

Ways to Market LEVs Successfully



Taipei LEV Conference, March 9, 2006

© Susanne Bruesch, Journalist and ExtraEnergy PR Manager

Who is ...

Susanne Bruesch

- Freelance Journalist
LEV Correspondent of Bike Europe
One of the World's leading bicycle trade magazines
www.bike-eu.com
- PR Manager of ExtraEnergy
Worldwide authority in LEV testing and independent promotion
Editor in Chief of the LEV Web Magazine:
www.ExtraEnergy.org
- LEV Consultant
Associate of CycleElectric International Consulting Group
www.CycleElectric.com



Overview

Marketing LEVs

- Tasks, Ways and Examples
- Projects and Organizations to Promote LEVs

ExtraEnergy Activities

- Tests
- Events
- Archive
- Your Profits and Options

ExtraEnergy.org

- The Web Magazine on LEVs
- Marketing Tools and Information Source



Marketing LEVs

Communication is the Major Task!

Teach people pedelecs, e-bikes and other LEVs exist!

- Publications (print, online, TV, radio)
- Exhibitions, show rooms, trade shows, seminars
- Test riding at events and dealerships

LEVs are not only for the handicapped and old people!

- Create a new image for a new type of products
- Promote concepts, ideas, lifestyle, not only products
- Provide people with images they can identify with

Price is not automatically an indicator for quality.

- Help customers to find the product that makes them happy



Marketing LEVs – Communication

Teach People These Products Exist!

Potential customers, dealers, the media, communicators in politics and public life

Example

ExtraEnergy Try-out Track at VEL Expo Ticino Lugano, Switzerland, 2005

- Feel the real profit of power assistance
- Uphill riding experience on a 10% incline
- Variety of products to find out which one suits best
- School kids are potential customers of tomorrow!



Marketing LEVs – Communication

Convince Players in Politics and Public!

Example

ExtraEnergy Test Award Ceremony and Press Conference
at Deutsche Museum, Munich, Germany, 2006

Mrs. Hladky

Leader of Deutsche Museum Verkehrszentrum:

Don't only show the past, show the future!

Deutsche Museum displays pedelecs in a special
exhibition by ExtraEnergy

Mr. Hep Monatzeder

Mayor of Munich, Germany:

At first: Very sceptic

Now: Very enthusiastic, going to ride a pedelec soon



Marketing LEVs – Target Groups

Approach the Right Target Groups!

Promoted advantages, design, pictures, target group, and sales price should match

Typical Pedelec Advantages

- Go faster and farther
- Exercise without stress
- Ride to work without sweating
- Easy riding under load and uphill
- No noise, no exhaust pollution

Example

Sachs product brochure

Slogan: Uphill riding with downhill feeling



Marketing LEVs – Image

Create an Image of its Own!

Example

Hawk Classic Bikes product brochure

- Pedelecs are not only for old and handicapped people!
- Individual high-class design by Craftsmen
- Appeals to young and fashion-oriented customers



Marketing LEVs – Lifestyle

Create Lifestyle!

Example

Gogosurf product brochure

- Scooter sold in combination with fashion bag
- Lifestyle and fashion are important



Marketing LEVs – The Term Pedelec

Use the Right Terms!

Pedelec = Pedal Electric Cycle

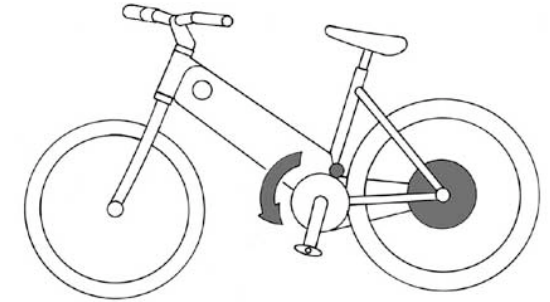
Introduced in 1999 with the help of ExtraEnergy, Bike Europe, Japan Cycle Press and other media

