core competence in high-efficiency power electronics and its ESG-embedded business model to address key environmental issues, such as climate change.

**Delta [Splendor Hotel 11F, 1174-1175]**, founded in 1971, is a global leader in power supplies and thermal management, offering a range of energy-efficient solutions in industrial automation, EV charging, renewable energy, etc., and covering a broad range of industry applications including electronics, textiles, food, pharmacy, machine tools and many more.

With 84 branches, 23 global R&D centers and nine manufacturing facilities spread over about 200 locations across five continents, Delta entered the e-bike market in 2021, when chosen by Taiwan's Ministry of Economic Affairs to develop locally-made e-bike motors.

While recognizing the multiple challenges, including the need for better communication to understand the industry's core demands, the challenge of reducing motor size while maintaining high performance to enhance frame design



Delta Mid Drive Motor

flexibility, the full system integration, managing peripheral components, etc., Delta saw a unique opportunity to reduce reliance on foreign technology and bring high-performance, MIT (Made in Taiwan) products to the global market. According to Josh Chi, Director of Low-Voltage Electro Mobility Business Development at Delta, "The rise of e-bikes has given Delta the chance to leverage our expertise and create competitive powertrain solutions for the industry." Chi highlights the importance of after-sales service and integration, emphasizing Delta's dedication to creating reliable, eco-friendly products and benefiting from its extensive expertise in automotive powertrains and smart manufacturing. After participating at Eurobike in July, Delta continued to enhance its e-bike mid-drive motor's design, boosting performance from 90 Nm to 100



Delta Electronics Team Showcases Mid Drive Motor and Engineering e-Bike at 2024 EuroBike.

Nm while maintaining a compact size, over 20% smaller than competing products. This motor, primarily designed for e-Mountain, e-Trekking, and e-Cargo bikes, offers improved flexibility and power, and is backed by Delta's patented transmission system. Additionally, the company is launching a comprehensive solution that includes options for displays and

battery specifications.

Last but not least, at Taichung Bike Week, the company aims to foster transparency and confidence among its partners ahead of mass production in 2025. By sharing its progress, Delta hopes "to build trust and showcase the strides it's making in the evolving e-bike market," says Chi. **MW**



