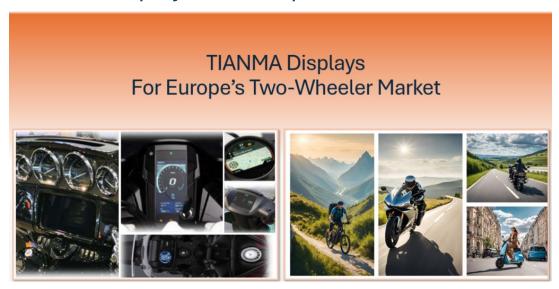# TIANMA Displays For Europe's Two-Wheeler Market

The Europe two-wheeler market which includes motorcycles, scooters, mopeds, e-bikes and bicycles has been witnessing significant growth due to rising environmental concerns, increasing urban congestion and evolving consumer preferences for eco-friendly and cost-effective transportation.

Recently, the **primary trends in the European two-wheeler market** include:

Urban Mobility

Scooters and mopeds are popular in densely populated cities for their ease of navigation and lower costs. Shared mobility services have boosted two-wheeler usage, especially in urban hubs.

Growth of Electric Two-Wheelers due to Regulatory Impact

The adoption of e-scooters and e-bikes has surged due to stricter emission regulations pushing manufacturers toward cleaner technology and government subsidies

Cycling Boom

Cycling has seen a surge, especially post-pandemic, with many cities investing in bike-friendly infrastructure.

Premium Motorcycle Segment

Enthusiast markets for high-end motorcycles from brands like BMW, Ducati, and KTM are growing, driven by lifestyle and leisure trends.

To fully embrace these trends TIANMA comes into play, drawing on its decade-long expertise in display design and manufacturing to deliver high-quality displays that ensure the best experience for riders.

TIANMA offers different display design options to enhance the riding experience. Circular or free form digital display designs for your modern vehicle instrument cluster there is something tailored for every rider.

Listed in the following some of TIANMA's mainstream products of its current and continually evolving display line-up, designed to meet the needs of the two-wheeler market:

	Size	Resolution	Brightness	Anti-Vibration
Circular	4.17"	720x720	1300 cd/m²	10 G
	4.2"	480x272	1200 cd/m²	10 G
	5"	800x480	1000 cd/m²	10 G
In-cell touch	6.8"	1280x530	1200 cd/m²	10 G
	7"	800x480	1000 cd/m²	10 G
	7"	1280x768	1000 cd/m²	10 G

TIANMA is dedicated to customization through advanced technology and is committed to fulfilling your individual requirements respecting given standards *(e.g. AEC-Q100)*. In addition to several other add-ons, the following may pique the interest of riders.

✓ **Anti-Vibration**
✓ **Black uniformity**
✓ **Bonding**
  (air-gap or optical bonding)
✓ **Free form incl. circular form**
✓ **High brightness**
✓ **Hole cut-out in display**
✓ **Light-display interaction modes**
  (reflective, transflective or transmittance)
✓ **Narrow border**
✓ **Seamless black**
✓ **Super low reflection**
✓ **Touch solution**
  (PCAP, in-cell or on-cell)
✓ **Wet & glove**
✓ **Wide viewing angle**

Customization Service