



[Premium Subscribe](#) | [Login](#)



[CLICK HEADLINE TO VIEW STORY...](#) Nissan Aims to Rollout Electric Cars By 2012 [MarketWatch] Tokyo M

'Zine Directory

- [More Feature Stories](#)
- [More Headlines](#)
- [Insider Commentaries](#)
- [EV Forums](#)
- [Owner Journals](#)
- [Guest Blogs](#)
- [Book List](#)
- [Critical Links](#)
- [Premium Subscribe](#)
- [PDF Library](#)
- [Opinion Polls](#)
- [Web Links](#)
- [Syndicated](#)
- [RSS/XML Feed](#)
- [Photo Archive](#)
- [Audio Files](#)
- [3D Jigsaw Puzzles](#)
- [EEvents Calendar](#)
- [Energy Prices/Stocks](#)
- [Metric Converter](#)
- [Manage Email Subscription](#)
- [Advertising/Media Kit](#)

[HOME](#) | [NEWS INDEX](#) | [PRESS RELEASE](#)

Taiwan E-Bike Maker Retains German PR Firm for Product Launch

Source: ITMS
[Mar 21, 2007]

SYNOPSIS: JD [Corporation's](#) new innovation - TranzX Power Support Technology - consists of a pedal-activated drive system that propels bicycles by the latest in efficient and lightweight electric technology, delivering a smooth and unique [riding](#) experience.



www.metall.com.cn

Frankfurt, March 19, 2007 — JD Corporation, the Taiwanese manufacturer of trendy mobility products and bike components and creator of the global kick-scooter craze in 2000, has retained ITMS Marketing, a 16-year-old, Frankfurt-based, multispecialty communications group, as its agency of record. The agency will develop and implement [marketing](#) and brand-strategy programs to launch a state-of-the-art drive system for e-bikes and direct JDs entry into the electric bicycle market.

"ITMS has shown an insightful understanding of our immediate marketing needs in the B-to-B market," said Gino Tsai, president of JD Corporation. "We selected ITMS for its expertise and reputation in marketing communications and public relations and we look forward to working with them on a variety of programs as part of a larger global effort to increase business customer loyalty and further enhance our brand identity in different markets."

"JD develops and manufactures unique innovations and quality mobility



HYBRID FINDER

Prius

Zip Code

GO

In cooperation with Dealix.com

products for major brands around the world,” said George S. Pascal, executive director of ITMS Marketing. “The opportunity to apply our 360-degree approach in creating an integrated launch campaign for an exciting environmentally correct transportation product is exciting.”

JD Corporation’s new innovation — TranzX Power Support Technology — consists of a pedal-activated drive system that propels bicycles by the latest in efficient and lightweight electric technology, delivering a smooth and unique riding experience.

An electric bike functions just like a normal bicycle, and includes pedals, gears and all of the other working parts that one would expect to find on a bike. What makes the e-bike different is the inclusion of two extra parts: a battery pack and motor.

Electric bicycle markets are starting to explode in Asia and Europe, where increasing traffic congestion and environmental concerns play vital roles. The lure of an economical ride also ranks high since electric bikes cost considerably less than a car, and do not rely on costly gas.

With the initial focus set on the European market, ITMS’ [marketing campaign](#) starts with the premier of JD Corporation’s TranzX Power Support Technology at this year’s Taipei International Bicycle Show, to be held March 24 to 27 at the Taipei [Convention](#) Center.

About JD Corporation

JD Corporation ignited the 20th century’s last great fad when it created the Razor and JD Bug kick scooters. Today, JD continues to develop and manufacture innovative and environmentally responsible mobility products. It develops technologies and products to continually advance how people move and live.

The company started in 1986 in Chang Hua, Taiwan, as a manufacturer of high-end aluminum bicycle frames and specialty components, which it still produces and markets globally under the TranzX brand. JD Corporation owns and operates three manufacturing facilities in Chang Hua, Taiwan, and two in China, in Shenzhen and Dongguan.

JD Corporation manufactures mobility products for many of the world’s leading brands. Its clients are based on every continent and include businesses from leading global conglomerates, plus private and nationalized organizations. JD holds over 150 patents (including patents pending) and a strong list of industry firsts.

About ITMS Marketing

ITMS Marketing is recognized for its 360-degree marketing

communications strategies and high-level results. Founded in 1991, the agency quickly earned its reputation as a marketing group that is capable of reaching exceptional goals flawlessly and with great dedication.

Based on the outskirts of Europe's financial capital of Frankfurt, ITMS Marketing advises a balance of well-known global and national companies in Europe and around the world, offering services ranging from public relations and advertising, to event management and [sales promotion](#).

ITMSs client list includes blue chip brands such as Major League Baseball, Burger King, US Airways, Sanden Corporation and Kerckhoff Clinic, as well as top professional athletes, including Germany's No. 1 women's tennis player, Anna-Lena Groenefeld.

Number of Times Article Viewed: 799 << [Previous News Item](#) [Next News](#)

Related News Stories

- [Daren Luedtke Rolls Out His Electric Van](#) -- 03 Oct 2007
- [Rise of the Electric Motor in Detroit](#) -- 06 Sep 2007
- [Velozzi Announces Strategic Alliance with Saminco](#) -- 04 Aug 2007
- [NYC Electric Taxi Can't Hack It](#) -- 14 Jul 2007
- [Tanfield's Smith Electric Vehicles Places Order for Enova Drives](#) -- 21 Jun 2007

Reader Comments

[Click to Add Your Comments](#)


Report Abuses to [EV World's Editor](#)

[Car Technology](#)

Ontario is an Ideal Place to Locate Your Resource Based Company.

[Scooter Rental Key West](#)

All new scooters,cars and bikes. Free customer pickup anywhere in KW

Ads by 

Fair Use Notice

This site contains copyrighted material the use of which has not always been specifically authorized. We are making such material available in our efforts to advance understanding of environmental, political, democratic, scientific, and social justice issues, etc. We believe this constitutes a 'fair use' of any provided for in section 107 of the US Copyright Law. In accordance with Title 17 U.S.C. Section 107, this material is distributed without profit to those who have expressed a prior interest in receiving the included information for educational purposes. For more information go to: <http://www.law.cornell.edu/uscode/17/107.shtml> If you have any questions about copyright material from this site for purposes of your own that go beyond 'fair use', you must contact the copyright owner.

[Home](#) | [About/Contacts](#) | [Advertising](#) | [MEDIA KIT](#) | [Privacy](#) | [Submissions](#) | [Subscriber F](#)

Copyright 1998-2007, EVWorld.com, Inc. All rights reserved.

Non-subscriber content on EV World may be freely distributed with the only stipulation being that EV World be credited a
Some portions of this website require a \$29.00US annual subscription.

EVWorld.com, Inc. - P.O. Box 461132 - Papillion, Nebraska 68046 USA. Direct all correspondence to e
