



35.RIDE DISC 3000 MY15

# MERIDA

## INDUSTRY CO., LTD.

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*Founded in 1972, Merida Industry Co., Ltd. has developed into one of the world's most famous makers of high-end bicycles. The firm's own "MERIDA" brand bikes are widely popular among consumers in about 70 countries and are the first choice of world champions and Olympic medal winners. The average selling price (ASP) of Merida's bikes is the highest in Taiwan's bicycle industry. With continuous technical and business development over more than 25 years, Merida today occupies a leader-of-the-pack position in the international high-end bicycle market.*



14.SCULTURA 4000-JULIET MY2015



18.RIDE TEAM-E MY2015



8.REACTO 300 MY2015