# EXHIBITOR LIST

List is subject to  
changes/cancellations

9T LABS AG  
Evergreen 15F | RM-1525

## A

A-FORGE ENTERPRISE CO., LTD  
Evergreen B2F | A26

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

ABUS KG  
Evergreen 3F | RM-321, 322

ACER MOBILE POWER SYSTEM INC.  
Splendor 11F | 1168

ACROS SPORT GMBH  
Evergreen B2F | A9 A10

AD-II ENGINEERING INC.  
Evergreen B2F | A23

AD-II ENGINEERING INC.  
Evergreen B2F | B5 B6

ADVANCED FORMING TECHNOLOGY  
CO., LTD  
Splendor 13F | 1324

AGOGO BIKE CO., LTD  
Splendor 11F | 1162

AICOTECH CO.,LTD  
Splendor 13F | 1330

AIRSMITH .CO,LTD  
Splendor 11F | 1112-1113

ALEX GLOBAL TECHNOLOGY INC.  
Evergreen B2F | C1-C2

ALFRED THUN GMBH  
Evergreen 2F | H4

ALHONGA ENTERPRISE CO., LTD  
Evergreen 3F | RM-335

ALLEGION NETHERLANDS BV  
Evergreen 3F | RM-324, 325

ALLIGATOR CABLES  
Splendor 13F | 1366-1368

ALLITE (JIANGSU) MAGNESIUM  
TECHNOLOGY CO.,  
Evergreen 3F | D2

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

AMAR WHEELS PRIVATE LIMITED  
Splendor 13F | 1395

AMBER PRECISE MACHINING, INC.  
Splendor 11F | 1151

ANANDA  
Splendor 13F | 1360, 1388

APEX PRODUCTS CO., LTD.  
Splendor 13F | 1307

ARISUN  
Splendor 10F | 1010

ARMOR MANUFACTURING  
CORPORATION  
Splendor 13F | 1396

ASIA BIKE MEDIA CO.,LTD, BICYCLE  
TODAY MAGAZINE  
Evergreen 2F | F1

ATRANVELO AB  
Splendor 13F | 1349-1350

AVERTRONICS INC  
Splendor 13F | 1353

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

## B

BAFANG ELECTRIC (SUZHOU)  
CO.,LTD.  
Splendor 12F | 1201-1202

BENEX  
Splendor 13F | 1333

BEV INT'L CORP  
Evergreen 3F | D15

BIKEFINDER AS  
Evergreen B2F | A14

BIKETEC  
Tempus A-15F | R1534

BRAKCO INDUSTRY CO., LTD.  
Splendor 11F | 1148

BRISKY TECHNOLOGY CO., LTD  
Splendor 11F | 1141

BROOKS  
Tempus Dadun-5F | R567-572

BUSCH & MULLER KG  
Evergreen 3F | RM-336

BY,SCHULZ GMBH  
Splendor 10F | 1025

## C

C.D. COMPONENTS CO., LTD.  
Splendor 10F | 1008

CAMPAGNOLO  
Tempus A-3F | Cambridge Hall

CARBONGEAR SOLUTION (BVI) CO.,  
LTD. TAIWAN BRANCH  
Splendor 11F | 1103

CARBOTEC INDUSTRIAL CO., LTD  
Evergreen B2F | L6.L7

CARIC CARBON  
Tempus B-B1 | NO.22

CASACYCLES  
Splendor 13F | 1354

CERAMICSPEED  
Evergreen 3F | RM-334

CHANCE GOOD ENT. CO., LTD.  
Splendor 11F | 1120

CHANGXIN  
Splendor 13F | 1358

CHAOYANG  
Splendor 10F | 1011



CHENG SHIN RUBBER (XIAMEN)  
IND., LTD.  
Splendor 13F | ROSE 1

CHENG FENG PRECISION  
TECHNOLOGY CO., LTD.  
Splendor 11F | 1181-1182, 1144

CHERN SHIANQ ENTERPRISE  
CO.,LTD.  
Splendor 13F | 1375

CHIA CHERNE  
Splendor 10F | 1040

CHING CHERN INDUSTRIAL CORP.  
Splendor 11F | 1105-1106

CHOSEN CO., LTD  
Splendor 11F | 1134

CHUANWEI INDUSTRIAL CO., LTD  
Evergreen 3F | RMS 317-320

CHUMMY DECAL  
Splendor 10F | 1012

CIAN FA PIPA INDUSTRY CO.,LTD.  
Splendor 10F | 1036

CICLOVATION  
Tempus B-B1 | NO.8-9

CIONLLI INDUSTRIAL CO., LTD.  
Evergreen B2F | A6 A7

CIXI CITY KENLI AXLES CO.,LTD  
Splendor 13F | 1332

CIXI HENGFENG VEHICLE CO.,LTD  
Splendor 13F | 1343

CIXI HUIYE MACHINERY  
TECHNOLOGY CO.,LTD  
Splendor 13F | 1398

CIXI MIXIER BICYCLE CO., LTD.  
Splendor 13F | 1357

CLASSIFIED CYCLING BV  
Splendor 15F | 1513

COMODULE  
Splendor 15F | 1514

CONTINENTAL  
Tempus B-B1 | NO.1-3

CONTROLTECH  
Tempus A-3F | Oxford Hall

CRANKBROTHERS  
Tempus Dadun-5F | R567-572

CROPS CO., LTD.  
Splendor 15F | 1515-1516

CUSMADE (SUZHOU) ELECTRONIC  
TECHNOLOGY CO., LTD.  
Splendor 13F | 1393

CW BEARING  
Splendor 11F | 1164-1165

## D

DA SHIANG AUTOMATION  
INDUSTRIAL CO., LTD.  
Splendor 13F | 1373

DA SHIANG TECHNOLOGY CO., LTD.  
Splendor 13F | 1374

DARFON ENERGY TECHNOLOGY CORP.  
Splendor 10F | 1013-1014

DDK GROUP CO., LTD.  
Evergreen B2F | B1- B3

DEDA  
Tempus A-3F | Stanford Hall

