**PRESS RELEASE**

Taipei, 21 March 2017

**TAIPEI CYCLE d&i awards 2017:**

**57 entries take home the prestigious award**

Today at a pre-show ceremony organized by Taiwan External Trade Development Council and Taiwan Bicycle Association and executed by iF DESIGN ASIA Ltd., the 57 winners of the TAIPEI CYCLE d&i awards 2017 were announced.

The seven top designs were recognized with the prestigious TAIPEI CYCLE gold award, with winners hailing from Taiwan, China, France, and the United Kingdom. Additionally, a start-up company from the United States won the special award Gold Award – Young Enterprise for their brand new bicycle lock design.

Selected out of following four categories: Bicycles, Components and Parts, Peripherals and Accessories, and E-bikes and Pedelecs, the jury panel was impressed with the variety of award-winning products this year. They pointed out many current trends, such as environmental sustainability, user interface and the integration of smart technology, developing in bicycle manufacturing and design.

More e-bikes were entered into the competition and awarded due to the growing popularity of e-bikes, including e-road bikes, e-mountain bikes and e-city bikes. With better power capacity, longer battery life and smaller battery size, e-bikes have become lighter and better for longer rides. The development of adjustable power output and advanced drive systems allow riders to enjoy different riding experience with various types of e-bikes.

Products integrated with IoT technology to monitor cycling routes, pedaling force and even control the safety systems are developed to guarantee safe and comfortable riding for professional and amateur cyclists, commuters, and riders of all ages, while many other bicycle components and accessories are designed to better fulfill user’s experience and needs.

All award-winning products will be featured in an award pavilion at the Main Lobby of Nangang Exhibition Hall during the TAIPEI CYCLE 2017 from 22 to 25 March 2017. Admission is free of charge, and the exhibition is open to the public. Visitors can take part in a Facebook check-in campaign for a free copy of special documentation of the year.

A special exhibition and an anniversary yearbook will also be available to mark the 30th anniversary of the TAIPEI CYCLE Show, featuring many award-winning products of the TAIPEI CYCLE d&i awards over the years and documenting the history of the bicycle industry in Taiwan over the past three decades for buyers, exhibitors and the general public.

**Winners of the TAIPEI CYCLE gold award 2017:**

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| Name of entry | **SPEEDX** |
| Category | **01. Bicycles** |
| Manufacturer | **SPEEDX Inc. | Beijing, China** |
| Design office | **SPEEDX Inc. | Beijing, China** |
| Jury statement“SpeedX is clearly pushing road bike design into new territories. The overall look is very harmonious and well balanced in terms of finish, color, trim and proportion. The integration of computers and components has been done beautifully. Its clean look is no doubt an eyecatcher.“ |

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| Name of entry | **Bicycle Through Axle** |
| Category | **02. Components + Parts** |
| Manufacturer | **FUL CHEE ENT CO., LTD | Taichung City, Taiwan** |
| Design office | **FUL CHEE ENT CO., LTD | Taichung City, Taiwan** |
| Jury statement“It is a smart design with great CNC production quality. Hiding the quick release arm into the axle makes this product outstanding. It is easy to use and simple-structured. The minimalist design gives the product a modern and clean appearance. Why hasn’t this been done before?” |

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| Name of entry | **Internal Routing Tool** |
| Category | **03. Peripherals + Accessories** |
| Manufacturer | **CHIA CHERNE INDUSTRY CO., LTD | Changhua, Taiwan** |
| Design office | **CHIA CHERNE INDUSTRY CO., LTD | Changhua, Taiwan** |
| Jury statement “This is a simple, affordable tool that can save both time and frustration when recabling bikes with internally routed cables. This is a smart idea, which solves problems and is done in a clever way. Another must-have for the tool box!” |

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| Name of entry | **Tailfin** |
| Category | **03. Peripherals + Accessories** |
| Manufacturer | **Darson J&B Enterprise Co., Ltd. | Taichung City, Taiwan** |
| Design office | **Tailfin｜Nick Broadbent | Bristol, UK** |
| Jury statement“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. It has perfect bag position, foot clearance, frame compatibility, and it’s easy to assemble. Great idea and perfect realization!” |

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| Name of entry | **Tsinova Smart E-bike TS01** |
| Category | **04. E-bikes + Pedelecs** |
| Manufacturer | **Beijing Tsinova Technology Co., Ltd | Beijing, China** |
| Design office | **TSINOVA GMBH｜Liu Yiming | Mettmann, Germany** |
| Jury statement“The battery is perfectly fitted into the frame, which is a very nice integration solution. It has a light, modern and urban look. You will turn heads riding a bike like this!” |
| Name of entry | **eONE-SIXTY 900-E** |
| Category | **04. E-bikes + Pedelecs** |
| Manufacturer | **Merida Industry Co., Ltd. | Changhua, Taiwan** |
| Design office | **Merida Industry Co., Ltd. | Changhua, Taiwan** |
| Jury statement“The eOne-Sixty 900-E looks good and rides even better. It’s well-balanced by its hidden cable routing, perfect frame geometry and attention to the detail. One of the most aesthetically pleasing electric mountain bikes on the market, delivering the ride of a traditional mountain bike but with a motor for added thrills.” |

