PRESS RELEASE

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TAIPEI CYCLE d&i awards 2020:
Eight gold award winners revealed!

Organized by Taiwan External Trade Development Council (TAITRA) and Taiwan Bicycle Association (TBA) and executed by iF DESIGN ASIA Ltd., the TAIPEI CYCLE d&i awards 2020 announced the 40 winning products today.

Eight companies from Taiwan, Korea, Japan and Germany received the highest honor, the TAIPEI CYCLE gold award and one of the companies took home the special prize Gold Award – Young Enterprise.

In response to the increasing trend of IoT and digital integration platforms stepping into the cycling industry, the TAIPEI CYCLE d&i awards added the new category ''Smart cycling services'' for the first time. It's not only meant to respond to the trend but also meant to empower innovative designs to constantly lead the way for the industry. Almost 150 entries from 12 countries have been submitted this year. For the first time, more e-bikes were seen than conventional bikes that took part in the competition, which indicates that industrial trends are inextricably linked to product development.

The judges said that in addition to the significant increase in the number of e-bike submission this year, they noticed that many innovative products are being manufactured to address global environmental issues and appeal to female consumers. Many contributions impressed the jury with their innovative use of materials and the expansion of consumer bases, which made them stand out from the crowd.

New digital exhibtion

Due to the outbreak of the corona virus (COVID-19), all award-winning products will be presented digitally at the VR pavilion of ''**TAIPEI CYCLE d&i awards exhibition**'' in May. The digital display breaks through the physical exhibition restrictions and offers a new visitor experience. Detailed exhibition information is subject to the announcement of TAITRA. Buyers, exhibitors and the general public are cordially invited to make better use of this brand new service.

This year's list of winners and related information can be downloaded here: https://pse.is/TPCdi2020.

The 8 Winners of the TAIPEI CYCLE gold award 2020

Name of entry	**Tektro HD-E745 | Brake System**
Category	**Parts and components**
Manufacturer	**Tektro Technology Corporation | Changhua, Taiwan**
Design office	**Tektro Technology Corporation | Changhua, Taiwan**

Tektro has been successfully developing cargo bike solutions to meet the demands of new mobility. With the goal of reducing vehicle emissions in cities, the cargo bike has risen significantly in the mobility segment. With its uses in parcel services, transporting kids and shopping, the loads have been growing to over 200 kg. The new Tektro HD-E745 has three adaptive solutions to deal with the added weight. ONE: A stronger 4-piston brake caliper on both front and rear with top loading brake pads for easier maintenance. TWO: New 5mm brake pads to increase the wear-life. THREE: New ergonomic designed parking brake lever for simple and safe use.

Jury statement

''The judges think that this product performs well in its functionality, innovation and aesthetics. Cargo bikes are getting more popular and the Tektro brakes offer an innovative combination of functions. The safety aspect is well-considered by having an intuitive and modern design.''

Name of entry	**Urban Taraxagum | Bicycle Tire**
Category	**Parts and components**
Manufacturer	**Continental Reifen Deutschland GmbH | Korbach, Germany**
Design office	**Continental Reifen Deutschland GmbH | Korbach, Germany**

It is the first serial bicycle tire made from dandelion rubber, grown and made in Germany. While the road tire sparks with comfortable construction and is ideal for the urban ride, its design reflects the manufacturing context. The tread pattern takes up the dandelion plant's cell shape and transforms it into an unconventional tire design. The detailed sidewall engraving quotes the plant origin. The project is embedded in a full sustainability strategy, covering economic, ecological & social aspects. With significantly shorter distances between fields and our plant we reduce efforts in logistics/transport and use resources more efficiently.

Jury statement

''This product has an outstanding performance in the consideration of environmental standards/carbon footprint and innovation. This product convinced the jury with its environmental awareness and sustainability strategy and at the same time keeping a modern design language. The tire pattern looks clean and sporty.''

Name of entry	**Brake Power Booster | Hydraulic Brakes**
Category	**Parts and components**
Manufacturer	**Outbraker (HS Co.,Ltd) | Gapyeong-gun, Republic of Korea**
Design office	**Outbraker (HS Co.,Ltd) | Gapyeong-gun, Republic of Korea**

BPB is designed to boost the brake power with an adjustable reservoir tank inside. By adjusting the dial, the rider can change the brake strength stronger in the same reach and this helps the rider to keep the Brake performance constantly. Less maintenance will be needed to add/remove the brake oil as the brake pads worn out or replacing the new one. When having a noise issue between the brake pads and the rotor, It can be used as a Pad Contactor by making the tank size maximum. Weighing only 25g and simply added on all hydraulic brake system (DOT/Mineral both).

