



绿源电动车

As a forerunner, leader of electric scooter industry in China and also promoter of industry standards, Luyuan Electric Vehicle Company has become one of the largest two wheeled electric vehicle manufacturers both domestically and globally in terms of R&D, manufacture, sales and service. Luyuan Electric vehicle brings more safe riding experience!

The Market

There are more than 200 million electric bikes in China, it has become the preferable and top priority vehicle for urban commuting in the daily movements.

The market for electric bike started up in 1990s in China and owing to its low carbon emission, mobility and low price, it expanded from its birth to full wing development over a decade and created a miracle in this fast developing country.

As a pioneer stepped into the electric bikes, Luyuan has captured the hearts and minds of consumers by relying on its sharp market sense, diverse products, high quality and excellent services and has been always standing as the leader in electric bike industry. In 2012, Luyuan achieved a technological breakthrough and created a sales miracle in one single product called MG Knight. In 2015, in order to meet the varied riding groups, a new product series "Family of Real Madrid" were launched and have made a record sales in serial products! A very successful brand lives in the deep heart of its customers!



Luyuan production line

Achievements

Good vehicles come from Luyuan. The path to success for Luyuan is a continuous product upgrading achievement one after another. With its outstanding quality and reputation, Luyuan has been an iconic brand in electric bike industry.

Established in 1997, Luyuan has enjoyed 18-year long manufacturing history since then. Over the years, bearing the company's mission "only for better life", Luyuan has brought its customers the best riding experience with its safest, most comfortable and best products. Currently, Luyuan has built up thousands of chain stores and over 10,000 sales people all over China. Apart from building up a healthy sales network nationwide, Luyuan also plans its steady expansion into the global market.

1998 "Well-trusted Brand by consumers" since Luyuan's first year operation.

2009 Among the first companies which were recognized as "National Hi-tech Enterprises"

2013 Awarded by Xinhua Media as "Discover China's creativity" brand

2014 The first award of "consumers' most beloved brand" by CCTV energy channel

2014 Superbrands China Award

2015 "2015 World Brand" Award

History

In the end of 1996, Mr. Ni Jie led a team made of 4 people engaging in an electric bike project with Ms. Hu Jihong in charge of technology. The first electric bike was made in a 12 square meters garage. It was among the prototype of its kind in China.

From 1996-2000, it was an experimental stage for electric bikes. Without technical standards, no supporting systems, lack of experts and market



Luyuan • Hello Kitty

recognition, the industry started up in a very difficult situation. Luyuan sponsored and joined the drafting of national standards for "General Technological Conditions of Electric Bike", providing its legal identity for the legitimacy of electric bikes.

From 2001-2005, two-wheeled electric vehicles witnessed fast expansion of "mass production stage", emphasizing industrial shape design and batch production. In 2001, Luyuan achieved a breakthrough of its core technology. In 2002, Luyuan introduced "The Little Angel" model on to the market which initiated a product revolution in the shape work.

From 2009 to 2012, it was a booming period for electric bike industry. In 2009, Luyuan built another new facility in north China. It was considered as an important strategic development and became a well known brand nationally. In December of 2012, the pop star Leehon Wang became the image ambassador and this boosted the brand recognition to a new height.

After 2013, the industry gradually stepped into the post growth stage, Luyuan represented the first rank and its market sharing has kept rising. In the early of 2015, Luyuan established another two manufacturing bases in Wuxi and Vietnam. At the

same time, Luyuan reached a strategic cooperation with Real Madrid, Doraemon and Hello Kitty.

The Products

The brand name Luyuan is embodied as "eco-friendly energy" and "connected to green". During the 18 years, Luyuan always focuses on making quality two-wheeled electric vehicles for customers.

Luyuan is fully equipped with complete production systems and R&D capacity in battery, motor, controller, charger, metal frame work, hubs and surface treatment; As the testing sector, every part of the vehicle and the finished vehicle comply with the strict testing procedures thus meet and sometimes even surpass the national standards; In providing services, Luyuan has full range after sales system and aims to achieve "Luyuan service, smooth riding all the way". With professional manufacturing, testing and after sales service, Luyuan has been forged into a grand professional brand in two-wheeled electric vehicles!

