



# NEWSLETTER

MONTHLY VOL 006

2023  
**February**

## STRATEGY

To become the world's leading  
cross-country riding travel  
and sports professional  
service platform

## MISSION

Lead the new fashion of  
cross-road cycling

## VALUES

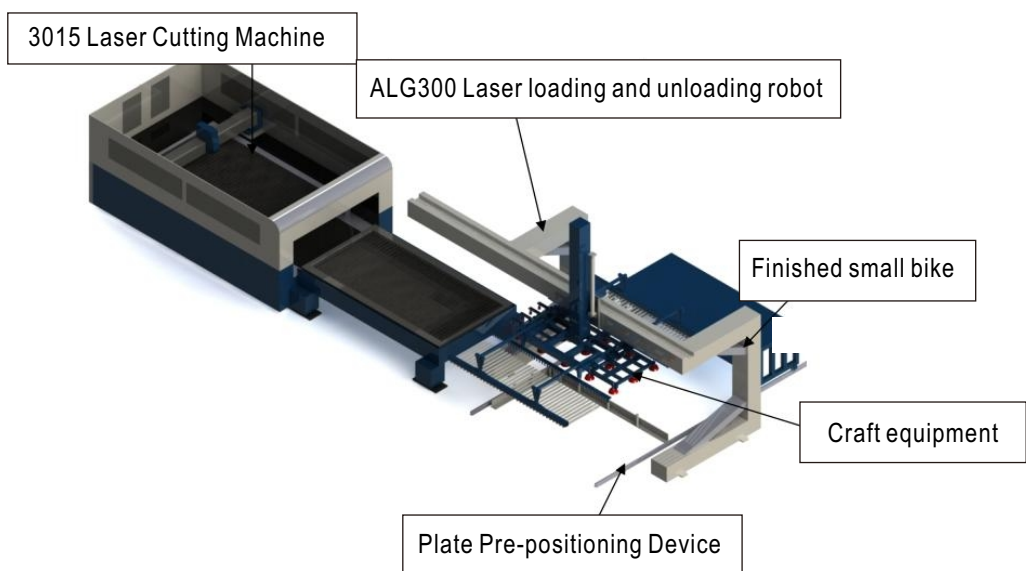
Be braver

## LATEST FACTORY INFORMATION



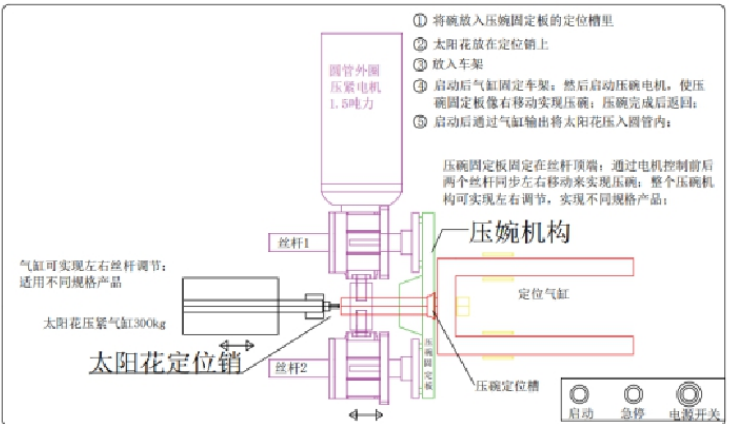
On 3rd, February 2023, the president of Apollo Ms Chanel and her team held a groundbreaking ceremony to start a new year. "Cross-cycle, win the future" is the main theme in 2023. 2023 is the year of challenge, and we have confidence to face all challenge with our partner together. We will improve product power, brand power and channel power to give market and users more valuable products and services.

## INTELLIGENT MANUFACTURING



Create an intelligent operation workshop

# LEAN TRANSFORMATION



E-bike workshop uses automated assembly equipment, merge processes, standardize lean management to improve work efficiency

# ENTERPRISE HONOR

两会特别报道 金寿晚报

### 春意渐浓 金华奋力奔跑

#### 兴商电商来了 赶紧转型升级

“两会”期间，金华电商协会代表在两会期间，向全国人大代表、政协委员们汇报了金华电商的发展情况。协会代表表示，金华电商协会将充分发挥桥梁纽带作用，推动电商企业转型升级，助力实体经济高质量发展。

#### 民营企业的发展 充满了信心

“两会”期间，民营企业代表在两会期间，向全国人大代表、政协委员们汇报了民营企业的发展情况。代表们表示，民营企业对国家的政策充满信心，将继续加大研发投入，提升核心竞争力，为经济社会发展做出更大贡献。

