



**NEOLIX**  
新石器无人车

## PRESS RELEASE

### **Rhea-NEOLIX debut with Barista On-Demand, the trail-blazing unmanned coffee vehicle at the CIIE 2023**

*The prototype of the trend-setting Barista On-Demand, resulting from the cooperation between Rhea and Neolix, will be showcased at Hall 1.1 Booth C1-01 of CIIE 2023*



Milano - Shanghai, 3 November 2023 - Marking its third appearance at the China International Import Expo (CIIE), Rhea Vendors Group, one of the world's leading manufacturers of tailor-made coffee and vending machines, will unveil its state-of-the-art innovative coffee solutions Barista On-Demand, setting a new standard in the fusion of high technology and premium quality beverage vending. The very first prototype will be on display at Rhea's booth at Hall 1.1 Booth C1-01, starting from the global launch event to be held on 6 November, 10:30am.

Redefining the coffee experience, Barista On-Demand is a new concept of mobile coffee station that integrates automatic coffee machines with a self-driving vehicle. The solution transforms the typical coffee consumption from a go-to-shop activity into shop-come-to-customers. A coffee shop is not any more limited to a permanent address but can move around to reach a broader range of customers. Users can also easily order coffee by one click on a mobile application with your desired drink delivered by the unmanned coffee vehicle. Therefore, a 'barista' stands ready 7/24 to serve you on-demand high quality coffee, which is guaranteed by the outstanding performance of rhea BL Doppio&Cup coffee machine and catering to individual tastes. And it is precisely this trend that Rhea is committed to in the Chinese market: putting technology, Italian design and quality at the service of changing habits.

Barista On-Demand allows you to experience the charm of the "Italian lifestyle", highlighting the rich tradition of coffee in the Bel Paese and putting people at the center of an inclusive, innovative and sustainable experience. Thanks to the collaboration with Neolix Technologies, a well-known Chinese company known for pioneering in the field of autonomous vehicles, Rhea works with the common objective of bringing vending to new places of consumption with tailor-made hospitality solutions. Together, Rhea and Neolix want to ensure a vision for a more automated and sustainable future. The vehicle is powered by renewable energy sources while Rhea coffee machines boast cutting-edge technologies in the world of automatic distribution.



*"In today's rapidly advancing world, we see the pace of daily routines accelerate at an unprecedented rate, calling for adaptive solutions to meet instant demand. This project responds to the shift and offers a new perspective on smart mobility in new retail. Instead of people moving to access coffee services, we can leverage our technology to mobilize coffee shops to reach consumers," says YU Enyuan, founder and CEO of Neolix Technologies. "Having been at the forefront of global mobility solutions, our aim isn't merely to enhance mobility but also empower traditional sectors, ensuring, for example, that coffee lovers receive a frictionless experience on the go."*

The Chinese coffee market holds great potential, as the coffee consumption is growing at a rate of more than 30 percent per year, data says. However, the Chinese market does not only represent impressive market potential, but also indicate a tech powerhouse to drive disruptive tech innovation.

*"We are very proud of our collaboration with Neolix. The birth of Barista On-Demand is a symbolic outcome of Italian and Chinese business cooperation towards innovation and a new way of experiencing hospitality. Together, we harness Italy's design legacy and our 60 years of coffee expertise, with Chinese tech advances to stay ahead of the age and provide a seamless coffee experience to our customers all over the world."* **Andrea Pozzolini, CEO of Rhea Vendors Group**, said. *"The unmanned coffee vehicle showcases Rhea's unwavering commitment to pioneering innovative solutions in the vending world. We'll initiate this groundbreaking venture in its birthplace, already ready to understand that the coffee machine is only one part of the broader consumer experience."*

#### **ABOUT RHEA VENDORS GROUP**

Rhea Vendors Group, founded by Aldo Doglioni Majer in 1960, is one of the largest producers of customized vending machines in the world. For over sixty years, Rhea has stood out for its wide international reach, high-level design, state-of-the-art technology, and 'Made in Italy' excellence. With headquarters and manufacturing based in the province of Varese and foreign branches in 9 countries, Rhea is proud of having spread coffee culture to over 90 countries around the world. From a global player in vending to a pioneer in the introduction of vending to the new retail, hospitality and out-of-home sectors, Rhea confirms its mission to interpret and often anticipate a constantly evolving market. Rhea's new proposals revolutionize the very concept of hospitality, both in business and domestic contexts, with a value proposition that improves the quality of life.

LinkedIn: [Rhea Vendors Group](#) Instagram: [Rheavendorsgroup](#) Facebook: [Rhea Vendors](#)

#### **ABOUT NEOLIX**

Neolix Technologies Co., Lt. is the world's leading autonomous vehicle maker that specializes in Robo-Delivery. The company started the forward design and in-house development of L4 autonomous driving technologies in 2016. With an accumulated traveled distance of more than 6 million kilometers, the latest generation vehicle is capable of autonomous driving on open road in urban areas at a maximum speed of 50kph. Neolix has already deployed over 1,000 vehicles worldwide in more than 12 countries, delivering more than 50,000 packages to end customers everyday.

For information:

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