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Powersports



New Era for Powersports

A photograph of a motorcycle's handlebars and instrument cluster in the foreground, set against a background of a city street at night. The street is illuminated by streetlights and the blurred light trails of cars, creating a sense of motion. Tall buildings with lit windows are visible in the background.

Taiwan Poised to World's Best
PTW Production Base Thanks to
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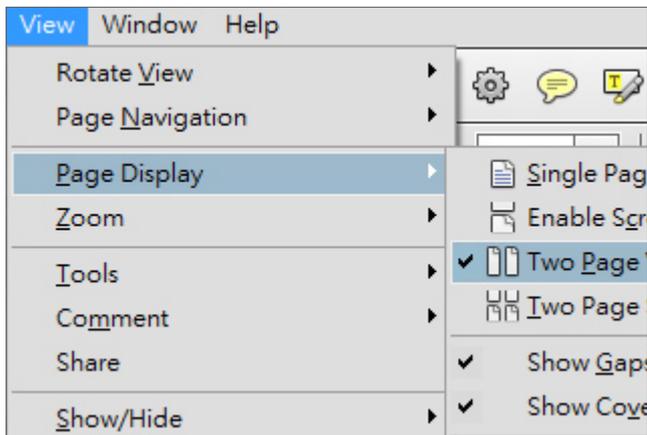
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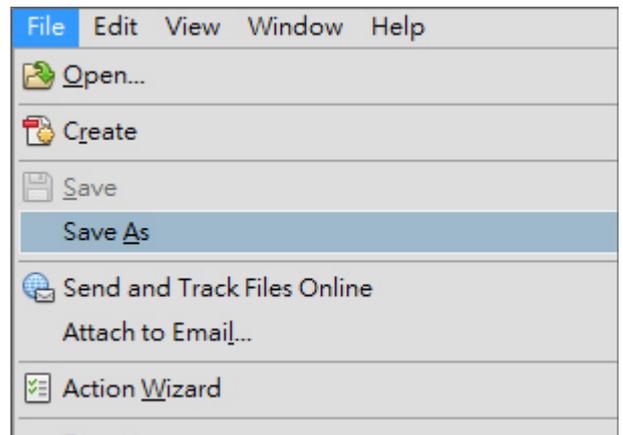
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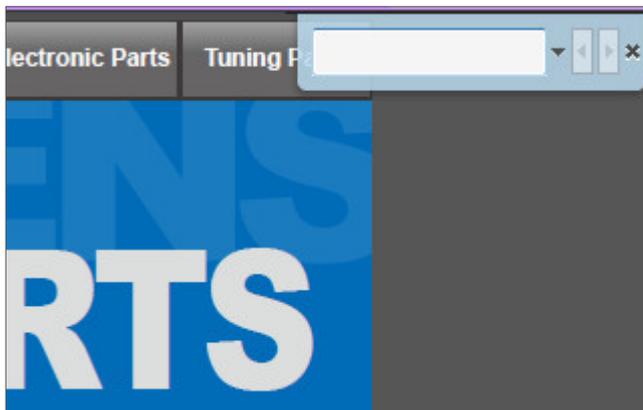
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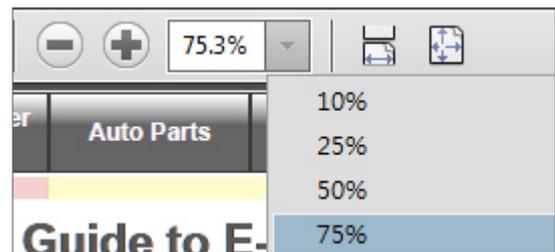
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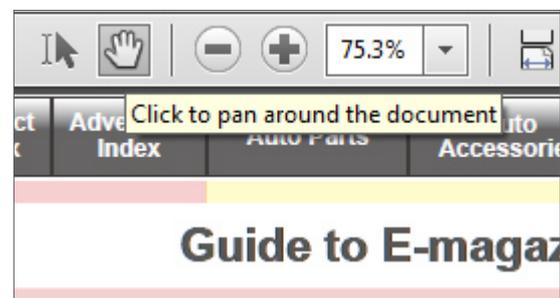


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Compiled by Quincy Liang

Gogoro of Taiwan Shows off Smartscooter in Flagship Store for Launch This Summer



Setting the stage to start selling its first electric scooter (e-scooter) dubbed Smartscooter in Taiwan soon, Gogoro Inc., a young and innovative Taiwanese company targeting to transform energy distribution and management in megacities, recently inaugurated the Gogoro Experience Center, its flagship store in the upscale Xinyi shopping area only steps away from the Taipei 101 skyscraper, designed to build corporate profile and encourage hands-on interaction with likely the most stylish e-scooter made in Taiwan.

