

RIESE & MÜLLER

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# Dealer Book

Open Spaces 2018

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English (International)



# The Riese & Müller Experience

You, our specialist dealer, delivers the Riese & Müller experience to the customer. It's in your store that he climbs onto one of our bikes and discovers that special Riese & Müller riding sensation. You are our local brand ambassador so our relationship to you and the best possible support in presenting the Riese & Müller brand professionally and smoothly are therefore of prime importance to us. With our motto "Slide to the dealer", all communication has the goal of leading the end customer into your speciality store. In this dealer book we give you an overview of all our processes, and inform you where you can obtain further details.

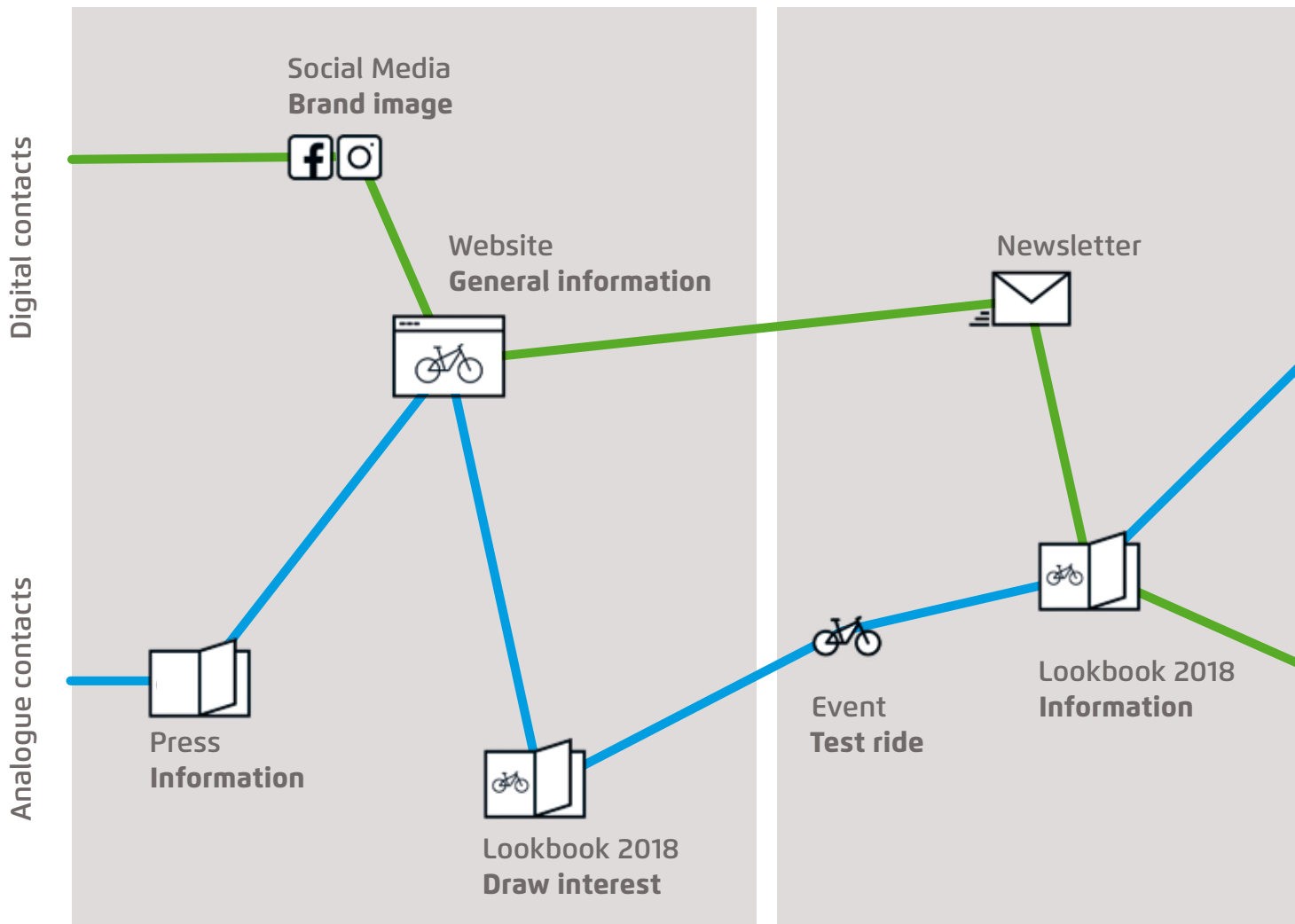
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# Customer Journey

