

Press Release

AIMA EBIKE and its North American Dealer Team Visit Bafang Headquarters

Before Christmas, Ms. Angela Zheng, the CEO of AIMA EBIKE USA and its dealer representatives visited Bafang headquarters (Suzhou, China) to exchange views on the development of the eBike market.

Since AIMA officially announced its entry into the North American market at the 2024 CES, it has launched a series of models, including the Big Sur with Bafang's H550 system and the Santa Monica with the H560 system, that have garnered a lot of interest. AIMA's outstanding performance on the sales channel side is also on the rise. At the time of writing, AIMA has attracted the active participation of nearly 500 dealers. During the exchange, Angela said: "Our models are all equipped with Bafang complete systems, with a strong and smooth riding experience and fast service response, which makes our dealers and users very satisfied."



Image: AIMA X Bafang exchange event

As a leading brand of eBike drive systems, Bafang tailors exclusive products and service solutions for North American consumers. Mr. Qinghua Wang, the CEO of Bafang, said during the exchange: "The AIMA team's innovative and sustainable development concepts make us a great fit for each other." Qinghua also expanded on Bafang's commitment to its position as an eBike complete system provider. A complete system consists of multiple units, such as motor, controller, display, battery and sensor, which are all interconnected. Only when the units work together to maximize performance, and efficiency, does an eBike output the best user experience. In addition, compared with systems comprising components from different manufacturers, a complete system can effectively improve the efficiency of dealer service communication and spare parts stocking, thereby shortening the waiting time for user service. It also helps avoid a series of matching problems that may be caused by the "patchwork" nature of the system, thereby better ensuring product stability.

This trip to China not only allowed dealers to understand the R&D and manufacturing capabilities of AIMA and Bafang, but also enabled them to enjoy an exchange of bicycle industry culture. Through the on-site visit, they developed a more intuitive and comprehensive understanding of the maturing automated production in China, as well as the laboratory testing system set up for high quality standards.



POWER YOUR LIFE

Bafang Electric (Suzhou) Co., Ltd.
No. 6 Dongyanli Rd • Suzhou Industrial Park • 215125, Suzhou China



Image: AIMA dealer team visits Bafang labs



Image: AIMA dealer team experiences Bafang's new system

The visit ended with the joy of riding. Both teams reached a consensus that they will work together to introduce more models in the future, so that more people can experience the fun of eBike exploration.

BAFANG

POWER YOUR LIFE

Bafang Electric (Suzhou) Co., Ltd.
No. 6 Dongyanli Rd • Suzhou Industrial Park • 215125, Suzhou China

Media contact (global):

Water Qiu

E-Mail: water.qiu@bafang-e.com

Tel.: +86 158 5142 8158

About BAFANG:

BAFANG, one of the leading suppliers in eBike drive system development and manufacturing, dedicated to providing the electric two-wheeler industry with high quality products and services since 2003. The company is listed on Shanghai Stock Exchange (603489) and focuses on global e-mobility trends of the future: be it individual e-bikes, or for public bike sharing systems. Bafang employs over 1000 people at 11 international locations worldwide. The headquarters, development and production sites are located in Suzhou, in the immediate vicinity of Shanghai/China. An online tour of the headquarters via a VR Panorama starts here.

<https://www.bafang-e.com/about-bafang/VR>

Bafang has sales and service centers in the Netherlands, the USA, Germany, Poland, Denmark, France, Italy, and China. And Poland company undertakes the task of producing middle drive systems for the European market too.

Website: www.bafang-e.com

E-Mail: info@bafang-e.com

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