



# Taipei Cycle Show

Live Daily Coverage From  
Nangang Exhibition Hall

## Heard On The Floor

**Quick with the Lip.** David Zimberoff turns 15 next Monday. No, not 15 years old but a 15-year SRAM veteran. When Mr. Zee dumped a job in industrial design and jumped on the SRAM bandwagon, he was just a 25-year-old pup about to run with the big dogs. "I had no idea at the time," said Zimberoff, that SRAM would become the powerhouse it is today. The SRAM booth, set up on the fourth floor of the Nangang Exhibition Center, is separated from its long-time rival, Shimano, by one narrow aisle. Spittin' distance as they might say in the Old West. So it seems natural to ask Mr.



Zee where he got that blue-trimmed, Shimano-badged cable cutter he's wielding while setting up a display for the new Apex group. Quick with a quip, perhaps Shimano should just become a "tool and shoe supplier," he said.

**Ankle Snapping Smart.** Amidst all the clutter and hustle of setting up one of the show's larger booths was Stella Yu, owner, president and woman-in-charge at Velo, the industry's most prolific saddle maker. And it doesn't make a bit of difference that Stella

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# Bicycle Retailer

Issue One AND INDUSTRY NEWS March 17, 2010

## Organizers: Record Crowds Expected



Photo by Nicole Formosa

Traditional Chinese dancers perform at Tuesday night's annual Velo, Wellgo and Prologo appreciation party kicking off the show. Turn to page 5 for more photos.

On Tuesday afternoon, the Nangang Exhibition Hall in Taipei bustled with activity as local workers hammered together booths, hanging company logos, painting walls and setting up product displays in preparation for the 23rd annual Taipei Cycle's Wednesday opening.

More than 3,000 booths will fill four floors of the convention center as exhibitors from around the world show 2010 product to distributors for aftermarket sales or tie up any lingering spec decisions for 2011 with OEMs.

An Outdoor Demo takes place in conjunction with the four-day trade show with 25 brands offering bikes for test rides. A test track for electric bikes will also be set up outside.

Colnago is one of many brands

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## IPO Could Raise \$50 Million in Financing

## NuVinci Internal Hub Gets Positive Review

Judging from the traffic flowing through Fallbrook Technologies' booth, there's growing interest in the newest version of its unique NuVinci hub, an emerging technology that's

### News Analysis

challenging conventional, internal-gear hub suppliers.

And it's a real challenge. The company, with offices in San Diego, notified the U.S. Securities

& Exchange Commission Feb. 16 that sometime in the future it intends to go public with stock offering to raise \$50 million.

The IPO financing would expand its efforts in the bicycle industry and other key markets including automotive accessories, lawn care and wind turbine technology.

The company has raised \$55 million in financing and since 2006 has spent approximately

\$35 million developing its technology.

One of Fallbrook's backers is a wholly owned subsidiary of Rabobank Group. The Netherlands company, a powerhouse in international finance and agribusiness, is a pro tour sponsor whose team rides Giant bikes spec'd with Shimano components.

The subsidiary investing in Fallbrook, Robeco, was among a group of investors that in 2008

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# SRAM Debuts 2x10 Drivetrain in X7 Version

SRAM is committed to the 20-speed movement. So much

so that it's developed an X7 version of last year's high-end XX 2x10 drivetrain for mountain bikes.

The X7, debuting here at Taipei Cycle, includes a 10-speed carbon cage, 10-speed front derailleur with X-glide technology for crisp shifts, X7 hub, 36-tooth compatible cassette, Avid Elixir brakes and SRAM crankset.

Pricing has not been set yet, but the group will become available this summer, said Tom Zurawski, brand manager for X7.

The product is geared toward cross-country riders who want to try 2x10 but

aren't ready to plunk down the cash for XX.

"It's the weekend warrior. The person who aspires to XO, but is much more entry level," Zurawski said.

David Zimmeroff, global marketing director for SRAM, acknowledges that consumers are skeptical that less equals more when it comes to a mountain bike drivetrain, but says a little education will prove that 2x10 gearing offers nearly the same range as the traditional 3x9 setup.

"There will still be resistance to it especially because psychologically there's this number thing: speeds sell," he said.

To help tout the benefits of fewer gears, SRAM has launched a new Web site, [www.sram2x10.com](http://www.sram2x10.com), with information on product and technology, as well as reviews, results and videos. —Nicole Formosa



Photo by Nicole Formosa

SRAM brand manager Tom Zurawski with the new X7 2x10 group.

