

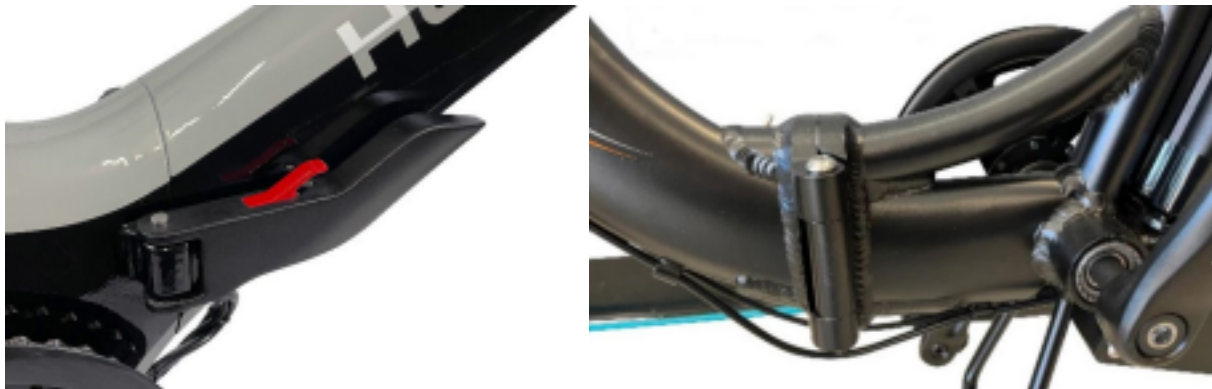
Comparison Summary: Blaupunkt Foldable E-bike vs. Typical China design Foldable E-bikes

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In the realm of foldable e-bikes, it's evident that design nuances can significantly impact user experience. The superiority of the Blaupunkt foldable e-bike over its China designed counterparts can be summarized as follows:

Frame Construction: The Blaupunkt e-bike boasts a frame made of premium magnesium alloy, crafted from a single die-cast mold. This innovative process renders the frame sleek, refined, and lightweight. In contrast, the typical China designed e-bike uses a 6061-aluminum steel frame, constructed with soldered weld joints, leading to a comparatively crude, rough, and heavier design.

Blaupunkt frame China designed frame



Portability Features: Blaupunkt showcases a thoughtful design by integrating a roller blade-style wheel at the base of the frame. This addition enhances portability, allowing users to effortlessly move the folded bike, similar to wheeling a suitcase. Most China designed foldable e-bike lacks this feature, potentially making its transportation more cumbersome when folded.



Folding Mechanism: Safety and stability are vital in foldable designs, and Blaupunkt addresses this by introducing a magnetic closure system. This ensures the bike remains securely folded during transport, minimizing any wear and tear risks.



Battery Design: Blaupunkt's e-bike goes a step further in design aesthetics and practicality by neatly integrating the lithium battery inside the frame. This not only shelters the battery from external elements but also offers a clean, streamlined appearance. Most China designs, attaches its battery to the frame post, making it visibly protrude and arguably detracting from the bike's aesthetics.

In our proprietary battery case, we house premium lithium-ion cells manufactured by LG and/or Samsung. Unlike many other e-bikes designed in China that utilize lower-cost Chinese-made lithium-ion cells, we prioritize quality. Over time, lesser quality cells can degrade, potentially leading to performance inconsistencies and safety concerns. It's worth noting that many of these e-bikes lack UL certifications and typically offer only a one-year warranty.



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Compactness and Weight: The Blaupunkt foldable e-bike, given its materials and design choices, is noticeably

lighter and more compact when folded at 45lbs than its counterpart at 60+lbs. This makes it a preferable choice for those prioritizing ease of storage and transport.

Accessibility: Blaupunkt's frame is a step-through design, a feature that is not just aesthetically pleasing but also pragmatic. It facilitates ease of access, especially for female riders, ensuring a hassle-free start to their ride. Most of cheaper China designed ebikes offer a step-over design, which might pose accessibility challenges for some users.



UL Certification: The Blaupunkt foldable e-bike boasts certifications of both UL-2849 and UL-2271, whereas these smaller brands using China designed ebikes lack these accreditations. Many metropolitan areas and RV parks now



mandate this certification. Furthermore, you should always prioritize this certification to meet the expectations and safety concerns of your clients.



Warranty: The Blaupunkt foldable e-bike offers a 24-month warranty on crucial components including the frame, battery, and rear-hub motor. In contrast, most China designed can only provide a mere 12-month warranty, which is unsurprising given their frame construction and use of lower-quality batteries and motors.

Blaupunkt Brand Heritage: Established in 1924, Blaupunkt has cultivated a legacy rich in heritage, underscored by decades of German ingenuity in car audio, navigation, and television. Our eBikes are a continuation of this proud tradition. This is a distinction QVC cannot attribute to GoPower eBikes or any other eBikes designed in China.



In conclusion, the Blaupunkt foldable e-bike's design and feature choices underscore a commitment to user centric innovation, aesthetics, and quality. In comparison, the GoPower e-bike, like most China designed e-bikes, seems to trail behind in several crucial areas, making the Blaupunkt e-bike a superior choice for QVC customers.

Thank you,

Blaupunkt product team