

# TaiSPO

# SHOW DAILY

## WEDNESDAY



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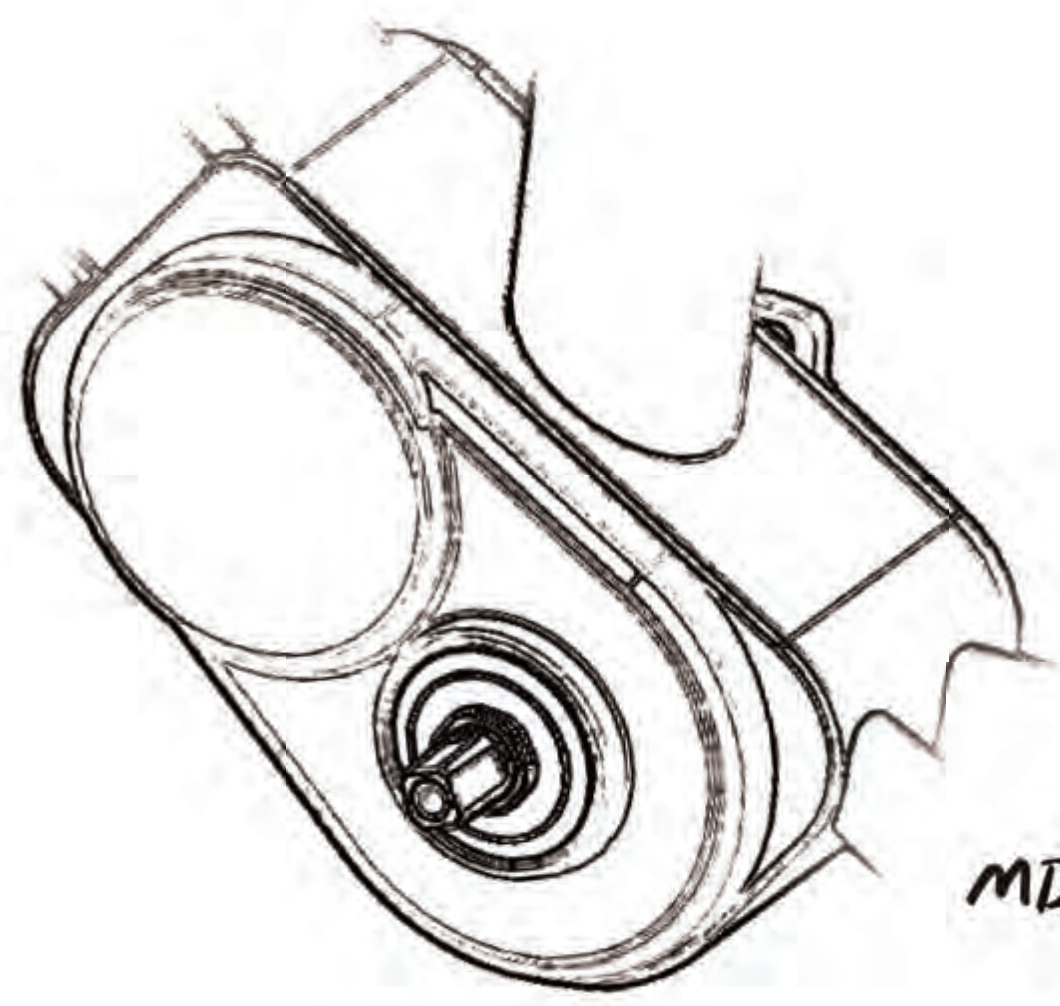
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**TONIGHT**  
**17°C (59°F)**  
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**TOMORROW**  
**20°C (65°F)**  
 Rain Showers



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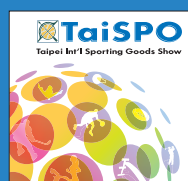
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**On the cover: Ant Wu from a KHS retail store in Linkou shows off at Tuesday's first-ever Taipei Cycle Demo Day.**



**For TaiSPO coverage turn to page 44**

# FAIR AND SQUARE



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

# Taipei Cycle honors 8 with d&i Gold Awards

The 57 winners of the Taipei Cycle d&i awards 2017 were announced yesterday at a ceremony in Nangang Exhibition Center, with the seven top designs receiving the prestigious Gold Award. U.S. startup Linka won a special Gold Award for Young Enterprise for its Bluetooth-activated bicycle lock.



Tailfin

The jury panel noted many current trends, such as environmental sustainability, user interface and the integration of smart technology, developing in bicycle manufacturing and design.

The competition reflected the growing popularity of e-bikes, which have become lighter and better for longer rides. Meanwhile, products integrated with "Internet of Things" technology to monitor cycling routes, pedaling force and even control safety systems guarantee safe and comfortable riding for cyclists of all types.

Linka founder Mohamed Mohamed, who came from the auto industry, is enthusiastic about the possibilities of the company's lock design.

"It doesn't require a physical key, it

has a tamper siren, and it works great for sharing a bike among friends or on a bigger scale," he said.

The winning products can be seen at a special pavilion at the Main Lobby of Nangang Exhibition Hall.

Here are the products that won Gold Awards, with the companies or designers that developed them and the jury's comments:

**Speedx.** "SpeedX is clearly pushing road bike design into new territories. The integration of computers and components has been done beautifully."

**Through Axle, Ful Chee.** "A smart design with great CNC production quality. The minimalist design gives the product a modern and clean appearance. Why



Through Axle



Walter Yeh (center), TAITRA President & CEO, with the winners of the 2017 d&i Gold Awards.

hasn't this been done before?"

**Internal Routing Tool, Chia Cherne.** "This is a simple, affordable tool that can save both time and frustration when re-cabling bikes with internally routed cables. This is a smart idea, which solves problems and is done in a clever way."

**Tailfin, Nick Broadbent.** "Tailfin solves the carbon fiber road bike commuters' challenge with a lightweight, aerodynamic design, near perfection in function and construction, and, most important, good looks."

**Tsinova Smart E-bike TS01, Tsinova.** "The battery is perfectly fitted into the frame, which is a very nice integration solution."



Tsinova Smart E-bike TS01

**Lapierre Overvolt AM Carbon, Cycles Lapierre.** "Lapierre Overvolt AM Carbon has a very nice shape and modern look overall ... this product pushes electric mountain bike design in a whole new direction."

**Linka Lock, Linka.** "The Linka introduces new security features and added convenience to bicycle protection. Its smooth curves and simple design are very different from traditional bike locks."  
■ TK



Linka Lock

**eOne-Sixty 900-E, Merida.** "The eOne-Sixty 900-E looks good and rides even better. One of the most aesthetically pleasing electric mountain bikes on the market."



Lapierre Overvolt AM Carbon



Merida eOne-Sixty 900-E

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# Vox Pop

## What do you think of Taipei Cycle's first Demo Day?



**Javier Crespo**  
Urban Bike  
Bilbao, Spain

Demo Day is great for me because I can try bikes. I couldn't do that inside when I was here six years ago. I tried some e-bikes because things are changing around Bilbao. People are just starting to use bicycles for transport. We have bike sharing, and there's even a project to have bike sharing with e-bikes, because Bilbao is a hilly town. Otherwise, people take bikes only to go downhill and they have to be brought back up in a van.



**Bruno Bari**  
eMax Electrics  
Sydney, Australia

It's been great. We tried five or six bikes. My favorites are fat bikes. Once you've tried them, you can't really look at normal bikes. They're quite a new thing in Australia; there aren't that many fat bikes in the market yet. My friend here sells electric fat bikes at the Electric Bike WA shop in Perth. My shop sells electric bikes and components. We're far behind the Netherlands and other European countries for electric bikes.



**Josh Torrans**  
Unicycle.com  
Atlanta, Georgia, USA

This is really cool. I tried the fat moped and we have two guys here who tried the folding tandem. They had a blast. We're actually specialized in unicycles. We are 18 years old and are active in 13 countries. But I like bicycles as well. I have 15 unicycles, eight bicycles — and no car.



**Maria Escorel (right)**  
Reciclo Bikes  
Recife, Brazil

We're discovering plenty of new trends — perhaps not so new, but new for us. We're from Brazil [and] there are many manufacturers we don't know. We customize bikes, and now we're starting to sell bikes from other brands. That's why we're here — we're trying to see what we could import into Brazil. We're looking for speed and fixed-gear bikes — urban bikes.



**Muammer Yildiz**  
Asli Bisiklet  
Istanbul, Turkey

It's very nice, but unfortunately we only learned about Demo Day when we saw the flyer. It should have been shouted out much more. We're a big bicycle distribution company from Turkey. We distribute about 40 brands. Had I known about this, I would have brought my helmet and shoes.



**Matt Miller**  
Palmerston North,  
New Zealand

Demo days are good because you get to try everything. You get a different perspective. I tried a few e-bikes. I come from New Zealand, [and] they're just starting to show up there. It's interesting for me because I study cycling performance and mountain biking at Massey University.

## What's on today, Wednesday, March 22

All events are at the Nangang Exhibition Hall unless otherwise noted.

### GENERAL SHOW INFORMATION

**Taipei Cycle Show**  
Hours: 9 a.m. – 6 p.m.

Venues: Nangang Exhibition Hall and Taipei World Trade Center (TWTC) Hall 1, 2nd Floor. Held in association with the Taipei International Sporting Goods Show (TaiSPO) at the TWTC.

### ALL DAY

#### 30th Anniversary Gallery & Gift Shop

Organizer: TAITRA  
4F/N0514

#### TestIT Track E-bike test rides

Organizers: TAITRA; ExtraEnergy  
4F  
East Cargo Ramp

### Today's Events

**10 – 11 a.m.**  
**Opening Ceremony**  
Organizer: TAITRA  
4F/Conference Room 401

**11 a.m. – 12:30 p.m.**  
**21st IBDC Awards Ceremony**  
Organizer: DoIT of MOEA; TAITRA; CHC; TBEA  
4F/Conference Room 401

**3 – 4 p.m.**  
**Public WFSGI Information Meeting**  
Updates on road disc brakes, frame design restrictions and weight limits.  
4F/Conference Room 401

### Thursday, March 23

**9:30 a.m. – 4:10 p.m.**  
**Bike to the Future**  
International Industry Forum  
Organizer: TAITRA  
4F/Conference Room 401

### Friday, March 24

Public Day at Taipei Cycle

**9:30 a.m. – 12 noon**  
**Marketing Forum**  
(In Chinese only)  
Organizers: TAITRA; Cyclingtime  
4F/Conference Room 401

### Saturday, March 25

Public Day at Taipei Cycle

**2 – 3 p.m.**  
**Post-show Press Conference**  
Organizer: TAITRA  
4F/Briefing Room 405

### Sunday, March 26

**9:15 a.m. start time**  
**Tour de Taipei — Taipei Stage**  
Taipei City Hall

**Public Day at Taipei Cycle**  
Hours: 9 a.m. – 3 p.m.

### 2017 Free Shuttle Bus Schedule

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

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

#### Free Hotel Shuttles from Nangang Exhibition Hall

**March 22-24:** Buses depart Nangang at 5:45, 6, 6:15 and 6:30 p.m.

**March 25:** Buses depart Nangang at 2:45, 3:15 and 3:30 p.m.

**Route A:** Gallery Hotel / City Lake Hotel / Grand Victoria / Capital Hotel Da Zhi

**Route B:** Courtyard Marriott MRT Nangang Station / Hotel Éclat / Shangri-La's Far Eastern Plaza / Howard Plaza (MRT Zhongxiao Fuxing Station) / Fullon Hotel / Miramar Garden

**Route C:** Taipei Fullerton (Nan Jing East) / Sunworld Dynasty / FX Hotels / Evergreen Laurel Hotel / City Suites Nanxi (MRT Zhongshan Station)

**Route D:** City Suites Nandong / Ambassador Hotel / Imperial Hotel (MRT Zhongshan Elementary School Station) / Grand Hotel

**Route E:** Caesar Park (MRT Taipei Main Station) / Cosmos Hotel / Palais de Chine / Royal Seasons Hotel / Taipei Garden Hotel

*Hosting an event at your booth? Email us at TaipeiShowDaily@gmail.com before 2 p.m. today and we'll include it in tomorrow's Taipei Show Daily.*

# First-ever Demo Day triumphs over weather

**It may have been cloudy and windy but it was also a first: Taipei Cycle's first off-site Demo Day took place Tuesday at the riverside Hua-Zhong Park.**

Organizers said 762 trade visitors and 100 members of the public attended the demo, not counting exhibitors.

"It was above our expectations," said Jasmine Wu of TAITRA's Exhibition Department. "We were thinking we might have 1,000 altogether, including exhibitors, so 762 is better than we were thinking."

The weather wasn't ideal, but visitors tested battery- and human-powered road and mountain bikes on a 1km, grassy mountain bike course and a 1.5km road route along a smooth path. The demo site was about 30 minutes from the Nangang Exhibition Center.

Though this inaugural demo had a small footprint, feedback was generally positive from exhibitors and testers, many of whom appreciated an opportunity to spend a casual day outdoors before the four-day indoor show kicks off.

After a slow start, the pace picked up slightly by mid-day. The grounds had a festival feel with a DJ blasting dance music out of speakers perched on a Red Bull truck. There was a 40-minute wait for burgers at one of the three on-site food trucks.

Kris Holm and Roger Davies — both famous for their exploits on unicycles — were all smiles as they finished a lap on the road course on two-wheeled triathlon

bikes.

"It's nice not having to do it outside the trade show hall like they used to. It's more of a trip to get here, but to actually have a place to ride is better," Holm said.

Exhibitors included Magura, Full Speed Ahead and Kind Shock, as well as many smaller brands that might not otherwise catch the eyes of show-goers distracted by bigger-name companies.

None of the big Taiwanese bike brands attended, however, largely because show organizers decided to host the demo only last October, Wu said.

"When we decided we were going to do this it was a little bit late so a lot of the brands had their plans already," Wu said. She noted that Giant and Merida had their distributor meetings the day before the show so they didn't have the manpower to staff the demo.

Future years may be different, Wu added. Company officials told TAITRA, "If we would have known it would turn out like this, we should have joined," she said.

The brands that were there said they were pleased. Magura Asia moved its technical training meeting for retailers, which usually takes place the day before the show in a hotel meeting room, to the demo site.

"It will be a perfect menu for us



Taipei Cycle turned a riverside park into an urban playground for its first-ever Demo Day.

because our dealers, and our Asian distributors who come here for training, not only get educated on the latest products and how to service them, but can also ride the latest products on the designated trails," said Jimmy Hung, manager of the sales department for Magura Asia.

Some of the day's biggest buzz was at Coast Cycles, where testers waited to zip around the park on 1970s, Briggs & Stratton minibike-inspired urban cruisers created by a group of industrial designers

from Singapore.

"This is the first time we got a booth in Taipei Show. Last year we won the d&i Awards, the Red Dot Design Award and iF for all these bikes, so this year they gave us a booth," said Jansen Tan, founder of Coast Cycles. "It's good to have Taipei's own version of Demo Day for people to try the bikes."

Taipei Cycle promoted Demo Day by sending invitations to 900 bike shops in and around Taipei. ■ NF

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# TAITRA CEO calls on the bike industry to be 'loud and proud'

As Taipei Cycle opens its 30th anniversary trade show, Walter Yeh, the CEO of show organizer, TAITRA, called on the industry to continue making noise.

"I believe that together we will make the cycling industry loud and proud," Yeh said Tuesday at the traditional pre-show press conference.

Taipei Cycle is launching several new initiatives at this year's anniversary show, including its first all-day International "Bike to the Future" Forum, which will take place on Thursday.

Taipei Cycle, which runs from Wednesday through Sunday at the Nangang Exhibition Center and at the TWTC, is once again sold out.

This year's show features 1,115 exhibitors spread over 3,340 booths.

Among the country pavilions representing exhibitors from the European Union, France and Japan is a first-time Italian pavilion (See related story, page 12).

Many exhibitors and buyers have been regular visitors to Taipei Cycle over the years, he said. Some 400 buyers have attended the show every year for the past five years.

Yeh also presented certificates of appreciation and gratitude to representatives from the 43 exhibitors that have attended Taipei Cycle for all of

the past 30 years.

"Whether it is 30 times or the first-time exhibitor or any number in between, it is this support that allows Taipei Cycle to continue to grow," he said.

He noted that Taiwan continues to be a leading exporter of bikes. It is among the top three sources of bike imports in 73 countries and the No. 1 source of imported bikes in 15 of those countries.

In Norway, he said, bikes from Taiwan account for more than 41 percent of imports.

Ralph Wiegmann, CEO of iF, which oversees the annual d&i design awards, noted that Norway, which this week was reported to be the world's happiest country, is also a significant importer of bikes made in Taiwan.

Wiegmann also said that even though the cycling industry has gone through a difficult year, it's still a good industry to be in.

"Last year and the forecast for this year in your industry are not the best," he said. "As we are involved in many industries, I would nevertheless like to point out that the general forecast for the bike industry is much, much better than



TAITRA CEO Walter Yeh (center) presented certificates of appreciation to representatives of the 43 companies that have exhibited at Taipei Cycle every year for the past 30 years.

for many other industries."

Wiegmann said the industry has become almost too successful in one regard — the overall quality of bikes, he said, "has been absolutely stunning," which means they are more likely to be stolen.

He said the industry needs to develop

better, integrated locking systems, and called on cities to improve parking for bicycles.

"I could imagine it would support the bike industry if we had better parking systems, better bike-friendly roads and [less] safety-related issues on our streets," he said. ■ DM

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# Arofly is a power meter in a valve cap

If anyone even notices it on the bike, it looks like an odd, oversized valve cap. But it's actually a power meter — one that could help bring the price and ease of using power meters down to earth.



The Arofly power meter with retail packaging and an illustration of the smartphone app.

tire pressure that occur when a cyclist applies power to the pedals, and then applies sophisticated calculations to convert the measurements into the cyclist's power output.

The housing is water- and dust-proof, and a CR 1632 battery mounted in the knob lasts for about 60 hours, according to TBS. The knob also houses a low-energy Bluetooth module and wireless antenna.

Everything fits within a housing that is 2cm (0.8 inches) in diameter and rises 2cm above the valve connector.

The Arofly works with a smartphone app that displays power output along with cadence, speed, distance and altitude change. The app stores up to 460 hours of riding data.

Because the app can be updated as needed, cyclists can always have the latest version.

"We are thinking of developing an iCloud platform for Arofly users to analyze their rides at any time if desired," Wu said.

The Arofly retail package includes a universal smartphone holder.

The TBS Group is a Taiwan sporting goods manufacturer that makes a range of products, from pool and snooker tables and cues to inflatable pools to baseball gloves.

The Arofly is on display at the TBS Group's booth at TaiSPO. ■ GE

Called Arofly, it is making its debut at Taipei Cycle. Produced by the TBS Group, Hall 3/G0252 the 10g (0.3-ounce) Arofly simply screws onto one of the bike's tire valves. It fits Schrader and, with an adapter, Presta valves. The company says Arofly is compatible with 90 percent of bikes on the market.

"It is a smart power meter," said Curtis Wu, the responsible manager at TBS.

Arofly, winner of a 2017 Red Dot product design award, is based on the pitot tube design of an F-117 fighter jet. Pitot tubes are used on aircraft to measure airspeed.

"It all is based on aeronautic technology," Wu said.

It measures the tiny changes in

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## Kawasaki motors into e-bikes with assistance from Diavelo

Another famous powersports brand is getting into the electric bike market.

The Kawasaki K-power e-bike line should come to market this summer. Spearheading developing of the line is Diavelo, 4F/L0721 a brand owned by the Accell Group, along with logistics partner Asia Kingston of Hong Kong.

"Kawasaki is involved in the selection of models while the development and manufacture is handled by Protanium," said Brian Hoehl, director of Protanium. Diavelo is a sub-brand of Protanium.