Gogoro's new Experience Center likely was not located at random in the Xinyi shopping district, home to a sprawling complex of the Japanese-branded Mitsukoshi department store as well as many renowned import brands, which sees heavy foot traffic of yuppies, X- and Y-generation consumers who are more eco-conscious and aware of the urgency of global warming due to greenhouse gas emissions, hence the relevance, exigency of promoting, popularizing EVs, especially e-scooters in high density urban centers.

The Smartscooter has slick styling to rival any gasoline-powered counterparts, with the flagship store obviously playing up all the aesthetic features that would be priority for any eco-minded, trendy urban commuter. First impressions of the Smartscooter leave any observer awe-struck by the streamlined design of the body to set itself apart from most e-scooters made-in-Taiwan that tend to be associated with economy and compromise. One can not help but ask is Gogoro trying to launch the Tesla of e-scooters in Taiwan?

The e-scooter maker also announced Taipei City and New Taipei City of Taiwan as the pilot market for the Gogoro Smartscooter and Gogoro Energy Network, both to be available this summer.

Peng Ming-I, Gogoro's marketing director, said the company is still mapping out the product and service (battery swapping) prices, which will be publicized during the product launch in Taiwan. But consumers can be sure that the Smartscooter and battery pack will be sold or available separately, to be either



Horace Luke (second from left), co-founder and CEO of Gogoro, introduces the Smartscooter to Ko Wen-je (third), Mayor of Taipei City, in front of the Gogoro Experience Center in Taipei. (photo from UDN)

smart marketing to lower cost of ownership, or perhaps make room for future pricing to allow development of new battery packs.

Debut at 2015 CES

Gogoro introduced the Gogoro Smartscooter and the Gogoro Energy Network earlier this year at the 2015 Consumer Electronic Show (CES) in Las Vegas. The Smartscooter is the world's first high-performance, smart electric two-wheeled vehicle with swappable batteries. The integrated Gogoro Energy Network is an advanced battery-swapping infrastructure for cities.

The Smartscooter is designed to capture the hearts and minds of a generation of Taipei scooter riders who want to be catalysts for more efficient, cleaner, and smarter energy choices. We wanted to launch the Gogoro pilot program in a market that has a strong track record of embracing innovation coupled with a high concentration of scooters. Greater Taipei is clearly the ideal market, said Horace Luke, co-founder and CEO, Gogoro.

Partnerships with Taipei City and New Taipei City

Gogoro's partnership with Taipei City and New Taipei City will provide future owners

with a variety of benefits with purchasing the Gogoro Smartscooter, including increased subsidy for e-vehicle purchases; broad deployment of the Gogoro Energy Network throughout Greater Taipei; and preferred EV parking throughout both cities.

Taipei City and New Taipei City are taking a progressive approach to city planning and smart city urbanization. The positive impact of this renewed effort for high-performance electric vehicles in Greater Taipei will be felt for generations and be a global example for what the private and public sectors can accomplish when they work together for the greater good of citizens, said Luke optimistically. The CEO may have missed the TV news report in Taipei of April 7 that said the city still has so many 2-stroke motorscooters, being many times more polluting than 4-stroke counterparts, that would take over 20 years to replace.



The Gogoro Smartscooter has been developed, made and marketed with concepts unseen in traditional PTW industry. (photo from Gogoro)

Living Lab Project

Taipei City chose Gogoro as the first participant in its recently unveiled "Living Lab Project," a program for innovators and entrepreneurs to trial run products and business ideas that can improve quality of life for residents.

Gogoro is introducing a new, more flexible and sustainable electric refueling system. It

is a perfect fit for our new Living Lab Project, and we are excited to be the global pilot city. Deploying the Gogoro Energy Network in Taipei City and incentivizing our citizens to replace traditional gasoline-powered scooters will help shape a healthier, more sophisticated and smart Taipei city, said, Ko Wen-je, the new mayor of Taipei City.

