

eCycleElectric

This isn't all about us...

一切为您着想...

July 2011

2011年7月

The Most Important Questions

- What are your goals?
- What are your strengths and advantages?
- How do you want to use these advantages?
- What is your timeline?

沟通，从问题开始

- 你们的目标是什么？
- 你们的优势是什么？
- 你想如何发挥你们的优势？
- 你的进度安排是怎样的？

“It’s All About You”



At eCycleElectric, we have been listening very carefully to what LEV businesses really want from a consultant.

We believe that you want a consultant who genuinely understands your needs and expectations. A consultant with expertise, experience and a large network of relevant contacts, who shares a passion to help you achieve your goals faster and easier.

This is the vision that drives us. And we will always focus on how we can make a difference in the success of your business.

Ed Benjamin

Managing Director of eCycleElectric

一切为您着想



艾德·本杰明
eCycleElectric 总经理

作为eCE的员工,我们专注于轻型电动车行业。

我们相信您需要一个: 真正了解您需求和期望, 经验足, 人脉广, 诚心祝你一臂之力的专业顾问。

这就是我们努力的目标, 我们会竭尽所能助您更进一步。

Serving LEV Industry since 1996



We have used the following names:

- CycleElectric
- Benjamin Consulting
- eCycleElectric (now)

But our name is not the only thing that has changed over the past 15 years...

自1996年起服务于轻型电动车行业



公司名称的演变:

- CycleElectric
- Benjamin Consulting
- eCycleElectric (现在)

15年来，我们变得更加成熟更加完善。。。。

What We Have for You Today



- **40** years of experience in the bike industry
- **14** years of experience in the bike industry
- **30+** satisfied clients worldwide
- **20+** years of experience in the motor business
- **30+** media contacts in the EV and LEV world
- **3,000+** contacts in the LEV industry worldwide
- Offices in **USA, China and Taiwan**
- **A Passionate, Experienced Team To Assist You Every Step of the Way**

选择我们的理由？



- 自行车行业**40**年经验
- 电动自行车行业**14**年经验
- 全球**30**多个满意客户
- 摩托车行业**20**多年经验
- 电动车行业**30**多家媒体联络人
- 全球轻型电动车行业**3000**多联系人
- 办事处分别位于美国，中国和台湾
- 专业而热情的团队给您全程提供帮助

Where We Started

- Benjamin Consulting, a continuation of Ed Benjamin's work since 1995;
- CycleElectric, founded in 1996 , name and website sold to Ultra Motor in 2005;
- Wei Wei, working with Benjamin since 2004, joined Benjamin Consulting in 2007 and currently works as General Manager of China operations.
- LEVA was founded at the beginning of 2009 by Ed Benjamin and is currently operated by Sid Kuropchak.

发展历程

- Benjamin Consulting公司是艾德·本杰明1995年工作的延续
- CycleElectric成立于1996年，2005年其名称和网站卖给了Ultra Motor
- 卫蔚自2004年起与本杰明共事，2007年加入eCE，现任中国区总经理
- 艾德·本杰明于2009年初创立轻型电动车协会，现由Sid Kuropchak运营

What We Can Do For You



- Market research
- Product benchmark
- Competitor analysis
- Potential customer interview
- Local regulation
- Product warranty

- Find a qualified designer
- Facilitate the process
- Evaluate and manage the risks

- Sourcing
- Engineering
- Production preparation
- Testing

- QC on supplier end
- Facilitate communication with suppliers
- Provide solutions to conflicts

- Get access to important leads
- Product promotion package
- Market expansion strategy
- Build overseas sales team

我们能帮您



- 市场调查
- 产品基准
- 竞争对手分析
- 潜在客户拜访
- 局部调节
- 产品质量保证

- 寻找高级设计师
- 协助制造
- 评估处理风险

- 采购
- 设计
- 生产准备
- 测试

- 对供应商进行品质控制
- 加强与供应商联系
- 解决分歧

- 接触重要客户
- 产品推广包装
- 市场推广方案
- 培养海外团队

Differences We Can Make To You



我们能帮您达成

更快捷

更容易

目标

更完美

更便宜

What We're Hearing

Western Clients

- Where can I find qualified suppliers with reasonable prices?
- I can't get hold of my supplier?
- How could I make my supplier understand this is IMPORTANT to us?
- What are the rules and regulations in the markets I want to sell into?
- others...

