



Giant CEO Tony Lo Shares His Cycling Experience

Text & Photos: Editorial Dept.

With a current brand value in excess of US\$262 million, Giant managed to combine global management knowledge with Taiwan's unique business smarts, and ultimately achieved success after more than twenty years of perseverance. According to Giant CEO Tony Lo, "You're not qualified to manufacture bicycles if you don't ride a bike yourself." Giant promotes a brand spirit of "awakening the joy of exploration," and strives to provide Total Cycling Solutions and create a "Giant Cycling World." In order to share the fun of cycling, Giant also seeks to understand consumers' needs and provide every individual with bicycle best suited for his or her lifestyle.

Currently less than 20% of the world's population ride bikes, said Tony Lo, but Giant is working

hard to help the other 80% to get to know bikes and enjoy the fun of riding. Giant's new 2010 brand concept of the "Giant Cycling World" emphasizes a consumer-centered view, provides complete cycling solutions, and seeks to create an even better cycling environment. This concept includes simulating consumers' riding environments and goals, helping consumers finding suitable bicycles using easily-understood methods and steps, and enabling consumers to experience the joy of cycling by familiarizing them with product services, and even helping them plan cycling trips. Giant President King Liu and CEO Tony Lo are dedicated missionaries of the new cycling culture, and hope their enthusiasm will create even more cycling addicts.

Regarding his personal manufacturing phi-

losophy, Tony Lo said that although he used to tell customers about the advantages of Giant's products in accordance with bicycle principles, he only found out about the true advantages of a bike after he began cycling several years ago. Lo admits that while he used to "think" he knew about the connection between products and consumers, only now does he "really" know. Consequently, although Giant has long emphasized that it makes the world's best bicycles, every product is now infused with a totally new brand spirit.

Lo Completes Round-Taiwan Ride with Wife & Son

In 2008, Lo led the fellow members of the A-Team on an 11-day, 1,028-km ride around Taiwan. In January of this year, Lo decided to fulfill a promise made to his wife more than ten years ago that he would ride with her around Taiwan, while also giving his sixth-grade son an unforgettable elementary school graduation present. Lo therefore took advantage of this year's Chinese New Year vacation to

take his wife and son with him on his second bicycle circumnavigation of the island.

According to Lo, this trip gave his family a rare opportunity to be together for 24 hours a day, nine days in a row. In addition, the fact that all three had a common goal and a shared topic of discussion every day brought the family closer together. The fact that he able to endure the arduous round-Taiwan ride filled Lo's sixth-grade son with pride, and the trip enabled him to see with his own eyes geography and landscapes that he had previously only encountered in textbooks. As a result, Lo's son obtained a rare experience and learning opportunity. This family trip around the island gave his son a chance to learn bicycle safety, said Lo, and also instilled the spirit of challenging himself and never giving up. The expedition also taught him teamwork, discipline, and self-management skills. But the most important thing was that it let his son use his own eyes and feet to explore Taiwan in depth. Lo believes that receiving his round-Taiwan certificate will make cycling a lifetime habit for his son.



▲ Giant CEO Tony Lo (left), his son Jikala Lo, and his wife Mimi Lo thoroughly enjoyed their bike trip around Taiwan.