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Presseinformation

Riese & Müller launches a new stand-alone product line: the Urban Line

Mühlthal, Germany, 19/04/2022: Since it was founded in 1993, Riese & Müller has been actively shaping the mobility of the future. The premium bike manufacturer's mission has always been to motivate more people to use bikes for their everyday mobility needs. With its Urban Line, Riese & Müller is now launching a totally new product line specially developed for the needs of day-to-day urban living and featuring low maintenance, integration and intuitive operation. The Urban Line is about delivering just the right amount of assistance at just the right time, with sufficient motor power and battery capacity for urban cycling. Riese & Müller are collaborating with another drive manufacturer for the first time and have equipped the Urban Line with the brand new, compact, quiet and powerful FAZUA RIDE 60 system. The first Urban Line bikes are the UBN Five with a classic pentagonal frame, and the UBN Seven with a lowered top tube. Riese & Müller's portfolio of premium E-Bikes and Cargo Bikes with their maximum range, motor power and load is thus being expanded to include a new generation of agile and connected E-Bikes with the emphasis on a lightweight, intuitive riding experience.

"Urban mobility is undergoing a major transformation. People want to be able to travel quickly and flexibly on short urban routes and also get even more connectivity with their E-Bikes. We began designing our new Urban Line with these needs in mind and are now showing what urban premium E-Bikes of the future will be like: lightweight, agile and fully connected. One of the most important things for us was to have a riding style that feels very natural. That's why we opted for the new FAZUA RIDE 60 drive system", explains Markus Papke, Head of Innovation Strategy at Riese & Müller.

UBN Five and UBN Seven – the first new Urban Line bikes

The UBN Five and UBN Seven's new minimalist and sleek look is all bike. The UBN Five uses a classic pentagonal frame, while the UBN Seven is recognisable by its lowered top tube. The motor and battery is ideally positioned within the frame to be almost imperceptible, ensuring you enjoy a natural riding experience. The battery is easy to remove for charging – and can also be charged through the charging socket while still mounted on the bike. At a starting weight of 18 kg, the Urban Line bikes are lightweights among fully equipped premium E-Bikes. The perfectly matched FAZUA RIDE 60 drive system provides 60 Nm of torque and 430 Wh of battery power, just the right level of assistance you need for a dynamic riding experience

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in the 'urban jungle'. And even without assistance, the bikes are easy to ride without any pedalling resistance. The integrated Supernova Mini2 headlight ensures good visibility in road traffic.

An uncluttered cockpit puts riding enjoyment in the foreground and keeps operation simple. Riding mode is selected via ring control. The coloured LEDs in the LED hub in the top tube display the selected mode and the charge level. An SP Connect port is integrated on the stem to use a smartphone, which can be charged by USB-C. The Urban Line bikes are available as touring bikes (Shimano Deore Shadow+, 11-speed), as silent versions (Shimano Alfine, 8-speed) and as single-speed versions. The Urban Line is the first product family to be equipped with a rigid fork as standard. Suspension is optional.

The UBN Five and UBN Seven models can be configured at www.r-m.de from 20 April 2022 and will be available from summer 2022.

Fully connected

The Urban Line uses a new digital platform. The company is working for the first time with Estonia-based Comodule on the latest generation of connectivity. Comodule is known for its high level of technical expertise and has also been named the most environmentally-friendly company of the year by the Estonian Ministry of the Environment. Urban Line bikes are simply connected to the RX Connect app to access ride data, statistics and safety features. The integrated and newly developed RX Chip allows precise location detection and integrated motion alarm activation via an app. The alarm can use light, sound or push notification if the bike is moved. When riding, you can also use Bluetooth to connect up your smartphone as a bike computer on the handlebar, which lets you keep an eye on your speed, range and performance data at all times. More features, such as a smart lock and system lock, will provide even more security and digital user experience in future.

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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 owner-managed company now employs 850 people at its premises in Mühlthal near Darmstadt and sells its products worldwide through an exclusive dealer network. 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. In addition to the ongoing evolution of its products, Riese & Müller's overall strategy includes taking responsibility for people and the environment. In its activities, the company is guided by its four pillars of responsibility: culture, ecology, social responsibility and economics.

About

The German company FAZUA GmbH is specialized on products for better rides – with innovative, compact drive technologies and concepts for aesthetic, agile and light e-bikes. The brand was founded in 2013 driven by the vision to shape a new cycling culture with minimalist, intuitive products that guarantee an exceptionally natural ride – and thus promote the most sustainable form of mobility within our society. Today, more than 40 renowned brands trust the pioneering FAZUA technology. The drive systems are developed, designed and manufactured by a young, diverse team at the headquarters in Ottobrunn near Munich.

FAZUA

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