

Ming Cycle Plunges into e-Bike Development

Text & Photos: Editorial Dept.

Ming Cycle has recently committed itself heavily to the e-bike market, and has successfully marketed its e-bikes in Europe under its “Ming” brand name. The aerodynamic looks and striking color combinations of Ming’s e-bikes have made them popular items on the European market.



▲ A Ming Cycle e-bike designed for the European market.

A Strategic Partnership with Sanyo

Although Ming Cycle has an international reputation for professionalism, its foray into e-bikes was fraught with difficulty. Ming began sourcing parts in China, recalled Ming Cycle CEO Albert Chen, but progress was not as good as hoped for. By chance, Ming had the opportunity to collaborate with SR Suntour and Japan’s Sanyo, and the two companies’ electrical, control, and motor technology enabled Ming to produce high quality e-bikes. Another plus is SR’s numerous service points in Europe, which enables customers to easily obtain fast after-sales service.



▲ Ming Cycle CEO Albert Chen has great confidence in the company’s e-bikes.

Staking the Future on e-Bikes

Europe is Ming Cycle’s most important market. According to CEO Chen, growing consciousness of environmental issues, the widespread use of bicycles, and the aging of society make e-bikes an irresistible trend. Ming Cycle Taiwan is currently establishing an e-bike production line to take advantage of this trend, and expects production to start in March 2010. Ming’s relevant departments have also set up task forces to pursue e-bike development and marketing. 



▲ The Ming Hora electric tricycle is attracting plenty of attention.