

S I N C E 2 0 0 0



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Joy Families | JK JS JOYSHINE JS



2023-2024 CATALOGUE

Joy Families E-BIKE CATALOGUE 2023-2024



COMPANY PROFILE

For over 20 years,
Joykie people have created their own development speed.
JOY KIE Corporation, founded in 2000, formerly known as Hangzhou JOY KIE IND.&TRAD.CO., LTD.
Starting from the foreign trade of bicycles.

JOY KIE now has a complete bicycle industry chain: From trading to manufacturing;
From export sales to domestic sales and brand export; From product to sports ecology;
Has successfully ranked among the first echelon of comprehensive strength in Chinese bicycle industries.

E-BIKE

FOLLOW YOUR HEART



JOY KIE CORPORATION

As a listed entity, the company was officially
renamed JOY KIE Corporation Limited on June 18, 2019.

For over 20 years, Joykie people have created their own development speed.
Joy Kie Corporation Limited was founded in 2000,
formerly known as Hangzhou Joy Kie Ind.&Trad. Co., Ltd.

On 12 August 2021, Joy Kie (Stock Code: 300994) was successfully listed on the
ChiNext board on SZSE. Starting from the foreign trade of bicycles, Joy Kie has
now completed the gorgeous transition from export sales to manufacturing,
from domestic sales to brand export, and from product to sports ecology.

Our company has successfully ranked among the first echelon of
comprehensive strength in Chinese bicycle industries.

OUR CULTURE

Work and life are like two ends of a balance, arranging work reasonably and fully enjoying life in order to calmly face all opportunities and challenges. Live your own wonderful life in the Journey of life.

OUR PHILOSOPHY

Heavenly rewards -The Way of life wins at diligence.

Business rewards - The way of business wins at honesty.

Humane rewards- The way of humanity wins at heart.

OUR GOAL

Benefit from justice, endure for hundreds of years. Honesty, fairness, and consideration of others, it is the right way of our company principles.





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Part 1.

E-MOUNTAIN BIKE

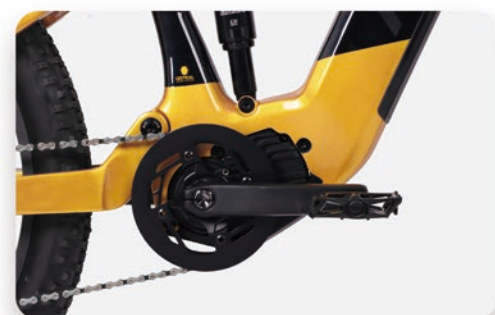
TAKE THE ROAD LESS TRAVELED,
AND MAKE A DIFFERENCE FOR THE **PLANET.**



E-SXC800

27.5"

Color



27.5INCH CARBON MTB E-BIKE

BAFANG DP C181.CAN LCD

SHIMANO DEORE 10S

27.5INCH ALLOY SUSPENSION FORK

DP SINE WAVE

SCHWALBE SMART SAM 27.5*2.8"

BAFANG M510 36V 250W

SAMSUNG LI-ION 36V 15AH 21700

MAGURA MT 4 HYDRAULIC DISC BRAKE

E-SXC800

Color



E-SXC801

29"

Color



29INCH CARBON MTB E-BIKE

BAFANG DP C181.CAN LCD

SHIMANO DEORE 10S

29INCH ALLOY SUSPENSION FORK

DP SINE WAVE

SCHWALBE SMART SAM 29*2.35"



BAFANG M510 36V 250W

SAMSUNG LI-ION 36V 15AH 21700

MAGURA MT 4 HYDRAULIC DISC BRAKE

E-SXC801

Color



E-HFT600

26"

Color



🔧 26INCH ALLOY MTB E-BIKE

📺 BAFANG DP C240.CAN LCD

⚙️ SHIMANO DEORE 10S

🔧 26INCH ALLOY SUSPENSION FORK

🔌 DP SINE WAVE

⚙️ KENDA K-1151 26*4.8"

🔧 BAFANG M620 48V 750W

🔋 SAMSUNG LI-ION 48V 15AH 21700

⚙️ TEKTRO HYDRAULIC DISC BRAKE



MAKING YOUR LIFE EASIER
WITH OUR PRODUCT SOLUTIONS.

