

French E-bike Market Research

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2024/3/12

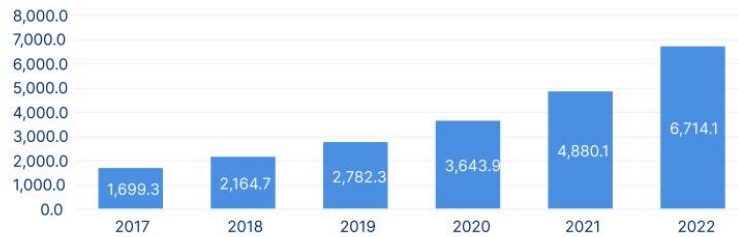
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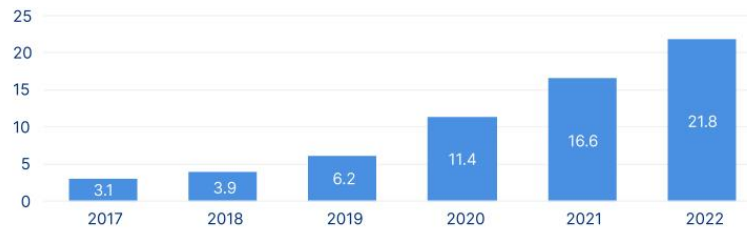
1. Overview of e-bike market in France

From the general trend point of view, 2017-2022, Europe's demand for li-ion battery to power e-bike has increased year by year. China as the main manufacturer of e-bike, the average annual growth rate of electric two-wheeler li-ion battery production in recent years is almost higher than the market demand in Europe.^①

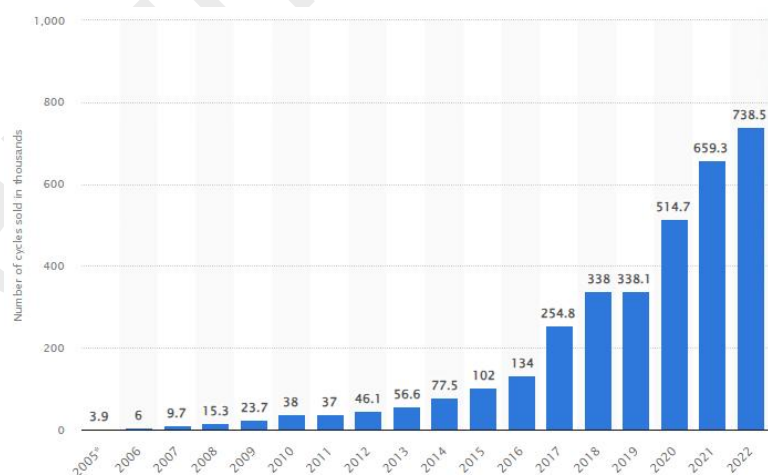
EUROPE ELECTRIC TWO-WHEELER LI-ION BATTERY MARKET, VOLUME, GWH, 2017 - 2022



CHINA ELECTRIC TWO-WHEELER LI-ION BATTERY PRODUCTION, VOLUME, MILLION UNITS, 2017 - 2022



Number of electrically assisted bicycles sold in France from 3.9 thousands in 2005 to 738.5 thousands in 2022, this is an explosive growth. In the long term, the demand for e-bike in France is also rising.^②



① <https://www.mordorintelligence.com/industry-reports/france-e-bike-market>

② <https://www.statista.com/statistics/714714/number-electrically-assisted-bicycles-sold-france/>

2. French e-bike regulations^③

2.1 Governance of e-bike

The most common are EU-wide, and relate to the power of the battery - but there are also age limits. No one under the age of 14 is allowed to be in control of an electric bicycle on public roads in France. There are no such age-limits in force for off-road cycling, or for riding around on private land. Most countries across the EU adopt a similar minimum age - while Switzerland and Belgium have set a lower age-limit of 16.

In most European countries and areas, to be considered cycles or pedal-assisted bicycles, electric bikes must comply with the requirements of the European directive 2002/24/EC.

- The engine at rotation speed must not exceed 0.25kW(250W);
- The assistance of the electric motor must be functional only until reaching 25 km/h;
- Pedal assistance must only be triggered if the cyclist is pedalling and must automatically cut off when pedalling stops.

Higher power-assisted cycles that can travel up to 45km/h are considered to be the same as electric mopeds, meaning the rider must have a licence, insurance, and wear suitable protective clothing, including a helmet and gloves, while using the vehicle on the road.

In fact, in France, as in the rest of the EU, e-bike products follow EN-15194 certification. In other words, every model must obtain EN-15194 certification before launching the market. This certification report involves almost every part of the e-bike, and the standards and requirements that need to be tested are roughly as follows:

Applicable Directive	Condition If no condition is mentioned that means standard is compulsory for all products.	Standard and requirement	Mandatory Document
2014/35/EU Safety		EN 62368-1:2014 + A11:2017	* Certificate + full test report < 2 years from approved laboratory (TUV SUD, TÜV Rheinland, BV, LCIE, INTERTEK, SGS). Certification from any laboratory not included in above list may be refused, unless it is accepted at the beginning of order by Market Maker quality manager.
	If charger	EN 60335-2-29:2021 + A1:2021	
	If product has LED lights	EN 62471:2008	
2006/42/CE Machine		EN ISO 12100:2010	
		EN 15194:2017	
2014/30/EU EMC		EN 61000-6-1-2019	
		EN 61000-6-3:2007	
	If BT/Wifi	EN 301 489-1 V2.2.3 EN 301 489-17 V3.2.4	
2004/40/EC EMF		EN 62233:2008	
2014/53/EU RED	If BT/Wifi	EN 300 328 V2.2.2 EN 62479:2010	
2011/65/EU Amended by 2015/863/EU & 2017/2102/EU ROHS			
2006/121/EC REACH		EC regulation n° 1907/2006 See REACH requirements sheet	*If test report is not provided, MM declaration letter must be filled and stamped by supplier + No SVHC accepted on products and compliance to regulated substances
2023/1542 repealing 2006/66/CE Batteries and accumulators Regulation 1103/2010 Rechargeable batteries and accumulators		MSDS for equipment (following CLP/ADR & IATA Regulations)	* Documents and test reports < 2 years . Model n° matching with the one put on battery label
		Cd / Pb / Hg content following Directive 2023/1542/CE (previous 2006/66/CE)	
		UN/DOT 38.3 EN 62133:2013	
Applicable Directive	Condition If no condition is mentioned that means standard is compulsory for all products.	Standard and requirement	Mandatory Document

