



## **Press Release**

01 dd. September 28th, 2018

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*For immediate release*

Premiummarken der Sachsenring Bike Manufaktur GmbH



### **Big e-bike order for Sachsenring Bike Manufaktur. Co-operation with the Swiss company myStromer AG has been concluded.**

Sangerhausen, 28.09.2018: A long-term co-operation between Sachsenring Bike Manufaktur GmbH and the Swiss premium e-bike manufacturer myStromer AG was announced today. The e-bike models ST3 and ST5, defined for the European and US market, will be produced in Sangerhausen, Germany, in future.

„We are very glad to have found myStromer AG, an internationally well-respected and famous premium partner who appreciates our quality, reliability and our service package“, Mr. Stefan Zubcic, Managing Director and owner of Sachsenring Bike Manufaktur, comments. “This partnership is part of our reorientation towards the steadily and strongly growing e-bike market“, Mr. Zubcic continues.

„It is extremely important in the current highly-competitive bicycle industry to bring the right partner in, who realized the chances in the market like we do and who offers the required high quality level“, says Jakob Luksch, CEO of myStromer AG.

“With this co-operation we will create mutually benefitting synergies for both parties“, Jakob Luksch is confident.



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This press release is issued by Sachsenring Bike Manufaktur GmbH, which is explicitly responsible for the content.

### **Sachsenring Bike Manufaktur GmbH:**

Sachsenring Bike Manufaktur GmbH located in Sangerhausen (Saxony-Anhalt) is a German manufacturer of bicycles with 111 years of bike producing tradition and with extensive production capacities. The company with approximately 170 employees offers a wide range of bikes, from low priced entry models up to premium bikes. The product portfolio also covers a nationwide after-sales and service support. Famous brands, such as Steppenwolf, GRACE, VAUN, Jung etc., are a tremendous part of the business success. All bike parts will be purchased from well-known national and international suppliers and are assembled at the only production site in Sangerhausen. Operative business as well as administration and logistics are also coordinated at the only production site in Sangerhausen. Sachsenring Bike Manufaktur GmbH belongs to the Sachsenring Group.

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### **About myStromer AG:**

myStromer AG develops and markets innovative e-bikes worldwide. The strength of that company is the development of bicycle techniques, electrical components, software and its integration in the system. A completely new and unique driving experience results from the diligent pursuit of highest quality and innovative technologies as well as from a continuous improvement of design standards. So, e-bikes from Stromer offer the perfect solution for the daily challenges in the urban commuting traffic. The Swiss brand has been founded in 2009. In March 2013, myStromer AG moved to its headquarters in Oberwangen (near Bern) where development division, assembling, logistics department, a service department and a Stromer Flagship store are located. A second site for quality control issues for the European market can be found in Riedstadt, Germany.