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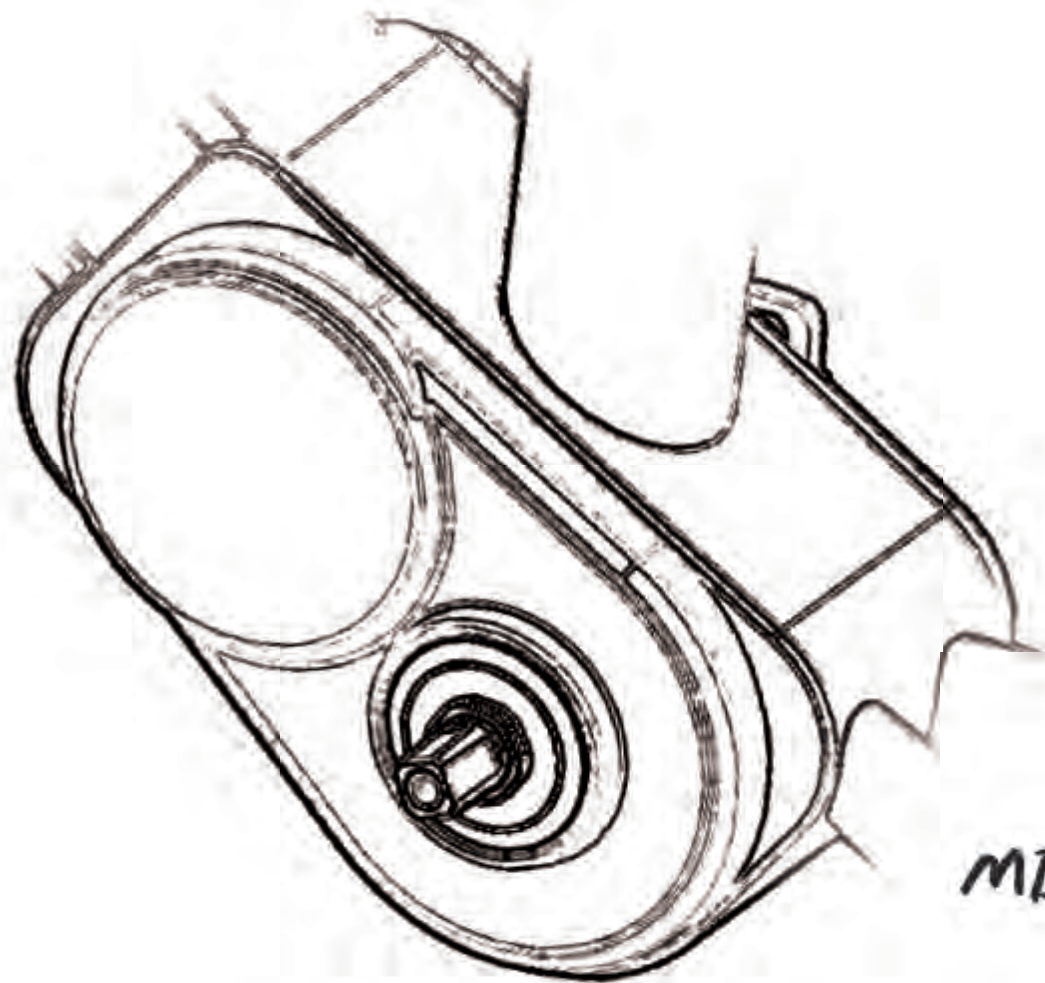
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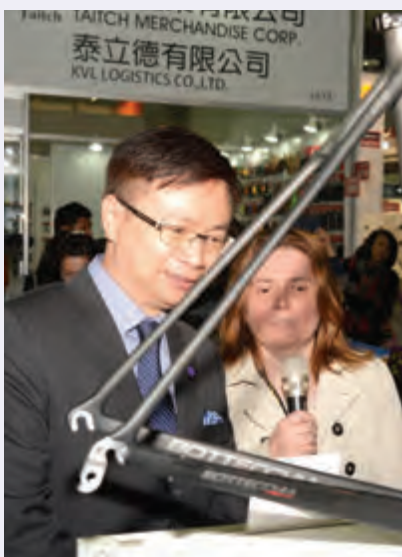
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TAITRA Chairman James C. F. Huang (left) takes a tour after the opening ceremony



For TaiSPO coverage
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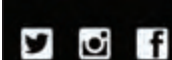
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At opening ceremony, President Tsai calls on bike industry to use its smarts

Taiwan president Ing-wen Tsai opened Taipei Cycle Wednesday by pledging continued support for Taiwan's bicycle industry with an emphasis on "smart manufacturing."

"We've launched smart manufacturing projects that have included cycling," said Tsai, Taiwan's first female president. "It really is where the future lies."

Comments from Michael Tseng, chairman of the Taiwan Bicycle Association, referred to the challenges ahead for the industry, as it fights its way out of fairly grim export results for 2016 that saw a steep decline in units and dollars.

Tseng noted there was good news as well, with Taiwan continuing to increase the average export price of its bicycles. It maintained a level of exports that exceeded \$1 billion for the fourth year in a row.

"We saw a lot of competition in 2016; however, the Taiwanese cycling industry kept growing," said Tseng, who is also

president and CEO of Merida, Taiwan's No. 2 bike maker. "Irrespective of competition from Europe and Southeast Asia, we are still doing well."

Tseng pointed to breakthroughs in e-bike batteries, and the industry's progression into smart technologies, as bright spots for 2016.

By the numbers, complete bicycle exports fell 21.7 percent in units, to 2.94 million from 3.99 million; and \$410 million in value, to \$1.48 billion from \$1.89 billion, in 2016 compared with 2015.

However, the price per unit rose by 6 percent to \$502.38 from \$474.02, as Taiwan continues to expand production of high-value e-bikes.

Exports to the European Union, which account for more than half of Taiwan's total exports, posted the



Taiwan President Ing-Wen Tsai addressed Wednesday's opening ceremonies for Taipei Cycle



Giant CEO Young Liu (left) and Merida CEO Michael Tseng, who is also chairman of the Taiwan Bicycle Association, give a thumbs up after Wednesday's opening ceremony.

sharpest unit declines. The EU brought in 1.62 million Taiwan bikes in 2016 compared with 2.2 million in 2015.

The total value of EU-bound bikes fell to \$609.9 million from \$768.7 million. The average price per unit increased, however, to \$376.02 from \$348.65.

For North America, Taiwan's No. 2 market, unit exports fell to 606,000 in 2016 from 836,000 in 2015. By value, the decline was \$434.8 million from \$584.9 million.

However, the price per unit rose to \$716.59 from \$699.67.

The industry can thank the global e-bike boom for keeping things from getting a lot worse.

Last year, Taiwan exported 132,000 electric bikes, up from 83,000 in 2015 — a significant increase that boosted its price per unit.

Two categories of bicycle parts also gave the Taiwanese manufacturing industry some relief: lights and derailleurs. Exports in each category surged by 34 percent, and together they

accounted for nearly \$35 million in revenue.

At the opening ceremony, Taiwan's minister of economic affairs, Chih-Kung Lee, praised the bike industry for its ability to continually drive up the per-unit value of the products it exports.

Lee drew a comparison with Taiwan's large information and communications technology sector (ICT), where prices are continually falling.

"Unlike the ICT industries, where the more money you put into it probably the average price is reducing, in the cycling industry it's a different case," Lee said.

Lee said Tsai has been "sparing no efforts" to promote innovation and creativity since her election last May.

"She has included the cycling industry as one important industry in the policy-making process, and Taiwanese companies have played a very important role in the world of sporting goods," he said. ■ NF

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Vox Pop

What is your business forecast for 2017?



Adrien Salmon
Trekology Bikes 3,
Singapore

Our company focuses on distributing mid- to high-end bicycles in Singapore and Malaysia, and we also run six retail stores. After a difficult year in 2016, our goal is to at least keep the same level for 2017. To achieve this we are restructuring in order to do better in those areas that showed a decline in 2016. We are focusing on those factors that we can control.



Mohammed Nik Faisullah Reed
Reed Bicycles,
Malaysia

We are just starting as a bicycle retailer in Kuala Lumpur, focusing on urban and long-distance touring bicycles. Since we are about to start a new business, we naturally are optimistic for 2017. The bicycle market in Malaysia is growing, so we hope to profit from this general trend.



Stefan Gruber
Trail Supply,
Switzerland

As a distributor, I see a saturated market regarding certain high-end products, also because the original specification of complete bicycles is constantly improving. As successful products get copied the market shares tend to drop as well. The combination of these factors is not helping growth, but by expanding my company's portfolio I try to counter these effects.



Angela Chen
720 Armour,
Taiwan

We absolutely want to expand our business in 2017 by expanding beyond our core segments of water sports and cycling. To get better numbers than in 2016, we are aiming at new segments such as golf and triathlon and also the market for sports shades with correction lenses.



Daisy Le
VIP Sport,
Vietnam

Since this is our first visit to the Taipei Cycle Show, we have no basis for comparison to 2016. As a manufacturer of complete bicycles we have come to the trade show to offer our services as a supplier to Taiwanese brands and find new customers, so we certainly are aiming at growing our business.



Gert Stander
Dragon Sports,
South Africa

As the South African distributor of Giant Bicycles, strong sales in the road bike segment have kept our business steady in recent years. For 2017, we expect to return to growth thanks to new products in the mountain bike segment such as Giant's race-oriented 29ers and e-mountain bikes. The trekking and touring segment also might add to a healthy growth.

Giant's 'sudden' management change took years

When Bonnie Tu and Young Liu took over the reins of Giant Bicycle on Jan. 1, it may have seemed like a sudden changing of the guard, but the transition had been going on for years behind the scenes.

Tu, a niece of company founder King Liu, and Young Liu, his son, are longtime Giant executives. Both worked with the elder Liu and with Giant's former CEO, Tony Lo, to ensure a smooth handover. Lo and King Liu had built Giant into the world's largest bicycle manufacturer during careers that spanned more than 40 years.

For example, Tu and Young Liu had already built a consensus within the company for a new management style. Whereas Lo and King Liu favored a top-down approach, where they made the decisions and decided on corporate strategy, Tu and Young Liu are more hands off.

"King and Tony grew this company from zero to \$2 billion so it's very different (now)," Young Liu said.

To foster continued growth, Tu and Young Liu have created what they call a "metric organization." They have appointed 14 executives to oversee specific, company-wide functions.

"Every function is important in order to totally, 100-percent support our subsidiaries," Young Liu said.

Now, Giant's general managers receive more support from the head office. If there is a legal issue at Giant Europe, for example, the company's chief legal officer will talk to local attorneys instead of requiring the subsidiary's general

manager to handle it alone.

Subsidiaries such as Giant Europe and Giant Japan will increasingly be run along common lines, Tu said.

"We are more centralized in that Giant in Europe and Giant in Japan look very similar," Tu said, adding that, in the past, "Europe is Europe and Japan is Japan."

She added, "It is for the long term good of the company. If we want to be an everlasting company, we think that is a must, a necessity."

Not that the subsidiaries won't have autonomy. When it comes to localized issues such as marketing, local offices have a long leash to do what makes sense in their respective regions, Tu said.

"The success of the local market is still in the hands of the subsidiary, but the function leader also has responsibility," she said.

The two have taken over at a time of immense changes in consumer buying habits and demographics, and amid a slump in the global industry.

To tackle such challenges, Young and Tu plan to expand Giant's online commerce platform that's currently active in the U.K. and the U.S.

Giant also needs to make cycling more attractive to a young generation of consumers by developing products that appeal to a tech-savvy buyer.

Young Liu pointed to examples such as



Bonnie Tu (left) and Young Liu took over the reins at Giant on Jan. 1.

smart electric bikes that can be controlled with smartphones, user-friendly service apps, or sensor systems for bikes that make cycling more interesting.

As the industry's largest manufacturer, Giant also wants to lead the way toward smart manufacturing, or the "Industry 4.0" concept, which integrates automation, cloud computing and the networking of machines to ensure consistent quality and precision in its factories.

It's something Giant has been working on for several years, implementing automated welding and CNC-machine laser cutting, but it will be a huge task to develop the programs, machines and standardization to get all its factories updated and online.

"It's not easy. We have to do it step by step," Young Liu said — perhaps not so different from how he and Tu have been operating for years. ■ NF

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Polisport's Pedro Araújo preps for 'world's hardest MTB race'

Polisport is the world's leading manufacturer of baby seats. But there's nothing soft and cuddly about its CEO's next project: tackling the Titan Desert, a long-distance mountain bike race through the Moroccan desert.

"I'm getting up at 5 a.m. every day to train for an hour and a half, and five hours on the weekends," Pedro Araújo said Wednesday at the **Polisport 4F/L0317**

The six-day race, which starts April 30, challenges cyclists to complete grueling distances under extreme heat through the desert.

It's advertised as a race for cyclists who are willing to make a sacrifice and "test themselves to the maximum." Araújo is a passionate cyclist, but acknowledged the Titan Desert will be a challenge.

"Honestly, my target is to make it to the end of the race," he said. "It doesn't matter where I place."

Organizers call the Titan Desert the world's hardest MTB race. Araújo will be one of 455 riders who will attempt to cross 612km (380 miles) of desert.

The race puts Polisport's business challenges in perspective, although Araújo says the company's outlook is

good.

The five companies that make up the Polisport group posted sales of €31 million (\$33 million) in 2016, an increase of about 5 percent.

Although a significant part of Polisport's business is motorcycle accessories such as mudguards, it became the world's biggest maker of baby seats after its 2013 acquisition of the Dutch brand Bobike for an estimated €5 million.

"We consider Bobike to be a Dutch brand," Araújo said. "All the development and marketing is carried out in the Netherlands and we manufacture to their specifications."

Bobike sales had been centered in the Netherlands and northern Europe when Polisport bought the company.

Now, Araújo said, "We've developed sales in many other countries — not just in Europe but Asia as well. Sales in Taiwan, China, Japan and Korea are very

strong."

The company also owns a 50 percent stake in Polistar, a joint venture in Brazil. The two-year-old Polistar was slow to get off the ground, but Araújo says a recovery is in sight.

"Everything is now going much better, and we've hired a director and sales staff to cover the whole of the Brazilian market," he said. "I believe Polistar will do much better this year, and we'll see a big expansion in the market in 2018."

In Taipei, Polisport is introducing a reclining version of its Groovy baby seat, as well as new bottles and mudguards, but most major product launches will have to wait for Eurobike.

"All of the products at Eurobike will be new — new models of baby seats from Polisport and Bobike, as well as new lines of

bottles, mudguards and helmets."

But first, he has the matter of a race in Morocco to prepare for. ■ TK



Polisport CEO Pedro Araújo

Fighting the good fight with the WFSGI

Disc brakes, wheel testing, counterfeit products and bike design restrictions; these were among the issues on the agenda at Wednesday's public meeting of the World Federation of the Sporting Goods Industry (WFSGI) in Taipei.

The WFSGI, which represents the industry before the Union Cycliste Internationale (UCI), said it has made progress on several industry priorities.

It convinced the UCI to remove the 3:1 rule on the aerodynamic design of frames and forks, and communications manager Yves Möri said the group is now pushing for the UCI to replace its minimum

weight rule. Instead, the industry believes detailed load testing is a more meaningful way of ensuring product safety than a minimum weight.

The WFSGI continues to push for disc brakes in professional road racing, arguing that there is no proof the brakes have caused injuries.

The industry has agreed on rotors

with rounded edges, along with common specifications for rotor sizes and axle dimensions to facilitate neutral support in races.

Now that the UCI has restarted its test of disc brakes in races, the WFSGI is confident in their future in the peloton.

At Wednesday's meeting, German lawyer Jochen Schäfer gave an update on the WFSGI's ongoing anti-counterfeiting activities, known as Convey.

He said more than 210,000 counterfeit listings had been deleted from online sales platforms last year, representing potential

sales of more than €11 million (\$12 million) of illegal products.

He noted that, contrary to stereotypes, Chinese platforms such as Alibaba and DHGate are much more willing to take down products that Convey had pegged as counterfeit compared to their American counterparts such as eBay and Amazon.

Concerning wheel testing, the UCI has imposed a few more requirements on wheel manufacturers but they will still be allowed to certify in-house that their wheels comply with UCI regulations.

■ LVR

Little bike, big winners



Yi-Fan Hsu (left) and Chun-Han Chu (right) of Taiwan won the 2017 International Bicycle Design Competition — and NT\$350,000 (\$11,450) — for their compact Portni Urban Bike.

Cheers to another Velo party



Velo founder Stella Yu raises a toast at Tuesday evening's Velo party, the unofficial start of Taipei Cycle.