E-bike dealers can choose to do EN-15194 certification by themselves, but for convenience and efficiency,

^③ <https://www.thelocal.fr/20230929/what-are-the-rules-for-electric-bikes-in-france>

e-bike dealers usually delegate the EN-15194 certification to the manufacturer.

2.2 Government policy to promote e-bike in France^{④⑤⑥⑦}

The French government has implemented some policies to promote the adoption of e-bikes as a sustainable mode of transportation. Some of the key government policies to promote e-bikes in France include:

- **Financial Incentives:** The government offers financial incentives such as subsidies, grants, or tax credits to encourage individuals to purchase e-bikes. These incentives help offset the initial cost of e-bikes, making them more affordable for consumers.
- **Subsidized Loans:** In addition to direct financial incentives, the government may offer subsidized loans with favorable terms for the purchase of e-bikes. These loans make it easier for individuals to finance the purchase of e-bikes.
- **Infrastructure Investments:** The French government invests in infrastructure improvements to support e-bike use. This includes the development of dedicated bike lanes, bike-sharing programs, and the installation of charging stations for e-bikes in urban areas.
- **Regulatory Support:** The government establishes regulations and standards to ensure the safety and quality of e-bikes. This includes regulations on maximum speed, motor power, and safety equipment requirements for e-bikes.
- **Awareness Campaigns:** The government conducts public awareness campaigns to promote the benefits of e-bikes and encourage their adoption. These campaigns highlight the environmental, health, and economic advantages of using e-bikes for transportation.
- **Incentives for Businesses:** The government provides incentives for businesses to promote e-bike use among employees. This may include tax incentives for companies that offer e-bike commuting benefits or subsidies for businesses to purchase e-bikes for employee use.
- **Integration with Public Transit:** The government works to integrate e-bikes with public transportation systems, making it easier for commuters to use e-bikes as a first or last-mile solution. This includes providing bike parking facilities at public transit stations and allowing e-bikes on public transportation vehicles.
- **Research and Development Funding:** The government invests in research and development initiatives to advance e-bike technology and innovation. This includes funding for research projects focused on improving e-bike performance, battery efficiency, and safety features.

By implementing these policies, the French government aims to encourage the widespread adoption of e-bikes as a sustainable and efficient mode of transportation, contributing to reduced carbon emissions, improved air quality, and enhanced mobility options for citizens.

④

<https://www.connexionfrance.com/article/Practical/Your-Questions/Everyday-Life/Does-France-still-offer-aid-to-buy-an-electric-bike>

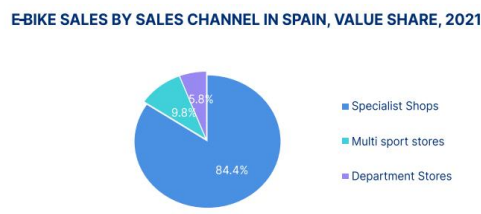
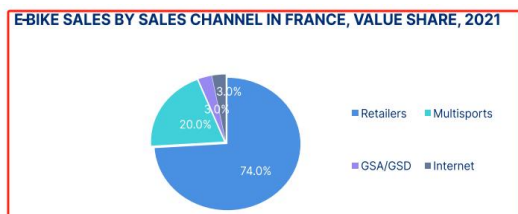
⑤ <https://n26.com/en-fr/blog/ebike-states-funds>

⑥ <https://www.service-public.fr/particuliers/actualites/A15906?lang=en>

⑦ <https://www.theverge.com/2022/8/22/23316962/france-ebike-car-trade-subsidy-climate-change>

3. E-bike sales channel

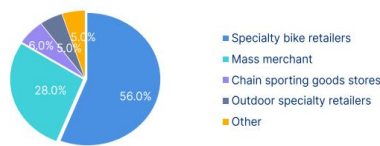
E-bikes are sold through various channels in France to cater to different consumer preferences and needs. According to the research report of Mordor Intelligence, retailers are the main sales channel in France, accounting for 74.0%.^⑧



E-BIKE SALES BY SALES CHANNEL IN GERMANY, VALUE SHARE, 2021



E-BIKE SALES BY SALES CHANNEL IN US, VALUE SHARE, 2021



In view of XXXX's position as a new entrant to the e-bike market in France, consider promoting the product in its own channels or through existing e-bike sales channels in the future. This report focuses on the channel research of selling multi-brand e-bike, which is divided into online multi-brand e-bike sales website and offline multi-brand sales chain stores.

