



The 4th Taiwan International Motorcycle Industry Show

MOTORCYCLE TAIWAN

April 16-19 2009



http://www.motorcycltaiwan.com.tw

E-mail: motorcycle@taitra.org.tw

Bulletin Board



Show Dates & Hours

Apr. 16-19



Exhibition Extra

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Tel: (02)2725-5200 ext. 2689
Fax: (02)2722-7324

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Tel: (02)2596-9971
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Motorcycle Taiwan begins with a blast

The 2009 Taiwan International Motorcycle Industry Show (Motorcycle Taiwan) opened its four-day run yesterday, as a procession of motorcycles made by Tailing Motor Co. and Perfect Motor Co. cycled around areas near the Taipei World Trade Center in the Hsin Yi District of Taipei.

During the opening ceremony, officials touted motorcycle-making as a key driving force of the island's economy.

Walter Yeh, Executive Vice President of organizer Taiwan External Trade Development Council (TAITRA), said many Taiwan motorcycle companies began as original equipment manufacturers, but over time they developed into world-renowned firms with their own brands. At the same time, the island's up-, mid- and downstream manufacturers have joined together to make the motorcycle industry even more successful, he said.

"Exports to some of the world's mature motorcycle markets, including the United States, Korea and the Netherlands, grew more than 30 percent last year," he said. "In the African country of Madagascar, exports grew a whopping 123 per-

cent." Eric Chiang, Deputy Director of the Bureau of Foreign Trade under the Ministry of Economic Affairs, echoed Yeh's remarks.

"Motorcycle-manufacturing is part of Taiwan's traditional sector. Yet fierce international competition has prompted manufacturers to focus on R&D and industry upgrade," he said.

This has helped manufacturers achieve tremendous success over

the years, he said. "Each year since 2004, export orders for Taiwan motorcycles have grown annually. For the year 2008, total exports of Taiwan's motorcycles reached over US\$130 million, whereas manufacturers of parts and components have also achieved great reputation," he said.

The government will continue to assist motorcycle manufacturers by helping them expand into emerging markets and get business from

WTO member nations through the General Procurement Agreement, Chiang said.

Motorcycle Taiwan is now in its fourth year. This year, the show has 185 exhibitors using 450 booths.

Right: A parade kicks off Motorcycle Taiwan 2009. Below: Leaders of the industry, government and the sport join up to open Motorcycle Taiwan 2009.



Tailing Motor Co., Ltd.

Tailing Motor Co., Suzuki's Taiwan affiliate, unveiled two exciting prototypes flown in from Japan at yesterday's Motorcycle Taiwan opening ceremony: the Biplane and the Crossage.

Dazzling the world at the 2007 Tokyo Motor Show, the Suzuki Biplane is a concept motorbike inspired by classic biplanes introduced by the Wright Brothers. An unusual source of inspiration, the design uses colors similar to the canvas often found on older aircraft, and the lack of any wind protection would also leave riders exposed to the elements – similar to the pilot of an open-top aircraft.

The Suzuki Crossage is a fuel-cell powered electric bike (on lithium ion batteries) with single-sided suspension front and rear. The blogosphere mostly agrees on its eye-catching design and are intrigued by its complete lack of a gasoline powered engine. Unlike other Suzuki bikes, the Crossage doesn't seem to be a performance machine from the 100 max kmh shown on the speedometer.

To promote its products, Tailing will invite singer-actor Van Fan, spokesperson for NEX models, to be at the firm's booth tomorrow at 2 p.m. Fan will sing as well as play games with visitors, who may walk away with special souvenirs from Japan.

Booth: A522



A futuristic concept-bike from Suzuki.

Haihao Technology Co., Ltd.

Haihao is the maker of the Touch Control Wiper Helmet, a brilliantly-designed, lightweight helmet add-on that makes motorcycling safer in rainy, snowing, or dusty conditions.

The third-generation Touch Control Wiper Helmet features a transplanted, single-arm automotive wiper system that can be customized to fit onto any motorcycle helmet to provide clear visibility to the driver.

Customers can control the wiper from a remote control that is stuck to the motorcycle's handles. The controller has three buttons: "FAST" for continuously wiping, "SLOW" for intermittent wiping, and "TOUCH" for a single, two-wipe sweep.

Long-life batteries allow the wiper helmet system to last up to six months (with just four AA batteries) or even up to two years with high-end lithium batteries.

The Touch Control Wiper Helmet comes in sizes ranging from S to XXL and functions even at fast speeds on the highway.

Haihao is investing more time and money into R&D, ready to build more innovations into safety helmets, and develop futuristic helmets offering better protection and comfort in all weather conditions.

The company's Web site is at <http://www.haihao.com.tw/index.htm>. Haihao will also be holding a press conference on Apr. 18 at 12:30 p.m. at the show.



Booth: D713

Wiper Helmet from Haihao Technology.

Perfect Motors Co., Ltd.

Near the entrance of Motorcycle Taiwan, Perfect Motors is showcasing its newest GSX 1300R scooter model, with a fancy look and immense power.

"This model is highly innovative in its power and stability options," said Chang Hung-sen, salesperson for Perfect Motors. "At low speed, the pressure in the steering wheel is low and it is easy to make turns. At high speed, the pressure in the wheel is very high, yet not so much effort is required to keep the scooter in balance."

There is also an energy control on the scooter, allowing drivers to switch between modes A, B and C using 100, 80 and 60 percent of the scooters capacity, respectively. Mode C is for driving scooter on rainy days, while in the mountains it is better to use mode B.

"If you're driving on a flat road when the weather is nice and birds are singing, then you can just use full power and go for it," Chang said with a smile.

Booth: A133



The latest GSX 1300R scooter model.

Chian-Yie Industrial Co., Ltd.

At this year's Motorcycle Taiwan, Chian-Yie Industrial has introduced several new and innovative products, including the bearing type rear brake arm and the adjustable CDI.

The bearing type brake arm is longer than the traditional brake arm. This enables the driver to brake more easily with the back brake, Annie Chen, spokeswoman for Chian-Yie, explained. "In older scooters only the front brake is that sharp, but when the brake is in need of replacement, it is a major cost. Replacing the rear brake is much cheaper and easier."

Inside the brake is a roller that makes the brake smoother, according to Chen. This allows the driver to have a better, more enjoyable driving experience, she said.

Another product in the Chian-Yie booth is the adjustable CDI. "This can change the ignition angle, meaning that the driver can adjust speed when accelerating," she said. "This product is more suitable for professional scooter races than for home use."

Booth: A508



CDI brings a longer brake arm.