In addition to the “slide to the dealer”, we are working on the programme “Retail to Digital” as part of our digitalisation strategy. For us, this does not mean the abolition of personal relationships or the transfer of collaboration to the Internet. For us, this means the perfect interaction of analogue and digital at every point in time along what we call the Customer Journey, the customer’s shared journey with us. Our goal: efficient processes and the most up-to-date communication tools, and at the same time personal and hands-on experiences.

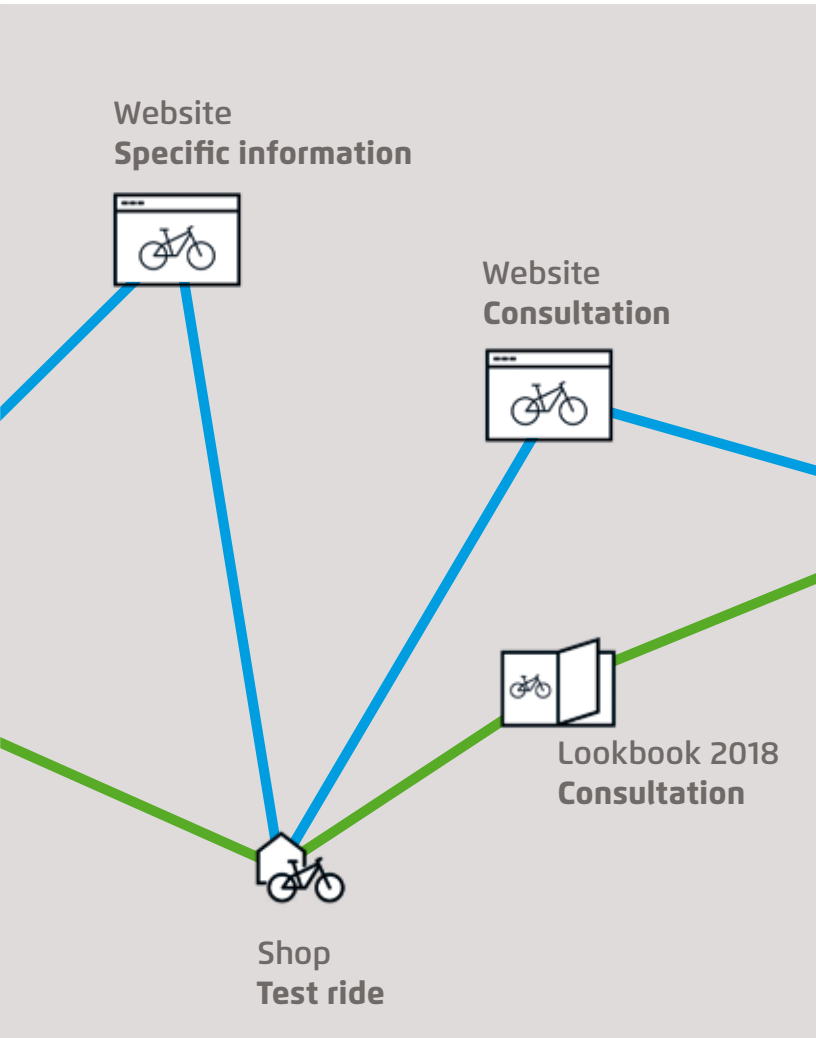
## Awareness

Client becomes aware of E-Bikes



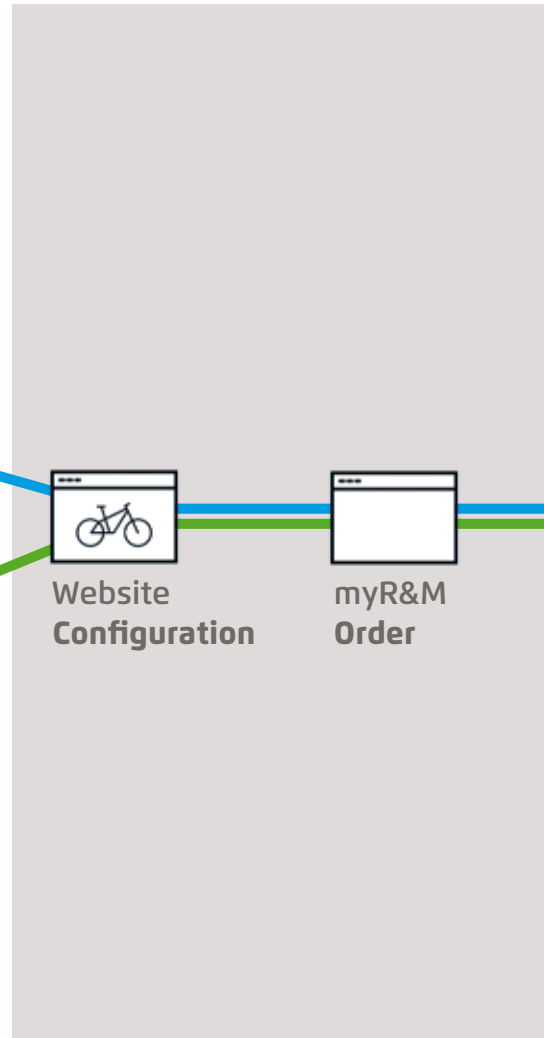