The Goal

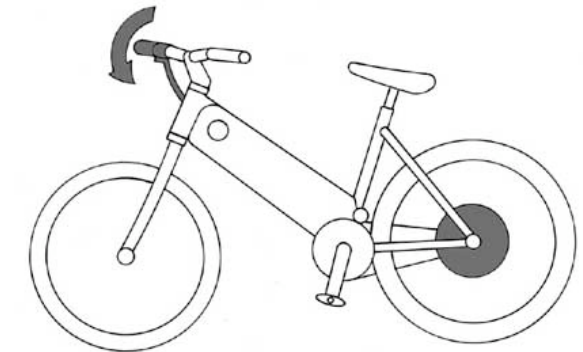
- Use one word to distinguish pedal and throttle controlled motor assistance
- Make international communication easier
- Create a new word and a new image for a new product type

The Result

- Serves it's purpose
- Now widely used in the LEV industry
- 83.100 entries at Google.com
- Introduction phase still continues



Pedelec: Powered by pedaling



E-Bike: Powered by throttle

Marketing LEVs – Quality

Get Your Quality Reward!

Example

ExtraEnergy Test Seal

Since 2002, ExtraEnergy rewards all products with a Test Seal which are rated “very good” or “good” in the big comparison tests

The Goal

- Help separate high quality products from mediocre products on the market
- Market transparency for customers
- Set quality standard for long term market



Marketing LEVs – Quality

Highlight True Product Quality!

Examples

- Sachs product brochure with the ExtraEnergy 2002 Test Seal
- Biketec advert with the ExtraEnergy 2006 Test Seal

Weltneuheit:
Energierückgewinnung bei
Betätigung der Vorderradbremse

sehr gut
Kategorie Pedelec

Bereits das Vorgängermodell Eto Touring wurde von Extra Energy mit „Sehr Gut“ ausgezeichnet!

Tretunterstützend



Erleben Sie die Schokoladenseite des Radfahrens:
Sie treten in die Pedale, der FLYER-Elektromotor verdoppelt Ihre Muskelkraft.

FLYER
Innovation in Mobility

Die FLYER T-Serie

...wenn der Weg zum Ziel wird!



Tiefer Einstieg, hohe Reichweite, leichtes Gewicht:
Die FLYER C-Serie – der ideale Begleiter für den Alltag und die grosse Tour.



FLYER F-Serie

Lustvoll gelebte Ökologie



FLYER Faltvelo

Für Camping, Kofferraum- und Bahntransport



Testergebnis extra-Energy Test 2006:

«Biketec hat mit dem Flyer T8 Premium die Grenzen des heute technisch Möglichen neu definiert.»

Senden Sie mir FLYER-Unterlagen zu:

T-Serie C-Serie F-Serie Faltvelo

Senden Sie mir Unterlagen zu buchbaren FLYER Reise-Angeboten:

- Gutschein für einen kostenlosen FLYER Test-Tag
- FLYER-Mietprojekte in Tourismusregionen
- Baumeler Veloferien mit FLYER
- SlowUp Emmental und Albula
- Gruppentouren
- Veloland Schweiz Veloführer des Werd Verlages
- FLYER Club

Name / Vorname

Strasse

Telefon

PLZ / Ort

E-Mail

Marketing LEVs – Technology

Promote New Technologies!

Technology has it's fascination!

Example

Fuel Cell Vehicle Hysun3000

- 3000 km from Berlin to Barcelona
- Used 3.3 kg of hydrogen only
- This equals 12 liters of gasoline
- A world record!



Marketing LEVs – Concepts

Sell Concepts not only Products!