E-HAM601

29"

Color



29INCH ALLOY MTB E-BIKE

BAFANG DP C240.CAN LCD

SHIMANO DEORE 10S

29INCH ALLOY SUSPENSION FORK

DP SINE WAVE

SCHWALBE SMART SAM 29*2.35"



BAFANG M510 36V 250W

SAMSUNG LI-ION 36V 15AH 21700

MAGURA MT 4 HYDRAULIC DISC BRAKE

E-HAM601

Color



E-HXC600

27.5"

Color



27.5INCH ALLOY MTB E-BIKE

LCD DISPLAY

SHIMANO DEORE 10S

27.5INCH ALLOY SUSPENSION FORK

DP SINE WAVE

CST C1820 27.5*2.35"



BAFANG M600 48V 500W

SAMSUNG LI-ION 48V 15AH 21700

HYDRAULIC DISC BRAKE

E-HXC600

Color



E-HXC300

29"

Color



29INCH ALLOY MTB E-BIKE

LCD DISPLAY

SHIMANO ALTUS 8S

29INCH SUSPENSION FORK

SINE WAVE

KENDA K1227 29*2.6"



REAR DRIVE 48V 500W

SAMSUNG LI-ION 48V 15AH 21700

HYDRAULIC DISC BRAKE

Color



E-SAM800

27.5"-29"

Color



27.5INCH CARBON MTB E-BIKE

BAFANG DP C244.CAN

SRAM NX11SP 11S

ROCK SHOCK G35 29INCH ALLOY SUSPENSION FORK

DP SINE WAVE

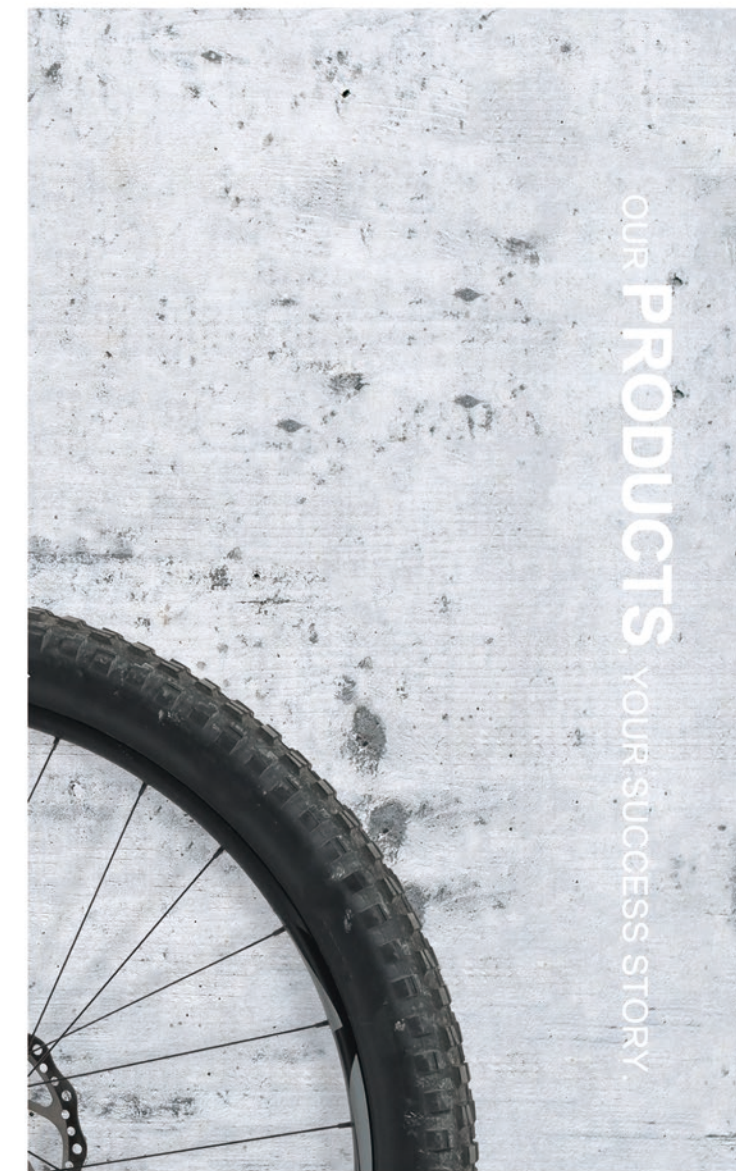
MAXXIS TUBELESS FOLDING M301 29*2.6"/27.5*2.8"



BAFANG M600 48V 350W

SAMSUNG LI-ION 48V 15AH 21700

TEKTRO HYDRAULIC DISC BRAKE 4 PISTON



OUR PRODUCTS, YOUR SUCCESS STORY.