## Consideration

Client considers to buy an E-Bike



## Purchase

Client buys a Riese & Müller E-Bike



# Specialist Dealer

From the foundation of the company, Riese & Müller has built on an intensive collaboration with the specialist bike shops, and sees itself as a partner on equal terms. Hereinafter you will find all the details of our joint work.

## Dealer criteria

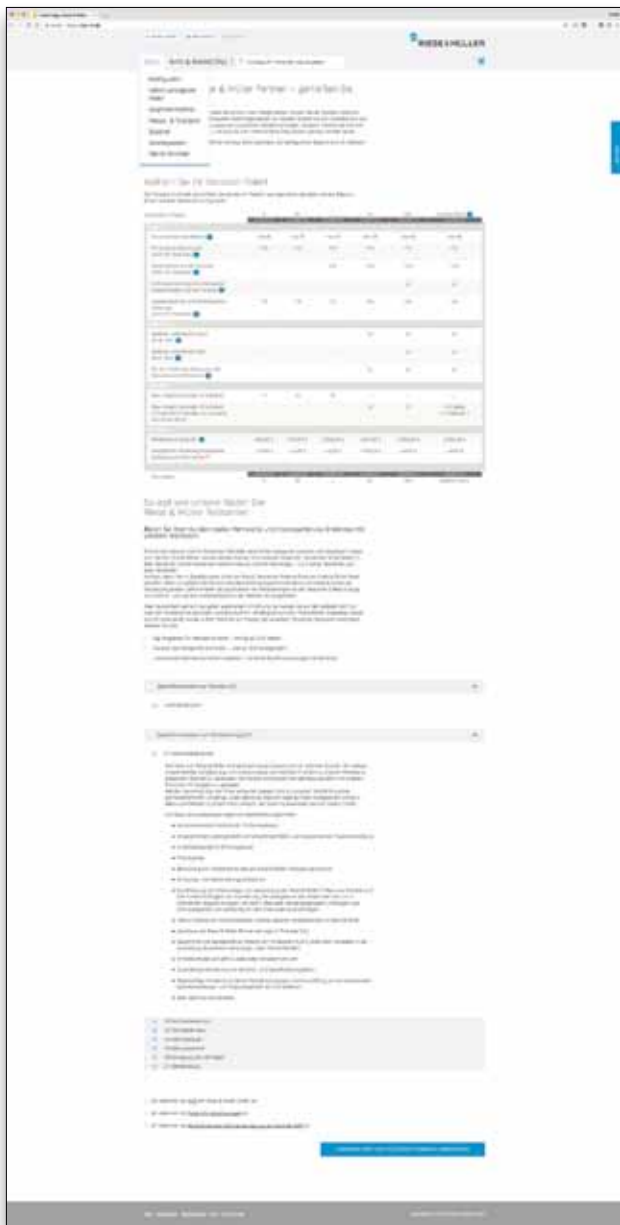
Riese & Müller bicycles are technically sophisticated and of the highest quality. We select our dealers carefully, in order to sell our E-Bikes and folding bikes in a setting that is consistent with our philosophy. As a dealer, you consciously choose to shape your store's range by means of our products.



