



FINEST RIDING TECHNOLOGY

## R&D EXPERIENCE TEAM – SHENG XIA (SAXON)

**MIVICE:** Hi Saxon, nice to found some time to talk to you. So let ´s start and maybe you can shortly explain your position at MIVICE.

**SAXON:** Hello, my pleasure. I am the CTO and Product Manager of MIVICE. Mainly focus on product performance and user experience





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**MIVICE:** Ok, in such a central role you are responsible for a lot of decisions. How do you think can the R&D Experience team help you to get the right direction of your decisions ?

**SAXON:** The R&D Experience team get along with our products all day and are very clear about the details of product performance. To make the e-system more smooth, we will collect their riding data under various road conditions. Trying to make it act like another you in the e-system.



Trying to make it act like another you in the e-system. And R&D Experience team will test them under hardest live conditions, to make sure MIVICE system getting more and more reliable and durable.

**MIVICE:** You know the market well, where do you think will the product development in the market go in the next 3-5 years ?



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**SAXON:** I think that the pursuit of ultra-lightweight and practical products will dominate the market at the components and parts side. At the system level, smart system will make the connection between riding and daily life closer.

**MIVICE:** Sounds interesting. And any „secrets“ you can tell us about MIVICE product direction ?

**SAXON:** MIVICE has been focusing on the propulsion system to provide the ultimate experience for the past 6 years. We will continue to upgrade it. Meanwhile, we also began to make some attempts in smart system.



**MIVICE:** Saxon, thank you for the interview. Hope to see you and the team together on the trails and roads soon !