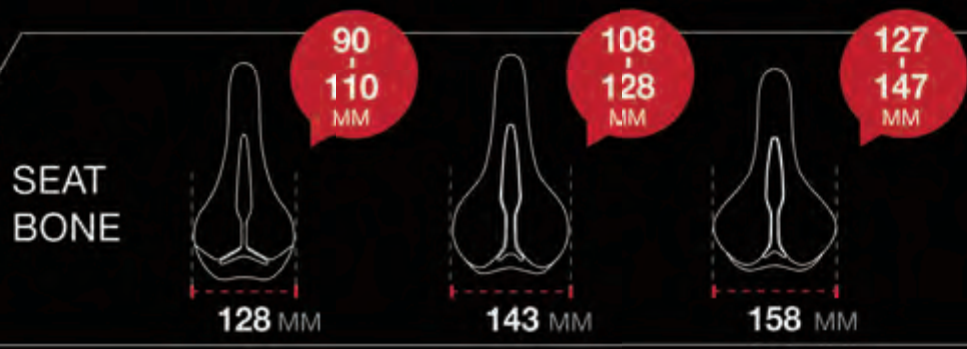
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Cane Creek gets back to making suspension forks

Cane Creek made its first suspension fork in 1991 as a founding partner of Rockshox. More than 25 years later, it has debuted the first fork using the Cane Creek brand name here in Taipei.

Better known in recent years for headsets, along with suspension seatposts, brakes and accessories, **Cane Creek** [4F/M0235a](#) launched the Helm suspension fork on March 1.

"We worked on that suspension fork for three years," said Peter Gilbert, director of distributor sales. "Why did we take a slower approach to introducing the fork? Because we wanted to do it right. We are a small company."

Gilbert expects to deliver the fork to OEMs for 2019 model-year bikes. Although some components come from Taiwan, Cane Creek assembles the Helm at its U.S. headquarters in the state of North Carolina.

The Helm targets the big trail/enduro market. What makes it unique is its internally adjustable travel of 140mm, 150mm, 160mm and 170mm, along with its adjustable air volume.

"It can be easily adjusted by the IBD where you are buying the fork," Gilbert said. The factory default is 160mm. The Helm also offers high-speed and low-speed compression.

Helm is Boost-compatible and features rigid, 35mm stanchions. The oil-damped fork works with high volume positive and negative air springs.

The initial version is designed for 27.5-inch wheels and accommodates tires up to 65mm wide, or close to 2.6 inches. Cane Creek expects to follow up with a version for 29ers.

The fork weighs about 2,070g (4 pounds, 9 ounces). It's available in factory black and, as a limited edition, in blue. It retails for about \$1,100. ■ **JB**



Cane Creek's Peter Gilbert with the Helm suspension fork

Alex now makes a full line of hubs and carbon rims

Why rely on subcontractors if you can do something better yourself?

Since **Alex Global Technology** [1F/J1117](#) has extensive manufacturing capabilities, it has now brought the fabrication of hubs and carbon rims in-house.

Or, we should say, in two houses: Alex has established a new company, Bear Pawls, in Taichung, where it is closer to the center of the bike industry than at its headquarters in the south Taiwan city of Tainan.

Using raw materials sourced from Tainan, Bear Pawls, which employs about 50, manufactures most hub parts and assembles complete hubs. All Alex Rims wheels will now use Bear Pawls hubs, save for a couple of entry-level wheels.

Alex plans to offer the hubs to OEM customers as well, and showed initial samples at the last Taichung Bike Week. It offers an abundance of choices, including hubshell designs for j-bend or straightpull spokes; versions with centerlock or six-point mounts for

disc brakes; three types of bodies and two types of free wheel mechanisms.

Of course, the hubs cover all common axle widths as well: 135mm, 142mm and 148mm for rear hubs and 100mm and 110mm for front hubs.

In Tainan, meanwhile, Alex has started production of carbon rims along with the alloy rims it has made for years. Along with three carbon models for mountain bikes, for 2017 Alex offers carbon rims for plus-sized mountain bike wheels; BMX racing rims; three road disc rims and two road rims for caliper brakes. ■ **LvR**



Alex Chen (center), his wife and business partner Sally Hsieh, and other Alex Global employees toast the company's new Bear Pawls hub factory and the start of its carbon rim production.

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Overview: E-bikes

Brands and motor developers get in sync to power a range of e-bike types



Testing the Giant SyncDrive Pro system in Corsica

As e-bikes become mainstream across categories, from burly mountain bikes to commuter-friendly folders, the motors that power them continue to become more sophisticated.

You'll find plenty of examples of both here in Nangang, from Giant's new mid-drive motor to folding e-bikes to a new e-bike line that bears the Kawasaki name and was developed by the Accell Group's Diavelo brand.

SyncDrive Pro, the new mid-drive system from **Giant**, [4F/M0820](#) arrives in Taipei from its recent launch on the sunny Mediterranean island of Corsica.

Like Giant's other mid-drive systems — SyncDrive Life and SyncDrive Sport — the SyncDrive Pro uses Yamaha motor hardware. But Giant has designed and produced other elements of the system, including software, for a range of distinctive e-bikes with an integrated appearance.

"The SyncDrive Pro is a continuation of our longstanding mission to produce e-bikes that are simply an extension of

your riding experience — it should still be a real cycling experience," said Mathias Aaftink of Giant's Global Marketing division.

Aaftink added, "Using our own software, for example, allows us to differentiate ourselves from our competitors in terms of the riding experience, as those competitors will use standard configuration motors."

While the SyncDrive Pro motor is based around the Yamaha PW-X motor, Giant has tweaked performance with its software. The off-the-shelf PW-X gives a maximum of 320-percent assistance, while SyncDrive Pro allows a maximum of 360-percent.

SyncDrive Pro also achieves the motor's full power support up to a maximum cadence of 120 rpm and at three power-assist levels, compared with one level with the stock PW-X system.



TranzX Integrale

"This is a motor system for skilled riders who demand high performance from their e-bike," Aaftink said. SyncDrive Pro will debut on the Full-E+ Pro and Full-E+ SX Pro full-suspension e-MTB models, which have begun arriving at retail.

More good news for Giant is that the Full-E+0 SX and Dirt-E+2 models have won 2017 Taipei Cycle d&i Awards.

Talking of powerful mid-drives, also keep an eye out for a new lightweight, high-torque motor from **Dapu**, [5F/F0512](#) boasting 80nm of torque and weighing in at 3.5kg.

Like Giant, Taiwanese firm **TranzX** [1F/J0412](#) has put its accent on integrating the e-bike system with the frame as much as possible. At Taipei, TranzX is focusing on its recently introduced Integra line of e-bikes with mid-drive motors.

Shimano [4F/M0814](#) continues winning spec with its E8000 motor, specifically tweaked for e-MTBs.

Shimano's Di2 electronic shifting system.

It's one thing to power a beefy e-MTB, but quite another to electrify a folding bike without weighing it down so much that the bike loses the benefits of its small wheels and portability.

So **Bafang**, [4F/L1012](#) one of the biggest names in e-bike motors, is launching two hub motors for e-folders: a single-speed and a 3-speed version. They are designed for bikes with 14-, 16- and 20-inch wheels.

The RM G353 is a 3-speed hub with its own shifting components, including a short-cage rear derailleur and 3-speed trigger shifter made by Sensah. It's rated at 220W and fits the narrower 120mm standard found on many folding bikes. Claimed weight is 2.4kg and it is available for disc brakes only.

The hub can take a speed or torque sensor bottom bracket and will work with Bafang's range of displays. OEM manufacturers are free to specify a battery system.



Bafang RM G353

Focus [4F/N1012](#) will present the Jam2 (read as "Jam squared") and Bold2 premium e-MTBs at the Pon booth.

The "squared" series is designed for agile handling with the ability to change gears and power levels quickly. The full-suspension Jam models also have a unique rear suspension system.

Merida [4F/M0620](#) also uses the Shimano system in its eOne Sixty 900E e-MTB enduro bike, which has received a 2017 d&i Gold Award. Like the Focus bikes, the Merida model reflects the growing sophistication of e-MTBs, with the option of using

The RM G351 is the single-speed version, with specs similar to the 3-speed hub except that the weight drops to an impressive 2.2kg. Bafang calls it "one of the lightest geared hub motors on the market."

Bafang said small-wheeled bikes



Diavelo Virtuale rendering



the company seeks to show that belt drives make a welcome complement to e-bikes. Belts streamline a bike's look and eliminate the oil and rust associated with conventional chains.

Other bikes on exhibit at Gates are the chopper-styled Ruffian (which uses Gates' new 168-tooth belt), the minimalist Budnitz Model E, and the stylish Faraday Courtland.



Focus Jam2

Merida eOne Sixty 900E

are "strong categories in many Asian markets," and popular in the West with consumers who own RVs (caravans), boats, or just want to take a bike in the car with them.

Tern and Raleigh are among the brands that have debuted folding e-bikes, and Brompton says it will start production on one as early as this year.

Another new e-folder is the Miliare Pro from Gepida. The 14kg bike has a Bosch Performance line mid-drive motor and includes electronic shifting and a Bosch Nyon display.

The motor is paired with a **Gates Carbon Drive** belt drive, and the Miliare is on display at the Gates booth. [4F/M0828](#)

Gates, in fact, is exhibiting e-bikes from several brands as

Gates has collaborated with Bosch to pioneer the use of belt drives on e-bikes, which can be mated to internal gear hubs from



Gepida Miliare

Shimano and Nuvinci.

The company's Paul Tolme said Taipei Cycle also marks the start of the Gates Carbon Drive 10th anniversary. Gates, which debuted the belt drive at Interbike 2007, is distributing a photo book commemorating 10 years of belted bikes.

The Danish brand **Diavelo** [4F/L0721](#), part of the Accell Group, has brought new innovations

to Taipei.

Perhaps the most significant announcement is that Diavelo is producing a new line of e-bikes under the Kawasaki brand name, called K-Power (see story in Wednesday's *Show Daily*.)

The company said the line is a collaboration among Kawasaki, Diavelo, and Asia Kingston. The K-Power line will use Brose and Bafang motors along with patented, in-frame Panasonic batteries.

The line, available this summer, will include full-suspension, hardtail,

Continued on page 14 ...

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Budnitz Model E

rotors.

Diavelo is also showing a line of alloy e-bikes under the Pininfarina brand name. It showed a carbon Pininfarina bike at Eurobike. It's also showing its CarQon full-suspension e-cargo bike, which debuted at Eurobike. The CarQon is available in two- or three-wheeled versions.

companies targeting the market, is showing a range of e-bike lights here.

The Spanninga Axendo range tops the offerings with 80 lux of light. The Nomad XE is a 40 lux front LED light with a built-in USB charging port and a mounting strap for smartphones and GPS units for on-bike charging. Its rear ElipsXE light offers 320-degree visibility. ■ RP



Pacific Cycles Handy

... Continued from page 13

trekking and speed pedelec models.

The Diavelo Virtuale is an eye-catching, full-carbon, electric road bike with a drive integrated into the downtube, an integrated display and lights and carbon ceramic disc brake

From **Pacific Cycles**, **4F/NO313** known for its unique designs and special needs bikes, is the Handy electric hand cycle. The bike splits in two for storage in a car trunk for example. Its cockpit reach, handlebar and seat positions are all adjustable to fit different cyclists' needs.

There is also a burgeoning market in accessories made for e-bikes as brands take advantage of the ability to tap into an on-board power source.

Spanninga, **4F/LO720** one of many light



Spanninga Axendo e-bike light



Kawasaki e-bike

FAIR AND SQUARE



For appointments contact **Christian Thun** (christian.thun@thun.de) or **Mario Stauber** (stauber@thun.de).

thun

MADE IN GERMANY

For a long time, things at **THUN** have been revolving around the square taper, the proven feature of our core product.

A small German brand spies an opening in Asia, Oceania

A custom bike builder from Germany that has never exhibited at a major international bike show — not even Eurobike — is making its debut at Taipei Cycle.

Why Taiwan?

“When looking at our growing community we know that we have potential outside Germany – not only in Europe but also worldwide. We receive orders from Asia and Oceania. There seems to be a market for high-end, custom-made bicycles from Germany,” said Andreas Kirschner, the company’s CEO and product manager.

Kirschner’s company is called A.&A. **Kirschner Fahrradmanufaktur 4F/M1207a**, but most know it by its two brands, Falkenjagd and Rennstahl. All Falkenjagd bikes have titanium frames, while Rennstahl bikes are made of TIG-welded chromoly and stainless steel frames.

“Our core strength lies at the heart of the bicycle and its frame: the tube set,” said Kirschner, who is trained as a mechanical engineer. “We use the most advanced tubing available, comprising tapered and butted tubes — no plain round or oval tubes, and nothing that is sold by the meter.”

Falkenjagd frames are built in Germany and Rennstahl frames in Italy to the company’s specifications.

The company doesn’t exhibit at trade shows because it mostly sells

directly to consumers. “In Germany we have only a handful of IBDS cooperating with us,” Kirschner said. “We are in direct contact with consumers riding our products.”

In Taipei, the company is showing four models at its booth: a Falkenjagd expedition and road bike, and a Rennstahl expedition and mountain bike. Another Falkenjagd bike equipped with a Pinion gearbox will be on display at **Gates 4F/M0828**.

Prices for complete bikes start at about €4,000 (\$4,300) for the Rennstahl brand and €5,000 for Falkenjagd. The company assembles all bikes at its headquarters in Ismaning, near Munich. ■ **JB**



From left: Andreas Kirschner, Astrid Kirschner and Michael Matt oversee the Falkenjagd and Rennstahl brands.



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Taipei Show Booth N° N1002

Overview: Trainers

Staying in is the new going out with trainers that integrate virtual reality



Tacx Neo Smart

With ever greater amounts of data and increased virtual world integration, staying in might soon be the new going out.

Cycle trainers have always aimed to replicate the experience of being out on the road. Both for the sake of enjoyment and their usefulness as a training aid, creating the feeling of actually rolling along keeps riders motivated enough to stick to their exercise schedules.

Now thanks to virtual technology training programs like TrainerRoad or Zwift, cycling indoors can be enjoyable purely for its own sake. Paired with a computer or tablet, the latest trainers can actually bring the hills to you — perfect for riders who live in the flats or simply don't fancy venturing out.

Planning to ride L'Etape du Tour? Why not train on a virtual Col d'Izoard before you reach the French tarmac?

Almost all the big names are involved in the virtual action, and the Italian brand **Elite** [4F/L0213](#) is no exception. The high-tech looks of Elite's latest Drivo trainer conceals, but hints at, some equally high-tech internals.

Most notably, an integrated power meter accurately gauges wattage throughout training sessions. The power meter takes its measurements directly from the machine's internal transmission shaft. Elite claims accuracy of plus or minus 1 percent, which is up there with the best lab-based equipment.

Because the Drivo is centered around

a large internal flywheel, it promises to deliver the feeling of inertia previously unique to riding out in the real world.

To further fool the legs into believing they're outdoors, the Drivo's electronically controlled magnetic resistance adjusts automatically, and seamlessly, to any course available on Zwift and other popular training programs, further boosting the device's ability to simulate real-world riding. It provides a gamified version of training that should keep riders engaged and motivated.

Compatible with ANT+ FE-E and Bluetooth Smart protocols, the Drivo connects to a computer, smartphone, tablet, Garmin or other devices.

Of course, none of this matters if a trainer can't deliver a brutal workout. With the Drivo's ability to simulate inclines of up to 24 percent, along with high-power outputs even at lower speeds (650 watts at 15 kph, for example), not many legs will have the stamina to test its top-end resistance of 2,200 watts!

Billed as a "trainer for trainers" and created as an integrated hardware and software package, the Whisper Smart from **JetBlack** [4F/L1303](#) also features a unique self-powering design.

Despite the fitness benefits, turning the pedals on your turbo can feel like a

bit of a waste of energy. But what if your watts could power the device itself?

That's the premise of JetBlack's Smart Generator Brake System. Powering up from the first pedal stroke, the trainer can also be used to charge devices like a Garmin via a USB cable or even run a fan to keep you cool.

Although it is designed specifically around JetBlack's own bundled software, it can be used with all third-party platforms such as Zwift, Fulgaz and Kino maps.

Uniquely, the Whisper Smart also allows users to send and receive training sessions from anywhere in the world — perfect for riders who have online coaches. JetBlack has also worked out a way of deducing cadence directly from the trainer, removing the need for a separate sensor.

In an increasingly digital

world, CycleOps, the training brand of **Saris**, [4F/L1405](#) knows there's still room for well-proven mechanical technology.

At the core of the CycleOps Magnus is a 1.8kg precision balanced flywheel. Able to generate up to 1,500 watts of resistance at 20 mph, it's controlled by an electromagnetic mechanism that provides instant adjustment, and a low noise range that tops out at 69 decibels.