DELTA ELECTRONICS  
Splendor 11F | 1174-1175

DG RUBBER CO., LTD.  
Evergreen B2F | A36

DONGGUAN EASING HARDWARE  
CO.,LTD.  
Splendor 13F | 1365

DONGGUAN SHENG ANG  
TECHNOLOGY CO.,LTD  
Splendor 11F | 1173

DRIVETRAIN TECH SOLUTION INC.  
Evergreen B2F | L4

DURAPRO INTERNATIONAL I-TEC  
CORPORATION  
Splendor 11F | 1169

DVO SUSPENSION INC.  
Splendor 10F | 1018-1019

## E

E\*THIRTEEN  
Evergreen 3F | D16

ECOICS TECHNOLOGY CO., LTD.  
Splendor 11F | 1107

# EXHIBITOR LIST

List is subject to changes/cancellations

**EK (XIAMEN) COMPOSITES TECHNOLOGY CO., LTD.**  
Splendor 13F | 1317

**ELITE SPEED ENGINEERING INC.**  
Splendor 13F | 1354

**ENDEX AUTOMATION TECH**  
Splendor 11F | 1143

**ENVIOLIO**  
Evergreen 2F | J2

**ERGON**  
Tempus A-5F | Canada

**ERGOTEC**  
Evergreen 3F | RM-326

## F

**FALCON CYCLE-PARTS CO., LTD**  
Evergreen B2F | A1

**FALCONCYCLE TECH CO., LTD.**  
Splendor 13F | 1356

**FENG RONG PRECISION TECHNOLOGY(DONG GUAN) CO., LTD.**  
Splendor 13F | 1361

**FI'ZI:K**  
Tempus Dadun-5F | R567-572

**FIDLOCK GMBH**  
Evergreen 3F | D11

**FIVE BIG ENTERPRISE CO., LTD .**  
Splendor 13F | 1376

**FOGETEC INDUSTRIAL CO., LTD**  
Splendor 11F | 1147

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

**FORMULA**  
Tempus A-5F | Arabia

**FORMULA ENGINEERING INC.**  
Evergreen 3F | D5

**FOURIERS**  
Tempus A-5F | Holland

**FPD INDUSTRY CORP.**  
Splendor 10F | 1020

**FSA**  
Tempus Dadun-1F | C1-C5

**FULCRUM**  
Tempus A-3F | Cambridge Hall

## G

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

**GATES**  
Tempus A-15F | R1500

**GENIO BIKES INC.**  
Splendor 11F | 1167

**GG CO., LTD**  
Splendor 11F | 1127

**GIANT GOAL LEATHER MFG.INC.**  
Splendor 13F | 1346

**GINEYEA**  
Splendor 13F | 1386

**GLI INTERNATIONAL CO LTD**  
Splendor 13F | 1301-1304

**GLORY WHEEL ENTERPRISE CO.,LTD**  
Splendor 11F | 1118-1119

**GLORY WHEEL ENTERPRISE CO.,LTD**  
Evergreen B2F | A16-A17

**GOLDEN CARBON COMPOSITE CO., LTD.**  
Evergreen B2F | A2

**GOODYEAR BICYCLE TIRES**  
Evergreen B2F | A37

**GPS TUNER SYSTEMS KFT.**  
Splendor 11F | 1111

**GRAT CO., LTD.**  
Evergreen B2F | A5

**GREAT GO CYCLE**  
Splendor 12F | MIT

**GUANGZHOU ZHUNCHUANG SOFTWARE TECHNOLOGY CO., LTD**  
Evergreen B2F | A12

## H

**HAFNY CO., LTD**  
Splendor 13F | 1336

**HAN-WIN TECHNOLOGY, CO., LTD**  
Splendor 11F | 1130-1131

**HANGZHOU WANGZHENG VEHICLE**  
Splendor 10F | 1006

**HANGZHOU XINXING BICYCLE PARTS**  
Evergreen 3F | D1

**HAYES**  
Tempus A-12F | R1232, 1233

**HEBIE ASIA LTD.**  
Evergreen B2F | C4

**HER-MAO PRINTING CORPORATION**  
Splendor 10F | 1007

**HERO EDU SYSTEMS**  
Evergreen 3F | D14

**HERRMANS BIKE COMPONENTS LTD.**  
Evergreen B2F | A27-A28

**HESLING BIKE PARTS**  
Evergreen B2F | L10

**HONEY HOPE HONESTY ENTERPRISE CO.,LTD**  
Splendor 11F | 1132-1133

**HSIN TA ELEMENTS LTD.**  
Splendor 10F | 1015

**HSIN YUNG CHIEN CO., LTD.**  
Splendor 13F | 1339-1340

**HUBBLEVISION CO.,LTD.**  
Evergreen B2F | A24

**HUBSMITH**  
Splendor 13F | 1308-1309



**HUIZHOU LONG TENG SPORTS EQUIPMENT CO.,LTD**  
Splendor 13F | 1313/1314

**HUIZHOU SOLON SPORTS EQUIPMENT CO., LTD**  
Splendor 13F | 1315

**HUIZHOU XINGYOU SPORTS EQUIPMENT CO.,LTD**  
Splendor 13F | 1311

**HUIZHOU YONGYI COMPOSITES TECHNOLOGY CO.,LTD**  
Evergreen B2F | L9

**HUSTEC**  
Tempus A-5F | New Zealand

**HYENA INC.**  
Splendor 12F | 1208-1213

## I

**IGUS TAIWAN COMPANY LTD.**  
Splendor 10F | 1028

**INNOVA RUBBER CO., LTD.**  
Splendor 15F | Emerald

**ITM BIKE CONSULTANCY SRL**  
Evergreen B2F | A3

## J

**JAGWIRE**  
Splendor 10F | 1040

**JALCO INDUSTRY CO.,LTD**  
Splendor 11F | 1108-1110

**JCOOL CO.,LTD**  
Splendor 11F | 1187

**JD COMPONENTS CO., LTD.**  
Splendor 15F | 1509-1512