### We therefore attach particular importance to these requirements:

1. Service-oriented specialist dealer
2. Representative product presentation
3. Trade-standard service times
4. Consultation by qualified personnel trained on Riese & Müller products
5. Conclusion of the Riese & Müller partner contract using the pre-order tool
6. Active use of our digital dealer portal my Riese & Müller
7. Permanent and representative display of at least five E-Bikes or folding bikes (exception: dealers offering exclusively Cargo or folding bikes)
8. Minimum turnover of 10 E-Bikes or folding bikes per year
9. Willingness for continued education and further training
10. Performance of the final assembly and checking of Riese & Müller E-Bikes and folding bikes, and ensuring their functionality prior to delivery. Products must be delivered in fully assembled condition to the end customer, who must also be correctly provided with the full documentation for the E-Bike or folding bike
11. Reliable processing of guarantee and warranty cases
12. Regular participation in Bosch technical training, and acquisition of appropriate professional tools and diagnostics equipment for your workshop
13. Maintenance of an up-to-date customer database





### Territory structure

We strive to develop a comprehensive network of qualified specialist bike dealers. Dealers should be able to find a sufficient customer base within their area to achieve their sales targets with Riese & Müller. We shape our dealer network according to the size and buying power of a city or region and the business relationships that have developed there. The geographical distance between dealers is of secondary importance.

### Branches

Contract partners of Riese & Müller are exclusively those locations recorded in the partner contract. Every new location must be requested and approved. In the event of infringements, we reserve the right to terminate the business relationship.

### Reselling

Reselling of E-Bikes and folding bikes to other bike retailers or locations that are not contract partners of Riese & Müller is not permitted within the Riese & Müller sales areas. In the event of infringements, we reserve the right to terminate the business relationship.

### Dealer protection

Riese & Müller undertakes to market products exclusively via dealers. Dealers receive Riese & Müller accreditation by signing a partner contract. Exceptions to this are made only in justified special cases, e.g. for first deliveries where no prior check is possible due to the urgency of the order. Exceptions to this include deliveries to corporate clients, bike hire companies, etc., where maintenance and service are provided, as well as marketing campaigns.

# Pre-order



## Pre-order period

You may place your pre-order from Tuesday, 01/08/17 to Friday, 29/06/18 on my Riese & Müller.

## Conditions for pre-order modification

Any pre-order with delivery months January to May may be modified within the model series up until the 15th of the month prior to the original delivery month. For example, a Nevo touring ordered for February may be changed to a Nevo nuvinci up until the 15th of January. It would not be possible to change a Nevo to a Swing.

It is expected that changes to your pre-orders will be possible from autumn 2017 via your back order list on my Riese & Müller. We will inform you of the exact date in the news area of my Riese & Müller. Unfortunately no changes can be accepted by e-mail, phone or previous to this date. In the event of an order modification, the additional discount on the pre-order is forfeited, except for XXL and Experience-Store pre-order packages. All pre-order requests may be brought forward without loss of the additional pre-order discount to the intended delivery date of the current delivery time list. It is not possible to change the delivery date to a later delivery month. After the 15th of the month preceding the month of delivery, any cancellation is subject to a fee. The desired bike must be re-ordered.