Its robust and quick-to-set-up wheel-on design doesn't sacrifice virtual integration, boasting integrated dual ANT+ FE-C and Bluetooth 4.0 technologies. Because PowerTap is also part of the Saris portfolio, CycleOps has enlisted its well-established watt-measuring ability to provide accurate power readings direct from the trainer.

At the top of the CycleOps range, and able to accommodate the latest thru-axle standards, the Hammer can be used with 142 or 148 thru-axle bikes, as well as quick-release rear axle widths of 130 or 135mm.

This mechanical compatibility is matched by its digital capabilities, including integrated dual ANT+ FE-C and Bluetooth 4.0, allowing the Hammer to chat happily with most popular devices and programs such as TrainerRoad and Zwift.

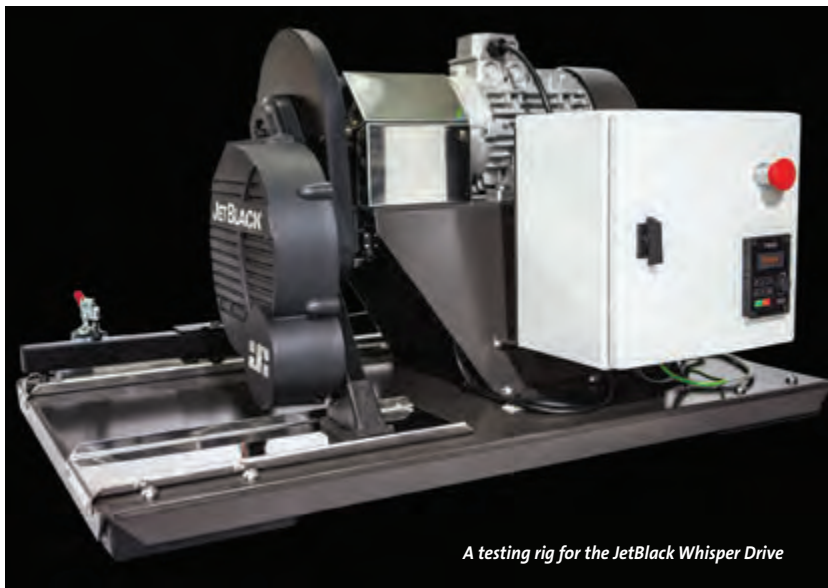
Based around a hefty 20-pound flywheel that is regulated by a fast-responding electromagnetic resistance control, the system's inertia aims to recreate the real-world sensation of rolling on tarmac. The Hammer can simulate gradients of up to 20 percent. And thanks to its direct-mount design, it can happily withstand up to 2,000 watts at 20 mph.

The computer controlled magnetic resistance unit in the Neo Smart from **Tacx** [4F/M0503](#) not only generates up to 2,200 watts to push against but is able to simulate the feel of different road surfaces.

Connected to the right virtual course via either Bluetooth Smart or the ANT+ FE-C protocol, this means it can bring the jarring cobbles of Paris-Roubaix or the



Elite Drivo



A testing rig for the JetBlack Whisper Drive

gravel of Strade Bianche to your living room.

Crucially for training, it's able to recreate high power, low speed situations, giving the exact sensation of climbing gradients up to a leg-poppingly steep 25 percent.

With a claimed accuracy within 1 percent, the Neo will also measure your exertions. And for those moments when you're pushing too hard to be able to read a display it can also illuminate different colors onto the ground to reflect your effort, meaning you'll know if you're in the zone, even with your head down.

Mechanically, a direct-drive mount design does away with the traditional mechanics of the home trainer, eliminating rollers, wheels and belt drives. The result is an extremely quiet operation. With all of the internals taking up a minimum of space, the Neo's spaceship-like design folds flat for storage.

New technology can be a great motivator when it comes to putting in hours on the trainer. Currently, much of the hype in the market surrounds digital integration that allows riders to immerse themselves in virtual worlds while training.

However like all new technology it tends to come at a premium. The Smart Go from **Bkool** bucks this trend.

Featuring a simple wheel-on design but with genuine smart control of the resistance unit, it offers a gateway to virtual training at a significantly lower price than its competitors.

With 800 watts of resistance and the ability to simulate gradients of 8 percent, it's compatible with all popular apps via Bluetooth and ANT+.

Included with the trainer is three months access to Bkool's Cycling Simulator.



CycleOps Hammer

Recently redesigned, the simulator allows riders to take on over 500,000 user-generated routes. Players can also compete against other users in real-time multi-rider competitions or hone their skills in a virtual velodrome. While developed with Bkool trainers in mind, the software is also compatible with most other smart trainers meaning you can challenge your friends no matter what brand of trainer they're using. ■ JD



Bkool Simulator game

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Overview: Tires

Tire makers go overboard for oversized tires — but don't call them fat



Michelin Force XC and other new tires

Fat bikes, plus bikes, gravel bikes ... bike brands have put the squeeze on tire makers to come up with what are extraordinary tire sizes.

Tire makers are finally catching up with the demand for production of these new sizes. And in a burgeoning new category — city bike share systems and corporate bike fleets — the industry is rolling out tires that truly are flat-proof.

Fat enough. Fat bikes will not go away anytime soon, but most regions have seen only middling sales of huge tires measuring between 4 to 5 inches in width.

It's a different story for the somewhat smaller plus-size tires, which have proven

to be something of a Goldilocks category.

Their increased volume boost traction and confidence, something especially welcome by entry-level cyclists and e-mountain bike riders.

On an e-MTB, the extra traction helps direct that wattage to ground. Some manufacturers offer tires made specifically for the dynamics and added weight of an e-bike, with beefed-up casings and sidewalls.

Ritchey, 4F/M1101 for one, is presenting a revamped classic here at the show with the reinforced Z-Max Evolution 2.8.

Michelin, 4F/L0730 despite positioning its new lineup of four tire models as decidedly performance-oriented, offers versions with reinforced casings for use on e-mountain bikes as well. The new tires are the Jet XCR, Force XC, Force AM and Wild AM.

Less plus. Many experienced riders believe full-size plus tires offer too much cushioning and remove crucial feedback from the terrain.

Here in Taipei, a number of tire brands are catering to these customers with 2.6-inch tires — wider than a traditional



Ritchey Z-Max Evolution 2.8

mountain bike tire but not as wide as the biggest plus-size models.

Maxxis 1J/J0818 showed its first 2.6-inch tires, the Rekon and Forekaster, last fall at Interbike. In Taipei, they will be joined by 2.6-inch versions of the Minion DHF and DHR II. These offer 7 percent more tire volume compared with the existing 2.5-inch versions.

Vee Tire 4F/N0420 also expands its current 2.6-inch range with the Flow Snap, which will come in 27.5- and 29-inch versions.

Michelin will be offering some of its four new models in a 2.6-inch size as well.

Groveling to gravel. Tubeless continues

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Vee Tire Flow Snap

to gain ground in road bike tires. Maxxis is converting most of its tires to be tubeless ready.

An even bigger trend is wider tires and disc brakes that have dramatically increased the idea of what can be ridden with drop-bar bicycles.

While professional riders have made the switch to 25mm tires, enthusiasts can easily go a bit wider — but only if the frame and fork offer the necessary space.

Tires aiming at the comfort-oriented gran fondo market usually measure 28 to 30mm, and many

manufacturers go even wider for the booming gravel bike market.

There is no shortage of fresh products along those lines here at the show.

WTB 4F/L0826 rolls out the Exposure 32 as an adventure-worthy, performance-oriented road tire. At next month's Sea Otter Classic, it plans to present the Byway, a 650Bx47 road plus tire.

Japanese maker **IRC 4F/L1206** also has new gravel tires that underwent their last real-world test at this year's Strade Bianche sportive.

Challenge 4F/L1129 has even chosen



Challenge Strada Bianca

to call its new 36mm tire after this iconic race on Tuscany's gravel roads. The handmade Strada Bianca clincher tire comes with a supple 260tpi casing and improved puncture protection. If that's not beefy enough, Challenge is also showing the 42mm Gravel Grinder.

Another decidedly oversized gravel tire is the Gravel Plus 38 from **Arisun 4F/N0531** that combines a directional



Arisun Gravel Plus 38

tread pattern on the shoulders with a fast-rolling central section.

Rithey also has a new wide gravel tire, the WCS Speedmax 700Cx40. For those looking for a faster-rolling tire that can handle both paved and loose surfaces, its new Alpine, in 30mm and 35mm widths, might do the job.

Flat out. A boom in bike share systems, particularly in Asia, is propelling another interesting trend



Chaoyang Kestrel

that is readily apparent here in Nangang.

Bike share operators and riders want tires that are reliable and won't puncture above all else — and they will sacrifice weight, traction and rolling resistance to

get those features.

It's not a new market; French brand **Hutchinson 4F/N1002** launched its Serenity system back in 2010, and South Korean brand **Tannus** debuted its EVA-based tires in 2004.

This year, more manufacturers are offering flat-proof tires made of EVA foam, including **Otrajet 6F/S0019** with its Nexo Tire. The company is now offering an 18-inch version for folding bikes, and says its tires attach easily to standard rims.

Another group that is looking for flat-protection, but isn't as willing to give up performance, is the urban e-bike rider.

Tire makers are attentive to this fast-growing market.

Chaoyang 4F/N0531 rolls out the Kestrel, which meets the ECE-R75 standard for use on speed pedelecs and promises a long lifetime while still offering a lot of traction.

CST 1F/J0818 has the new Brooklyn, a reinforced tire for speed e-bikes that it will offer in 27.5- and 29-inch sizes.

■ LvR



Cutaway view of an Otrajet Nexo

ENGLISH

New Products

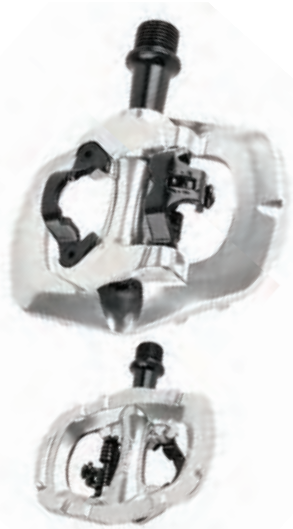
ITM X-One



The anatomic, sinuous shape of the X-One includes a large flat top and transition section, so the palm can lie naturally on the grip to relieve strain. The carbon monocoque stem uses a wedge design to secure the bars while allowing their sizable ergonomic tops to pass through. [4F/L0318](#)

Wellgo C317

The C317 is what you need when you can't decide between a clipless or a flat pedal. Its wide surface is comfortable, and an upgraded spring offers cleaner engagement. It includes a tension indicator for precise adjustments. [1F/J0517](#)



TAYA Galaxy series



The Galaxy series of chains from Taya lets riders choose from an aura of colors to match their personal style. The Galaxy series of colors is available in Taya's 10-speed Deca chains, 11-speed Onze chains, and 12-speed TOLV models. [1F/K0610](#)

Acoca Elkhorn 5.7R

Acoca's flagship model has a full carbon composite frame and proven 4-bar linkage suspension system. The frame and fork are designed around 27.5+ wheels for traction in any terrain. A SRAM GX 1x drivetrain keeps things simple and reliable. [4F/L0209](#)



SunRace 12-Speed Trigger Shifter

A dual release lever lets riders release the cable in either direction for better ergonomics. A large alloy shifting lever takes less effort. Gear display is optional, and the shifter is also available in a version that is compatible with I-Spec II. [1F/J1217](#)



CatEye Volt

Joining the CatEye Volt series are the Volt400XC, Volt200XC and Volt100XC USB rechargeable headlights. The new XC series attaches quickly with a rubber band mount. Multiple power settings offer between 100 and 400 lumens of light. [4F/M1201](#)



Chaoyang Kestrel

Made for trekking or urban e-bikes, the Kestrel is certified to ECE-R75 specifications. The fast-rolling compound copes with the additional stresses imposed by an electric motor, while low rolling resistance preserves battery life. The Kestrel incorporates Chaoyang's 5-Star Rhino Skin, a 5mm layer that fights off punctures. [4F/N0531](#)



Falkenjagd Hoplit PI



With a stable frame that resists scratches and corrosion, the Hoplit PI is a faithful companion on long, demanding trips. A Pinion gearbox and belt drive system improve durability. It accepts 650b or 700c wheels. [4F/M1207a](#)

SunUp MaxiDyn

The MaxiDyn is a USB charger dynamo that can be retrofitted to many bikes, providing an extra boost for long-distance riders. It sits below the rear dropout and attaches to the non-drive side spokes. The energy it generates can power LED lights, or be stored in a connected li-ion battery pack. [4F/N0025](#)



KS LEV-Si

LEV-Si has the performance and features of the LEV Integra at a considerably more affordable price. The LEV-Si uses an alloy construction coupled with a hydraulically locked, air sprung cartridge that KS makes in its factory. It's available in 100mm, 125mm and 150mm of travel in 30.9 and 31.6mm diameters. [1F/I0529](#)



CROSS THE BORDER



G80 is a completely new concept in gravel bikes, utilizing a rear and front suspension system. An extremely efficient 80mm front and rear suspension system reduces vibration and brings the maximum speed and reduced fatigue during endurance gravel road riding. While being faster on the dirt the bike is also great on the roads sprinting and cornering not unlike its full road bike family roots.



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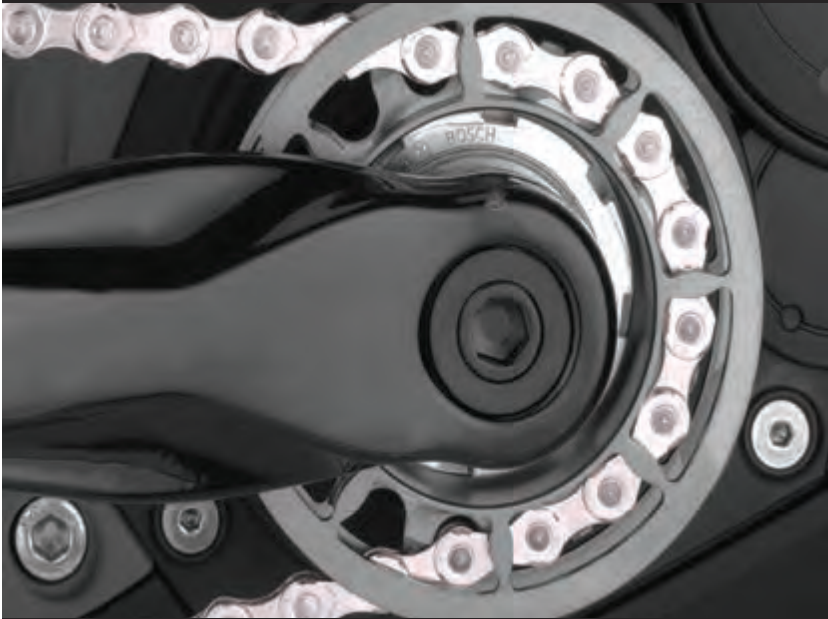
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New Products

KMC e-Bike Chain



A patented riveting technology achieves an industry-leading pin power of 450 kilograms of force, so the KMC e-Bike chain can cope with the demands of powerful mid-drive motor systems. It is compatible with Bosch and other common mid-drive systems, with a recommended maximum power of 850W.