Hoehl continued, "Asia Kingston is the company that processes the orders and handle logistics. Protanium has a long relationship with Asia Kingston in the OEM and licensing areas of e-bikes."

The line-up, consisting entirely of electric models, includes hardtail and full-suspension e-mountain bikes along with trekking, fat, folding and speed pedelec models.

The Kawasaki line will spec Brose mid-drive systems as well as mid-drives and hub drives from Bafang. Providing the juice will be frame-enclosed Panasonic 36V batteries.

Hoehl said Protanium is working

to finalize its initial distribution plans, which could include both bike and powersports retailers.

"We have had requests for distribution from almost everywhere, though Germany, Spain and Italy look especially promising at the minute," he said. "We have not finalized all territories, though, as we are making the selection over the next month."

Protanium is a pioneering e-bike company that Hoehl and fellow Dane Lars Munscoe founded in 2006. Accell bought the company in 2008, and Munscoe is no longer involved. ■ RP



Kawasaki e-bike



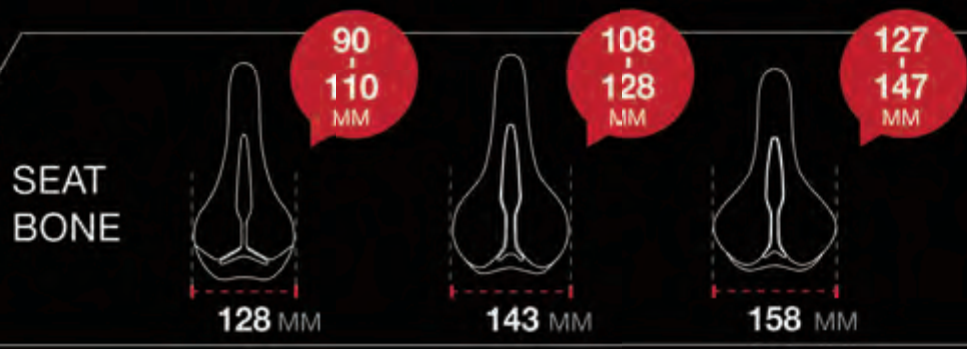
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VELO' METER



# Taipei Cycle celebrates 30th anniversary

2017 is a big year for Taipei Cycle. Asia's largest bicycle trade show celebrates its 30th anniversary and is marking the milestone with several new initiatives, including its first-ever Demo Day, which took place yesterday at Hua-Zhong Campsite in Taipei (See our Demo Day coverage on page 7).

"Trade shows reflect their industries. Looking back over 30 years of history, Taipei Cycle has grown alongside the cycling industry," said Walter Yeh, CEO of the Taiwan External Trade Development Council, or TAITRA, which organizes the show.

TAITRA will commemorate Taipei Cycle's history at a special **30th Anniversary Gallery and Gift Shop** **4F/NO514**, featuring photos and memorabilia from the past. In recent years the show has hosted Taiwan presidents and international cycling heroes along with Asian film stars and directors.

At the pavilion, Taipei Cycle is selling souvenir 30th Anniversary travel kits, with towels, a neck pillow and other items related to travel and cycling. Proceeds will go to a worthy cause, the show's Jasmine Wu said.

Taipei Cycle is presenting its first English-language international forum, "Bike to the Future," on Thursday, March 23, focusing on urban cycling, e-bikes, marketing and design.

Taipei Cycle grew out of its sister show, TaiSPO (the Taipei International Sporting Goods Show). With TaiSPO experiencing robust growth, TAITRA sensed an auspicious opportunity to give the cycling segment its own show. Taipei

Cycle launched as a stand-alone show in 1988 — and the rest is history.

Hand in hand with the Taiwanese cycling industry, Taipei Cycle has soared, cementing the nation's status as the "Cycling Kingdom." By its 10th show in 1997, Taipei Cycle hosted 533 exhibitors with 1,539 booths.

By the time Taipei Cycle celebrated its 20th anniversary in 2007, it had become Asia's top bicycle trade show. The number of exhibitors had zoomed to 694, filling 2,299 booths, while the number of overseas buyers jumped 11 percent to 3,900.

TAITRA co-organizes Taipei Cycle with the Taiwan Bicycle Association, the industry's trade association.

Today, Taipei Cycle is the world's second-largest trade show devoted to the bicycle industry. Organizers expect to eke out another record-setting year in 2017, even though the show has been fully booked for years. Wu said this year's show features 1,115 exhibitors with 3,340 booths, a slight increase over 2016.

In 2016, Taipei Cycle drew more than 8,000 overseas buyers, along with more than 31,000 domestic buyers and 2,000 members of the public.

Wu said the top five countries for international visitors, based on



Taipei Cycle was the first trade show to use the Nangang Exhibition Center in 2008

pre-registrations, are the United States, Japan, the United Kingdom, Germany and Korea.

"Because it's the 30th year, of course, we are expecting more visitors to come and visit the show," Wu said.

The mission of Taipei Cycle has shifted over the years. Today, it is a platform for showcase products for every link in the bicycle supply chain, including accessories — from everyday products to

those that are truly innovative, and from entry-level gear to premium equipment.

To reflect its current focus, the show has adopted a new slogan for 2017: "A New Worldview on Cycling." It is also using a new red and orange visual identity that is intended to signify the "passion and vitality" of the Taiwan industry.

TaiSPO, meanwhile, is still going strong as it approaches its 50th

# wellgo

2017 Taipei Cycle Show Booth: J0517



## B311

**BODY** : Plastic black

**SPINDLE** : Cr-Mo

**BEARING** : DU / Sealed

**SIZE** : 108 x 108 x 21 mm

302  
g/pr

NEW

anniversary. The sporting goods show runs concurrently with Taipei Cycle from March 22-25 at the TWTC Exhibition Halls 1 and 3. (Taipei Cycle visitors can use their badges for entry to TaiSPO.) The two shows combined are expected to draw more than 10,000 overseas visitors.

Taipei Cycle's growth has accompanied the rapid development of the Taiwan bicycle industry. Although 2016 bike exports slipped from the \$1.89 billion posted in 2015, Taiwan remains the world's leading source of mid- to high-end bikes, components and accessories.

As it moves into its fourth decade, Taipei Cycle continues to evolve. In 2018, the show will move to late October

and early November, reflecting a shift in the global bike show schedule.

Construction of a second exhibition hall at Nangang should be finished in time for the 2018 show, providing desperately needed room for expansion.

**Here are some of the don't-miss highlights of this year's Taipei Cycle:**

- "Bike to the Future" International Industry Forum. An all-day English-language forum on Thursday, March 23 features speakers from Taiwan, the U.S., the U.K., and Germany.

- The 30th Anniversary Gallery & Gift Shop, looking back at Taipei Cycle's history.



Drummers help inaugurate the Nangang Exhibition Center



Celebrating the move to the new Nangang exhibition center in 2008, TBEA Chairman Ying-Ming Yang (left) and TAITRA CEO & President Yuen-Chuan Chao

- Theme pavilions from the European Union, France, Japan and — new this year — Italy, with six Italian exhibitors occupying 14 booths.

- The Taipei Cycle d&i Awards, in conjunction with iF Design Asia, honoring outstanding designs from the international bicycle industry. This year's contest, the sixth, attracted 154 entries. See page 8 for the list of gold winners.

- The International Bicycle Design Competition, now in its 21st year,

unveils the top cycling concepts from around the world at an award ceremony today at 11 a.m.

- The first stage of the Tour de Taiwan, while not officially part of Taipei Cycle, is Sunday, March 26 at Taipei City Hall — providing a treat for show visitors and race enthusiasts who plan to spend an extra day in Taiwan.

In short, this year's Taipei Cycle promises to be eventful — and a fitting tribute to 30 years of history. ■

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## Market survey: E-MTBs in Asia

# Australia is fanning expectations for e-MTB sales in the Asia-Pacific region



Merida e-MTB using a Shimano Steps system.

## E-mountain bikes are booming in Europe and starting to gain a foothold in North America. But what about Asia-Pacific?

We asked several e-MTB and component makers for their views of the Asian and Australasian markets. Most say Australia and New Zealand are leading the way. But in other parts of the region, prices may have to come down and cycling cultures change before e-MTBs take off.

The current slump in overall bicycle sales hides the fact that e-bike sales are continuing to grow. And because they carry higher average prices than conventional bikes, growing e-bike sales help moderate declines from decreasing unit sales.

Because the e-MTB came out of Europe, primarily from **Haibike** [4F/M1219](#) and **KTM** [4F/M0802](#), Taiwan brands have been a bit behind the curve.

The lapse is especially notable in motors. Mid-drive motors dominate the market for high-end, full-suspension eMTBs, but the only Taiwan manufacturer currently active in the mid-drive space is JD with its **TranzX** brand. [1F/J0412](#)

Instead, the dominant mid-drive manufacturers are the German companies **Bosch** [F0614](#), **Brose** and **Continental** [L0924](#); Japanese brands **Panasonic** [F0625](#) and **Yamaha** [F0439](#); and the Chinese manufacturer **Bafang** [4F/L1012](#).

A growing e-mountain bike market could help Taiwan. Taiwan specializes in bikes for the mid- to high-end segments

while China serves the lower segment of the market. E-MTBs, with their premium prices, could give a boost to Taiwan factories.

**Merida** [4F/M0620](#) is starting to sell entry-level e-MTBs in Asia.

"The prices for e-mountain bikes are high compared to average income for Asians," said Eunice Chen of Merida's marketing division. "But with more mature technology for design and production the price will drop. Then it will be a big chance for this young segment."

**Giant** [4F/M0820](#) is launching its global e-MTB range in Taipei, designed for both Asian and Western markets.

"In the long-run, we see the Asian and Oceania markets as potential markets for e-MTBs," said Irene Chen, senior manager at Giant. "We believe e-MTBs will enlarge the market size."

Giant, Taiwan's leading bike manufacturer, developed its own mid-drive motor technology, SyncDrive Pro, which uses hardware from Yamaha and software developed by Giant.

"This market normally follows the North American market in such trends by about 12 months."

Tomonori "Tom" Suenaga, general manager of SR **Suntour Europe** [1F/J0417](#) agrees that Australia and New Zealand offer the best opportunities in Asia-Pacific.

"We see similarities between the Australian market and markets like the United States and Europe. We are talking about a community that is globally influenced," he said.

Suenaga said Australia and New Zealand have a mountain bike culture and have been longtime hosts of World Cup races.

But in much of Asia, cycling is traditionally a form of commuting and not an athletic endeavor. In his home country of Japan — which pioneered pedal-assist e-bikes — Suenaga said, consumers would choose a pavement bike first before an off-road model.

Even in China, he said, "bicycles are still considered as means of transportation rather than lifestyle or sports equipment."

Suenaga said the development of an e-MTB market in China will come from its new upper-middle class and their desire for outdoor activities.

SR Suntour remains one of the only suppliers of premium e-bike motors that does not offer any mid-drive system. In Taipei it is showing an updated version of its rear-drive motor.

"With this system we are focusing on all-road solutions up to MTB hardtails," Suenaga said. He said that while the majority of full-suspension e-MTBs will rely on mid-drive motors, that still leaves a lot of the market open to less expensive alternatives. "There will be a growing segment of bikes with rear wheel drive units such as our HESC system," he said.

At TranzX, product manager Nolan Cheng is cautious about Asian acceptance of e-mountain bikes.



Haibike Xduro Dwnhill 9.0

"We do believe e-MTBs are coming, like e-city- and e-trekking bikes. However, the approach is quite different on usage and user groups," he said.

Although TranzX is not showing an e-MTB system in Taipei, Cheng said it would gauge market demand for one from discussions with business partners.

The European brands that pioneered the electric mountain bike have differing viewpoints of the potential in Asia-Pacific.

KTM, from Austria, has limited access for its e-MTB range in most countries in the region with one exception:

"What we already have are first serious orders out of Australia," said Stefan Limbrunner, head of sales and

marketing. "Currently we are fully concentrating on our capacities and e-MTB market developments in Europe and North America."

Haibike, meanwhile, is bullish on Asia. Susanne Puello, general manager of Haibike's parent company, the Winora Group, says Asia embraced e-mobility earlier than North America or Europe, so Haibike sees good prospects for sales of its e-performance bikes.

Haibike offers a global range and doesn't differentiate between regions. Drive systems are also the same in Asia as in Europe.

Haibike currently sees the most opportunities in China,



The Macina Action 291 from KTM, an e-MTB pioneer in Europe.



The Giant Full-E+ 0 SX is part of the company's global e-MTB range.

South Korea and Taiwan.

For Bosch, Asia-Pacific means mostly Pacific for now.

"So far, our existing business in the Asia-Pacific region is Oceania only," said Fouad Bennini, head of Bosch eBike Systems Asia-Pacific. "This is based on cycling motivations, mindset, infrastructure and, of course, a great environment with famous MTB parks."

In a boost for sales to the region,

Bennini said that Australia has adopted European regulations governing e-MTBs, so any e-MTBs sold in Europe automatically qualify for sale there.

"We believe e-MTBs will play an important role in Asia-Pacific; the question here is when," Bennini said. "How we can achieve the market breakthrough depends on many factors which vary from country to country."

■ JB

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## Overview: IGH and gearbox systems

# As SRAM steps back from making internal gear hubs, others step up



Shimano remains a big IGH manufacturer with systems like the Alfine Di2 8-speed hub.

**A 100-year history of making internal gear hubs comes to an end in May, when SRAM shuts down what is left of its IGH production. Its departure from the market sets up an interesting contest among remaining IGH manufacturers — and may crack open the door for gearboxes.**

SRAM inherited the IGH business with its 1997 purchase of venerable German component maker Sachs. Formerly known as Fichtel & Sachs, the company made its first IGH in 1907 at its factory in Schweinfurt, Germany, and made cycling history with its Torpedo freewheel hub. In recent years, SRAM had relocated IGH production to Taiwan.

While the industry likes to fixate on the newest, sexiest gruppos in the peloton, internal gear hubs remain a mainstay of the industry and are found on millions of everyday bikes.

Only a few component makers continue to produce IGH systems, with Shimano and SunRace Sturmey-Archer considered the market leaders along with SRAM. The gearbox space, meanwhile, is small but vibrant, with many newer companies vying to come up with technology that can break through to a mainstream market.

We asked several IGH and gearbox makers how SRAM's departure from the market may affect them. (Those without booth numbers are not exhibiting at Taipei Cycle, but are included to give a fuller view of the market.)

In 2016, **SRAM 4F/M0614** discontinued its T3, P5, S7, G8, I-Motion 9 and E-Matic IGH systems. This spring it plans to end production of its remaining systems: Automatix, I-Motion 3 and Dual Drive, including its Pulse systems.

According to *Bicycle Retailer*, annual sales of SRAM IGH systems had fallen from about 2 million units in 1997 to less than 100,000 in recent years.

Where will this business go? It

probably helps **Shimano 4F/M0814** most, because Shimano, like SRAM, has a wide range of IGH products that spans the market.

"The IGH market contributes significantly to our turnover," said Ben Hillsdon, PR officer for Shimano Europe, who added that the company doesn't disclose the percentage of IGH sales for its bike business. "They have an important position in our product development and manufacturing processes."

Shimano's Alfine and Nexus systems are widely used for urban and utility cycling and for e-bikes, Hillsdon said, noting that both "are widely acknowledged as popular and growing market segments."

In February, Shimano updated its IGH lineup, with revised 11-speed Alfine hubs for disc brakes, 7-speed Nexus hubs for coaster and disc brakes, and an updated Nexus Revoshift shifter.

Hillsdon said Shimano improved the internal structure of the Nexus and Alfine hubs for better gear engagement and smoother shifting on e-bikes and conventional bikes.

**SunRace Sturmey-Archer 1F/J1217**, which also makes a range of entry- and mid-level IGH systems, declined to comment on SRAM but reconfirmed its commitment to the market.

"We do not know what all market changes will bring but are confident that we will continue to succeed if we offer good products at good prices with good delivery times," said Alan Clarke, general manager of the company's European subsidiary.

The growth of bike share systems,

along with e-bikes, is helping Sturmey-Archer's IGH business.

"Public bike rental systems are booming worldwide. We can offer them suitable, higher standard IGH products," Clarke said. He said many bike share operators can afford better systems — typically 3- or 5-gear hubs — because they often receive government subsidies.

Sturmey-Archer also sees a future integrating IGH products with e-bike systems. This season, the Accell Group is introducing a rear hub motor that incorporates a 5-speed Sturmey-Archer IGH. The system will appear on the Sparta R5e city bike.

"We will never become an e-motor producer, but we can supply the right IGH products" for such systems, Clarke said. He said these combo systems are inexpensive enough to spec on moderately priced e-bikes. The R5e, for example, will retail for around €2,000 (\$2,115).

**NuVinci Cycling 5F/F0610** expects only a limited impact from SRAM's departure. NuVinci created a continuously variable transmission in a hub that progresses smoothly within a range of gear ratios, instead of shifting in discreet steps like most gear-based systems. The NuVinci hubs have been especially popular on e-bikes.

"SRAM's and our products have been very different and were in no clear competition with each other," said Rich Hilgart, NuVinci's technical product manager.

Although NuVinci's hubs have typically been sold at higher price points than many of SRAM's IGH products, Hilgart said NuVinci can compete in a wider section of the market.

"We believe with the unrivalled experience that we can offer our riders — also on lower cost, non e-bikes — we will

have the opportunity to play a role in the mid-level IGH market," he said.

Rohloff, perhaps the best-known brand of premium IGH systems, says it is insulated from the mass IGH market because it produces limited amounts of high-end, high-priced systems. Its 14-speed Speedhub 500/14 is considered a benchmark for IGH systems.

"We fish elsewhere," CEO Barbara Rohloff said. "SRAM's decision will have no effect on our business. We are also not affected by any market changes and price erosions."

Rohloff said the company, which makes all of its hubs in Germany, sells out of its annual production of 20,000 hubs every year.

Dual Drive, one of the systems SRAM is discontinuing, combines a rear derailleur with an IGH. With Dual Drive, SRAM sought to avoid issues involved with making a front derailleur work well with double or triple chainrings.

But instead of a front derailleur, what about systems that use a bottom-bracket gearbox?

Bottom bracket gearboxes have a long history — the first patents for these systems date to the 1890s, and systems with up to four gears began appearing in the 1930s.

**FSA 4F/M1211** has offered its two-speed Metropolis gearbox since 2011 for urban bikes. Although the Metropolis is not a big seller for FSA it does offer possibilities, said Giorgio Nicolosi, marketing manager for FSA and Vision.

"Metropolis already has its market. We work every day to increase it," Nicolosi said. "It's a simple and effective front shifting component that any non-technical rider could master in just a moment." He added that SRAM's decision



SRAM will end production of the i-Motion 3 in May, along with all remaining IGH products.





Sturmey-Archer is partnering with the Accell Group on a rear hub e-bike motor that incorporates a Sturmey-Archer IGH.

"has been relevant news for us."

Pinion 4F/M0828, which is making its Taipei Cycle debut, is showing a less expensive gearbox that it believes can appeal to OEMs (See related story, page 18).

The SRAM decision "offers more room for other competitors," Pinion CEO Christoph Lermen said. "It is likely that products with similar functional features and similar price, or slightly more expensive products with significantly better functional features, will benefit."

Pinion said there was little overlap between its gearbox systems and SRAM's IGH systems because of the Pinion systems' premium prices. At

bottom bracket gearbox, similar to the Metropolis and the Doppio, although with three gears instead of two. Although not an exhibitor, it is shipping its first samples to some 15 OEMs.

"SRAM's decision has little impact on our plans as they had no direct competition to our front gearbox," CEO Franciszek "Freddie" Migaszewski said.

Another gearbox maker is Haberstock Mobility, which acquired the Schlumpf Drive brand in 2011. Schlumpf systems have been on the market since 1991.

Haberstock CEO Jürgen Leppert said SRAM's departure wouldn't



The Pinion C1.12 is designed and priced for a broader market than its more upscale siblings.