## Employee bikes

E-Bikes and folding bikes sell better through personal recommendation. This is why we offer you and your employees the opportunity to acquire one bike per season with S to XL pre-order packages, and two employee bikes with XXL and Experience-Store pre-order package, with a special discount of 20 %. This special discount cannot be combined with other discounts. Employee bikes do not count towards the pre-order volume.

## Cancellation conditions for pre-orders

If the pre-order is partially or fully cancelled, its actual value is calculated, and the personal discount level, the additional discount on the pre-order, and the marketing budget are adjusted accordingly. A cancellation fee of 50.00 € is charged for every cancelled E-Bike and folding bike. If the ensuing pre-order classification results in a lower discount level, we reserve the right to post-charge the difference in discount for goods that have already been delivered.

## Cancellation conditions for day orders

Day orders can be cancelled free of charge within two working days after the date of the order. After this point, a cancellation fee of 50.00 € will be charged for every cancelled E-Bike and folding bike.

## Interim storage

If a bike cannot be shipped after production for reasons attributable to the dealer, Riese & Müller will store the bike temporarily. Should no agreement be reached between Riese & Müller and the dealer within 14 days after storage begins, the bike may be resold. The temporary storage of a pre-order bike cancels the additional pre-order discount. If no agreement has been reached within 14 days of the bike being stored, or this is not complied with, then the order will be cancelled, and a cancellation fee of 50.00 € will be charged to the dealer.

## Terms of payment

Prepayment.



Pre-order package	S	M	L	XL	XXL	Experience-Store
Pre-order volumes (Bikes)	from 8	from 15	from 21	from 35	from 60	from 45
Personal discount level (excluding test bikes)	3 %	4 %	5 %	7 %	7 %	7 %
Additional discount on pre-order (excluding test bikes)	–	–	2 %	2 %	3 %	3 %
Modification of order possible without deduction of the "additional discount on pre-order"	–	–	–	–	yes	yes
Additional discount when using fastest-possible delivery (excluding test bikes)	1 %	1 %	1 %	1 %	1 %	1 %
Later delivery date in April from 16th E-Bike	–	–	–	yes	yes	yes
Later delivery date in May from 51st E-Bike	–	–	–	–	yes	yes
Maximum number of test bikes with 10 % discount	4	8	10	–	–	–
Maximum number of test bikes with 12 % discount	–	–	–	13	15	18 E-Bikes + 3 folding bikes*
Control-Testcenter	optional	optional	optional	optional	optional	included
E-Bike-Testcenter	optional	optional	optional	optional	optional	included
E-Cargo-Testcenter	optional	optional	optional	optional	optional	included
Birdy-Testcenter	optional	optional	optional	optional	optional	optional
Experience-Store	–	–	–	–	–	included
Maximum number of employee bikes with 20 % discount (do not count towards pre-order volume)	1	1	1	1	2	2
Marketing budget (€)	300.00	700.00	1,300.00	1,900.00	2,500.00	2,500.00



Also available online

\* The Birdy Test Center can be optionally added.

### Personal discount level

Your personal discount level is derived from the pre-order package. This discount will be applied to all orders made between the submission of your pre-order and the start of the subsequent season (excludes POS material, advertisements, store elements, and test, sale and employee bikes). You will also receive this discount for every repeat order (excludes sale items). This presents the advantage of a consistent discount throughout the season, which is visible on every invoice.

### Additional discount on the pre-order

Starting with pre-order package L, your pre-order will be subject to an additional discount of 2 or 3 % (excludes test ride and employee bikes). This helps you increase your profit margin on the pre-order even further.

### Additional discount for fastest possible delivery (not bikes for test rides)

You will receive an additional 1 % discount on all pre-order bikes when you select the fastest possible delivery date. Delivery is subject to availability.

**April as later delivery date from 16th bike onwards or  
may as later delivery date from 51st bike onwards**

You may select the fastest possible delivery for your bikes, or have them delivered during the months of January, February and March of 2018. Starting from XL, XXL and Experience-Store pre-order packages, you can also choose pre-order delivery in April from your 16th bike onwards. For XXL and Experience-Store pre-order packages, delivery in May is also available from the 51st bike onwards.