1F/J0118

Controltech Pure Cockpit System

Controltech's new Pure Cockpit System keeps those wires and cables hidden away for a sleeker appearance and better aerodynamics. 1F/J0830



Beto One-For-All

With its ability to switch between high-pressure and high-volume modes with a tap of the base-mounted kick-switch, the One-For-All pump serves fat-tire aficionados and those with slimmer racing rubber. It has enough air volume to blow tubeless beads into place and is accurate to 0.1 psi for low-pressure applications. 1F/K0615



Innova Facemile

The Facemile uses Innova's Zoom Tech for high-pressure road tires, and can stand toe-to-toe with tubular tires when it comes to performance. It's rated up to 145 psi and is available in 700x23c, 25c and 27c sizes. 4F/I0708



Herrmans H-Black Pro Light

Borrowing from the automotive world, Herrmans promises high optical efficiency with the H-Black Pro. It provides broad near-field vision while simultaneously illuminating far up the road or trail, without blinding oncoming traffic. It is available in dynamo and 6-12V e-bike versions. 4F/L0230



Shimano Deore M6000



Shimano's famous technological trickledown is in full effect on the new Deore M6000 groupset. Although Deore is still a 10-speed system, cassettes are now available up to a hugely wide 11-42t, while the crankset adopts the family look of XTR, XT and SLX drivetrains with a sleek four-arm Hollowtech II one-piece composite design. 4F/M0814

SKS Stingray Mudguards

The Stingray mudguards for 28-inch wheels supplement SKS's popular Bluemels range, with modern colors in a matte design. While stays and hardware are blacked out, vibrant trim colors include blazing red, ocean blue, grey and lime green. 4F/M0403



Elite Vico Carbon Bottle Cage

Made In Italy, Vico is Elite's new carbon bottle cage for road bikes. Clocking in at 23g, its patented design offers secure bottle retention and a wide opening that makes it easy to insert and remove your bidon. 4F/L0218



Hutchinson Fusion 5

The Fusion 5 mounts on a standard wheel with or without a tube. With a tubeless setup, the Fusion 5 rides safely at a lower pressure for comfort. Add a splash of sealant and it can heal many punctures before they lead to air loss. 4F/N1002



Velo Wing Bow Saddle

Designed for recreational and e-bike riders, the Wing Bow design is named for a bow-shaped structure that sits under the base and isolates the rails from the saddle. These "wings" flex for comfort under normal riding conditions, but provide progressively more resistance to cushion against bigger hits from potholes and curbs. 1F/J0717



New Products

FPD Odin-X

The replaceable alloy tubular cages on the Odin-X clipless pedal don't just look pretty; they also provide enhanced mud clearance. Using a Shimano SPD compatible system with multiple spring rate adjustment to suit different riders, sealed bearings and a hardened chromoly axle boost durability despite a low overall weight of just 380g per pair. [4F/L0820](#)



Bafang RM G351

Like its 3-speed sibling, this single-speed 220W rear hub motor is made for compact and folding bikes with 14-, 16-, or 20-inch wheels. It uses the same OLD of 120mm and comes as a freewheel, disc-brake-only version with a 9-teeth cog. At 2.2kg, it's one of the lightest geared hub motors around. [4F/L1012](#)



JetBlack M20 Anti-Chafing Cream

With its unique vitamin-enhanced formulations for men and for women, M20 prevents friction that irritates the skin; relieves the skin during physical activity; and restores problem areas for recovery after a ride or workout. [4F/L1303](#)



Satori Animaris

The name is as unique as the design of Satori's new parallelogram suspension seatpost. With the Animaris, Satori engineers moved much of the structure outside of the tube so riders can access the spring. Satori provides different springs for different rider weights. It is available in several diameters and lengths. [1F/J0112](#)



Vee Tire Flow Snap Plus 27.5x2.6



The Flow Snap Plus from Vee Tire is a universal and polyvalent gravity tire made for a variety of conditions, from mud to dry or loose terrain. This predictable, 2.6-inch tire features controlled grip and braking power. It is also available in a 29-inch size. [4F/N0420](#)



Booth No: J-0830

CONTROLTECH
bicycle components USA

New Products

APRO R502 Gravel Carbon Rim



Made for the rigors of gravel riding, the R502 is light and strong, as you'd expect from a carbon rim. But because it was designed using FEA and CFD analysis followed by extensive testing, it also absorbs vibration from gravel chatter. It's tubeless-ready, with a wide profile for chunky gravel-specific tires.

1F/I1210

Polisport Groovy

The redesigned Groovy has a tool-free mounting system and is compatible with more e-bikes. Fully assembled out of the box, the Groovy includes "armrests" for small hands, an adjustable three-point safety harness, footrests and other safety features. 4F/L0317



Airace Windpro V2 RD

The Windpro V2 RD packs Airace's innovative internal aluminum barrel design into an easily pocketable pump capable of generating 120 psi. The minimalist thumb lock lever and valve cap add durability to a head unit that fits Schrader or Presta valves. 4F/N0623



VDO M7

The new M7 GPS is VDO's first M-series cycle computer that calculates standard bike functions using GPS — no sensors required. Ride data can be uploaded to a PC via a USB connection, analyzed in VDO software and shared on social media including Facebook and Strava. 4F/L1127a



King Roof Aeroforz

Fitting all styles of cars, the Aeroforz is a roof-mounted bike carrier that doesn't require the removal of the bicycle's front wheel before stowage. The bike is secured with a quick release system. 4F/K0729



M-Wave Air Bullet

Made for mounting tubeless tires, the portable Air Bullet combines a traditional floor pump and a compressor. Its air tank allows tire inflation in a snap. The Air Bullet can also be used as a normal pump; turn the switch and it will inflate tires up to 260 psi. At the Messingschlagler booth. 1F/J0512



GRL Tires 8014

GRL's new 8014 pattern, for 27.5- and 29-inch tires, combines a medium depth tread with split pegs for traction. A combo design keeps it rolling on the way up, but robust and grippy on the way down. The standard version has a 1mm puncture-protection belt. 4F/L1023a



NutCase Metrорide Helmet

Metrорide gains MIPS, Multidirectional Impact Protection. MIPS works by dissipating energy from rotational impacts to better protect against the twisting forces often involved in accidents. NutCase also adds an L-XL size to the line. 4F/M1405



FSA Modular Cranksets

FSA's new MTB cranksets are modular systems with a built-in adjustable chain line for Boost and non-Boost configurations. Users can interchange spindles, spiders and direct mount chain rings for compatibility with current and future standards. Available for 1x and 2x systems on FSA's SL-K, Afterburner, V-Drive and Comet lines. 4F/M1211



Haibike Affair Race 8.0

The Affair Race is a light full-featured bike, equipped with SRAM Red components. Its 330g fork and QC12 quick-release thru-axle, designed in conjunction with Tune, dispenses with threads entirely. Designed for long-distance comfort, the fork has reverse dropouts to stem vibration while maintaining stiffness and steering precision. 4F/M1219



New Products

Chosen Boost 150T Hubs

The latest Boost hub standards increase stiffness for wheels with oversized tires for aggressive riding. Chosen's newest hubs enhance these characteristics with a straight-pull spoke design and a new 150-tooth, high-ratio drive system for rapid engagement and power transfer. **1F/K0429**



Limar Team Astana Helmets

Limar celebrates three years as an Astana sponsor with special editions of its Ultralight+, 007 and Speedking helmets. Clocking in at 175g, Limar calls the Ultralight+ the lightest helmet on the market. The 007 is the general-use aero design, while the Speedking is a dedicated time-trial model. **4F/L0118**



Alex Boondocks and RXD3

Alexrims' new tubeless-ready, alloy RXD3 and Boondocks Gravel and Adventure Road wheelsets are built to go places. The RXD3 rim has a 19mm inner width, while the Boondocks is 21mm for more strength and compatibility with wider tires. **1F/J1117**



Neco 5

Neco5 safety pedals can be mounted and unmounted from the bike without tools, so a bike can more easily fit in the trunk of a car. Removing the pedals also serves as a deterrent to thieves. The Neco5 is made of aluminum with a chromoly spindle and sealed bearings. **1F/I1126**



Hamax Outback One

For biking, walking and jogging over a variety of terrain, the One may be the only carrier a parent needs. The rugged aluminum frame has generous space for a single passenger, along with a comfortable interior and large windows. An adjustable suspension ensures a smooth ride. **4F/L1209**



Kenda Valkyrie Pro

The casing of Kenda's 179g (size 23c) Valkyrie Pro performance road tire uses a material called K-Armor, which relies on a proprietary fiber that's lighter than nylon, Aramid or Kevlar and is tightly woven for better flat protection and rolling performance. Subtle reflective patches aid nighttime visibility. **1F/J0716**



Argon 18 Gallium Pro Disc



The Gallium Pro gains discs, but drops weight. Despite the provision for disc calipers and thru-axles, the frame is lighter than its predecessor. **4F/M1302**

Crops Lum100mu

The Lum100mu pops on a helmet or the handlebars for night riding. Its wide-angle beam lets riders see what's coming, but the lens design ensures that the beam won't dazzle oncoming traffic. **4F/N0828**



Weldtite Carbon Gripper Paste

Carbon assembly paste is an essential piece of kit for anyone with a carbon frame or components. It reduces the necessary tightening torque on handlebars, stems and seatposts, preventing them from slipping and reducing the chance of damage. **4F/L0227**



CSS PFA-2 Bike Stand Pump

Too pretty to banish to the garage, this classically styled wood and aluminum pump is also a hard worker. It is compatible with Schrader, Presta and Dunlop valves and delivers up to 260 psi of pressure, while doubling as a stand that supports the bike for storage or during inflation. **Ha11 2F/H0705**





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AERODYNAMIC REVOLUTION

TRIMAX 30

Trimax 30 KB is the first Vision wheel with resistant black anodized CNC braking surface. This allows to preserve the black braking surface after thousands of kilometres of use.

RIM: Alloy 30 mm Tubeless ready/Clincher

BRAKE SURFACE: Resistant Black anodized CNC

WEIGHT: 1.495 g

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Axman近代工場へ大変身

GiantやMeridaなど台湾業界のトップメーカーは自転車自社で一貫生産している。しかし世界の多くの自転車メーカーはフレームの生産を一つの専門工場に委ね、そこで生産されたフレームをAxmanなどのさらに別の専門メーカーに送って完成車のアッセンブルに関する企画やロジスティック面での問題への対応を任せている。

1985年にジャクソン・ジァング氏によって設立されたAxman Enterprise Co. (階)は台湾の中で工場の所在地がよく変わるメーカーの1社に挙げられる。30年にわたる歴史における成長は急速でこれまで少なくとも6回の工場移転を経験し、直近では昨年5月に彰化縣のやや田園風景の残る大村郷に移転している。

余分な装飾を排しすっきりと仕上がったモダンな建物。清潔感漂うフロア、たっぷりと注ぐ陽光、Axmanの新本社にはこれが工場のビルかと思うほどの驚きがある。スペースも広く、各フロアとも

2万4000平方メートルの床面積があり、約180名の従業員を収容する。

木製のパネルを広範囲にあしらった設計はロビーに自然との融和感をもたらしているし、しみひとつない明るいフロアは病院の中にあってもおかしくないほどの清潔感を漂わせている。生産の流れを最大限効率化するとともに、有害なカーボンのフットプリントを減らし健康に害のない労働環境を創り出して将来の求職者への魅力も高めている。例えば、デカルと塗装の部門はエアコン付で無塵、自動塗装ブースが3室備えられている。

1台の自転車をアッセンブルするのに要する時間は、原材料のフレームセットが到着してから平均2〜3週間という。昨年は台湾の自転車輸出が業界全体で軒並み落ち込む中で、Axmanの売上は前年並みの5000万ドルをキープした、とジァング董事長は話す。出荷台数は約7万8000台だった。

年間およそ11万2000台



の生産キャパを有するAxmanには成長の余地が十分にある。ジァング董事長は、世界的に在庫水準が下がり主要市場で消費者の購買意欲が高まっている点をとらえて、2017年を好転の年と見る。

Axmanはアジアでは自社ブランドで自転車を販売しレーサーのスポンサーを行っているが、国際市場ではOEビジネスを主力として、世界の有カブランドに向けて塗装、デカル製造、アッセンブル、出荷サービスを行っている。

売上げの半分以上が英国を主力市場とする欧州からで、次いで米国の手ディストリビューターQuality Bicycle Productsを主力カスタマーとする北米が35%を占める。アジアはAxmanのOEビジネスの中でわずかに10%のシェアを占めるに止まっている。■ LVR



しみひとつないフロアとたっぷりと注ぐ自然の光がデカル部門の作業環境を高めている。



1985年にAxmanを創業したジャクソン・ジァング董事長が昨年d&iFデザインアワードを受賞したトライアスロンバイクT10と並んでポーズ。

日本語



Why is ITT tire?

Safety

Liner hold tire and rim together
No pinch flat
No run out of rim

Friendly & Economic

Regular Rim
Easy Fitting
Easy Pumping
No Contamination

Feature:

The upper side acts like tubeless
Liner in the bottom works as tube



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CHOSEN CHOSEN CO., LTD.

New Products 2017

Kask Koo Open Sunglasses

KooはイタリアのヘルメットメーカーKaskが立ち上げたアイウェアの新ブランドで、同社のヘルメット部門と密な協力体制を組んでいる。サングラスはポリカーボネートを素材にイタリアで製造、取り外しと交換が簡単にできるレンズは有力レンズメーカーZeissが製造。ヘルメット、バイク、キットとコーディネートできるようカラーは12種揃えている。

ブースL0228



APRO R4371 Gravel Bike Frame

80mmのサスペンショントラベルを可能にする軽量エアショック付R4371はグラベルバイクの中でも異色だ。ラフな地形での牽引力と乗り心地を高め、緩やかなジオメトリはタルマックでのスピードと操縦性を損ねることなくオフロードの安定性を高める。リアステイの内蔵ケーブルルーティングと先細ヘッドチューブ、フレックスピボットによって自転車のスマート感が保たれている。

ブースI1210



NutCase Metroride Helmet



MetrorideにMIPS（多方向衝撃保護システム）が加えられた。MIPSは回転衝撃から生まれるエネルギーを消し去るシステムで、これによりヘルメットの保護力が高められ、どしんといった衝撃を何度も受けると発生するツイスティングフォース（捻じれる力）からもヘルメット装着者が傷つくのを防ぐ。これまではフリーサイズ1モデルだけだったが、より頭にフィットするよう新たにL-XLサイズも生産される。

ブースM1405

Innova Rubber Co. Facemile Road Tire with ZOOM Tech



高圧ロードタイヤ用に開発されたZOOM Techは加速を早め、ローリング抵抗を抑えるとともに優れたグリップ力としなやかな走りを実現。FacemileはZOOM Techを特徴とする高品質タイヤで、チューブラータイヤに匹敵する性能を持ち、23吋、25吋、27cにおいて最大145 PSIまで可能だ。

ブースI0708

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New Products 2017

SunUp Eco Co. Ltd.

MaxiDyn Bicycle USB Charger Dynamo

MaxiDynはUSB充電式ダイナモで多くの自転車にぴったり装着できて、長距離走行にうってつけの逸品。リアドロップアウトの下の非駆動面スポークに装着。発電エネルギーはLEDライトにパワーを送ることも、またリチウムイオンバッテリーの連結パックに貯蔵することもできる。

ベースN0025



ARGON 18 Gallium Pro Disc



Gallium Proはディスクを加えつつ重さを落とした。既存モデルのレーシング性を保持するため、新モデルも同じジオメトリを共有する。ディスクキャリアとスルーアクスル用の供給となるが、フレームは先発モデルに対して軽量になる。そのためUCIの認定を見守る必要があるが、レーシングバイクであることには間違いない。

ベースM1302

GPS Tuner

GPS Tuner Apps

GPS Tuner は50万人に及ぶライダーからのフィードバックとContinental、TranzX、Tahunaの各ブランドの支援の下に新しいスマホアプリ・ポートフォリオを開発した。このほかSonyから上市予定のSmartEyeglass.に合わせたリアルタイム、ターンバイターン・グラフィックとテキストガイダンスも開発中である。

ベースL1210



JetBlack WhisperDrive Pro Trainer



完全自動充電式直接装着タイプの電動トレーナー。ANT+やBluetooth Smartの助けを借りると、シミュレーションモードや、トレーニングしながらの自動充電機能、ノーケーブルといったハイエンドのトレーナーが備えるのと変わらぬ特性が得られる。ソーシャルモチベーターとの接続を助けてくれるのでJetBlackアプリと合わせて使えば本格的なトレーニング機能も得られる。

ベースL1303

日本語

AIRACE
AIRACE-CYCLING.COM

The world's smallest
Bluetooth pump!