New Taipei City, on the other hand, has made a strong commitment to embrace technology and has become a globally recognized leader in smart urbanization. The Intelligent Community Forum, a global initiative whose website states "All of ICF's programs serve the same purpose. They help communities adapt to the demands of the Broadband Economy and build prosperous, inclusive and sustainable economies ready to prosper in the 21st century," selected it as one of the top-seven smart cities globally in 2014. Gogoro is partnering with New Taipei City to support its transformation to become even smarter, said the maker.

Gogoro is a key element in New Taipei City's plan to realize its potential as an ever growing smart city. We are working closely with Gogoro to build a smart energy distribution infrastructure that integrates with our new energy-sharing program to give our residents a greater sense of well-being, said, Chen Shen-hsien, Deputy Mayor, New Taipei City

Upscale price

All the parts and systems on the Gogoro Smartscooter are specifically designed and developed for the advanced e-scooter, without overlapping or duplication of other electric or internal combustion engine (ICE) counterparts. In addition, many high-end techniques and parts are adopted to produce the Smartscooter, such as automotive-grade materials, aluminum-alloy vehicle frame, LED headlamp, four-link suspension system as used on higher-end cars, and customized, composite tires by Cheng Shin Rubber Tire Ind. (Maxxis brand) for enhanced steering performance. But as the premium-priced Tesla, one gets what one pays for. All the uncompromising design, high-end parts, and Gogoro's e-scooter production line in northern Taiwan inevitably incur relatively higher cost,

Peng said, with a bottom-line of about triple to quadruple the price of a 125cc ICE scooter. The buzz on the Internet says Gogoro might even sell the Smartscooter below cost just to promote the e-scooter to build popularity initially, but, contrary to rumors, without ever be as low as NT\$70,000 to NT\$80,000 (US\$2,333 to US\$2,666) unit price.

In comparison, a basic e-scooter from Fuechan, a maker in New Taipei City, with 4 lead-acid batteries and range of about 40 kilometers retails for NT\$32,800 (US\$1,050) excluding NT\$3,000 in subsidies.

The Smartscooter harnesses the power of 30 onboard sensors, cloud connectivity, and an integrated Gogoro mobile application that enables the scooter to get smarter and more efficient with every ride. The Gogoro iQ System puts the power of a personal computer in the Smartscooter, synchronizing wirelessly across the Smartscooter, Gogoro app, Gogoro Battery, GoStation and Gogoro Energy Network. The app utilizes the Gogoro iQ System to find the closest GoStation, deliver detailed scooter diagnostics, adaptive throttle control, customized regenerative braking, and the ability to track ride data like top speed and range so a rider can analyze riding patterns to optimize power and energy consumption.

The Smartscooter also features easier recharging: Riders don't need to wait to recharge the Smartscooter and can swap a depleted battery for a charged one in 6

seconds at any GoStation. Batteries can be reserved in advance, and a subscription-based payment model offers unlimited access to as many charged batteries as needed. Also Smartscooter's hyper-connectivity alerts, if servicing is needed, a rider immediately via the Gogoro mobile app or at the GoStation when swapping batteries. The short electric refueling process, faster than refilling gasoline, is also one of Gogoro's appeals to urban commuters.

Gogoro has announced to set up the GoStations battery-swapping stations in Taipei City and New Taipei City, with each station being similarly sized as an auto teller machine (ATM), to be extensively installed across the two cities with one station per 2.5 square-kilometer.

Smart Phone to Smart Scooter

Founded by technology veterans Luke and co-founder and chief technology officer (CTO) Matt Taylor, the Smartscooter and Gogoro Energy Network are Gogoro's first products. In October 2014, Gogoro announced having raised US\$50 million in Series A funding in 2011, and is currently closing its Series B fund raising of US\$100 million to commercialize and go-to-market in 2015.

Luke has overseen product development and corporate strategy from the outset, having been chief innovation officer at HTC, a major smartphone maker in Taiwan, where he was instrumental in leading the company's



A rider swap the Smartscooter's Li-ion battery pack at a GoStation in only 6 seconds. (photo from Gogoro)



The Smartscooter has high-end parts and components. (photo from Gogoro)

transformation from a white-label hardware manufacturer to a competitive, innovative mobile phone brand globally. Now he leads a company with vision to revolutionize the powered two-wheeler (PTW) industry concept by launching e-scooter and services similar to those of Tesla Motor in the premium electric-car market.

