

RIESE & MÜLLER

Press release

Riese & Müller showcases all models for 2021 on a new website

- **Presentation of the new Packster 70 E-cargo bike and the Roadster, Homage and Multicharger E-Bikes – comprehensive updates for many other models**
- **Website relaunch with enhanced model overview and intuitive menu navigation**

Mühlthal, Germany, 02/09/2020: Riese & Müller is positioning itself strongly for the 2021 season with a host of product highlights. In the new model year, the premium manufacturer is focussing on the cargo and urban segments with innovative engineering prowess and integrated design. The totally revised company website at www.r-m.de goes live for end customers at the start of September 2020. It incorporates user-friendly improvements and provides lots of information on the new Packster 70, Roadster, Homage and Multicharger models. It also includes a host of other model updates and background stories from the world of Riese & Müller. Riese & Müller has already showcased all the new products and features for 2021 to its dealers in August during a digital preview week.

The new Packster 70.

Riese & Müller is rethinking its cargo bike with the new Packster 70: the modular designed, flexible E-cargo bike is capable of carrying loads and/or up to three passengers in its secure EPP box. The Packster 70 heralds in a new load concept with its minimal turning circle, thanks to its cable-operated steering system, combined with maximum storage space. It also boasts a host of safety features, and can therefore be individually used by families or for business purposes. The new modular cargo platform paves the way for future models and options.

The new Roadster.

The latest generation of the Roadster has undergone a complete redesign and cannot fail to impress with its linear style, maximum sportiness and smart detailed solutions. Its clean cockpit, integrated battery with up to 625 Wh and powerful Bosch Performance Line CX motor blend seamlessly into the slimline frame design. The ultimate in agility and riding enjoyment with constant safe handling. This is coupled with the Suntour suspension fork and equipment options, including the Comfort Kit or front luggage carrier, making the Roadster the perfect sporty everyday bike, even for longer trips. The Roadster is also available as the Roadster Mixte with a lowered top tube.

RIESE & MÜLLER

Page 2

The new Homage.

The striking design of the Homage and its safe Riese & Müller Control Technology make it unique as a sporty low step-through. The new Homage has retained the unmistakable DNA of its predecessors. For the first time, is equipped with two fully integrated 625 Wh batteries, which can be conveniently removed to the side, and downwards with the single battery option. Its clean cockpit almost fully conceals all cables, and the Bosch Performance Line CX motor is fully integrated in the frame design – giving the bike a completely seamless appearance. The optional Comfort Kit allows riders to have a more upright seating position and the additionally configurable lowerable saddle enables them to conveniently stop without getting off. A front luggage carrier with bag provides space for luggage or smaller purchases in addition to the co-sprung luggage carrier.

The new Multicharger.

The Multicharger rides as agile as a normal E-Bike but brims over with the power of an E-cargo bike. Whether you choose to ride it as an off-road bike on trips, as a company commercial bike, to ferry around children or carry shopping in the city: there are no limits to the uses of this midtail bike, thanks to its exhaustive optional accessories and battery capacity of up to 1125 Wh. Carrying a maximum load of 65 kg and boasting a host of upgrade kits for almost every type of use, the extra-large carrier is the beating heart of the Multicharger. Its understated design stands in stark contrast to its wealth of possible uses. The new Multicharger's compact Bosch Performance Line CX motor is accommodated in a cast aluminium motor housing perfectly integrated in the bike, further reinforcing the robust frame construction. The internal cabling also delivers a modern, clearly laid out cockpit.

The new website for the 2021 model year.

Riese & Müller has updated its website with all the information about the new models and updates to herald in the new model year. The website has been further optimised specifically in terms of its function as a consultation aid for dealers. Back in August, Riese & Müller introduced its retail partners to all the new features of the innovative format during the company's first digital Preview Week. Apart from the revised model overview, readers will now be able to immediately read all Riese & Müller's news under the prominent *Magazine* menu item. The news will include exciting insights and background stories for anyone who would like to learn more about Riese & Müller E-Bikes and E-Cargo bikes, innovative features, responsible business, the Riese & Müller brand, and the mobility of the future. By adapting its website, for the first time Riese & Müller will refrain from printing a complete product catalogue for end customers.

RIESE & MÜLLER

Page 3

www.r-m.de

www.facebook.com/rieseundmueller.de

www.instagram.com/riesemuller

About Riese & Müller

Riese & Müller is a German manufacturer of premium E-Bikes, E-Cargo bikes and folding bikes. Founded in 1993 by Markus Riese and Heiko Müller, the company today employs 550 people at its site in Mühlthal near Darmstadt and operates an exclusive dealer network worldwide. Alongside the two founders, Dr Sandra Wolf has operated as CEO since 2013, with responsibility for the strategic orientation of the company. Riese & Müller is helping to shape the mobility of tomorrow with its innovative products and as the expert for E-cargo bikes and fast HS bikes. The company is synonymous with a sustainable lifestyle, user-focused product development and pioneering E-Bike technologies. Apart from the ongoing evolution of its products, Riese & Müller's overall strategy includes a responsibility to people and the environment. In its activities, the company is guided by its four levels of responsibility: cultural level, ecological level, social level and economic level.

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