In the Tourism Industry you attract people to new ideas when they are relaxed and in a good mood

Example

Biketec Flyer Promotion through the Tourism Industry

- Flyer rentals at hotels
- Camper and Flyer rentals
- Guided Flyer tours and holidays (in cooperation with bus tour operators)
- Cooperation with Tourism Offices



Organizations and Projects to Promote LEVs

- **ExtraEnergy** (Germany)
Non-profit, independent organization for worldwide LEV communication
www.ExtraEnergy.org
- **Velocity Conference 2007**, Munich, Germany
International Conference to support cycling. Main focus 2007: Pedelecs and folding bikes
www.velo-city2007.com
- **New Ride** (Switzerland)
National program to accelerate the market introduction of electric two-wheelers
www.newride.ch
- **Industrial Technology Research Institute ITRI** (Taiwan)
Governmental institute for technology research and promotion
www.itri.org.tw
- **China Cycle Association** (China)
Association of Bicycle Manufacturers
- **Japan Bicycle Promotion Institute** (Japan)
Association of Bicycle Manufacturers
www.jbtc.or.jp
- **Electric Cycle Association** (USA)
Association of LEV Manufacturers

ExtraEnergy Activities

Independent Testing

- Pedelec/E-Bike/Scooter Tests
- Components Tests (BatteryTest)

Promotion Events

- Exhibitions
- Trade Shows
- Try-out Tracks
- Seminars

Market Research & Archive

- The World's largest LEV collection in Tanna, Germany
- Library of product information, photos, and literature
- Worldwide contacts

www.ExtraEnergy.org

Multi-lingual Web Magazine on LEVs



ExtraEnergy Activities – Tests



Product Testing
Pedelec/E-Bike/
Scooter riding tests

Photo:
Test Award
Ceremony 2006

ExtraEnergy Activities – Tests



Pedelec/E-Bike Test
Second run of 2006
test starting in May

Presentation of all
test bikes and results
at: Eurobike and
IFMA Cologne 2006

Photo:
The test riders

ExtraEnergy Activities – Tests



BatteryTest

In cooperation
with Deutsche
Post AG

Photo:
Mobile safety
test laboratory
presented at
IFMA Cologne
2005

ExtraEnergy Activities – Events



Trade Shows
TEST IT Track,
Product and
Component
Exhibitions

Photo:
ExtraEnergy TEST
IT Track at IFMA
Cologne 2005

ExtraEnergy Activities – Events



TEST IT Tracks
At indoor and outdoor events. With 10% incline to demonstrate uphill riding

Photo:
Riding fun at Eurobike 2005

ExtraEnergy Activities – Events



Exhibitions

At trade shows,
shopping centers,
museums ...

Photo:

Test and LEV
Exhibition at
Deutsche Museum
Munich, Germany
Feb to June 2006

ExtraEnergy Activities – Events



Seminars and Panel Discussions

Photo:
Lithium Battery
Seminar with
BatteryTest
Exhibition, 2005

ExtraEnergy Activities – Events



Press Conferences

Photo:
2006 Test Award
Ceremony at
Deutsche
Museum, Munich

ExtraEnergy Activities – Archive



**The World's largest
LEV Collection**
At the ExtraEnergy
Headquarter in
Tanna, Germany

More than 300
historic and current
products

ExtraEnergy Activities

Independent and International

Your Profit

- Target-oriented market introduction
- Cost-effective promotion
- International presence among the leading industry players
- Intense contact with dealers and potential customer
- Publicity in the right spot
- Be widely published

Your Options

- Participate in product/component test
- Provide products at Test Track events and exhibitions
- Put banners at the barrier of the Test Track
- Place brochures at the ExtraEnergy Info Desk
- Use web-tools and information at www.ExtraEnergy.org



The Web Magazine on LEVs

A Source of Information for

- Manufacturers
- Dealers
- End-users
- Press

Online Marketing Tools

- Dealer directory with self-administration
- Worldwide Manufacturer Directory
- People Directory
- Company Report Service
- Links and Banners

The screenshot displays the ExtraEnergy.org website with a blue header and a white main content area. The navigation bar includes links for Products, Information, Events, Forum, and ExtraEnergy. A search bar is located on the right side of the header. Below the navigation bar, there is a 'choose language...' dropdown menu. The main content area is divided into several sections:

- Top 10 Articles:** A list of ten articles with their titles and brief descriptions, such as 'Adressverzeichnis Hersteller' and 'ExtraEnergy Bike Test 2002: The Results'.
- Top 50 Articles...** A link to view more articles.
- © 2006 ExtraEnergy.** A footer section with links for Contact, Editorial, and Press.
- Welcome to the Info Center for Light Electric Vehicles!** A section with a photo of a person on a bicycle and a brief introduction.
- Pedelec/E-Bike Test 2006: The Results** An article with a photo of a person on a bicycle and text about the results of 12 tested pedelecs and the Helio e-bike.
- Test 2006: Award Ceremony in Munich on Feb 17th** An article with a photo of a person at an award ceremony and text about the LEV exhibition and E-Bike Test.
- Deutsche Museum opened LEV Exhibition** An article with a photo of a bicycle and text about the LEV Special Exhibition at the Deutsche Museum.
- Consumers Helped to Develop Swizzbee 25L** An article with a photo of a bicycle and text about the scientific INNOCOPE concept.
- Preview Taipei LEV Conference 2006** An article with a photo of a bicycle and text about the international LEV Conference.
- Velo-city 2007 Conference supports Cycling in Munich** An article with a photo of a bicycle and text about the international Velo-city 2007 Conference.
- Lithium-Batteries: Dangerous Goods with Exceptions** An article with a photo of a battery and text about the current No.1 discussion topic.
- All about Lithium Batteries in the Seminar Proceedings 2005** An article with a photo of a battery and text about the UN Regulations for dangerous goods.
- Electric Bikes Worldwide Reports 2004: Now 295 USD** An article with a photo of a bicycle and text about the Seventh Edition of Frank Jamerson's Electric Bikes Worldwide Reports.

On the right side of the page, there is an 'Events:' section listing various events from 2006, including 'The World's Largest LEV Exhibition' and 'ICLEI World Congress'. Below the events section is an 'Advertisement:' section for 'EVERY YEAR IN AKITA, JAPAN' with a logo. At the bottom right, there is a blue banner with the text 'ExtraEnergy. we're close to the action.'



ExtraEnergy:

- Portfolio
- LEV World
- Dienstleistungen
- Referenzen

© 2006 ExtraEnergy.

- Kontakt
- Impressum
- Presse

choose language...

Händlerverzeichnis

RBK-Fahrräder Inh. R. u. B. Kurkofka

Denickestraße 25
DE-21073 HamburgTelefon: 040 / 7 65 84 89
Fax: 040 / 7 65 30 55<http://www.rbk-fahraeder.de>
Kontaktformular

Bild 1 2 3

Dieser Händler führt folgende Marken:

Biketec, Heinzmann, Schachner

Testberichte zu den oben genannten Marken:

**Schachner: Citybike**
Starker und ruhig laufender Motor.
Testurteil 2006: Test noch nicht abgeschlossen
Preis: 1399 Euro *mehr...***Biketec: Flyer T8 Premium**
Biketec hat mit dem Flyer T8 die Grenzen des heute
technisch Möglichen neu definiert.
Testurteil 2006: Sehr gut.
Preis: 2790 Euro *mehr...***Heinzmann: estelle „Elegance“**
Hochwertige und langlebige Komponenten kombiniert mit
einem soliden vollgefederten Rahmen.
Testurteil 2006: Sehr gut.
Preis: 2554 Euro *mehr...*

Termine:

20061. Jan. - 31. Dez. 2006
Weltgrößte LEV-
Ausstellung
ExtraEnergy, Tanna,
Deutschland2. Feb. - Juni 2006
ExtraEnergy LEV-
Sonderausstellung
Deutsches Museum,
München, Deutschland5. - 10. März, 2006
Velo Mondial, Cape Town,
Südafrika8. - 11. März 2006
Taipei Cycle Show, Taipei,
Taiwan9. - 10. März 2006
LEV Congress, Taipei,
Taiwan[alle Termine...](#)