#### 营商环境优化 需持续好内政和外部支持

“两会”期间，营商环境代表在两会期间，向全国人大代表、政协委员们汇报了营商环境的优化情况。代表们表示，优化营商环境是激发市场主体活力的关键，需要持续加强内部治理和外部支持，提升政务服务水平，降低企业运营成本。

#### 发挥产业集群优势 抢抓外贸经济风口

“两会”期间，产业集群代表在两会期间，向全国人大代表、政协委员们汇报了产业集群的发展情况。代表们表示，发挥产业集群优势，抢抓外贸经济风口，是推动企业转型升级、提升国际竞争力的重要途径。

两会拍一拍 现场

CHANEL, president of Apollo, as a representative of the Jinhua CPPCC, participates in and discusses state affairs. She suggested that the government should pay more attention to hot track of outdoor sports. Try to restore the economy and combine the advantages of local industrial clusters to seize the outlet of the outdoor economy.



## MARKET DEVELOPMENT IN CHINA



23 teams and off-road enthusiasts from all over the country competed to participate



The RFN group is divided into toddler group (4-6years old), children group and juvenile group, They ride the RFN KIDS ELECTRIC MOTORCYCLE, without fear of fear, and go forward bravely. This is the childhood of the brave!





2023 APOLLO CUP · Sichuan Youth Off-Road Bike Championship was held on 4th , February. The RFN series products performed well in the competition. This was also the second provincial competition held by Apollo in the domestic market.

## NEW PRODUCT INFORMATION

### KIDS ELECTRIC MOTORCYCLE



BE32-18				
Specs	Frame	Aluminium alloy	Tire	18X2.5 (Mountain tread)
	Color		Rims	Magnesium alloy wheel
	Front Fork	Front suspension fork	Endurance mileage	15km
	Brake	F/R Hydraulic brake	Max speed	25km/h
	Handle bar	6061/F 19*F 22.2*620mm	N.W	18.5kg
	Stem	6061/28.6*22.2mm	G.W	32.26kg
	Saddle	Vacuum Integrated Seat	Max load	70kg
	Grip	Non-slip silicone grip	Package size	126*29*69cm
Electrical part	Motor	Motor Model	Integrated wheel	
		Rated power	36V500W	
		Wheel base	196mm	
		Open	128mm	
		Wheel diameter	18"	
		Max power output	750W	
		No-load current	≈2A	
		No-load speed	350r/min	
		Rated speed	320r/min	
		Rated current	13.8A	
		Torque	42N.m	
		Efficiency	≈81%	
		Waterproof level	IP65	
		Control mode	Sine wave	
	Controller	Rated Voltage	36V	
		Speed limit	15km	
		Current limiting	30A	
		Max output	750W	
		Undervoltage protection value	28±1V	
		Stoppage protection duration	3s	
		Speed governing	Low : 15km/h Middle: 22km/h High: 30 km/h	
		Waterproof level	IP65	
	Battery	Capacity	5AH	
		Cycling Life	300 times	
		Max current	Instantaneous current 100A, continuous current 30A	
		Waterproof level	IP54	
		Charging mode	DC2.1	
		Charging voltage	AC:100-240V DC:42V2A	
		Operating temperature	-20 -60	
		Overcharge Protection	42.5±0.1V	
		Over discharge protection	25±0.1V	
		Max current protection value	100±4A	
		Short circuit protection	With	
		Temperature protection	70	
	Display	Display screen	LED	
		Waterproof level	IP54	
		Voltage	36V	





## PRODUCT TESTING



Photos of various scenes sent back by customers



RFN ARES has been tested by drivers from different countries and get unanimous praise, RFN will be introduced into the hands of users in various countries in 2023, let us enjoy the joy of riding together



## PERIPHERAL PRODUCT

[illegible]

Peripheral products of RFN ARES have been fully launched,  
If you have a demand, please contact our sales.

## GLOBAL ENVIRONMENTAL INFORMATION

## EXCHANGE RATE

Since February 8, the yuan has been falling continuously, even close to 7. From the perspective of market sentiment, fundamentals and other dimensions, positive factors are increasing, which will benefit the stability of RMB exchange rate, and the probability of RMB exchange rate returning to "7" is low. In terms of the trend, the Chinese economy is recovering steadily, the foreign trade resilience and the attractiveness of RMB assets are increasing, and the RMB exchange rate is becoming more flexible. In the first quarter, the RMB exchange rate or two-way fluctuations were obvious, and continued to seesaw at key points. Although various experts have roughly deduced the trend of RMB exchange rate in 2023, it is undeniable that the change of exchange rate has great uncertainty, and many exogenous factors that are difficult to predict. such as the evolution of Russia-Ukraine conflict and the change of Sino-US relations often lead to sudden changes in exchange rate expectations and trends. In the first half of the year, the exchange rate of the dollar will enter the trend of appreciation, and in the second half of the year, with the certain recovery of the economy, the dollar will enter the trend of depreciation.