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

**JIANDE WUXING BICYCLE CO.,LTD.**  
Splendor 13F | 1352

**JIANG DING TECHNOLOGY CO., LTD.**  
Splendor 13F | 1329, 1348

**JIANGSU QYH CARBON TECH CO.,LTD**  
Splendor 10F | 1052

**JIASHAN SHENGGUANG ELECTRONICS CO.,LTD**  
Splendor 11F | 1146

**JINDE RUBBER (FUJIAN) CO.LTD**  
Splendor 13F | 1379

**JINHUA STARS ALLOY RIMS CO.,LTD**  
Splendor 10F | 1053

**JOGON INDUSTRIES CO.,LTD.**  
Splendor 11F | 1152

**JOY INDUSTRIAL CO., LTD**  
Splendor 10F | 1033

**JOYCUBE BATTERY CO., LTD.**  
Evergreen 3F | RM-332

## K

**KANGSHENG COMPOSITES TECHNOLOGY CO.,LTD.**  
Splendor 13F | 1301-1304

**KCLAMBER ELECTRIC TECHNOLOGY CORP**  
Splendor 13F | 1392

**KEELGOAL ENERGY CO., LTD**  
Splendor 11F | 1154

**KENDA RUBBER IND. CO., LTD.**  
Evergreen B2F | C3

**KINESIS INDUSTRY CO., LTD.**  
Splendor 14F | Summer

**KINLIN INDUSTRIAL CORP.**  
Evergreen 3F | RM-327

**KMC**  
Tempus Dadun-2F | R205

**KNOG**  
Evergreen B2F | A22

**KS**  
Tempus A-5F | France

**KUANCHENG PRECISION CO.,LTD**  
Splendor 13F | 1355

**KUN TENG INDUSTRY CO., LTD.**  
Evergreen B2F | A33-A34

**KUNSHAN REENTION ELECTRICAL AND MECHANICAL CO., LTD**  
Splendor 11F | 1159-1160

**KWO LIN CO., LTD.**  
Splendor 13F | 1305-1306

# EXHIBITOR LIST

List is subject to  
changes/cancellations

**KYNAMIC**  
Tempus Dadun-2F | R201

**MICHELIN**  
Splendor 11F | 1145

**OHLINS RACING AB**  
Evergreen 15F | RM-1522

**RETYRE AS**  
Evergreen 3F | D6

## L

**LANXI JIEKE SPORTS APPARATUS  
MANUFACTURING CO., LTD.**  
Splendor 10F | 1048-1049

**MING SPORTS INTERNATIONAL CO.,  
LTD**  
Splendor 14F | Fall

**OLI EBIKE SYSTEMS SRL**  
Splendor 13F | 1318-1319

**REXON INDUSTRIAL CORP., LTD**  
Splendor 11F | 1101-1102

**LANXI WHEELTOP CYCLE  
INDUSTRIES, LTD.**  
Splendor 10F | 1069

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

**OLOMOUC INT CO., LTD.**  
Splendor 11F | 1156-1157

**RIDE TO SUCCESS ENTERPRISE CO.,  
LTD.**  
Evergreen B2F | L1

**LEADTEC CO., LTD**  
Splendor 10F | 1042-1043

**MIRACLE BIKE SPORT EQUIPMENT  
CO.,LTD**  
Splendor 13F | 1371-1372

**OLYMPIC PRO MANUFACTURING  
CO.,LTD**  
Splendor 11F | 1161

**RIDEREVER**  
Splendor 10F | 1040

**LEECHI ENTERPRISES CO., LTD .**  
Splendor 12F | VIP

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

**OMNITRANS TECHNOLOGY CO.,  
LTD.**  
Splendor 13F | 1325

**RISEBIKE INDUSTRY CO., LTD.**  
Splendor 10F | 1024

**LEGION ENGINEERING  
CORPORATION**  
Splendor 13F | 1328

**MOTINOVA**  
Splendor 15F | 1517-1518

**ORA ENGINEERING CO. LTD**  
Splendor 10F | 1041

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

**LEHVOSS GROUP**  
Tempus B-B1 | NO.4-6

**MPF DRIVE**  
Splendor 11F | 1115

**ORIOLE GRAPHIC DESIGN CO.,LTD.**  
Splendor 11F | 1138

**ROBERT BOSCH TAIWAN CO., LTD**  
Evergreen 15F | RM-1530,1526, VIP room

**LEMONY CORPORATION LTD.**  
Splendor 11F | 1170

**MR-CONTROL**  
Tempus A-5F | Holland

**ORIOLE GRAPHIC DESIGN CO.,LTD.**  
Splendor 11F | 1138

**ROHLOFF AG**  
Evergreen B2F | A19

**LEXY EBIKE SYSTEMS**  
Tempus B-B1 | NO.21

**MYCARR LIGHTING TECHNOLOGY  
CO., LTD.**  
Evergreen B2F | A18

**PANARACER CORPORATION**  
Splendor 10F | 1056

**ROXIM TECHNOLOGIES, INC.**  
Splendor 11F | 1186

**LEXY EBIKE SYSTEMS**  
Tempus A-5F | Australia

## N

**PANASONIC CYCLE TECHNOLOGY  
CO., LTD.**  
Splendor 15F | Pearl

**RST GREENERGY TECHNOLOGY CO.,  
LTD.**  
Evergreen 3F | RM-330

**LIANG FENG MACHINE CO., LTD**  
Splendor 11F | 1139-1140

**ND TUNED**  
Tempus B-B1 | NO.23-24

**PENDIX**  
Tempus B-B1 | NO.7

**RUBBER KINETICS CORP  
(GOODYEAR BICYCLE TIRES)**  
Evergreen B2F | A37

**LIGHTSKIN**  
Splendor 11F | 1128-1129

