



48 PRODUCTS FROM 19 COUNTRIES WINNING 2016 TAIPEI CYCLE D&I AWARDS

*Lighter Bikes and Accessories
Make Cycling More Fun and Easy*

After a heated debate, TAITRA (Taiwan External Trade Development Council) and TBA (Taiwan Bicycle Association), organisers of the 2016 Taipei Cycle d&i awards, announced 47 winning entries from 19 countries, include 5 gold awards with outstanding performances in both design and function and 1 "gold award-young enterprise."

Awards were given at the 2016 Taipei Cycle Pre-Show Press Conference on March 1st, and winning entries were first showcased at Velocity's design exhibition February 27 to March 1st, and later be on display at the 2016 Taipei Cycle Show March 2nd through 5th on the 1st floor of the Taipei Nangang Exhibition Center.

According to TAITRA, the number of international entries grew 29% comparing with 2015, showing that the competition has drawn global attention as the platform to present what's upcoming for cycling industry.

This year's entries show some trends in the cycling industry, for example, they are lighter, simpler, more user-friendly, and have more elements in ergonomics. E-bikes, electronic devices, and IOT are still critical trends. E-bikes especially, have become more stylish and lighter, changing people's previous impression of their bulky image.

Judges pointed out that the essence of design is to solve problems with simple design, and this year's award winners not only provide great design, but are also equipped with smart functions and details.

The Award encourages designers to be trendsetters to convey innovative ideas, as well as to provide a wonderful cycling experience with more user-friendly designs.

In addition, this award offers start-ups from both local and abroad a global stage, and innovative middle and small-size companies have chance to showcase with internationally leading brands.



Jansen Tan of Coast Cycles (Singapore) receives the Gold Young Enterprise award for its Quinn compact commuting bicycle at Taipei Cycle Show 2016

The panel took the following criteria into consideration for the selection of the award winners: degree of innovation, design quality, workmanship, choice of material, environmental sustainability, functionality, utility, safety, ergonomics and universal design. All award-winning products will also be physically presented at 2016 Interbike, Las Vegas from September 21st to 23rd.

Of the 47 winners, the following six companies received the gold award:

- Chutun Chuan Corp. for its X-mini kids' push bike featuring a folding mechanism making it a unique alternative to wooden push bikes currently available on the market.
- Gigastex Composite Technologies for its disc brake-compatible carbon wheel with adjustable carbon spokes
- Super B Precision Tools was recognised for its chain whip pliers, which use spring tension to fit the pliers to the cassette for easy removal
- HydraKnight Innovation's warm and packable inflatable jacket
- BESY's CF1 city e-bike includes built-in lights, rack, lock and battery in an upright and comfortable frame
- Coast Cycles (Singapore) won the gold Young Enterprise award for its Quinn compact commuting bicycle, which combines the chunky strength of a BMX frame with all the features ideal for urban riding