Jury statement

''The Brake Power Booster is a clever little add-on that allows the user to upgrade less high-end brakes with force adjustment and better modulation. Moreover, it simplifies the process of changing brake pads by opening the space for the fresh pads, just like pad contact adjustment on high-end brakes.''

Name of entry	**BESV PSF1 | Folding E-Bike**
Category	**E-bikes and drive units**
Manufacturer	**Darad Innovation Corp. | Taoyuan, Taiwan**
Design office	**Darad Innovation Corp. | Taoyuan, Taiwan**

The BESV PSF1 understands the modern bike rider's thirst for space and freedom. While maintaining BESV's well-known stylish design, the PSF1 adds a folding feature that greatly increases convenience and functionality. Its unique integrated frame makes the PSF1 rigid as well as stylish. The LCD color display and BESV App provide smart mobility and the removable battery adds convenience. The PSF1 unfolds to bring you an amazing riding experience!

Jury statement

''This product satisfies the needs of not only inner-city commuting and cycling outdoors but also space efficiency and freedom. It has simple and accurate structure with aesthetics and powerful performance. The foldable structure makes storage and assembly quick and easy; in addition, the removable battery makes using this bike more convenient. A variety of smart features, sophisticated exterior design and suspension provide a comfortable and flexible riding experience in urban and outdoors.''

Name of entry	**eONE-SIXTY | E-Mountain Bike**
Category	**E-bikes and drive units**
Manufacturer	**Merida Industry Co., Ltd. | Changhua, Taiwan**
Design office	**Merida Industry Co., Ltd. | Changhua, Taiwan**

eONE-SIXTY is a super fun e-bike with a clear focus on trail riding & also often used as a kind of 'SUV' bike. It offers a real alternative to the conventional human-powered mountain bike. Thanks to the perfect tuned riding geometry and suspension travel following the so-called M.O.R.E., Merida Optimized Riding Engineering, eONE-SIXTY creates MORE comfortable riding and a lot MORE confidence for the users. Besides of innovative designs such as patented Thermo-Gate and Energy-Guard, its striking appearance from a super stiff, robust yet lighter new carbon frame makes eONE-SIXTY unprecedented as an eMTB. No more evidence deserves the Award.

Jury statement

''First of all, it combines many global high-end products in one bike and shows the Taiwanese bicycle industry has the ability to integrate many high-end products into one bike. It's an unique e-mountain bike on the market. Secondly, it has strong power output and low resistance when paddling, allowing the riders to ride with ease for a long distance. It is for sure an outstanding mountain bike.''

Name of entry	**Thrive E+ Pro | E-Bike**
Category	**E-bikes and drive units**
Manufacturer	**Giant Manufacturing CO., LTD. | Taichung, Taiwan**
Design office	**Giant Group | Taichung, Taiwan**

Designed with Liv's 3F Design Philosophy, the Thrive E+ series bolsters Liv's lineup of E-bikes built specifically for women. The new SyncDrive Pro motor provides a natural, yet powerful, E-bike experience. Powered by Yamaha, the SyncDrive Pro motor on Liv's Thrive E+ series features tunable support modes offering up to 360 percent of a rider's effort. The new motor also features a Smart Assist mode that automatically adjusts the support level based on the rider's pedaling input. The battery integration into the downtube offers a sleek look made possible by the EnergyPakSmart 375 that includes an integrated lithium-ion battery.

Jury statement

''From the aspects of aesthetics, functionality,ergonomics andelaboration/finish, the judges found that this product has a very well balanced bike aesthetics, with an eye to detail. Nice integration of the battery into the frame by having a modern and consistent shape. Excellent manufacturing and overall finish. The needs of the female cyclists are well considered in the combination of function, ergonomics and color design.''

Name of entry	**Wahoo KICKR BIKE | Smart Indoor Bike**
Category	**Smart cycling services**
Manufacturer	**Wahoo Fitness | Tokyo, Japan**
Design office	**Wahoo Fitness | Tokyo, Japan**

The KICKR BIKE is designed for simplicity, superior ride feel, comprehensive connectivity, and maximum customization for passionate cyclists who demand best-in-class equipment. The KICKR BIKE is ideal for anyone but designed around those who want an uncompromising solution when it comes to year-round training. KICKR BIKE combines the KICKR trainer's ride feel with upgraded innovations like integrated grade simulation, both uphill and down. Front and rear braking allow riders to control their speed just as they would out on the road. The KICKR BIKE's proprietary ''gear shifters'' can be easily set up to replicate Shimano, SRAM, and Campagnolo.

