

Yin Ho Enterprise Co., Ltd.

Motorcycle headlights, replacement and upgrading

Established in 1984, Yin Ho Enterprise Co., Ltd. is a veteran maker of high-quality motorcycle high lights for both global replacement aftermarket and the tuning/upgrading market. The company globally markets about half of its high-level motorcycle head lamps under own "XANANDU" brand, while also supplying many big international customers on the OEM/ODM basis. With long-term investment in product development, Yin Ho supplies about 250 headlamp models for mainly Japanese gear-shift motorcycles, including Honda, Yamaha, Kawasaki and Suzuki makes. It is also known as the world's most comprehensive supplier of aftermarket (AM) replacement headlamps for Japanese motorcycles.



Foreseeing counterparts from low-cost nations to

undersell in the international market, Yin Ho refocused on the high-end market many years ago by pushing only quality products featuring functionality and reliability.

The firm's correct strategic transformation has worked to help it escape underselling and gradually withdraw from low-end markets, making it one of the most important replacement and upgrading motorcycle lamp suppliers in

industrially advanced markets, especially in the U.S., Japan, Mexico and Germany.

Yin Ho claims the quality of its motorcycle headlamps parallels or even exceeds that of original equipment (OE) counterparts in terms of the super-fine chrome-plating, patented production process for inner reflectors (achieving better light-reflection efficiency), computer numeric control (CNC) machined lamp housing etc.

The reflectors adopted by Yin Ho in its headlamps, according to the company, are produced under a special production process to eliminate all dust and dirt during the coating and plating processes, resulting in excellent reflection and finishing unmatched even by OE counterparts.

Yin Ho is a major supplier to many international big customers including Kitaco, Daytona, Big-1, Ainet of Japan, and Emgo of the U.S.

XANANDU

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