Asian Clients

- How to promote our products to overseas customers?
- What kind of products do local consumers really want?
- How to get acquainted with overseas brand managers? They are so far away.
- How to find out info about this company. How much potential does it have?
- What are the most important players in the local markets?
- others...

我们常常听到的

海外客户

- 怎样才能找到价格公道的合格的供应商呢？
- 怎样找到合适的供应商？
- 怎样才能让供应商知道这点很重要。
。
- 我们要进军的市场有什么规则和要求呢？
- 其他

亚洲客户

- 怎样把产品推销到海外？
- 当地消费者需要哪些产品？
- 怎样才能接触到海外品牌的经理？他们如此遥不可及。
- 怎样找到这家公司的信息，并评估他的潜力？
- 当地市场最重要的品牌是什么？
- 其他

The eCE Team

Edward Benjamin Managing Director

Business Profile

- Bicycle Business in USA since 1969
- Founder of eCycleElectric Consultants
- Founder of Light Electric Vehicle Association
- Co-Author, EBWR since 1996.
- Vice President of LEV division, Wave Crest Laboratories
- President of EV rider
- General Manager of American Electric Cycles and Fitness



eCE 团队



艾德·本杰明 总经理

介绍

- 自1969年起从事自行车业务
- eCE咨询公司创始人
- 美国轻型电动车协会(LEVA)创始人
- 自1996年起参与世界电动车报告EBWR编写
- 轻型电动车部—波峰实验室副主席
- EV Rider 主席
- 美国电动自行车和健身器材公司 (AECF) 总经理



The eCE Team

Sid Kuropchak

US Operation Manager

Executive Director of LEVA

Business Profile

- In electric bike industry since 1999.
- Held executive positions in WaveCrest Laboratories, Ultra Motor, and CycleElectric.
- President of a manufacturing company in the USA.
- Master's Degree.
- Responsible for all eCE activities in the USA and for the Light Electric Vehicle Association.



eCE 团队



西德·克劳普切

美国业务经理

轻型电动车协会执行总裁

介绍

- 1999年进入电动自行车行业
- 曾在波峰实验室， Ultra Motor和 CycleElectric任要职
- 美国一家制造公司总裁
- 硕士学位
- 现在负责eCE美国业务以及轻型电动车协会事宜



The eCE Team

Jeffrey Ho / Ho Chen Hui

Chief Engineer

Taiwan Operation

Business Profile

- Managing Director for eCycleElectric Taiwan.
- BA and MA degrees in mechanical engineering from Taiwan University.
- Vice president of Engineering for Ultra Motor.
- Worked for the Taiwan DC Motor Company (TDCM) for 14 years, 6 years as General Manager.
- Involved in light electric vehicle related industry since 1990.
- Responsible for the Taiwan business of eCE, and most engineering issues.



eCE 团队

何建辉
总工程师
台湾业务部

介绍

- eCE台湾区负责人
- 台湾大学机械工程学士、硕士学位
- Ultra Motor的工程副总裁
- 在台湾光阳摩托电机厂 TDCM工作14年, 任总经理6年
- 1990年进入轻型电动车相关行业
- 负责eCE台湾业务及绝大部分工程问题



The eCE Team

Vivian Wei

General Manager

China Operation

Business Profile:

- MA in Intercultural Communication
- BA in International Economics
- Frequent contributor to Bike Europe and Electric Bike Business
- China Office, Ultra Motor since 2007
- China operation, Benjamin Consulting since 2005
- Handles all eCE business in China or relating to Chinese companies.



eCE 团队



卫蔚

总经理

中国区业务部

介绍

- 跨文化交际硕士学位
- 国际经济学士学位
- Bike Europe和 Electric Bike Business 撰稿人
- 2007年 工作于Ultra Motor中国办事处
- 2005年至今负责eCE中国区业务
- 负责eCE 中国及涉及中国公司的一切事务



The eCE Team

Susanne Bruesch

European Representative

Business Profile

- Degree in Translation (German, English, Russian) at the University of Heidelberg, Germany.
- In 1999, coined the term *pedelec* (pedal electric cycle).
- Associated with eCE and Ed Benjamin since 2002.
- Widely published international journalist in the LEV field.
- Extensive travels in Europe, Asia and USA, visiting LEV trade shows and companies all over the world.



eCE 团队

苏缘

欧洲负责人

介绍

- 德国海德堡大学翻译学位(德语,英语,俄语).
- 1999年造出 pedelec (脚踏电动车)一词.
- 自2002年起协助eCE
- 国际记者,广泛发表轻型电动车行业方面的文章.
- 足迹遍布欧洲,亚洲和美国,经常参加轻型电动车展会及拜访世界各地的公司.



The eCE Team

Sandy Zhong

Executive Assistant

China Operation

Business Profile

- Responsible for Database, Research, Communication, Translation, etc
- BA in English, excellent graduate of Soochow University.
- Worked in Shanghai Viking Telecom. Company.
- Worked in Suzhou Rise English Training School
- Deep research in LEV industry



eCE 团队

钟姗姗

执行助理

中国业务部

介绍

- 负责数据库，相关调查，交流事项，翻译文件等工作
- 苏州大学英文系学士学位，校优秀毕业生
- 曾在上海维坤科技公司工作
- 曾在苏州瑞思少儿英语培训机构工作
- 深入调查轻型电动车行业



The eCE Team

Fang Yunzhou

Engineer

China Operation

Business Profile

- B.S of Mechanical Engineering and Automation, Nanjing University of Aeronautics and Astronautics.
- Intern at SNC as a Product Engineer.
- Reliability Engineer for Solar Tracker.
- Chief Engineer for Hexin Electronic Appliance Co., Ltd.
- 6 years as Mechanic in a professional bicycle shop.
- Joined the eCE team in early 2011.



方云舟

工程师

中国业务部

介绍

- 南京航空航天大学机械工程及自动化 学士学位
- 曾在西门子数控实习，任产品工程师
- 曾担任太阳能发电设备的可靠性工程师
- 曾担任太阳能发电设备总装车间主管
- 在专业自行车行担任机械师6年
- 2011年加入eCE



The eCE Team

Sonia Hung

Support Staff

Taiwan Operations

Business Profile

- Helps Jeffrey Ho
- LEVA assistance



eCE 团队

Sonia Hung

协助人员

台湾业务部

介绍

- 协助台湾负责人
- 协助轻型电动车协会事宜



Areas of Expertise



- **Industry Lessons Learned** – eCE has worked with many companies, observed many plans and efforts and has learned what are the keys to success.
- **Relationships and strategic alliances** – eCE has helped initiate introductions, create key alliances, and resolve issues between partners for many LEV companies.
- **Costs and Time Frame** – eCE knows what the price should be, and how long it should take. We also understand how to achieve the correct results at different stages.
- **Market Forecast** – eCE sees evolving trends before anyone else does which creates opportunity and quicker entry into emerging markets.