EDGE 1.0

27.5"-29"

Color



27.5INCH CARBON MTB E-BIKE

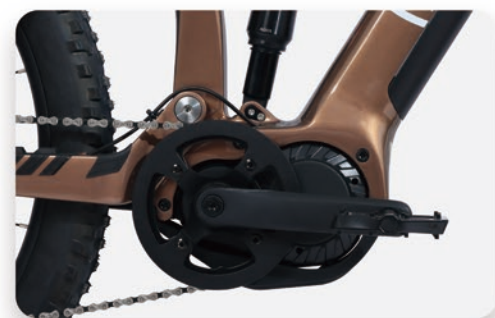
LCD DISPLAY

SHIMANO ALTUS 9S

29INCH ALLOY SUSPENSION FORK

SINE WAVE

KENDA 29X2.4"[F]/ 27.5X2.6"[R]



MID MOTOR 36V 250W

SAMSUNG LI-ION 36V 10AH 21700

TEKTRO M275 HYDRAULIC DISC BRAKE

EDGE 1.0

Color

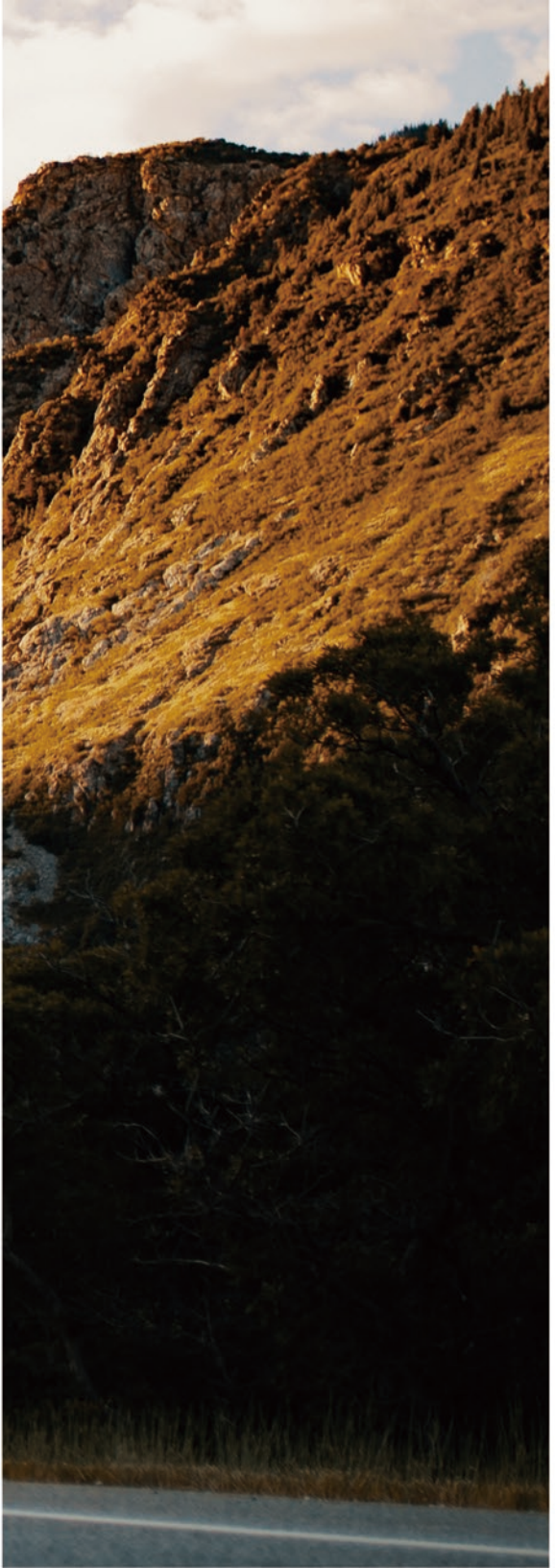


EDGE 2.0

27.5"-29"

Color  27.5INCH CARBON MTB E-BIKE LCD DISPLAY SHIMANO DEORE 12S 29INCH ALLOY SUSPENSION FORK BOOST 20QR SINE WAVE KENDA 29X2.4"[F]/ 27.5X2.6"[R] MID MOTOR 36V 250W SAMSUNG LI-ION 36V 20AH 21700 TEKTRO M275 HYDRAULIC DISC BRAKE**EDGE 2.0**Color 


Part 2.
**E-GRAVEL
BIKE**



CHOOSE THE
SUSTAINABLE **PATH**,
AND LET NATURE GUIDE YOUR WAY.

