

Pretty Wheel's Super Popular e-Bikes

Text & Photos: Editorial Dept.


After reflecting on the world's energy conservation and environmental trends, and considering e-bikes' future potential and momentum, Pretty Wheel decided in 2005 to embark on a vigorous e-bike R&D and production campaign, which it hoped would provide relief from its long-stagnant bicycle sales.

According to GM Tony Tu, Pretty Wheel's e-bike initiative required massive investment in specialized manpower and technology. The company has established a dedicated e-bike department responsible for the design and development of e-bike motors and electrical control systems. It has developed its own designs, and has purchased specialized testing equipment allowing it to maintain high quality requirements.

China and Europe are currently the biggest markets for Pretty Wheel's e-bikes. After several years of promotion, the company's "PowerKat" e-bike is achieving striking sales growth. The European e-bike market will continue to grow in 2010, said



▲ Pretty Wheel GM Tony Tu feels that e-bikes have nearly boundless development potential.

GM Tony Tu, and demand will be around one million units. PowerKat's high quality and moderately high prices are very acceptable in export markets, and Italian Prime Minister Silvio Berlusconi has been spotted on a Pretty Wheel e-bike. 



▲ Functional, high-quality Pretty Wheel e-bikes have won consumers' hearts.



▲ Italian Prime Minister Silvio Berlusconi's e-bike was made by Pretty Wheel.