

Taipei, 5 March 2024

**TAIPEI CYCLE d&i awards 2024:
Seven gold award winners are revealed, applause for all winners!**

TAIPEI CYCLE 2024 surpassed pre-pandemic levels, attracting over 900 bicycle industry participants, and witnessing the return of international exhibitors, reflecting the vibrancy of the global bicycle market. The TAIPEI CYCLE d&i awards announced seven gold award winners and 47 winning products today. All winners were invited to attend the awards ceremony and share the glory of their achievements.

In response to the sustainability trend, the talk session during the awards ceremony featured sustainability in the bicycle industry. Representatives from the judging panel, sustainability material experts, and the "gold award - Green Prize" winner provided fresh insights into future trends for attendees.

As a key accolade in the global bicycle industry, the participating products annually reflect industry trends. Jurors noted a trend towards higher quality in the entries, with the Gold Award-winning products demonstrating a perfect balance of aesthetics, texture, and innovative engineering, with several actively promoting environmental sustainability. These awarded products closely align with consumer needs, whether by lowering barriers to entry or significantly enhancing training experience and efficiency. Explore all winning products from March 6 to 9 at Taipei Nangang Exhibition Center Hall 1 (Lobby area of Area J, 1F).

The jurors at work → <https://youtu.be/Xosas7kt4JU>

All the winners of TAIPEI CYCLE d&i awards 2024 at a glance → <https://ifdesign.com/en/taipeicycle-d-and-i-awards-2024-winner-overview>

The five TAIPEI CYCLE gold awards 2024 went to:



Name of entry	DEVOTE ADVANCED PRO Gravel bike
Category	Bicycle
Manufacturer	Giant Group, Taiwan
Design office	Giant Group, Taiwan

The Devote Advanced Pro is Liv's latest gravel bike designed for demanding gravel races and gravel grinders. It is lighter and more efficient than previous models, featuring an updated Advanced-grade composite frame and an Advanced SL-grade composite fork. The bike also includes a flip-chip dropout and integrated down tube storage, enhancing its versatility for long gravel races and rides. Improved cable routing and a clear handlebar area make it easier to customize. The updated seat tube is compatible with a D-Fuse, 30.9 mm standard round, or dropper seat post.

Jury statement

This award-winning design thoroughly considers the characteristics of gravel bikes and places a strong emphasis on female users in its design and development. Featuring a lowered top tube, a designer seat post, hidden cable routing, and an ergonomic design for the handlebars, gear shifters, and saddle. This high-end gravel bike, tailored for women with sleek appearance and excellent overall quality, also promotes gender equity.



Name of entry	SILEX All-round gravel bike
Category	Bicycle
Manufacturer	Merida Industry Co., Ltd., Taiwan
Design office	Merida Industry Co., Ltd., Taiwan Merida R+D Center GmbH, Germany

The new SILEX is an all-encompassing gravel bike that combines rugged MTB capabilities with incredible versatility. It enhances on-road comfort, off-roading ability, aesthetics, and integration to stand out as a leading gravel bike suitable for adventures and long-distance gravel races.

Jury statement

The Silex is a straightforward gravel bike with appropriate geometry, component selection, and thoughtful details, and a suiting color choice for the purpose. It is a very well-thought-out product, doing the job well, without gimmicks.



Name of entry **Miniature Modular Pedal Power Meter | Bicycle pedal**
Category **Parts and Components**
Manufacturer **Wellgo Pedal's Corporation, Taiwan**
Design office **Wellgo Pedal's Corporation, Taiwan**

Maintains the original pedal stack height (10mm), eliminating the need to reconfigure the riding cockpit. Compatible with various pedal types, such as road pedals, mountain bike pedals, flat pedals, clipless pedals, etc. Easy to install and disassemble, making it convenient to carry. The pedal power meter set can be used on multiple bicycles. The stability and high accuracy reproducibility assist users in objectively formulating training plans.

Jury statement

Wellgo's user-centric design shows a clear understanding of their purpose while maintaining the original stack height of the pedals. Making it more accessible for cyclists to get pedals with a power meter, an impressive demonstration of innovative design thinking. Advanced and sustainable materials are being incorporated into the cycling world.



Name of entry **CB005 | Bicycle helmet**
Category **Cycling Accessories**
Manufacturer **Strategic Sports Ltd., China
Strategic Sports Ltd., Portugal**
Design office **Strategic Sports Ltd., United States of America**

A helmet can serve more than just impact absorption. The Strategic Sports CB005, featuring Quin, presents a contemporary, well-ventilated full-face MTB trail helmet design that complies with CPSC, ASTM, CE, and NTA standards. The integrated Quin Sensor captures ride telemetry and crash data, communicating with first responders in case of an emergency.

