

# Fiido Kidz: Developing a Healthy and Low-Carbon Lifestyle from Childhood

Lately, as an increasing number of companies delve into the realm of children's balance bikes, your curiosity about the latest industry trends is certainly piqued. Our latest pride and joy, the Fiido Kidz e-balance bike, is set to usher in a change that the entire industry simply cannot overlook.

## **The current state of the balance bikes industry:**

### **Industry Status of Non-Electric Balance Bikes**

The non-electric children's balance bike market has seen robust growth in recent years, largely attributed to heightened parental concerns for children's health and safety. The increasing emphasis on children's outdoor activities and sports exercise, coupled with evolving education concepts and shifts in family consumption attitudes, has fueled the rising demand for children's balance bikes. Recognized as a toy tool that benefits children's physical coordination and balance development, the market has witnessed a surge.

Within this industry, a plethora of well-established brands and emerging local names have intensified competition, shaping a dynamic and competitive landscape. To distinguish themselves, manufacturers are concentrating on product innovation and design differentiation. Notable strategies include the incorporation of lightweight materials, customizable aesthetics, and kid-friendly patterns and colors. This concerted effort aims to stand out in a market where uniqueness and appeal are key drivers.

### **Industry Status of Electric Balance Bike**

Children e-balance bikes introduces electrification technology on the basis of traditional balance car, which greatly improves the fun and playfulness of the product. Through the driving experience of e-balance bikes, children can exercise their balancing ability and enjoy the speed and fun brought by electrification. However, many companies simply "electrify" existing products by adding a basic motor system. These typically offer only two modes: pure leg power and full throttle, with an accompanying app that provides basic on/off control. Some media and parents are beginning to notice safety issues with these products. Fiido recognizes these limitations and considers them unacceptable.

## **Why do we develop and produce Fiido kidz?**

Fiido Kidz was born out of our concern for children's development and our love for cycling culture. Firstly, we opted for an e-balance bike as our choice because it proves more effective in fostering a solid sense of balance in children compared to non-electric counterparts. Yet, Fiido Kidz is more than just a bike - it's a profound emotional connection between family members. Our dedication lies in crafting an empathetic riding experience for both parents and children, aiming to deepen familial bonds through the shared joy of riding.

Moreover, Fiido Kidz aspires to extend the reach of two-wheeled riding culture. Through this endeavor, we aim to ignite an early interest in riding among children, promoting the cultivation of healthier bodies. Beyond meeting market demand, the launch of Fiido Kidz serves to expand our product line. We recognize the pivotal role childhood impressions play in shaping a brand's image. Consequently, Fiido Kidz strives to establish a positive and fun image of Fiido in the minds of our young fans. By delivering high-quality, creative cycling products to the younger generation, we are committed to leading the way in the future of green cycling.

## **Kidz aren't just fun, they're safe.**

Fiido Kidz ensures comprehensive safety for children through innovative design, featuring a standout element - the Pulse Boost mode. Positioned between the leg-powered glide mode and the throttle-only mode, Fiido introduces the pulse-assist mode, equipped with a six-axis gyroscope to detect the rider's thrust and provide precise power assistance.

The Pulse Assist Mode is a creative addition addressing the current gap in the electric kids' balance bike market. Serving as a bridge for children transitioning to purely electric speeds, this mode not only facilitates an easier mastery of the art of balancing but also minimizes potential safety hazards during the learning phase. Undoubtedly, Fiido Kidz goes beyond fun, prioritizing safety in a thoughtful and innovative manner.

Unlike traditional e-balance bikes that often grant full autonomy to the child, a potentially risky design, Fiido Kidz prioritizes parental control through integration with the Fiido APP. This connection allows parents to pre-set modes based on their child's age and proficiency: deciding whether the electric motor should intervene, enabling or disabling the gas pedal, and setting the speed.

In essence, parents have the flexibility to open or close the throttle, adjust the maximum speed, or even deactivate all electric assistance at their discretion. Additionally, the app serves as a valuable tool for parents to monitor their toddler's ride within sight. In summary, Fiido Kidz E-balance Bike introduces a safer and more controllable experience for children, leveraging smart connectivity and remote control features for an enhanced and secure riding experience.

### **Some specifications**

Fiido Kidz has maintenance-free integrated wheels and a regenerative braking system common to other brands. However, it weighs only 15.9 pounds (7.2 kg), which makes it easy for children to handle, reducing the risk of accidents while playing. In addition, parents can easily lift the bike.

Featuring a compact frame and innovative battery optimization technology, Fiido Kidz lasts up to 4 hours on a single charge, making it perfect for long rides. The sturdy aluminum frame can hold up to 176.4 lbs (80 kg), more than the average weight of a child. Rigorous testing, including hours of riding with adults weighing over 220.5 lbs (100 kg), ensures the durability and reliability of Fiido Kidz.

### **The development story behind Fiido Kidz**

Originally slated for an early 2023 release, Fiido Kidz underwent additional optimization to ensure the highest product quality. Throughout this refinement process, the Fiido team consistently tested and fine-tuned the Kidz, concentrating on resolving safety concerns and making essential component modifications. Collaborating closely with our component suppliers, we meticulously selected and tested components that adhere to the strictest safety standards, guaranteeing children's safety from harmful substances during rides.

Furthermore, Fiido Kidz introduces design concepts like lightweight materials and kid-friendly patterns and colors, demonstrating our commitment to providing children with a more thoughtful and considerate riding product.

All in all, Fiido Kidz has experienced a challenging yet fulfilling journey. Through tireless efforts, we have overcome the challenges and launched a children e-balance bike that meets the highest standards of safety, innovation and health. We believe that Fiido Kidz will lead the children's cycling industry in providing a safer and more enjoyable cycling experience. It's not just a disruptive innovation in the industry,

it's a safe family bond. We are confident that Fiido Kidz will be more appealing to children and will have a positive impact on the long term.

## Main Features

Safety parental control mode: changeable riding mode and max speed.

Three riding modes: Pushing, power-assist and full throttle modes to help children learn fast and easy.

Combining Toothed Motor and clutch, resistance-free even without power output.

80kg max payload, strong enough even carrying adults.

7.2 kg lightweight, even young children and lift it up.

| Tech Specs          |  |
|---------------------|--|
| Model               | Fiido Kidz   |
| APP Control         | Max Speed, Power-assisting Length, throttle on/off, power on/off |
| Size in mm          | 910*490*600  |
| Saddle Height in mm | 390-440  |
| Weight              | 7.2kg/75.87lbs   |
| Max Payload         | 80kg   |
| Age Requirement     | 2+   |
| Rider's Height      | 90cm-150cm(2.9'-4.9')  |
| Frame Material      | Aluminum Alloy   |
| Braking System      | Power Cut-off Drum Brakes  |
| Riding Mode         | Pulse Assist/Full Throttle/Pushing                               |
| Drive               | Rear Wheel Drive   |
| Max Speed           | Changable 3.1~7.4MPH<br>(5Km/h~12km/h)                           |
| Certifications      | CPSC, EMC, ROHS, UN38.3, MSDS                                    |
| Tire Pressure       | 240~310kPa<br>(35~45psi)   |
| Motor               | Toothed With Clutch  |

|  |  |
|--|--|
|  |  |
|--|--|

For public relations or influencer inquiries, please contact  
pr@fiido.com.