

Press release

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Bafang Direct-to-Dealer Services see primary launch with select brands

Suzhou, September 2022: *In the past, to meet the individualized needs of different e-bike brands, Bafang Electric (Suzhou) Co., Ltd. developed a variety of products and provided after-sales services to brands in a flexible and efficient way. With the maturity of products and development of consumers' service requirements, some brands took the initiative to ask Bafang to extend its services further to include dealers. To meet the evolving market demand, over the past two years Bafang has developed a direct-to-dealer service (DDS) mode for select bicycle brands and dealers in response to their service requirements, creating a comprehensive, closed-loop system.*

This concept was first put into practice in February 2021; in this preliminary stage, the service was available only to a few selected dealers. Following with an excellent response, Bafang's dealer services network has further expanded and now serves dealers of multiple brands. As one of the world's leading electric bike drive systems and electronic components manufacturers, the company knows its responsibility for the continuous flow and exchange of information between brands and their dealers. Therefore, Bafang has refined and strengthened its DDS, heavily investing in the project to provide applicable training programs for the existing products each year.

As at the date already mentioned above, Bafang launched the DDS with a Dutch brand, Gazelle. In the first interactive training stage, the brand invited a few dealers to thoroughly trial the dealer services system and assess any problems that arose. By the end of 2021, all of Gazelle's dealers had been connected to the DDS system. For the Gazelle brand alone, Bafang will continue to provide more than 700 dealers with services including product training, customer service, and spare parts sales.

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

Currently, 6 brands have joined Bafang's DDS, and dealers' service team has established contact with more than 1,300 dealers to provide relevant services.



Photo by Bafang: Dealer training in Poland

The Bafang DDS service team boasts established technicians with years of industry experience who will train dealers and workshop employees to ensure that they can provide high-quality services to their customers. The scope of services provided by the DDS includes:

- Free replacement and maintenance of parts (within the warranty period)
- Training courses for new products
- Technical documents in various languages for download (e.g., manuals, e-learning videos, assembly/disassembly demonstrations)
- Quick response and follow-up on any technical issues
- Sharing of the dealers' experiences

At present, the Service system remains in its initial development stage, including the logistics system, service platform, training activities, etc., which are being continuously improved upon. In

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the future, Bafang plans continued expansion of the system to quickly meet dealers' demands with real-world data and support. Dealers will have the advantage of using the full range of services provided by the company and purchasing parts directly through the system, while the Dealer Services itself will continue to expand service outlets and increase service personnel.



Photo by Bafang: Dealer Training in the Netherlands

Although the DDS is a relatively new offering, many dealers have shown great enthusiasm and encouragement for the program, providing valuable suggestions for Bafang to improve the subsequent service work.

For example, Bafang's Dutch service team alone already works in the DDS system with over 1,300 dealers from partners brands such as Gazelle and New Brinckers. In the future, the focus here will be increasingly on product training (online or on-site) for dealers and brands. As well as a quick and uncomplicated communication and processing when requesting the above.

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

Media contact (global):

Oliver Rüsche

E-Mail: o.ruesche@bafang-e.com

Tel.: +49 (0)5257 9341 09406

Mobile: +49 (0)152-900 14054

About BAFANG:

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.

Website: www.bafang-e.com

E-Mail: info@bafang-e.com

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