



The 4th Taiwan International Motorcycle Industry Show

MOTORCYCLE TAIWAN

April 16-19 2009



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Bulletin Board



Show Dates & Hours

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Motorcycles increasingly emphasize safety, environment, say professionals

The 4th Taiwan International Motorcycle Industry Show featured notable local and foreign participants who talked about the latest innovations and trends in the industry at the event's forum.

Despite global economic downturn in 2008, the two-wheeler market overall grew compared with the previous year, noted Chou Ken-yuan, executive vice president of Sanyang Industry Co. Chou said Taiwan was No. 7 in the world for scooters, which were exported mainly to Europe and Asia.

For the future of the industry, Chou said it will become more and more important for the industry to consider the impact on the environment and produce eco-friendly products.

Onorino di Tanna, R&D engineer of Piaggio Italy, introduced the company's alternative vehicle concepts such as the Mp3, a motorcycle whose innovative two-front-wheel design allows for greater contact surface and stability, thereby increasing rider safety.

Di Tanna explained that com-



Onorino di Tanna



George Lin



Robin Hartfiel

pared with cars, scooters and motorcycles reduce travel time by 50 percent, use up to 65 percent less fuel, and emit up to 75 percent less carbon dioxide. Still, two wheeler users in Europe only amount for five percent, mainly because these are perceived to be less safe than other transport means, he said.

George Lin, president of Taiwan Golden Bee, talked about the concept of "5P + 2S" (product,

price, place, promotion, payment, service, spare parts) -- all of which add up to the overall quality of the product and which ultimately lead to success.

In 2008, more than one million scooters and motorcycles were sold in the United States, marking the sixth year in a row that sales surpassed the one million mark, according to Robin Hartfiel, editor in chief of V-Twin

News.

Quoting a study by U.S.-based Motorcycle Industry Council, women represent an all-time high of 12.6 percent of motorcyclists, he added.

The speakers also participated in a panel discussion on international cooperation in the motor industry, moderated by Joel Martin, president of Martin Racing Performance.

Gamax Moto Corp.

Gamax Moto Corporation, maker and designer of ATVs (all-terrain vehicles), has recently launched the new GAMAX Spillo Scooter to meet the growing demand for smaller, more fuel-efficient personal commuters.

Weighing in at a mere 53 kilograms, the Spillo is an economical energy-saving scooter that consumes just 1.3 liters per 100 kilometers. Think of all the money you can save driving this mini-sized vehicle instead of a gas-guzzler when navigating through the city. Plus, it's much easier to find a parking space.

The fashionably designed Spillo incorporates a Motocross-style handlebar, enlarged, more comfortable grips, a



ceramic-plated cylinder, and an excellent shock suspension system.

Let's not forget Gamax's bread and butter -- ATV vehicles.

Take their state of the art AX430 4X4 for instance, which looks like a fully loaded luxury truck.

The AX430 goes from zero to 70 km/h in less than 8 seconds and to conquer the area's rough terrain, simply shift to low gear and push a button to 4WD mode. Afterwards, the five-position adjustable pre-loaded shock absorbers give the customer even greater off-road riding comfort and versatility.

See the company's Web site at www.gamax-moto.com.

Booth: A124

Sanyang Industry Co., Ltd.

Right next to the main stage of the show arena is a booth with a huge Transformer action figure and several scooters, forming an eye-catching sight. Here, San Yang Industry Co. shows off its newest product -- the "Fighter."

"The fighter is a semi-smart scooter," Tommy Chen, spokesperson for San Yang, explained. "It is built on a combination of two very innovative systems. Firstly there is the EFI (electric fuel injection). This makes sure that there is a favorable ratio between fuel and electricity. It is very efficient because a computer can change the balance between fuel and electricity depending on the speed and the road."

Secondly, there are the "variable inlet pipes" (VIPs), through which the computer can control the inlet of both gasoline and air. This ensures that no gasoline is

burnt unnecessarily, making the scooter extra efficient. The scooter will not waste any gas by adding too much air, and if possible it will drive on electricity, he said.

"That makes the fighter the most environmental scooter there is, and it will save you a lot of money that you would otherwise spend on gasoline, too," Chen concluded. Booth: A1228



Buyers express their admiration

This year's Motorcycle Taiwan once again attracted many foreign buyers from all over the world to the island, as they seek to buy specialized Taiwan-manufactured products.

Michel Pradeau, manager of Iresa Equipments Auto, came all the way from France in order to check out the finest Taiwan has to offer. "I really like the design of the products here. They are very innovative. Actually I came for the other show in Nangang and when I was here, I saw there was another show. So here I am to check it out, and so far the accessories are very interesting," he said.

Another buyer, Hiroaki Ichiki, president of Quadruped Customs, specifically flew in from Japan for the Motorcycle Show to find parts for Harley Davidson motorcycles. "I like Taiwanese products a lot. The Taiwanese have big factories in their countryside, where they can mass-produce quality articles. Sometimes the Americans have something of similar quality, but then prices in Taiwan are so much more attractive. The Americans can't compete with that."

Ichiki added that Taiwan was also in a favourable position due to its geography. "Shipping in products from Taiwan takes a whole lot shorter than shipping them in from the United States," he said.



Michel Pradeau is a buyer from France.

Auto-State Industrial Co., Ltd.

Taichung-based company Auto-State Industrial is exhibiting its aluminum scooter parts at 2009 Motorcycle Taiwan, where the company is presenting its products to the world.

"We have found a two-thirds reduction in the weight of scooter parts when we replaced the steel materials with aluminum. This translates into a weight reduction for the scooter

by some six kilograms. Maybe it will not be so easily noticed in the short run, but in the long run it should make a difference in use of gasoline and thus represent a reduction in usage costs," Allen Tsai, the company's manager, said.

According to Tsai, using aluminum is almost a prerequisite for making light scooters. "It would be silly to try to make a scooter light and then use

steel parts," he added.

"Another benefit of aluminum is that we can add nice designs. Steel can only be black or grey. We can produce aluminum in almost every color and every shape," Tsai said as he pointed to a kick-starter that looked like a purple fish. "This is a very good option to make your scooters look



more attractive to consumers." Booth: A723