

# First Bicycle Components Co., Ltd.

## Cranksets, bottom brackets, headsets, tool kits, lightsets, and other components

Since its establishment in 1984, First Bicycle Components Co., Ltd. has been a major bicycle parts developer and manufacturer in the global market, whose own "FIRST" branded line is synonymous with superior-quality and innovation, competitive prices, and prompt delivery.

From lighting sets to tool kits and from rotor and oval chainrings, First claims to focus on launching newer and better products based on current successful categories, also mainly supplying cranksets, bottom brackets, headsets, tool kits, and other components

First is highly adaptable to changes in business and requirements from customers. Its market-oriented management concept, as well as the company policy "Customer First, Service Best" have gained positive feedbacks from global customers.



Facing increasingly fierce competition from counterparts worldwide, especially in Asia, the maker says it is committed to manufacturing all products exclusively in Taiwan. The company explains that though competition is always a motivation for continuous improvement for players in the game, the vicious circle of underselling leads eventually to their own demise. "Over the next few years, my company is committed to meeting customer needs by upgrading, innovation, and forming strategic alliances with partners in Taiwan and other parts of the world," claims First's president Johnson Li, who believes Taiwan-made parts are unbeatable in performance, quality, and cost/performance (C/P) value.

In addition to its world-famous "FIRST" brand, First created the new "MAGPIE" brand in 2009 to globally market products with 3C (computer, communication, and consumer electronics) functions, with the core brand spirit being uniqueness, friendliness and vitality.

First added lightsets under the new "MAGPIE" line and continues to focus on other categories such as tool kit, rotor, oval chainrings, and etc.



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