With different thinking in product design, operation and marketing more like that of a cellphone vendor, Gogoro in many ways takes a page from Tesla, industry experts say. For example, the Smartscooter's changeable shell or fairing is taken for granted in the cellphone business, as is Gogoro's electric refueling service program that is akin to the service-bundled packages offered by telecoms.

Stuck Mindset

A senior industry insider hits the nail on the head by saying that the major reason for low e-scooter sales volume in Taiwan being vendors are still stuck in the traditional PTW industry mindset. Gogoro, however, from the very start, tried to rejuvenate the cost/profit concept by adopting the best materials, most advanced technologies, and creative ideas to build the Gogoro logo and target the global stage.

Gogoro is funded by Samuel Lin, chairman of Ruentex Group in Taiwan and one of Asia's most successful entrepreneurs with diverse businesses including retail, sustainable technology, healthcare, financial services, property development and textiles.

With such solid financial support, Gogoro's R&D team has created the "Ferrari" of e-scooters and the first automated e-scooter assembly line in Taiwan, without anyone able to foresee the day the huge investment will see returns. But there were ample detractors when Porsche mulled the idea to enter the SUV segment with its Cayenne, a model that is as farflung for the iconic sports car maker as is the Mini for BMW. Now the Cayenne is reportedly a major profitmaker for Porsche. So the adage in business remains: Only those who dare to gamble innovatively and boldly stand to win big.

Gogoro anticipates the completion of its Series B fund-raising of additional US\$100 million, which will enable the fledgling Taiwanese firm to roll out the fully-Taiwanese-funded Smartscooter with totally local R&D, manufacture to set a new standard in upscale e-scooters. ☒

New Tech and Retro Chic in the Spotlight at EICMA

Global buyers and media descended on EICMA to see the latest and greatest from the powered two-wheeler (PTW) industry during the annual show's 2014 run from November 4 to 9 in Milan, Italy

The show brought together all of the PTW majors at a 280,000-square-meter venue with both outside and inside exhibition areas. Thousands of exhibitors from 40 countries debuted more than 5,000 new models to buyers from around the world during the six-day extravaganza, opening a window to the industry's future trajectory.



Supercharged Monster Kawasaki Ninja H2

When Kawasaki first conceived the Ninja H2R, the driving development concept was to offer the kind of acceleration no rider had experienced before. That a motorcycle be "Fun to Ride" is one of Kawasaki's guiding principles. But while there are many ways for a motorcycle to be enjoyed, it was felt that having incredible acceleration was a major factor in delivering ultimate riding exhilaration.

Powering the Ninja H2R is a supercharged engine with a design target of 300 PS allied to a compact design on par with power units found in supersport liter-class models. The key to achieving this incredible performance lies in the engine's supercharger—a motorcycle-specific unit designed completely in-house with technology from other companies within the Kawasaki Heavy Industries (KHI) Group.

Advanced technological know-how shared from other group companies is found throughout the all-new engine and chassis design. For example, the carbon-fiber upper and lower wings that ensure stability when riding in the ultra-high speed range were designed with assistance from Kawasaki's aerospace company.

The supercharged monster machine, in fact, open a brand-new battlefield for global monster-machine makers.

"Iron Man" Yamaha YZF R1M

The new YZF-R1 and limited-edition YZF-R1M stole the spotlight at EICMA 2014, fusing the technological wizardry of Yamaha's MotoGP M1 racing machine in an "iron man"-like configuration.

The bike's six-axis Inertial Measurement Unit (IMU) offers controllability over traction, slides, front wheel lift, braking and launches. The Communication Control Unit with GPS



The Kawasaki Ninja H2 is powered with a supercharged engine first-seen on a production motorcycle model. (Photo from Kawasaki)



The Yamaha new YZF-R1 "production racer". (Photo from Yamaha)

records and displays lap times and other running data on an Android-based tablet, and the R1M's Electronic Racing Suspension (ERS) delivers ultimate handling. With its 200PS crossplane engine, short wheelbase chassis, 3D control electronics and exclusive carbon bodywork, the R1M brings MI-derived factory-bike technology to private owners.