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

**PINAWORKS**  
Splendor 10F | 1040

**RYDE ( MALAYSIA ) SDN. BHD.**  
Evergreen B2F | A30

**LIMOTEC METAL INDUSTRY**  
Evergreen 3F | D12-D13

**NINGBO AOYANG BICYCLE CO.LTD**  
Splendor 11F | 1126

**PING CHI SPORTING  
DEVICE(ZHANGZHOU).CO,LTD**  
Splendor 14F | cyress

## S

**LIOW KO CO.,LTD**  
Splendor 13F | 1387

**NINGBO DONGJIN TECHNOLOGY**  
Splendor 13F | 1369-1370

**PINION**  
Tempus A-15F | R1533

**S-RIDE BICYCLE COMPONENTS  
(FOSHAN) CO. LTD.**  
Splendor 12F | 1206

**LITEMOVE TECHNOLOGY CO., LTD.**  
Evergreen B2F | A4

**NINGBO HENLON BICYCLE CO.,LTD**  
Splendor 13F | 1344

**PIRELLI**  
Tempus A-15F | R1532

**S.D. COMPONENTS CO., LTD.**  
Splendor 10F | 1008

**LUNG I TECHNOLOGY CO., LTD.**  
Splendor 13F | 1316

**NINGBO HUALONG PLASTIC  
PRODUCTS CO.,LTD**  
Splendor 13F | 1380

**PORTAPOWER ELECTRONICS LTD.**  
Splendor 13F | 1383-1384

**SAMONIX TECH CO., LTD.**  
Evergreen B2F | A25

**LUNGE INDUSTRY CO.,LTD**  
Evergreen 3F | RM-329

**NINGBO JOYSUN BICYCLE CO., LTD .**  
Splendor 13F | 1322

**PRAXIS WORKS**  
Splendor 11F | 1104

**SANAGI**  
Tempus B-B1 | NO.19

## M

**M-NOVA SPECIAL PRINT CO,LTD**  
Splendor 13F | 1326-1327

**NINGBO KANGDI BICYCLE CO., LTD .**  
Splendor 13F | 1321

**PRECISION BICYCLE CO., LTD.**  
Evergreen 15F | RM-1516

**SATE-LITE(FOSHAN)PLASTICS  
CO.,LTD.**  
Splendor 10F | 1051

**MACH 1**  
Evergreen B2F | L5

**NINGBO SHEGNLU BICYCLE CO.,LTD**  
Evergreen B2F | A8

**PROLOGO**  
Tempus Dadun-2F | 200 Hall

**SATORI**  
Tempus A-10F | R1050, 1051

**MAGURA**  
Tempus A-12F | R1235, 1236

**NINGBO SHENGJIE INDUSTRY CO.,  
LTD**  
Splendor 13F | 1378

**PROWHEEL**  
Tempus B-B1 | C Hall

**SCADA**  
Tempus B-B1 | NO.26, 27

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

**NINGBO ZHIDE BICYCLE INDUSTRY  
CO.,LTD.**  
Splendor 13F | 1341

**QINGDAO MAGENE INTELLIGENCE  
TECHNOLOGY CO.,LTD.**  
Evergreen B2F | A20-A21

**SEGL ENERGY CO.,LTD.**  
Splendor 11F | 1172

**MAVIC GROUP**  
Splendor 13F | 1323

**NINGCHI TRADE CO.,LTD**  
Splendor 13F | 1377

**QUAXAR**  
Tempus B-B1 | NO.20

**SELLE ITALIA**  
Tempus A-3F | Stanford Hall

**MAXWAY CYCLES CO.,LTD.**  
Splendor 10F | 1009

**NUVO**  
Tempus A-5F | VIP Room

**R**

**SELLE ROYAL**  
Tempus Dadun-5F | R567-572

**MEI TA INDUSTRIAL CO., LTD**  
Splendor 10F | 1039

**NZERO**  
Tempus A-5F | Soviet

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

**SELLE SAN MARCO**  
Tempus A-3F | Stanford Hall

**MICHE S.R.L.**  
Evergreen B2F | L3

**OG-EVKIN TECHNOLOGIES CO., LTD.**  
Splendor 13F | 1310

**REALWORX CO., LTD.**  
Evergreen B2F | A11

**SGS TAIWAN LTD.**  
Splendor 11F | 1149

**SHA DAR ACCESSORIES CO., LTD**  
Splendor 13F | 1390

# EXHIBITOR LIST

List is subject to  
changes/cancellations



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

**SHENGHO MOTOR CO., LTD.**  
Splendor 11F | 1176

**SHENZHEN ATNEN TECHNOLOGY CO.,LTD**  
Splendor 13F | 1394

**SHENZHEN CHUANG XIN WEI BICYCLE CO.,LTD.**  
Splendor 11F | 1116-1117

**SHENZHEN DIGITECH CO., LTD. (DIGIWISE)**  
Splendor 15F | 1519

**SHENZHEN LIZHIXIN TECHNOLOGY CO.,LTD**  
Splendor 10F | 1046

**SHENZHEN YIBOTONG BICYCLE PART CO.,LTD.**  
Splendor 11F | 1171

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

**SHINE WHEEL IND., CORP.**  
Evergreen 3F | RM-323

**SHUN SHING BICYCLE CO.,LTD**  
Splendor 10F | 1038

**SHUTTER PRECISION CO., LTD**  
Splendor 12F | 1203

**SHUZ TUNG MACHINERY INDUSTRIAL CO.LTD**  
Splendor 13F | 1351

**SIGMA-ELEKTRO GMBH**  
Evergreen 3F | D11

**SINGATRON**  
Splendor 11F | 1178

**SKS**  
Evergreen 3F | D3-D4

**SP- CONNECT**  
Splendor 10F | 1029

**SPANK INDUSTRIES, FRATELLI INDUSTRIES**  
Evergreen B2F | A15