## Today's Key Events

**10 a.m.:** Grand opening Taipei Cycle Show, Nangang Exhibition Hall, Conference Room 401

**10 a.m. to 12 p.m.; 2 p.m. to 5 p.m.:** Design and Value Face to Face meetings, Conference Room 625

**10:20 a.m. to 12 p.m.:** Award ceremony for 14th International Bicycle Design Competition, Conference Room 402

**1 p.m. to 4 p.m.:** Bicycle Trend Forum—Phase I, Conference Room 402

**2 p.m. to 4 p.m.:** Internet Makes Export Easy: Business Opportunities of the Online Bicycle Export Markets, Conference Room 503

**2 p.m. to 4:30 p.m.:** Cycling Extreme Performance—BMX Park, Biz Plaza Entrance

**6:30 p.m. to 8:30 p.m.:** Taiwan Cycle Night & Winners of Innovation Award Ceremony, The Wok Restaurant, 3rd Floor

**9 a.m. to 5 p.m.:** LEV Test & Drive, Cargo Ramp (4F)

**9 a.m. to 6 p.m.:** Outdoor Demo, Near North Spare Cargo Entrance

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# NuVinci...

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pumped \$25 million into the project.

Few in the industry are aware of Fallbrook's confidence in its planetary gear technology. The company has 85 U.S. patents, 70 foreign patents and patents pending in 147 other countries.

What show attendees see at the NuVinci booth is its third generation hub, which is about to enter the market. The NuVinci design uses a series of metal spheres to transfer pedal power, giving riders an infinite number of ratios to seamlessly and continuously adjust for a smooth and simple ride.

And what's getting OE attention has been a 31 percent reduction in hub weight from approximately 3,584 grams (8 pounds) to 2,450 grams (5.3 pounds), plus a significant improvement in shifting through its redesigned shifting mecha-



Photo by Nicole Formosa

**Al Nordin, president of Fallbrook's bike division**

nism while under high pedal force.

As Al Nordin, president of Fallbrook's bicycle division, pointed out, the newest version, the NuVinci N360 continuously

variable transmission, is smaller and lighter, and consumers can shift gears under almost any condition.

"When you look at our competitors (SRAM and Shimano) we are now about on par when a consumer lifts a bike or a wheel," Nordin said. "We are a lot closer to other internal hubs that have gears. It was a dramatic weight reduction," he added.

Nordin had shown early samples of the N360 at Taichung Bike Week, receiving positive comments from those who saw it. Test samples sent to most OEs have given them a chance to test it.

Ellsworth, the first U.S. company to spec a NuVinci hub,

will put the newest version on a carbon fiber hardtail linked to a Gates belt drive. Companies planning to spec the hub for 2011 include Raleigh, Kalkhoff, Sempel Batavus and others.

While Nordin said the hub works well with a conventional chain or belt drive systems, it's also well suited for electric bikes and can help extend battery time. Riders can easily shift down with the N360 when they come to a stop instead of starting off in a higher gear, which is typical with more conventional systems.

For Nordin, the Taipei Cycle Show is a key event. "The bike industry has some level of set timing and it varies by customer and region. But for us, we are here to show new products to OEMs and distributors. At Eurobike and Interbike we get the technology in front of retailers," he said. —*Marc Sani*



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**Bicycle Retailer**  
AND INDUSTRY NEWS

## Dorel Chief to Speak At Bicycle Trend Forum

Martin Schwartz, chief executive officer of Dorel Industries, will address the industry this afternoon at the International Bicycle Trend Forum.

Schwartz plans to give examples of how Dorel survived a difficult 2009 and what the industry should focus on to grow. He will also talk about how increasing awareness of climate-related issues has influenced cities around the world to develop bike infrastructure.

Dorel, a \$2.1 billion company with divisions in home furnishings and juvenile products as well as recreation, has steadily increased its presence in the bike industry with a number of acquisitions in the past two years, most notably Cannondale. The publicly traded Canadian business also owns Pacific Cycle, GT, Mongoose, Schwinn,

Sugoi, Iron Horse and distributors in the UK and Australia.

Other speakers at today's forum include Matt VanEnkevort, managing director of FSA North America, who will focus on promoting cycling by design. Using Quality Bicycle Products and the new factory of TH Industries, FSA's parent, as examples, VanEnkevort will also discuss opportunities to make smart business decisions with an eye toward sustainability.

Ying-Ming Yang, chairman of the Taiwan Bicycle Exporters Association, Mathias Seidler, president of DCW and Pei-Sheng Zhang, senior commissioner of the China Chamber of Commerce for Import and Export of Machinery and Electronic Products will also speak. —*Nicole Formosa*



## Shimano Builds on Proven Products for 2011

Shimano is showing several key upgrades at Taipei Cycle including a revamped 105 group, a new Alfine 11-speed internal hub gear and a Di2 satellite shifter.