Taipei, however, Pinion is showing its value-priced C-line gearbox.

"Surely our products — especially the new C-Line — will be even more interesting for buyers that have been thinking about the purchase of a bike with SRAM's G8 or I-motion 9," Lermen said.

German brand Kappstein offers a two-speed gearbox, the German-made Doppio, which is aimed at the upper end of market. General manager Christian Gerlach said that although a product like Doppio or FSA's Metropolis can't replace an IGH, they may attract interest as an alternative to the SRAM Automatrix.

Gerlach believes a bottom bracket gearbox like Doppio is best used in combination with an IGH or as a stand-alone system.

Efneo is a new Polish company that makes a

bottom bracket gearbox, which are in the thousands — high enough to be considered one of the leading gearbox systems on the market.

By ending IGH production, SRAM is extinguishing an important part of bicycle history. But although its Sachs division was an IGH pioneer, the product category isn't disappearing. In fact, to find some of the most innovative transmission concepts for bikes, it pays to look far from the peloton. ■ JB



The FSA Metropolis 2-gear system, adapted for a belt drive

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# Still finding Joy in the bike industry

From humble beginnings in 1971, Joy Industrial continues finding joy in the bike industry.

It's building a third factory in mainland China and, in May, a new 10,000-square-meter (108,000-square-foot) headquarters in Taichung. From six employees at the beginning, it now has a workforce of nearly 1,000.

And while **Joy Industrial** **1F/10711** continues producing thousands of low- and mid-tier hubs and wheels, it has been steadily moving up-market with its own wheel brands, Novatec and Factor, and an e-bike brand, Dienatronic.

The company posted sales of NT \$2 billion (\$64 million) in 2015.

To maintain its position as a leading hub and wheel producer in a highly competitive market, Joy Industrial emphasizes service and technical support and seeks to improve these for its customers around the world.

It also has the advantage of covering

all price points with its Joy Tech, Novatec and Factor brands, along with products it makes for OE customers and mass-market chains.

The company cooperates closely with professional athletes and racing teams as it pushes into premium areas of the market. For example, Novatec's R3, R5 and R9 carbon-rimmed road wheels for disc brakes have been approved by the UCI and can be used in races this year.

Others have noticed Joy Industrial's success. In 2011, the Taiwan Ministry of Economic Affairs presented its Golden Merchant Award to Joy Industrial founder Steven Chen in recognition of his determination and endurance in growing the company.

Today, Joy Industrial is very much a family business. Steven Chen works alongside sons Tate, Shawn and Jeff, who



Experienced workers assemble Novatec hubs.

all have leading positions.

The new five-story headquarters is in the heart of the Taiwan bicycle industry, while its newest factory in mainland

China is set to open near Kunshan. The Chinese factory will produce mostly low-end steel hubs. **■ LvR**

## Pinion lowers weight, price of BB gearboxes

Pinion debuted its lighter, less expensive C-line of bottom bracket gearboxes at Eurobike. Now the company is making its Taipei Cycle debut as it attempts to convince OE manufacturers that gearboxes are not just for expensive bikes.

The German manufacturer is sharing a booth with **Gates Carbon Drive**. **4F/MO828** Pavement bikes that mate a belt drive to a Pinion gearbox are increasingly popular because they are easy to maintain.

Pinion's initial product range was its P-line, which requires a complex aluminum milling process. To bring the price and weight down for OEs, Pinion turned to a high-end die-casting process that uses a lighter alloy for its C-line. All Pinion gearboxes are made in Germany.

While the P-Line has 18-, 12- and

9-speed versions, the C-line offers 12-, 9- and 6-speed options. The 12-speed version is designed for touring bikes; the 9-speed for e-bikes, including speed pedelecs; and the 6-speed for conventional e-bikes.

CEO Christoph Lermen said the C-line allows Pinion to offer gearboxes "at very competitive price points [compared] to common quality gear hubs and derailleur drivetrains."

Trekking and hybrid bikes are the main European market segment for Pinion, but it is looking to attract



Pinion CEO Christoph Lermen (right) and senior sales manager Maik Geletneky

international business in e-bikes and mountain bikes. "For years, Pinion has maintained good contacts with Asia and has a strong network of Taiwanese frame manufacturers and international

assembling facilities," Lermen said. "To be on the spot in Taipei, the center of the bicycle industry, is an important step in the direction of our international focus." **■ JB**

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# The bicycle's 200th anniversary is a good reason to visit the Pacific Cycles Museum

In this 200th anniversary year of the bicycle, it won't be hard to find an exhibit somewhere in the world honoring it.



Michael Lin, now CEO of Pacific Cycles, has overseen the museum's growth.

Here in Taiwan, not far from the Nangang Exhibition Center, is a museum dedicated to the history of bicycles — built by someone who has also contributed to that history.

That is George Lin, the founder of Pacific Cycles and a kind of elder uncle to the Taiwan bicycle industry.

When it comes to bringing design concepts and ideas, however far-fetched, to production, Pacific Cycles 4F/N0313 is a master. It takes on complicated frame constructions that other frame builders do not consider doable on an industrial

scale.

Lin, in fact, seeks out new ideas and fresh thinking: Since founding the company in 1980, he has offered internships to many young, enthusiastic designers, even giving them a place to live and eat at the company's headquarters.

Out of this informal school have arisen the careers of many industrial designers, along with such distinctive and innovative products as the Birdy, the iF Mode and the iF Reach folding bikes.

With Section Zero, the company has created its own in-house creative design studio.

The latest example of Pacific Cycles' innovative energy is the Handy hand cycle for handicapped riders, which folds compactly and accepts an electric drive system.

The Handy has already won a Taiwan Excellence and a d&i award at this year's Taipei Cycle.

Pacific Cycle's penchant to stand a little apart from the industry extends to its location. Instead of locating his company in or near Taichung, the industry hub, Lin opted for the rural

Xinwu township. It's southwest of Taoyuan and close to the international airport and the Taiwan Strait.

While it's far from Taichung, Pacific Cycles' headquarters is close to Highway 15, a popular route along the West Coast for cycling tourists who are circumnavigating the island.

This proximity gave Lin the idea of making his personal — and substantial — collection of iconic bicycles accessible to the public. The museum now resides in the company's former offices, just a few hundred meters from its current headquarters.

In its first three years, the number of visitors has grown from 8,000 to 20,000 in 2016. George Lin's eldest son, Michael, oversaw the museum and has since become CEO of Pacific Cycles.

The museum provides a survey of the bicycle's long history. The collection ranges from an early 19th century wooden Draisine balance bike to penny farthings, old Taiwanese mail bikes and Schwinn's famous Orange Crate chopper. Pacific Cycles has also thrown in a selection

of its current designs.

A small movie theater gives a history of Pacific Cycles, and visitors can ride a selection of bicycles on a small indoor test track — a welcome opportunity for enthusiasts.

Since cyclists run on coffee, no bicycle museum would be complete without a proper café, so the Lins added the Bries Café.

Don't forget to exit through the gift shop, which sells candies with logos of its folding bikes to lightweight cycling caps to bicycle-festooned ties.

Like its founder, the Pacific Cycles Museum reflects a passion for bicycles in everyday life. ■ LvR



A headbadge from an antique Taiwan mail bike.

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# New Products

## Otion



From Taiwanese startup Otion is an adhesive that enhances grip in such useful areas as shift and brake levers, saddles and aero bars. Otion's adhesive grip products significantly enhance traction in wet or dry conditions, with or without gloves. A micro cilia "gecko skin"-like surface absorbs shock and reduces stress from vibrations. **1F/00043**

## Beto Pocket Mini Pump

This small and light pump should appeal to roadies looking to save precious space in their jersey pockets. Despite its diminutive size, the Presta-only pump's dual-action mechanism pushes out 30cc of air per stroke. It weighs 50g and comes in a range of anodized colors.

**1F/K0615**



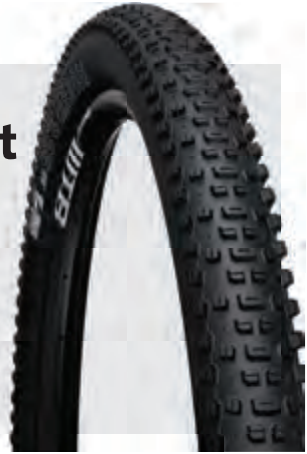
## FSA Metron 5D

FSA calls the all-carbon Metron 5D the stiffest and most aero integrated handlebar and stem system on the market. A hidden compartment houses a Di2 junction box, with space for three or five control wires. The cover comes off quickly to access the charging port. Locking headset spacers maximize aerodynamic integration. **4F/M1211**



## WTB Ranger 2.25 TCS Light

The open tread block pattern clears mud on the Ranger 2.25 TCS Light, made specifically for damp to wet cross-country rides. Multi-directional siping helps the tire keep a grip. It rolls fast, but also keeps riders moving whatever the weather. **4F/L0826**



## Selle Italia SLR C59

Selle Italia says this latest iteration of its SLR line is, at 63g, the lightest production saddle on the market. To ditch the weight the entire saddle is constructed of carbon fiber. Rails incorporate ceramic materials to further boost strength. **4F/M0110**



## Cardiosport Solo



Solo is a range of magnet-free, ultra-compact bike speed and cadence sensors. They fit to hubs and crank arms without magnets or cable ties, so they are easily moved between bikes. Accelerometers detect speed and cadence. Solo is compatible with all popular cycling apps and computers via Bluetooth Smart and ANT+. **4F/N0027**

## Alexrims ALX 845C / 845D

Alexrims releases competitively priced carbon road and road disc wheelsets. The ALX 845C clincher and ALX 845D road disc strike a balance between straight-line aero performance and handling. The 845C has a 45mm deep full carbon rim with rounded cross sectional profile. The 845D uses Alex's centerlock disc hubs for a road disc wheelset unmatched in value. **1F/J1117**



## Dapu MD250S mid-drive system

Dapu's new MD250S mid-drive system is stylish and light, at less than 3.5 kg (7.7 lbs). The 250W motor puts out 80 Nm of torque, and its maximum speed can be set to between 25 and 32 kmh (15-20 mph). The torque sensor and controller are integrated into the motor. **5F/F0512**



## Rennstahl 931 Randonneur



Bring on heavy riders and large loads. The 931's corrosion-resistant, high-endurance tubing, combined with a robust Rennstahl rack and low-riders, hauls up to 170kg (375 lbs). Front and rear thru-axles provide stability and freedom from disc-brake drag. **4F/M1207a**

## Linka Frame Lock

The Linka is the first smart lock that unlocks automatically. It pairs with the owner's mobile phone via Bluetooth and senses when they approach, so they don't need keys. It's less friendly when locked, though, letting loose with a screeching 110 dB siren if someone tries to mess with it. At the Messingschlag booth. **1F/J0512**





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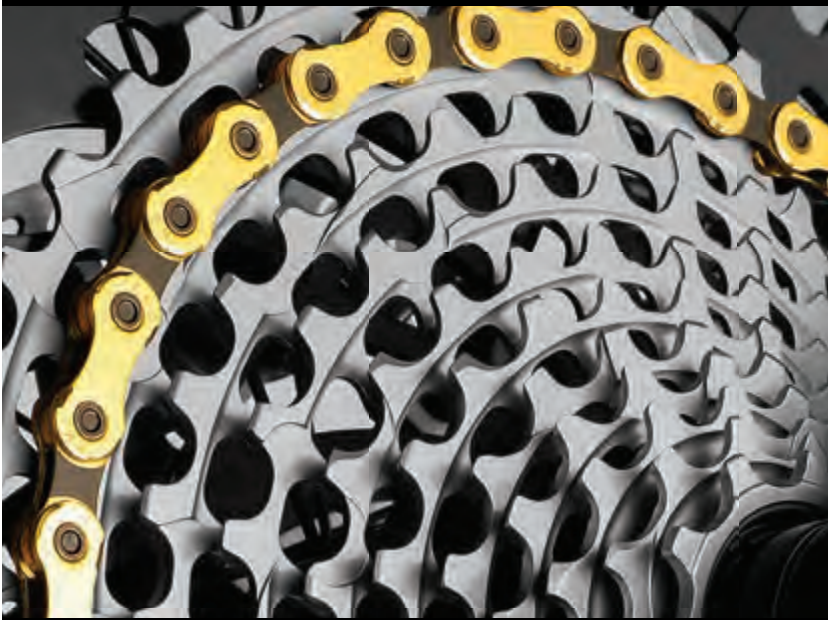
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# New Products

## KMC X12 Chain



Pairing gold outer plates with black inners, the X12 chain features a comprehensive X-bridge on the inner wall of each chain plate. Asymmetrical chamfering, strategically placed on the outer part, prevents interference between chain and cassette teeth. The narrow design adapts precisely to the limited gear space of 12x systems. [1F/J0118](#)

## Zéfal Tubeless Tank

Zéfal's Tubeless Tank stores air from a floor pump and quickly delivers it to more easily fit tubeless models. A single pump action releases the air stored in the tank, popping the tire onto the rim immediately without any loss of pressure. Its aluminum accumulator can hold a pressure of up to 16 bars (232 psi). [4F/L0724](#)



## Bobike One Child Seat

A double-walled design enhances safety on the One bicycle seat. It mounts on the back of the bike and fits children from 12 months to 5 years. The seat fits all bikes, with two mounting options for carriers or frames and a "Click & Go" system for quick fitting and transfer. [4F/L0324](#)



## Airace Windpro V2 MT

Made for mountain bikes but able to pump a solid 100 psi, the Windpro V2 MT has an internal aluminum barrel design that's both compact and high volume. It fits Schrader and Presta valves with a long-lasting aluminum thumb lock lever and valve cap. [4F/N0623](#)



## APRO R4371 Gravel Bike Frame

With a lightweight air shock offering 80mm of travel, the R4371 gravel bike has traction, comfort and stability off-road without compromising speed and handling on the tarmac. Internal cable routing and a tapered headtube add to its svelte look. [1F/I1210](#)



## Arisun Gravel Plus 38



Arisun's voluminous gravel tire features a directional arrow tread design for traction and low rolling resistance. A near continuous pattern in the center helps vent water and debris, and interlaced side knobs provide stable cornering. [4F/N0531](#)

## SKS Airworx Plus 10.0

An oversized version of the popular Airworx 10.0, the metal pump features quality materials and easy handling, along with a rating of up to 144 psi. The tall barrel is easy on the back and pumps tons of volume per stroke. The pressure gauge is fitted with a release button, and the multi-valve head accommodates all valve types. [4F/M0403](#)



## Free Parable Dom

The Dom is a cargo bike intended as a car replacement. Its frame-mounted loading deck is removable, so it can be packed in a standard bike carton for shipping or storage. Its three-speed hub gear is low maintenance, while the 20-inch front wheel offers more capacity and durability. [4F/N0532](#)



## Alligator Turbo Cooling Brake Pads

Alligator's Turbo Cooling Brake Pads use high-tech aviation turbine technology. They are up to 40 percent lighter than conventional pads and are thermally optimized to run up to 30 percent cooler. They are designed in Italy and engineered in Germany. [1F/K0416](#)



## Innova ITT

Innova's patented Integrated Tubeless Technology (ITT) combines tube and tire for any rim. Used with sealant, it's much lighter than a conventional setup and protects against pinch flats. Innova says the tire won't run off the rim should the pressure drop. [1F/I0708](#)



# New Products

## DK City Hot Wheel

The Hot Wheel is the simplest way to convert a conventional bike to electric. All e-bike components, including a 48-volt motor, are contained within a wheel that weighs 5.6kg (12 pounds, 6 ounces) and fits a standard 100mm fork. Riders control the system wirelessly through a dedicated controller or smartphone app. [4F/N0729](#)



## Satori Up2 Plus

The Up2 Plus is a durable adjustable stem for speed pedelecs. Satori's patented design ensures the stem is as rigid as conventional stems so there is no compromise in safety. The angle adjusts from 0 to 90 degrees. It's not all about safety; Satori wants cyclists to ride in style, too. [1F/J0112](#)



## Bafang RM G353

Folding and small-wheeled bikes need special e-drive solutions. The RM G353 rear hub motor fits the 120mm OLD standard found on many folders, yet provides 220 watts of power and an integrated gear drive. Made for disc brakes only, it weighs 2.4kg. A 9-13-17-teeth cassette is activated by a short cage rear derailleur and 3-speed Sensah trigger shifter. The hub is compatible with speed or torque sensors and with Bafang's range of displays. [4F/L1012](#)



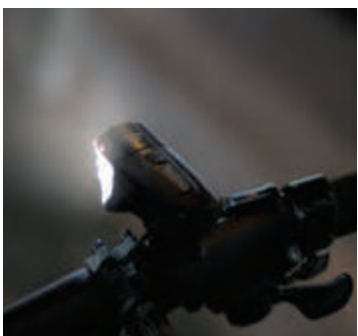
## FPD Mag-X

Using a magnesium alloy poached from the automobile industry, the Mag-X pedal boasts a light, melt forged body. Strengthened with Igus DU bushings and a double bearing system, weights start at 160g per pedal even with a hardened chromoly axle and replaceable alloy. [4F/L0820](#)



## Crops Lum 240

Crops set out to make lights that work well not just for cyclists, but for the pedestrians and motorists around them. The Lum 240 uses a "Top-Cutoff" line design on the lens, shaping the light beam so that it won't blind pedestrians and oncoming drivers. [4F/N0828](#)



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J-0830

# New Products

## KangChi QiaoMa E-Scooter



QiaoMa is a portable, folding e-scooter so anyone can travel safely and stably. It's light, easy to carry and folds quickly for storage. Its rear three-wheel drive mechanism is lighter and cheaper than rear two-wheel differential drive alternatives. **4F/N0327**

## Otrajet Nexo tires

Otrajet's puncture-free, solid tires replicate most of the qualities of conventional air-filled siblings. They now come in 18-inch versions for folding bikes. The tires fix easily to standard rims, making them an easy choice for commuters, public bike share systems and rental fleets, where they can help reduce maintenance costs. **6F/S0019**



## Shimano S-Phyre Skinsuit

With single-unit construction guaranteeing an extremely close fit, the lightweight fabric of the S-Phyre skinsuit incorporates moisture management to keep riders comfortable. Designed for racing, seamless shoulders aim to reduce drag and maintain aerodynamic effectiveness in aggressive positions. **4F/M0814**



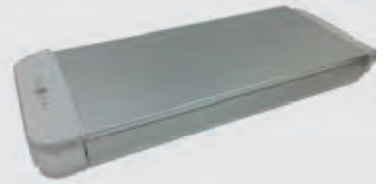
## Cateye Rapid X2 Kinetic

The seatpost-mounted Rapid X2 Kinetic automatically switches to constant burst mode when it senses a sudden change in speed. It puts out 50 lumens of light with 180 degrees of visibility. A battery auto save feature helps it attain up to 30 hours of runtime. It is USB rechargeable. **4F/M1201**



## Han-Win Inno-Safety

Han-Win developed Inno-Safety technologies to ensure its battery packs operate safely over their lifetimes. The lithium battery packs consume very little power in shutdown mode and feature soft-start, which reduces the rush of current as the motor starts up. They can also detect external system loop short-circuits, stopping power to protect the system. **Hall 1, 1F/H1202**



## ControlTech Clip-Bar

The highly adjustable ControlTech Clip-Bar allows an expansive 30mm of right or left movement for a flexible setup. Its stylish appearance and shape promise lower wind resistance and better control, and its aluminum construction is cost-effective. **1F/J0830**



## Chosen Boost 150T Hubs



Chosen's Boost 150T standard hubs are made for wheelsets with super wide rims. Featuring the prerequisite widely spaced flanges, a new 150-teeth, high ratio drive system provides solid power transfer with near-instant pickup. **1F/K0429**

## Haibike Xduro Dwnhll 9.0

No chairlift, no problem. The Xduro provides an experience between motocross and traditional downhill. The design is based on familiar World Cup geometry, with the addition of a 250W Bosch Performance CX mid-drive engine. **4F/M1219**