3.1 Offline sales channels

In France, you can find shops that sell multiple brands of e-bikes in various cities and regions. Here are a few options:

3.1.1 Specialized Bicycle Retailers:

Many specialized bicycle shops across France carry a range of e-bike brands. These shops often offer a curated selection of electric bicycles from different manufacturers, allowing customers to compare models and find the right fit. Look for well-established bicycle retailers in your area or major cities. Here are some examples of specialized bicycle retailers where you might find multiple brands of e-bikes:

- **Culture Vélo**^⑨: Culture Vélo is a well-known chain of bicycle shops with locations throughout France. They offer a wide range of bicycles, including e-bikes, from various brands. You can find road bikes, mountain bikes, city bikes, and more at Culture Vélo stores.
- **Vélo Station**^⑩: Vélo Station is another chain of bicycle shops with multiple locations in France. They specialize in urban cycling and commuting, offering a selection of e-bikes along with accessories and gear for city riding.

⑧ <https://www.mordorintelligence.com/industry-reports/france-e-bike-market>

⑨ <https://www.culturevelo.com/shop/Velos-electriques>

⑩ <https://www.velostation.com/shop/Velos-electriques>

83 MAGASINS CULTURE VÉLO EN FRANCE



17 MAGASINS VÉLO STATION EN FRANCE



3.1.2 Outdoor and Sports Multi-Brand Bicycle Retailers:

Large outdoor and sports retailers in France, such as Decathlon, Intersport, and Go Sport, often carry e-bikes alongside their regular bicycle offerings. These retailers may carry e-bikes from their own brands as well as other popular manufacturers, providing customers with a diverse selection to choose from. Some bicycle shops specialize in carrying multiple brands of bicycles, including e-bikes. These shops may have a wider selection of electric bicycles from various manufacturers, providing customers with more options to choose from. Here are some examples:

- **Decathlon^⑪**: Decathlon is a major sports retailer with numerous stores across France. They offer a wide range of bicycles, including their own brand, B'Twin, as well as e-bikes from other manufacturers. Decathlon stores often have dedicated bicycle sections with knowledgeable staff to assist you in finding the right e-bike for your needs.
- **Intersport^⑫**: Intersport is another large sports retailer with locations throughout France. They carry a variety of bicycles, including electric bikes, from different brands. You can visit their stores or browse their website to explore their selection and find the perfect e-bike for you.
- **Espace Cycles^⑬**: Espace Cycles is another multi-brand bicycle retailer with stores in France. They carry a diverse range of bicycles, including e-bikes, from various brands. The official website shows that the store only sells three brands of e-bike.

3.1.3 Share and Rent E-bike Brands:

E-bike sharing services offer a convenient way for people to rent electric bikes for short periods, typically through a mobile app. These services are available in many cities globally, including in France. However, the content of this section may not be too relevant to the sales channels that XXXX will consider in the future, so a

^⑪ <https://www.decathlon.fr/tous-les-sports/velo-cyclisme/velos-electriques?from=40&size=40>

^⑫ <https://www.intersport.fr/sports/cycle/velos/velos-electriques/>

^⑬ <https://www.espacecycles.be/>

brief introduction to three French companies with such businesses will supplement the information on the e-bike market.

In France, companies like Lime¹⁴ offer e-bike sharing services, allowing users to rent e-scooters and e-bikes conveniently through an app. This service enables people to locate, unlock, and ride the vehicles while following local traffic regulations and bike lane rules.

CCT Bike Rentals¹⁵ is a prominent name in France for renting e-bikes. They pride themselves as a leading online booking platform for road and e-bike rentals across Europe, aiming to enhance the cycling holiday experience for their clients. They ensure easy and fast booking processes, quality bikes from reputable partners, competitive pricing, and top cycling-friendly location offerings.

Ecovelo¹⁶ offers a versatile electric bike-sharing service that doesn't require extensive infrastructure, providing mechanical, hybrid, or electric bikes accessible via an app, badge, SMS, or contactless card. Their system features both fixed and virtual stations, with rapid implementation times ranging from 2 to 5 months. This innovative solution caters to cities and businesses of all sizes, offering a key turnkey, flexible, and scalable service.

3.2 Online sales channel

In France, several websites specialize in selling e-bikes from multiple brands, offering a wide range of models to choose from.

3.2.1 Probikeshop¹⁷

Probikeshop is an online retailer that specializes in cycling equipment, accessories, and apparel. Here's an overview of what Probikeshop offers:

- **Bicycles:** Probikeshop sells a wide range of bicycles, including road bikes, mountain bikes, hybrid bikes, city bikes, gravel bikes, electric bikes (e-bikes), and kids' bikes. They offer bikes from leading brands such as Scott, Cube, Cannondale, Specialized, and more.
- **Cycling Components and Parts:** Probikeshop offers a comprehensive selection of cycling components and parts, including frames, wheels, tires, brakes, drivetrain components, handlebars, stems, saddles, and seatposts. They also carry maintenance products, tools, and accessories for bike repair and maintenance.
- **Cycling Apparel and Accessories:** In addition to bikes and components, Probikeshop sells a wide range of cycling apparel and accessories. This includes jerseys, shorts, bibs, jackets, gloves, shoes, helmets, sunglasses, and cycling socks from popular brands like Castelli, Shimano, Mavic, Giro, and more.
- **Customer Service:** Probikeshop provides customer support via email, phone, and live chat. They offer fast shipping across France and other countries where they operate, with free delivery on orders above a certain threshold. Probikeshop also has a 365-day return policy, allowing customers to return items within a year for a refund or exchange.

¹⁴ <https://www.li.me/>

¹⁵ <https://www.cctbikerental.com/location/bike-rental-france/>

¹⁶ <https://www.ecovelo.com/>

¹⁷ <https://probikeshop.fr/velo-urbain/velos-urbains-lectriques-velos-de-randonnee-lectriques-c20975.html>

- **Website:** Probikeshop's website offers a user-friendly shopping experience, allowing customers to browse products by category, brand, price range, and other filters. Product pages include detailed descriptions, specifications, sizing charts, and customer reviews to help shoppers make informed decisions.