Anzeige:



Händlersuche

Land: PLZ: Ort: Name:

Für Händler:

- Neueintrag
- Eintrag bearbeiten

The Web Magazine on LEVs

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- Dealers
- End-users
- Press

Online Marketing Tools

- Dealer directory with self-administration
- Worldwide Manufacturer Directory
- People Directory
- Company Report Service
- Links and Banners

ExtraEnergy.org Products Information Events Forum ExtraEnergy search...

choose language...

.....
Top 10 Articles:
.....

1. Adressverzeichnis Hersteller
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4. First Fast Pedelec Legal in the EU
5. BionX is Both, Electric and Exercise
6. Event Preview 2006
7. Yamaha Easy Super
8. Giant: Lafree Twist
9. Scooter Test 2002: The Results
10. Yamaha Passol to be sold in Europe?

Top 50 Articles...

© 2006 ExtraEnergy.
• Contact
• Editorial
• Press

Welcome to the Info Center for Light Electric Vehicles!

Pedelec/E-Bike Test 2006: The Results
All results of the 12 tested pedelecs und the Helio e-bike here. Read more about the 2006 Test! [more...](#)

Test 2006: Award Ceremony in Munich on Feb 17th
The LEV exhibition including all vehicles from the Pedelec and E-Bike Test at Deutsche Museum Verkehrszentrum in Munich was the perfect ambience to announce the test results. [more...](#)

Deutsche Museum opened LEV Exhibition
The LEV Special Exhibition at Deutsche Museum in Munich was opened on February 2, 2006. All pedelecs and e-bikes from the ExtraEnergy Test 2006 and various electrical components are on display until June 2006. The Test Award Ceremony will be held at this prominent location on February 17, 2006. [more...](#)

Consumers Helped to Develop Swizzbee 25L
Let consumers have a say in product development. This is the idea of the scientific INNOCOPE concept that Hawk Bikes and Craftsmen Design applied for the development of the Swizzbee 25L. Both, the consumers and industry partners involved praise the good results of such cooperation. [more...](#)

Preview Taipei LEV Conference 2006
The International LEV Conference will be held during Taipei Cycle Show on March 9 and 10, 2006. Find the program and more about the Speakers here! [more...](#)

Velo-city 2007 Conference supports Cycling in Munich
The international Velo-city 2007 Conference will be held in Munich, Germany, on June 12 - 15, 2007. Teams from the economic, political and administrative areas will work on better conditions for cyclists in Munich. [more...](#)

Lithium-Batteries: Dangerous Goods with Exceptions
The ExtraEnergy Seminar in Germany on November 15, 2005 tackled the current No. 1 discussion topic—Lithium batteries and the UN transport regulations for dangerous goods. Yes, Lithium batteries for LEV's are dangerous goods but there are exceptions! [more...](#)

All about Lithium Batteries in the Seminar Proceedings 2005
Talking about Lithium batteries and shipment according to the UN Regulations for dangerous goods, the Seminar Proceedings from November 15, 2005 set a new benchmark. Order the two volumes here! [more...](#)

Electric Bikes Worldwide Reports 2004: Now 295 USD
The Seventh Edition of Frank Jamerson's Electric Bikes Worldwide Reports states that, in 2004, ten Million LEVs will be sold. Now 295 \$US (was 475 \$US) [more...](#)

.....
Events:
.....

2006

Jan 1 - Dec 31, 2006
The World's Largest LEV Exhibition, ExtraEnergy, Tanna, Germany

Feb 2 - June, 2006
ExtraEnergy LEV Exhibition
Deutsches Museum, Munich, Germany

Feb. 27 - Mar 3, 2006
ICLEI World Congress, Cape Town, South Africa

March 5 - 10, 2006
Velo Mondial, Cape Town, South Africa

March 8 - 11, 2006
Taipei Cycle Show, Taipei, Taiwan

March 9 - 10, 2006
LEV Congress, Taipei, Taiwan

[all events...](#)

Advertisement:

ExtraEnergy.

we're close to the action.



