EHANG PARTNERS WITH SUNRIVER TO EXPAND CHINESE CULTURAL TOURISM MARKET WITH PURCHASE PLAN FOR 50 EH216-S

News / Business aviation, Manufacturer

EHang has signed a cooperation framework agreement with Zhejiang Sunriver Culture and Tourism Co. to explore an industrial model that integrates low-altitude economy with cultural tourism in China. Under the Agreement, Sunriver plans to purchase 50 units of EH216-S or similar pilotless passenger-carrying aircraft from EHang for its cultural tourism projects based on market development needs. Sunriver has placed a purchase order for 5 units of EH216-S as the first batch for aerial tourism use cases. The remaining aircraft will be gradually deployed in the tourism attractions under the Sunriver.

Sunriver has established a distinctive cultural tourism industry model integrated cultural IPs, tourism and technologies, and provides consumers with rich and diversified cultural and tourism products and high-quality, comforting and convenient travel experience through its platform “Sunriver Travel”. Given the promising outlook for the integration of low-altitude economy and tourism, Sunriver has recently established a subsidiary, Sunriver General Aviation with a goal of leveraging EHang’s pilotless eVTOL aircraft to conduct aerial sightseeing services at various tourism destinations under their management. This initiative is expected to create smart low-altitude tourism models for over 40 destinations and further strengthen market competitiveness and the influence of Sunriver’s product.

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EHang will leverage its first-mover advantages in R&D, production, manufacturing, and operations in the pilotless passenger-carrying aerial vehicle sector to provide full-spectrum assistance to Sunriver in the commercialization of low-altitude tourism, including technical support and operational guidance. This partnership aims to help Sunriver create an innovative model for smart tourism at scenic locations as well as establish a strategic presence for EHang's EH216-S and other eVTOLs in high-quality and popular scenic areas nationwide by providing tourists with smarter, more comfortable, and convenient low-altitude sightseeing experiences, driving the growth of low-altitude tourism market.

Heng Wang, Chairman of Sunriver, commented: “Our mission at Sunriver has always been to enrich life through the synergy of culture, tourism, and technology. We are constantly exploring how these fields can evolve together. The application of the EH216-S in the cultural tourism sector not only offers visitors unique perspectives and experiences but also further advances the intelligent transformation of the cultural tourism industry, bringing cost-effectiveness and operational efficiency to low-altitude tourism sightseeing. We are confident in the growth potential of the low-altitude economy within the cultural tourism sector and look forward to a mutually beneficial partnership with EHang. Together, we look ahead to leveraging our respective strengths to accelerate the nationwide strategic deployment of an integrated low-altitude cultural tourism model and to achieve profitability in low-altitude sightseeing business across scenic areas.”

Mr. Conor Yang, Chief Financial Officer of EHang, said: “Our partnership with Sunriver marks a significant step forward in EHang's strategic expansion in smart low-altitude tourism. We're excited to work together and look forward to being at the forefront of advancing commercial operations at scale of low-altitude tourism in China’s many premier scenic spots. Our aim is to provide tourists with safer, autonomous and eco-friendly low-altitude cultural tourism experiences, driving innovation and sustainable growth within the low-altitude tourism industry. Together, we will set up benchmark projects for the smart low-altitude tourism and create brand value for Chinese pilotless eVTOL in cultural tourism industry.”

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