## KS LEV Carbon Family

The LEV Carbon and LEV-Ci both feature a carbon mast reinforced with a milled aluminum endoskeleton for lightness and rigidity. A high compression-molded carbon-fiber head clamp and titanium bolts hold the saddle securely. The new, lighter KGSL remote is compatible with ODI Lock-On Grips. Available in 65, 100, 125 and 150mm of travel. **1F/I0529**



## Hachisuka Anti-Puncture Tube



Because tire punctures are never well-timed, Hachisuka's anti-puncture tube will keep on rolling no matter what might pierce it. The hollow-core rigid tube fits standard rims and tires. It also absorbs road shocks and meets BAA safety standards. **4F/N1403**



# New Products

## Kenda Kwick Journey

For 700c, 26- and 27.5-wheels, the Kwick Journey is Kenda's new flagship commuting and touring tire. Thanks to K-shield or K-shield Plus, a 3mm or 5mm protection belt, the Kwick Journey guards against flats while it gets you to the office on time. Most sizes are ECE-R75 certified for e-bikes up to 50 kmh (31 mph). **1F/J0716**



## Taya 12-Speed TOLV MTB Chain

Taya is one of the first independent chain makers to offer an aftermarket chain for 12-speed drivetrains, using such proven Taya technologies as 360-degree riveting technology and Taya's "Greener Surface Treatment," an environmentally friendly coating that protects against rust and sheds dirt. **1F/K0610**



## JetBlack WhisperDrive Pro Trainer

The WhisperDrive is a self-powered, direct-mount trainer with ANT+ and Bluetooth Smart connectivity — so no cables are needed. It has the features of a high-end trainer, including simulation mode and the ability to recharge itself while training. It pairs with the JetBlack App for in-depth training functionality. **4F/L1303**



## Sun Race Sturmey-Archer 12-speed Cassette

Featuring the most sprockets you can currently cram into a block, along with a truly huge 50 tooth largest cog, this cassette will conquer any terrain. Available in black chrome or metallic silver finishes to match your bike and drivetrain, the 50-teeth sprocket is available in aluminum alloy for lower weight, or steel for better durability. **1F/J1217**



## Neco Rove

The Rove Dynamo Hub Power Generator supplies output of 0.5 to 2.5 amps, while an AC/DC converter supplies a stable output of 6 volts. With its uninterrupted power supply (UPS), the Rove can store power while cycling for charging cellphones and other electronics. **1F/I1126**



## Hutchinson Koloss tires

The new Taipan Koloss (shown) is an all-mountain rear wheel tire for plus-size bikes, while the Koloss Toro offers a match up front. The Koloss profile generates traction. Fragmented central knobs ensure reduced evacuation, while laterals are sculpted for grip and braking. **4F/N1002**



## Wellgo Ambix



Flat or clipless? Do you have to choose? The dual-access design lets riders dive into unknown terrain with confidence. Ten pins on the flat side delivers traction, and an oversized front engagement claw makes it easy to clip in. Available in vibrant anodized colors: blue, orange, red and black. A set weighs 400g. **1F/J0517**

## Velo Angel AirForm Saddle

Velo's popular Angel saddle gets updated with AirForm padding, a high-density foam for better shock absorption and heat dissipation than traditional alternatives. A Y-shaped cut-out relieves pressure, and the Arctech mounting system enhances comfort without too much bulk. **1F/J0717**



## FFWD Outlaw

After a decade of building wheels for road, track, 'cross and tri, FFWD is launching the Outlaw line of full carbon mountain bike wheelsets. The XC Cross Country model and AM All Mountain model are available in 27.5- and 29-inch versions. They share the same carbon rim layup, are tubeless-ready and feature an asymmetric spoke setup. **4F/L0419a**



## Coast Cycles Buzzraw

From Singapore, the award-winning Buzzraw fun bike comes in a variety of configurations, including an electric assist model. With its extra-long lounge seat for plus-one riding, anyone carrying an extra passenger will appreciate the extra power as well as the stopping power of its disc brakes. **4F/L1001**





# X12

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KMC Bicycle Chain

# 自転車業界に喜び (Joy) を見つけて

1971年に小さな町工場でスタートしたJoy (久裕) は以来、自転車業界に喜び (Joy) を見つけ続けている。

久裕興業科技 (Joy Industrial) は中国に第3の工場を建設中で、5月には台中に1万平方メートルの新工場を建設する。6人の従業員からスタートした同社は現在ほぼ1000人の従業員を抱えている。

そして久裕興業 1階/0711 は幾千ものローエンドやミドルクラスのハブとホイールを生産し続ける一方で、独自のホイールブランドNovatecとFactor、さらに電動自転車用ブランドDienatronicで着実にハイエンド市場へとシフトしていった。同社の2015年の売上げは20億NTドル (6400万USドル) になっている。

激戦の市場でハブとホイールの有カメーカーとしての地位を維持するために久裕はサービスとテクニカルサポートの強化に力を入れ、世界各国のカスタマーへのサービスの向上を目指している。



JoytechではFactorホイールの初期製造工程を自動化しているが、熟練工がホイールの許容誤差を念入りに調整していく。

同社にはまた、Joy Tech、Novatec、Factorのブランドと、OEカスタマーや量販チェーン向け製品を持つことですべての価格帯をカバーできる強みがある。

同社はハイエンド市場への展開強化に合わせてプロレーサーやレーシングチームとも密接な協力関係を結んでいる。例えば、NovatecのR3、R5、R9の各カーボンリム装着のディスクブレーキ用ホイールはUCIの認可を受けて今年は各レースで使用できるようになっている。

久裕興業の成功は業界外でも注目されるところで、2011年には台湾經濟部が企業の発展を支える決意と忍耐力を評価して同社創業者のスティーブン・チェン董事長にGolden Merchant Awardを授与している。

現在、久裕興業はファミリービジネスの色彩を色濃く残し、陳董事長は、いずれも同社で先導的役割を担うタイト、ジョン、ジェフの3人の息子とともに経営に従事している。

5階建ての新本社は台湾の自転車業界の心臓部に位置し、中国での最新工場は昆山に隣接して開設される。中国工場ではローエンドのスチール製ハブを主力に生産していく。■ LVR

# Pinion、BBギアボックスの軽量、低価格化を実現

Pinionは重さと価格を引き下げたボトムブラケット・ギアボックス“C-line”をユーロバイクに初出品したが、ギアボックスが高額の自転車用だけでないことをOEMメーカーに知ってもらうため今回初出展で台北ショーに臨んだ。

ドイツから出展のPinionはGates Carbon Drive 4階/M0828と共同ブースを展開している。ベルトドライブをPinionのギアボックスに付けたペイメントバイクはメンテナンスが容易なことから人気が高まっている。



PinionのC1.12 12速用ギアボックス

同社が最初に手掛けた製品レンジの“P-line”は複雑なアルミミリング加工が必要だったが、OE向けに価格を下げて軽量化を図るためPinionではハイエンドのダイカスト加工に切り替えて“C-line”用に軽量アロイを採り入れている。同社のギアボックスはすべてがドイツ国内で生産されている。

P-lineが18速、12速および9速用なのに対してC-lineは12速、9速および6速用をオプションで揃えている。12速がツーリングバイク用、9速がスピードペダルを含むEバイク用、6速が従来タイプのEバイク用となっている。

クリストフ・レルメンCEOは、「C-lineによって、一般的品質のギアハブやディレーロードライブトレインと比べて

極めて競争力の高い価格帯でギアボックスを提供できる」と話す。

トレッキングとハイブリッドバイクが欧州市場で第一のセグメントとなっているが、PinionではEバイクとMTBでの国際展開も現在視野に入れている。

レルメンCEOは「当社は数年前からアジアと良好な関係を結んできており、台湾のフレームメーカーや世界のアクセサラーとの間に強い絆を結んでいる」と語り、「自転車産業の中心である台北の現場にいることは国際展開を図る上で重要なステップとなる」と初出展に対する意気込みを明かす。■ JB

日本語



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# New Products 2017

## FLR Shoes F-XX II Road Shoes

最新モデルのF-XX IIはより滑らかなプロファイルに加え、上側部分が超軽量シームレス・マイクロファイバーを素材にしている。カーボンファイバー製アウトソールはパワーの移動を最大限にし、刻みを入れたフットベッド（靴の踏み面）と踵を支えるヒールエイドが血流を増し、ホットスポットを減らす。トーボックス（先芯）に掛けた6つのメッシュインサートパネルとサイドパネルが通気性をもたらす、テンションダイヤルを調整すれば足にぴったりフィットできる。

ブースL1403



## WTB Exposure 32 Road TCS Tire

ロードでの走りが速く、しかもでこぼこ道や長い迂回コースにも動じない。滑らかなセンターラインと最小のアウトナーノブへと移る整った中間トレッドが特徴で、チューブレスケーシングの多層構造がどんなコンディションの中でも損われることのないスムーズな走行性を届けてくれる。細めの30cと太めの34cの2サイズを用意している。

ブースL0826



## Chosen Boost 150T Straight-Pull Hubs

Boostタイプハブ用の最新スタンダードモデルはオーバーサイズタイヤや激しいレースに対応するタイヤ用に設計されたホイールの剛性を高めるデザインで、新しい150歯のハイレシオ駆動システムを備えるストレートプル・スポークデザインによって同社ハブの特性をさらに高めた。新駆動システムは圧力下での迅速な対応と確実な動力伝達を可能にしている。

ブースK0429



## Messingschlagel Linka Frame Lock



ロックを自動解除する世界初のスマートなロックで、Bluetoothを通じて携帯電話に接続すれば、持ち主が自転車に近づくといつでも認知する。自動的にロックを解除するためキーを持つ必要がなくなる。自転車が盗まれそうになると、すぐに内蔵アラームが110 dBの高いサイレンの音を響かせて確実に周りの人の目を引き付けるので盗難から護れる。

ブースJ0-512

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# New Products 2017

## KMC e-Bike Chain

ピンの力が業界随一の450kgに達する特許取得のリベット（鉄打ち）技術によって、KMCのe-Bikeチェーンは捻じれ荷重が高くなっても対応でき、1,000kgfを超える引張応力にも耐える。最大出力850Wの強力な中央装着型モーターに最適で、Boschをはじめあらゆる一般的な電動自転車用駆動システムに対応する。

ブースJ0118



## APRO R502 Gravel Carbon Rim

激しいグラベルライド用に特別設計されたAPROの新開発リムR502は、カーボンから予想できるとおり軽量にして高強度だが、特性はそれに止まらない。設計段階でのFEAとCFD分析、さらにそのあとの厳しい機械テストとロードテストをクリアしているため、R502はがたがた道からの振動も確実に吸収してくれる。チューブレス対応のワイドなプロファイルはどっしりしたグラベル専用タイヤによくマッチする。

ブースJ0512



## DT Swiss PR 1400 OXiC wheels

ブレーキの性能と耐久性を高めつつそれとは気づかれない外観を作り出すDTの新しいセラミック技術OXiCから生まれたホイールセットの第1弾モデル。リムに自動装着されるとホイールの寿命がある限り機能や外観が色あせない。軽量のリム自体はワイドでアсимメトリック（非対称）で、チューブレス対応に必要なすべてを備えて供給される。

ブースM0701



## Full Speed Ahead FSA Powerbox Power Meter Cranks



左右両脚のパワー出力を計測し、ANT+を通じて情報供給するFSAのパワーメーターは手ごろな価格と使い勝手の良さが魅力だ。'Auto Zero'技術は3秒間ペダルを休ませるたびにメーターを自動調整するので再度漕ぎ出す前にメーターをゼロに戻す必要がない。加速度計が内蔵されているのでケイデンスマグネットを求めめる必要もない。

ブースM1211

日本語

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ShimanoのStepsを採用したMeridaの電動MTB

## 市場調査:アジアの電動MTB アジア太平洋地域の電動MTB販売に 期待感を煽るオーストラリア

電動MTBは欧州でブームが続き、北米でも根を降ろしつつあるが、果たしてアジア・パシフィックではどうか？

電動MTBとコンポのメーカー数社にそれぞれの見通しを聞いてみた。それによると、オーストラリアとニュージーランドは販売が先行しているが、その他の国々では電動MTBの販売が急伸するためには価格の低下と自転車文化の変化が必要だろう、というのが大方の見方だった。

現在の自転車販売の総体的不振の裏には電動自転車の販売は伸び続けているという事実が隠されている。電動自転車は従来の自転車に比べて平均単価が高いため電動自転車の販売が伸びることで台数の落ち込みがカバーされているのである。

電動MTBはHaibike 4階/M1219 やKTM 4階/M0802 を主軸に欧州からスタートしたので、台湾メーカーは若干後手に回っている感がある。



欧州の電動MTBのパイオニアKTMからのMacina Action 291



Haibike のXduro Dwnhill 9.0

その出遅れはとりわけモーターにおいて著しく現れている。中央装着型モーターがハイエンドのフルサス電動MTB市場を席巻しているが、現在台湾メーカーの中でこの中央装着タイプで市場に食い込んでいるのはTranzXを展開するJD 1階/J0412 だけである。

代わって市場を支配しているのがドイツのBosch F0614、BroseとContinental

L0924、日本のPanasonic F0625 とYamaha F0439、それに中国のBafang 4階/L1012 である。

電動MTB市場の成長は台湾を助ける力となるだろう。台湾はミドルからハイエンドの自転車に特化し、中国がローエンドのものを市場に供給している。高額な電動MTBが台湾の各工場を後押し活気づかせる可能性は高い。

アンカー部長はオーストラリアがアジアの市場で先行している点に留意し、「小さいが本物の需要がすでにある。オーストラリアはほぼ1年遅れて北米市場の動きを追っている」と言う。

SR Suntour Europe 1階/J0417 の末永智則ゼネラルマネージャーも同様に、オーストラリアとニュージーランドがアジア・パシフィックでビジネスチャンスをもたらせる可能性が最も高いと言う。「オーストラリアの市場と北米市場の間には類似性が見られる。それはつまり、世界の各地に共同体が広がっているということ」と末永氏は話す。

末永氏によれば、オーストラリアとニュージーランドはともにMTBの文化を持ち、ワールドカップのレースも長年にわたって開催してきた。しかしアジアの多くの国では、自転車は昔からスポーツのためには使われていない。ペダルアシストの電動自転車を生み出した末永氏の母国日本でも、消費者が選ぶとしたらオフロードバイクの前にまずペーブメントバイクだと言う。

「中国でさえ、」と末永氏は続ける。「自転車はライフスタイルやスポーツのために備えるものでなく、依然として移動の手段として考えられている」と。また、中国における電動MTBの開発は新しい上位中流階層にアウトドアスポーツをしたいという欲求が生まれて始まる、とも言う。

SR Suntourは高額な電動自転車用モーターを生産するが、依然として中央装着モデルは供給しない唯一のメーカーである。「このモーターシステムはMTBのハードテールに至るまですべてにソリューションを与えられることがポイントに置かれている」と末永氏は語る。フルサスの電動MTBの大半は中央装着型モーターに頼ることになるだろうが、それでもなお市場の多くが低額のモーターのために開かれているとし、「当社のHESCをはじめとする後輪駆動システムを装着した

Merida 4階/M0620 はアジアで初心者用電動MTBの販売を開始している。「電動MTBの価格はアジアの人たちの平均的所得に比べて高い」とユニス・チェン販売担当は話す。「でも、デザインや生産の技術がもっと進めば値段は下がるし、そうなればこの新しいセグメントにとって大きなチャンスになるはず」という。

Giant 4階/M0820 はこの台北ショーで、アジアと欧米両市場向けの電動MTBのグローバルモデルを発表している。「長期的にはアジアとオセアニアが電動MTBが伸びていく可能性のある市場だと見ています」と話すのはアイリーン・チェン営業主任だ。「電動MTBが市場規模を拡大すると確信している」という。台湾トップのGiantは、Yamahaからのハードウェアを使いソフトを自社開発した独自の中央装着モーターシステムSyncDrive Proを開発している。

Advanced Sports International 4階/M0222 のデヴィッド・アンカー国際販売部長は言う。「アジアでは、電動MTBに対する需要が本物かどうかを見る必要がある」と。(台湾のIdeal BikelはFujiブランドで最も知られる同社の株主である)

自転車成長セグメントとして存在するだろう」と話す。

TranzXでは、電動MTBがアジアで受け入れられることに対しては慎重な見方で臨んでいる。「電動のシティや電動トレッキングバイク同様に電動MTBも間違いなくやってくる。しかしその利用法とユーザー層に対するアプローチはこれまでとかなり違うものになる」とノーラン・チェン製品部長は言う。同社は今回のショーで電動MTBモデルは出展していないが、ビジネスパートナーと話し合った上で市場の需要を計っていくという。

電動MTBの先駆者である欧州メーカーは、アジア・パシフィックの潜在需要に対してそれぞれ異なった見方をしている。

オーストリアから出展のKTMはひとつの例外を除いて、アジア・パシフィックの多くの国々で電動MTBに対するアクセスが限られているが、「すでに入っているのはオーストラリアからの最初の本格的オーダー」だとステファン・リムブルネル営業部長は話す。ただ、「現在のところ当社は生産キャパと電動MTB市場の開発は完全に欧州と北米に集中させている」という。

一方、Haibikeはアジアに対して積極的だ。Haibikeの親会社Winora Groupのスザンヌ・プエロ・ゼネラルマネージャーによると、アジアでは北米や欧州よりも早く電動モビリティが愛用されていたのでHaibikeでは高性能の電動自転車の販売に明るい見通しを立てている。

Haibikeは世界共通のモデルで展開している地域による製品の区別はしていない。駆動システムもアジアと欧州で同じものを使っている。同社では、現在販売が最も期待できるのは中国と韓国、そして台湾だと見ている。

Boschにとってアジア・パシフィックは目下のところ大半がパシフィックである。「これまでのところ、アジア・パシフィック地域でのビジネスはオセアニアだけ」と話すのはBosch eBike Systems Asia-Pacificのフォワード・ベニーニ社長。

「それはサイクリングに対するモチベーションと考え方、インフラ、そしてもちろん有名なMTBパークがある素晴らしい環境が基本にあるから」という。

パシフィック地域への販売増進に関しては、電動MTBを定める欧州規格を採用しているため、欧州で販売されている電動MTBはいずれもそのままオーストラリアで販売できる資格を有することになるという。

「電動MTBは間違いなくアジア・パシフィックで重要な役割を担うことにな

る。問題はそれがいつかということ」とベニーニ社長は言う。「いかに市場突破を果たせるかは多くの要因にかかっているが、その要因は国によっても異なってくる」 ■ JB



GiantのFull-E+ 0 SXは同社の電動MTBグローバルレンジのひとつ

日本語

# E-BIKE READY



**NONSTOP PROTECTION**

**SPRINT**

**SPRINT SHARK**

**KESTREL**



**CHAORYANG**  
TIRES

Hall 1, NO 531

# New Products 2017

## Roxim Raptor X4E Light



左右前方を超ワイドに照らすRaptor X4Eはオンロード・オフロード両用のライトで、パワー入力は市販の電動自転車用バッテリーの大半をカバーするDC 6V~DC 90V。流線型72gの軽量ライトが照らす明るさは最大400ルーメンでドイツの規格にも適合している。 **ブースK0021**

## 3T Discus Plus C30W Team Wheelset



アドベンチャーバイク用にデザインされた27.5吋のカーボンホイールセットはセンターロック式ディスクブレーキハブと幅広チューブレス対応カーボンファイバーリム、最小スポークを装着。34mmのたっぷり幅のリムは、47mmのWTB Horizonなどワイドトレッドの本格ロードタイヤから2.2吋のオフロードタイヤまで、MTB、650bの各種タイヤを余裕をもってサポートする。 **ブースL1222**