Overall, Probikeshop is a convenient online destination for cyclists of all levels, offering a wide range of products and brands at competitive prices. Whether you're looking for a new bike, components, apparel, or accessories, you're likely to find what you need on Probikeshop's website.

3.2.2 Alltricks®

Alltricks is a well-known online retailer that specializes in cycling equipment, accessories, and apparel. Here's an overview of what Alltricks offers:

- **Bicycles:** Alltricks sells a wide range of bicycles, including road bikes, mountain bikes, hybrid bikes, electric bikes (e-bikes), gravel bikes, cyclocross bikes, and kids' bikes. They offer bikes from popular brands such as Trek, Lapierre, Scott, Cannondale, Orbea, and more.
- **Cycling Components and Parts:** Alltricks offers a comprehensive selection of cycling components and parts, including frames, wheels, tires, brakes, drivetrain components, handlebars, stems, saddles, and seatposts. They also carry maintenance products, tools, and accessories for bike repair and maintenance.
- **Cycling Apparel and Accessories:** In addition to bikes and components, Alltricks sells a wide range of cycling apparel and accessories. This includes jerseys, shorts, bibs, jackets, gloves, shoes, helmets, sunglasses, and cycling socks from leading brands like Castelli, Shimano, Mavic, Giro, and more.
- **Outdoor and Fitness Equipment:** Alltricks also offers outdoor and fitness equipment, including running shoes, clothing, GPS watches, hydration packs, backpacks, and nutrition products from brands such as Salomon, Suunto, Camelbak, and High5.
- **Customer Service:** Alltricks provides customer support via email, phone, and live chat. They offer fast shipping across France and other countries where they operate, with free delivery on orders above a certain threshold. Alltricks also has a 30-day return policy, allowing customers to return items within a month for a refund or exchange.
- **Website:** Alltricks' website offers a user-friendly shopping experience, allowing customers to browse products by category, brand, price range, and other filters. Product pages include detailed descriptions, specifications, sizing charts, and customer reviews to help shoppers make informed decisions.

Overall, Alltricks is a convenient online destination for cyclists and outdoor enthusiasts, offering a wide range of products and brands at competitive prices. Whether you're looking for a new bike, components, apparel, or accessories, you're likely to find what you need on Alltricks' website.

3.2.3 Bikester®

Bikester is an online retailer that offers a wide range of bicycles, cycling accessories, and outdoor equipment. Based in Europe, Bikester operates in several countries, including France. Here's an overview of what Bikester

® <https://www.alltricks.fr/>

® <https://www.bikester.fr/>

offers:

- **Bicycles:** Bikester sells various types of bicycles, including road bikes, mountain bikes, hybrid bikes, city bikes, and electric bikes (e-bikes). They offer bikes from well-known brands such as Cube, Cannondale, Haibike, Ghost, and more.
- **Cycling Gear and Accessories:** In addition to bicycles, Bikester offers a comprehensive selection of cycling gear and accessories. This includes helmets, clothing, shoes, pedals, lights, locks, pumps, tools, and maintenance products.
- **Outdoor Equipment:** Bikester also caters to outdoor enthusiasts with a range of outdoor equipment. This includes camping gear, hiking equipment, backpacks, tents, sleeping bags, and outdoor clothing.
- **Customer Service:** Bikester provides customer support via email, phone, and live chat. They offer flexible payment options and a 100-day return policy, allowing customers to shop with confidence.
- **Delivery:** Bikester offers fast delivery across France and other countries where they operate. Shipping costs and delivery times may vary depending on the location and the size of the items ordered.
- **Website:** Bikester's website provides a user-friendly shopping experience, allowing customers to browse products by category, brand, price range, and other filters. Product pages include detailed descriptions, specifications, and customer reviews to help shoppers make informed decisions.

Overall, Bikester is a convenient online destination for cyclists and outdoor enthusiasts, offering a wide range of products and brands at competitive prices. Whether you're looking for a new bicycle, cycling accessories, or outdoor gear, you're likely to find what you need on Bikester's website.

3.2.4 Sun-E-Bike²⁰

Sun-E-Bike is a company that specializes in electric bike (e-bike) rentals and tours in France. Here's an overview of what Sun-E-Bike offers:

- **E-Bike Rentals:** Sun-E-Bike provides e-bike rental services, allowing customers to explore various regions in France on electric bicycles. They offer a range of e-bike models suitable for different terrains and riding preferences, including city bikes, trekking bikes, and mountain bikes.
- **Guided Tours:** In addition to rentals, Sun-E-Bike organizes guided e-bike tours in scenic areas across France. These tours are led by experienced guides who provide insights into local culture, history, and landmarks while exploring picturesque landscapes and villages.
- **Self-Guided Tours:** Sun-E-Bike also offers self-guided e-bike tours for independent travelers who prefer to explore at their own pace. They provide route maps, GPS navigation devices, and itinerary suggestions to help customers discover the best routes and attractions in each destination.
- **E-Bike Sales:** In some locations, Sun-E-Bike may also offer e-bike sales, allowing customers to purchase electric bicycles for personal use. They may carry a selection of e-bike models from reputable brands, catering to different riding styles and preferences.
- **Customer Service:** Sun-E-Bike provides customer support and assistance to ensure a seamless experience for

²⁰ <https://shop.sun-e-bike.com/fr/>

renters and tour participants. Their staff are knowledgeable about e-bikes and local cycling routes, offering advice and recommendations to help customers make the most of their experience.