## GLOBAL ECONOMIC ENVIRONMENT

1. The US economy is doing better than expected, not a deep recession (hard landing), just a normal inventory cycle pullback
2. Chinese exports are likely to continue to outperform expectation as they have for the past three years, Exports grew positively throughout the year (In the past three years, the growth rate was 13.4% year-on-year).
3. Domestic manufacturing investment continued to grow at a high rate, supported by stronger than expected exports and the recovery of domestic demand. Compared with real estate and infrastructure, manufacturing remained the highlight in fixed asset investment.
4. The export exceeded expectations, combined with the overall performance of domestic economic and financial data since the beginning of the year, the appeal of policy to stabilize the economy at the beginning of the year may be lower than market expectations, the overall rhythm behind. This could be the market's next major expectation gap.

## GLOBAL SHIPPING INFORMATION

In the last year, the supply of container capacity gradually eased. From a demand point of view, one consequence of the contraction in global demand caused by the Fed's rate hike is the overall decline in global seaborne market demand. As supply increases and demand decreases, prices in the entire shipping market are going down.

Freight Summary Table	
Country	Quote
Belgium/Rotterdam/Finland	USD1400
Poland	USD1600
UK	USD1500
Los Angeles	USD1200
East of the United States	USD2300
Indonesia/Thailand	USD200
Canada	USD3600
New Zealand	USD2500

## FUTURE STRATEGY

The electrification of a motorcycle or two wheels vehicles

While the auto industry is going electric, the electric trend in the two-wheeled motorcycle industry is becoming clear.

Honda, the world's largest motorcycle manufacturer, recently announced that it would stop production of two-wheeled gasoline vehicles in the mid-2040s and switch to pure electric (EV) motorcycles. Honda says it will launch more than 10 models of all-electric motorcycles by 2025 and aims to sell 3.5 million all-electric motorcycles in 2030, accounting for about 15% of global sales. Honda currently sells 100,000 to 200,000 electric scooters a year, less than 1% of the total.

Similarly, Harley spun off LiveWire, its electric motorcycle division, into a special purpose acquisition vehicle (SPAC) called AEA-Bridges Impact to become the first publicly traded electric motorcycle company in America. The merger would give the company an enterprise value of \$1.77 billion and give LiveWire \$545 million in cash.

In China, CF MOTO, a younger listed motorcycle company, also announced a "smart + electric" development strategy in September. In 2023, the motorcycle brand plans to launch six gas-powered two-wheelers and four electric two-wheelers with a nearly 50-50 gas-electric ratio.

"As sustainability becomes a mainstream issue globally, electrification of products is an important future trend for the motorcycle market." An official of BMW Motorcycles told Ti Media that BMW Motorcycles has set a long-term strategic goal, and by 2030, its urban travel series will be fully electric.

Apollo company is also moving towards comprehensive electric research and development, and positioning in the field of off-road electric motorcycle enlightenment, which means that apollo will be a leader position in off-road section.

Motorbike electrification, a certain future is accelerating.

### 2. Market trend of children's electric vehicles

With the increasing attention to children's safety and the improvement of people's living standards, the children's electric vehicle market is gradually emerging in North America. At the same time, due to the impact of COVID-19, more and more people start to pay attention to family entertainment and children's activities, and the development of children's electric vehicles market will be driven to a certain extent.

In addition, with the continuous progress of technology, the design and performance of children's electric vehicles have been constantly improved. For example, some brands have launched electric vehicles equipped with intelligent safety control systems, which can remotely monitor vehicle status through an APP to realize intelligent protection. Some brands have also introduced electric cars equipped with high-performance batteries to improve their range and durability. The application of these technologies will further improve the competitiveness and market share of children's electric vehicles.

At the same time, the awareness of environmental protection is gradually gaining popularity. As an environmentally friendly way of travel, electric vehicles will gradually replace traditional fuel vehicles in the future. This will further promote the development and growth of the children's electric vehicle market.

With people's attention to children's safety and the continuous progress of technology, children's electric vehicle market in the future has greater development potential and market space.

Children's Electric dirt Bike is an electric bike suitable for children to do outdoor trail riding. At present, some brands have launched similar products in the market, mainly distributed in Europe and the United States.

Apollo's kids electric dirt bike is into the rapid popularity of the stage after years of marketing .

It is recommended that all Apollo customers quickly layout electric field market, seize the market opportunity!

