



POWER YOUR LIFE

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

4th of January 2024

## Press release

# Global eBike Drive System Supplier, BAFANG, Looks to Embrace Challenges and Drive Progress in 2024

**Suzhou, January 2024** - As the eBike industry faced a challenging year in 2023 due to a slowdown in demand caused by an unstable international climate and high inventory levels, BAFANG, a global drive system supplier with over 20 years of experience in the two-wheel industry, proactively adjusted its pace to meet market changes. The company further solidified its industry-leading position by leveraging advanced products and superior services.

Looking ahead to the upcoming year, Bafang plans to continue strengthening its investment in technology and product quality to maintain its resolute and mission-driven approach. The company will push for sustainable development in the industry with unwavering confidence, inject vitality into the market, and lead with a firm step.



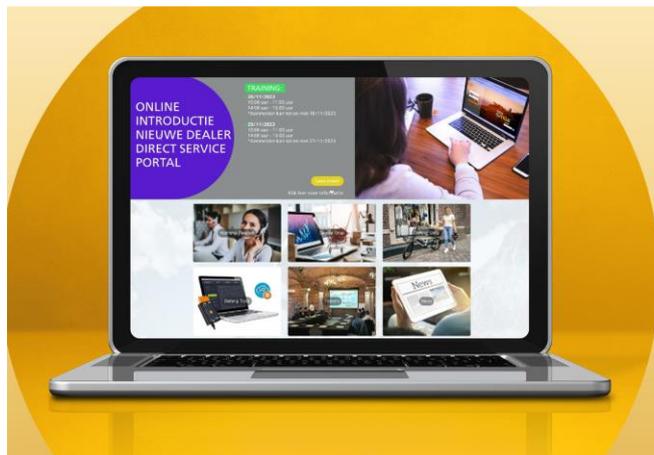
# BAFANG

POWER YOUR LIFE

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

*Photo: BAFANG is a global supplier of eBike drive systems with 12 established offices in 8 countries (China, Germany, the Netherlands, France, Italy, Denmark, Poland, and the United States)*

Bafang focuses on providing high-quality and high-performance drive system solutions for global customers, earning the trust of OEMs, brand owners, dealers, and end consumers around the world. In 2023, Bafang celebrated several milestone moments including its first dealer conference, the topping-out ceremony of its new-energy factory, its 20th anniversary, and its seventh technical exchange meeting. Additionally, a series of achievements in battery production, technical recognition by major international product awards, and the successful deployment of the DDS dealer service system all showcased Bafang's impressive corporate strength and broad market prospects worldwide.



**MEET US AT OUR  
NEW DEALER PORTAL**

*Simple, Fast and More*

Start your journey at  
<http://www.bafang-e.online/>



*Photo: BAFANG provides online and offline after-sales maintenance training and other related services for dealers*

Social responsibility and industry mission are indispensable beliefs on the company's path to development. Facing industry challenges head-on, Bafang will continue to focus on product performance, quality control, and after-sales service, ensuring that "quality" and "warranty" are at the forefront of the company's focus. The company will provide more comprehensive support and protection to each customer by improving production automation coverage and expanding the global after-sales service layout.

# BAFANG

POWER YOUR LIFE

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



*Photo: In 2024, BAFANG production lines will achieve more than 60% production automation coverage*

At the same time, Bafang recognizes that its responsibility and mission should not only be limited to high-quality products and services but also contribute to the prosperity of the entire industry. The company is willing to actively participate in industry cooperation, share experiences, and achieve mutual benefits. On the occasion of the New Year, Bafang extends sincere New Year wishes to partners around the world, expressing gratitude for the ongoing support. In 2024, the company will continue to maintain its resolute belief, work together, and create a shared future.

Media contact (global):

Water Qiu

E-Mail: [water.qiu@bafang-e.com](mailto:water.qiu@bafang-e.com)

Tel.: +86 158 5142 8158

# BAFANG

POWER YOUR LIFE

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

## 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 10 international locations worldwide. The headquarters, development and production sites 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 centers 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](http://www.bafang-e.com)

E-Mail: [info@bafang-e.com](mailto:info@bafang-e.com)

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