**Marketing budget**

Depending on your pre-order package, you will receive a marketing budget that you can use to purchase presentation materials or place advertisements. You can then use the marketing budget to cover 75 % of the associated costs. You then only have to pay 25 % of the price yourself. To set up Riese & Müller store elements or an Experience-Store, you can use the marketing budget for the 2017/18 and the following season. In order to combine the two budgets, it is a requirement that at least a pre-order package of the same size is ordered during the 2018/19 season. If you order a smaller pre-order package during the following season, we will post-charge you the difference.

**Shipment costs**

Shipment costs for E-Bikes and accessories can be found in your dealer price list.

**Terms of delivery**

Delivery is carried out in accordance with our General Terms and Conditions.

# Testcenter

We're convinced that our E-Bikes will sell well if you give your customers the opportunity of extensive test rides. Depending on the value of your pre-order, you can use this to order a certain number of bikes for test rides at 10% or 12% discount. The bikes for test rides are delivered either as quickly as possible, or by the January and February delivery dates.



When end customers are searching for a dealer, we wish to specifically refer them to the dealers who present the interested products for the end customer through their Testcenter categorisation. Specifically, this means that a customer who is currently looking at a Riese & Müller Delite on our website and then looks for a dealer will be shown the nearest Control-Testcenter. The more Testcenters you offer, then the more customers to whom your store will be recommended.

## Detailed Testcenter information

### Control-Testcenter

A sure way to achieve greater turnover – run your own Control-Testcenter. To do this, you will need at least four bikes for test rides with Control Technology (from various model series). By selecting this Testcenter, you will be highlighted as a Control-Testcenter on [www.r-m.de](http://www.r-m.de), and found directly by interested customers. For this “immediate”, “January”, and “February” delivery dates can be selected for two bikes for test rides. The other bikes for test rides can be ordered for the “immediate” delivery date.

### E-Bike-Testcenter

Create new excitement for your customers - with an E-Bike-Testcenter. You can begin from just six bikes for test rides without Control Technology (from various model series). With your selection of “E-Bike-Testcenter”, we highlight you on our end customer website, [www.r-m.de](http://www.r-m.de), as an E-Bike dealer. This way, you are found quickly. For this “immediate”, “January”, and “February” delivery dates can be selected for two bikes for test rides. The other bikes for test rides can be ordered for the “immediate” delivery date.

### E-Cargo-Testcenter

Create new areas for your business - as an E-Cargo-Testcenter. To do so, you must order at least three Riese & Müller E-Cargo bikes (1x Load, 1x Packster 40,

1x Packster 60 or 80) as bikes for test rides. By selecting this Testcenter, you will be specially highlighted on our end customer website, [www.r-m.de](http://www.r-m.de), as an E-Cargo-Testcenter, and will be found more quickly on product pages for E-Cargo bikes. For this “immediate”, “January”, and “February” delivery dates can be selected for two bikes for test rides. The other bikes for test rides can be ordered for the “immediate” delivery date.

### Birdy-Testcenter

Give wings to your store, and launch your Birdy-Testcenter. For this, you must order at least three Riese & Müller Birdys (2x Birdy, 1x World Birdy) as bikes for test rides. With this selection, you are highlighted on our end customer website, [www.r-m.de](http://www.r-m.de), as a Birdy-Testcenter and found more quickly by potential customers. For this “immediate”, “January”, and “February” delivery dates can be selected for two bikes for test rides. The other bikes for test rides can be ordered for the “immediate” delivery date.

### Experience-Store

Offer your customers something special – with an Experience-Store-Testcenter. To do this, you must order 18 bikes for test rides (at least one from each series). The minimum quantity for the Delite is two model variants (Delite & Delite mountain), and for the Charger four model variants (Charger/Charger Mixte,

New Charger/New Charger Mixte, Supercharger GT, and Supercharger mountain). For Swing and Nevo two bikes of different wheel sizes must be ordered, and for the Packster, one bike for test rides with load surface length 40 as well as one with 60 or 80 cm. The Birdy-Testcenter can also be ordered as an option. The icing on the cake: As an Experience-Store, you

automatically meet the requirements to be an E-Bike, E-Cargo, and Control-Testcenter – and are specially highlighted on [www.r-m.de](http://www.r-m.de), and in the dealer search of our website. For this, “immediate”, “January”, and “February” delivery dates can be selected for six bikes for test rides. The other bikes for test rides are to be ordered for the “immediate” delivery date.

