

1972



The Giant Manufacturing Company is founded by King Liu in Taiwan. Led by King's manufacturing expertise, the company starts producing bicycles for some of the world's top cycling brands.



**RIDE LIFE.
RIDE GIANT.**

1981



The Giant brand is born. Giant-branded bikes hit the market, as Giant Sales Companies open first in Taiwan and then in other nations, including the U.S. in 1987.



RIDE LIFE.
RIDE GIANT.

1987



Giant introduces its first carbon-fiber bicycle. The Cadex 980 C, constructed with carbon-fiber frame tubing and aluminum lugs, is regarded as the world's first affordable carbon-fiber road bike for the masses.



**RIDE LIFE.
RIDE GIANT.**

1995

Giant sponsors its first World Cup mountain bike team, which features legendary American racer John Tomac and Norwegian cross-country star Rune Hoydahl.

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**RIDE LIFE.
RIDE GIANT.**

1997

The world's first Compact Road frame is introduced and ridden by the ONCE ProTour team. With a dramatically sloping toptube and a compact rear triangle, the new design increases rigidity, improves handling and reduces weight. ONCE rider Joseba Beloki will ride the Giant TCR (Total Compact Road) to two Tour de France podiums.

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**RIDE LIFE.
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2004



Giant introduces Maestro Suspension Technology. This innovative off-road design features four pivot points to neutralize pedaling and braking forces and allow suspension to remain fully active in all types of terrain.



**RIDE LIFE.
RIDE GIANT.**

2007

King Liu leads a 15-day cycling tour of Taiwan to share Giant's message about the healthy, environmentally friendly virtues of the new cycling lifestyle. King will continue this mission in 2009 with a 1,668-kilometer ride from Beijing to Shanghai, and in 2010 with the five-day "Green World on Wheels" tour of the Netherlands.

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2009



Giant partners with the Rabobank ProTour team. Rabobank rider Denis Menchov wins the Giro d'Italia on the Giant TCR Advanced SL.

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RIDE GIANT.**

2010



Giant wins a Eurobike Award for the fourth consecutive year. CityStorm (2007), CitySpeed (2008), Accend (2009), and MIO and Twist Esprit (2010) are all recognized by the International Forum Design group for their innovative designs.



**RIDE LIFE.
RIDE GIANT.**

2010

 **GIANT**
CYCLING WORLD



Giant Cycling World Denver is founded on June 19 in Littleton, Colorado.

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