## Velo Bar Tape



サドルに合うテープを市場供給しているVeloがハンドルバー用に豊富な製品レンジを揃えた。従来の接着剤による補強の必要を取り除く独自のデザインで、付けるのも外すのも簡単、しかもハンドルバーに接着剤の跡を残さない。穴あきやリフレクター付も用意されている。 **ブースJ0717**

## Airace Windpro V2 RD Pump

ロードバイク用ポンプWindpro V2 RDはAiraceが誇る画期的アルミバレル内蔵設計を、120 psiの注入能力がありながらポケットにも簡単に入れられる超コンパクトサイズのポンプに収めている。アルミ製で最小サイズのサムロックレバーとバルブキャップが、Schrader、Prestaいずれかのバルブに合わせて調整できるヘッドユニットに耐久性を加えている。 **ブースN0623**



## Pinion C-Line Gearboxes

同社ですでに人気のギアボックスの市場拡大に向けてPinionの新モデルC-lineはサイズとコストを落としている。6段~12段を揃えた新モデルはP-lineの性能実証済み内部設計を基に、独自のマグネアロイハウジングを使用して軽量化を図るとともに、生体力学的に完璧な166mmちょうどのスタンス幅(Qファクター)で仕上げられている。 **ブースM0828**



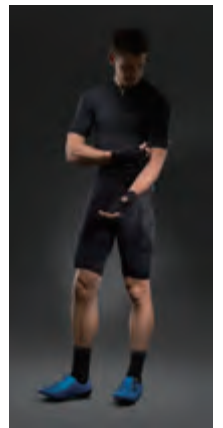
## Selle Italia Storica Saddle

クラシックスタイルのレザーサドル・アクセサリーレンジの一部を成すStoricaはファウスト・コッピなどの偉大なレーサーに供給したモデルを特徴づけたレザー(革)とスチールによる構成を復活させた。レトロの外観と素材にもかかわらず、Storicaの細身の形状はそれが依然としてレース用であることを強く印象付ける。 **ブースM0110**



## Shimano S-PHYRE Skinsuit

ぴったりしたフィット感を保証するシングルユニット構造を持つS-Phyreスキンスーツの軽量繊維は湿気をコントロールして快適感を保つ。レーシング用にデザインされたシームレスショルダーは引きつり感を和らげ、戦闘態勢でのエアロダイナミック効果を保持する。 **ブースM0814**



## VDO M6.1 Cycle Computer

正確かつ包括的な高度計測から、内蔵メモリに10回の走行までを記録・保存できる機能、自動スタート、スピードに読み込んだデータをワイヤレス転送する機能を有するM6.1は心拍計やケイデンス機能が使えるようにアップグレードすることもできる。オプションのドッキングステーションを使えばパソコン上でデータをアップロードしてデバイスを設定することができる。 **ブースL1127a**



## Dr Pad Doc 125 Chamois Pad



長距離ライダー用に開発されたDoc 125パッドのプロファイルは形状を絶えず保つことにあり、パート間の移動がスムーズで徐々に進むので刺激を受ける範囲を抑えることができる。多重濃度のデザインは糊付けや縫い合わせを施すことなく行われており、不快感の原因を取り除きパッドが妨げなく呼吸するのを可能にしている。 **ブースM0305**

## Bevato FMC-705 27.5+ Rigid Fork

27.5+のホイールとタイヤによるコンビネーションが人気を高めているのに対応して開発されたFMC-705は100mmのショートトラベルフォークに合わせたフレームに装着するサスペンションに代わるもので、最もワイドな3.5吋タイヤにもクリアランスを与えるのでシンプルで軽快な走りを求めているアドベンチャーライダーの間で人気を呼びそうだ。 **ブースK0307**





# New Products 2017

## Sun Race Sturmey-Archer Inc. DLMZ30 12-Speed Trigger Shifter

Sun Raceのダブルリリースレバーはエルゴノミクス（人間工学）を高めるためケーブルをいずれの方向にもリリースできる。大きなアロイレバーがシフティング操作を楽にし、それを最も過酷な地形でも果たしてくれる。滑らかなステンレスケーブルでシフティングはスムーズ。ギアディスプレイとI-Spec II対応タイプ付がオプションになっている。



ブースJ-1217

### ITM

## X-One Road Set

しなやかな仕上がりの新モデル。バーのアナトミック形状は大きめのフラットトップとトランジションセクションを含み、手のひらを自然にグリップに置くので走行中の疲れを軽減してくれる。カーボン製モノコックステムはウエッジデザインによってバーをしっかり固定するとともに、サイズの大きいエルゴノミックトップを通すことができる。

ブースL0318



### SKS

## Stingray Mudguards



StingrayマッドガードはSKSの人気レンジBluemelsを艶消しデザインのモダンなカラーで補足する。黒塗りのステイとハードウエアのお蔭で自転車にひっそりした感じが生まれる。カラーはブレイジングレッド、オーシャンブルー、グレー、ライムグリーンを用意、28インチバイクにもフィットするデザインになっている。

ブースM0403

### Hutchinson

## Fusion 5 Tubeless Ready

標準タイプのホイールにチューブ付またはチューブ無しで取り付けられるこのチューブレスタイヤは低圧力でも安全に走れて、ロードの快適性と爽快感を高める。シーラント剤を蒔いておけば空気がなくなる前にパンクを癒せる可能性がある。しかし従来どおりの使い方をすればタイヤの本来の特性が変わらず維持されるはずだ。

ブースN1002



### Haibike Affair Race 8.0 wheels

軽量だがSRAMのフル機能ディスクRedを装備したAffair Raceは330gのフォークと、スレッドが全く要らずTuneと一体化させたQC12クイックリリース・スルーアクスルが最大のポイント。長距離走行での快適性を生み出す設計で、リバース（逆）ドロップアウトが剛性とハンドリング精度を保ちつつ振動を極力減らす仕組みになっている。

ブースM1219



DOWN TO EARTH

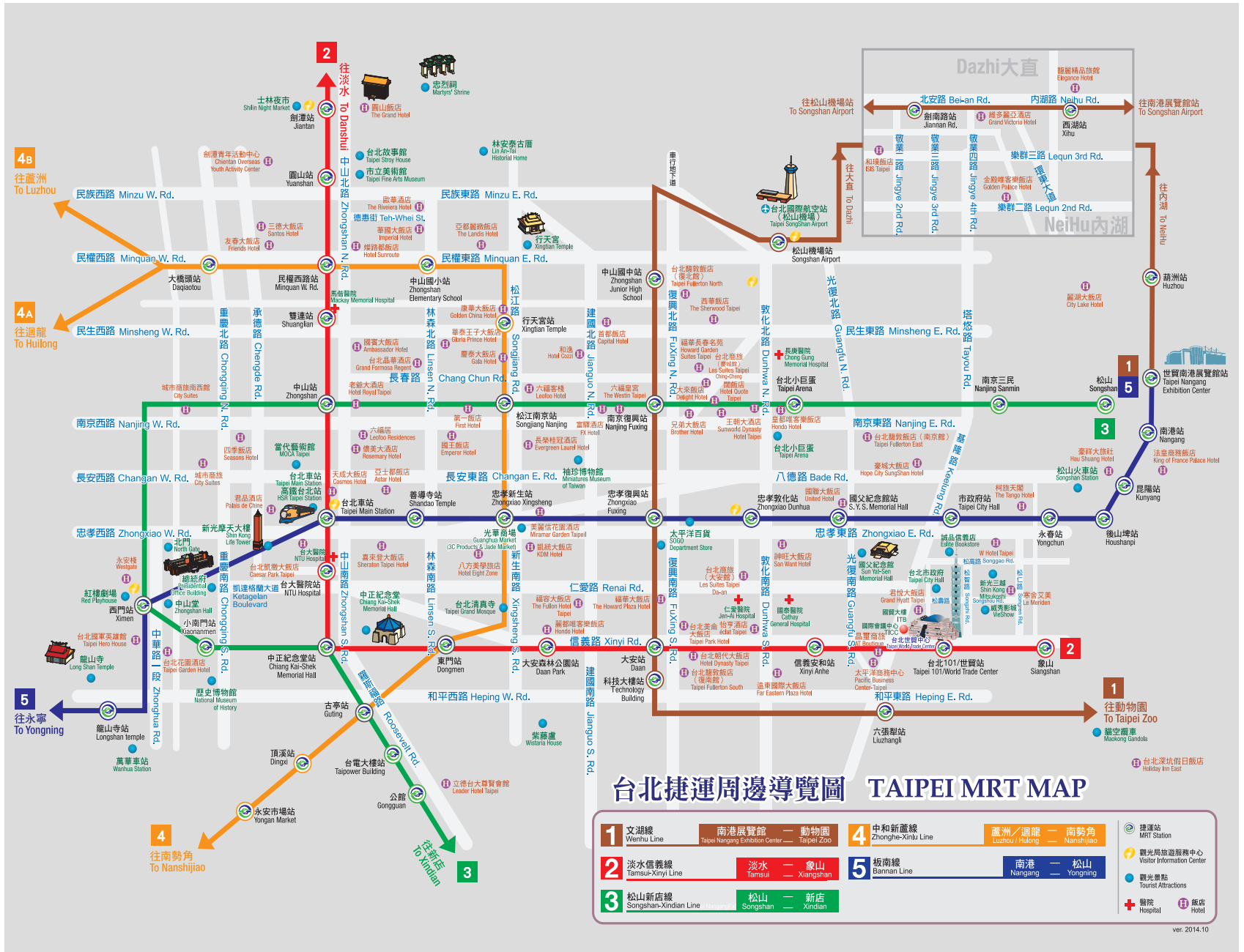
LEVOR CARBON

SEE THE FULL LINE AT  
**BOOTH i0529**

QR CODE

WWW.KSSUSPENSION.COM

### 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

## Santini

### Redux TT Speedsuit

Redux TT スピードスーツの上半身部分はドラッグ（引きつり）を減らすため表面を荒目にした特殊繊維を使用。サーモ溶接カフとレーザーカットのバックポケットはスピードを損ねることなく収納することを可能にしている。下半身の耐摩耗レッグは筋肉への圧迫を和らげるため弱圧縮繊維を素材にしている。

ブースM0202



## Kenda Tires Valkyrie



Kendaの重さ179g (サイズ 23c)の高性能ロードタイヤValkyrieのケーシングはK-Armorと呼ばれる素材を使用している。ナイロンやアラミド、ケブラーよりも軽い独自のファイバーを素材に固織りして耐パンク性を高めると同時にローリング性能を高めている。同社の最速ラバーコンパウンドと合わせて微細な反射パッチをタイヤに付ければ夜間の可視性がアップする。

ブースJ0716

## Beto JetAir

自転車用のチューブレスタイヤはホイールのリムにビーズを吹きつけるために絶えず高圧の気流を必要とする。JetAirのタンクは大量の空気を貯めてそれを一気に放ってこの難しい役目を果たす。水分が凝結すると200 psiのトレランスを持つ自動安全バルブが作動して安全性を保つ。

ブースK0615



## SRAM

### RED eTap HRD

油圧ブレーキパワーとワイヤレス電動シフトを組み合わせたSRAMのRED eTap HRDグループセットは同社の新設計ブレーキプラットフォームHydroHCを活用して接点調整と個別リーチ調整の両機能を追加する。これによって手のサイズやブレーキ感覚の好みに関係なく、ライダーはそれぞれ自分が理想とするブレーキ設定を行うことができる。

ブースM0614



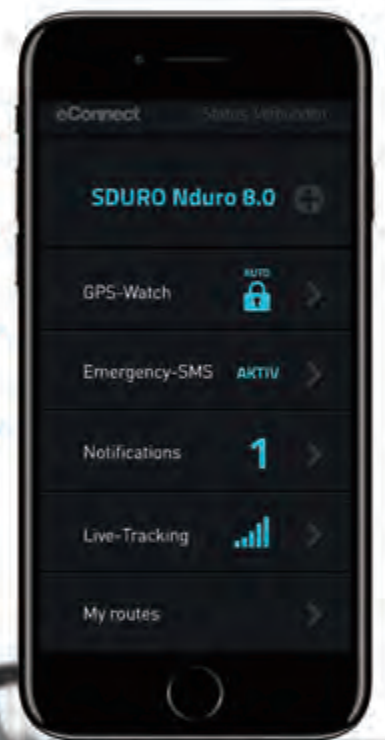
## HR Germany Biker SplashBox and Bike Mount 10

Biker SplashBoxはIPX4スタンダードを水の侵入から護るとともに埃や塵、傷の原因を寄せ付けない。145x78mmの大きさのデバイスまで対応でき、ひとたび安全にインストールされると、反射・傷防止、接触感知カバーによって、デバイスの使用同様に、充電用ケーブルを使用することも可能だ。

ブースL0429

# We are eConnect

- GPS tracking
- Emergency-SMS
- Live-Tracking
- Route recording



Visit us 4F / M1219

As the first manufacturer Haibike releases the connected eMTN series and thus enables smart features like GPS theft-control, emergency text message, live tracking etc.

**HAIBIKE**

# New Products 2017

## Herrmans H-Black Pro Light



自動車業界から技術を探り入れた新開発ライトH-Black Proは最高度の効率性を約束する。パワー出力を100%導くことで周辺の視界を広範囲にわたって開くと同時に、道路の前方と後方を深く照らす。そのすべてを対向車にまぶしさを与えることなく行う。ダイナモと6-12V電動自転車用を揃え、マルチジョイント・ブラケットによって高さ、リーチ、角度の調整ができる。

ブース4F-L0230

## Oriver Pure Glasses

Driverからの嬉しい80年代スタイルのこのグラスは特許取得の「スプリングジョイント」構造により1日中かけていても無理を感じさせず、しかも本格的なスポーツで使っても十分に安定感が保たれる。低アレルギー性で軽くて曲がりのきく素材で造られているので万が一振り落しても安全だ。カラーバリエーションが豊富なので、その日のキットや気分に合わせてスタイルも楽しめる。

ブースK1225



## Polisport Groovy Child Seat



Groovyチャイルドシートのリニューアルモデルはツールが要らない便利な装着システムが特徴で、Eバイクへの対応性も高めた設計になっている。完全組立てによる供給で、アームレストが小さな手を安全に守る形状になっているほか、調整可能な3点シートベルトやフットレストをはじめ安全装具が数多く取り付けられている。

ブースL0317

## Roar & Soar Superband, Multi-Use Cycling Mount



丈夫で軽く、シンプルなSuperbandはツールを使うことなく、携帯電話やライトジャケット、サングラス、エナジーバー、ウォーター（またはビール）ボトルをはじめとして、ほとんど何でも自転車に取り付けられる。しっかりしたフレームに伸縮自在のエラスチックバンドを組み合わせるのであらゆる形状とサイズに対応できる。

ブースS0017

**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)



# Axman穩健成長 擴建彰化大村廠辦

台灣自行車成車雙雄Giant以及Merida，從生產到組裝都有一條龍完整的廠內生產線。但對於國外品牌有意尋求台灣車廠的代工製造，例如車架OE等，在進行最後一道的成車組裝大多會來到明係事業(Axman)進行組裝，這裡可說是自行車製造的轉運站。

從1985年成立至今，明係事業1樓/K0816 董事長江永平所建軍的組裝產線，已經成為許多知名成車的必經旅程。在這三十多年的建廠歷史，明係事業共經歷過6次遷廠，而最近期的一次是在2016年5月，搬遷至彰化縣大村鄉中山路的新廠。

明係事業新的現代化廠辦，完全跳脫對於傳統自行車廠的刻板印象，富有現代感的外觀、日光充足明亮的工

作環境、整潔有序的廠房管理，這個全新的廠辦可說是自行車界的標竿建築。內部使用空間亦相當廣闊，使用面積約8,500坪，數層樓高的廠辦共約有180位同仁在此辦公。而來到大廳，輔以大量的木質裝潢，提供溫潤而溫馨的舒適感，更令人驚訝的是來到工廠，那潔淨發亮的地板讓人有種在純白潔淨的醫院的錯覺。

除了在廠房端優化生產流程外，

明係事業更注重環保，儘可能節能減碳並為同仁提供無毒的工作環境，也間接吸引外界人才的加入。例如說，在貼標及塗裝部門都是在裝有空調的無塵室進行，並且明係更是導入四組機器手臂自動噴塗烤漆線，提升品質

一般來說，一輛車從未上漆的車架到組裝後的箱車平均大約一至兩週。雖然去年受到全球經濟不景氣的影響，連帶下修台灣的自行車出口量，但董事長江永平表示去年明係事業仍保持相當強健的盈餘表現，成車組裝數量將近八萬輛。

以明係的成車組裝能力，一年組裝超成十萬輛成車不成問題，也因此未來還有很大的業績成長空間。江永平樂觀表示，2017年的車市由於全球庫存的去化以及消費者信心轉向樂觀，預估會帶動整體銷售的成長動能。

明係事業成立自有品牌Axman自行車專攻亞洲市場，也深耕台灣自行車運動贊助自行車隊；而針對國外貿易則是聚焦於代工，提供包括塗裝、貼標、組

裝、運送等服務，深受許多國外品牌的信賴。 ■ LvR



董事長江永平於1985年成立明係事業，身旁的T10三鐵車得到2016年d&i以及IF設計賞。此車架由明係工業設計，委由外部碳纖維車架廠生產製造。(Photo: LvR)



貼標工作區整潔明亮，非常現代化的工作環境。

中文

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# 市調分析：亞洲電動MTB現況發展

## 亞太地區中以澳洲市場最俱電動MTB發展潛力，未來成長動能看俏

電動MTB幾年前就在歐洲賣得火熱，現在銷售熱勁逐漸轉往北美市場。問題是，關於亞太地區的未來發展會是如何呢？

為此，我們專訪多間電動MTB成車廠以及零組件的製造商，以他們局內人的觀點來分析亞洲及澳洲的銷售市場。其中大部分的受訪者都表示澳洲及紐西蘭有呈現銷售上揚的趨勢走向。而至於其他亞太市場的消費者仍在觀望，主因是電動MTB價格對他們太不親民了。

受限於經濟低迷的影響連帶下修了自行車的出口量，也間接掩蓋了電動MTB銷售強勁的表現。也由於電動MTB比起傳統自行車在售價上來得高昂，稍稍彌補了整體銷售單價下降的情況。

談到電動MTB的兩大品牌都是來自歐洲，分別是**Haibike 4樓/M1219**以及**KTM 4樓/M0302**擁有極高的市佔率，而台灣車廠在這部分可說是落後許多。台灣電動MTB製造技術落後的主因在於電控系統。特別是高階的電動MTB都採用中置馬達，而目前台灣廠商僅有久鼎金屬的**TranzX 1樓/A0412**有對應產品。

而目前主流的中置電控系統，分別是來自德國的**Bosch F0614**、**Brose**、**Continental L0924**；來自日本的**Panasonic F0625**、**Yamaha F0439**；以及中國品牌**八方 4樓/L1012**。

這波電動MTB的量能成長受益的很可能是台灣車廠。這是長久以來台灣車廠專攻中、高端的自行車代工製造，而中國則是負責入門低階的車款製造。而由於電動MTB價格相對傳統車款來得高昂，也連帶最終受惠的可能是台灣車廠。

**Merida 4樓/M0620**開始針對亞洲市場打造入門級的電動MTB。「以亞洲人的所得水平而言，目前電動MTB在售價上顯得不親民。」MERIDA商品行銷高專陳譽文進一步表示「隨著電控系統的成熟以及導入量產，相信價格會持續下修。屆時，可預見一波電動MTB的成長動能。」

**Giant 4樓/M0820**則是在台北展亮相一款可以滿足全球市場的電動MTB，一車對應東方與西方國家的騎乘需求。

Giant Full-E+ 0 SX  
這款電動MTB可滿足  
全球市場的需求。



KTM Macina Action 291是歐洲電動MTB車壇的領航者。

「長遠來看，我們可預見亞洲以及大洋洲對電動MTB的需求看漲。」巨大公司發言人李書耕表示。「我們相信電動MTB市場會持續擴張。」身為全球自行車領導品牌之一的Giant，不僅在傳統自行車製造上擁有領先技術，在電動車上也有科技創新，打造了SyncDrive Pro電控系統，這套系統是整合Yamaha硬體並且由Giant開發軟體，如此軟硬整合更能發揮性能優勢。