AP-46BT iWINDPRO V.1 RD

- Equipped with Bluetooth 4.0 technology: Pump pressure can be read on smart mobile devices via Bluetooth using "iGauge" App
- Super-micro size 5.5" for easy carry
- Reversible for Schrader, Presta
- Suggested max. pressure: 120psi (8 bar)
- For road bike
- Battery: CR2032 x 1pc (Included)



AP-48BT iWINDPRO V.1 MTB

- Equipped with Bluetooth 4.0 technology: Pump pressure can be read on smart mobile devices via Bluetooth using "iGauge" App
- Super-micro size 5.5" for easy carry
- Reversible for Schrader, Presta
- Suggested max. pressure: 80psi (5.5 bar)
- For mountain bike
- Battery: CR2032 x 1pc (Included)



New Products 2017

Otion Otion adhesive grip



台湾の新興メーカーOtionはシフトレバーやブレーキレバー、サドル、エアロバーなど、有用な箇所に付けるグリップを増やせる接着剤を開発した。接着性グリップ製品は、グローブをはめてもはめなくても、ウエット（湿った）やドライ（乾いた）の状況で牽引力を大幅に高めてくれる。「ヤモリの皮膜」のようなマイクロ繊維の表面が衝撃を吸収し、頻度の高い振動からの圧力を軽減してくれる。 **ベース00043**

Chennq Hou Co., Ltd. Croder Boostone 27.5 Plus Wheelset



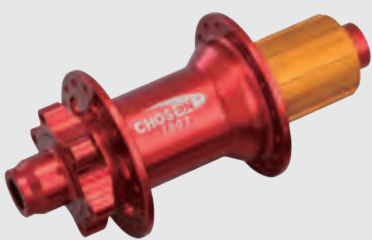
最新の27.5+のBoost (Boostone?) プラットホームとのコンビネーションにより Boostoneホイールセットは幅3吋までのタイヤに対応する。フランジに幅をもたせることで剛性が大幅にアップ。リムはエッチング塗装なので岩場の衝撃も大半は払いのけられるはずだ。 **ベース00039**

Velo Wing Bow Saddle

Veloのスポーツ、レジャー用サドルWing Bowは弓型構造をベースの下に配してレールをサドルの他の部分から分離している。弓型の翼部分は通常の走行条件の下で曲がって最初の快適さをもたらし、その後走行が進むにつれて次第に抵抗を強めてよりしっかりした曲がり形成していく。 **ベースJ0717**



Chosen Boost 150T Hubs



超幅広リム装着のホイールセット用に開発されたChosenのスタンダードハブBoostはビッグタイヤを着けてどこにでも行くホイールにうってつけだ。欠かせぬワイドスペースのフランジを備えた150歯ハイレシオの新駆動システムは確実な動力伝達を果たす一方で、どんな地形のところを走っていてもほぼ瞬時にビックアップ（加速）をつけることでライダーがパワーを落とすのを助ける。 **ベースK0429**

Controltech Pure Cockpit System

ControltechのPure Cockpit システムはブレーキとギアワイヤーを隠して美観を高めるとともに風の抵抗を軽減している。システムはエアロバー、ステム、フロントフォークヘッドセットとブレーキで構成され、ロードバイク用フレームのほとんどのに適合するが、システムに取り付けることができるヘッドセットは同社独自のヘッドセットだけに限られる。 **ベースJ0830**



MET Strale Helmet



Straleはチャンネル（導管）を通して冷気を引き込み熱を追い出す巧みなチャンネルシステムが生み出すベンチュリ効果を活用したロード用軽量ヘルメットで、縦に4段階調整できるSafe-T Duo Fitによるミクロの調整でヘルメットの安定性とフィット感が確保できる。可視性を高めるためにMETのLEDライトを追加で後付けできる。 **ベースM0306**

3T Zero25 Seatpost

リバーシブル（両面兼用）サドルレールクランプがシートポストをインラインから25mmセットバックし、クランプを片面から反対面にフリップさせるだけでオフセットを切り替える。六角キー1本で素早く調整できるので自転車用備品として、また1台のバイクをロードとタイムトライアルに両用するライダーにうってつけだ。 **ベースL1222**



CSS Industrial Co. Ltd PFA-2 Bike Stand Pump

Schrader、Presta、Dunlopのバルブに対応し、最大圧力260psiを計測する木とアルミでできたこのクラシックスタイルのポンプはディスプレイ用スタンドとしても使え、自転車を支えて空気注入と保管をしやすくする。ガレージに置き去りにできないほどのプリティーさで、大きめの木製ベースとT字ハンドルの見た目の良さは時間が経っても失われず、使い勝手も素晴らしい。 **ベースH0519**



Giatrix Giatrix FIT 20 Bicycle



伸縮自在のトップチューブを装着したGiatrix Fit 20はユーザーの背丈や子供の成長に合わせて素早く調整できる。低床式Y字フレームなので乗り降りが簡単でヘッドとシートのアングルを調整してスポーツ用と街乗り用にスイッチできて素早く、より安定した扱いができる。 **ベースN0902**

Cateye Rapid X2 Kinetic

シートポスト装着タイプのRapid X2 Kineticは突然のスピードの変化を感知するとハイモードでの自動点灯に切り替わる。照度50ルーメンで180度を照らす。バッテリー自動セーブ機能により最大30時間の照燈が可能。USBで充電できる。 **ベースM1201**



New Products 2017

Schwalbe Marathon GT 365 Tire

年間を通じて、どこからどこへでも、素早く安心して運んでくれるSchwalbeのMarathon GT 365はシティサイクリストに最新のオールイヤーラウンドタイヤ技術の成果を届けてくれる。新コンパウンドは四季を通じてソフトで、雨の日も小雪が舞うような寒い日も優れたグリップ力を発揮し、最新の技術が生み出した2層パンク保護システムDualGuardがどんな異物に対してもタイヤをパンクから護ってくれる。

ブースM0116



Rennstahl Steel Bikes

931 Randonneur



耐腐食性で高耐久性のフレームチューブを素材にした931は体重の重いライダーや大きな積み荷も余裕をもって支える。同社の強固なラックとローライダーと併用すれば最大170 kgまでの積載能力が持てる。前後のスルーアクスルが安定性とディスクブレーキのドラッグ（引きずり）からの解放をもたらすとともに、50mmのヘッドチューブがフロントエンドの強度を保ち、重く負荷がかかった状態で高速走行している時にフレームが動くのを抑えてくれる。

ブースM-1207A

Dr Pad

Doc 126 Chamois Padwheels

長距離ロード用デザインのDoc 126は軽さと軽快さが抜群で、どんな走行条件や距離であっても優れたサポート力を発揮する。3D型デザインは横風をボディーのカーブに沿って走らせ、フロント部分が最も傷つきやすいエリアを保護する。素材は各種濃度のフォームからカーボン、バイオセラミックまでオプションも各種用意されている。

ブースM0305



Hamax

Outback ONE multifunctional child carrier



各種地形での自転車、ウォーキング、ジョギングに理想的なONEは恐らく、これさえあれば大丈夫というキャリヤだろう。子供一人乗せ用にデザインされたONEのアルミ製フレームはラッグで接続され、スペースにゆったり感を持たせるとともに保護力を高めている。キャリヤ内の居心地の良さと大きな窓が子供たちに素晴らしい遊びの場を作り出している。調整可能なサスペンションが付いているので快適な乗り心地も請け合いだ。

ブースL1209

日本語



Whisper DRIVE Smart

Direct Drive Electronic Trainer

Introducing JetBlack's first electronic smart trainer. The JetBlack WhisperDrive Smart.

A fully **self-generating** dual technology electronic trainer, the WhisperDrive Smart, supports ANT+ FEC and Bluetooth Smart. Delivering speed, cadence, power and features ERG mode, simulation (ride the world) and abilities to connect to your favorite 3rd party training platforms. Along with the ability to recharge your device while you train.

The WhisperDrive™ Smart will help you connect to all your social indoor riding motivators, when paired with the JetBlack App the machine comes alive and becomes the perfect Training tool.

Designed and engineered with the help of elite athletes and coaches who use indoor trainers all year round, the response from these athletes and coaches **"finally, a trainer for the trainers."**

Take your training to the next level with the WhisperDrive™ Smart direct drive electronic trainer.



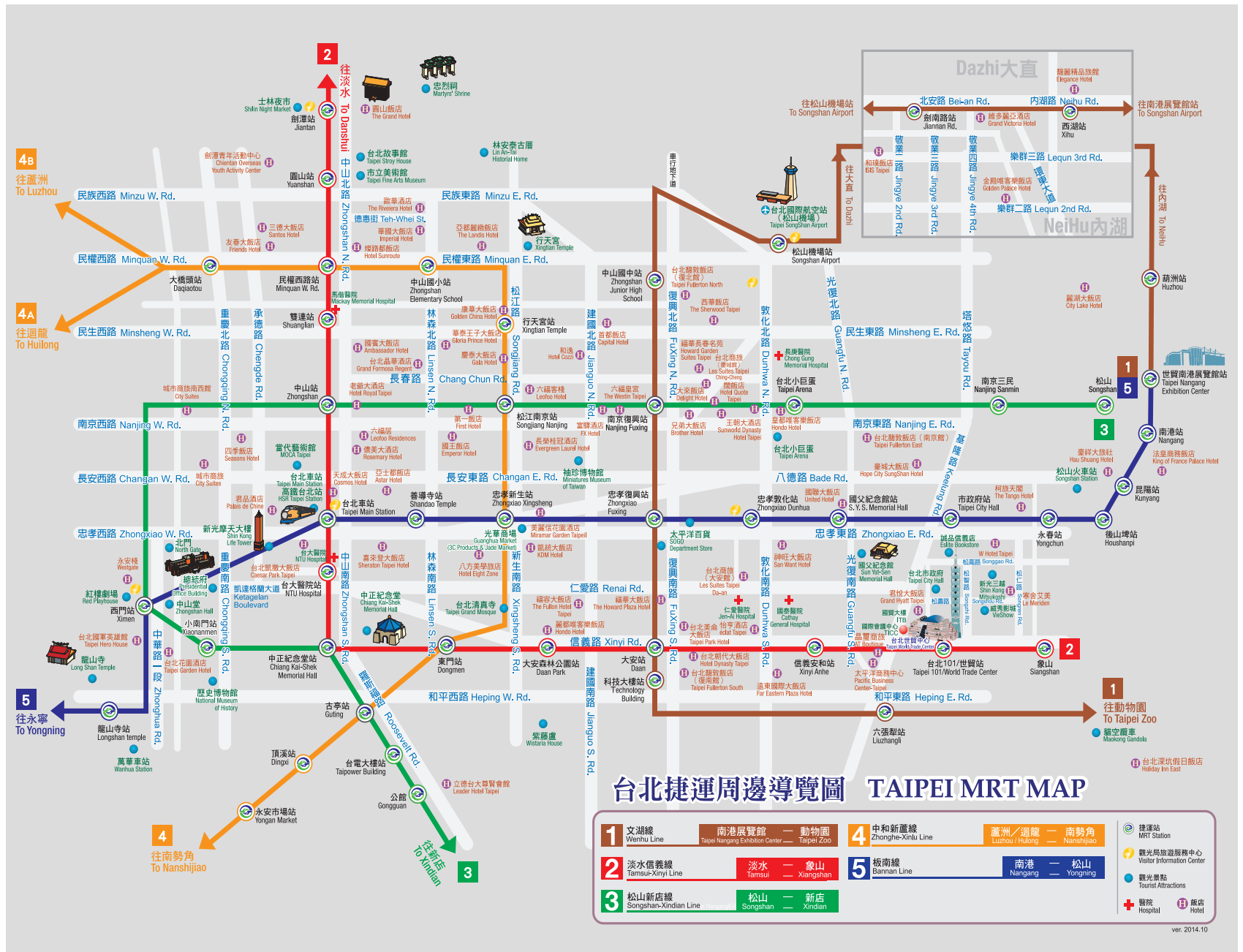
Bluetooth

Finally a Trainer for Trainers.



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Getting there: by MRT



TWTC Nangang Exhibition Centre Parking & Transport



1a) PARKING LOTS

- P1 TWTC Nangang Underground Parking (620 spc.)
- P2 Taiwan Fertilizer C2 Parking (352 spc.)
- P3 Taiwan Fertilizer C3 Parking (768 spc.)
- P4 Taiwan Fertilizer C4 Parking (82 spc.)
- P5 R53 Temp Parking (147 spc., 24/7, NT\$20/h)
- P6 Xingzhong Park Tower (647 spc., 24/7, NT\$30/h)
- P7 .. MRT Neihu Depot Parking (584 spc., during exhibits)

1B. TRANSPORT INFO

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

PLEASE NOTE: PARKING FEES ARE SOLELY FOR REFERENCE PURPOSE.

New Products 2017

KMC DLC Chain

7500km超の走行に耐えるKMCのDLCチェーンは炭素化チタンコーティングの採用で摩擦を大幅に減らす滑らかで丈夫な耐腐食性表面層を創り出している。ピンとローラーに追加熱処理を施すことで製品寿命がさらに伸びるとともに、ダブルx-ブリッジと最適に掘られた溝がシフティングを助ける設計になっている。

ベースJ0118



Beto One-For-All pump

ベースに取り付けたキックスイッチを軽くたたいてハイプレッシャーとハイボリュームのモードを切替えるポンプOne-For-Allはファットタイヤの熱狂的ファンとよりスリムなレーシング用ラバーを愛する両ファンのニーズを満たす。チューブレスビーズを所定のところに吹きつけるのに十分な空気を蓄えるポンプは低い圧力での注入でも0.1 psiの精度を保つ。

ベースK0615



King Sword Valiente KS-223 Pluto light

重さわずか16gの携帯用ライトPlutoは25ルーメンの明るさで180度照らす。柔軟なラバーストラップにより装着位置も幅広く選べる。極小サイズのデザインなので見た目もスマートでポケットにもすっぽり収まる。

ベースK0015



Shimano Deore M6000 Groupset

Shimanoならではの技術の滴りがこのグループセットの新モデルDeore M6000にも十分に染み渡っている。10速に止まりながら新グループセットのカセットは超ワイドの11~42tまで揃える一方、クランクセットはHollowtech IIの滑らかな4本ワンピース・コンポジット設計のXTR、XTおよびSLXのドライブトレインとファミリーになる外観デザインを採用している。

ベースM0814



Haibike Xduro Dwnhll 9.0

チェアリフトが無くても問題ない。シーズンオフやゲレンデを外れても、電動のダウンヒルバイクがトレイルをどんどん切り開いてくれる。よく目にするワールドカップのジオメトリをベースにしているがBoschの中央装着型250W?モーターPerformance CXを加えたXduroは、ちょうどモトクロスと伝統的なダウンヒルの中間を行くような醍醐味が味わえる。

ベースM1219



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TAIPEI CYCLE
22-25 MARCH
M0403

RACEBLADE PRO
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ALLROAD ROAD MOUNTAIN

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New Products 2017

CarQon CarQon Cargo bike



ハイエンドのカーゴバイクCarQonの新モデルはフレーム下部に設置したパテント取得のステアリング機構のお蔭で扱いがすぶる簡単に行えるため、普通の自転車と変わらぬ感覚で乗れるのが訴求ポイント。最大トルクと最高の性能をもたらすBroseの強力モーターを搭載し、フレームに内蔵するバッテリーをProtaniumが供給する。

ブースL0721

TAYA 12-Speed TOLV MTB Chain

Taya (大亜鏈條) はアフターマーケット向けに12速ドライブトレイン用チェーンを最初に手掛けた1社で、同製品にも使われている360度打錠技術や、防錆、泥掃け効果の高い環境保全型表面処理コーティングの“Greener Surface Treatment”技術の高さは折り紙つきである。

ブースK0610



Bottecchia Cicli Srl T2 Doppia Corsa



T2 Doppia Corsaはディスクブレーキ用と直接装着キャリパー用マウントを完備した初のレーシングフレームで、二つのシステム間の調整が素早くできるエアロダイナミックデザインのフレームはレーシングマシンとしての真価を保持しており、2017年のシーズンを通じてイタリアのプロチームAndroni-Sidermecによって使用される。

ブースL0617

Funn MTB Components Zippa Lite Chain Guide

Zippa LiteはMTB用の軽量モジュラーチェーンガイドで、アッパーガイドとローワー・タコバッシュガードの二つの部分に分かれている。アッパーはスタンダードなISGC05、EタイプまたはDタイプを揃え、2サイズのバッシュガードは最も一般的なチェーンリングにフィットし最適なグランドクリアランスがもたらされるようデザインされている。

ブースN1207



Elite Vico Carbon Bottle Cage

イタリア製のVicoはEliteの新しいカーボンボトルケージで、重さわずか23gのパテントデザインのケージはボトルをしっかり保持して、広めの口がボトルの出し入れを容易にしてくれる。このロードレーサー用ケージはEliteのワールドツアー・プロチームの多くにとってチョイス中でも選り抜きのケージとなっている。

ブースL0218



Airace Handy-E Inflator

超コンパクトな空気入れとタイヤレバーセット。PrestaとSchraderの両バルブに適合し、内蔵されている16gのカートリッジの後をひねるとCO2を放出する量をコントロールできる。レバーのひとつが本体に一体化され、もうひとつが本体の下側にぴったりと付けてあるので収納も持ち運びが手際よくできる。

ブースN0623



Bobike ONE Child Seat

バイクシートOneは2重構造により安全性を強化。自転車の後部に装着。1歳から5歳児に最適。キャリヤかフレームのいずれにも取り付けられるのであらゆる自転車にフィットする。「クリック&ゴー」システムにより素早く取り付けられて発車できる。

ブースL0324



Limar Team Astana Helmets

LimarはAstanaチームのスポンサリング開始3周年を記念して、ヘルメットのスペシャルエディション3モデル、Ultralight+、007、Speedkingを発表した。わずか175gで仕上げられたUltralight+は市販最軽量のヘルメットで、007は同社定番のエアロデザイン、Speedkingがタイムトライアル専用モデルとなっている。

ブースL0118



King Roof Aeroforz Roof Rack

どんな種類の車にもフィットするルーフキャリヤAeroforzは自転車を積み込む前に前輪を外す必要がない。自転車の解体を必要とせず、クイックリリースの固定装置でしっかり固定する設計は利便性を第一に考えてのもの。