Production Racer

The Honda RCV1000R is a road racing motorcycle developed to race in the Open class of the MotoGP world championship for the 2014 season and on. It's basically a simplified "production racer" version of the RC213V. The new "production racer," a class pioneered by Italian maker Ducati's Desmosedici RR in 2007, caters to monster-machine fans worldwide with a slew of high-tech equipment, though there is bound to be some sticker shock.

The on-road racing model is part of Honda's



The Honda RCV1000R "production racer". (photo from Honda)



The Ducati 1299 Panigale is an eye-catching superbike. (Photo from Ducati)

efforts to meet a new trend in the global high-end motorcycle market and meet demand for top-end models.

Another bike in the top-end segment with plenty of electronic bells and whistles is the Ducati 1299 Panigale. Breathtakingly stylish, the new 1299 Panigale leaves no room for compromise when it comes to technical excellence. Such is the case of the new Superquadro engine with an unprecedented 116mm bore, 205 hp of pure adrenaline, and 145 Nm of stunning torque.

The 1299 Panigale and Panigale R use the Bosch Inertial Platform, which is centered around an IMU. The IMU constantly monitors the motorcycle's lean angle and fore/aft pitch, interfacing with the ABS, DWC (Ducati Wheelie Control), and on the 1299 Panigale S, the Ohlins Smart electronic control suspension ensuring that these systems operate at maximum effectiveness regardless of the motorcycle's position.

Café Racer

The unveiling of BMW Motorrad's R nineT in 2013 sparked a global trend in retro-styled "café racers." English brand Triumph has been a leading player in the classical-style segment for a very long period, but the retro-style models have never been so popular as now.

Created to mark "90 Years of BMW Motorrad," the BMW R nineT radiates both purity and power. It skillfully blends the boxer engine's iconic character and classic design from a bygone motorcycle era with cutting-edge



technology and a modular concept that offers a wide range of customization opportunities.

BMW says that the classic roadster bike is built for motorcycle enthusiasts who yearn for unadulterated, stress-free riding pleasure. When designing the nineT, terms such as "purist simplicity", "emotion" and "authentic, traditional materials" were high on the list of priorities. Styling cues from old-school motorcycle production are united with the very latest drive and chassis components on the nineT to produce a sensational motorcycle that is just as adept at cruising serenely as it is powering down country roads.

Industry sources say that the BMW R nineT create a new segment for the market, which has been expanding steadily and in which models have been pushed by different brands for the increasing matured baby boomers, who now have more leisure time and stronger buying power. One of the examples is the Ducati Scrambler.

Ducati says that Scrambler is characterized by its comfortable riding position and steel teardrop tank with interchangeable aluminum side panels. The 790 mm seat height ensures comfort for both the rider and passenger. Stand-out features include the wide handlebar, the headlight with glass lens and LED guide-light, and the Dual Sport wheels. An aluminum finish for the belt covers, the heat guard and the interchangeable surround of the characteristic LCD instrument panel all enrich the style of the bike.

Two Front Wheelers

A special type of tricycles, which feature two front wheels and one rear, have been launched in Europe for several years by Italian PTW conglomerate Piaggio, including the Piaggio MP3 and affiliated brand Gilera Fuoco. After the 2014 EICMA, the special segment was joined by a newcomer: the Yamaha Tricity.

Time is too valuable to waste, Yamaha says, and yet every day thousands of commuters spend a great deal of time and money getting to and from their place of work. But it really



The BMW R nineT triggered a retro fashion trend in the global motorcycle market with its debut in 2013. (Photo from BMW)



Ducati Scrambler is a new classic-style monster model expected to win flooding orders from baby boomers. (Photo from Ducati)



The Piaggio MP3 is the world's first three-wheeler launched by Piaggio several years ago, creating a new segment in the scooter market. (Photo from Piaggio)

doesn't have to be this way. The Yamaha Tricity is ready to offer a practical, affordable and enjoyable alternative.

Equipped with a unique 3-wheel chassis, the Tricity is a lightweight urban commuter vehicle whose user-friendly features cater for the needs of new riders. Driven by a 125cc engine and offering scooter-like agility with the feeling of stability that comes with three wheels, the innovative Tricity puts you back in charge of your life. With an ABS option now available, the rider can commute in confidence.

