

Press Release September 2007



Comfort Bikes Ahead 15 Years of ExtraEnergy

More and more companies from a variety of industries, wholesale chains, investors, designers, and service providers around the world are looking into electric mobility and investing in their future there. ExtraEnergy has done this for 15 years. For good reasons: Energy prices are rising, and people are trying to save energy and costs. Climate change is also forcing us to rethink many of our habits. In Asian mega-cities, a rapidly increasing number of cars cause endless traffic jams, air pollution, and discomfort—all the while cars are thought to bring just the opposite! So, why not use vehicles that are more cost and energy efficient, healthier—and in many places—faster? With all the rational reasons to buy an electric bike or scooter, attractive design and power are more than ever on demand.

Variety en Vogue

ExtraEnergy has tested electric bikes since 1992 to help manufacturers discover problems before the bikes go to mass production; ExtraEnergy also helps dealers and consumers make purchase decisions, for example by providing a test seal that awards high quality products. When comparing the test results over the last 15 years, it is clear that product quality has significantly improved. The choice of products is much larger now than a few years ago. The basic trends are: more comfort, more speed, more design—and good bikes for less money (although raw material prices are rising). Recently more and more quality electric bikes from European manufacturers are on the market at prices between 1,000 and 2,000 Euros. They close an important gap between high-end pedelec brands, starting at 2,000 Euros, and low-end import products, which often sell for far less than 1,000 Euros.

From being a Pioneer to setting Trends

ExtraEnergy started as a pioneer 15 years ago and convinced the few existing manufacturers at that time to take part in a special electric bike exhibition within major European trade shows. Today ExtraEnergy is setting trends for development in the LEV market together with a community of other companies that take part in the exhibitions at Cologne and Friedrichshafen. Just like in the past 12 years, the popular ExtraEnergy TEST IT Track is again part of the surrounding program at Eurobike, and IFMA Cologne. Here visitors and exhibitors are invited to take a ride on the latest pedelecs (pedal electric cycles), e-bikes, and at IFMA also on electric scooters. Unique about the ExtraEnergy track is a slope, which quickly demonstrates the advantages of an electric motor in uphill conditions.

Latest Test Results at IFMA Cologne

All pedelecs and e-bikes tested in the 2006/07 Test are on display in Hall 9 together with their results—an excellent overview of the most current products available on the market. The full set of results can be expected online at ExtraEnergy.org on September 13, 2007.

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ExtraEnergy TEST IT Track, and Meeting Point at:

Eurobike, Friedrichshafen
Aug 30 - Sep 2, 2007
Zeppelin Hall

Vel Expo Ticino, Lugano
September 6 - 9, 2007
Open Air Ground

IFMA Cologne
September 13 - 16, 2007
Hall 9

ExtraEnergy meets the Needs of the Industry

ExtraEnergy sets market trends as a worldwide recognized authority on independent product testing and promotion. The non-profit organization also supports market growth of light electric vehicles (LEVs) with many other projects.

The *Exhibition and Training Center* at the ExtraEnergy headquarter in Tanna, Germany, hosts the world's largest collection of around 400 pedelecs, e-bikes, scooters, and solar vehicles ranging from the earliest serial products to the latest prototypes.

ExtraEnergy.org is go-to-place for information about LEVs on the Internet. More than 44,000 visitors per month read product and market news, event reports and a lot more.

LEV Conference took place in Hsinchu, Taiwan, this year and was, for the first time, organized by ExtraEnergy. President Hannes Neupert thus intends to encourage the exchange of information in the LEV industry.

Two other big projects will have a lot of influence on product development:

BATSO is a recently introduced test seal to show the safety level of a battery. It is also a trade marked abbreviation of BAttery-Safety-Organization, which creates the BATSO testing standards. BATSO is a cooperation project between ExtraEnergy, Taiwan Industrial Technology Research Institute (ITRI), the renowned testing organizations TUV Rheinland Taiwan, and UL Taiwan, as well as the LEV industry. The goal is to increase safety in new battery technologies.

The second project is *EnergyBus*: a new standard to enable communication between electrical LEV components of different manufacturers and encourage advanced product development. The communication protocol is currently under development using the CANopen standard. The backing organization is EnergyBus e.V. in close cooperation with Can in Automation e.V.

Welcome to the Scene

We would happily welcome you at the ExtraEnergy InfoDesk, which has always been a popular meeting point for the industry—drop by and say hello!

Enclosed you will find product brochures from the manufacturers participating in the ExtraEnergy event. This and other press releases and images in print resolution are available from the press section at www.ExtraEnergy.org in digital form.

Please feel free to contact us for any further information.

Best Regards,

The ExtraEnergy Team