Jury statement

''A good product with details, nice finishing, good functions and design. It is extraordinary because it is able to connect with the app smoothly, which makes the riding experience more realistic. It is your good companion when working out at house or having a professional indoor training course. ''

Winner of the Gold Award – Young Enterprise 2020

Name of entry	**SE e-bike head light | E-bike head light**
Category	**Parts and components**
Manufacturer	**Litemove Technology Co., Ltd | Taichung, Taiwan**
Design office	**IDS Corporations Ltd. | Taichung, Taiwan**

One for All – Litemove SE series LED light is designed for an electronic bike with multi-mounting options- Fork front, Handlebar, Under the Stem. Small and compact for all types of bicycles. Multi Beam Technology – MTi lens is a high efficiency of an aspheric lens designed to offer a complex distribution of multi-beam patterns, giving the light not only wider but also more distant views and providing the best illumination for maximum safety. The small size of the optical lens with LED technology that offers the high illumination from 300 to 750 lumens, for different road uses.

Jury statement

''In the fast-growing and highly competitive market of LED bicycle lights, this entry is convincing with classical design features like compact, simple and semantic layout. In this way, it communicates the new Multi Beam Technology of its developers as a highly trustworthy and reliable system. The well-organized details down to the packaging underline this valuable impression and mark a positive appearance among the competitors.''

Jury Biographies and Jury Impressions

This year's award-winning products were chosen by **Yoshiharu Sugawara** (GK Design Group, Japan), **Norbert Haller** (ID berlin, Germany), **Georg Todtenbier** (CRE8 DESIGN, Taiwan), **Johann Geiger** (Dayeh University, Taiwan), **Cesare Sun** (Gearlab, Taiwan), **Marcus Solomon** (XD Automotive and Industrial Design, Taiwan) and **Francois Liang** (Cycling & Health Tech Industry R&D Center, Taiwan). The judges assessed the entries with their profound experience and through intensive discussions on the basis of the following criteria: innovation and elaboration, functionality, aesthetics, responsibility and positioning.

Yoshiharu Sugawara, GK Design Group | Tokyo, Japan:

Yoshiharu Sugawara is Managing Director at GK Design Group. He received a Bachelor of Economics and Management degree from RIKKYO University in Tokyo, JAPAN and promoted diverse mobility design consulting for US, Europe and Asian market for 30 years. He is also President of GK Dynamics Incorporated in Tokyo, President of GK Design Europe B.V. in Netherlands, Director of GK Design International Incorporated in Los Angeles, USA, Jury member of Japanese Good Design Award for Mobility unit 2017-2019. In 2018 he was jury member of the i-Mark Design Award in India.

Statement
Because mobility design is in its mature stage, the future must not be just about solving convenience and efficiency, practicality and rationality with technology. The act of movement is inseparable from the history of human evolution and the history of evolution, and the desire for movement is human nature. Therefore, mobile is impulsive and emotional rather than being performed essentially for duty or functional purposes. That is why bicycles and their parts must have a design that resonates strongly. It was a pleasure to see such signs in many of the products entered TAIPEI CYCLE d&i awards 2020.''

Norbert Haller, ID berlin | Berlin, Germany:

Norbert Haller studied industrial design in cooperation with Audi. In 1998, he began his professional career in the LEV industry (light electric vehicles). 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 (Germany). From 2007 to 2012, he was head designer at Ultra Motor Ltd., UK. Today, Norbert is the managing director of ID berlin, based in Berlin. He also sometimes lives and works in 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.

Statement
''At this year's Taipei Cycle d&i awards, the electrification & digitalization of bicycles and components was a significant topic. More E-Bikes than ''standard'' bikes have attended the event.
Special applications in the field of urban cycling and commuting: Solutions from rental/fleet cycling up to small stand-up eScooter have been shown. The bicycle industry expanding its field to micro-mobility via new applications, digitalization, and electrification.Integration of components into bicycles, innovative materials, environmental awareness and products for female cyclists were other

topics at the award.
There are three main trends we can see from this year: E-Bikes and E-Bike Components, environmental awareness, and bicycle industry goes to micro-mobility.''

Georg Todtenbier, CRE8 DESIGN | Taipei, Taiwain

After working as a stone sculptor and studying Fine Arts, Georg Todtenbier went on to study Industrial Design in Germany and Japan. After a position within the Panasonic Design Team, he is now a Senior Design Manager at CRE8 DESIGN, the largest design firm in Taiwan, where he also got engaged as University part time lector. His designs in the field of consumer electronics, gaming products, bicycles and accessories have won numerous design awards and he himself has been appointed as judge for various local and international design competitions.

