

# 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**

# New Products

ENGLISH

## 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/10716**



## 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/10610**



## 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/11303**



## 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/11217**



## 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 uninterruptible power supply (UPS), the Rove can store power while cycling for charging cellphones and other electronics. **1F/11126**



## 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/11002**



## 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/10517**

## 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/10717**



## 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/10419a**



## 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/11001**



# 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車款。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，比以來的重量更輕，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。

[I0708]



## 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]