**SPANNINGA**  
Splendor 13F | 1363

**SPARD NEW ENERGY CO.,LTD**  
Splendor 13F | 1359

**SR SUNTOUR, INC.**  
Splendor 10F | 1002

**STAN'S**  
Splendor 10F | 1003

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

**SUN SYNERGY TECHNOLOGY CO., LTD.**  
Splendor 13F | 1342

**SUNNYWHEEL**  
Tempus A-5F | United Kingdom

**SUPERCAZ**  
Tempus A-5F | Japan

**SUPERNOVA DESIGN GMBH**  
Evergreen 3F | RM-328

**SYNPOWELL**  
Tempus B-B1 | NO.25

**SZ DJI TECHNOLOGY CO., LTD.**  
Evergreen 3F | RM-331

**T**

**TAI JYI MEI ENTERPRISE CO., LTD.**  
Evergreen B2F | L-02

**TAICANG XIANGYUE SPORTS EQUIPMENT CO.,LTD**  
Splendor 13F | 1389

**TAISHENG HIGH-TECH MATERIALS CO.,LTD**  
Splendor 13F | 1312

**TAISHENG HIGH-TECH MATERIALS CO.,LTD**  
Splendor 13F | 1312-1

**TAIWAN C.STAR BICYCLE COMPONENTS CO.,LTD**  
Splendor 13F | 1335

**TAIWAN KOU MU INDUSTRIAL CO., LTD.**  
Splendor 11F | 1150

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

**TANGE SEIKI CO., LTD**  
Splendor 10F | 1075-1076

**TANNUS LTD**  
Evergreen B2F | L8

**TARNG YU ENTERPRISE CO.,LTD**  
Splendor 11F | 1155

**TEKTRO TECHNOLOGY CORPORATION**  
Splendor 15F | Coral,1503-1508

**THERMOLYSIS CO., LTD.**  
Splendor 10F | 1068

**THUNDER GRAPHIC CORP.**  
Splendor 11F | 1163

**TIANJIN KEY-DISP TECHNOLOGY CO., LTD**  
Splendor 13F | 1331

**TIEN-I INDUSTRIAL CORPORATION LIMITED**  
Splendor 13F | 1364

**TOKEN**  
Splendor 10F | 1016-1017

**TOTEM BIKES S.R.O**  
Splendor 13F | ROSE 3

**TREND ENERGY TECHNOLOGY CO., LTD.**  
Evergreen 2F | J1

**TRUCKRUN EBIKE SYSTEMS**  
Splendor 13F | 1391

**TRUE EAST ENTERPRISE CO., LTD.**  
Evergreen B2F | A29

**U**

**U-LOGIS CO.,LTD.**  
Splendor 10F | 1022-1023

**U-POWER**  
Tempus B-B1 | NO.25

**UNICOMBO**  
Tempus A-5F | America

**UT**  
Tempus A-15F | R1552, 1553

**V**

**V-GRIP**  
Evergreen B2F | A32

**VEE RUBBER CORPORATION LTD.**  
Evergreen B2F | A13

**VELO**  
Tempus Dadun-2F | 200 Hall

**VESTEL HOLLAND B.V.**  
Evergreen 3F | D10

**VISION**  
Tempus Dadun-1F | C1-C5

**VITTORIA**  
Evergreen 3F | D8-D9

**VP COMPONENTS**  
Splendor 11F | 1153

**W**

**WEINMANN**  
Splendor 13F | 1362

**WELL MADE CYCLE TRADING LTD.**  
Splendor 13F | 1345

**WELLGO**  
Tempus Dadun-2F | 200 Hall

**WIN CHANCE METAL CO., LTD.**  
Evergreen B2F | A35

**WINNING ENTERPRISE CO., LTD**  
Splendor 10F | 1030-1032

**WINRIDE INTERNATIONAL CO., LTD.**  
Splendor 10F | 1027

**WOEI FANG PRECISION INDUSTRY CO., LTD**  
Splendor 13F | 1381

**WTB**  
Tempus A-3F | Harvard Hall

**WUXI DPOWER ELECTRONIC CO.,LTD.**  
Splendor 11F | 1123

**XFUSION**  
Tempus A-5F | Italy

**XIAMEN APEX TECHNOLOGY CO., LTD**  
Splendor 10F | 1044-1045

**XIAMEN CARBON VALLEY COMPOSITE TECHNOLOGY CO.,LTD.**  
Splendor 10F 1067

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

**XIAMEN Winspace CYCLING CO.,LTD**  
Splendor 15F | 1501

**XON LTD.**  
Splendor 13F | 1385

**XPEDO**  
Tempus Dadun-2F | 200 Hall

**YABAN CHAIN**  
Evergreen B2F | A31

**YAMAHA MOTOR EUROPE NV**  
Splendor 15F | Amber

**YANTEC INDUSTRIES INC.**  
Splendor 11F | 1114

**YEONG FUH BICYCLE INDUSTRIAL CO., LTD**  
Splendor 14F | cypress

**YICHENG SPORTS CO.,LTD**  
Splendor 13F | 1334

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

**YOZU METAL CO., LTD**  
Splendor 10F | 1026

**YU-HUB**  
Splendor 11F | 1136-1137

**YUENI**  
Tempus A-5F | Switzerland

**Z**

**ZENO BICYCLECOMPONENT CO., LTD.**  
Splendor 13F | 1382

**ZHANGYONG CO., LTD.**  
Splendor 13F | 1347

**ZHEJIANG ZHONGLI GROUP CO.,LTD.**  
Splendor 13F | 1337-1338

**ZHUHAI LTWOO SPORT TECHNOLOGY CO.,LTD.**  
Splendor 10F | 1047

**ZOOM**  
Tempus A-11F | R1150, 1151

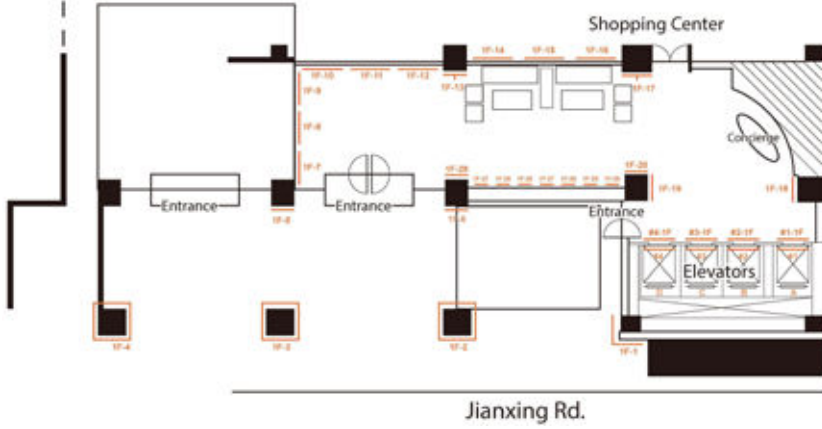
**ZW DRIVE GMBH**  
Splendor 12F | 1204-1205