**先進運動器材(Advanced Sports International)**，攤位號碼：**4樓/M0222**的David Anker表示「我們已經看到亞洲市場對於電動MTB的強勁需求。(先進運動器材的股東為台灣愛地雅工業，生產Fuji自行車。)

Anker指出在亞太市場中，澳洲的銷售表現以及潛在動能確實是一枝獨秀。

「雖然目前銷量未衝上該有的水平，但確實也達到一定的需求量。他進一步說明「基本上澳洲市場會追隨美國市場，但腳步大約會慢12個月。」

SR Suntour歐洲分公司總經理Tomonori Suenaga同樣認為在亞太市場中，澳洲及紐西蘭對電動MTB的成長動能最為看好。Suenaga表示「從我們觀察澳洲市場的情況，其銷售表現跟美國及歐洲有幾分相似。畢竟現在已進入全球化世代，連帶單車流行風潮也呈現全球化。」

並且他補充澳洲及紐西蘭是熱愛騎

乘MTB的國度，長期以來也有多次舉辦MTB世錦賽的經驗。

而回到亞洲，多數國家的單車騎乘仍是以單車通勤為主，自行車運動文化相對薄弱。而在日本雖然已經使用電動助力車來通勤好一段時間了，但Suenaga說在日本的騎乘型態仍偏好柏油路，很少有機會上山挑戰崎嶇不平的MTB路線。

即便是在中國，自行車一直以來也是被當作通勤工具，尚未被當作休閒運動用的玩具。Suenaga說電動MTB在中國的需求會來自高端消費族群，也就是有錢有閒可以享受戶外活動的金字塔頂端。

在目前的高階電控系統製造商中，僅

Haibike Xduro  
Dwnhill 9.0



有SR Suntour未提供中置馬達的產品。來到他們的台北展位，將亮相全新改款的後置馬達系統。Suenaga說「這個全新的後置馬達可以滿足各種自行車的騎乘需求，也包括了硬尾MTB，」。他也說明雖然目前電動MTB大多採用中置馬達，但由於中置馬達的高成本，並無法普及於入門車款，這也強化了後置馬達的市場必要性。「我們相信電動車使用SR Suntour HECS後置馬達的需求會持續提升，」

久鼎金屬業務經理鄭舜宇對於亞洲電動MTB市場則抱持相當保守的觀點。「我們確實相信電動MTB是未來趨勢，就像是先前流行的電動城市車或是電動旅

行車。但是電動MTB是完全不相同的使用族群，也有著不同的騎乘方式。」鄭舜宇說道。雖然TranzX在台北車展並未亮相新一代的MTB電控系統，但鄭舜宇表示他們將和合作夥伴協商，進一步衡量市場需求。

歐洲電動MTB的領導品牌對於亞太地區的電動MTB潛在需求則抱持著不同觀點。例如奧地利品牌KTM目前仍謹慎看待亞太地區的市場，但有一個國家例外：KTM行銷業務部經理Stefan Limbrunner說道「我們曾接過一批澳洲下訂的大單，但以公司的經營業務來說，仍將業務版圖聚焦於歐洲及北美市場。」

身為電動MTB第一品牌的Haibike，對於亞洲市場則是抱持樂觀態度。Winora集團(Haibike的母公司)總經理Susanne Puello表示，事實上亞洲市場比起北美或是歐洲來得更早接受電動車，所以Haibike也當然看好未來亞洲市場的電動MTB銷量。

Haibike旗下的電動MTB可滿足全球各地的市場需求。也因此電控系統並不特別區分為亞洲版或是歐洲版。關於亞太市場的佈局，Haibike尤其看好中國、南韓、台灣等的成長動能。

對於電控系統領航者的Bosch而言，亞洲市場在亞太地區的戰略佈局相當較小。「目前我們針對亞太地區的銷售業務主要是以大洋洲為主，」Bosch

亞太區電控系統執行長Fouad Bennini說道，「這當中是有許多因素的，例如自行車騎乘文化、風俗民情、基礎建設，當然還有考量到絕佳的騎乘環境以及知名的MTB單車公園。」

為了刺激當地的需求，Bennini說在澳洲市場同樣採用歐規電動MTB規範，也就是說歐規電動MTB在不需任何規格改變下，就能在澳洲市場開賣。

Bennini說「我們深信電動MTB未來在亞太市場會扮演著關鍵角色；問題只是目前時候未到。」他進一步表示要突破目前的銷售困境其實一言難盡，畢竟每個市場、每個不同的文化，都隱藏著許多學問值得我們去深入研究。■ JB

# CROSS THE BROODER



**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.**



**2017 TAIPEI CYCLE  
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# New Products 2017

## Free Parable Design Dom Cargo單車



此款專為載貨所設計的Dom Cargo 單車，採用內三段免保養的變速系統，前輪較小的20吋，方便增加載貨的空間並增加耐用度。前貨架可拆卸，出貨時與一般單車裝箱裝櫃體積相同。N0532

## Dr Pad DOC 124 場地競賽級褲墊



專為場地賽及計時賽所設計，DOC 124 Pista 配合強化灌膠技術(Gel Injection Plus)，注入了褲墊中最正確位置的支撐，這確保了使用者在高迴轉踩踏時所需的活動自由度又不失支撐。剪裁技術讓中密度成型有著平滑的收邊。順暢的漸變厚度調整，以完美符合臀部每一區域所需的支撐。

M0305

## JetBlack WhisperDrive Pro 訓練台

此款直驅式訓練台無需插電，採用騎乘者能量發電，供應其內部ANT+與藍芽雙通訊號發射器所需電力，是一款你所期待的高階訓練台，包括模擬模式，可以自動匹配所設定的阻力，也可搭配JetBlack的App所提供的訓練課表。

L1303



## ITM X-One公路把手組



採用新的表面塗裝，設計符合人體工學的寬闊上把，可以讓使用者找到最舒適的握把位置，並且具有減震舒適的效果，緩解騎乘時手臂的壓力。搭配碳纖維一體成型的龍頭，不僅隱藏了鎖固的方式，更使得把手上把與龍頭具有視覺上的整體感。

L0318

## ARGON 18 Gallium Pro碟煞公路車

Gallium Pro公路車也裝上碟煞了，更厲害的是還能更輕量化。與上一代車款有著相同的幾何角度，同時採用更輕量的卡鉗與貫通軸，讓整體重量更輕快，在UCI逐步開放之後，也將看到這款車在賽場上競速。

M1302



## 3T Zero25座管

藉由反轉的裝置設計，3T Zero25 座管可以快速的將坐墊後移2.5公分，讓座墊的後傾角度增大，藉由單六角工具即可調整，不僅讓使用者可以快速的將同一輛單車變換成公路或計時賽車的設定，也可以讓量身定角度時更方便。

L1222



## Cat eye Rapid X2 Kinetic 車尾燈



易於固定於你的座管，具有180度的可視角度，具有自動省電功能，可使用長達30小時，Rapid X2 Kinetic是一款具有50流明、可USB充電、高感應移動、日夜皆適用的車尾燈。其內建的速度感應晶片，會依據速度的改變，自動採用恆定或是緊急減速時，加速閃動提醒後方燈號，讓你的安全更有保障。

M1201

## Otrajet Inc. Nexo小折實心胎

這款實心胎具有充氣胎的品質，現在提供18吋以滿足小折車主，易於安裝於現有的車輪，以滿足通勤代步的需求。實心胎同時也能滿足公共自行車或租賃車所需，不破胎的特性，讓維護成本降到最低，使用者滿意度提升到最高。

S0019



## Limar Astana車隊版安全帽



Limar 安全帽為慶祝與頂級車隊Astana的三年合作，推出了這一系列的車隊版安全帽，包含 Ultralight+、007以及Speedking。其中 Ultralight+僅有175公克，是市面上最輕量的安全帽。007則是具有低風阻設計，也是最常用的一款。而 Speedking就是計時賽專用的低風阻安全帽。

L0118

## Cardiosport SOLO速度迴轉傳感器

此款無需磁鐵感應片的速度迴轉傳感器，具有超薄的外型，光滑而輕量的設計符合各種花鼓與齒腿。完全無線的簡易固定方式，讓你輕鬆的將其轉移到第二台單車。內部採用加速晶片直接偵測速度及迴轉，並且提供藍芽與ANT+的雙訊號，讓使用者可以符合目前各類的單車應用程式與碼表。

N0027





# New Products 2017

## CeramicSpeed SRAM款加大導輪



此款專為SRAM所設計的后變速器加大導輪，可安裝於eTap或是機械式的SRAM后變速器，導輪架採用特殊碳纖維及複合材料，配上一對內裝高品質CeramicSpeed陶瓷培林的加大導輪，實測可以減少1.6瓦的阻力。L1308

## CarQon CarQon貨用電動單車

這一款高階的貨用電動單車，具有由CarQon所開發的易操控轉向機制專利，這讓可載貨的CarQon變得像一般自行車易於操控。搭配了Brose 高效能馬達，可以輸出良好的扭力與動力。採用Protanium隱藏於車架的電池模組。



L0721

## Oriver X-City Glasses



採用80年代復古風格，Oriver 採用其專利的彈簧關節設計，並且使用抗過敏材料，讓人穿戴一整天也並不覺得有壓力。輕量化又具有可彎折的材料特性，能確保在運動時不會掉落。讓人運動時有型有款，還兼具功能性。

K1225

## HR Germany iGripper單車手機架 Mount 9

這是一款全球通用規格的手機架，具有快速調整功能，固定後不影響正面操作功能，同時可作180度的旋轉調整，方便使用者調整適合自己的使用習慣。

L0429



## BETO 迷你型打氣筒 PVP-00 3A



此款超小型並且輕量化的打氣筒，肯定是公路車迷尋尋覓覓的最愛，尺寸小可以省下車衣口袋的空間，此款法式專用氣嘴的攜帶式打氣筒採用雙作動方式供氣，每次可以提供30cc的風量，重量僅有50公克，並且有多款陽極處理的色系。

K0615

## NutCase Metroride Helmet

Metroride通過MIPS多向撞擊保護測試(Multidirectional Impact Protection)，Metroride復古的造型是在設計時即考慮將各向撞擊力道消散，以增加保護效果。先前僅有單一尺寸，現在新款的Metroride 提供 L-XL尺寸，以符合更多人的需求。

M1405



## Chennq Hou Co., Ltd. Croder Boostone 27.5+

專為最新的27.5+輪組所設計的胖胎系統，此款Boostone輪組可以安裝到三吋的胖胎，加寬的輪框並做足了強化處理，大面積的輪框採用刻蝕風格的漆面，營造出粗獷的視覺衝擊風格。

N1325



## Bottecchia T2 Doppia Corsa 公路車款



T2 Doppia Corsa 是第一款對應於碟煞或是直鎖式煞車的公路車款。藉由安裝快速轉接板，讓車主可以選擇兩種煞車系統。而2017年賽季，這也是義大利Androni-Sidermec 職業隊所選用的戰駒。

L0617

## Hutchinson Taipan Koloss與Toro Koloss外胎

Hutchinson最新款Taipan Koloss 外胎是一款加大款的全地形外胎，顆粒狀的胎紋採分散間隔式，確保抓地力及煞車制動力，同時具有高循跡性的設計。Toro Koloss為搭配的前輪，兩組搭配使用更可縱橫山林。

N1002



## Hamax Outback ONE多功能兒童拖車



帶著孩子一起去運動，適合於自行車、散步甚至於越野健走，ONE一次滿足你的需求。鋁合金本體提供了良好的空間，以及安全的防護。搭配大的開窗以及舒適的內裝，還有可調的避震器，這讓ONE的內部是孩子最舒適的空間。

L1209

# New Products 2017

## Diavelo Virtuale 競賽級E-bike



外觀與傳統競賽單車相似，Virtuale 的全碳纖維車身配上了德國Fazua品牌的電池與馬達，此款超簡約的電池與馬達，整合於五通上方，這讓重量分布平均，並且直接提供助力給曲柄，而踩踏時可提供到400瓦的助力。[L0721]

## GPS Tuner GPS應用程式



GPS Tuner的自行車導航軟體，已經開發了六年，並且透過五十萬用戶的反饋。而目前最新推出為智慧型手機所做的APP，並且與一些品牌模組匹配，如 Continental、TranzX 以及 Tahuna，此款軟體也與Sony最新的智能眼鏡SmartEyeglass配合，發展即時的轉彎提醒圖資以及文字導引。

[L1210]

## Full Speed Ahead FSA K-Force WE 公路車套件

採用整合式電池以提供變速器電力，而變速訊號採用無線訊號，WE是首款複合式的無線變速系統。簡潔外型更具有易於設定的功能，後變速器採用精準的變速箱作動，異於市場上的平行作動方式。

[M1211]



## ControlTech 外加計時把手clip-bar



ControlTech的外加計時把手clip-bar，具有高調整範圍，各向的調整空間達到30mm。並且搭配符合潮流的低風阻造型，角度設計易於操控。採用鋁合金材質製造，提供了最佳的性價比。

[J0830]

## Lezyne Micro Color GPS手錶



以自行車功能為基礎，Lezyne的GPS手錶也提供了多樣化的運動模式，包含了基礎生活模式，可接收藍芽與ANT+訊號，可連接功率計、心率帶、速度迴轉傳感器，並且可以透過 Lezyne Ally App與手機同步，同時提供精確的導航功能。

[L0416]

## Luma Escudo Carpenter 車鎖



防盜與安全對於自行車來說同樣重要，專為城市所設計，採用高硬度鋼材，Escudo提供了最佳的防盜，並且將體積縮小易於攜帶，展開時具有80公分的長度，方便使用。

[M0311]

## GRL Tires

GRL推出其專利 8014的輪胎，此款可應用於 27.5" 與 29" 的輪胎，中深度的胎紋具有高抓地力與循積性。特殊的配方目的在於讓爬坡時有著低滾動阻力，而下坡時又有足夠的抓地力。新款輪胎並且加入了1mm厚度的防刺層。

[L1023a]



## DT Swiss ERC 1100 DICUT輪組

以降低空氣阻力為出發點，由瑞士所設計，ERC 1100輪組提供了碟煞公路車的解決方案，特別加寬輪圈寬度，並且符合無內胎規格，47mm的框高提供了低風阻的效率。可將輪胎撐寬的輪框，增加了滾動效率，也增加了操控效果。

[M0701]



## Giatrix FIT 20吋自行車



上管具有可以直接伸縮的特點，這可以符合各種身長的騎士，並且快速調整。而低跨點的設計，更方便於騎士上下單車，同時可調座管及頭管角度，讓操控更安定，是一款兼具運動及城市休閒代步的車款。

[N0902]

## King Sword Valiente KS-223 Pluto車燈

重量僅有16公克，車燈具有25流明的亮度，並且提供180度的可見角度，藉由彈力帶固定方式，可以固定在單車各個位置，並符合各類單車使用。極易攜帶的特性，讓人隨時帶著走。

[K0015]



# New Products 2017

## Coast Cycles Buzzraw



來自新加坡的Coast Cycles，旗下的 Buzzraw車款屢獲大獎，此次有多款不同規格的车款。包括一款電動助力車，此款車特別安裝了特殊加長的坐墊，足以多容納一位後座乘客。車上搭載了高效能的馬達，並且採用制動力優秀的碟煞，形成了這款獨具風格的Buzzraw。L1001

## Bobike ONE 兒童椅座



這一款 ONE 兒童椅座強調獨特的 double-walled 雙層設計以增加安全性。可安裝於單車後座，並且可符合1歲到5歲的幼齡兒童。特殊的固定方式可以符合各類自行車，椅座與固定架有兩種結合方式可以選擇，其中可選擇快速裝卸方式，可以讓椅座便於拆卸運送。

L0324

## Funn MTB Components Zippa Lite 鏈蓋

Zippa Lite 是一款專為登山車所設計的輕量化模組式鏈條保護蓋，主體為上下兩部分，上部符合各種前變速器如 ISGC05, E-type 或 D-type，下部的保護蓋有兩種不同尺寸，符合各種齒盤尺寸，簡潔的造型讓下保護蓋離地面的空間更大。

N1207



## MET Strale 安全帽

MET的Strale安全帽是一款公路輕量化安全帽，具有良好的通風與造型，Safe-T Duo Fit的微調整的功能，讓內部具有四向調整功能，可增加支撐與穩定度。另外還可外加 Duo LED專用警示燈。

M0306



## Kask Koo 單車太陽眼鏡

Koo 是一個由義大利安全帽 KASK所推出的眼鏡品牌，其專為單車的眼鏡系列與安全帽做整體設計搭配。眼鏡由義大利生產製造，可換式的鏡片採用蔡司鏡片，具有12種顏色可以搭配安全帽的配色。

L0228



## Elite Vico 碳纖維水壺架

義大利製造，Vico是Elite新款的碳纖維水壺架，超輕量23公克，方便放置及取用水壺。專為公路車款設計，同時這也是許多頂級職業車隊的配備首選。

L0218



## Bevato Gravel 全能公路車碳纖維把手

因應全能公路車款的成長，Bevato 最新的碳纖維把手，提供了高低差125mm以及前後差80mm的舒適角度。提供了40、42及44cm寬度的三種尺寸。特別的外型角度提供了最大的手掌休息空間，而較淺的高低差並且具有外擴的角度，讓使用者更易於在越野路面增加操控力。

K0307



## Innova Rubber Co. 伊諾華整合式無內胎技術 (ITT tire)

伊諾華發展出新的整合式無內胎技術專利 Integrated Tubeless Technology (ITT)，結合內外胎的設計，符合市售各品牌的輪圈，車圈的密封止漏氣方式，比以往的重量更輕，並且有更好的防破胎效果，即使遇上破胎，胎壓也得以盡量保持。

L0708



## CSS Industrial Co. Ltd PFA-2 經典打氣筒

可搭配法式、美式、英式的氣嘴，並且可以打到高壓 260 psi，這款經典風格的木柄鋁身的打氣筒，同時可以化身為展示級的駐車架，讓您的單車有所支撐同時兼具打氣筒的功能。木製的手柄與底座，不僅經典有型，更增加使用上的溫潤文化感。

H0705



## FLR Shoes F-121 鐵人車鞋

專為鐵人三項所設計，鞋跟上方的大型拉環，以及上部快速固定裝置，都適合鐵人在進入轉換區時，赤腳跑步後快速穿入。本體採用輕量化材質，上部採用透氣材料，加大的固定面積分散足部的壓力。並且提供腳踝足夠的支撐與穩定度。

L1403



# TaiSPO

## SHOW DAILY

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## TaiSPO Marathon and Sports Marketing Forum

# Marathon organizers go the extra 42 km to give racers a memorable experience

Long gone are the days when Asian marathons attracted a smattering of the truly obsessed. Soaring numbers of runners are flocking to marathons, creating a juicy business for organizers, who are responding with increasingly sophisticated marketing.

This afternoon, TaiSPO delves into the business of marathons for the first time with its Marathon and Sports Marketing Forum. The forum features keynote speeches from the organizers of the Berlin and Tokyo Marathons.

It's a timely topic: This weekend alone, Taiwan hosts at least nine marathons, including two ultramarathons, or races longer than the traditional 42.1 kilometer/26.2 mile marathon.

"Marathons could be a means to help create business for the sports industry, and a marketing tool for Taiwanese cities," said Evelyne Huang, event project manager at TAITRA. The marathon forum is one of an expanded program of events at this year's TaiSPO.

Two of today's speakers — Jürgen Lock, managing director of SCC Events, which runs the BMW Berlin Marathon, and Tadaaki Hayano, race director of the Tokyo Marathon Foundation — will discuss the economic impacts of their races and how they manage to add value without adding runners, since participation at each race is capped.

