**PRESS RELEASE**

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# TAIPEI CYCLE d&i awards 2023:
# The results are in! Seven gold award winners revealed!

**The first TAIPEI CYCLE d&i awards held after the easing of the pandemic demonstrated the flourishing innovation in the bicycle industry. Compared to the previous two years, the number of entries has grown by nearly 15%, reflecting the opportunities created by the post-epidemic new lifestyle for the industry. Today, all seven gold award winners and 39 winning products are being revealed at the TAIPEI CYCLE d&i awards ceremony during the 2023 TAIPEI CYCLE pre-show press conference.**

As the largest international bicycle trade fair in Asia, the event attracts innovative products from around the world every year. The TAIPEI CYCLE d&i awards have thus become a major award in the global bicycle industry. This award is co-organized by the Taiwan External Trade Development Council (TAITRA) and the Taiwan Bicycle Association (TBA), and executed by iF DESIGN ASIA Ltd. The award stands strong throughout the pandemic showing the vitality and dynamic development of the bicycle industry. This year, the **Gold Award – Green Prize** was established in response to global awareness of sustainable development to recognize outstanding products in sustainable design and manufacturing processes.

Due to the global trend towards sustainability and the impact of the pandemic, bicycles have extended their reach into all aspects of life. The global bicycle industry must actively seek the perfect balance between user-friendly operations and environmental sustainability. Overall, the entries this year covered all aspects and responded to the demand for innovative designs and environmental protection, inspiring the industry to consider different possibilities to coexist with the environment.

All award-winning products will be presented along with 750+ exhibitors from the bicycle industry at the TAIPEI CYCLE 2023 show from 22 to 25 March. Furthermore, they will be

invited to the iF Design Center Chengdu on May 2023 to be showcased. Buyers, exhibitors, and the public interested in bicycles are cordially invited to visit.

**The jurors at work →** go to the video
**All the winner of TAIPEI CYCLE d&i awards 2023 at a glance →**
https://ifdesign.com/en/taipeicycle-d-and-i-awards-2023-winner-overview

## The five TAIPEI CYCLE Gold Awards 2023 went to:



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| Name of entry | **AR01 \| All-Rounder Road Racing Bike** |
| Category | **Bicycle** |
| Manufacturer | **TRIGON BIKE Taichung, Taiwan** |
| Design office | **TRIGON BIKE Taichung, Taiwan** |

The AR01 uses Trigon's vortex-tubing technology (VTT) and combines the features of an aero bike, lightweight climbing bike, and long-distance endurance bike, creating the ideal all-round bike.

Jury statement

A well-resolved high-end, high-performance Aero Product with a thoughtful look and finish UD carbon shows the high-quality carbon layup with a luxurious blue clearcoat the Matte/ gloss finish with a unique 3D texture adds the cherry on top of a great-looking bike.



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| Name of entry | **CADEX Tri \| Bicycle Frameset** |
| Category | **Parts and components** |
| Manufacturer | **Giant Group Taichung, Taiwan** |
| Design office | **Giant Group Taichung, Taiwan** |

The CADEX Tri, jointly developed with champion triathlete Kristian Blummenfelt, features an innovative and easily adjustable frameset and fork legs, and a down tube that can be used for storage.

Jury statement

CADEX Tri Bicycle Framset was developed to meet the market needs for innovation, resulting in a comprehensive solution for bicycle users in every scenario. Hence, it fully qualifies for the TAIPEI CYCLE Gold Award.



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| Name of entry | **Swytch Kit \| Electric Bike Conversion Kit** |
| Category | **Parts and components** |
| Manufacturer | **Swytch Technology Ltd. London, United Kingdom** |
| Design office | **Swytch Technology Ltd. London, United Kingdom** |

The Swytch eBike kit features the world's first pocket-sized battery, turning any bike into an electric bike. This reduces waste, facilitates travel, and encourages the use of bikes for transport.

Jury statement

The user-friendly design provides a clean solution to transform regular bicycles into electric bicycles. The design is centered around the user, its battery installation especially makes the entire product user-friendly.



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| Name of entry | **Smart Tag Platform \| Smart tag platform** |
| Category | **Cycling accessories** |
| Manufacturer | **RST Greenergy Technology Co., Ltd. \| New Taipei, Taiwan** |
| Design office | **RST Greenergy Technology Co., Ltd. \| New Taipei, Taiwan** |

This product can be combined with smart tags, which can be placed in the 1.5" taper in the front fork of a bike. It fits all trackers on the market, and the trapezoid shape offers improved rigidity.

Jury statement

The smart tag platform is impressive as it solves a pain point while being very simple yet flexible solution to fit a multitude of bikes. A simple mechanical structure is combined with an existing cavity in bike forks to smartly hide an Apple e-tag. The Product is temper-proof and smartly hidden thus enhancing bike safety.



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| Name of entry | **Route Oh La La \| Electric Bike Rally** |
| Category | **E-bikes** |
| Manufacturer | **ZEKTOR POWER TECH. CO., LTD. \| Taichung, Taiwan** |
| Design office | **ZEKTOR POWER TECH. CO., LTD. \| Taichung, Taiwan** |

This product promotes the Tour de France in collaboration with major travel agencies, offering a long-distance electric bike with a MPF6 motor and two Powertube batteries to produce 1,500W of power.

