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

Press Release

BAFANG Upgrades European Headquarters: New Dutch Facility Enhances Service Capabilities



Image: New facility of Bafang European Headquarters

July 2025, CUIJK, the Netherlands – Bafang, one of the leading suppliers in eBike drive system, has announced the relocation of its European headquarters, originally established in the Netherlands in 2012 — to a new facility in Cuijk.

Expanded Scale

Bafang's new facility spans approximately 4,000 square meters — four times the size of its previous site. This upgrade reinforces its role as a dealer service center, after-sales repair center, and warehousing and logistics center in Europe. The expansion is particularly focused on improving 48-hour rapid service coverage in Western Europe.

Strengthened Service Network

To date, Bafang has established eight service networks across Europe — in the Netherlands, Germany, France, Italy, Poland, the Czech Republic, Denmark, and the UK — each staffed by native-speaking service personnel. The team currently consists of 35 members.

Bafang operates a dual-track service system:

- A **brand-exclusive service program**, covering the entire product lifecycle.



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- A **Dealer-direct-service (DDS) program**, now extended to the Benelux, Germany, Poland, and the UK. This program is available to brands using Bafang’s complete systems and is initiated through mutual agreement to ensure service satisfaction.

Leroy van Heerde, Bafang’s Benelux Customer Service Manager, emphasized: "The new facility reflects our long-term commitment to the European market. We’re not just expanding physical space but redefining service standards—through localized teams, smart supply chains, and flexible collaboration models—to deliver truly ‘zero-delay’ support for our clients."

As an innovation-driven company guided by the core philosophy of "*Dedication to Customers' Success*", Bafang continues to leverage its "Product + Service" dual-drive model to help global partners enhance their competitiveness in the e-bike market.

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About BAFANG:

BAFANG, a leading suppliers in eBike drive system development and manufacturing, has been dedicated to providing high quality products and services to the electric two-wheeler industry with since 2003. Listed on Shanghai Stock Exchange (603489), the company supports global e-mobility trends, from individual e-bikes to public bike-sharing systems.

Bafang employs over 1000 people across 11 international locations. Its headquarters, R&D, and production sites are based in Suzhou, near Shanghai, China.

Explore a virtual tour of the headquarters: [VR Panorama](#)

Bafang also maintains sales and service centers in the Netherlands, the USA, Germany, Poland, Denmark, France, Italy, and China. And Poland facility additionally produce mid-drive systems for the European market.

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