Information:

- Literature
- Glossary
- Regulations
- Pedelec Types
- ▶ People

© 2006 ExtraEnergy.

- Contact
- Editorial
- Press

choose language...



Benjamin, Ed
President of CycleElectric International Consulting Group,
USA [more...](#)



Bruesch, Susanne
Journalist
LEV Consultant
Germany [more...](#)



Chen Ding Wu
English Name: Chen, Jean
Expert in battery maintenance
LEV sales
China [more...](#)



Lin, Bing-Min
EV Battery Project Manager at MRL of ITRI
Taiwan [more...](#)



Neupert, Hannes
President of ExtraEnergy e.V.
Hannes Neupert Consulting
Germany [more...](#)



Ono, Masao
President of Tokyo R&D and PUES Corporation
Japan [more...](#)



Pavoni, Alessandro
HTMWorld
Italy [more...](#)



Schaefer, Tim
GAIA Europe Company Secretary
Akkumulatorenwerke GmbH, Germany
Lithium Technology Corporation, PA, USA [more...](#)



Schwegler, Urs
NewRide, e'mobile
Switzerland [more...](#)



Sundin, Eric
Owner of Electric Bikes Northwest
USA [more...](#)



Vergel, Frederic
AVERE Secretary General
Belgium [more...](#)



Yang, Mo Hua
Senior Researcher & Specialist Staff at ITRI
Taiwan [more...](#)

Events:

2006

Jan 1 - Dec 31, 2006
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- Articles:**
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 - [all events...](#)
- Advertisement:** EVERY YEAR IN AKITA, JAPAN (Image: Akita logo)
- ExtraEnergy. we're close to the action.** (Image: ExtraEnergy logo)

Find the Information you are looking for ...

All in one Place

- Event overview, reports, and photos
- Test Reports
- Market information
- Street regulations
- Batteries and dangerous goods regulations
- Ideas on target groups
- Literature

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- ExtraEnergy. we're close to the action.** (with logo)

Thank you !
謝謝 !

For further information please contact:
susanne.bruesch@extraenergy.org

The screenshot shows the ExtraEnergy.org website interface. At the top, there is a navigation bar with links for Products, Information, Events, Forum, and ExtraEnergy. A search bar is located on the right side of the header. Below the header, the main content area is divided into several sections. On the left, there is a 'choose language...' dropdown menu and a 'Top 10 Articles:' list. The list includes articles such as 'Adressverzeichnis Hersteller', 'ExtraEnergy Bike Test 2002: The Results', and 'Segway HT vs. Megway TH'. Below the list, there is a 'Top 50 Articles...' link and a footer section with copyright information and contact links for Contact, Editorial, and Press. The main content area features a 'Welcome to the Info Center for Light Electric Vehicles!' message, followed by several news items with accompanying images. These items include 'Pedelec/E-Bike Test 2006: The Results', 'Test 2006: Award Ceremony in Munich on Feb 17th', 'Deutsche Museum opened LEV Exhibition', 'Consumers Helped to Develop Swizzbee 25L', 'Preview Taipei LEV Conference 2006', 'Velo-city 2007 Conference supports Cycling in Munich', 'Lithium-Batteries: Dangerous Goods with Exceptions', 'All about Lithium Batteries in the Seminar Proceedings 2005', and 'Electric Bikes Worldwide Reports 2004: Now 295 USD'. On the right side, there is an 'Events:' section listing various events from 2006, including 'The World's Largest LEV Exhibition' in Tanna, Germany, and 'Velo Mondial' in Cape Town, South Africa. An advertisement for 'EVERY YEAR IN AKITA, JAPAN' is also visible.