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| Name of entry | **Lapierre Overvolt AM Carbon** |
| Category | **04. E-bikes + Pedelecs** |
| Manufacturer | **Cycles Lapierre｜Dijon, France** |
| Design | **Cycles Lapierre｜Dijon, France** |
| Jury statement “Lapierre Overvolt AM Carbon has a very nice shape and modern look overall. The position of the battery promises a low center of gravity. It provides good protection to the motor and battery against impacts on the road. It has high level of engineering capability, workmanship, and power technology. Indeed, this product pushes electric mountain bike design in a whole new direction!” |

**Winner of the Gold Award – Young Enterprise 2017:**

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| Name of Entry | **LINKA Lock** |
| Category | **03. Peripherals + Accessories** |
| Manufacturer | **LINKA｜San Francisco, US** |
| Design office | **LINKA｜San Francisco, US** |
| Jury Statement:“The LINKA successfully introduces new security features and added convenience to bicycle protection. Its smooth curves and simple design are very different from traditional bike locks. It has very innovative combination of functions with features of automobiles. A safe and smart lock!” |

**Jury Biographies and Jury Impressions:**

This year’s award-winning products were chosen by Edward Chiang (GIANT Inc., Taiwan), Stephan Esser (SQLab, Germany), Norbert Haller (ID berlin, Germany), Ken Hsieh (AOI Cycle, Taiwan), Moses Hu (VanMoof, Taiwan), Francois Liang (Cycling & Health Tech Industry R&D Center, Taiwan) and Mark Stocker (DDG, Taiwan) based on the following criteria: innovation and elaboration, functionality, aesthetics, responsibility and positioning.