我们的专长



- 行业经验---eCE与许多公司合作过，实现了很多计划和工作，知道如何才能取得成功。
- 关系和战略联盟---本杰明帮助许多电动车公司建立核心联盟，并帮助引荐、建立伙伴关系、解决伙伴间问题。
- 成本和时间框架---eCE熟知产品价格位和生产时间，及怎样在不同阶段达成目标。
- 市场预测---eCE提前预测市场趋势，提供机遇更快进军新兴市场。

Strategic Alliance



Based on our substantial experience, eCE has many contacts and associates that many industry experts rely on to bring them work and to negotiate contracts in the following areas:

- Electronics expertise
- Motor expertise
- Battery metallurgy
- Engineering Needs
- Industrial design
- Components Sourcing
- Production Alternatives

战略联盟



eCE经验丰富，认识很多行业专家及资深人士，很多人依赖我们提供帮助和商议合同，领域涉及：

- 电子学
- 电机
- 电池冶金
- 工程方面
- 工业设计
- 零部件采购
- 生产替代

LEV Expertise and Experience



- 16 years of experience in e-bike / e motorcycle business
- Extensive network inside ebike, e motorcycle industry.
- Experienced product developers.
- Experienced salesmen and sales managers for electric two wheelers and components.
- Pragmatic and results oriented planners.
- Pragmatic knowledge of motors, batteries, battery management, controllers, wiring, connectors, chargers, bicycle and motorcycle parts, throttles, user interface displays, and more.
- Extensive experience in the purchasing, assembly and manufacturing process.
- Extensive relationships in LEV Industry.
- Extensive knowledge of testing for complete vehicle and components

轻型电动车专业知识和经验



- 电动自行车/摩托车行业16年经验
- 电动自行车/摩托车行业人脉众多
- 熟悉产品开发
- 熟悉电动两轮车及零部件销售
- 善于做实际而有成效的计划
- 熟悉电机，电池，电池管理，控制器，线路，接插件，充电器，自行车和摩托车零件，转把，用户界面仪表等方面的知识
- 拥有丰富的采购、组装和生产工序方面的经验
- 轻型电动车领域拥有众多人脉
- 在整车和部件检测上有资深经验

Product Planning and Testing



- Extensive experience in the testing of complete LEVs using real time data loggers, stationary test machines.
- Extensive experience in testing of systems and components with a variety of methods and tools.
- Extensive experience in pragmatic, on the road testing.

产品规划和测试



- 利用实时数据记录器和固定测试机测试整车，经验丰富。
- 利用各种方法和工具测试系统和组件。
- 精通实效测试和实际上路测试。

Sourcing



- eCE knows where to source components, what the price should be, and the reputation and quality levels of various suppliers.
- eCE has credibility and standing with many companies. This allows business to start sooner between companies that otherwise would take months of painful back and forth in the evaluation of each other.
- eCE has experience and expertise in quality control, BOM creep, and developing the supplier relationship.
- eCE is alert to the constant flow of new products and ideas and how to integrate them into planning and exiting product improvement.

采购



- eCE熟悉组件采购的来源、价格以及各个供应商的名声和质量水平。
- eCE诚信可靠，深受好评，通过eCE可以快速开展业务，免去长时间寻找合作伙伴和评估对方的困扰。
- eCE熟悉质控，BOM审核，发展供应商关系。
- eCE关注新产品及思想，根据其作出计划以提高产品

Ongoing Market Research



- Attend yearly major trade shows in US, Europe, Taiwan and China.
- Observe trends and identify major players or up and coming companies.
- Speak with successful manufacturers, local governments and pertinent associations to provide our customers with customized reports;
- Visit retail stores and supermarkets in different countries to learn about consumer/retailer needs and obtain critical first-hand market information.
- Talk with designers, engineers, battery and motor professionals to learn the lessons of the past and forecast the trends of the mid and long term future.
- Communicate with major trade journals worldwide on a regular basis to keep updated with changes in laws and regulations and market trends.
- Survey dealers, consumers, importers, regularly

