

Perretagana, 10
01015 Vitoria-Gasteiz
Telephone: 945 13 52 02 / 945 13 52 27
Fax: 945 13 93 21 / 945 23 48 10
bh@bhsa.es / www.bhbikes.com

BH
ULTRALIGHT BICYCLES
BHBIKES.COM

E-Motion NEO range's success at Taipei Int'l Cycle Show

The Taipei International Cycle Show is one of the leading trade shows in the cycle industry in Asia, the region where the largest market growth is expected this decade. All the companies that want to grow stronger in Asia, including BH, came to Taipei.

BH, especially its E-Motion NEO range, was among the stars of this trade show with 950 exhibitors in over 3,000 stands. Thousands of visitors from different Asian and European countries attended the **event** and were attracted to E-Motion NEO.

The new ebikes from BH are an instant sensation because they do not look like ebikes. This is so because these bikes follow an innovative design, integrating the battery into the down tube and making it totally removable –features that have obtained a world-wide patent for BH.

BH also showed its 2011 road and mountain bikes to great success: the G5, with its perfect combination of weight, stiffness and safety achieved through nanotechnology, and the Ultimate, with a 1.2kg frame that makes a reality of our slogan, "Ultralight Bicycles."

Eyes set on Asia

BH has set eyes on Asia. Proof of this is its presence in Taipei as the only bike manufacturer from Spain. Moreover, BH has offices in Taiwan and China, a market where it has been growing steadily. "We've grown hugely in Asia, especially in the powerful Chinese market, where our sales rose by 50% in 2010 over the previous year," said BH Export Manager José Miguel Aracama.

And there will be more events for BH in Asia. On May 1, the Spanish maker will attend the **Shanghai Cycling Show**, a trade show where BH is likely to dazzle visitors one more time.

The Taipei International Cycle Show was held from 16 to 19 March. It targets mainly the following markets: Japan, Taiwan, China, Korea, Russia, Philippines, India, Australia, New Zealand, Thailand, Indonesia, Singapore, Malaysia, South Africa, and South America.

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