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Press release

For immediate release

Bafang introduces Lennart van Houwelingen as its new ‘Senior Sales Executive’ for the Benelux region

Continued growth and sales success in the e-bike business leads to new personnel hire for its Dutch Sales and Service Center in Wijchen (NL)

Wijchen, NL, March 6th 2019 – Bafang, Asia’s leading manufacturer of e-mobility components and complete drive systems, welcomes Lennart van Houwelingen as its new ‘Senior Sales Executive’ for the Benelux region (and temporarily for the UK, too) at the company’s Sales and Service Center in the Netherlands.



Lennart van Houwelingen, Bafang's Senior Sales Executive for the Benelux region. Photo: Bafang



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Even at just 32 years old, van Houwelingen has clocked up 15 years of international experience in sales organisations within the bicycle business. He switches to Bafang from Fallbrook Technologies (USA), where he served as Business Development Manager Benelux for their Enviolo division (formerly known as NuVinci).

After a few seasons as a professional motor cycle racer, Lennart van Houwelingen has converted to muscle-driven two-wheelers, with quite some success on the road and as an elite mountain bike racer. “So it makes perfect sense for him to work closely with the ‘CST sandd. BAFANG Mountainbike Racing Team’, led by Bart Brentjens, which has just joined forces with Bafang to develop a victory-ready E-MTB for the upcoming World Championships in Mont Saint Anne, Canada,” said Jack Brandsen, Europe General Manager for Bafang.

His first public appearance for the brand will be at the Taipei Cycle Show, March 27th – 30st 2019, where Bafang has reserved booth no. M0409.

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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 since 2003. Bafang currently has a yearly manufacturing capacity of up to one million motors and systems for e-bikes and electric scooters.

The company focuses on all global e-mobility trends of the future: be it as an individual e-bike, e-scooter or for public bike sharing schemes. Bafang employs more than 400 staff worldwide in four locations. The head office, development and manufacturing center is based in Suzhou, near Shanghai.

Bafang has Sales and Service Centers in the Netherlands, in the USA and in Germany.

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