
GLOSSARY OF TECHNICAL TERMS

This glossary contains definitions of certain technical terms used in this document in connection with us and our business. These may not correspond to standard industry definitions, and may not be comparable to similar terms adopted by other companies.

“belt drive”	a bicycle drivetrain system that uses a toothed belt instead of a traditional metal chain to transfer power from the pedals to the rear wheel
“CE marking”	a certification mark indicating conformity with health, safety, and environmental protection standards for products sold within the European Economic Area
“DTC store”	direct-to-consumer official websites; company-operated online stores through which products are sold directly to end users
“e-bike”	also known as an electric pedal assist cycle, refers to a bicycle equipped with an electric assistance system that provides power support in response to the rider’s pedaling input and riding conditions, thereby enhancing acceleration performance and overall riding efficiency
“EN15194”	European Standard for e-bikes in Europe
“ERP”	enterprise resource planning, integrated software used to manage sales, procurement, inventory, and finance with end-to-end data visibility
“hub motor”	an electric motor built into the hub of a bicycle wheel that spins the wheel directly
“IoT”	Internet of Things, a network of interconnected physical devices embedded with sensors, software, and network connectivity that enables them to collect and exchange data over the internet
“ISO”	the International Organization for Standardization, a non-government organization based in Geneva, Switzerland, for assessing the quality systems of business organizations
“KOLs”	key opinion leaders
“Kwh” or “Wh”	kilowatt-hours or watt hours, a unit of energy measurement used to express battery capacity
“mid-drive motor”	an electric motor mounted at the bicycle’s bottom bracket that drives the crank and works with the bike’s gears
“OEM”	original equipment manufacturer, who manufactures a product in accordance with its customers’ designs which ultimately will be branded by its customers for sale
“OTA”	Over-the-air, a technology that enables wireless software updates without on-site service
“torque sensor”	a device that measures the twisting force (torque) applied to a rotating system; in e-bikes, it detects the rider’s pedaling force to adjust motor assistance proportionally
“UL2849”	a safety certification standard for electrical systems in the United States