- **Website:** Sun-E-Bike's website provides information about their e-bike rental services, guided tours, self-guided tours, and locations. Customers can book rentals and tours online, browse available options, and access useful resources such as route maps and tour itineraries.

Overall, Sun-E-Bike offers a unique and enjoyable way to explore the beautiful landscapes and cultural heritage of France using electric bicycles. Whether you're interested in renting an e-bike for a day trip or embarking on a multi-day guided tour, Sun-E-Bike provides a convenient and eco-friendly solution for discovering the country's natural beauty and hidden gems.

3.2.5 Upway²¹

Upway was founded in 2021 to enable riders to get in the saddle without overpaying for a high-quality electric bike or feeling uncertain about purchasing a pre-owned bike on classified websites. Upway is an online platform specializing in certified electric bikes, offering both brand-new and pre-owned models at competitive prices. They have a diverse selection of e-bikes for different purposes, including city/hybrid, mountain, road, cargo, and folding bikes from top brands like Specialized, Trek, and Gazelle. Upway ensures quality by rigorously certifying each e-bike through a detailed inspection process and provides a 1-year warranty on all bikes. They also offer a convenient home delivery service and a 14-day return policy.

4. Specialized Brand

Considering that XXXX's future e-bike category may develop in a professional direction, we have collected the profiles of 10 French e-bike professional brands for reference according to the information in the following figure²². On the other hand, this information also helps to supplement our knowledge of the French e-bike market.

Summary Table: Top 7 French e-Bike Brands

Brand Name	E-bike Model Lines
1. Decathlon	Folding, Cruiser, Commuter, City, Road, Mountain
2. Lapierre	City, Mountain, Commuter, Hybrid, Cruiser
3. Moustache	City, Hybrid, Commuter, Kids, Mountain, Road, Tandem
4. Nakamura	Mountain, Commuter
5. Neomouv	Hybrid, Urban, Mountain, Folding
6. O2feel	Mountain, City, Hybrid, Cruiser, Folding, Junior
7. Rossignol	Mountain, Fat, Kids

4.1 Moustache Bikes²³

Moustache Bikes is a French electric bicycle company known for producing high-quality e-bikes with a focus on design, performance, and sustainability. The company was founded in 2011 by Emmanuel Antonot, Gregory Sand, and Jérôme Valentin. Moustache Bikes offers a range of electric bicycles including urban, trekking, mountain, and cargo bikes.

²¹ <https://en.upway.fr/>

²² <https://easye biking.com/french-e-bike-brands/>

²³ <https://moustachebikes.com/fr/en/>

Their bikes often feature Bosch or Yamaha electric drive systems, ensuring reliable performance and power. Moustache Bikes is also committed to environmental sustainability, using eco-friendly materials and manufacturing processes wherever possible.

The brand has gained recognition for its innovative designs and attention to detail, earning several awards and accolades within the cycling industry. Moustache Bikes has a strong presence in Europe and has been expanding its reach to other parts of the world as well.

4.2 Peugeot Cycles²⁴

Peugeot Cycles is a division of Peugeot, the French automotive manufacturer, which specializes in the production of bicycles. Peugeot has a long history in bicycle manufacturing, dating back to the late 19th century. The company's bicycle division has produced a wide range of bikes, including road bikes, mountain bikes, hybrid bikes, electric bikes, and children's bikes.

Peugeot Cycles is known for its emphasis on quality, innovation, and performance. The brand has a strong presence in both the recreational and competitive cycling markets. Over the years, Peugeot bicycles have been ridden to victory in numerous races, including the Tour de France.

In recent years, Peugeot Cycles has also ventured into the electric bike market, offering a range of e-bikes with modern designs and advanced features. These electric bicycles incorporate cutting-edge technology to provide riders with a smooth and efficient riding experience.

Overall, Peugeot Cycles remains a respected name in the bicycle industry, combining a rich heritage with a commitment to innovation and excellence.

4.3 Gitane²⁵

Gitane is a French bicycle manufacturer with a rich history dating back to the late 19th century. Founded in 1925 by Marcel Brunelière, Gitane quickly gained recognition for producing high-quality bicycles. The name "Gitane" is French for "gypsy," reflecting the company's early reputation for producing lightweight and nimble racing bikes.

Gitane is one of those brands that are more about budget-friendliness and mass production of made-for-comfort models. For a little more than 1,000 Euro, you can purchase their quality-controlled models. The brand, in fact, asserts its passion for designing new models that will satisfy the requirements of the average commuter and even mountain bikers.

Gitane e-bike models: Commuter e-bikes make up the bulk of Gitane's product line. The Organ E-Bike is a very economical option with an apparent Dutch influence. The model has received mostly positive reviews in relation to its value for money, which is an aspect that plenty of Gitane's models share.

The brand also offers a single folding unit called the E-Nomad, but it's not as popular as its cruisers. The same can be said for the few eMBTs it offers. But despite these setbacks, it still manages to be a mainstay in the French and global markets because of its inherent appeal to riders with a strict budget.

²⁴ <https://cycles.peugeot.com/>

²⁵ <https://www.cycles-gitane.fr/>

Gitane quality and features: What's great about the brand is that it knows the e-bike aspects that it needs to deliver. Gitane knows how to impart what riders love about the e-biking experience. For one, it proves the worth of Shimano and Yamaha motors and is living proof that brands don't always have to go for Bosch motors if they want quality. And it does all these things without compromising on design and, more importantly, comfort.

