

Press release

## **Bafang Electric launches its first Bafang Dealer Day, attracting hundreds of industry professionals**

**Suzhou/China - Nijkerk/Netherlands, January 2023** - The first Bafang Dealer Day took place on January 16 in Nijkerk, generating a great response and positive feedback. More than 450 dealers took up Bafang Electric's invitation to register for the event and made their way to the distinctive venue Hart van Holland. Here, much discussion surrounded Bafang itself, the dealer direct service, new products, and partner opportunities took place.



*Photo: 1st Bafang Dealer Day (2023)*

### **Confident presentations and interactive exchange**

The day's presentations were specially designed with dealer-specific information in mind, ranging from an overview of Bafang's history to technical insight regarding the latest drive systems. Confidently leading the day's proceedings was moderator Rens Merckelbach. He was joined by members of Bafang's Benelux branch Vince Weerden, Santosh Mankoe, and Leroy



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van Heerde, the branch's Service Manager, Dealer Direct Service Executive, and Customer Service Specialist

respectively. Each presented on their specialist subject, taking time to answer any dealers' questions on the matters at hand.

### New products and the BESST Pro Tool

After a refreshment break the event continued, moving into an adjacent hall where dealers were able to view Bafang's latest technological offerings up-close while receiving tailored advice from knowledgeable staff members.

Alongside the isolated drive systems, batteries, and HMIs on display, a range of test bikes were available for dealers' use. Supporting Bafang's own test bikes were branded bikes boasting a range of systems, provided by Jools, Brinckers, BSP, and Dolly Bikes. Based on the faces seen around the specially designed test track, Bafang's motto, "Engineered to make you smile", rings true!

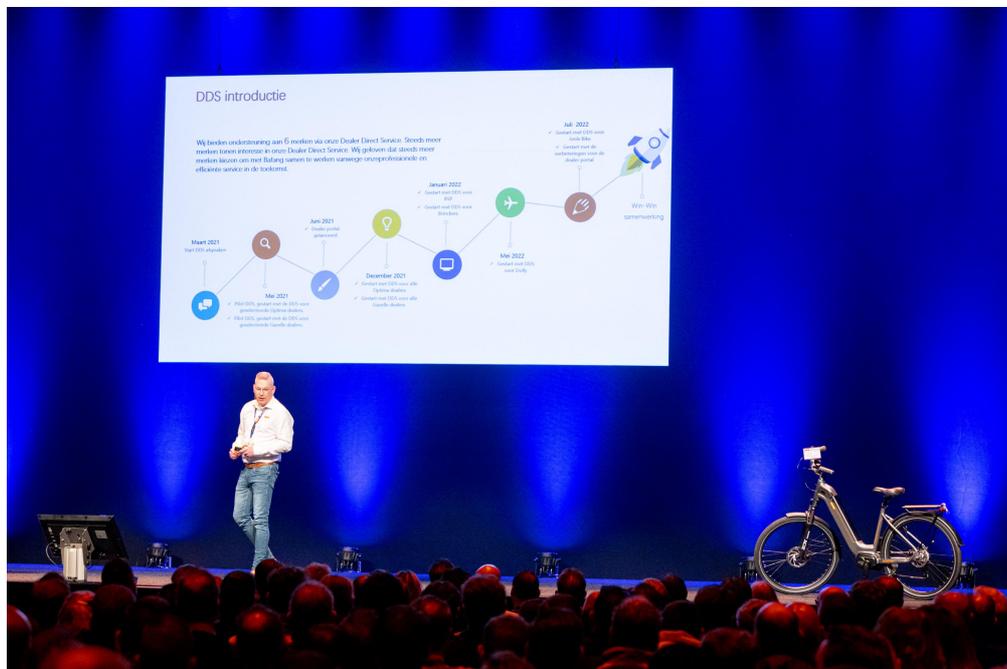


Photo: Leroy van Heerde - Dealer Direct Service presentation

The afternoon was then characterized by presentations of the latest products from Bafang by Lennart van Houwelingen, the Sales Manager for Benelux. Following this, Leroy van Heerde

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returned to deliver a presentation regarding the BESST Pro tool, which is sure to be an exciting prospect for many dealers.



*Photo: Lennart van Houwelingen presents Bafang's latest e-mobility products*

Rens Merckelbach concluded the event with a light-hearted lottery, in which James Wang (Bafang Global Service Leader) and Eric Wang (Technical Support Department Manager) presented a selection of gifts to lucky attendees. Concluding with a classic networking session, the event can only be described as a very successful and slick launch of Bafang's Dealer Day. Full of informative content and exciting ideas, the event clearly outlines Bafang's focus on development in the European market, and is the product of a great team effort by the staff of Bafang Electric Ltd.

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Bafang, one of the leading manufacturers of e-mobility components and e-drive systems, has been developing components and complete systems for electric vehicles since 2003. The company is listed on the Shanghai Stock Exchange (603489.SS) and focuses on all global e-

mobility trends of the future: be it individual e-bikes, e-scooters or for public bike sharing systems. Bafang employs over 1000 people at ten international locations worldwide. The headquarters, development and production centre are located in Suzhou, in the immediate vicinity of Shanghai/China. A virtual tour of the new headquarter in Suzhou via a VR Panorama Tour starts [here](#).

Bafang has sales and service centres in the Netherlands, the USA, Germany, Denmark, France, Italy, and China. The newly opened plant in Poland focuses on the production of mid-motor systems for the European markets.

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This communication has been issued by Bafang Electric (Suzhou) Co., Ltd. who is therefore responsible for the entire content.