The number of marathons — and people willing to run them — is surging in many Asian countries. Runners training for races are a familiar sight from Shanghai to Taipei, and organizers are bringing marathons to second-tier cities.

This interest among Asian runners affects marathons elsewhere in the world. The Berlin marathon works with a Chinese agent to promote the race, and Lock said Chinese runners are clamoring

for more entries to be set aside for them.

Just getting into the marathon is almost as competitive as running it; Lock said 85,000 runners want to race in the event, which is capped at 40,000 entries.

That means the Berlin Marathon's marketing efforts aren't focused on drawing more participants, but on creating a memorable experience for those who are chosen.

"Marathons are no longer a one-day event," Lock said. "You have to provide entertainment and to take care of the community around the marathon, before and after the event."

In Europe, Lock said, runners want more than a race. They increasingly treat the Berlin Marathon as a long weekend, and seek an experience beyond the racing.

So organizers provide side events, such as a big screen around the starting line and an expo the day before the race.

The extra activities pay off. The marathon brings some €95 million to Berlin (\$102 million) from spending on hotels, restaurants, shopping and more. And they provide more marketing opportunities for sponsors.

Organizers of the Tokyo race seem to have figured out the right mix as well. The Tokyo Marathon brings an estimated \$254.4 million to Tokyo, up from \$166.3 million a decade ago,



Jürgen Lock

## 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

## TaiSPO bulks up its program

In addition to today's Marathon and Sports Marketing Forum, TaiSPO has expanded its program of events at this year's show.

Also new is the Outdoor and Extreme Sports area, which brings together 10 suppliers of camping and action sports equipment, including skateboards. TaiSPO organizers said they were inspired by the growing numbers of Taiwanese who enjoy a "green" weekend by going camping.

The fitness industry forum, now

in its fourth year, is scheduled for tomorrow. This year's forum will focus more on the Asian fitness club market.

Fitness demos are scheduled for Friday and Saturday in Hall 3. A dozen fitness companies will showcase such group exercises as Thump Boxing and Swing Riding.



The Berlin Marathon attracts twice the entries than it can accommodate.

according to estimates from Nikkei and Dentsu Consumers Research, respectively.

Even more impressive, organizers achieved this 50 percent jump even though the number of runners has barely budged. Organizers capped this year's race, on Feb. 26, at 36,000 runners, just 500 more than 10 years ago.

Yet its appeal has soared. Some 322,000 people applied to race in this year's marathon, compared with 95,000 10 years ago. Its international appeal has also increased — the number of international starters grew six-fold to 6,200.

Another impressive gauge of the sport's popularity is that One Tokyo, the Tokyo Marathon's official membership organization, boasts some 480,000 members.

Organizers use social media to build a community that is active year-round.

The large, active membership leads to more demand for sponsorships; sponsorship fees for

the Tokyo Marathon have more than tripled in the last decade.

One way organizers can stand out in this increasingly competitive marathon market is to apply for a Road Race label from the International Association of Athletics Federation (IAAF).

Yukio Seki, an IAAF technical committee member, will discuss the bronze, silver and gold labeling system, which is increasingly popular in Asia — 12 of the IAAF's 44 Gold Label marathons take place in Asia.

Marathon organizers also strive to ensure that their events are not just another marketing fest or a big party.

Lock says that as the popularity of marathons continues to grow, it is important that race organizers nurture the mystique of the

marathon.

Also speaking is Philip Shao-Tung Cheng, a professor at the College of Sports and Recreation at National Taiwan Normal University. He will discuss the fast-growing road racing business in Taiwan. ■ BS

## 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**

## Marathon and Sports Marketing Forum

**Wednesday, March 22**

**1:30 — 5:40 p.m.**

Conference Room, 2 Fl., TWTC Exhibition Hall 1

**1 — 1:30 p.m.**

Registration

**1:30 — 1:40 p.m.**

Opening Remarks and Group Photo

**1:40 — 2:30 p.m.**

Running events changing with the times: Challenges and consequences for the running market, on the example of the BMW Berlin Marathon  
Juergen Lock  
Managing Director  
SCC Events GmbH/ BMW Berlin Marathon

**2:40 — 3:30 p.m.**

Content marketing at the Tokyo Marathon  
Tadaaki Hayano  
Tokyo Marathon Foundation Race Director, CSO

**3:40 — 4:30 p.m.**

What is the Merit of the IAAF Road Race Label?  
Yukio Seki  
IAAF Technical Committee Member  
Chair of Facility & Equipment Working Group

**4:40 — 5:30 p.m.**

Run! Taiwan Marathon, Run!  
Philip Shao-Tung Cheng  
Professor, National Taiwan Normal University/  
College of Sports and Recreation

**5:30 — 5:40 p.m.**

Q&A

## TaiSPO 2017 Events

**March 22 — 25**

Taipei World Trade Centre  
Exhibition Halls 1 & 3

**Wednesday, March 22**

**10 — 11 a.m.**

**Opening Ceremony of TaiSPO & TAIPEI CYCLE 2017**

Organizer: TAITRA  
Conference Room 401, 4th Floor,  
TWTC Nangang Exhibition Hall

**1 — 5:40 p.m.**

**Marathon and Sports Marketing Forum (see details, this page).**

Organizer: TAITRA  
Conference Room 3&4, 2nd Floor,  
TWTC Exhibition Hall 1

**2 — 5 p.m.**

**One-on-one Procurement Meetings**

Organizer: TAITRA  
Conference Room 5, 2nd Floor, TWTC  
Exhibition Hall 1

**Wednesday, March 22 to Saturday, March 25**

**9 a.m. — 6 p.m.**

**TaiSPO All Stars Award Display Area**  
Organizers: 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**  
Organizers: 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**

Organizer: 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**  
Organizers: TAITRA, Light Fitness  
TWTC Exhibition Hall 3

**Saturday, March 25**

**9:30 a.m. — 12 noon**

**New Fitness Program Demonstration**  
Organizers: TAITRA, Light Fitness  
TWTC Exhibition Hall 3  
Q&A

# Intenza steps it up with the Escalate Climber

Stair climbers offer one of the most grueling workouts in the gym. Now, leading Taiwanese equipment brand Intenza Fitness wants more people to feel the burn with its Escalate Climber, which features an adjustable step height.

Mark Chang, CEO of HealthStream, the parent company of **Intenza**, Hall 11F/B0909a said the climber's Smart Step Height Technology lets users adjust step height from four to eight inches and the incline from 20 to 40 degrees.

"When the steps are highest this exercise is quite tough. It can be used for athletic training," Chang said. "But with the lower step you can really widen the target group."

Featuring a total of 20 step-height variations, the climber is suitable for hard-core fitness buffs as well as beginners or people undergoing rehabilitation.

The Escalate Climber also features a virtual reality component that makes workouts more interesting. The console lets a user virtually move through real-world streets and hills. The scenery adjusts to the user's steps per minute on the climber — scrolling faster when the user picks up the pace.

The Escalate is versatile enough to be a standalone piece of fitness equipment. But Intenza has also teamed up with two other suppliers to integrate this low-impact calorie burner into a small-scale studio concept called Escalate Your Power.

Intenza developed the concept with its German distributor, Gym 80, which is also a prominent supplier of strength equipment. A third partner is Pavigym, a Spanish company known for interactive flooring and walls that use integrated LED lights and sensors.

Escalate Your Power integrates the Iron Qube PT from Gym 80 with the Escalate Climber and customized flooring from Pavigym.

The concept also includes functional training tools, including resistance bands, suspension gear, and dumbbells; a hub for storing dumbbells, kettle bells and other equipment; sliding mats and pads, and two flooring anchor points.

Escalate Your Power is designed as a "micro-gym" for personal and small group training, and can help gyms turn underused space into a profit center. The standard unit fits into 16 square meters (172 square feet) and can be used by three people at a time, but can be scaled up to accommodate more participants.

Intenza describes Escalate Your Power, which is making its Asian debut at TaiSPO, as "a turnkey-ready business model for gym operators and owners that reaches out to a diverse group of members, creating higher revenues and gym differentiation."

The partners say Escalate Your Power can help gyms compete with such boutique studios as SoulCycle, Orangetheory Fitness and Barry's Bootcamp, which represent one of the fastest-growing and most profitable segments of the fitness market.

While competing products for small group training emphasize cardio workouts, Escalate Your Power includes a significant strength-training component as well.

"The equipment provides a higher return on investment for the gym operator when you can adjust your pace and use it for different levels of workouts," Chang said

Escalate Your Power relies on pre-set training programs that are updated regularly through the EYP Studio Hub. The hub is an interactive kiosk that serves as a trainer's tool for receiving new training programs and running small classes.

The Escalate Climber, which recently went into production, is part of a growing assortment of Intenza cardio gear that includes treadmills, ellipticals, upright and recumbent bikes.

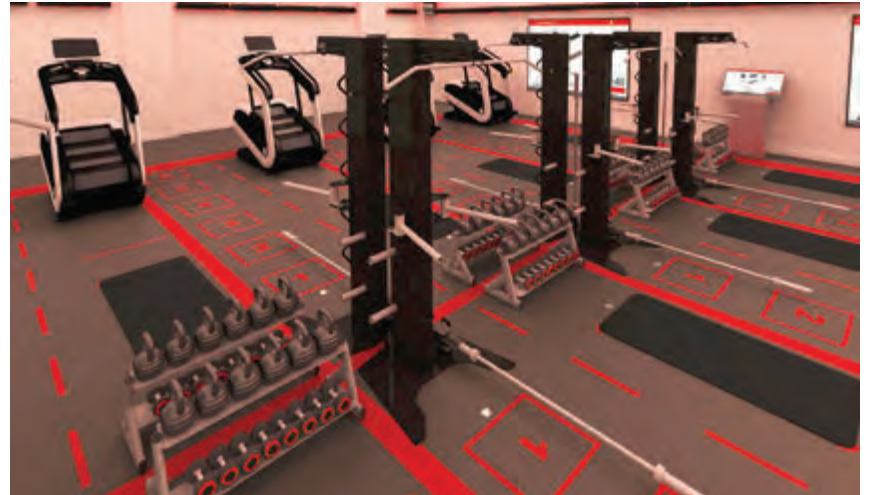
All feature a slick, harmonized design that helps them stand out. The newest machines are equipped with

touchscreens and with Bluetooth and WiFi connectivity to make workouts easier and more entertaining.

With the Intenzacast feature, users can mirror their smartphone or tablet screens on the console, giving them access to their apps and data on the larger screen.

The console can also control some Android devices, so the user can play music or videos and change the volume. It also makes updating that Facebook status safer.

Launched five years ago, the Intenza brand now



The Escalate Your Power micro-gym

accounts for about half of HealthStream's sales. The company also produces home fitness equipment for other brands at its efficient, green factory in Tainan (see related story, this page).

The design and functionality of the Intenza line have attracted upmarket gyms such as XLNC Sports in Germany and Will's Fitness Club in China, helping the brand build its international distribution.

Two years ago, HealthStream opened an office near Seattle, Washington, to establish a U.S. dealer network. Overseeing U.S. operations is Kurt Kenney, a former director of specialty fitness sales for LeMond Fitness and

director of business development for the Home Fitness Group.

In addition to Gym 80, Intenza's other high-profile European distributors include Exceed Performance, the company behind Eleiko, in the Nordic countries; Fitland in Russia; and Perfect Fitness Service in Poland. Intenza is opening a European warehouse and a service center this year.

HealthStream takes a proactive approach to marketing, organizing private events for customers and sponsoring fitness athletes. It promotes the #myfitrean hashtag, which encourages people to share their reasons for working out. ■ BS

## HealthStream's factory is a lean, green fitness machine

To support its expansion into the Intenza brand, HealthStream opened a factory in Tainan in 2013 that is notable for its degree of automation as well as its green design.

"It's powered almost entirely with solar energy," CEO Mark Chang said as he strode through the plant during a recent visit.

Because it is in southern Taiwan just south of the Tropic of Cancer, the 14,000-square-meter (150,000-square-foot) factory receives plentiful sunshine to power rooftop solar panels. In lieu of air conditioning, the factory relies on natural ventilation that is facilitated by its high ceilings.

A recycling system channels rainwater to two retention ponds. The water is then used to irrigate the grounds — and to cool down the roof when it gets hot.

HealthStream planted some 200 trees around the factory, which stands on what once were sugar cane fields. A stream that runs through the property inspired the HealthStream name.

Its assembly lines can produce about 40,000 pieces of fitness equipment a year. Each production line requires only five or six operators. HealthStream employs about 180 in all, evenly divided among

production, engineering, and sales and administration.

The Intenza brand is growing so rapidly that Chang expects to open a second plant nearby within five years.

HealthStream, owned by Chang's family, has made fitness gear since the late 90s.

Because of his background in automation and lean production, Mark Chang was named chairman of the S-Team in 2016. The S-Team is a group of Taiwan fitness equipment makers that share resources to make their factories leaner and more efficient. ■ BS



HealthStream's Tainan factory is powered almost entirely by solar energy.



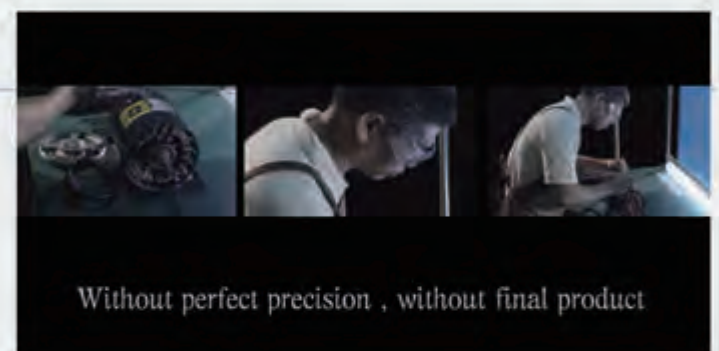
Intenza CEO Mark Chang on the Escalate 550 Series Climber

# 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



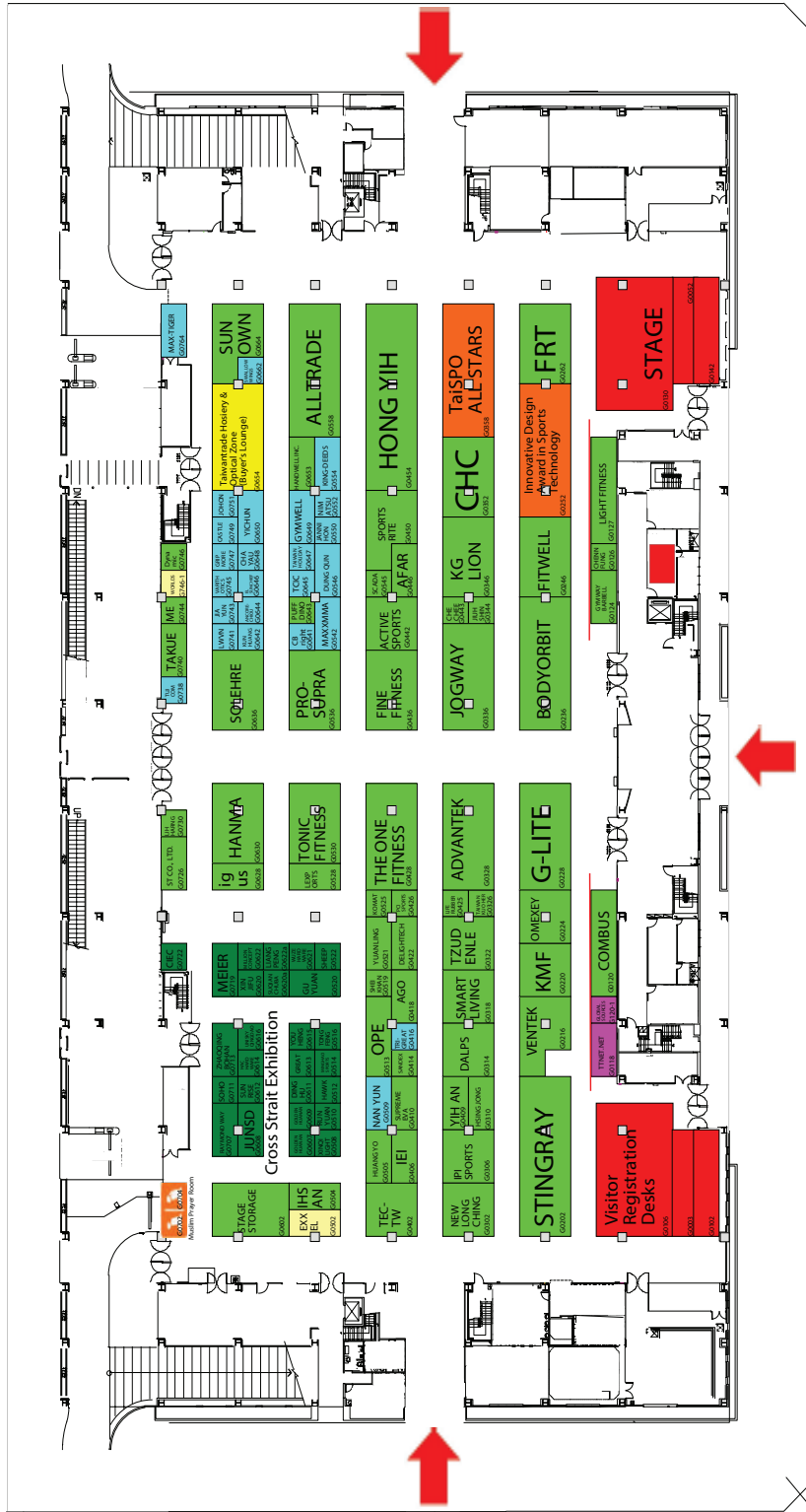




# TWTC Exhibition Hall 3, 1st floor

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



# Alatech steps out from behind the curtain with line of branded treadmills, other fitness gear

**Alatech Technology has long specialized in making technical treadmill components such as consoles and controllers.**

Now, the Taiwanese manufacturer is stepping out from behind the scenes to offer its own branded line of fitness products for outdoor and indoor training, including treadmills, wearables and apps.

**Alatech** Hall 11F/C0830 has drawn on its expertise in communications technologies and wearables to create a platform that works seamlessly from an outdoor run to an indoor treadmill session.

For example, someone could go for a run wearing an Alatech watch equipped with GPS and a heart rate monitor, then transfer session data to a smartphone or tablet via Bluetooth.

Once the data is automatically uploaded to the Cloud, it can then be synced with an Alatech treadmill.

"You'll be able to transfer the information from your outdoor training onto your treadmill for indoor training," said Natalie Wang, in charge of international sales at Alatech.

"If you want to run outdoors but the weather is bad, you could have your planned route transferred to your treadmill," she added. "It will be shown on your tablet, which you can put in the holder of the console."

For nearly 10 years, Alatech has supplied controllers and consoles to such customers as York Fitness, Nautilus, Octane Fitness and Star Trac.

More recently, it expanded into heart rate monitors and wearables, producing

products for other brands as well as the Alatech brand.

For the past year, Alatech has been gearing up to manufacture its own treadmills. The new range consists of three models for the home fitness market, and Alatech says it is considering expanding into the light commercial market next year.

While it builds up its own brand, Alatech is not ignoring OE business.

"We are aiming to build up our own brand in the international market, but the treadmills could also be used by other companies that want to market their own brand," said Christina Chang, sales manager at Alatech.

Alatech makes the treadmills at a 20,000-square-meter (215,000-square-foot) factory in Tongxiang, China, between Shanghai and Hangzhou.

One wing of the two-year-old factory produces electronic components, featuring surface-mounting technology (SMT) and dual in-line package (DIP) lines for electronic circuits, and more than a dozen machines to evaluate and test the components.

Another wing manufactures the brawnier components that go into fitness equipment. That section is equipped to cut, punch, bend, weld and polish raw tubing, and handle painting and final assembly of Alatech products.