While Gitane has undergone changes in ownership and manufacturing over the years, it remains a respected name in the cycling world, particularly in France and Europe. The brand continues to produce bicycles that appeal to both recreational riders and competitive cyclists, with a focus on performance, style, and reliability.

4.4 EVEO²⁶

EVEO may not have much of an online and global presence yet, but its popularity in France is without question. It's one of those young local brands that specialize in e-bikes, having been established as recently as 2009. The brand takes inspiration from Dutch e-bikes and has since produced a full spectrum of e-bikes that fall into numerous categories.

It's obvious that they attract regular commuters with their superb commuter models that readily exude comfort. They're also very affordable, too, at least as far as standard e-bike prices are concerned.

EVEO e-bike models: The brand has mostly city and commuter e-bikes, with one eMTB offering in the form of the EVEO 750. Its collection is one model shy of becoming 10 in total, but the brand is obviously not going for quantity. EVEO is the brand that most French commuters want because it knows how to deliver what the average daily commuter wants in his e-bike.

EVEO quality and features: The brand is known to be meticulous when it comes to ensuring the safety and comfort of its models. The Dutch influence on the commuter models practically carries a lot of the quality attached to EVEO. Many riders simply crave the unequalled comfort of their designs. Overall, EVEO e-bikes exhibit what most European casual e-bikes aim for, which is incomparable comfort, quiet operation, and adequate power and range.

EVEO does not take quality lightly, and this is proven by the extensive 10-year warranties it attaches to most of its models; the batteries even have at least a 2-year warranty, which is already a gold standard among e-bikes worldwide.

4.5 Solex²⁷

Solex is a French manufacturer primarily known for its iconic motorized bicycles. The company was founded in 1905 by Maurice Goudard and Marcel Mennesson in Courbevoie, France. Solex gained worldwide recognition with the introduction of its Solex motorized bicycles in the mid-20th century.

The Solex bicycle was unique in that it featured a small engine mounted directly on the front wheel, providing assisted pedaling. These motorized bicycles became incredibly popular in Europe and other parts of the world, particularly in the decades following World War II when affordable transportation options were in high demand.

Solex continued to produce various models of motorized bicycles throughout the 20th century, each with

²⁶ <https://evelo.com/>

²⁷ <https://solex.world/en>

improvements and updates in design and technology. The brand became synonymous with reliable, economical transportation for urban commuters and rural residents alike.

While Solex's popularity declined in the latter part of the 20th century due to increased competition from automobiles and other forms of transportation, the brand still holds nostalgic value for many enthusiasts. In recent years, there have been efforts to revive the Solex brand, with modern electric versions of their classic motorized bicycles being introduced to the market.

4.6 Matra²⁸

Matra is a French industrial group that has been involved in various industries, including automotive, aerospace, and bicycles. The company was founded in 1942 as Mécanique Aviation TRAction (Matra), initially focusing on manufacturing aircraft parts during World War II.

In the automotive sector, Matra gained recognition for producing sports cars, particularly in collaboration with other companies. They partnered with Renault to produce the Matra Djet in the 1960s, a small sports car that achieved success in racing circuits.

Matra's involvement in bicycles began in the 1980s when they acquired the French bicycle manufacturer MBK (Motobécane), which was known for producing a wide range of bicycles, including road bikes, mountain bikes, and children's bikes. Under Matra ownership, MBK continued to produce bicycles, including electric bikes, until the brand was eventually phased out in the early 2000s.

In addition to automobiles and bicycles, Matra has also been involved in aerospace, producing missiles, satellites, and space launchers. The company's aerospace division was eventually sold to Airbus in 1992.

Overall, Matra has played a significant role in various industries, with its name being associated with innovation and engineering excellence, particularly in automotive and aerospace technologies.

4.7 Arcade Cycles²⁹

Arcade Cycles, established in 1995, is a French brand renowned for designing, manufacturing, and assembling a broad range of bicycles including city bikes, electrically assisted bikes (e-bikes), and models tailored for children, beach, and mountain use. The company emphasizes robust and reliable bicycles suitable for intensive usage, easy maintenance, and personalization according to customer preferences. Operating from La Roche-sur-Yon in Vendée, France, Arcade Cycles ensures that all phases from design to assembly are completed in-house, allowing for a high degree of customization in color, components, and accessories. Their products are designed to last, reflecting the company's commitment to quality and customer satisfaction. Arcade Cycles has made significant contributions to urban mobility across nearly 200 cities in 28 countries, positioning itself as a key player in the sector through continuous innovation and a customer-focused approach.

Arcade's e-bike lineup is categorized into performance, comfort, utility, and simplicity models, with each category designed to meet specific user needs from intensive urban use to leisure and recreation. Their approach to electric bikes aims to offer convenience, comfort, durability, and suitability for various lifestyles, leveraging their expertise to provide an exceptional range of connected and innovative bikes.

²⁸ <https://matra.com/>

²⁹ <https://www.arcadecycles.fr/en/>

4.8 Neomouv³⁰

Neomouv is a French electric bicycle (e-bike) manufacturer known for producing a wide range of electric bicycles suitable for various purposes, including urban commuting, leisure riding, and off-road adventures. The company was founded in 2012 and is based in La Roche-sur-Yon, France.

Neomouv offers an extensive lineup of e-bikes, including city bikes, trekking bikes, mountain bikes, folding bikes, and cargo bikes. Their electric bicycles are equipped with motors and batteries that provide pedal-assist or throttle-assist capabilities, allowing riders to travel longer distances with less effort and tackle hills and headwinds more easily.

In addition to their diverse product range, Neomouv is also committed to innovation and quality, incorporating advanced features and components into their e-bikes to enhance performance, comfort, and safety. The company places a strong emphasis on customer satisfaction, offering reliable products backed by excellent customer service and support.