Color  



Color 



E-CX 700C

-  700C CR-MO GRAVEL E-BIKE
-  700C CARBON FORK
-  REAR MOTOR 36V 250W
-  LCD DISPLAY
-  SINE WAVE
-  SAMSUNG LI-ION 36V 10AH 21700
-  1*10S
-  WTB 700*42C
-  MECHANICAL DISC BRAKE

EXPANDED
COLOR
OPTIONS FOR
YOU TO CHOOSE FROM.



Color 



Color 



Color  



Color  



E-CX-S 700C

-  700C CR-MO GRAVEL E-BIKE
-  700C SUSPENSION FORK
-  REAR MOTOR 36V 250W
-  LCD DISPLAY
-  SINE WAVE
-  SAMSUNG LI-ION 36V 10AH 21700
-  1*11S
-  WTB 700*42C
-  TEKTRO MECHANICAL DISC BRAKE



An aerial photograph of a winding asphalt road that snakes through a dense forest. The trees are in peak autumn foliage, displaying vibrant shades of orange, red, and yellow. The road has white dashed lane markings and curves sharply in several places. A few small vehicles are visible on the road, including a white car in the lower-middle section. The overall scene is captured from a high angle, looking down on the road and the surrounding forest.

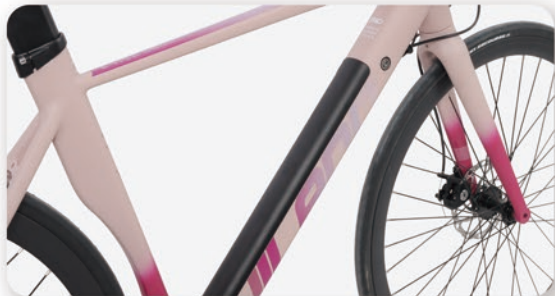
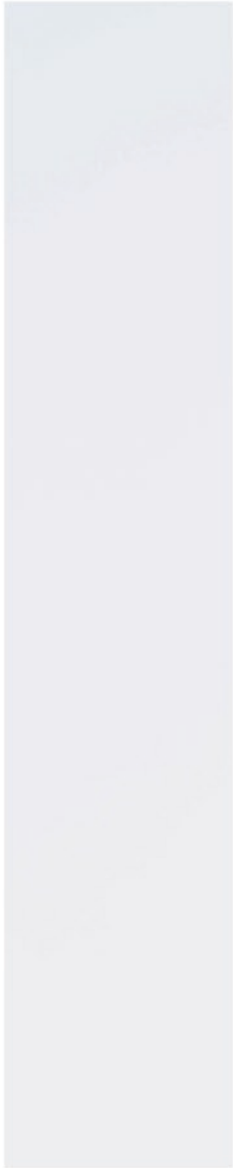
REDUCE YOUR CARBON
FOOTPRINT AND JOIN THE
GREEN REVOLUTION.

Part 3.
**E-ROAD
BIKE**

E-HSR600

700C

Color



Color



- 700C ALLOY ROAD E-BIKE
- 700C ALLOY FORK
- REAR DRIVE 36V 250W
- LCD DISPLAY
- SINE WAVE

- SAMSUNG LI-ION 36V 10AH 21700
- 9S
- CST C1808 700C*30C
- TEKTRO MECHANICAL DISC BRAKE

Part 4.

E-TREKKING BIKE



TRAVEL
RESPONSIBLY,
LEAVE A POSITIVE **IMPACT.**

E-HTK6001

26"

Color  



- 26INCH ALLOY TREKKING E-BIKE
- 26INCH SUSPENSION FORK
- MID-MOUNTED MOTOR 36V 350W
- LCD DISPLAY
- SINE WAVE
- SAMSUNG LI-ION 36V 10AH*2 21700
- SHIMANO ALTUS 8S
- CST C1635 26*2.20"
- HYDRAULIC DISC BRAKE

Color  



E-HTK6002

29"

Color  

-  29INCH ALLOY TREKKING E-BIKE
-  29INCH SUSPENSION FORK
-  REAR DRIVE 48V 1000W
-  LCD DISPLAY
-  SINE WAVE
-  SAMSUNG LI-ION 48V 15AH 21700
-  SHIMANO ALTUS 7S
-  KENDA K1153 29*2.35"
-  HYDRAULIC DISC BRAKE



Color  



E-HTK6004

700C

Color 



-  700C ALLOY TREKKING E-BIKE
-  700C ALLOY FORK
-  REAR DRIVE 36V 250W
-  LCD DISPLAY
-  SINE WAVE
-  LI-ION 36V 12.8AH 18650
-  1S BELT
-  CST C1779 700C*40C
-  HYDRAULIC DISC BRAKE