# HOTEL FLOOR PLANS

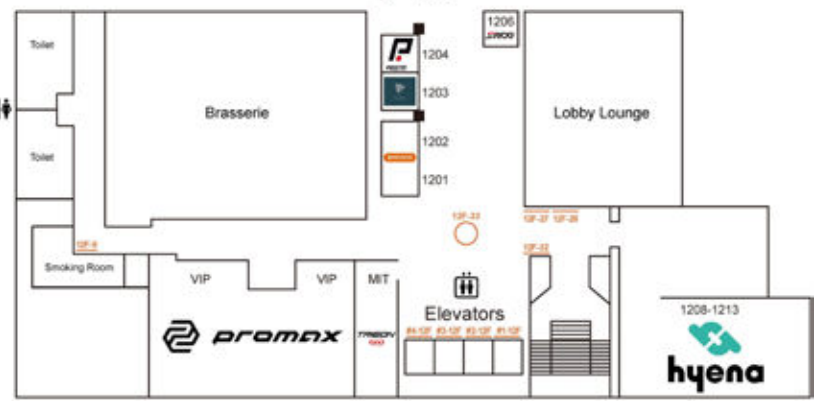
## SPLENDOR HOTEL



1F



12F



10F



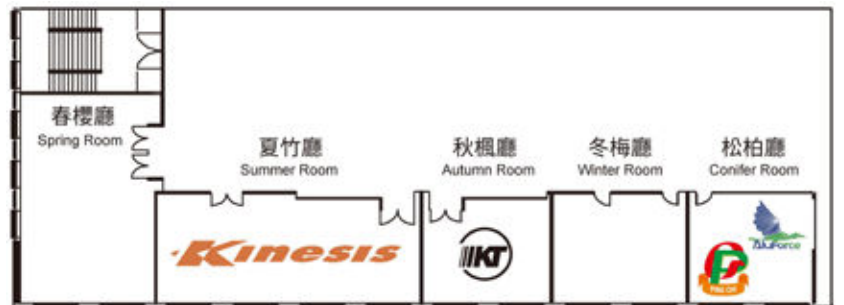
13F



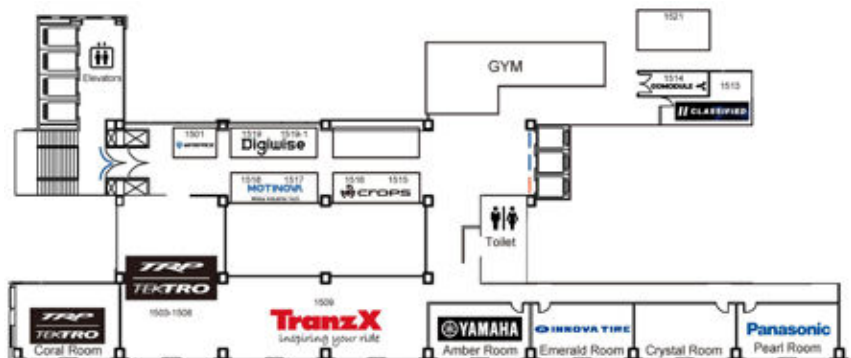
11F



14F



15F



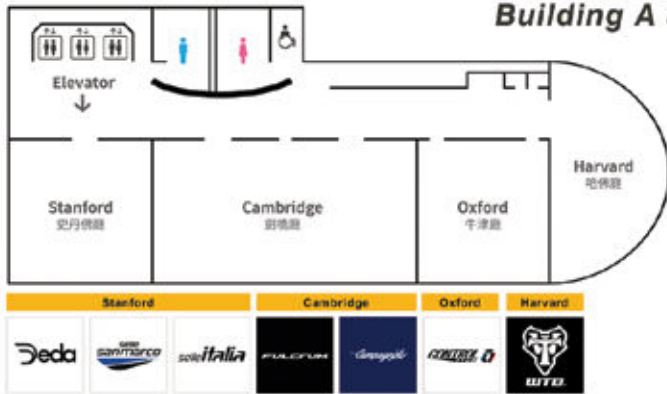
# HOTEL FLOOR PLANS

## TEMPUS HOTEL



**TEMPUS HOTEL**  
永豐棧酒店 | dunqian

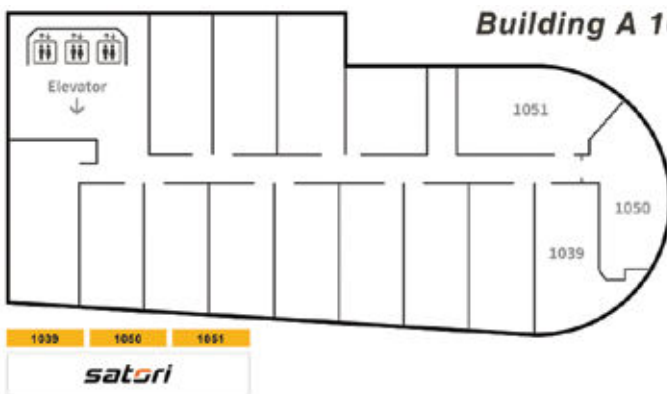
**Building A 3F**



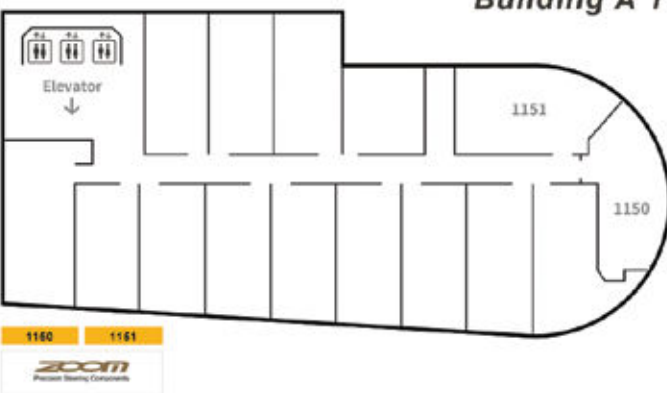
**Building A 5F**



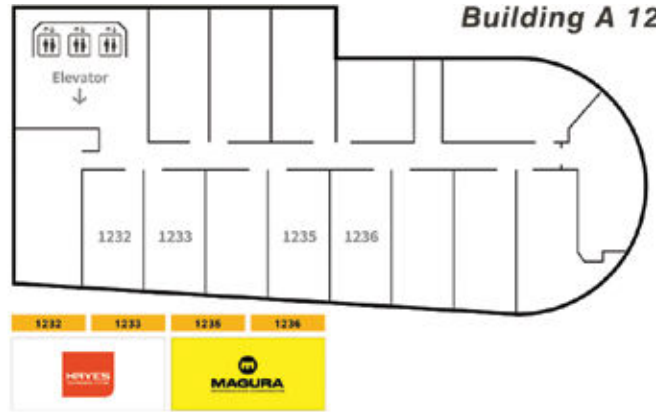
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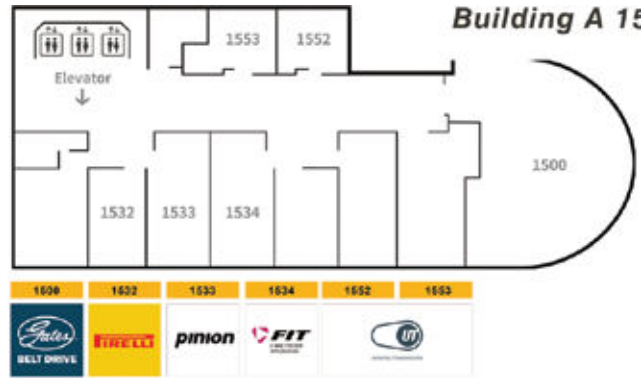
**Building A 11F**



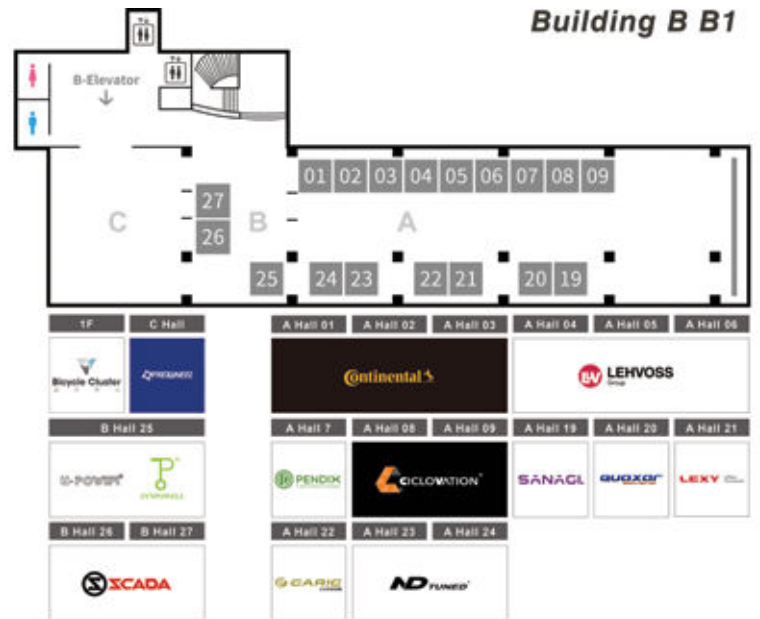
**Building A 12F**



**Building A 15F**



**Building B B1**



**DaDun 5F**



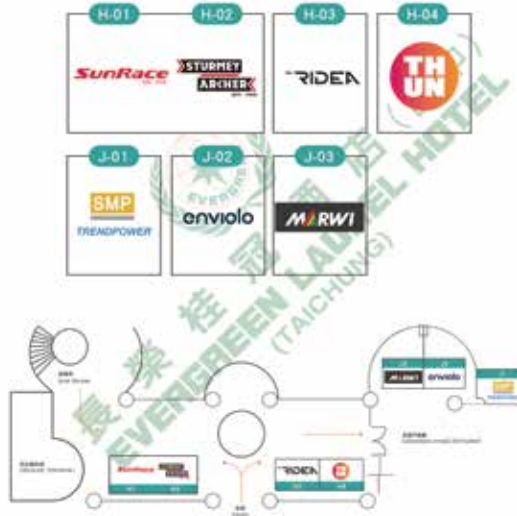
# HOTEL FLOOR PLANS

## EVERGREEN HOTEL

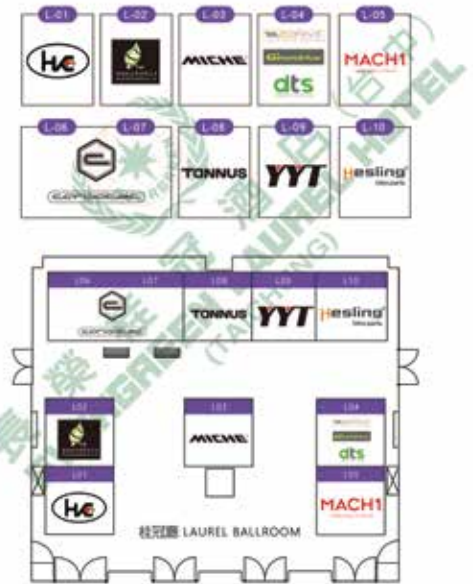


長榮桂冠酒店(台中)  
EVERGREEN LAUREL HOTEL  
(TAICHUNG)