## Store-Concept



### Experience-Store

The Experience-Store is our premium store concept. The Riese & Müller brand is an Experience-Store at the centre of your shop. It is not just a prominent and attractive product presence within your store business, it is also close interaction with the Riese & Müller brand experience. This includes, high level consultation and understanding, a varied bicycle offering and the highest quality service and workshop.

#### Criteria for the Experience-Store dealer

- You are a premium dealer in terms of skills, extent of range, service, quality, and advice
- You are 100% behind the Riese & Müller brand.
- You order bikes for test rides from every model series, so that you are able to present the complete range of models and to comprehensively provide the brand experience
- You place the Riese & Müller brand in the focal point of the sales presentation in your dealer store. For this, you use the brand’s recognition value by means of prominent product presentation, and you use our subsidised store elements. You provide an area of at least 40 m<sup>2</sup> in order to present the wide range of (test ride) bikes
- You independently maintain your dealer profile for the dealer search, using professional, high-quality

photos and up-to-date opening and holiday times, and you react quickly to test ride enquiries (maximum 24 hours, excluding Sundays and public holidays)

- You possess a professional brand identity (website, store, communication)

#### Services from Riese & Müller

- Premium positioning of the Experience-Store in the Riese & Müller dealer search, in order to achieve maximum awareness and findability: In the dealer search, the closest Experience-Store is always displayed in first position. In addition, the digital presentation is supported by a highlighted and illustrated presentation. Furthermore, end customers can arrange a test ride directly online
- Additional charging option for the marketing budget for season 2018/19, for fitting out the Experience-Store with store elements (platforms), logos, etc.
- Improvement in the pre-order and master conditions: From a pre-order of as few as 45 bikes, you receive the conditions of the XXL pre-order package (60 bikes)

## Store Elements

Besides the exclusive Experience-Store concept, there is also the possibility of specifically highlighting Riese & Müller as a premium brand by means of our store modules. An exclusive presentation with our pedestal elements draws attention to our E-Bikes and supports their sale. Via the marketing budget, Riese & Müller participates with up to 75% of the financing.

Every Riese & Müller dealer can profit from the store modules and the associated planning and installation service. As a spatial prerequisite for the store elements, a white wall in a premium location is necessary in store. Our Event & Store team will be happy to advise you.

The core element is our 5-fold store module, which provides the opportunity to prominently present five of our E-Bikes. The E-Bike on the frame takes a pre-eminent position in every store, and is placed even more in the limelight by the Riese & Müller logo on the wall.

Depending on wish and locality, several 5-fold store modules can be combined together and supplemented by individual high and low store pedestals. All Riese & Müller pedestals are fitted with bike tracks, which ensure that the E-Bikes are held stable for presentation purposes, and at the same time make simple removal of the E-Bike possible during the sales discussion.

For all possible combinations, we always ensure that every single E-Bike is presented optimally and that the details of the E-Bike are clearly recognisable. At the same time, your floor space is exploited to the maximum extent, so that you as a dealer can exhibit a large number of models.

If you have any questions, please contact the Event & Store team ([store@r-m.de](mailto:store@r-m.de)).

## Warranty and Guarantee

Every warranty promise refers to private customers at their initial purchase.

