

# RIESE & MÜLLER

## Presseinformation

### **Riese & Müller restructures its Development department**

Mühlthal, 22.03.2019: The premium E-Bike and E-Cargo bike manufacturer Riese & Müller has restructured its Development department and, with immediate effect, sub-divided it into three new departments. As Head of Product Design, Johannes Häuser (31) has been responsible for the Concept and Product Design department since 1 February 2019. Johannes Häuser comes to us from Cybex, the manufacturer of premium prams, and was their Lead Designer. Felix Ströder (33) is the Head of R&D Management with responsibility for the R&D Management department. Felix Ströder has been with Riese & Müller since 2017 and to date was a Project Manager in the Development department. The Data Management department will be managed on an interim basis by Alexander Eilhauer, Head of Supply Chain Management. Markus Riese will have central control of the Development department.

‘We have opted for a new and more agile structure of the Development department to meet future market challenges. We wish to further hone the clear and unmistakable design of Riese & Müller E-Bikes and E-Cargo bikes with the appointment of Johannes and translate this into new product developments. Giving Felix a new sphere of responsibility as the Head of R&D Management creates a central anchoring point in the Development department, bringing together design, innovation and technology. We are also dovetailing the Innovation Strategy and Digital Strategy departments even more closely with the Development department. Johannes and Felix were our preferred candidates for these roles and we are now very much looking forward to all our future projects’, explains Markus Riese, founder and CEO of Riese & Müller.

Johannes Häuser holds a degree in design and, following positions in France and Sweden, was most recently Lead Designer at Cybex, the manufacturer of premium prams, based in Bayreuth, Germany. At Cybex, he was responsible for the design of multiple award-winning models, like the Mios pram or the Yema baby carrier. Even as a student, Johannes Häuser tackled the requirements of the mobility of tomorrow and designed vehicles with versatile uses that are intended to preserve the environment in the long term. A joint project with the former Chief Designer of Volkswagen AG, Murat Günak, on new approaches to mobility ultimately helped Johannes Häuser to form a lasting bond with the issue of future-centric mobility.

# RIESE & MÜLLER

Page 2

Felix Ströder holds a master's degree in mechanical engineering and has worked at Audi AG in Neckarsulm, Germany while still a student. Before joining Riese & Müller, Felix Ströder was a Project Manager and Development Team Manager at Topcon Electronics GmbH. He has been an R&D Project Manager in the Development department at Riese & Müller since 2017 and took on management tasks very early on in this department. Felix Ströder had a decisive impact on the management and introduction of new products in the 2018 model year.

## **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 over 450 people at its site in Mühlthal/Nieder-Ramstadt near Darmstadt. Alongside the two founders, Dr Sandra Wolf has also held the position of Managing Director since 2013. An expert in fast HS bikes, Riese & Müller is decisively shaping the e-mobility of tomorrow with its innovative products: its name is synonymous with user-focussed product development, E-Bike technologies and Riese & Müller's characteristic, powerful riding dynamics. The brand has now gone global and distributes through an exclusive network of dealers.

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