Color 



E-HTK1000M

700C

Color 



-  700C ALLOY E-BIKE
-  700C ALLOY FORK
-  REAR DRIVE 36V 250W
-  LCD DISPLAY
-  SINE WAVE
-  SAMSUNG LI-ION 36V 10AH 21700
-  SHIMANO ALTUS 7S
-  KENDA K-193 700C*40C
-  MECHANICAL DISC BRAKE

Color 



E-HTK1000W

700C

Color 



-  700C ALLOY E-BIKE
-  700C ALLOY FORK
-  REAR DRIVE 36V 250W
-  LCD DISPLAY
-  SINE WAVE
-  SAMSUNG LI-ION 36V 10AH 21700
-  SHIMANO ALTUS 7S
-  KENDA K-193 700C*40C
-  MECHANICAL DISC BRAKE

Color 





Part 5.

E-CITY BIKE



BE THE **CHANGE**, AND CHOOSE
ECO-FRIENDLY TRANSPORT OPTIONS.

E-HCT3000W

700C

Color



- 700C ALLOY CITY E-BIKE
- LCD DISPLAY
- SHIMANO N3

- 700C ALLOY FORK
- SINE WAVE
- CST C-1635P-2 700C*45C

- FRONT DRIVE 36V 250W
- SAMSUNG LI-ION 36V 12.8AH 18650
- MECHANICAL DISC BRAKE



E-HCT3000M

700C

Color



- 700C ALLOY CITY E-BIKE
- LCD DISPLAY
- SHIMANO N3

- 700C ALLOY FORK
- SINE WAVE
- CST C-1635P-2 700C*45C

- FRONT DRIVE 36V 250W
- SAMSUNG LI-ION 36V 12.8AH 18650
- JAK MECHANICAL DISC BRAKE



E-HCT6000W

700C

Color



Color ☐ ☒



- 700C ALLOY CITY E-BIKE
- LCD DISPLAY
- SHIMANO ALTUS 8S

- 700C ALLOY SUSPENSION FORK
- SINE WAVE
- CST C-1635 700C*47C

- REAR DRIVE 36V 250W
- SAMSUNG LI-ION 36V 15AH 21700
- HYDRAULIC DISC BRAKE

E-HCT6000M

700C

Color  



Color  



- 700C ALLOY CITY E-BIKE
- LCD DISPLAY
- SHIMANO ALTUS 8S

- 700C ALLOY SUSPENSION FORK
- SINE WAVE
- CST C-1635 700C*47C

- REAR DRIVE 36V 250W
- LI-ION 36V 13AH 18650
- HYDRAULIC DISC BRAKE

E-HCT6001W

700C

Color



Color



- 700C ALLOY CITY E-BIKE
- BAFANG DPC10 LCD
- SHIMANO N7

- 700C ALLOY SUSPENSION FORK
- DP SINE WAVE
- SCHWALBE MARATHON 700C*45C

- BAFANG M420 36V 250W
- SAMSUNG LI-ION 36V15AH 21700
- SHIMANO HYDRAULIC DISC BRAKE

E-HCT6001M

700C

Color



700C ALLOY CITY E-BIKE

LCD DISPLAY

SHIMANO N7

700C ALLOY FORK

DP SINE WAVE

SCHWALBE MARATHON 700C*45C

MID-MOUNTED MOTOR 36V 250W

SAMSUNG LI-ION 36V15AH 21700

SHIMANO HYDRAULIC DISC BRAKE

E-HCT3001

20"-24"

Color



24INCH ALLOY CITY E-BIKE

LCD DISPLAY

SHIMANO TOURNEY TX 8S

20INCH ALLOY FORK

SINE WAVE

CST C241 F:20"/R:24"*2.125"

REAR DRIVE 36V 250W

SAMSUNG LI-ION 36V 7.8AH 18650

TEKTRO HYDRAULIC DISC BRAKE

E-HCT3001

24"-26"

Color



26INCH ALLOY CITY E-BIKE

LCD DISPLAY

SHIMANO TOURNEY TX 8S

24INCH ALLOY FORK

SINE WAVE

CST C241 F:24"/R:26"*2.125"