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| **Edward Chiang** | **GIANT Inc.｜Taichung Hsien, Taiwan** |
| Biography:Edward Chiang is the director of design for GIANT Inc., a bicycle manufacturer in Taiwan. Edward studied Design Management at Parsons School for Design and earned a degree from New York University. He is one of the founders of DEM Inc., a brand and design consulting office in Taiwan. |
| Jury Impression:“With the development of ‘e’ and ‘i’ technology, bicycle innovation and design are changing and will bring the industry forward to the next generation. This year’s competition was especially challenging, not only for the participating entries but also for the judging panel. The TAIPEI CYCLE d&i awards continue to create a great channel to showcase and encourage creativity which will surely act as one of the most important factors moving forward.” |
| **Stephan Esser** | **SQLab｜Taufkirchen, Germany** |
| Biography:Stephan Esser grew up in Copenhagen and in several German cities. He has worked in the bicycle business for more than 25 years. After working as an engineer for the well-known German bike producer Derby Cycle Werke, he started his own company specialized in product design, engineering, sourcing and manufacturing services for bicycles and related products. The projects he worked on not only included mountain and road bikes, but also children's bikes, transportation, electric and folding bikes. In 2016, Stephan joined the German company SQLab which specializes in ergonomic bicycle products. |
| Jury Impression:“This year, the entries showed a high level and wide range of innovation, much of which was driven by the young bike categories, such as eMTBs and gravel bikes as well as urban, commuter and road bikes. Besides attention to the aesthetics, detail, functions and ergonomic design, the industry focused on connecting and smart technology. It was nice to see presentations from both big brands and young companies and startups. Some of the ideas were simply ingenious.In conclusion, this year's entries are superb in quality, user experience, aesthetics and functionality, which will move the bike usage, and the bike industry forward.” |
| **Norbert Haller** | **ID berlin｜Berlin, Germany** |
| Biography:Norbert Haller studied industrial design in cooperation with Audi. In 1998, he began his professional career in the LEV (light electric vehicles) industry. Norbert has designed and developed bicycles, pedelecs, e-bikes and e-scooters for customers from all over the world – first as the CEO and then as the director of design at Craftsmen Design in Berlin. From 2007 to 2012, he was head designer at Ultra Motor Ltd., UK. Today, Norbert is the managing director of ID berlin, and lives and works in Berlin and Taiwan. Thanks to many years of experience in the LEV industry, he has been able to build an excellent network of contacts in the bike industry. |
| Jury Impression:“The TAIPEI CYCLE d&i awards 2017 plays an important role in the bicycle industry, with participants from all over the world. The level of design quality and innovation was very high, which is reflected in the increasing number of this year’s award winners. Integration of parts and components with attention to details and finish was evident in this year’s competition. Many participants were able to find clean and harmonious solutions to integrate batteries, drive units and components. I saw the trend of e-bikes and e-bike components developing at the TAIPEI CYCLE d&i awards 2017.There were also many participants from Taiwan, which has shown its capability in bicycle innovation. Taiwan’s bicycle industry is more than simply manufacturing.” |
| **Ken Hsieh** | **AOI.CYCLE｜Kaohsiung, Taiwan** |
| Biography:Ken Hsieh is the founder and design director of AOI.CYCLE, a design and development company specialized in handmade stainless steel bicycles in Kaohsiung, Taiwan. He keeps abreast of trends in the bicycle market by taking part in design and bicycle events in Europe and around the world. He wishes to introduce people to a new cycling experience of comfort and beauty, and hopes to catch people’s eyes with AOI.CYCLE products. |
| Jury Impression:“E-bikes are indeed more popular this year. And this has changed the industry in terms of research and development of complete bikes, components and accessories. In this year’s competition, we also see that many bicycle brands are developing products based on the needs and experience of users. With the progress of manufacturing technology, the level of quality in bicycle products is very much advanced.” |
| **Moses Hu** | **Vanmoof｜Taipei, Taiwan** |
| Biography:Moses Hu is the chief product designer in VanMoof, a Dutch bicycle brand specialized in providing the best solution for bicycle commuters. With passion and a love for bicycles, he devoted himself to bicycle design after earning an MA in Industrial Design from Shih-Chien University. His works have been described as innovative and visionary and include electric bikes, single-speed bikes and even accessories and small details. He has been recognized with many world-renowned design competitions such as the iF DESIGN AWARD and Red Dot Design Award. |
| Jury Impression:"The trend of going electronic has been developing in the bicycle industry for a long time, and recently smart technology has opened a new chapter. It has totally changed the direction of development and marketing of bicycles.The industry is changing, and this is evident by looking at the entries this year. There are more bikes for different purposes in recent years, such as urban bikes, adaptive bikes and so on. With the electronic system and smart devices, we look forward to see more exciting products in the next few years." |
| **Francois Liang** | **CHC Cycling & Health Tech Industry R&D Center｜Taichung, Taiwan** |
| Biography:Francois Liang is the General Manager of the Cycling and Health Tech Industry R&D Center (CHC) in Taichung, Taiwan. A graduate in naval architecture engineering, Francois also earned a doctorate in industrial engineering in 2014. Liang has worked in different capacities in various fields of engineering in the aero and auto industry since 1984. He has been employed at CHC since 1997 – responsible first and foremost for the development of bicycle products. Liang has been involved in the bicycle industry for the past 20 years. |
| Jury Impression:“Many power-assisted bikes can be found among the participating entries this year, spanning from racing bikes, city bikes, mountain bikes to urban bike for commuting. The trend of e-bikes and pedelecs has spread to the rest of the world from Europe, where e-bikes are popular as a way to help save the environment. They are good for the ageing population, too, allowing even people in poorer health to enjoying recreational cycling with more fun.The industry is undoubtedly paying more attention to consumers’ needs today, with many consumer-oriented products being developed. And more environmentally sustainable manufacturing methods and materials have been introduced to make the products even greener.” |
| **Mark Stocker** | **DDG｜Taipei, Taiwan** |
| Biography:Mark Stocker is the Managing Director of DDG, a leading consultancy with offices in Taipei and Shanghai. With 20 years of experience in brand strategy and global brand management, he specializes in working with OEM manufacturers to build their own brands. He has worked with more than one hundred corporations including many well-known names in the cycling industry. When he’s not in the office, he can be found riding his road and mountain bikes in the hills surrounding Taipei. |
| Jury Impression:“The fundamentals of the bicycle haven’t changed much since its invention more than a century ago, and yet it is evident that innovation is the lifeblood of the industry. The TAIPEI CYCLE d&i awards 2017 attracted a well-rounded collection of bicycles, accessories and related products. There was a selection of truly well-thought-out products that deserve recognition for their insightful innovation and attention to detail in both design and construction.Brands and designers have been pursuing innovation in the last decade more than in any decade previous -- So much so, it is hard to believe designers can continue to deliver more surprises. A few did this year!We witnessed numerous brands working on the pursuit of new design possibilities in e-bikes, especially as the technology reaches its adolescent phase. We saw even more brands working to advance bicycle lighting, with brighter and more sophisticated lighting functions in ever smaller packages designed to meet new, more stringent regulations. And we witnessed designers who are pushing bicycle design to a new aesthetic level, where cables, screws and bolts disappear from view. Innovation plays a critical role in the advancement of the bicycle industry and the market as a whole.” |

>> All award winners information is presented on the official websites of the [TAIPEI CYCLE Show](https://www.taipeicycle.com.tw/zh_TW/index.html), the [Taiwan Bicycle Association](http://www.tba-cycling.org) and the [iF WORLD DESIGN GUIDE](http://ifworlddesignguide.com/).

>> Award-winning products will be featured in a special presentation at CosmoBike 2017 in Verona, Italy.

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