ブースK0729



Free Parable Design Dom Cargo Bike



Domは車の代用として考案されたカーゴバイクで、フレームに取り付ける荷台が取り外せるため標準的な自転車用カートンに収めて出荷、保管ができる。3速ハブギアはメンテナンスの手間がかからず、20時のフロントホイールが積載能力と耐久性をアップさせている。

ブースN0532

久裕興業，歷久彌新產業新標竿

位在台中的久裕興業科技股份有限公司（後稱久裕興業），這間創立於1971年的長青企業，隨著時間的積累愈發成熟穩健。

久裕興業目前積極在中國大陸擴增產能打造第三間工廠；預計今年將盛大啟用位於台中的新總部大樓佔地約三千坪。久裕回想創廠之路可說是今非昔比，46年前創辦人陳俊雄由資本額30萬元、6名員工的家庭式代工起家，發展到今日將近千人的國際企業。



資深技師組裝花鼓。

以入門及中階的花鼓及輪圈起家的久裕興業（攤位號碼：1樓I0711），不僅持續專精於本業，更橫向擴展產品線並建立自有品牌，除了自有品牌Joytech，還包括Novatec、Factor，以客群區分產品行銷路線，行銷至歐美等世界各國。

年度營收表現，久裕興業在2015年繳出突破新台幣20億的傲人成績。

自行車的花鼓及輪圈製造是屬於高度競爭的業界生態；為此，久裕興業用心經營不斷強化專業服務，尤其重視與全球各

地的合作夥伴以及客戶的互動，展現企業新契機。

另外，前面提到久裕興業旗下多個自有品牌採用分眾式策略，可滿足OE客戶以及終端消費者對於不同產品價位的需求。

為提升自行車文化及企業形象，久裕興業也積極贊助職業自行車隊，透過頂級選手的測試反饋以及行銷光環，進一步提升產品的附加價值。例如Novatec旗下的R3、R5、R9碳纖輪組，目前已經通過UCI器材規範的認證，預估今年有望登板職業自行車賽事。

將視角拉回企業總部的台灣。2011年久裕興業創辦人陳俊雄先生獲頒經濟部金商獎，表彰其「勤、檢、樸、實」的企業精神。

時至今日，隨著久裕興業經營版圖持續擴大，仍維持家族式管理的企業文化。其中陳俊雄先生的三個兒子，分別擔任要職，陳世偉（現任久裕興業董事長）、陳承孝（現任昆山廠總經理）、陳松君（現任久裕興業全球行銷總監）。

久裕興業的新總部大樓即將於中台灣落成，現代化的外觀以及五層樓的面積；而在中國即將落成的第三廠落腳於泰州，這間工廠將專工於入門級花鼓。■ LvR

Pinion輕量化中軸內變速 媲美汽車變速箱

去年歐洲展Pinion展現旗下最新中軸內變速「C-line」，不僅重量更輕，並且價格更親民。來到台北展這個全球車壇新品匯聚的朝聖地，Pinion試圖吸引更多OE廠商採用這套先進的變速系統，並且藉由價格的下修調整，中軸內變速不再侷限於高階車款的使用。

來自德國的Pinion與Gates Carbon Drive 4樓/M0828 共用攤位。以目前高階城市車款而言，皮帶傳動配上中軸內變速，可達到幾乎免保養的便利性，因此在市場上快速竄紅。

P-line是Pinion初登場的作品，雖然在整體質感以及性能擁有非常好的表現，但受限於高價的關係因此難以受到OE廠商的青睞。為此，新作C-line運用高端壓鑄工藝輔以輕量化的鋁合金材質，藉由降低加工程序以及採購成本，嘗試讓這產品更普及化。值得一提的是，所有Pinion中軸內變速均在德國製造。

至於變速速別，P-line分為18速、12速、9速共三種版本，C-line則對應於12速、9速、6速。12速版本是專為旅行車設計；9速可應用於電動助力車；至於6速系統則是適用於一般電動車。

Pinion執行長Christoph Lermen



Pinion C1.12中軸內變速俱備12段變速

表示：「C-line中軸內變速與高階的內變速花鼓或是傳動變速系統相較，在價格部分非常有競爭力。」

目前搭載Pinion中軸內變速系統大多是歐洲市場的旅行車及城市車款，未來Pinion會持續將業務觸角遍及電動車以及MTB車款。

Lermen進一步表示「長期以來Pinion與亞洲的協力廠商互動良好，特別是與台灣的車架製造廠以及組車廠有很好的合作關係。也因此，Lermen說參加台北展這俱有全球三大展的關鍵戰略位置，可為公司推動全球化業務跨出重要一步。■ JB



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HAIBIKE

New Products 2017

Full Speed Ahead FSA Powerbox Power Meter Cranks

可測量左右腳輸出力量，並且透過ANT+ 訊號傳輸，FSA的功率計提供了可負擔並且易於使用的方式。其自動歸零技術，當使用者停腳三秒，即可進行自動校正，讓你不用在每次騎行前再進行校正。內部具有加速感應晶片，無須另裝迴轉感應磁鐵，迴轉功能也內建於齒盤內。

M1211



WTB Ranger 2.25 TCS Light Tire



無懼於潮濕的越野地形，WTB此款輪胎特點在於易於除泥，而輪胎上胎塊的多項角度設計，確保輪胎在各種地形的抓地力，以及在過彎時的穩定度。專為多功能的地形與天候所設計。同時也有良好的滾動效率與循跡性。

L0826

Roxim Raptor X4E Light



具有全景的視窗搭配超寬的前車燈，Raptor X4E為公路或越野車而設計。輸入電力可以從DC6V 到 DC 90V，這是涵蓋目前市售 e-bike電池中的所有規格。造型流線重量僅重72公克，提供400流明的高亮度，並且符合德國交通規範。

K0021

Pacific Cycles Handy Foldable Handcycle

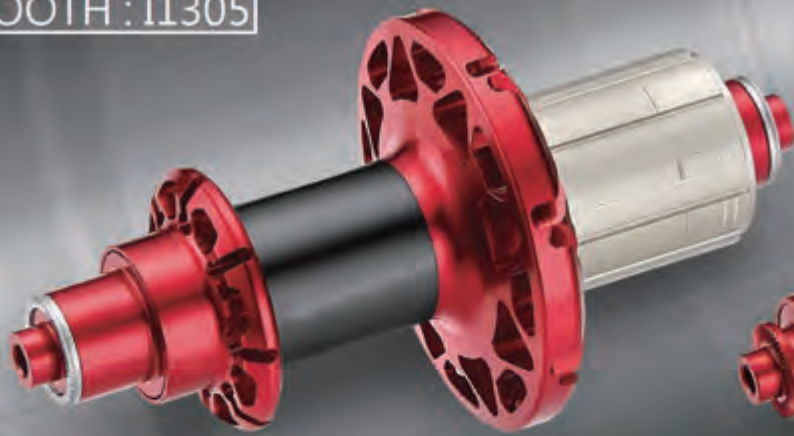
只要傳統手搖車的一些空間，此款摺疊式手搖車當不使用的時候可以收折，並且可以使用多向的調整方式，調整高度、手把、坐姿與個人所需，符合所有個人角度設定，具有避震器以提高舒適度。動力輔助裝置，讓使用者面對長距離也仍有信心。

N0313



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New Products 2017



SRAM ROAM 50 Mtb輪組

最新款的SRAM頂級登山車碳纖維輪組，棘輪內採用四爪同步，搭配 Double Time 共有52密齒接觸點，提供最好的加速性，而新的25mm加寬無圈唇設計，可使用寬胎，並且也為無內胎做好準備。其前後輪的重量僅有1665公克。

M0614

Selle Royal LookIN Saddles

Selle Royal 以 LookIN系列提供舒適、流行、運動款坐墊，並且每一型號均提供男性與女性兩種版本，讓騎乘者有最佳乘坐位置，同時採用 3D 'Skingle' 特殊配方，可以比以往材料多吸收40%的震動。具有重新塑形的特色，而關鍵部位則增加了強化材料以增加耐用度。

M0316



Innova Rubber Co. Facemile Road Tire with ZOOM Tech



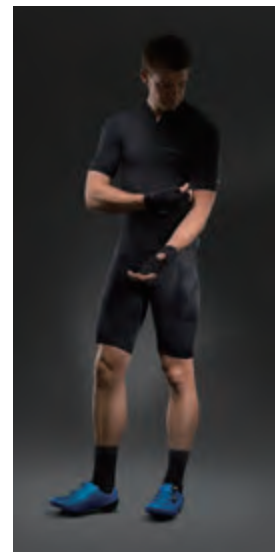
以高氣壓所設計的ZOOM技術，提供輪胎良好的加速性，低滾動阻力，良好的支撐力與抓地力。令騎士滿意的ZOOM技術目標可達到管狀胎的騎乘效果。最高胎壓可達145PSI，並且提供23、25以及27c的尺寸。

L708

Shimano S-PHYRE車衣車褲系列

如同他們所生產的零件一般，不斷追求高效能與低阻力，Shimano新的 S-phyre 系列目標在於降低阻力、散熱並且提高舒適度，而整合車衣的車褲，強調低阻力、肩線無縫，同時在護墊上強調吸收震動的 'zero-loss' 貼合感，讓騎乘更舒適。

M0814



中文

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New Products 2017

SunUp Eco Co. Ltd. MaxiDyn單車USB充電器dynamo



為單車旅行者開發，特別是可以用自己力量發電的單車USB充電器 dynamo。安裝於後鉤爪下方，另搭配後輪非傳動側的鋼絲，安裝十分簡易。所提供的電能足以同時讓LED燈發亮。或藉由連接線儲存於鋰電池。 N0025

Bevato FMC-705 27.5+ Rigid Fork

專為容納最新流行的胖胎車 27.5+ 所設計，FMC-705提供的全剛性的前叉，以替代原車是100mm短行程的前叉設計。寬度最大可以容納3.5吋寬的外胎，這是目前流行的胖胎雪地車，換上剛性前叉輕量又簡潔。

K0307



Tech One Co. Ltd. Caracle-S Lite Folding bike

Caracle 發表此款世界最小的折疊車，其收折後的尺寸僅有 60x43x28cm，這表示可以放進一般的行李箱它易於攜帶，並且減少運送的成本。車重僅有7.8公斤，但展開時軸距仍有98公分，並且安裝了避震器，可以保有舒適度與操控性。

N1306



Hutchinson Fusion 5 Tubeless Ready

在一般輪圈上也可以安裝無內胎，無內胎的設定讓低胎騎乘得以實現，可以增加抓地力及舒適度，加入補胎防滲液，即可在輪胎失壓之前有自動補胎的功能。唯一不變的就是Hutchinson優秀的輪胎性能。

N1002



HR Germany Biker SplashBox and Bike Mount 10

此款Biker SplashBox手機防水殼提供 IPX4 級的防水，並且防塵防土防刮傷。符合大尺寸裝置到145x78mm可使用，採用防眩光、防刮傷、高感度鏡面，裝上搭配的彈性帶手機固定架，無需拆卸即可使用。

L0429

Vincita Company Limited Birch Brompton Front Bag

Birch是一款為Brompton摺疊車所設計的前置物袋，具有25升的容積。是目前現有市售選擇中容積最大的款式。並且有專用的內袋分層，可以讓你存放衣物、盥洗用品、充電器等小物時井然有序。

L1225



Selle Italia SLR C59 Saddle



SLR系列中最新也是最輕量化的C59新款坐墊，僅有63公克的重量是目前世界最輕量的量產坐墊，為了達成最輕量的效果本體採用碳纖維材料，而座弓的部位加入陶瓷材料以增加強度。而從上俯視坐墊，中間仍保有了SuperFlow區域，以分散壓力增加舒適度。

M0110

FLR Shoes F-XX II Road Shoes

新改款的 F-XX II 車鞋具有時尚運動感外型，上部採用超輕量新材料，碳纖維鞋底讓力量傳輸不打折，鞋跟成型的依托設計不壓迫並且分散刺激點。多網孔的上半部提供了良好的通風，而分散的調整固定位置，讓可調度大幅增加。

L1403



Velocite Venn Rev 507 Rim



Velocite 發表其獨特的自動纏繞技術，以生產出市面上品質最穩定的碳纖維輪圈。Venn 507輪圈的外部使用先進的流體動力學計算，以調整其輪圈和特性，在搭配25c寬輪胎的空氣動力學表現特別好。

L0401a

Polisport Groovy Child Seat

新設計的Groovy兒童椅，特色是免工具的安裝系統，並且符合E-bike的搭配。開箱即用的方便設計，並且強化了扶手的安全設計，以保護稚嫩的小手。可調的三點安全足部防護，則又是另一個著重安全設計的重點。

L0317



New Products 2017

Roxim Raptor X3 Light



此款小體積僅有120公克的車燈，具有2200mAh電池，且搭配超寬視角達到180度，並且可以投射80度的寬廣角度，讓騎士在夜間也可以清楚的看到周邊以及前方的路況。而外接USB的特點，讓亮度及耐用度都提高20%。 **K0021**

Schwalbe Marathon GT 365 Tire

代步車款一整年的最佳選擇，Schwalbe Marathon GT 365 提供一整年的耐用技術給予城市車，新的四季配方讓輪胎在各種天候都保持良好的抓地力。即使在下雨、下雪的溼滑天候也能保持穩定。新開發的雙層DualGuard 防刺層，能確保遠離破胎。

M0116



Weldtite Carbon Gripper Paste

碳纖維止滑劑，可用於各種碳纖維車架及零件，這可減少鎖固碳纖維零件時所需的扭力。包含龍頭、把手、座管，除了防止滑動並且可以保護表面不易損傷，Weldtite的配方也可避免卡住不易拆拔。產品為英國製造。

L0227



TAYA 12-Speed TOLV 登山車鏈條

TAYA是第一在補修市場中，12速鏈條的獨立製造商。隨著飛輪數量增加，TAYA新款12速鏈條加入了特有的獨家技術，這包括了360° 鉚接技術以及更環保的表面處理技術。達到更靜音及防鏽效果，也讓塵土不沾鏈條。

K0610



中文

3T Discus Plus C30W Team Wheelset



此款27.5吋的碳纖維輪組，專為Adventure車款設計。採用Center lock碟煞花鼓，準寬胎無內胎規格，外型極簡。此輪組可安裝登山車或650B外胎，安裝範圍寬廣，可以安裝如47mm WTB的Horizon公路越野車胎，或是2.2吋的登山車輪胎，皆可使用。

L1222

Santini Redux TT Speedsuit

此款計時賽緊身衣，上半身採用特殊的纖維材料，粗糙的表面產生分層效應以降低風阻。背後的口袋具有貼合的收口，不僅可以提供置物空間，也能保持低風阻的效果。而腿部的分壓設計，採用微壓力的設計，以減少腿部壓力。

M0202



VDO M7 GPS Cycle Computer

新款的 M7 GPS 單車碼表是VDO第一款M系列的單車碼表，採用GPS提供單車碼表的基本速度功能，無須安裝感應器，只要卡上碼表本身就可開始使用。當完成騎乘時，同樣可以透過USB上傳至VDO軟體做數據分析，並且分享至FB或是Strava。

L1127a



Dr Pad Doc 125 Chamois Pad



專為長距離騎乘所設計的Doc 125褲墊，採用連續成型技術，這代表著每個部分之間的轉移是平順而漸進的，完全消除了潛在的刺激區域。這種高密度成型設計不需要藉助於膠合或縫合來實現，進一步避免可能的不適來源。這並且讓褲墊有良好的透氣性。

M0305

SKS Airworx Plus 10.0 打氣筒



此款頗受歡迎的加大尺寸 Airworx 10.0 打氣筒，採用金屬筒身以提高整體質感，並且讓打氣更為順暢，可加壓到144 psi。加長的筒身讓每一次的充氣量大幅提高，壓力計上具有洩壓閥，方便胎壓調整。同時符合多種氣嘴的形式。

M0403

Winride International FV Multi-tool



超薄僅有 7.5mm 厚度的多功能工具組，還能夠保有11種工具，包括了 2/2.5/3/4/5/6mm 六角扳手，還有兩組螺絲起子以及兩組星狀工具。整個工具外部採用圓角，無尖角的設計，讓使用者可以很安心的放置於口袋中。

S0017

TaiSPO SHOW DAILY

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Free Shuttle Bus Schedule

TWTC Exhibition Hall 1 to/ from Nangang Exhibition Hall (round-trip)

Taipei World Trade Centre Exhibition Halls 1 & 3

March 22-24 ... 8 a.m. to 6:30 p.m.
March 25 ... 8 a.m. to 1:30 p.m.
Buses leave every 15 minutes

TaiSPO 2017 Events

March 22 – 25

Taipei World Trade Centre Exhibition Halls 1 & 3

Wednesday, March 22 to Saturday, March 25

9 a.m. – 6 p.m.

TaiSPO All Stars Award Display Area
TAITRA, Cycling & Health Industry R&D Center
TWTC Exhibition Hall 3, Booth G0358

9 a.m. – 6 p.m.