Jury statement

The gold awards show a good range of the overall entries with a selection of accessories and full bikes. It's important to note that we have awarded a few products because of their use of recycled materials, which is becoming important in the industry, but very difficult to achieve.



Name of entry **Proton | Rechargeable bike light set with charging Case**

Category **Cycling Accessories**

Manufacturer **Organix Concept Ltd.,
Hong Kong**

Design office **Organix Concept Ltd.,
Hong Kong**

Proton is a powerful and versatile bike light set that charges on the go and easily fits in your pocket! Similar to how AirPods cases charge AirPods, the Lumixell Proton features a compact case that charges each light on the go. The best part? Both lights and the charger are the size of a Bluetooth earbuds case. Each set includes both front and taillights, along with multiple mounting accessories for various mounting options. You can attach each Proton using our magnetic coupling mounting strap, securely snapping, and locking each light onto your bike. All your needs in one small, pocketable case, ensuring a safe journey down any road.

Jury statement

The Proton bike lighting is a very thought-through solution, with a very easy and user-friendly charging solution in the combination of storage and minimal maintenance. Nice to avoid double wires.

The size of the lights fits perfectly in your bag or in your pocket, easy for transportation and storage. It gives a fine level of light to be seen and to see the road. The mounting is easy on the bike with a simple rubber strip, and the attachment of the lights is very easy with the strong magnet. The understated design is nice and elegant with good details and fits perfectly on most bicycles.

Winner of the gold award – Startup 2024:



Name of entry **Sillykids Bug I
Electric Cargo Fat Bike**

Category **E-Bikes**

Manufacturer **Sillykids Ltd, Taiwan**

Design office **Sillykids Ltd, Taiwan**

The Sillykids Bug, inspired by 1950s Asian mopeds, is an optimized E-Fat cargo bike with a 20-inch fat tire electric assist system, emphasizing street style and enhanced cargo capabilities.

Original frame design and motor system integration, it has good handling and riding geometry. Alloy frame with Cr-Mo fork attached Carrier and trailer, can carry more than 100kg of cargo.

Friendly low-step design, making it suitable for diverse riders. Ideal for daily activities, saving time, money, and promoting health. The bike's utility extends to city cargo delivery, reducing vehicle use, improving air quality, and minimizing carbon footprint.

Jury statement

The Sillykids Bug Bike is a whimsical bicycle that lives up to its name, inviting a diverse range of imaginative possibilities for vehicles. From the choice of colors to the detailed design of the bike, extending to its complementary accessories, the joy of riding a bike lies in how one matches the bike to their own style and taste. Sillykids Bug Bike provides an alternative for those in search of a distinctive biking experience.

Winner of the gold award – Green Prize 2024:



Name of entry	Terreno Pro T60 Mixed (Gravel race) Sustainable bicycle tire
Category	Parts and Components
Manufacturer	Vittoria Spa, Italy Vittoria Tires (Thailand) Co. Ltd., Thailand
Design office	Vittoria Spa, Italy Vittoria Tires (Thailand) Co. Ltd., Thailand

Terreno Pro T60 Mixed (Gravel race) is the first ever high-performance gravel bicycle tire with 92% of renewable and recycled content. Users can benefit from riding an eco-friendlier tire without renouncing to high performances and riding comfort. It's the first of this kind in the tire industry, setting a mark for the future in making bicycle tire production more sustainable. Terreno Pro T60 Mixed (Gravel race) differentiates itself in the bike tire industry as is it contains 92% of renewable and recycled materials, while improving performances. Innovation also relies on the manufacturing process behind, as its factory operations are CarbonNeutral certified.

Jury statement

Terreno Pro T60 Mixed (Gravel race) is a cool gravel tire. It claims to be constructed of 92% recycled nylon. As tires are the most used and exchanged component of bicycles, this presents an interesting proposition for the industry. If the grip and comfort are as claimed, this is a great product. It's then wrapped up in a fantastic and attractive looking design. Very cool.

All the winners of TAIPEI CYCLE d&i awards 2024

→ <https://user80569.pse.is/5knscu>

All the award winners are presented on the official websites of the [TAIPEI CYCLE](#), the [Taiwan Bicycle Association](#) and at www.ifdesign.com.

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