REAR DRIVE 36V 250W

SAMSUNG LI-ION 36V 7.8AH 18650

TEKTRO HYDRAULIC DISC BRAKE

E-HCT3002

700C

Color



700C ALLOY CITY E-BIKE

LCD DISPLAY

SHIMANO ALIVIO 9S

700C ALLOY SUSPENSION FORK

SINE WAVE

KENDA K934 700C*45C

REAR DRIVE 36V 250W

SAMSUNG LI-ION 36V 13AH 18650

TEKTRO HYDRAULIC DISC BRAKE

E-CX1.0

700C

Color



700C CR-MO CITY E-BIKE

LCD DISPLAY

SHIMANO ALTUS 9S

700C ALLOY FORK

SINE WAVE

INNOVA 700*40C

REAR MOTOR 36V 250W

SAMSUNG LI-ION 36V 10AH 21700

LAGON HYDRAULIC DISC BRAKE

E-CX2.0

700C

Color



700C CR-MO CITY E-BIKE

LCD DISPLAY

L-TW00 9S

700C ALLOY FORK

SINE WAVE

INNOVA 700*40C

REAR MOTOR 36V 250W

SAMSUNG LI-ION 36V 10AH 21700

LAGON HYDRAULIC DISC BRAKE

Part 6.

E-CARGO BIKE



TAILORED PRODUCTS
TO FIT YOUR UNIQUE **REQUIREMENTS.**

E-CGO3000

20"

Color



20INCH ALLOY CARGO E-BIKE

20INCH ALLOY FORK

REAR DRIVE 48V 500W

LCD DISPLAY

SINE WAVE

SAMSUNG LI-ION 48V 15AH 21700

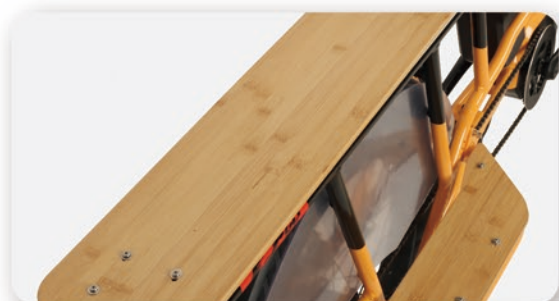
SHIMANO ALTUS 7S

CST CTC-06 20*3.0"

HYDRAULIC DISC BRAKE

Color





E-CGO1000

24"

Color



24INCH ALLOY CARGO E-BIKE

24INCH ALLOY FORK

VINKA C25 48V 500W

VINKA DR25 LCD

SINE WAVE

SAMSUNG LI-ION 48V 15AH 21700
SAMSUNG LI-ION 48V 12.8AH 18650

SHIMANO N7

CST CTC-06 24*3.0"

TEKTRO HYDRAULIC DISC BRAKE

E-CGO1000

Color



E-CARGO

NEW DESIGN BICYCLE EVOLUTION


Color ■

△ FRONT 20" REAR 26" AL

🔋 36V/2A EN

⚙️ F/20X2.125,R/26X2.125

⌚ MATCH SHENLANG MOTOR 0-5 SHIFT

🔋 36V/13AH,CELL 18650/52PCS

⚙️ F/R HYDRAULIC BRAKE W/160MM BRAKE DISC

🔋 36V 250W MID MOTOR SYSTEM

🔧 SHIMANO,TY200 7S



Part 7.

E-FOLDING BIKE



FORMULA

Color



- 20INCH MAGNESIUM ALLOY FOLDING E-BIKE
- REAR DRIVE 36V 250W
- LCD DISPLAY
- SINE WAVE
- BELT DRIVE SYSTEM 1S
- INNOVA IA2128 20*2.0"

- SAMSUNG LI-ION 36V 10AH 21700
- 20INCH MAGNESIUM ALLOY FORK
- MECHANICAL DISC BRAKE

FORMULA
20"

Color





E-HTK6003

20"





SOLVING YOUR PRODUCT CHALLENGES
ONE SOLUTION AT A TIME.



