



LEVA Annual Results-At-A-Glance

Highlights of Major Progress in 2011

As many of you know, it's been a very full year for us at LEVA and the entire light electric vehicle industry. As you'll see in the following summary the future of LEVA is bright as continued membership growth will allow the global association to provide more direct services to its members, keeping its mission in mind to help promote the sale and use of light electric vehicles. Here are some highlights...

- LEVA's 2011 active membership grew by over 17%, to over 200 members representing 27 countries where LEVs are either a way of life or becoming so to meet the transportation needs of its residents
- LEVA distributed over 20 electronic newsletters, surveys and emails to keep our membership apprised of the latest trends, technology and tips for growing their businesses. In addition, numerous articles and How-To information was added to our website while providing opportunities for members to promote their businesses to customers and suppliers.
- LEVA's participation at trade shows has now grown to six: Taipei Cycle Show, China Cycle Show, ISPO Bike, Eurobike, Interbike and Intermot with over 335 people participating in our networking dinners or breakfasts.
- Throughout the year LEVA hosted seminars, member meetings, and networking events for its members and prospective members.
- We conducted our first-ever webinars in 2011 on such subjects as *How to Effectively Sell Electric Bikes* and *How to Legally Ship Lithium Batteries*.
- LEVA partnered with Intermot's e-Motion Hall for a LEVA member booth. Other collaborative efforts were formed with the balance of the most important trade shows, especially at Interbike where LEVA also manages the LEV test track and organizes a full day of seminars.
- Over the past several years LEVA has had active committees working on performance standards for electric bikes to help consumers differentiate between various models and suppliers of electric bikes based on their own riding profile. LEVA also had committees working on LEV education and promotion, legislative and regulatory issues, and special ad hoc committees on such topics as electric bike rentals and webinars.
- LEVA recently launched a discounted freight program for its USA members in November 2011.
- LEVA Member Time Payment extended their retail and commercial loan program to our members in October 2011.
- At the beginning of 2012, LEVA will also launch a "Member's Only" portal where a complete marketing program will be available to its members which will include artwork for posters, banners, bumper stickers and print ads, plus a generic booklet for consumers titled *Electric Bike Buyer's Guide*.
- Special thanks to LEVA'S impressive board of directors who help guide the efforts of the association. Representing a global perspective, they include board chairman Ed Benjamin of eCycleElectric, Eddie Eccleston of Dahon (Belgium), Masao Ono of Tokyo R&D (Japan), Dr. David Hon of Dahon (USA), Larry Pizzi of Currie Technologies (USA), Jack Oortwijn of Bike Europe (the Netherlands) and Naveen Munjal of Hero Electric (India).
- LEVA attracted special financial sponsors including its first Chinese companies. From the USA, Prodeco Technologies became LEVA's first gold sponsor; Bafang Motor Company (China), its first silver sponsor; and Lishen Battery Company (China), its first bronze sponsor.

LEVA represents the strategic interests of light electric vehicle retailers, dealers, distributors, manufacturers and suppliers to promote the development, sale, and use of LEVs worldwide. Members receive support and educational resources to expand their businesses while initiating efforts to influence and adopt legislation, regulations, performance standards, promotion and general best practices in the light electric vehicle industry. You can learn more about LEVA at www.levassociation.com. Prepared by Sid Kuropchak, Executive Director, LEVA