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TAILG EBIXON

NI HSIN TO LAUNCH ELECTRIC BIKES

Company expecting significant surge in demand in Asean, says MD

KUALA LUMPUR

Ni Hsin Group Bhd will launch the first phase of its TAILG EBIXON electric bikes (e-bikes) this month, with a production target of 15,000 units yearly down the road.

The company, which has set aside RM5 million for its investment into the e-bikes, is eyeing government agencies, government-linked companies, universities, fleet management companies, last-mile delivery providers and end users as its customers.

Managing director Khoo Chee Kong said around 500 e-bikes would be produced for the pre-launch.

"We view the prospects for Ni Hsin in the electric vehicle (EV) business as very attractive."

Khoo said Ni Hsin had found a formidable and well-established partner in China's Dongguan Tailing Motor Vehicle Co Ltd (TAILG).



Ni Hsin Group Bhd managing director Khoo Chee Kong says its BLACKBIXON mobile coffee machine can be used on an electric bike.

The company specialises in research and development (R&D), manufacturing, sales, and ser-



The assembly line for electric bikes at the Dongguan Tailing Motor Vehicle Co Ltd factory.

vice of new energy EVs.

Its products include e-bikes, electric scooters, special electric bikes and electric tricycles.

Touching on the industry, Khoo said the EV trend was fast catching on but there were only a handful of players in the domestic market.

"We may not have the track record as an EV motorcycle manufacturer but we have a formidable partnership with TAILG, which has a proven track record.

"We anticipate a significant surge in demand for e-bikes in Malaysia and the Asean region.

"A unique feature of our e-bike is the dual-swappable battery system, which enhances the range, charging flexibility, and

convenience."

The TAILG EBIXON EV Bike will also be made available in Sabah and Sarawak.

Meanwhile, Khoo said the TAILG EBIXON e-bike was conceptualised by Ni Hsin EV Tech Sdn Bhd for the delivery industry, in particular the food and beverage (F&B) sector.

To boost its revenue, the Ni Hsin management has also developed the BLACKBIXON mobile coffee machine that can be used on an e-bike.

He said the idea of using the e-bike for delivery services evolved from selling coffee out of a motorcycle, in line with the company's BLACKBIXON concept.

"Brewing coffee from a coffee

machine requires electrical power. The idea of using an e-bike was mooted and a working model was successfully developed through a series of trials and experiments. That is our BLACKBIXON Coffee Bike," said Khoo.

Ni Hsin previously diversified into the F&B business via wholly owned subsidiary Blackbixon Sdn Bhd and had obtained a direct selling licence from the Domestic Trade and Consumer Affairs Ministry in March last year for the retailing of the BLACKBIXON beverage products.

"We offer entrepreneurship programmes to the Bottom 40 community.

"We are also setting up a food delivery business using our proprietary Hot Box system."