实时市场调查



- 每年eCE都会参加在美国，欧洲，台湾和中国举行的自行车展；
- 观察行业趋势，识别行业巨头及潜在客户
- 与成功的生产商、当地政府和各种协会进行交流，为客户提供个性化的报告。
- 拜访零售店和超市，与不同国家的地方零售商以及消费者进行交流，了解他们的需求，收集一手的市场信息。
- 与设计者、工程师、电池和电机专业人员进行交流，积累经验教训，预测未来的发展趋势。
- 与世界范围内各大主要的行业杂志定期进行交流，及时了解法律法规和市场趋势的变化。
- 定期调查经销商、顾客及进口商。

Our Intercultural Core Competencies



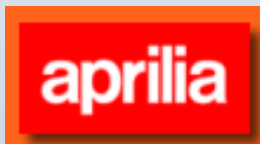
- Respect cultural diversity in work behavior, belief, value and customs.
- Adapt to local culture and thinks locally.
- Learn the rules and play by them.
- Understand each other's capabilities and expectations
- Communication: Getting their meaning, not just their words.
- Understand organizational culture as well as national culture.
- Negotiate in the areas of People, Processes and Timelines.
- Be aware and alert to the fact that we make mistakes.
- Be ready to say “I am not sure I understand. Please tell me more.”

跨文化交际能力

- 尊重行为，信仰，价值和习俗等方面的文化差异
- 了解各项规则，并按规矩办事
- 了解对方的能力和期望
- 了解对方的真正用意，而不是仅局限于字面
- 理解组织文化和民族文化
- 合理协商：因人而异，因地制宜，因时而异
- 适应当地文化，设身处地地融入思考问题
- 知道自己的局限性
- 不懂就要多问

Companies We Have Worked With

我们合作过的品牌



Companies We Have Worked With

我们合作过的品牌



Companies We Have Worked With



我们合作过的品牌



Companies We Have Worked With



我们合作过的品牌



Testimonials about eCycleElectric



"eCycleElectric is a one-stop shop for the electric bike business. If they don't know, they know somebody that does. "
---**Chad Price, R&D Manager, Specialized**

"eCycleElectric is an important channel for us to open overseas markets." ---**Wang Qinghua, General Manager of Suzhou Bafang Electric Motor Science-Technology Co., Ltd.**

"eCycleElectric and their knowledgeable staff help to facilitate important supplier relationships and aid in cutting through the complexities of international business. I have found them to be expert in the electric vehicle component field and a great benefit to our company." --- **Larry Pizzi, President, Currie Technologies**

"Working with eCycleElectric brings us business. The company and the people behind it are strong in linking companies together to the benefit of the parties involved. Their huge number of contacts all over the world as well as their market & product expertise is widely recognized." ---**Jack Oortwijn, Editor-in-Chief, Bike Europe**

"When entering the LEV bike business there is really only one name I would recommend for respective market knowledge and that would be Ed Benjamin. I would recommend that you contact him directly to see if a relationship can be started. Ed can also talk to you about the LEVA (Light Electric Vehicle Association) as he is the President of that group." ---**Rob Brady, President and CEO, ROBRADY Design**

"eCycleElectric (Benjamin Consulting) is our good friend and partner who helps us open the doors to the world." ---
Feng Xiao, Deputy General Manager of Suzhou Phylion Battery Co., Ltd.

对eCE的评价

“eCE为电动自行车行业提供一站式服务。如果他们不知道答案，他们一定会找到知道答案的人。” ---Chad Price 美国SPECIALIZED BICYCLE COMPANY产品经理

“eCE是开拓海外市场重要的通道。” ---王清华 苏州八方电机科技有限公司总经理

“eCE和他们的员工知识渊博，帮助我们维护和重要供应商之间的关系，在纷繁复杂的国际事务中，他们的服务帮助我们排除了很多困难，而且我认为eCE在电动自行车部件领域非常专业，我们公司受益匪浅” --- Larry Pizzi, Currie Technologies 总裁

