

Thirty e-bike models for MY 2013

Spanish BH Bikes Expands on International E-bike Market

VITORIA-GASTEIZ, Spain – In 2011 the Spanish bicycle manufacturer BH received a Eurobike Award in the category 'Best Design & Functionality' for their Easy Motion Neo E-bike. Known for their high end, ultra light and sportive bike range, BH also offers sportive styled e-bikes on the international market. The Easy Motion is an in-house development and a clear spin off of the company's strategy aimed at continuous research focused on innovation, in order to offer new and distinguishing products to the markets, trying to differentiate, and avoid overlapping with the current model ranges on the market.

By Jan-Willem van Schaik

The brand BH Bikes, based in Vitoria-Gasteiz in the Basque Country, has a long history. It is part of the family owned company Beistegui Hermanos or the Beistegui brothers. In the early twentieth century they changed their business to making bicycles instead of guns. From the start they focused on lightweight bicycles. With this idea in mind, they developed the bicycle that was to convert the BH (Beistegui Hermanos) brand into one of the well established and successful in the world of road race cycling. In recent years, through sponsorship of Pro Tour teams such as Liberty Seguros, Astana and

AG2R, BH developed a specific line of light and stiff high performance bicycles. Today BH is not present in the Pro Tour but still sponsors athletes in MTB as well as at the Olympics this year. BH also manufactured the first monocoque carbon frame weighing less than 800 gram, placing their frames among the lightest and most efficient in the world and creating a new category – Ultralight bicycles.

Fully automatic warehouse

Besides bicycles, the company is active in fitness and other business areas. In the bicycle industry BH is a mid size player with a production of approximately 200,000 units per year and a turnover of €60 –€65 million annually. In 2010 BH moved the bicycle production from Vitoria in Spain to Portugal (Oporto) and Asia. Part of the e-bike production was moved to Taiwan and China. Today BH runs a state of the art head office and logistics center in Vitoria. The office houses all R&D, engineering, logistic, marketing, sales and QC departments. The Vitoria based warehouse occupies a very efficient floor-space of 3,500 square meters and includes a fully automatic warehouse for bicycles and separately also for parts and components. This warehouse can store up to 26,000 bicycles. Three robots can handle up to 2,000 units in a day, per shift. This means the robots pick a bike every 30 seconds! In this chaotic warehouse the most popular bicycles are put in the front and the



E-bikes which cannot be repaired by the local dealer with the help of the technical support department or local BH technicians are returned to Vitoria for a final check.

Photos Bike Europe



BH is a mid size player with a production of approximately 200,000 units per year.

least popular ones in the back, saving the robots time in driving back and forth. Also loading the warehouse has gone fully automatic. Every day when new stock is delivered by the trucks from the factory in Oporto, the pallets are put on the conveyor belt after which the robots store them in the best position in the warehouse. The parts and accessories warehouse, with 5,000 different references, works in the same way. Only the packaging is still done manually.

The Vitoria head office also houses the newly founded service and warranty department for e-bikes. E-bikes which cannot be repaired by the local dealer with the help of the technical support department or local BH technicians are returned to Vitoria for a final check. Local IBDs can consult BH technicians for support at nearly all markets where BH is present.

More than 100 years

In order to differentiate from competitors BH spends much time and resources on product development. "We do not want to compete directly with local suppliers," says Jose Miguel Aracama; International Commercial Manager at BH Bikes. "We can only compete on price and that is a battle you will always lose in the end. So we must do something different to distinguish ourselves by being a technological, trustable, innovative, design oriented, and solid brand. Therefore we are present in manufacturing, software and service related business. BH is a very stable and solid company which showed steady growth and success through more than 100 years. By integrating R&D resources we have been able to provide technical solutions for the market. As part of our strategy all profit is reinvested in the business." With sales offices on four continents, BH has a global presence. The European markets are handled from the head office in Vitoria, as well as from Paris, France, and Newcastle in the UK. Recently BH started distribution on the fast-growing Dutch e-bike market via agent Daniel Bentveld. It is BH's intention to open a subsidiary in the Netherlands within a few years time. In North America BH runs two offices, in Phoenix, Arizona and in Los Angeles. The LA office is dedicated to the electric bike market. The Central and South American markets are handled from Mexico. The Chinese market is handled from Shanghai, while the rest of Asian and African markets are dealt with from Taichung. The Taiwan office employees 15 people, mainly handling sales in Asia, and BH's

largest market outside Europe: Japan. Finally Australia and Oceania are managed from the Sydney office.

New E-Bike Developments

After last year's success with the Eurobike award, BH continued to develop the Easy Motion system. Some of the innovations to be launched for model year 2013 are the more efficient hub motor which makes less noise. A new way of interacting with the e-bike has been applied to the NEO models. Based on the i-Concept technology developed by BH Fitness, this system will represent a step forward in the way the cyclist manages the e-bike assistance. An advanced and innovative security system will be also integrated. For model year 2013 BH will expand its NEO e-bike range from 3 to 11 models, including the folder Neo Volt with a 350 Watt motor for peak power (and 250 Watt average output) and the Neo Nitro high speed bike. The Neo Nitro is specially developed for the US market.



In 2010 BH moved the bicycle production from Vitoria in Spain to Portugal (Oporto) and Asia. Today BH runs a state of the art head office and logistics center in Vitoria which includes a fully automatic warehouse for bicycles and separately also for parts and components. This warehouse can store up to 26,000 bicycles.

MING CYCLE

POWER OF BICYCLES

Rechargeable E-BIKE

GT-26" MTB 36V 250W Rechargeable E-BIKE

FRAMESET	SIZE: 18" FRAME: Alloy FRONT FORK: SR Alloy Suspension 100mm O.L.D. w/ pre-load adjust & Lock function
WHEELS	WHEELS: Alloy TIRES: F: 1.26" x 2.15" R: 26" x 2.15"
DRIVETRAIN	GEAR: SHIMANO ACERA 8 speed Motor: MCU Integrated / Generator Integrated / Bushless & geared hub motor Max torque 35N·M (rated) out put: 250W Max. output 400W
ASSIST MODE RIDING RANGE SENSOR BATTERY	ECO/NORMAL/SPORT LOW: 80KM STD. 60KM HIGH 40KM BB Torque sensor-Double sided measurement of RPM and torque at the axle Li-Ion 36V 8.8Ah Charging time: 4-6HR Cycle Life: 500
CHARGER	Unit weight: 2.6kg Input: AC100V-240V 50/60Hz 1.4A-0.7A DC Output: +36V 2A
SYSTEM FEATURES	Energy Recovery System Error message function F: Disk-brake R: Disk-brake
BRAKE	WEIGHT: 22 kg

www.mingcycle.com.tw

Yadea Passes EN Certification

Yadea group, located in Jiangsu, China is the largest domestic manufacturer of electric vehicles, including e-bikes, e-scooters, electric scooters, electric golf carts, electric clean carts and tourist carts.

One of Yadea's most popular models is their YD-EB01 which has passed EN15194 which features a 250W motor and 36V 10 Ah lithium battery. All the company's products have passed EEC, CE and EN15194 certifications. They have more than 4,500 employees and in 2011 they sold over 2.2 million units.

Over 1 million electric scooters are manufactured at their Wuxi plant alone; 1.2 million electric bikes in Zhejiang and Guangdong and Tianjing. Yadea has exported to more than 100 countries all over the world, including Germany, Italy, Sweden, and Spain.

JWvs