Corporate sales have been stagnant in recent years, due to economic pressures



Natalie Wang of Alatech

on some fitness brands that buy Alatech components. However, the company says its new treadmill line should help sales grow by 10 to 15 percent this year.

Founded by Frank Chen, who once

sold components for integrated circuits, Alatech has 50 employees in Taichung — about 30 percent of them engineers. Another 200 employees work for Alatech on the mainland. ■ BS

## IEI provides the brains behind the brawn

**Gyms and fitness centers are increasingly pumping bytes along with iron. The cardio machines are talking to the front desk computer as they are sending members' workout data to the cloud, which is downloading it onto their smart watches.**

**IEI Integration** Hall 3/G0406 is well placed to address this side of the business. Instead of inventing new workout gear, IEI supplies consoles for fitness equipment and is now integrating them with a third-party member management software system.

IEI is part of a larger company that is involved in such segments as factory automation, digital signage and healthcare. The parent company posted sales of \$255 million in 2016 and has offices in Taiwan and California.

"We have the ability to make outstanding consoles as well as other connected products for the fitness club operators and the end user," said Yaling Wang, marketing manager at IEI. At TaiSPO, IEI is demoing its connected data, equipment and membership management system for fitness clubs.

The IEI Group, which originally made industrial personal computer (IPC) products, was an early supplier of electronic consoles for fitness equipment. That has given it an ear to the ground in the fitness market and a head start in knowing how to customize a system for a manufacturer's needs.

One new product is a smart console for fitness machines.

"We are able to integrate the console with the motor part of the machine, and then come up with a customized user interface that presents it all in an efficient way," said Henry Lin, sales manager. IEI drew on its fitness industry experience and relationships to design the interface.

The membership management system, which is supplied by a different company, can process class reservations and payments by club members. It also generates useful data about machine usage or reservation patterns for classes.

Managers can also keep track of members' activities, such as when and how often they check in, which can help them develop marketing tactics and retention strategies.

It all links up with an app that lets members check the

club's schedule, book a spot in a class, or download their latest workout data.

IEI is working to tie in more features, such as automatically integrating a user's weight or blood pressure from other connected devices.

A cloud-based system serves as a backup and is designed to be partly accessible to the public.

Leading gym club operators use similar systems, but IEI says its system is intended for smaller club operators or

community gyms.

It could find a market among the growth of budget fitness clubs that rely heavily on technology — for members to pay their bills, gain entry to the club, or get advice on using the equipment — to make up for their relatively scanty staffing levels.

And budget or not, most clubs strive to increase retention rates by doing a better job of member management.

■ BS



IEI supplies consoles for fitness equipment.

# TaiSPO All Star winners shine

A whole family could stay active with this year's TaiSPO All Star Award winners, which include athletic training equipment, swimming goggles, foam balls and a slide.



Dyaco MS350 Full Body Stepper

See the winners on display at the TaiSPO All Stars booth [Hall 3/G0358](#).

At the more athletic end of the spectrum, the Matrix S-Drive Performance Trainer is meant for intense training. It combines a self-powered treadmill with a weighted sled, resistance parachute and more, all in a compact piece of equipment. Produced by **Johnson Health Tech**, [Hall 11F/B1109](#), the S-Drive reflects current trends toward high-intensity workouts and small group training. See our story in tomorrow's *TaiSPO Show Daily*.



Titan Race socks

The Wonder Core Cycle from **Bodyorbit** [Hall 11F/G0236](#) is similarly versatile, but it's compact for home use. It's an indoor cycle that can be set up as either a recumbent or seated bike. Resistance bands add an upper body workout (see story, this page).

Another winner in the fitness category is the Difo Green Power Air Rower by Chi Hua Fitness, which simulates the dragging motion of rowing in open water. An air fan provides resistance, and a digital console makes training interactive.

**Dyaco International**

[Hall 11F/B0609a](#), which makes medical and rehabilitation equipment, won an award for its wheelchair-compatible MS350 Full Body Stepper. "Versatile for different training emphasis, MS350's unique quadrilateral exercise pattern allows users to selectively distribute different extents of exercise efforts across their four limbs," the company said. "Limbs that input more force can efficiently lead less-involved limbs to functional movements and maintain elevated heart rate."

The All Star jury honored an anti-fogging diving mask from **Exquis Enterprises** [Hall 11F/D0309](#) and an open goggle mask from **First Rank** [Hall 11F/D0202](#).



Exquis anti-fogging diving mask

The Exquis mask incorporates an anti-fog lens made of transparent fiber. The company says the ergonomic design ensures the mask is efficient and comfortable.

First Rank's Marlin goggle is uniquely curved for an unusually wide field of vision (see story, page 52).

Two other winners make your feet happy.

Sports socks from **Wei Chan** [Hall 11F/A0521](#) use a 3D technology with an X-shaped pressure strap. Bamboo charcoal yarn adds durability and reduces abrasion.

The Race running socks from **Titan Sport** [Hall 11F/A0122](#) are thin and breathable, with features to cushion the impacts

from running, such as taping, shaped like the numeral "8," that supports a runner's ankles.

To keep kids active indoors without annoying the neighbors, **Jeou Luh Enterprise** [Hall 11F/A0204](#) invented the Silence Foam Ball. The ball, available in several colors, is light, soft and easy to grip — and doesn't make a sound when



Matrix S-Drive Performance Trainer

thrown against a wall or floor. See tomorrow's *TaiSPO Show Daily* for more.

The Slidewhizzer Stair Slide from **T.K. Chin Company** [Hall 11F/A0813](#) cleverly turns a staircase into a children's slide to bring the playground home. It can also be set up as a standalone slide.

The tiniest winner is the Arofly from the **TBS Group** [Hall 3/G0252](#), a bicycle power meter that screws into a tire valve and is just a little larger than the valve



Jeou Luh Silence Ball

cap it replaces (see story on page 10).

It uses Bluetooth to transmit power, cadence and speed to a user-friendly app. TBS says the Arofly is the smallest power meter on the market, measuring just 2cm and weighing 10g. ■ BS



T.K. Chin Slidewhizzer

## Bodyorbit's new twist: a twisting home trainer

After selling some four million Wonder Core Smart home trainers, **Bodyorbit** sought a new twist that would keep the product line fresh.

The "twist" turned out to be literal: Wonder Core's newest iteration, the Wonder Core Twist, lets users target their obliques and other core muscles with a rotating seat that is set in a wider frame for stability.

**Bodyorbit** [Hall 3/G0236](#) had sold a rotating seat as an accessory to the Wonder Core Smart, but the seat is built in to the Wonder Core Twist. Other components have been upgraded for safety and comfort.

"The hinges are fully covered for more protection, and the frame has been adjusted to make it easier to grip, because you have to hold onto it when you're twisting," said Jeff Chen, Bodyorbit's product manager.

The company also improved the Wonder Core's dual resistance system for the new Twist, using triangular adjustment knobs that are easier to rotate. Resistance levels, which can be

independently set on either side of the trainer, are now easier to gauge.

The Wonder Core Twist comes to market on the heels of the Wonder Core Cycle, another piece of home fitness equipment that intelligently accommodates several workouts on one machine.

The indoor cycle can be configured as a recumbent or seated bike, and includes resistance bands so users can train the upper body while pedaling.

Bodyorbit's ingenious line of home training devices has struck a chord with consumers who seek compact, efficient equipment that lets them work out at home.

The company takes its design cues from fashionable furniture and offers its products in such colors as lime green, aqua blue and pink.

As the Taichung firm expands the Wonder Core range, it has invested in

a video production studio in Miami. The studio produces infomercials and instructional videos featuring such well-known fitness instructors as Julie Wiesman and Jordan Nevels.

"We design the products as well as workouts to go with them, which makes it practical for us to have the studio at our disposal," Chen said.

The videos are produced in English, but can be dubbed into other languages. Some videos are included as part of the packaging for Wonder Core products. Bodyorbit also produces infomercials, and workout videos that serve

as online consumer resources. In November, Bodyorbit launched an app that features workouts for each of its products.

As its sales and product line grow, so does its staff. Bodyorbit has just moved to a larger headquarters in the center of Taichung as it prepares for another growth spurt — and, perhaps, the next twist in the Wonder Core story. ■ BS



The Wonder Core Twist is the latest product in Bodyorbit's best-selling Wonder Core line.

# Adisi pitches its tent in Asia

For many Taiwanese headed on an outdoor adventure, their first stop may well be a Metroasis store.

The retailer, with 17 locations across Taiwan, sells products for activities from cycling to running to swimming. But its focus is unmistakably on the outdoors. At Metroasis, explorers can buy gear ranging from waterproof jackets and trekking boots to technical backpacks and carabiners.

Metroasis is the retail arm of **Country Life**, [Hall 11F/A0433](#) a Taiwan distributor for international outdoor brands including Singing Rock climbing equipment from the Czech Republic, Garmont footwear from Italy, Ternua apparel Spain and Source sandals from Israel.

Country Life has its own outdoor brand, Adisi, that it is now positioning for growth across Asia.

"We have adjusted our design for a tighter fit and are targeting other Asian markets where our sizing is suitable, such as Japan and Korea," said Michael Huang, the founder of Metroasis and Adisi. "If the quantities are sufficient, we could adjust the sizes for other international markets."

The 10-year-old brand is named for a mountain hawk eagle. The word "Adisi" comes from the language of the Rukai, an aboriginal people who live in Taiwan's mountains.

The Adisi range, sold in all Metroasis stores, includes outdoor apparel, camping equipment, tents, sleeping bags and mats, and caters to the growing interest in family camping among Taiwanese.

As someone who has been involved in Taiwan's outdoor industry for years,

Huang has seen this interest expand. The company also gains insights into which outdoor activities are on the rise through events it organizes for Metroasis customers.

"Cycling remains popular but people have started to take up other activities, such as hiking and family camping," Huang said. Many customers belong to the company's Camping Club, and its twice-monthly events are often fully booked, attracting 100 people in 25 tents.

This summer, Huang expects enough people to fill 100 tents for a special event in Hsinchu Miaoli, a popular outdoor destination on the island's western side.

These Metroasis-sponsored trips boost the brand's recognition in Taiwan — after all, it's quite a sight when a mass of tents is pitched together at a popular campground.

The growing demand has encouraged Adisi to market more technical tents this year, with extra features to help fend off Taiwan's soggy climate.

"The rainy Taiwanese weather makes it important to have waterproof tents," Huang said. "We have improved the seams and other functions, to make sure that the tent stays dry, even if you open the window to improve the air flow."

Climbing is also catching on, Huang said, as climbing gyms open



Adisi tents in their element

in Taiwanese cities. Country Life is fostering climbing's development through its sponsorship of the Youth Sport Climbing competition, the official climbing championship for Taiwanese youngsters. Last year's event was sponsored by CT Technology, an Italian climbing equipment brand that Country Life distributes in Taiwan.

Most of the stores in the Metroasis chain are a spacious 1,000 square meters (10,800 square feet), including the original location in Hsinchu County. Metroasis operates much larger stores in Taichung and near Taipei, and six smaller outlets of about 600 square meters.

On the wholesale side, the group distributes outdoor products to some 60 other Taiwanese outdoor stores. (Huang estimates the number of outdoor retail outlets in Taiwan is about 300.) Adisi competes in Taiwan with Atunas, Traveler and Hilltop, among others.

Huang said Adisi works with such top-shelf suppliers as Polartec and Primaloft. He asserted that Adisi's product development rivals that of international brands, yet its products are priced some 40 percent below the big names.

The company has distribution partners in Mongolia and Myanmar.

■ BS

## A new goggle helps open water swimmers go clear

From floating objects to distracted swimmers to unfriendly fish, you never quite know what you may come across in open waters. That's why First Rank, a leading Taiwanese goggle supplier, has designed mask goggles for open water swimming with an unusually wide field of vision.

Most goggles use a flat lens that is inserted into the gasket at an angle. But **First Rank** [Hall 11F/D0202](#) came up with a rounded lens that, the company says, provides unobstructed vision. The new goggle is called the Marlin.

"When you get into the lake or the ocean, you have to pay attention to all that is happening around you," said Selina Liu, marketing manager at First Rank. "With our rounded structure there is no angle on the side that could form an obstacle to a clear view."

First Rank uses polishing techniques it has fine-tuned over the years to widen the flat surface of the lens and curve it on the side without affecting its vision quality. "The flat surfaces used in eyecup goggles are easier to polish, but we have found ways to polish the lens for curved wider vision with the required optics standards," Liu said.

The Marlin has side buckles that are easy to adjust. A liquid silicone gasket and strap sit comfortably on the head and face.

First Rank's customers include

sporting goods retailers such as Intersport, and brands such as Diana, Mizuno and Beuchat. Its own Saeko brand is also available in many countries.

Through the success of an earlier goggle, the Mariner, First Rank has seen demand for open water goggles increase, driven by growing participation in triathlons and other endurance events.

The Marlin picks up where the Mariner left off. Lenses for both goggles are polycarbonate, but the Marlin boasts a new frame and side buckle structure that shaves 10g from the total weight.

While that may sound pointless — the entire goggle weighs just 70g — it makes a difference to athletes who weigh every gram they have to carry.

First Rank has consistently invested in R&D, which has paid off with a stream of innovative products and the ability to produce intricate constructions and multi-colored gaskets.

This year, First Rank wants more people to know about it. It has boosted its marketing budget and sealed an endorsement agreement with Tuan Chun

Chang, a speedy triathlete from Taiwan, who also helps coach others.

"That will help to add value to the

brand and to get feedback from product users," Liu said. The Saeko brand also exhibits at triathlon events. ■ BS



Selina Liu with the Marlin

# IST diving gear lightens up with aluminum

When exploring the ocean depths, light and uncomplicated gear makes the dive more comfortable. So IST Sports is increasingly turning to aluminum to come up with ever-slicker and lighter designs for diving equipment.

The latest products from IST Hall 11F/D0108 to be transformed with aluminum are the reels used by scuba divers to ensure they don't lose their bearings. They also measure depth for calculating intervals between required safety stops, which are essential for decompression when deep-diving.

The anodized aluminum alloy gives the reels a clean look, and there are no protrusions that could break or catch. A flared design makes them easier to wind while wearing gloves underwater.

"For diving gear, fewer parts is always better," said Melody Lin, sales manager at IST. "You already have many parts on you; it's important to avoid getting stuck."

These practical, light reels are priced as higher-end products.

IST is also incorporating aluminum in an enlarged range of diving masks, featuring more color options this year.

Because it has a huge assortment and constantly updates products, IST has established itself as an international supplier in the scuba diving market. Many divers will recognize the dolphin logo on the brand's equipment, and it supplies hundreds of more recreational diving products, such as goggles, wetsuits and rash guards.

While IST is constantly adjusting its range, some of the items in the catalog have been in steady demand for years. They are often uncomplicated products

with clever features that appeal to recreational divers who don't want to fiddle with settings and extra parts.

"We're mostly targeting new divers and their instructors," said Jasper Lin, an IST manager. "They prefer to buy simple products with all the features they actually need."

An example is a range of snorkels with a big purge valve, which makes it easier to blow out any remaining water. A top splash guard drives incoming water away from the tube. Some snorkels have swivel joints for more comfort when a diver bites onto the mouthpiece, reducing jaw fatigue.

The Dolphin Tech brand is for certified technical diving products — required for equipment for dives deeper than 30 meters. IST Proline turns out other recreational diving and snorkeling products.

Due to the diversity of the items in its catalog, IST processes a wide array of raw materials, from iron to nylon, plastic, neoprene and more. Product development and most production is in Taiwan at plants in Taoyuan and Tainan. Some masks, snorkels, wetsuits and other products for the rental market are made in China.

Jasper Lin said that more than 5,000 new divers become registered every year, and demand is growing rapidly in Asia. IST estimates the Chinese market alone is growing at an annual rate of about 10



Melody Lin with new IST goggles and diving reels made of aluminum

percent. The spread of Chinese tourism is leading to upticks in other Asian countries, including Thailand, Indonesia, and Malaysia.

European tourism is also goosing the markets in these countries. European divers had opted for closer destinations like Egypt and the Middle East, but diving tourism in this region has reportedly declined because of concerns

over potential instability.

Along with its infrastructure in Taiwan, IST Sports has a subsidiary in Los Angeles, IST Diving Systems.

Another U.S. arm of the business, Seavenger, runs an online sales platform for sports products. It markets water sports products under the Seavenger brand, as well as skateboards and fitness products. ■ BS

# Aropec turns up the heat in your wetsuit

Wetsuits have become standard equipment for divers. While they can protect against scratches and reduce skin exposure, it can still get chilly down there. Aropec Sports wants to give divers extra protection and comfort with a wireless battery-heated wetsuit.

The wetsuit is equipped with a wireless battery, which clicks onto the front of the wetsuit. It quickly heats an area across the driver's chest to a constant temperature of 41 degrees Celsius (106 degrees Fahrenheit) for two hours. That's more than adequate, since divers usually use one or two diving air tanks that each last a half hour.

"We have worked out that the chest area is the most important to remain warm," said Snow Goh, sales manager at Aropec Sports. Hall 11F/D0102 "Other companies have already come up with electric suits but the wireless construction enables the divers to move around freely."

Aropec has a sample of the wetsuit here at TaiSPO and expects to begin production next year. The company is testing the product to a depth of 30 meters (98 feet), and has applied for patents and certifications.

The electric wetsuits complement an array of watersports and triathlon goods that fill rack upon rack at Aropec's showroom in Taichung. Some are sold under the Aropec brand, but the manufacturer also supplies brands such as TYR, Deeply and Goma.

Another Taiwanese company,

Sheico, leads the international market for neoprene wetsuits and makes an estimated 4.5 million a year in Thailand. In comparison, Aropec produces about 40,000 a year total in Taichung.

But Aropec's catalog goes far beyond wetsuits. It makes swimsuits and gear for diving, kayaking and surfing. Other products range from small — like snorkels and fins — to hefty — like kayaks and wakeboards.

The company helps develop water sports in Taiwan by, for example, sponsoring the kayaking team. It is working with Taichung officials to host a kayaking competition later this year.

Aropec also has one foot on dry ground. Given a difficult diving market, affected by a drop in tourism to once-popular spots in the Middle East because of regional instability, the company opted to diversify.

It launched a range of technical triathlon and compression garments, which are fast-growing categories. The company also invested in its own Aropec Cup marathon last year. More than 1,000 runners attempted either a half or a full marathon on a hilly course outside of Taichung.

Its newest technical apparel range

includes an improved version of running tights that have compression strips inside the garment. "They are special TPU strips from Japan, which are placed inside the pants to help stabilize specific muscles," said Nick Wen, sales executive at Aropec. The tights have been on the market for two years.

Aropec was founded more than five decades ago to make shoes. It remains a family business; Marvin Wei, son of founder Ken-Sen Wei, now heads the company.

Neoprene wetsuits and other water sports garments come from the Taichung factory, while Aropec outsources its other production.

Aropec exports about 85 percent of what it makes to a global network of specialized water sports or running distributors. It sells the rest in Taiwan, where it also operates two retail stores.

It is eyeing Southeast Asia as a promising growth market. Aropec keeps more than 80 percent of its products in stock, so customers can usually rely on rapid deliveries.

To be able to offer at-once shipments, Aropec nearly quadrupled the size of its Taichung warehouse a few years ago. The investment is paying off.

Southeast Asia accounted for only about 10 percent of Aropec's sales last year, so there is room to grow. Aropec expects the region will account for a larger percentage this year, helped by buoyant demand in Indonesia, Vietnam and Thailand.

Aropec's largest market, Japan, accounts for 20 percent of company sales, with Australia and New Zealand No. 2 at 15 percent.

As part of its diversification efforts, Aropec plans to exhibit at Eurobike and possibly Outdoor Retailer this year. ■ BS



Aropec's Nick Wen with the new heated wetsuit

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