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MING BRINGS BRANDED E-BIKES TO MARKET

Ming Cycle's headquarters was next to some vacant land, but no longer. In April, Ming broke ground on a \$6 million (€4.2 million), 5,000-square-meter (53,800-square-foot) expansion that will house its e-bike factory. Along with a new factory comes a new brand strategy.

"At the beginning of 2010, our customers can choose to have their own brand, or to buy bikes under the Ming name," said Tai-Shan Chang, president of Ming Cycle.

It marks the first time that Ming is entering the international aftermarket business, and is why the Taiwanese exhibitor will be focusing on its Ming-branded e-bikes at Eurobike.

"There's a lot going on at our company," said Sara Tseng, Ming's sales manager. "All our e-bikes are made in Taiwan. The e-bike kit comes from battery expert Sanyo and will be handled by Suntour."

The new factory is also responsible for some further shifts inside the current Ming Cycle world. Strida production and warehouse will move into the new building.

Marc Saunders, the British designer who created the unusual Strida folding bike in 1987, recently gave Ming a worldwide license for his innovation. "We sold a total of 15,000 Stridas in 2008, so we also need more space for this," Chang said.

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Tai-Shan Chang, president of Ming Cycle.
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