Part 8.
E-FAT BIKE



Color  



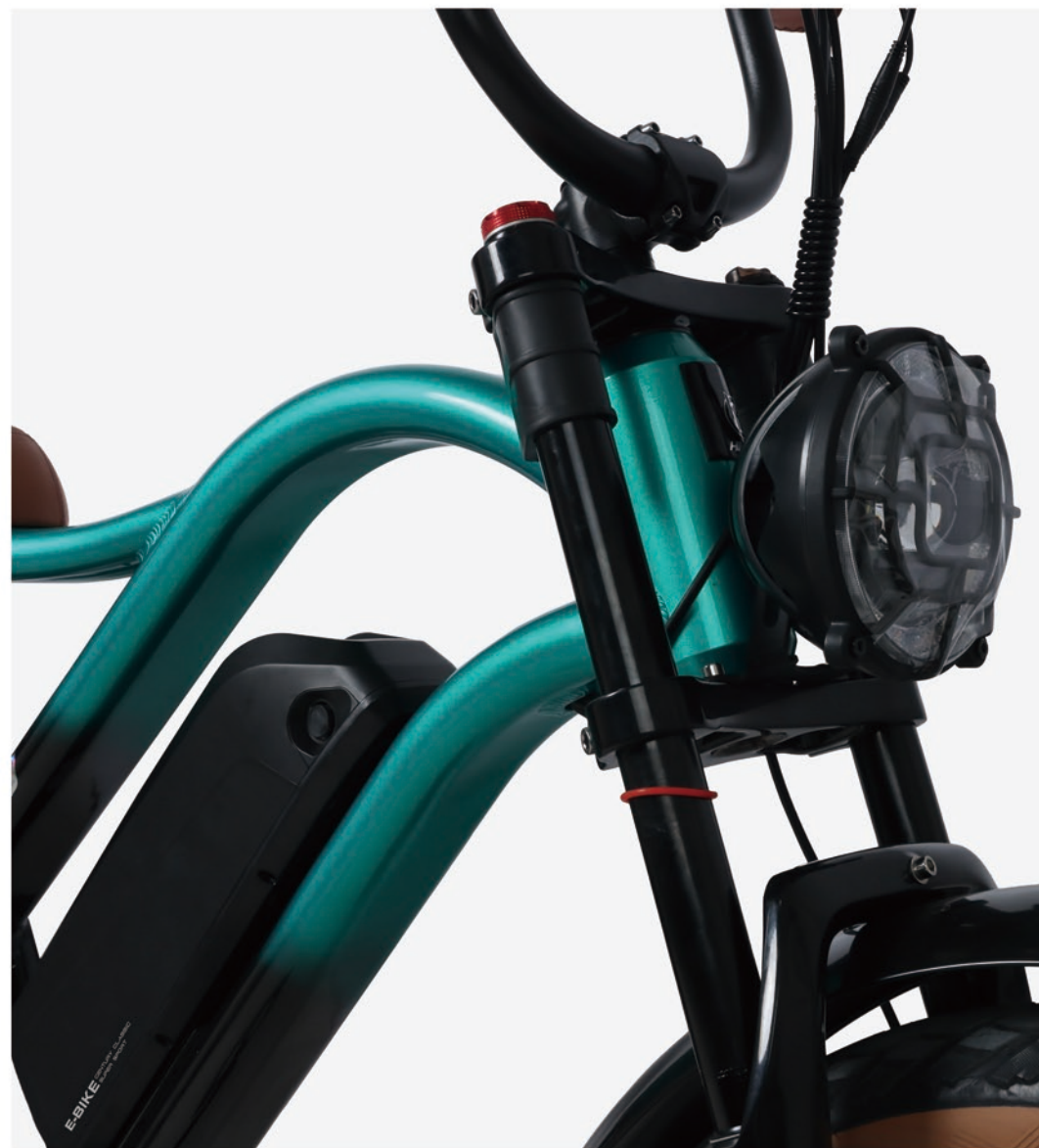
Color  



E-SFG300M

20"

- 20INCH ALLOY FAT E-BIKE
- 20INCH ALLOY FORK
- REAR DRIVE 48V 500W
- LCD DISPLAY
- SINE WAVE
- SAMSUNG LI-ION 48V 15AH 21700
- SHIMANO ALTUS 7S
- CST CEB-02 20*4.0"
- HYDRAULICL DISC BRAKE



Color  



Color  



E-SFG300W 20"

-  20INCH ALLOY FAT E-BIKE
-  20INCH ALLOY SUSPENSION FORK
-  REAR DRIVE 48V 500W
-  LCD DISPLAY
-  SINE WAVE
-  SAMSUNG LI-ION 48V 15AH 21700
-  SHIMANO ALTUS 7S
-  CST CTC06 20*4.0"
-  HYDRAULICL DISC BRAKE



Color



Color



E-SMT600

20"

20INCH ALLOY FAT E-BIKE

20INCH ALLOY SUSPENSION FORK

REAR DRIVE 48V 500W

LCD DISPLAY

SINE WAVE

SAMSUNG LI-ION 48V 15AH 21700

SHIMANO ALTUS 7S

CST CEB-01 20*4.0"

SHIMANO MECHANICAL DISC BRAKE

Color



E-HLK300

24"

- 🔧 24INCH ALLOY FAT E-BIKE
- 🔧 24INCH ALLOY FORK
- 🔧 REAR DRIVE 48V 500W
- 📺 LCD DISPLAY
- 🔧 SINE WAVE
- 🔋 SAMSUNG LI-ION 48V 15AH 21700
- 🔧 SHIMANO ALTUS 7S
- ⚙️ CST CTC06 FRONT24*2.4" / REAR 24*3.0"
- 🔧 HYDRAULIC DISC BRAKE



Part 9.