The component giant has also come out with a new carbon clincher wheelset and a 9-speed drivetrain for its mid-range Alivio group.

In a testament to the increasing popularity of internal gearing, Shimano shaved weight from its 8-speed Alfine hub while also adding three more speeds. The Alfine SG-S700 11-speed internal gear hub has a wider gear ratio, coming in at 409 percent compared with 307 percent for the 8-speed.

In conjunction with the new hub, Shimano has also developed the SL-S700 Alfine Rapid-fire Plus shifter that operates in the same direction as the company's top level mountain bike groups.

The new products, which will be available in September, can be combined with current Alfine components such as disc brake calipers and levers, cranksets, chain tensioner and hub dynamo.

Also on display at Shimano is the revamped 105 road group, which adds many of the tech-

nological improvements of its higher-end Dura-Ace and Ultegra counterparts, such as dual-control levers that route cable under the handlebar tape. The 105 crankset is available in double, compact and triple.

Another new addition is the Dura-Ace Di2 satellite shifter that allows a rider to shift the rear derailleur from a handlebar-mounted unit. This eliminates the need to move to the dual control lever for shifting, a benefit while climbing, touring or riding cyclocross. That product is available in May.

The Alivio group gets upgraded to a 9-speed drivetrain this year, bringing a wider range of gears to recreational riders. Alivio also includes a new rear derailleur with a low profile design and wide link for increased durability and the Rapid Fire shifters have been redesigned with more ergonomic levers.

Finally, Shimano introduces the WH-RS80-C50—a 50-millimeter deep profile carbon-aluminum composite clincher wheelset. It uses the same rim technology as the Dura-Ace version, but with Ultegra-grade hubs. The 1,750-gram wheels are compatible with 8-, 9- or 10-speed cassettes. —Nicole Formosa

## Heard . . .

Continued from page 1

is sitting in a wheelchair. That's what happens when you get cross-wise with a steel plate in a construction zone while riding a bike. Several months ago, Stella took a nasty tumble that shattered her ankle into more than a half-dozen fragments. The doctor told her to sit in that wheelchair for three months—no walking around or putting weight on her right ankle, they said. Stella began using a walker two months after the accident and keeps it nearby just in case. And there she was Tuesday night greeting the crowds who came to her annual Velo Party held in Taipei 101, the second tallest building in the world.

### An International Publishing Cabal.

When the official Show Daily hits the floor this morning, a cobbled together team of international editors will breathe a sigh of relief. Putting out a daily in three languages—English, Chinese and Japanese—takes skill and effort. It took an Irishman, a German, an American, a Dutchman and a five-man crew of Taiwanese handling the translations. Leading the effort was Tom Kavanaugh (Dublin), Jo Beckendorff (Munich) and BRAIN's long-time international editor Doug McClellan (Santa Fe, NM.) Congratulations to all.

## Organizers...

Continued from page 1

that uses the show to bring all of its distributors together. This year, the storied Italian brand will also offer a peek at prototype bikes, said company founder Ernesto Colnago.

"Some of them will be introduced to our customers next September, some will not," Colnago said.

The show also offers a window into the growing domestic market. "Taiwan 10 years ago was a marginal market. Five years ago it was interesting. Today, Taiwan is a premium market," he said.

In all, exhibitors from 32 countries are scheduled to attend. Taipei Cycle kicks off with a grand opening Wednesday

morning sponsored by organizers Taiwan External Trade Development Council and the Taiwan Bicycle Exporters' Association.

This year's show is expected to be the biggest in Taipei Cycle history with about 50,000 trade and consumer visitors expected. —Nicole Formosa

## Shots from Show Set-Up



A worker puts the finishing touches on the Sun Cycle booth at the Nangang Exhibition Hall on Tuesday afternoon.



Are these straight? Velo employees check with boss Stella Yu before mounting handlebars at Velo's booth on Tuesday.

Photos by Nicole Formosa





# Scenes from the Velo Party

Photos by Nicole Formosa



**Birthday Boy:** Kim Struthers, group product manager for Sheppard Industries, joined Taiwanese rock band Hot Shock as they sang "Happy Birthday" to him in celebration of the big 3-8.



**Karaoke King:** Bontrager sourcing manager Mark Pippin roused the crowd with his rendition of My Girl.



**Gracious Host:** Velo's Stella Yu welcomes Ernesto Colnago to the Velo party.

**Still Standing:** Stella Yu, still using a walker after shattering her ankle in a bike accident several months back, greets the crowd at the annual party Tuesday night on the 84th floor of Taipei 101.



**Cheers:** Raleigh America's Steve Meineke and Chris Speyer toast to a fine glass of Taiwanese beer.



## Taipei Cycle Show

### Bicycle Retailer AND INDUSTRY NEWS

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