

Press release

Bafang set for further expansion

Bafang will celebrate the start of 2018 with the opening of its first branch office in Germany, headed by a well-known industry veteran as Country Manager

Wijchen, 12th Dezember 2017 – Bafang, Asia’s leading manufacturer of e-mobility components and complete drive systems, will on the 1st January 2018 open its first branch office in Germany. And with Andre Fuchs as Country Manager, they’ll have an experienced cycle industry specialist to handle the German-speaking counties (Germany, Austria and Switzerland). He will keep in close contact with both existing customers and new prospects, as well as being heavily involved with product development and customer-specific modifications. Describing the market’s potential, he said: “We believe there are excellent prospects for continued strong growth in the German-speaking market. Here at Bafang we have the products, we have the know-how, and we have the right service offerings too.”



Photo: Andre Fuchs (left) and Bafang co-founder Sunny He

BAFANG

Jack Brandsen, European Managing Director at Bafang, added: “For Bafang, the German-speaking market is a top priority and it has huge potential. We are certain that with Andre Fuchs we have the right man for the job: with this new branch office in Germany we can provide the best possible response, with local expertise, to any customer requests.”

Andre Fuchs is no stranger to the cycle industry. In his business career spanning over 30 years, he has held management positions in numerous cycle and e-bike manufacturing companies (Prophete, Baltik Vairas, etc.). An e-bike connoisseur from the very start, he has already been working with Bafang for over a decade, for the last two years as an independent consultant. Bafang’s new branch office in Germany will be headquartered in Schloß Holte-Stukenbrock in Nordrhein-Westfalia.



Photo: The German branch office of Bafang in Schloß Holte-Stukenbrock

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About BAFANG: www.bafang-e.com

Bafang, one of Asia's leading manufacturers of e-mobility components and complete e-drive systems, has been developing components and complete systems for electric vehicles for more than ten years. Bafang currently has a yearly manufacturing capacity of up to one million motors and system for e-bikes and electric scooters.

Bafang employs more than 300 staff worldwide in three locations. The head office, development and manufacturing center is based in Suzhou, near Shanghai. Since 2012 Bafang has sales and service center in the Netherlands and recently opened one in Las Vegas, USA.

This release is issued by Bafang Electric (Suzhou) Co., Ltd. which retains the ultimate responsibility for the content.