
E-bikes Developing at Unprecedented Speed in China

SHANGHAI, China – Electric bicycles will again be THE big trend at the 2011 Taipei Cycle. In the country where it all started, China, e-bikes have been developing at an unprecedented speed due to expanding urbanization, longer travel distance and increasing salary.

Annual production of electric bicycles in China has grown from 58,000 in 1998 to 27 million in 2010. According to National Statistics Bureau, in 2006, China has 450 million bicycles and in 2009, China has over 100 million ebikes.

Besides commuters and elderly people, students especially high schools students are becoming an important consumer group of e-bikes. Style is more important for them than price. With more options available in the market, Chinese consumers are making wiser buying decisions. They no longer see price as the most influential factor. Instead, they are willing to pay more for better performance, style, quality and service, which drives e-bike prices and quality.

Export

When it comes to export, starting from January of 2010, both bicycles as well as electric bikes started to see a big recovery. Bicycle export reached 55 million units in 2010 with export to the USA totaling 15.68 million units and to Japan 6.24 million. E-bike export from January to August 2010 reached 580,000 units and the total export number for the whole of 2010 is estimated at 700,000 units; up 79.5% on the 2009 figure when the e-bike export totaled 390,000 units.

These export numbers from China reflect complete electric bikes. The parts that are shipped from China and built into bikes at EU factories do not appear in this data. But most of the components, including frames, do come from China.

Accounting for 70% of China's e-bike export, Europe has been the most important export market for Chinese manufacturers. 60% of the e-bikes in EU market today come from China. And not all of them are low-end e-bikes equipped with speed sensor for supermarkets and sports chain stores. Bike manufacturers like JD components and Wettsen are very successful producing high-end e-bikes and providing technical support for renowned EU brands. Component manufacturers like Bafang motor and Kingmeter display are not only exporting through Chinese OEMs but directly by themselves. In 2010, Bafang exported 400,000 hub motors to Europe.

Published @ 15-03-2011

http://www.bike-eu.com/news/4851/e-bikes-developing-at-unprecedented-speed-in-china.html?nb=bike&editie=15%20maart%202011&link=E-bikes%20Developing%20at%20Unprecedented%20Speed%20in%20China&WT.mc_id=mail_bike_15%20maart%202011



Swiss e-Bike Sales Continues to Rise

BASEL, Switzerland - In Switzerland, e-bikes have been a story of success in recent years. And that story goes on, as e-Bike sales rose by an impressive 44% in 2010.

When the sales of e-bikes got counted for the first time in 2005, about 1800 units were sold in Switzerland. According to New Ride, an agency founded to promote e-bikes on a community level, those numbers doubled year by year. And still technically refined and more reliable products, more appealing designs and new brands continue to boost both the sales and the market share of e-bikes.



In 2010, approximately 40,000 electric bicycles were sold in Switzerland, which means that one out of every nine bicycles sold had a battery and some sort of electric assistance. Thanks to this trend bicycle retailers also get new customers, as elderly people, families with small children and commuters show an increased appetite for bicycles. From a retailers' perspective, the higher average turnover per unit adds to the overall turnover, a welcome extra in

economically difficult times. After all, Switzerland's mainly export-oriented industry has been through some harsh times seen the erosion of the euro's value.

In the early years, the Swiss e-bike market was decidedly – well, Swiss. Customers and retailers both preferred domestic products as these promised short distances to the manufacturers if there should be any problems. This led to a market where BikeTec's 'Flyer' became synonymous for the entire e-bike category: Customers would come into bike shops asking for a 'Flyer' when in fact they were looking for general information on e-bikes. A few years ago, BikeTec's market share was estimated well above 80% in Switzerland.

This dominance has withered in recent years as other brands came up with marketable products. The most recent newcomer on Switzerland's e-bike market is Tour de Suisse with its 'Impulse' series, others like Komenda with its own Cresta brand and as Swiss distributor of Giant/LaFree and UltraMotor or intercycle as distributor of BionX stepped into the market a bit earlier. Thoenus has opened special stores in a number of Swiss cities just to sell its 'Stromer' e-Bike and recently announced that they now have a distributor for the US market as well. With Bosch as a major industrial player entering the market, even more and bigger brands are getting into the mix.

Interestingly, e-bike sales were even stronger in the second half of 2010, as estimates based on the first half of the year expected annual sales to reach 35'000 rather than 40'000 units. By the way, as the sales of wholesalers and supermarkets are only estimated, there's a certain inaccuracy in these numbers, but the same goes for the numbers of the entire Swiss bicycle market. Another interesting detail is that the number of commuter bikes (with fenders, rack and lights) sold in 2010 has declined by 15'000 units. Industry insiders say that these sales went to the growing e-bike segment.

Published @ 10-03-2011