Neomouv has established itself as a reputable player in the electric bicycle market, particularly in France and other European countries, where e-bikes have seen significant growth in popularity as an eco-friendly and practical mode of transportation.

4.9 O2feel³¹

O2feel is a French electric bicycle (e-bike) manufacturer that specializes in designing and producing electric bicycles for urban commuting, leisure riding, and adventure cycling. The company was founded in 2009 by Julien Geffard and is headquartered in La Roche-sur-Yon, France.

O2feel offers a diverse range of e-bikes, including city bikes, trekking bikes, mountain bikes, folding bikes, and cargo bikes. Their electric bicycles are equipped with high-quality motors and batteries, providing pedal-assist or throttle-assist capabilities to help riders navigate various terrains and travel longer distances with ease.

In addition to their commitment to performance and innovation, O2feel places a strong emphasis on sustainability and eco-friendliness in their manufacturing processes. They strive to minimize their environmental impact by using eco-friendly materials and implementing sustainable production practices wherever possible.

O2feel has gained recognition for their stylish designs, reliable performance, and excellent customer service. They cater to a wide range of riders, from urban commuters seeking a convenient and eco-friendly mode of transportation to outdoor enthusiasts looking for adventure on two wheels.

Overall, O2feel has established itself as a reputable and respected brand in the electric bicycle market, particularly in France and other European countries where e-bikes have become increasingly popular in recent years.

4.10 Rossignol³²

Rossignol offers a diverse range of mountain bikes, e-bikes, and electric mountain bikes suitable for various

³⁰ <https://www.neomouv.com/en/>

³¹ <https://www.o2feel.com/en/>

³² <https://www.rossignol.com/us-en/sports/bikes/e-bikes>

levels of riders, from beginners to advanced. Their bikes are designed for those seeking adventure beyond the beaten trails, combining sporty appeal with the capability to tackle all kinds of terrain. The collection includes all-mountain bikes, enduro bikes, and electric bikes equipped with modern features to enhance your riding experience.

Rossignol's e-bikes are highlighted for their power to explore, equipped with efficient batteries and sporty designs. They cater to both young and older cyclists who appreciate an extra boost of power while seeking a raw and sporty aesthetic. These bikes are suitable for everyday use, ensuring a comfortable and manageable way to stay active.

4. Prerequisites of entering e-bike industry

5 KEY STRATEGIC QUESTIONS FOR E BIKES CEOs



France has seen the emergence of several e-bike brands in recent years, reflecting the country's growing interest in sustainable and innovative transportation solutions. Among these brands, **Rossignol**³³ stands out for its transition from a century-old ski brand to an active player in the e-bike market, focusing on mountain e-bikes suitable for various terrains and age groups. Another notable name is **T-Bird**³⁴, a family-owned business founded in 2017, offering urban, hybrid, and mountain electric bikes with a focus on quality components and customer satisfaction.

Ultima³⁵, established by three friends, emphasizes eco-friendly urban mobility with its bikes made from recycled materials and incorporating the latest automotive technology. **Velobecane**³⁶, starting in 2011, aimed to make e-bikes more accessible in France, offering models for different segments at reduced costs by selling directly to customers. **Vepli**³⁷, since 2017, has carved a niche in the market with its portable, folding e-bikes, catering to France's urban commuting needs with stylish and practical models. **Voltaire**³⁸, a more recent entrant founded in 2018, focuses on timeless design and practicality, aiming to blend style with efficient urban mobility. Lastly, **Wayscral**³⁹ offers a wide range of electric two-wheelers, including folding, city, and mountain e-bikes,

³³ <https://www.rossignol.com/us-en/sports/bikes/e-bikes>

³⁴ <https://www.t-bird.fr/>

³⁵ <https://ultimaebikes.com/>

³⁶ <https://www.velobecane.com/>

³⁷ <https://veplibikes.com/en/>

³⁸ <https://voltaire.bike/en>

³⁹ <https://wayscral.com/fr/>

emphasizing service quality alongside manufacturing.⁴⁰

The pandemic significantly influenced the e-bike market, with brands like **Cowboy**⁴¹ and **VanMoof**⁴² experiencing explosive growth due to the increased demand for safer, more efficient, and healthier modes of urban transportation. The shift in consumer behavior towards weekend use and varied daily usage times reflects a broader acceptance of e-bikes as a viable alternative to traditional transportation methods.⁴³

This surge in e-bike popularity is part of a larger trend towards electric mobility, driven by environmental awareness, health benefits, and the practicality of e-biking for commutes. The industry's growth is also supported by improvements in e-bike design, technology, and infrastructure, making e-bikes an increasingly attractive option for a wide range of consumers.

However, in the process of collecting e-bike sales channels, incomplete statistics found that there are more than 20 local e-bike professional brands in France, plus supermarkets and other channels, and the entire market competition is relatively large. Gaining a foothold in the relatively saturated French e-bike market is not an easy challenge. Entering the electric bicycle (e-bike) industry and starting to sell products can take consideration of the following prerequisites:

- **Market research:** Before deciding to enter the e-bike market, it is essential to conduct market research. This includes information on the size of the target market, growth trends, competitors, consumer needs and preferences.
- **Compliance and legal requirements:** Make sure you understand the regulations and requirements for the sale and use of e-bikes in your region. This may involve legal requirements in terms of product safety standards, certification requirements, insurance liability, etc.
- **Supply Chain Management:** Ensure the establishment of a sound supply chain management system, including partnerships with manufacturers or suppliers, to ensure the availability of high quality products.
- **Product selection and brand cooperation:** Choose the right electric bicycle brand for cooperation, and ensure that the product has good quality and performance. The chosen brand should match the needs and preferences of the target market.
- **Sales channels:** Determine sales channels, including bicycle shops, specialized e-bike shops, online sales platforms, etc. Ensure that the selected sales channel can cover the target customer group.
- **Marketing strategy:** Develop effective marketing strategies, including branding, advertising, social media marketing, etc., to attract the attention of the target group and promote sales.
- **After-sales service:** Provide good after-sales service, including product warranty, maintenance and technical support, to enhance customer satisfaction and establish a good reputation.
- **Financial planning:** Ensure adequate financial planning, including capital investment, cost budgeting, price setting, etc., to ensure the sustainable and stable development of the business. E-bike is an industry that needs a lot of capital investment, from the procurement side, before there is confirmed large-scale sales, the

⁴⁰ <https://easiebiking.com/french-e-bike-brands/>

⁴¹ <https://cowboy.com/>

⁴² <https://www.vanmoof.com/en-US/electric-bikes>

⁴³ <https://bikebiz.com/the-rise-and-rise-of-e-bikes/>

capital return of the first batch of goods is not so fast. For your information: Best MOQ is 2 * 40HQ (500 sets). If the cost of an entry-level city e-bike to the store is \$1,000, it also means that a batch of goods need \$500,000 of working capital.

Taking the above factors together and ensuring that you have the necessary resources, capabilities and plans in place can help you enter the e-bike industry smoothly and build a successful sales business.

5. E-bike recommendation

Identifying the single most popular e-bike model in France is challenging due to the diverse market and preferences. However, brands like O2feel, Oklo, Peugeot, Rossignol, T-Bird, Ultima, Velobecane, Vepli, Voltaire, and Wayscral are notable French e-bike manufacturers offering a wide range of models catering to various needs, including city commuting, mountain biking, and folding bikes. Each brand has its unique offerings and features, appealing to different segments of the e-bike market in France.

The price range for e-bikes in the French market can vary significantly depending on factors such as brand, quality, features, and intended use. Generally, e-bikes can range from budget-friendly options to high-end models with advanced technology and premium components. Here's a rough breakdown of price ranges you might encounter in the French e-bike market:

Budget Range (€ 800 - € 1,500): Entry-level e-bikes typically fall into this category. These bikes may have basic components and features but still offer electric assistance for easier riding.

Mid-Range (€ 1,500 - € 3,000): Most e-bikes fall into this price range. They offer a good balance between quality, performance, and affordability. These bikes often come with more advanced features, better battery life, and higher-quality components.

Premium Range (€ 3,000 - € 6,000+): High-end e-bikes with top-of-the-line components, advanced technology, and premium build quality fall into this category. These bikes may offer longer range, faster speeds, and more customization options. Some premium e-bikes may also be designed for specific purposes such as mountain biking or long-distance touring.













Through our understanding of the European market, as well as our European customers' feedback to us in the past two years. DIAMANTECH BELT and DIAMANTECH as a series car for men and women will be the main recommended.

From the perspective of models, on the one hand, the cost of city e-bike will not be too high, XXXX's financial pressure will not be too great. On the other hand, the city e-biker user group is not a professional class of players, XXXX as a new entry into the e-bike industry has not yet mature sales and after-sales personnel, this type of model is easier to get started.



	Parts	Description
Electric System	MOTOR	36V*250W Geared Hub 35N·m
	DISPLAY	Handle Bar Stem Integrated Type,LCD DISPLAY
	SENSOR	BB Torque Sensor
	THROTTLE	NO
	BATTERY	36V/11.6Ah, 40pcS 18650 Cell, Down Tube Integrated
	CHARGER	42V/2A, DC2.1
Mechanical System	FRAME	AL6061, Post Mount Disc Brake, In-Tube Battery
	FORK	SR SUNTOUR Alloy Suspension Fork,Travel 50MM
	BRAKE	Tektro Hydraulic Disc Brake, 160mm Rotors
	TIRE	700C*45C* .30TPI, Anti-Puncture W/reflective line
	CHAIN WHEEL	Forged Alloy Crank Arm & Spider, Steel Ring, Alloy Chain Guard
	DRIVETRAIN	GATES BELT GROUP SET



-  BAFANG M410 MID, 36V 250W 80NM
-  BAFANG LCD DISPLAY.SEGMENT
-  TORQUE+CADENCE SENSOR
-  AVAILABLE
-  36V/10.4AH, 40PCS 18650 CELL
-  42V/2A, DC2.1
-  AL6061
-  FULL ALLOY
-  TEKTRON HYDRAULIC DISC BRAKE
-  700C*45C*.30TPI, ANTI-PUNCTURE W/REFLECTIVE LINE
-  FORGED ALLOY CRANK ARM & SPIDER
-  SHIMANO ALTUS 9-SPEED RD/SHIFTER/CASSETTE

7. Summary

Due to time constraints, the report is relatively brief. We will further refine this report following our April meeting, based on XXXX's preferred channels and future development ideas. For example, to supplement the successful cases of new entrants in the e-bike industry in the past two years, from which lessons are drawn. The report can also consider whether to supplement, XXXX's intention to channel partners, cooperation methods and precautions, and so on.

In April, we will visit European e-bike stores, visit customers, track production, and believe that in this process, we will collect more timely market information, which will also make this report more comprehensive and more reference-worthy.

●● Eurobike 2024



Hello Future

Visit Phoenix at Hall 9.0, A05
 July 3-7, 2024
 Messe Frankfurt
 Festival Days: July 6-7
 Phoenix will also show in the outdoor area, be sure to come and test-ride!

