

RIESE & MÜLLER

Presseinformation

Riese & Müller launches a Business Unit for mobility and business partners

Mühlthal, 04.08.21: With the launch of Riese & Müller Business, the manufacturer of premium E-Bikes and Cargo Bikes is expanding its portfolio of sustainable mobility concepts in the business customer segment. With four specific models designed for commercial, fleet and sharing use, we are targeting municipalities and businesses of all sizes, such as retail, catering, trade, healthcare or mobility businesses. Depending on the partner concept specialist dealers are directly involved in the process.

“With Riese & Müller Business, we are bringing together our global sharing and fleet partners to create a central point of contact for the international expansion of sustainable mobility concepts and networks. We want to enable more people to leave their cars at home in everyday life and on holiday and are convinced that E-Bikes and Cargo Bikes are a key component in the mobility mix of the future and can make a significant contribution to advancing the transport revolution. Thanks to our expansive network of specialist dealers, we have competent partners worldwide who can support us in setting up further projects or who can develop projects on their own initiative,” says Timo Gührer, Head of Sales & International Strategy.

For many years now, Riese & Müller and its partners have been promoting major sharing and fleet projects. One of its most innovative projects was implemented back in 2015 with carvelo2go, a service offered by the Mobility Academy of Touring Club Switzerland (TCS) and the Engagement Migros promotion fund. With around 350 Cargo Bikes in more than 85 cities and municipalities, the project is the largest Cargo Bike sharing system in the world. The project’s great success shows that an increasing number of people, when presented with reasonable mobility alternatives, go about their day-to-day lives without the use of a car.

One of the latest projects of the new Business Unit is a joint sharing offer with Alnatura, an organic food company based in Darmstadt, Germany. In the greater Darmstadt region, the first Alnatura Super Natur stores have been equipped with Cargo Bikes from Riese & Müller. Customers can rent a bike directly in the store, free of charge, to bring their purchases home in a climate-neutral way. Plans to expand the project to other Alnatura locations are already underway.

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About Riese & Müller

Riese & Müller is a German manufacturer of premium E-Bikes, Cargo Bikes and folding bikes. Founded in 1993 by Markus Riese and Heiko Müller, the company today employs 700 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 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 pillars of responsibility: culture, ecology, social responsibility and economics.

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