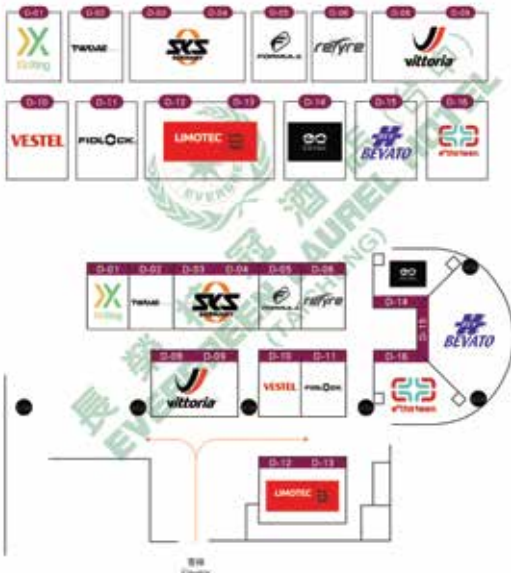
2F 展示區 2 二樓走廊  
EXHIBITION AREA 2 2ND FLOOR CORRIDOR



B2F 展示區 3 桂冠廳  
EXHIBITION AREA 3 LAUREL BALLROOM



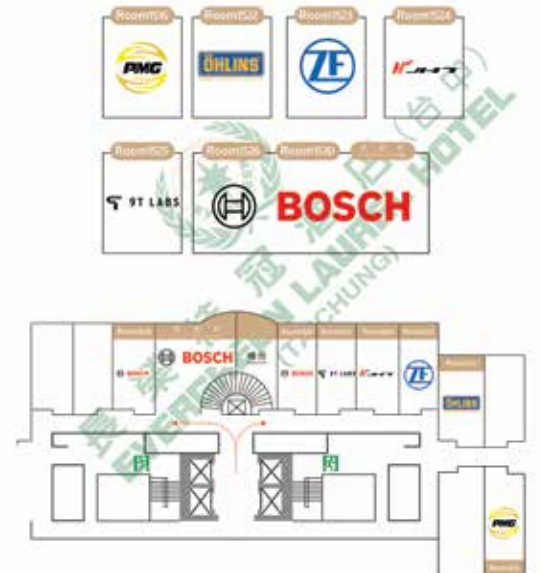
3F 展示區 4 牡丹廳  
EXHIBITION AREA 4 PEONY BALLROOM



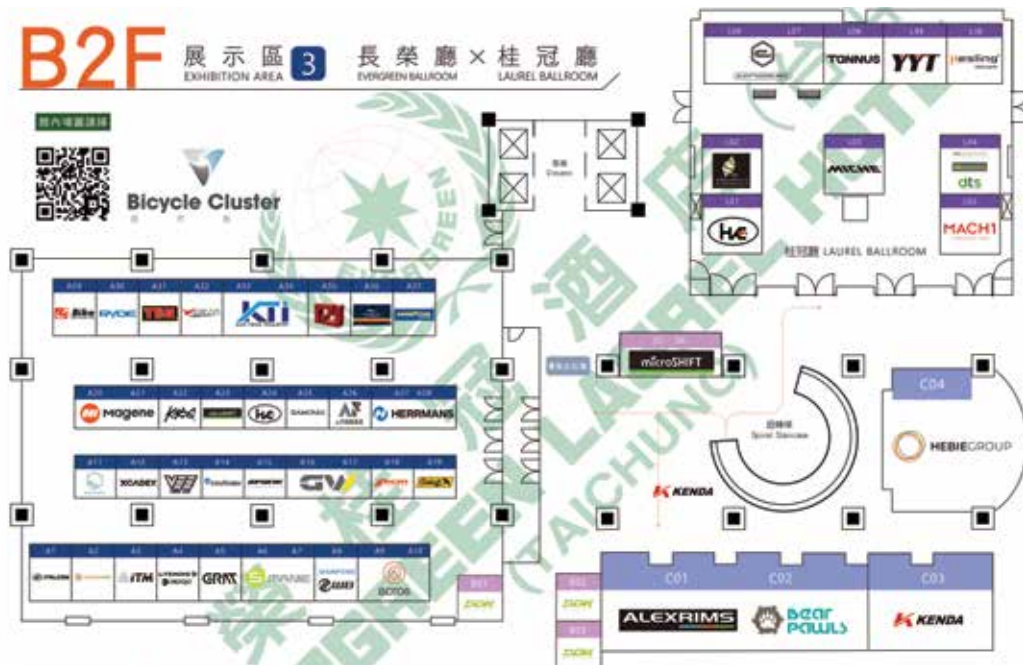
3F 展示區 4 客房  
EXHIBITION AREA 4 GUEST ROOM



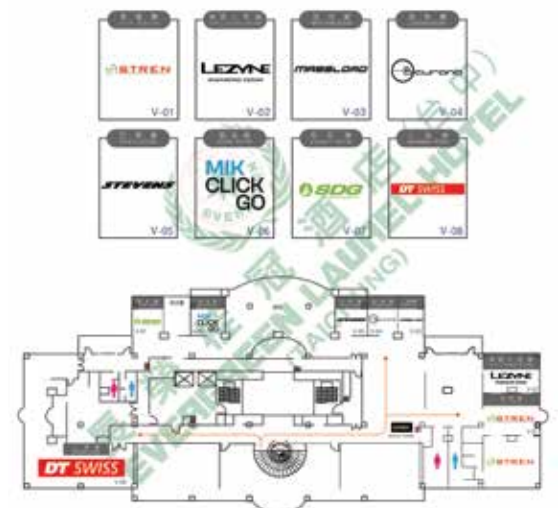
15F 展示區 5 客房 x 貴賓軒  
EXHIBITION AREA 5 GUEST ROOM x EXECUTIVE LOUNGE



B2F 展示區 3 長榮廳 x 桂冠廳  
EXHIBITION AREA 3 EVERGREEN BALLROOM x LAUREL BALLROOM



16F 展示區 6 貴賓俱樂部  
EXHIBITION AREA 6 EVERGREEN CLUB





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