TaiSPO Innovative Design Award in Sports Technology Display Area
TAITRA, Footwear & Recreation Technology Research Institute
TWTC Exhibition Hall 3, Booth G0252

Thursday, March 23

9:30 a.m – 5:10 p.m

Fitness Industry and Fitness Club Management Forum (see page 42)
TAITRA
Conference Rooms 3 & 4, 2nd Floor,
TWTC Exhibition Hall 1

Friday, March 24

9:30 a.m – 5 p.m

New Fitness Program Demonstration
TAITRA, Light Fitness
TWTC Exhibition Hall 3

Saturday, March 25

9:30 a.m. – 12 noon

New Fitness Program Demonstration
TAITRA, Light Fitness
TWTC Exhibition Hall 3

Taiwan's sports industry is about to get schooled

Some 12,000 college athletes are expected to descend on Taipei in August for the Summer Universiade, where they will compete in a variety of sports.

The games — a kind of Olympics for university students — should give a boost to Taiwan's sporting goods industry. To prepare for the Universiade, national and local officials are building and renovating several sports facilities in Taipei.

Taiwan has budgeted NT\$17.2 billion (€52.2 million/\$56.3 million) for the Universiade, which includes the construction of a new basketball arena and a tennis center that meet international standards.

The competition, Aug. 19-30, will take place at 38 venues. Athletes will use another 41 facilities for training.

The International University Sports Federation (FISU) sponsors summer and winter editions of the Universiade every two years.

The Taipei event will consist of 14 required sports and other optional events, which this year are archery, badminton, baseball, golf, roller sports, weightlifting and wushu, a style of martial arts.

"One part of the legacy will be that we have internationally approved venues and renovated facilities," said Kingbow Chen, a consultant for Universiade organizing team.

He added that this could give a particular boost to the sport of tennis,

since Taiwan has not had a topnotch facility before.

The new Taipei Tennis Center in Neihu district will have a central court with seats for 4,000 spectators, and a total of 20 indoor and outdoor courts.

The Taipei Heping Basketball Gymnasium in Da'an will feature 3,000 fixed and 3,000 retractable seats.

Victor, a Taiwan badminton brand, is a lead sponsor of the Universiade. Other sporting goods brands could also benefit from an uptick in participation sparked by the student sport jamboree.

According to the national Sports Administration, two-thirds of Taiwan citizens fail to exercise regularly, which it defines as exercising at least three times a week for 30 minutes at a time.

Good performances from Taiwan athletes could lead to an even bigger impact, Chen said. One athlete who is favored to reach the victory stand is the female weightlifter Kuo Hsing-



Kingbow Chen

Chun, who won a silver medal at the London Olympics and bronze in Rio.

Chen said the Universiade could also inspire more Taiwanese to attend sports events, not just play sports. "We would like to cultivate people who are willing to pay to watch sports," he said.

Taiwan President Tsai Ing-Wen has supported a 15 percent increase in the national sports budget since her election last year, Chen said.

Along with its investment in sports facilities and equipment, the government enlisted 500 top Taiwanese athletes to serve as coaches.

■ BS

FITNESS NEWS

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With an annual subscription, you will receive the newsletter by email and have access to all the contents on the website. Please contact info@fitnessnewseurope.com to arrange your annual subscription or check out www.fitnessnewseurope.com

Tunturi streamlines product line, cuts prices to spark global sales

After a change in ownership last fall, Tunturi has brought a revamped range of home fitness gear to TaiSPO.

Tunturi **Hall 1 2F/F0202**, based in the Netherlands, slimmed down its cardio range to 25 units from 45 for a more compact and harmonized offering, and slashed prices as well.

"Tunturi is recognized as being a well-established fitness brand, which brings value for our customers also in Asia," said Emiel van Triest, the Dutch businessman who in August assumed control of Tunturi New Fitness, the parent company of the Tunturi brand.

Tunturi is showing its new line in a large meeting room on the second floor of the Taipei World Trade Center. It includes a new line of home strength equipment, which Tunturi launched after ending a distribution deal with the Marcy brand.

Van Triest is also emphasizing Tunturi's huge range of accessories, a small selection of which covers several tables at TaiSPO. The company offers 800 products in its catalog.

He said the company has sparked sales in the Benelux countries by offering a better mix of cardio equipment and accessories, and is encouraging

international distributors to adopt the same approach.

In 2014, the Accell Group, the big Dutch company that owns a raft of bicycle brands, divested Tunturi.

After the company went through two somewhat unstable years, Van Triest, a former telecommunications executive, stepped in last fall.

Stef Ploegers, who had been Tunturi's general manager under Accell, will serve as Tunturi's CEO until he retires in October.

Meanwhile, a three-person team focuses on international sales. René Takens, the long-serving CEO of Accell who is stepping down in April, is a member of Tunturi's advisory board.

■ BS



Emiel van Triest

Fitness Industry and Fitness Club Management Forum

Thursday, March 23

9:30 a.m. — 5:10 p.m.

Conference Room 3, 2nd Fl., TWTC Exhibition Hall 1

AFTERNOON SESSION

1:30 – 2 p.m.
Registration

2:10 – 3 p.m.

The business opportunity and trend of sports and fitness industry in Taiwan
Yu-Ying Huang
CDRI/Healthcare Services Department
Acting Director

3:10 – 4 p.m.

The development trend of the fitness industry in Taiwan from the point of view of consumer demand
Alex Miao
CFO, Fitness Factory

4:10 – 5 p.m.

How to make a fitness studio from 1 to 5 and take them from good to boutique?
Jason Lai
CEO, Light Fitness

5 – 5:10 p.m.

Q&A

MORNING SESSION

9:30 – 10 a.m.

Registration

10 – 10:10 a.m.

Opening remarks & group photo

10:10 – 11 a.m.

Building growth and profitability through retention
Paul Bedford
Retention GURU

11:10 a.m. – 12 noon

The effects of gym instructor education programs on Korea's fitness center industry
Kim Jun Ho
Muscle Academy

12 noon – 12:10 p.m.

Q&A

New Fitness Demonstrations Hall 3 Stage

Friday, March 24

10 – 10:40 a.m.

Swing Riding Indoorbike
BH Asia

11 – 11:40 a.m.

Stroops 3D
Chanpyon International

12 – 12:40 p.m.

Ugi Ball
Chanpyon International

1 – 1:40 p.m.

Pound Fit
Extreme Fitness Center / Light Fitness / WAO

2 – 2:40 p.m.

Super iParty
iParty Fitness

3 – 3:40 p.m.

Fight Do
Radical Fitness

4 – 4:40 p.m.

Thump Boxing
Brain & Body Academy

5 – 5:40 p.m.

Zumba
TWI

Saturday, March 25

10 – 10:40 a.m.

Jump power
Health & Exercise Association

11 – 11:40 a.m.

AeroDance
We Love Aerobics Academy

12 – 12:40 p.m.

Piyo
O2

Taiwan firm Huann Dean skateboards into TaiSPO

Electric skateboards have cruised into TaiSPO, as a Taiwan company introduces a version with a battery and hand-held remote control.

"It could help children train their balance, with their parents controlling the speed," said Ken Lin, a sales representative with Huann Dean **Hall 1 1F/A0339**, a company based in New Taipei City. Huann Dean started selling the electric skateboard last year.

Instead of pushing with one foot to propel the board forward, a skateboarder can stand on the board with both feet and use the remote control to get moving. The skateboard can go as fast as 40 kph (25 mph).

Lin said kids are more likely to focus on their balance if they don't have to also push the skateboard forward, which could help them avoid injuries when learning to ride.

At TaiSPO, Lin used a longboard to demonstrate the system. He said the system can be purchased separately and mounted on other skateboards.

The skateboard has a range of about 28km (17 miles). The system weighs 2.5kg (5 pounds, 8 ounce) and the battery recharges in about three hours.

Huann Dean specializes in making photo booths. It manufactures the electric skateboard at a factory near

Guangdong on the mainland.

The company is exhibiting in TaiSPO's new Extreme and Outdoor Sports Area that organizers created to cater to a growing interest in camping and other outdoor activities.

■ BS



Ken Lin

Health & Fitness Club Management Forum

See page 41 for today's forum schedule

Gyms should keep the members they have, not just try to sign up new ones

“See you this weekend?” It’s a short, seemingly casual question from a trainer to a client. But a few words like these can boost a gym’s bottom line.

The fitness industry isn’t just about working out — it’s about encouraging positive interactions between a fitness club’s staff and its members.

Paul Bedford, a consultant who specializes in membership retention for fitness clubs, says tactics like these can boost member loyalty — and thus a gym’s profitability.

Bedford will discuss such strategies at today’s Health & Fitness Club Management Forum, which starts at 10 a.m. in Conference Room 3 on the second floor of TWTC Hall 1. (See page 41 for the schedule.)

Of course, the quality of a gym’s fitness product is essential. But Bedford said the most important indicator of whether, or how long, someone will stay with a gym is how often he or she actually uses it. The key threshold, he added, is at least one visit a week.

“At twice per week, the retention rates are not that much higher,” he said. “But below once per week, the risk of members quitting accelerates rapidly.”

That’s where such questions come into play. Bedford said successful retention strategies focus on interactions between a gym’s staff and its members. A friendly word is always appreciated, especially from employees on the gym floor.

Because members assume it’s the receptionists’ job to have a friendly chat with everyone who comes through the door, they pay more attention if an instructor asks about their progress.

The forum is for fitness club

operators and other industry professionals.

The program will focus on the dynamics of the Asian fitness market. Speakers also include two business leaders from the Taiwan fitness industry.

Jason Lai, CEO of Light Fitness, will discuss the rise of boutique gyms (see related story, this page), while Alex Miao, chief financial officer of Fitness Factory, will talk about consumer trends in fitness.

Other speakers will address trends in the Taiwan fitness industry and add perspectives from South Korea.

Bedford has developed his retention strategies using a blend of research and psychology. He believes they can be especially useful in many Asian markets, which have been more focused on sales than retention.

“Some Asian operators are building as many clubs and members as possible in order to get share,” he said. “They tend not to focus on keeping these members, but they could end up running out of members quickly.”

A few fitness centers are paying attention to sustainable growth and are beginning to adapt elaborate retention tactics, he said.

A big part of training programs offered by Bedford and other retention specialists is helping fitness center employees know what to say and when.

One strategy, Bedford said, is to ask a question at the end of a member’s



Paul Bedford

workout, such as: “When are you next in?” or “Will we see you this weekend?”

Questions like these require members to think about them for a moment — it becomes part of their “mental agenda,” as Bedford put it. By answering out loud, people are more likely to stick to what they said they would do.

Bedford also encourages gym instructors to develop exercise routines that encourage members to return.

“Trainers often come up with programs that they like, when they should be focusing on the customer, to deliver a pleasant experience and to make sure they acquire fitness habits that will

make them return,” Bedford said.

He recommends, for example, that trainers give members two options for each exercise.

Bedford cited recent studies for the U.K. indicating that about 58 percent of British fitness club members stay at a club for more than one year, and 24 percent stay for at least two years.

He says the average probably hasn’t increased much because of the proliferation of low-cost gyms that focus on numbers and have low retention rates.

Clubs that deploy retention tactics have seen their numbers rise significantly, he added. ■ BS

No monthly membership fees means no pressure at Light Fitness centers

A gym that doesn’t charge monthly membership fees? While that sounds like a tough way to make a profit in the fitness industry, it’s catching on in some countries, including Taiwan.

The industry can thank Jason Lai, who’s behind the Taiwan fitness clubs Light Fitness and CrossFit LOGA, for pushing the “pressure-light” concept in this country. Lai is one of the speakers at today’s Health & Fitness Club Management Forum.

Light Fitness Hall 3/G0127 stands apart from Taiwan’s leading fitness operators, such as World Gym and Extreme Fitness, in other ways.

Instead of large, dark studios with loud music and bright spotlights, Light Fitness studios feature pleasant colors, plenty of places to relax and cozy seating areas. Some offer free childcare. Fitness equipment takes up only a small portion of space at a Light Fitness studio.

Lai said the studios market to women, who often feel uncomfortable

in the nightclub-like atmosphere of the big fitness chains, which tend to attract young men.

“Women may hesitate to use bulky fitness machines and they may be intimidated by the big facilities,” said Lai, who formerly managed trainers at World Gym. “Light Fitness is a concept that is completely pressure-free for women, through the gym environment as well as the business model.”

Light Fitness members can pay for single visits, or buy points toward several visits. The most popular option is a 36-entry card, which costs NT\$250 (€7.60/\$8.20) per visit. Single visits cost NT\$450.

As Light Fitness refers to its pay-as-you-go strategy, “You only pay if you sweat.”

Because it always has to focus

on wooing customers, Light Fitness concentrates on creating an outstanding fitness product and experience.

The company encourages customers to share points with friends, because they often end up coming to group classes together and buying more tickets.

Lai said customers appreciate the transparency behind the studio’s pricing. Some 4,000 people have bought points since Light Fitness introduced the concept three years ago.

Light Fitness studios incorporate technical fitness equipment, including suspension training tools, rowing machines and vibrating plates. At least one studio offers swing riding classes with BH indoor bikes. Lai said Light Fitness also introduced aerial yoga to Taiwan.

Lai has four Light Fitness studios and one CrossFit LOGA outlet in Taiwan. Demand is strong enough that he is preparing to open a couple more Light

Fitness outlets in Taipei.

But he is more interested in expanding by franchising the Light Fitness concept.

At TaiSPO, Light Fitness is promoting three franchising options. One is for personal trainers who want to build up their own gyms. A second is for existing gym owners who seek a stronger brand name, and a third is for investors who want to underwrite development of the concept. ■ BS



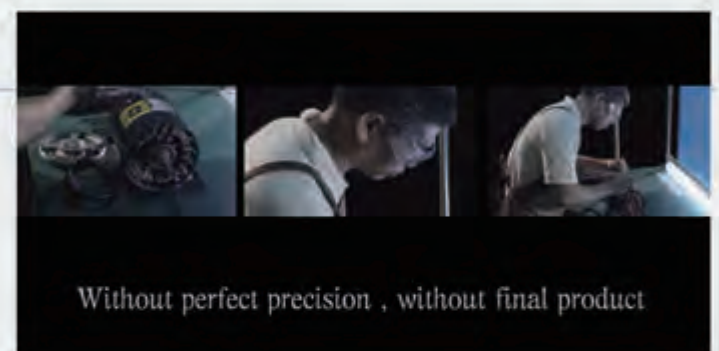
Jason Lai

Artisan spirits in Taiwan

S-Team established in 2011, is an industrial alliance of fitness suppliers in Taiwan. They demonstrates the exclusive artisan spirits to always look for better fitness designs and products.

Concepts & Goals

- To be reputed as high quality fitness suppliers.
- To be credited as trustful and progressive global fitness partners.
- To establish a brand image of S-Team's fitness made in Taiwan.
- To set the Central National Standard (CNS) of Fitness Equipment so that key model parts can be standardized and commonly used.
- To upgrade the production technology with the vision of the future.
- To establish Taiwan as the global high-end fitness manufacturing and R&D hub.



