

RIESE & MÜLLER

Press release

Riese & Müller hosts first Future Forum in Mühlthal

Mühlthal, 20.02.2024 - Riese & Müller has invited leading dealers to the first Future Forum in Mühlthal. Around 100 managing directors of Experience Stores and Cargo Hubs as well as Riese & Müller brand ambassadors from all over Europe accepted the invitation to the Riese & Müller Campus. With this new format, Riese & Müller aims to create a platform for the mobility of the future and a network of stakeholders. The new compact cargo bike Carrie was also presented as part of the Future Forum.

"We want to provide a platform to connect the people who are actively working on the Riese & Müller brand and to take a positive look into the future together," says Dr Sandra Wolf, CEO of Riese & Müller.

The keynote speech by futurologist Dr Stefan Carsten provided the framework for the event. Under the title "New times, different spaces", Carsten emphasised the current challenges for mobility in urban areas. "We need a comprehensive understanding that we can only realise less traffic with more mobility," said Carsten. This is the key to sustainable mobility in the future. At the same time, he sees great potential if social conditions change. "In a knowledge-based society, it is not only social and economic principles that are changing, but also the spatial structure of cities," said Carsten. "Where motorways used to create connections, in future they will be mobility spaces in liveable neighbourhoods."

Another highlight was the product release of the new Riese & Müller Carrie. In an exclusive setting, participants were able to take an advance look at the compact cargo bike, which will be presented to the public in March.

Workshops on the topics of brand, product, personnel and spaces provided insights into future potential and opportunities. A networking dinner at the end of the day provided ample opportunity for dialogue between the international Riese & Müller dealers.

About Riese & Müller

Riese & Müller is a German premium manufacturer of E-Bikes, Cargo Bikes and folding bikes. Founded in 1993 by Markus Riese and Heiko Müller, the owner-managed company now employs 900 people at its premises in Mühlthal

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near Darmstadt and sells its products worldwide through an exclusive dealer network. Alongside the founder and CEO Heiko Müller, Dr Sandra Wolf operates as CEO with responsibility for the strategic orientation of Riese & Müller. Markus Riese is involved in the company both as a partner and engineering mentor. Riese & Müller is helping to shape the mobility of tomorrow with its pioneering products and as the specialist in Cargo Bikes and fast HS bikes. The company is synonymous with a sustainable lifestyle, user-focused product development and innovative 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.

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