

**BAFANG**

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

29<sup>th</sup> of November 2022

## Press release

# The 6th Bafang Electric Bicycle Drive System Technology Exchange Conference

*Continue traditions, explore opportunities, launch into the future*

**Suzhou, November 2022** – On November 17, 2022, Bafang Electric's 6th Electric Bicycle Drive System Technology Exchange Conference was held on the bank of Jinji Lake, Suzhou. The theme of this year's event was "New Journeys, New Beginnings, We Are Sailing", with over 400 Bafang partners, media representatives, and testing & certification institutions in attendance. The industry's interest in Bafang's future goals cannot be understated!



*Photo: Bafang Electric's 6th Electric Bicycle Drive System Technology Exchange Conference*

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## Bafang's future blueprint is revealed

The COVID-19 pandemic has impacted the world for 3 years, shaping the lives of individuals and having a profound effect on industrial development. As the prevention and control of COVID becomes the new normal, the global market has also reached a turning point. Facing the new situation, Mr. Wang Qinghua, Chairman and General Manager of Bafang Electric, said, "Bafang Electric has taken root in the industry for nearly 20 years, has grown and progressed with the industry, and has established a solid cooperative relationship with partner companies. No matter how the industry and the market change, Bafang Electric's determination to serve the industry will not change, its original intention to specialize in electric drive systems will not change, and its confidence in the market will not change."



*Photo: Mr. Wang Qinghua, Chairman and General Manager of Bafang Electric*

Mr. Wang Qinghua thanked the industry for its trust in the company throughout its history, and introduced Bafang's future plan to attendees, with steps including:

- a commitment to progressing the industry as a whole, and market expansion and development
- further strengthening of cooperation with partner companies, with mutual trust and benefit
- promotion of the two-wheeled multi-brand strategy (BAFANG, SUTONG, TIANDI) at all levels of the market, and build Bafang into a consumer-recognised brand
- continued increasing of R&D investment and encouragement of technological innovation as the foundation of long-term, stable development
- continued strengthening of intellectual property protection

### **Driving forward with innovation and momentum**

At the core of the technical exchange meeting was the release of new technologies; this was of particular interest to many industry-leading attendees. Representatives from Bafang's various R&D departments took to the stage to share the company's latest achievements in drive system application trends; new-generation mid-mounted motor technology platforms; the development of Bafang's IOT system and associated Bafang Go+ App; and innovative battery solutions.



*Photo: The Bafang M510 mid-motor, exploded view model*

Latest-generation products which highlight the perspectives of intelligence, automation, specialization, integration, and human-computer interaction were also showcased. This included several drive systems such as M820, M510, M410, and H700; 3-speed and 5-speed automatic gear hubs; and several HMI, sensors, and smart riding apps. While maintaining the excellent design traits of the previous generation, these products have been further optimized in terms of specifications, user experience, and adaptability.

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*Photo: The conference's Bafang sample display area*

Alongside sharing the company's own news, Bafang aimed to improve conversation between the industry and the organizations that regulate it, with representatives from testing and safety organisations UL and TÜV SÜD in attendance. The institutions were invited to introduce the latest regulations and policies in the US and EU respectively, providing valuable insight to all present.



*Photo: Bafang Electric's 6th Technical Exchange Conference event site*

### **A new perspective for emerging markets**

The international market is always turbulent, with Chinese companies withstanding the pressure of both anti-dumping and trade barrier restrictions. After operating in the European and American markets for many years, Bafang has extensive international market knowledge and expertise in working through such challenges. Mr. Yu Zhenhua, Deputy General Manager of Bafang Electric, put forward his own suggestions to the industry, advising a move away from short-term money-making goals, and encouraging instead a focus on long-term, quality development with a fully considered, research-backed approach, and recognizing the value of a fully developed brand identity to enhance competitive edge.



*Photo: Mr. Yu Zhenhua, Deputy General Manager of Bafang Electric*

## Opening the doors of Bafang HQ

Following the detailed market and technology insights shared, on November 18 Bafang invited all guests to the 'Bafang New Energy Factory' and Bafang HQ. Here, guests could partake in test rides, and experience the exhibition hall, production line, and laboratory at close range. It is hoped that such insight into the company's production and manufacturing expertise will lay solid foundations for close industry relationships into the future.

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*Photo: Test riding during the Bafang HQ visit day*

A fully guided tour of the facilities can be accessed online, [here](#).

Entering new eras, situations, and challenges, Bafang Electric will uphold "Dedication to Customers' Success, Team work, Sincerity and integrity, Open and pioneering, Benefits priority". The company will continue to improve product quality and service, creating an open and harmonious environment.

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**About BAFANG:** [www.bafang-e.com](http://www.bafang-e.com)

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.

Bafang has sales and service centres in the Netherlands, the USA, Germany, Denmark, France, Italy, Japan, and Taiwan/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.