Visions

- Google Fitness, Taiwan's best
- Taiwan is the leading global fitness hub
- Taiwan is the global supplying base and service center for commercial and high-end home-use fitness equipment
- S-Team Logo is a credible symbol of high-quality fitness equipment



JOHNSON



HEALTHSTREAM



MAGNOC



SOLID FOCUS



DIRECTION



KING I



DYHMAN SHENG



SHANG HONG SHENG



YINGLIANG



GLOBAL SOLUTION



TBS



J STAR



GEOTUN



RHYMEBUS



Floor Plans TWTC Exhibition Hall 1, 1st floor

- Sport Balls
- Massage Product
- DiWaS
- SpoMODE
- Media & Association
- Miscellaneous Products
- Cross Strait Exhibition
- Outdoor & Extreme Sport Products
- Fitness Equipment

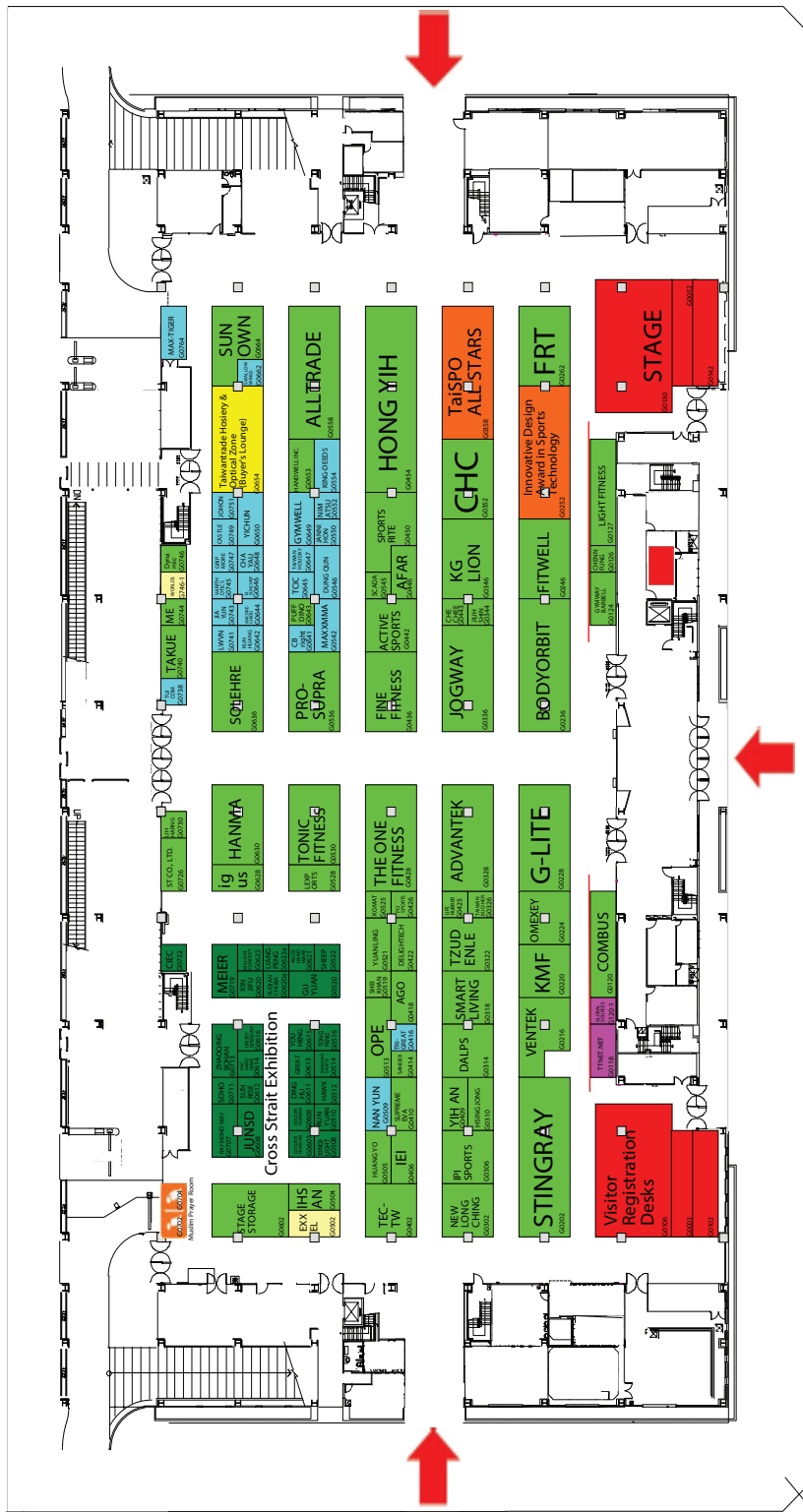




TWTC Exhibition Hall 3, 1st floor

市府路 Shih-Fu Road

- Sport Balls
- Media & Association
- Miscellaneous Products
- Cross Strait Exhibition
- Fitness Equipment



松壽路 Song-Shou Road

松智路 Song-Chih Road



Steve Barrett, the ‘guy in shorts,’ energizes rollout of Matrix MX4

In the fitness industry, Steve Barrett is known as “the guy in shorts,” whose enthusiasm on stage can work up a crowd while he leads them to work out.

Barrett, and his shorts, take center stage this week at **Johnson Health Tech** [Hall 11F/B1109](#), Taiwan’s leading manufacturer of fitness equipment hired Barrett this year to help its global push toward marketing training programs, focusing on small group training.

The campaign centers on the MX4, a training system for groups of four to eight people. The MX4, marketed under Johnson’s Matrix Fitness brand, offers 12 exercises using four Matrix workout stations. Matrix is Johnson’s commercial and high-end fitness brand.

“We have already prepared an entire year’s programming, like the work that a coach would do for an athlete upfront,” Barrett said.

He added, “The distinctive aspect of our approach is that the workouts all relate to each other. The year-long cycle of workouts consists of peaks and troughs, with constantly evolving work and restore ratios.”

Barrett refers to the cycle as “undulating periodization.”

The MX4 ties together four Matrix products into a unified package, although a gym can buy each piece of equipment as a standalone product.

The Connexus is a functional training rig that can be wall-mounted or free-standing.

The S-Drive Performance Trainer combines a self-powered treadmill and weighted sled and includes resistance parachutes and harnesses for performance training.

The Matrix rower and the Krankcycle focus on the core and the upper body.

Workouts sometimes include other equipment, such as suspension training equipment and slam balls.

Barrett said the MX4 offers a uniquely broad range of training because it incorporates power, strength, endurance and cardio components.



Steve Barrett



Matrix MX4 training system

Barrett spent five years as a brand ambassador and master trainer for Matrix, but joined Johnson full-time this year as director of global group training education. Along with promoting the MX4, Barrett will oversee the development of a network of certified “Matrix Master Trainers.”

Patty Parrott, senior director of global marketing, said Johnson is striving to become a “turnkey solution provider” for customers by offering education programs, not just workout equipment.

Matrix has been testing the MX4 program in the U.S. since July and has developed 156 workouts.

The company has certified about 10 master trainers in the U.S., and kicked off the program in Europe with a recent event that brought together trainers from 16 countries.

Matrix is using TaiSPO to publicize MX4 in Asia.

Johnson originally developed the MX4, and upcoming programs, to help traditional fitness centers and gyms compete with fast-growing boutiques and small group training studios. But initial

indications from the U.S. pilot program show the appeal could be wider.

“It has turned into a universal program, as we found that it could also help out people in the small group studio sector who have invested in their facilities but not created their own branded programming,” Barrett said.

The MX4 requires a relatively compact footprint compared with other small group training systems, because the S-Drive Performance Trainer incorporates several cardio exercises that, with other systems, require more space.

Trainers appreciate the practicality of the system. A blackboard on the Connexus explains the group’s workout, allowing the trainer to focus on coaching.

Barrett got his nickname when he worked at Reebok and would wear his shorts to meetings with guys in suits. He spent more than 20 years at Reebok and was one of only five certified Reebok Global Master Trainers, and a member of the Reebok University Faculty.

Barrett has developed fitness products and programs as well for such brands as Nestlé, Kellogg’s and Escape Fitness. ■ BS

Johnson takes its premium Matrix brand into the home

Johnson Health Tech has traditionally used its Matrix brand for commercial fitness gear. But this year it is launching a high-end range of cardio fitness equipment under the Matrix name for home use.

The range, which will be sold through specialty retailers, includes treadmills, ellipticals, bikes and ascent trainers, which combine an elliptical with a stair climber.

Using the same console and frame technology as the commercial range, Matrix is optimized for home use.

“Our objective is to become the market leader for premium-positioned home fitness products,” said Mark Zabel, director of Johnson’s global marketing and product development. This year he was also named head of Johnson’s U.S. commercial division.

Some of the specialty retailers that

will carry the Matrix home line are owned by **Johnson**, [Hall 11F/B1109](#) which reported a global network of 319 retail stores as of the end of 2016.

The Taiwan equipment manufacturer has been on a buying spree in the U.S.

It acquired the 2nd Wind Equipment chain, with 58 stores in 11 states, in November 2015, and last June bought Leisure Fitness, with 27 East Coast stores.

It has also bought The Gym Store, which owns eight Busy Body retail stores in San Diego, California.

Johnson has been active in Asia as

well. At the end of 2016, the company owned 76 stores in China and 211 total in Asia.

Johnson already sells into the home fitness equipment market through its Horizon Fitness and Vision Fitness brands.

The company says there is no overlap between those brands and the new Matrix range, which will occupy the high end of the market, although it may make some adjustment in the Vision range.

Here at TaiSPO, Johnson has plenty of other new equipment from Matrix on display, including a new rower and the Versa functional trainer, and a new Elite treadmill under its Horizon brand.

Johnson Health Tech reported sales of \$624.4 million in 2016, up from \$529 million in 2015. ■ BS



Johnson has launched a line of high-end home fitness equipment under its Matrix brand name.

TaiSPO Photos Day 1



'Silent' foam balls let kids play without driving mom up the wall

In a boon to those who live with — or near — kids, Jeou Luh Enterprise has developed a "silent" foam ball that barely makes a sound when it smacks against a wall or floor.

Now the kids can bounce their balls indoors without driving others up the wall.

Jeou Luh, Hall 11F/A0204 which specializes in foam balls, spent two years developing a durable ball made from a continuous fiber.

Its appearance is not much different from a standard foam ball, but you have to strain your ears to hear a sound when the ball hits a surface.

"It could be useful in schools and in indoor recreation facilities, where a group of children playing with balls would make quite a racket," said Jenson Chang, sales manager at Jeou Luh.

Chang added, "You could also use it in your apartment to make sure that your children are active, particularly in areas with worsening air pollution or where the weather is very cold for several months per year."

Jeou Luh is a division of Praise Victor International (PVI) of Taiwan, which makes an array of PU-based products. The group runs a factory that makes raw materials, and other plants that turn out products including insoles, mouse pads and foam for car bumpers.

Jeou Luh makes all manner of foam balls for such sports as football and tennis. The balls make the games safer for beginners.

Park golf balls are an increasingly popular product, as park golf courses spread in Japan and South Korea.

Jeou Luh's foam balls are made to be soft and safe for children. They are typically covered with a PU skin, while a sprayed-on protective layer boosts durability and ensures that the skin doesn't tear easily.

For the silent foam ball, Jeou Luh opted to use continuous fiber, which produces a ball that remains soft and durable without the outer layer. Although the ball is light, it bounces nicely and can be thrown up to 30 meters (100 feet).

Manufacturing these silent foam balls is more environmentally friendly than making rubber balls, which Chang said sometimes require the use of sulfur as a curing agent, or traditional foam balls, which often use alcohol solvents that have to be evaporated in an oven during production.

"Silent foam balls are even cleaner because we don't use any solvents in the production and it generates less waste," Chang said.

However, the continuous spinning process makes the silent balls a little pricier than their louder siblings.

Jeou Luh started delivering the silent balls this year and expects to produce about 100,000 of them this year.

With a total capacity of about 1 million foam balls a year, Jeou Luh supplies sporting goods brands including Voit and Select, and sporting goods retailers such as Stadium. Jeou Luh also



Tom Huang, general manager of Jeou Luh, with the company's new silent foam balls.

produces balls under its own brand, Joylight.

The group expanded its production capacity two years ago when it opened a factory on Batam Island in Indonesia, just across from Singapore.

Apart from foam balls, the Jeou Luh

division focuses on chemicals such as adhesives, resin and paint, along with PU gel pads and foam balls.

The PU parts are used for all sorts of sports-related products, from PU brake pads for BMX bikes to PU foam blocks for ice hockey sticks. ■ BS

Danken's technical socks make your feet say 'danke'

Knee-length, crew-length, multi-colored, checkered, cushioned or five-toed — whatever kind of sock you seek, you can probably find it in Tienchung, the sock capital of Taiwan.

Many of these socks come out of small, family-owned factories in this Changhua County town. A few of these sockmakers have grown to have multiple production lines and the latest machinery.

Among them is Danken Enterprise Hall 11F/A0519A which prides itself on its ability to transform technical yarns into a bewildering array of socks.

About half of its socks are made for sports. Danken supplies such customers as compression specialists, running shoe and cycling brands, and private label brands of specialty retail chains.

Kiwi Lee, sales manager at Danken, says bigger is better when it comes to manufacturing socks. "It means that we have the ability to invest and acquire machinery to work the most technical yarns," she said.

Many sports socks, for example, require complicated constructions to add cushioning or compression in certain areas of the foot or calf.

"You could knit the foot with a single cylinder and the sock with a double cylinder," Lee said. "That means

you could make one part thicker and then add mesh or patterns in other parts."

Danken works with many of the most innovative yarns in the sportswear industry, such as Coolmax, Tactel, S.Café and other wicking, thermal and anti-bacterial yarns.

S.Café, for example, is a yarn made from ground coffee. S.Café maker Singtex, from Taiwan, says the yarn has odor-eating properties that make it a natural fit for sportswear.

Some of the latest designs require painstaking production methods that require significantly more time than making more common types of socks.

The Danken factory operates some 200 machines that spin out 1 million pairs of socks every month. Danken shuttered another factory on the mainland, in Wuxi, and is moving equipment back to its Taiwan headquarters.

Among its latest acquisitions is an 18-needle machine — the first in Taiwan, Lee said — that Danken bought last year to make gloves.



Kiwi Lee (left) and Teresa Lien of Danken.

Its initial glove line incorporates anti-static materials on the inside and tear-resistant yarn on the outside, such as Tsunooga from Japan. This year Danken is offering insect-repelling gloves with sleeves.

A young tradesman established the company in 1985, figuring that he

couldn't go wrong with socks since almost everyone wears them daily.

He started by selling socks out of suitcases until he had the means to build his own factory.

Danken's biggest export markets are Japan and the United States. ■ BS

Watt a concept — cardio gear that puts power back in the grid



Lanson Lin, left and Robert Lo of Rhymeus demonstrate fitness equipment that regenerates energy back to the power grid.

Workouts energize the body, but Rhymeus cardio equipment also energizes the power grid.

“The idea is that the machine transforms the power generated by human workouts and feeds electricity back into the grid, to power other appliances and manage health at the same time,” said Lanson Lin, a sales representative for Rhymeus Corp.

Rhymeus is showing the energizing R-Rider at the booth of **IEI Integration**.
Hall 3/G0406 IEI develops the R-Rider’s

console and software.

Other companies market similar products, but Rhymeus says its system is particularly efficient and can regenerate about 80 percent of the energy that someone produces during a workout. A typical person generates about 100 watts an hour on a cardio machine.

This feedback loop can provide

an extra incentive to gym members because the machine shows how much power they are generating.

“The connection with the screen enables the user to see immediately how much energy he is producing, and maybe to compete with others on their watt production,” sales rep Robert Lo said.

The company said gyms could use

the system to foster competitions among their members. Data from Rhymeus workouts can be uploaded to the gym’s membership management software, so gyms could for example offer prizes to members who generate the most watts.

“If you have a corporate gym you could even use the fitness equipment to get subsidies,” Lin said.

Rhymeus originally made the R-Rider for gyms but has modified it for home use, which doesn’t require it to be as sturdy. The heavier commercial version is rated for 500 watts an hour.

That level has been halved for the lighter version, which sharply reduces the cost of the controller but is more than sufficient for most users.

Both versions can help power household appliances such as lights and refrigerators. Lo said an hour on the R-Rider generates enough energy to charge four iPhones.

And there is almost no secondary pollution, because the R-Rider does not have a battery.

Since it launched the R-Rider four years ago, Rhymeus has installed units at several public sports centers and university gyms in Taiwan.

The energy regeneration is made possible by an inverter that is used to control a motor’s speed.

Rhymeus has developed inverters for products ranging from treadmills to hybrid vehicles and scooters. Five years ago it decided to make its own power-generating fitness equipment.

It plans to produce inverters for a range of “green” fitness equipment such as ellipticals, stationary bikes and stair climbers.

Rhymeus uses green production techniques at its factory in Taichung as well. ■ BS

Proteus makes functional racks that function in smaller spaces

Even smaller gyms are installing functional training racks, a trend that has encouraged Proteus to switch its focus to making benches and modular racks for them.

“What we have seen in recent years is that exercise is changing, because people want faster results,” CEO Michael Lu said. “Many working adults are getting into high intensity interval training, to get the most out of their workout in little time.”

Although **Proteus** Hall 11F/D0414 specializes in cardio equipment, it has developed nine commercial benches and racks that went into production last month.

They are intended for functional and interval training exercises such as dumbbell lifts, sit-ups or hyperextensions.

Although the series is designed to be commercial quality, Lu said he expects typical customers will be smaller gyms, condominiums and hotels.

For them, Proteus has come up with space-saving designs. For example, the weight plate tree has three tubes to rest bars, but the Proteus design leaves space for a fourth in the middle.

It’s taken a similar approach to its functional training rack. The full version is six meters (20 feet) long and includes monkey bars and three beams for suspension training.

However, the modules can be customized for smaller spaces, he said.

Lu said the rack doubles as a storage unit, with attachments for dumbbells, weight plates, medicine balls or sandbags, and exercise balls.

Proteus manufactures the benches and racks in Changshu, near Shanghai, at a factory that primarily supplies Proteus.

At TaiSPO, Proteus is also introducing a new stationary fan bike.

The bike provides a high intensity workout, like a rowing machine, but it also needs to be durable.

“We focused on structure strength and minimum



Proteus fan bike



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