Other details of the urban multi-wheel model: Fashionable and affordable urban commuter; three wheels for enhanced feeling of stability; exclusive Leaning Multi Wheel (LMW) design; closely spaced front wheels for agility in traffic; aimed at new and existing

scooter riders; lightweight, compact and easy to handle; smart and modern bodywork with plenty of storage; natural riding position and comfortable seat; economical and lively 125cc liquid-cooled engine; Front and rear disc brakes for easy control; and Unified Brake System (UBS) as standard equipment.

Rotating Trends

The global PTW market is ever evolving, with new models and functionality that is steadily changing the way people think about getting from A to B. The silent revolution in transportation was nowhere more apparent than at EICMA 2014. ✉



Yamaha Tricity aims at urban commuting market. (Photo from Yamaha)





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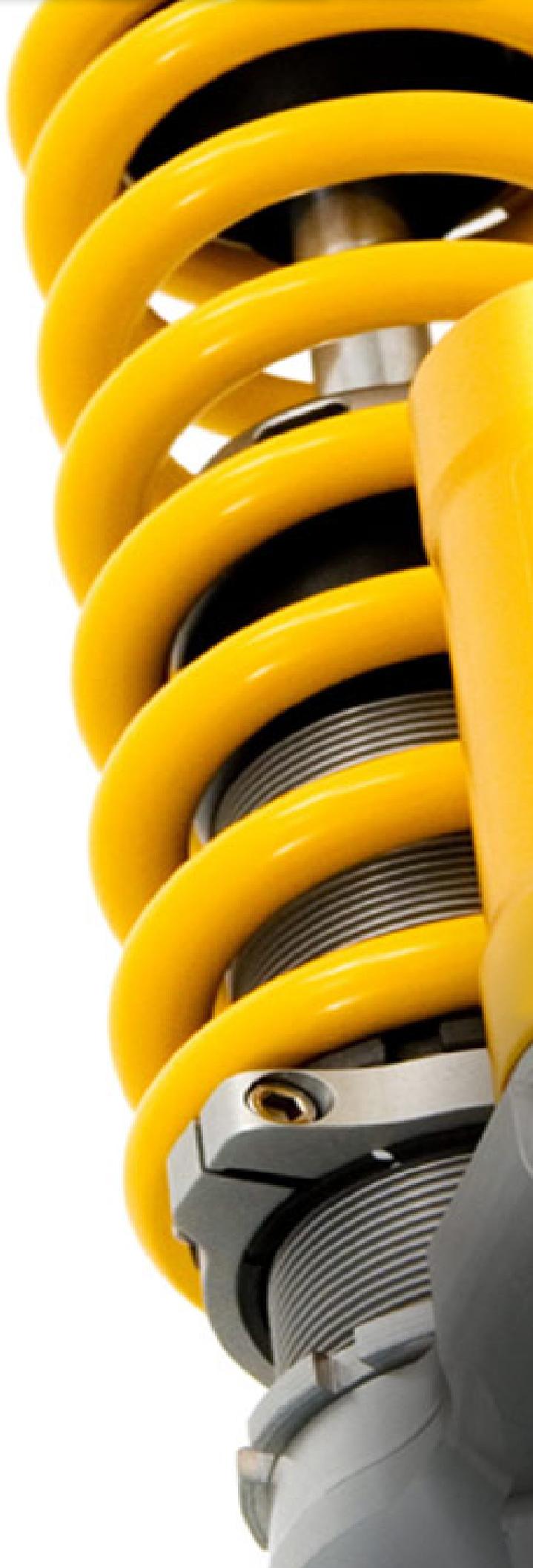
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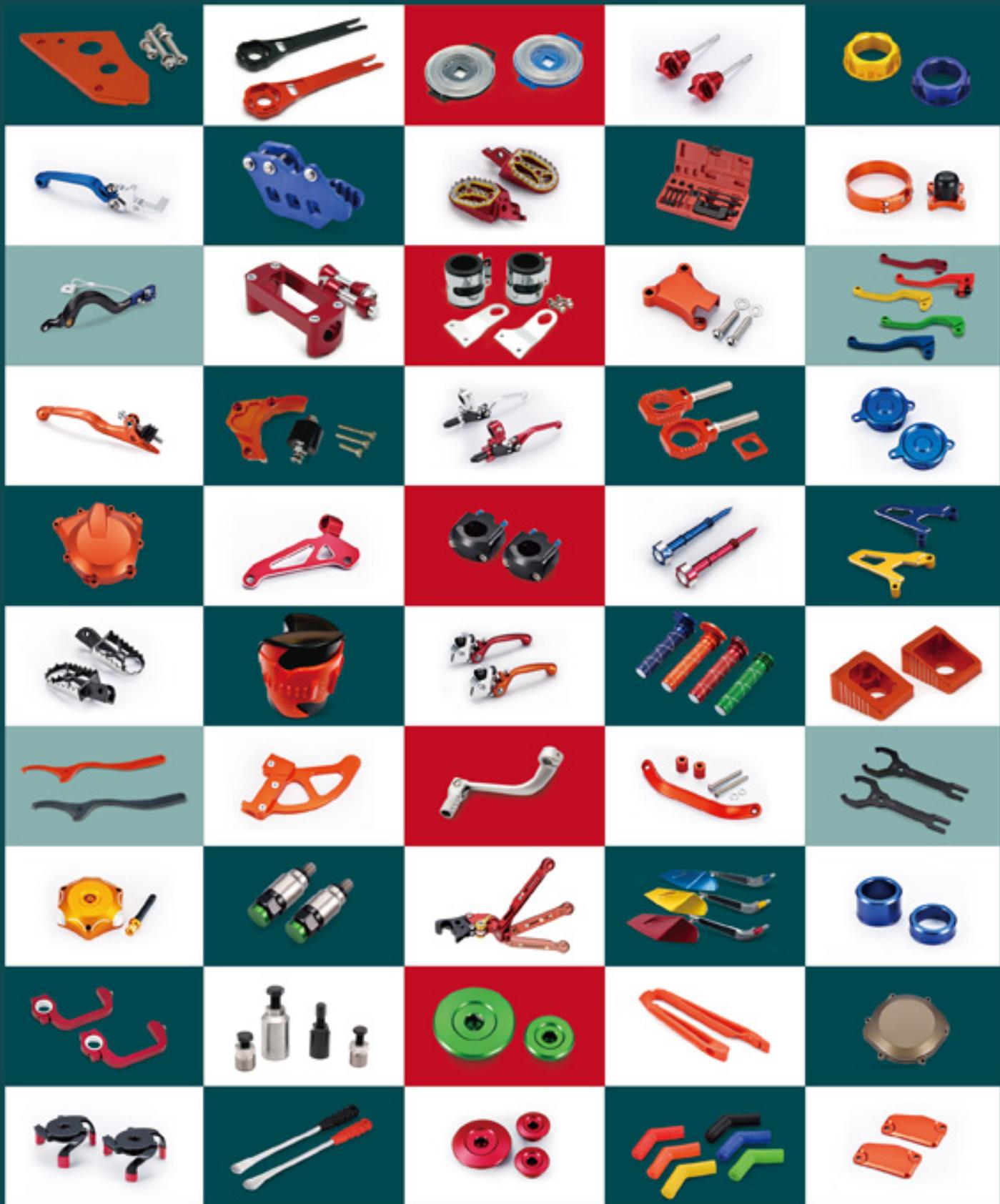
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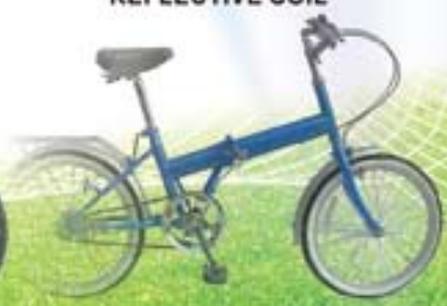
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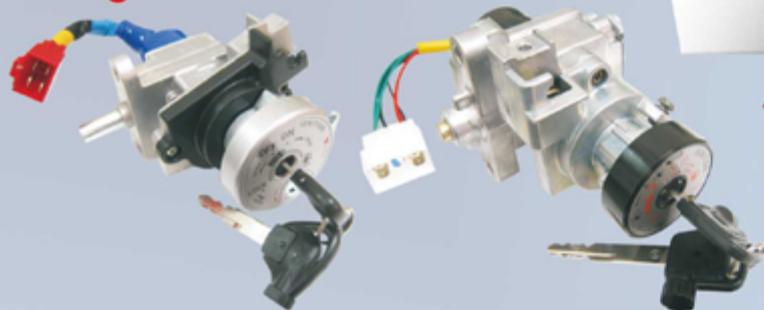
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