KIDS E-BIKE YOUTH E-BIKE



QUALITY PRODUCTS THAT EXCEED
YOUR EXPECTATIONS.

E-BLK100

14"

Color



Color



-  14INCH STEEL CHILDREN'S E-BIKE
-  SINE WAVE
-  INNOVA IA-5002 14*2.125"

-  14INCH STEEL FORK
-  SAMSUNG LI-ION 24V 7AH 35E
-  MECHANICAL DISC BRAKE

-  FRONT DRIVE 24V 200W
-  N/O



E-XCK102

16"

Color



-  16INCH IRON BABY'S E-BIKE
-  16INCH IRON OR ALLOY SUSPENSION FORK
-  BRUSH MOTOR 18V 120W
-  NIL
-  SINE WAVE
-  18V 5.8AH 18650
-  SINGLE SPEED
-  P1078 16*2.125
-  MECHANICAL DISC BRAKE



E-MTK101

20"

Color



Color



- 20INCH ALLOY TEENAGE E-BIKE
- NIL
- SINGLE SPEED

- 20INCH STEEL FORK
- SINE WAVE
- CST CTC06 20*3.0"

- REAR DRIVE 36V 350W
- SAMSUNG LI-ION 36V 15AH 21700
- HYDRAULIC DISC BRAKE



E-MTK100

16"

Color



Color



- 16INCH STEEL CHILDREN'S E-BIKE
- LCD DISPLAY
- SINGLE SPEED

- 16INCH STEEL FORK
- SINE WAVE
- WANDA P1078 16*2.125"

- REAR DRIVE 36V 250W
- LI-ION 36V 6.7AH 18650 3350
- MECHANICAL DISC BRAKE



E-HLK100

20"

Color  



-  20INCH ALLOY HARRE'S E-BIKE
-  24INCH STEEL FORK
-  REAR DRIVE 36V 250W
-  LED DISPLAY
-  SINE WAVE
-  SAMSUNG LI-ION 36V 7AH 35E
-  SINGLE SPEED
-  CST CTC06 FRONT 24*2.4"/REAR 20*3.0"
-  TEKTRO MECHANICAL DISC BRAKE



E-XCK101

26"

Color  



Color  



-  26INCH ALLOY MTB E-BIKE
-  LCD DISPLAY
-  SHIMANO ALTUS 7S

-  26INCH ALLOY SUSPENSION FORK
-  SINE WAVE
-  KENDA K1047 26*2.1"

-  REAR DRIVE 36V 250W
-  LI-ION 36V 10AH 21700
-  MECHANICAL DISC BRAKE



E-CONCEPT 20

20"

Color



Color



Color



- 20INCH ALLOY MTB E-BIKE
- LCD DISPLAY
- SHIMANO ALTUS 7S

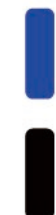
- 20INCH ALLOY SUSPENSION FORK
- SINE WAVE
- KENDA K887 20*2.35"

- REAR DRIVE 24V 250W
- SAMSUNG LI-ION 24V 9AH 18650
- LAGON HYDRAULIC DISC BRAKE

E-CONCEPT 24

24"

Color



24INCH ALLOY MTB E-BIKE

LCD DISPLAY

SHIMANO ALTUS 8S

24INCH ALLOY SUSPENSION FORK

SINE WAVE

KENDA K887 24*2.35"



REAR DRIVE 36V 250W

SAMSUNG LI-ION 36V 9AH 18650

LAGON HYDRAULIC DISC BRAKE

Color



E-CONCEPT 27.5

27.5"

Color



- 27.5INCH ALLOY MTB E-BIKE
- LCD DISPLAY
- SHIMANO ALTUS 8S

- 27.5INCH ALLOY SUSPENSION FORK
- SINE WAVE
- KENDA K887 27.5*2.35"

- REAR DRIVE 36V 250W
- SAMSUNG LI-ION 36V 12AH 18650
- LAGON HYDRAULIC DISC BRAKE