Jury statement

Besides the description on the entry tag, Oh-La-La is a great basic tool for cargo usage as well. Its solid construction is manifested in its overall appearance without needless gimmicks while the surfaces are shaped for self-explanatory and practical usage. The comprehensive design is impressive and presents the duty of the product!

## Winner of the Gold Award – Young Enterprise 2023:



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| Name of entry | **ELXEY ZK1-E2 E-bike \| City E-Bike** |
| Category | **E-Bikes** |
| Manufacturer | **Elite Energy Co., Ltd. Taichung, Taiwan** |

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| Design office | **Elite Energy Co., Ltd.**<br>**Taichung, Taiwan** |

The all-new design of the ELXEY ZK1-E2 e-bike features 55Nm of torque, Polygon+ and OBD systems, and very low noise. From its appearance to services, it offers the best possible user experience.

Jury statement

The Elxey ZK1-E2 is perfect for cities. Due to its light weight it's possible carry it directly unto the own apartment - best solution to prevent thievery. The shape is homogenous and sympathetic... It's smooth to ride and simple to handle - great product!

## Winner of the Gold Award – Green Prize 2023:



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| Name of entry | **Gouach, eco-designed battery \| Eco-design lithium-ion battery for micromobility** |
| Category | **Parts and components** |
| Manufacturer | **GOUACH \| Bordeaux, France** |
| Design office | **GOUACH \| Bordeaux, France** |

Gouach's Li-ion batteries feature no spot welding, easy assembly/ maintenance/recycling, and high reusability. They are the environmentally and economically right choice for electric vehicles.

Jury statement

The rapid adoption of E-bikes is leading to growing concerns over how to deal with expired batteries. Entire battery packs are being discarded despite the fact a large portion of the pack does not require replacement, and expired E-bike battery cells are still usable in other applications. The Gouach eco-design battery’s ability to service the battery pack by swapping out individual battery cells extends the lifespan of the battery pack. This is a valuable design that could make a meaningful contribution to improved environmental performance of E-bikes.

## What was said during the jury session:

The international jury panel consists of seven design experts, evaluated the submissions on-site and carefully reviewed the design and technical innovations of each project. Here are some of the things they had to say during the process:

**➔ Johann Geiger, Professor, DaYeh University, Changhua**

“It was a good event and a great sharing among the participating specialists. Thanks to the experienced organizing of the iF team. We could work ahead efficiently and come to reasonable decisions on time.
The entries we had to judge are reflecting the ‘state of the art’ of the bike industry in styling as well as material developments and engineering.”

**➔ Johanna Tiffe, CEO, form:f, Berlin**

“The jury session was a great pleasure since many interesting entries were discussed. Many issues were seriously addressed. Some solutions impressed by the simplicity, some because they addressed serious open questions like how to handle aged batteries. Especially these opened the heart. I wish all entries - especially the winners - a great success!”

**➔ Kris Verstockt, Founder and Executive Director, CRE8, Taipei**

“The quality of the entries is really impressive, and most candidates are solid marketable solutions. it really shows that Taiwan is a market leader in the bike industry. The e-bike entries greatly outnumbered regular bikes showing that the assisted, motorized segment has become a major player.”

**➔ Mark Stocker, Founder, Direction Design Group, Taipei**

“I was impressed by the overall quality of entries to the TAIPEI CYCLE Design and Innovation Awards 2023. Almost every product we judged had a reason to be considered for the award, making this year’s judging a real challenge. I was excited to see the wide variety of product concepts, big to small, from full bikes to specialized bike tools. As expected, the large number of E-bike entries and products incorporating electric power clearly demonstrated electrification as a major trend in the industry. “

**➔ Piers Spencer-Phillips, Co-Founder and Co-CEO, Haibike Design Center Munich**

“The competition had many interesting products but was missing some from key categories. There was no e-mountain bike from either the full-powered segment or the new booming, lightweight agile EMTB, lower-power segment. Additionally, it would have

been nice to see some dedicated cargo e-bikes, arguably the hottest growth area right now. The organization and even were great as were our hosts. Thank you."

**➔ Johnson Wu, General manager, Cycling & Health Tech Industry R&D Center, Taichung**

"Overall, this year's entries cover a fairly complete range of aspects. We received entries in varies categories ranging from vehicle design, system, parts design, technological innovation, materials, functional innovation, and green design. They fully satisfy the innovation and environmental protection requirements, achieving the mission of sustainability while catering to product R&D."

**➔ Chung-Shih Sun, Founder and R&D Manager, GearLab, Taipei**

"Due to the impact of the pandemic, it is evident that bicycle design is shifting towards a wider range of applications. With the electrification of bicycles, be it for transportation or entertainment, a large amount of green energy has been utilized to support bicycles. This allows electric bicycles to become part of many aspects of people's lives such as transportation, entertainment, and sports. The user-friendliness of bicycle technology will continue to be the trend for bicycles in the future.
It can be seen from the outstanding products in the TAIPEI CYCLE Gold Award this year that bicycle innovation is moving towards a perfect balance of exceptional performance, user-friendliness, and environmental sustainability. While creating innovation in bicycles, it is necessary to consider how the industry can co-exist with the environment."

All the winner of TAIPEI CYCLE d&i awards 2023 → https://pse.is/4rawv7

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

**Please share this information on your platform. If you have any questions, please contact:**

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