Statement

''As a product designer, I'm of course more tempted to judge a product only by the pure outside aesthetics, but often also some innovative details are a bit hidden to the eye. That's engineering solutions, small little things or maybe materials innovations that can make a big difference on a bicycle. In this jury session, I saw some relatively innovative materials. I think the creative use of materials and the production of these materials are very important because having a 100% safe bicycle should be the first priority when it comes to cycling.''

Johann Geiger, Dayeh University | Changhua, Taiwan

Johann Geiger studied Industrial Design at the University of Applied Sciences in Munich. After completing his studies in 1983, he joined target-DESIGN Studio, where he was then employed as a chief designer from 1988 to 2004. Since that time, he has been teaching Transportation and Industrial Design at the Dayeh University in Taiwan. He also works as a designer and a consultan

Statement

''I think this award is particularly important for Taiwan as a bicycle OEM and ODM powerhouse. This award brings creative and innovative brands together and allows the judges to introduce them to the cyclists so that everyone can understand the industry in depth. In addition, it also helps to improve the international reputation of the TAIPEI CYCLE Show. The bicycle industry in Taiwan must understand and be aware of what is happening in global markets, as well as future bicycle design trends.
Although we faced still many significant design proposals during the award, which meet the needs and expectations of cyclists, I expect to see more bikes that are trendy and fashionable. For example, the current trend of e-bikes development which shows upcoming synergies between bicycles and motorcycles was not represented much among the participants.
In this way, I would like to encourage the producers and creators here in Taiwan to show self-confidence and trust in their creations to bring them into production. Of course the jury has to proof the feasibility and marketability. There are good examples which confirm that this is possible to achieve. The award stays one of the best opportunities for fast and effective product communication to the bike market."

Cung-Shih Sun, Gearlab | Taipei, Taiwan

Cesare Sun is co-founder and R&D director at Gearlab Co. Ltd., a Taiwanese design office that has received many awards and focuses on outdoor design, sustainable products and consumables. A sports enthusiast and industrial designer, he also worked for ASUS and he is an active supporter of climate protection with a focus on neutral CO2 footprint issues. Cesare studied at the Tung Hai University of Taiwan and at the Domus Academy in Italy.

Statement
''When we assessed the entries, we looked at the elaboration of its solution. We always found good intentions when exploring a well-designed work step by step. I would analyze the functionality of the product first and see whether it can meet the "needs" of cyclists. I think most excellent products can meet the standards in this light. Then we tried to find if the work meets the demand in a "thoughtful" way? For example, we saw a bicycle tire which is produced and manufactured locally, so it can reduce the problem of shipping and provide another solution for sourcing.''

Marcus Solomon, XD Automotive and Industrial Design | Taipei, Taiwan

For ten years, Marcus Solomon worked for large design firms and traveled a lot before settling down in Japan and Taiwan. He founded his own design consultancy which eventually merged with a large consulting firm. He then founded XD Automotive and Industrial Design Inc. and he was co-founder of the start-up ENIGMAcoustics, a US-based company specializing in high-end audio products. He is also a co-founder of and CEO at IN2UIT, a high-end audio systems brand. Marcus was raised in Australia and studied architecture and industrial design.

Statement
''For a country like Taiwan, it's important to have high-end manufacturing capabilities that make the products unique and irreplaceable. In addition to innovation in design, innovation in manufacturing technology is also needed. I have seen many excellent designs from Taiwan, and its bicycle industry is extremely powerful. In this year 's competition, we saw many outstanding e-bikes. I was moved by this creative energy during the judging process.''

Francois Liang, Cycling and Health Tech Industry R&D Center | Taichung, Taiwan

Francois Liang is the General Manager of the Cycling and Health Tech Industry R&D Center (CHC) in Taichung, Taiwan. The graduate in Naval Architecture Engineering also earned a doctoral degree in Industrial Engineering in 2014. Liang has worked in different capacities in various fields of engineering in the aeronautics 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.

Statement
''We saw many entries from the category of e-bikes and drive units this year. The common feature of these works is that the design is quite close to the needs of cyclists, and there are some good products from Taiwan. I think this year's awards echo the trend in response to the global demand, especially the trend of electrification as the industry has invested a lot in the development of

e-bikes.''

This year's list of winners and related information can be downloaded here: https://pse.is/TPCdi2020.
Information on the award winners is presented on the official websites of the TAIPEI CYCLE Show, the Taiwan Bicycle Association and the iF WORLD DESIGN GUIDE.
Note: The links above are safe to open. If you see ''This connection is not private'', please click ''show details'' and ''visit this website'' to proceed to the designated page.

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