“和eCE合作为我们带来了许多业务。他们的员工很善于建立公司与公司之间的关系，令双方受益，而且，eCE与世界各地大量的同行人员间都有往来，他们在市场和产品方面的专业性广为人知。” ---Jack Oortwijn, Bike Europe总主编

“提起轻型电动车行业，我能推荐的具有丰富市场经验的公司就是eCE。我建议您直接联系该公司，看看能否建立业务关系。艾德也会跟您讲轻型电动车协会方面的事，他是该协会的主席。”--- Rob Brady, ROBRADY Design 的总裁兼首席执行官

“eCE为我们打开了世界市场的大门，是我们的好朋友，好搭档。” ---冯笑 苏州星恒电源有限公司副总经理

LEVA & Networking



- The Light Electric Vehicle Association (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, regulation, performance standards, promotion and general best practices in the light electric vehicle industry.
- Light electric vehicles are not restricted in definition but rather open in terms of weight and number of wheels.
- We believe products with a single wheel up to four wheel vehicles (such as neighborhood electric vehicles) all fall within our general category.
- Our goal is promote their use as an alternate form of transportation where we all share the same type of propulsion system.

轻型电动车协会和建立客户关系网



- 轻型电动车协会目的是追求共同目标和利益。
- 该协会曾组织国际贸易协会为轻型电动车制定技术标准及推广全球范围内轻型电动车的使用。
- 邀请所有零部件供应商，生产商，贸易商，分销商，组装厂，批发商，零售商和感兴趣的个人参加。
- 轻型电动车定义不限，在重量和车轮数目上并不一样。
- 我们认为带1到4个车轮的产品都属于轻型电动车这一大类。
- 我们的目标是推广这一类车已替代现有交通工具。

LEVA & Networking



- Founded by Ed Benjamin and operated by Sid Kuropchak (Maine, USA)
- Over 190 members from 28 different countries
- Six prestigious industry experts serving as board members
- 3,000 contacts in the industry with electronic newsletters distributed twice a month; educationally based website
- Seminars, networking dinners and technical meetings at all major trade shows

Mission Statement

“Our purpose is to provide a service to light electric vehicle companies by helping to establish a favorable operating environment, by providing a forum for discussion on non-competitive issues, and by providing information to assist them in the promotion of their business.”

TO JOIN VISIT www.levassociation.com

轻型电动车协会和建立客户关系网



- 总部位于美国缅因州
- 由爱德·本杰明成立，西德·克劳普切克负责运营
- 拥有来自28个国家170个成员
- 董事会由6位资深专家组成
- 行业联系人多达3000位

我们的使命

“我们的目的是为轻型电动车公司提供服务，帮助建立一个良好的运营环境，在一些没有竞争利害关系的事宜上提供讨论的平台，提供信息服务，帮助他们开展业务。”

网站：www.levassociation.com

EBWR



EBWR provides the report on worldwide Light Electric Vehicle industry featuring electric bikes, scooters and 4 Wheel EVs as well as related EV technology.

EBWR has been published by Frank Jamerson, Ph.D and he worked on EV1 electric car project at the General Motors and also published EBWR from 1995 and Ed Benjamin.

EBWR features an annual sales estimation for the electric bikes and electric scooters for about 7 countries with 17 European countries from 2009 to 2013.

Visit us: www.ebwr.com

世界电动车报告



EBWR是 关于全球轻型电动车领域的报告，包括电动自行车，电动轻摩，电动四轮车及相关电动车技术。

EBWR 主编是 Frank Jamerson, Ph.D，他曾参与General Motors公司 EV1 电动汽车项目，自1995年起与Ed Benjamin一起编写EBWR。

EBWR内容涵盖了7个地区17个欧洲国自2009-2013年电动自行车及电动轻摩的年销量预测。

网站：www.ebwr.com

We Are Here For You!

期待您的联系！

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Thank You!

谢谢！