Over the years, Luyuan developed a series of very successful models during its early time, For example, knight, Yunya and recent ones such as Color Apple, Real Madrid series, which have been copied by other companies.

Recent Developments

Luyuan is keeping close pace with the development of technology and diverse commuting needs. The best vehicle for daily commuting can be defined as, enjoy and safe riding. In 2015, a new brand strategy, safety issue has been launched nationwide coupled with new logo "shield + black and white lattices" symbolizing the safety concern by Luyuan that ensures every consumer enjoys safer commuting experience and every Luyuan store is the safety deliverer. In November, Luyuan launched up the "Safety Miles" campaign throughout the whole nation!

Making safer vehicles is the utmost principle at



Luyuan core technology: Dual Power Dual Core

Luyuan; Advocating safe riding is the firm belief of Luyuan.

Recent Promotion

Luyuan believes that business growth only comes from innovation. Over the years, Luyuan has been always the trend guider in electric bike industry. The brand is the advocator for youth and fashion.

In 2014, Luyuan initiated a football program for teenagers named as "Green leading the world and make your dream real (the sound of Yuan in Chinese is the same as the word 'make real')". The King of Football Pele was invited to be the "Luyuan teenage football ambassador". At the same time, the theme bike (Green Leading the world king of football version) signed by Pele and another 11 models newly developed by Luyuan named "Green leading the world championship version" were launched together.



Luyuan • Real Madrid

In 2015, Luyuan has made bigger marketing efforts in term of brand building. First it has become the official sponsor for the world super football club--Real Madrid Club and then launched a series of "Real Madrid" bikes with the tag line "Luyuan joins Real Madrid, I am the champion" As the first Chinese sponsor for Real Madrid Club, Luyuan has made its brand world renowned when the Club came to China this July. After that, Luyuan has signed with Japanese cartoon producers to make Meng Meng da Doraemon (a very popular Japanese Cartoon image -- a blue robotic cat) and Hello Kitty as its product image ambassadors. At the thesame time, to cooperate with the promotion of "security strategy", Luyuan grand held a "Safety Miles" campaign and set off a wave of security in the industry.

Brand Values

Luyuan advocates three core values:

For individuals: Work hard and be honest;

For business: Truth pursuing and

life-long learning;

For teamwork: work with like-minded people and never give up.

By reducing energy consumption and emission, Luyuan is devoted to bringing fresher, cleaner and better life to the world.

By making mobility improved vehicles, Luyuan is aiming to solve human basic needs—daily movements.

Luyuan is committed to "creating vehicles beyond the user's expectations;" leading concept of safe traveling", "fulfilling the universal love of science and technology and human faith". Luyuan makes the efforts to propel the electric vehicles as characteristics in low carbon and environmental protection, to guide the idea of safe traveling, to pursuit the clean energy in the application of individual traveling. Luyuan is trying to become the best solution provider in the urban transportation and become the qualified corporate in social expectations. Luyuan is now leading the electric vehicle into "a new era of safe traveling".

Things you did not know about Luyuan

Luyuan is the only electric vehicle pioneer that was survived and even top ranking among the leaders in the industry.

In early times, one consumer had a falling off accident by riding a Luyuan e-bike and called President Hu Jihong to tell her that he was flying out like a bird. President Hu immediately analyzed the problems and found out that the suspension string on mudguard panel was not that thick enough. After many experiments, it was modified from 1.20cm to 1.80cm. Examples like this are abundant.

The company's two founders Mr. Ni Jie and Ms. Hu Jihong. They have different specialties and sometimes inconsistent with decision making regarding the business. Mr. Ni usually comes up with off the beaten path ideas, while Ms. Hu would consider details and gives complementary and sometimes opposite ideas. But the result is usually better than 1+1.

The on-road right of the electric bike in China is not so smooth. It has received constant bans and inhibitions from the government. As a "Fighter for rights", "Chief debating officer" and "Industry Speaker", Mr. Ni is organizing industry forum and advising the government on theoretic basis for the legitimacy of electric bikes and has published in 2014 "The white book about the safety of electric bike" and "The achievements of electric bikes"...