

ExtraEnergy Test IT Track at Taipei International Cycle Show 2013

You can grasp what a pedelec is intellectually but its essence can't be imagined - only experienced. Register now and benefit from the persuasive power of test rides.



The Test IT Track starts in the main hall of Nangang Exhibition center and features a 100 m slope. Photo: ExtraEnergy e.V.

perhaps compare it with the feeling of power steering or using brakes with servo assist. You feel as if you're steering and braking all by yourself, but in fact most of the force is applied by the servo system. It's the same on a pedelec, so the satisfying feeling of having climbed a hill yourself remains, it's just easier.

The German inventor Egon Gelhard invented and patented the pedelec principle in 1982. Unfortunately he could not find a cycle manufacturer willing to implement his ideas in a product. To be fair, at that time this would have been extremely difficult, because digital motor control and sensor technology were still at early stages of development, and could not have been manufactured at an acceptable price. So it took another ten years until the Japanese motorbike maker Yamaha developed the first pedelec, and launched it onto the Japanese market in 1993. Yamaha understood that with the pedelec they were dealing with a new category of vehicle which only intuitively had anything in common with bikes and motorbikes.

This was the only way in which the market could have developed continuously so that the pedelec is today made in numbers which exceed all other motorised two-wheelers. In 2011, 430,000 pedelecs were sold in Japan, against 257,000 motorbikes up to 50 cc and 148,000 motorbikes over 50 cc. Japan can be seen as a model for markets such as Europe, because, similarly, ongoing market development only occurs because of the product benefits, and from people experiencing these product benefits for themselves.

Test IT Track at Taipei International Cycle Show 2013

The Test IT Track starts in the main hall of Nangang Exhibition center and features a 100 m slope. Participating pedelecs/e-bikes will be tested by hundreds of visitors during the show.

Manufacturers can register now and benefit from the persuasive power of test rides.

Since 1997, ExtraEnergy e.V. is organizing Test IT Tracks at events all over the world. Experience has shown that test ride is the argument with the greatest persuasive power for electric vehicles.

Pedelec riding is simply unimagable!

Many people have experience of motorbikes, but it's still hard to imagine what it feels like to ride a pedelec. Most people think it'll be a little like motorbike riding, but actually the magic is in the coupling of the motor power with muscle power. Car drivers could

How to register

Registration is simply and easy. Just send your request to Ms. Angela Budde to receive the registration form.

Email: Angela.Budde@ExtraEnergy.org

Even easier: Just download the registration form and fax it to +49 - (0)36646 - 27095

>> [Registration form \(PDF\)](#)

Please notice: It is not necessary to have a booth space at the show to get a check in at the Test IT Track.

At a single glance

Date: 20 - 23 March 2013

Registration deadline: 1 March 2013

Test IT Track: Nangang Exhibition Hall, Cargo Ramp, 4F, Taipei, Taiwan

About ExtraEnergy e.V.

ExtraEnergy e.V. is a nongovernmental organization (NGO), headquartered in Tanna, Germany. Since 1992, ExtraEnergy's goal is to grow the Light-Electric-Vehicle (LEV) industry. Promotion through test-ride events, information, conferences and testing is at the core of the organization's actions. With the e-mobility hype in full swing, you just have to reap the fruits.

About Taipei International Cycle Show

The Taipei International Cycle Show is one of Asia's largest trade cycle shows, organized by the Taiwan External Trade Development Council (TAITRA). The show exhibits complete bicycles, bicycle parts, bicycle accessories and LEVs. This year, it is the show's 26th anniversary.

In 2012, the Taipei International Cycle Show attracted a record of 6,397 international visitors. The int'l visitors from China (including HK) is on the top of the 10 countries by overseas visitors. It is followed by Japan, the USA, South Korea, Germany, Malaysia, Singapore, France and UK.

1,092 manufacturers from 36 countries, including Taiwan, Germany, Italy, Holland, the United Kingdom, the United States, Canada, and Japan exhibited in 2012.

Please find further information at:

www.ExtraEnergy.org

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