### **New bike and one-offs like new from trade fair and test bike list (ridden less than 10 km)**

- Limited warranty: 2 years from dealer's sale date; excluding wearing parts
- Voluntary guarantee: 5 years from dealer's sale date for frames/swing arms

### **Test bikes**

- Limited warranty: 2 years from delivery Riese & Müller; excluding wearing parts
- Voluntary guarantee: 5 years from delivery Riese & Müller for frames/swing arms

### **Used or demo bikes from trade fair and test bike list (ridden more than 10 km)**

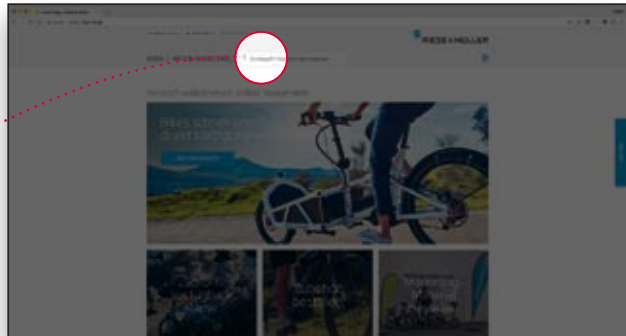
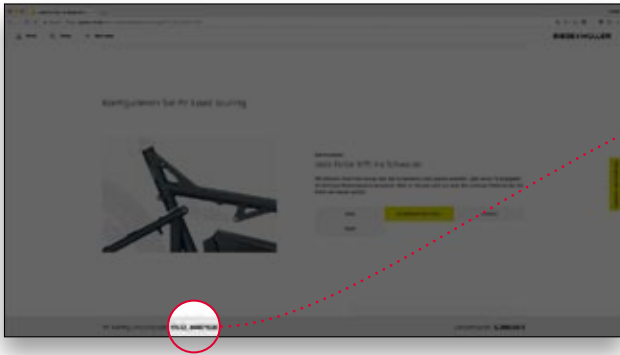
- Limited warranty: 1 year from delivery Riese & Müller; excluding wearing parts
- Voluntary guarantee: 5 years from delivery Riese & Müller for frames/swing arms

# my Riese & Müller

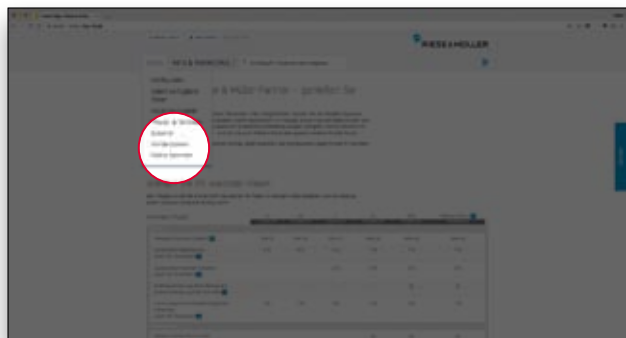
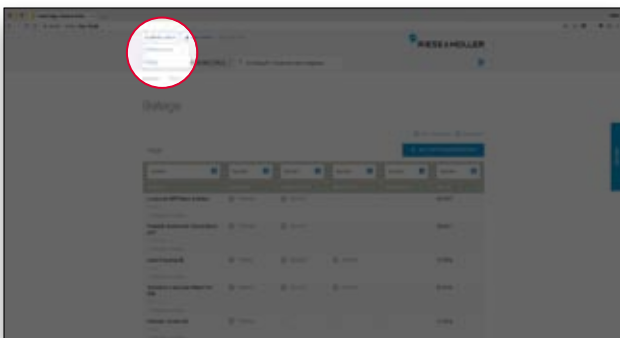
Our dealer portal is at the core of us working together efficiently. All processes and a large part of our communication pass through this portal.

The screenshot shows the my Riese & Müller dealer portal. At the top, there is a navigation bar with 'BIKES | INFO & MARKETING' and a search bar containing 'Auchlager / Versand-Ride ergaben'. The main content area features a large hero image of a person riding a bicycle with the text 'Herzlich willkommen' and 'Bikes schnell und direkt konfigurieren!'. Below this are three smaller images: 'Sofort verfügbare Räder', 'Zubehör bestellen', and 'Marketing-Material bestellen'. The 'My Riese & Müller News' section contains three articles: 'Die Highlights des neuen my Riese & Müller', 'Riese & Müller präsentiert sein Händlerportal auf der „MagentoLive UK“', and 'Kendü ist komplett ausverkauft'. The footer includes 'Alle News anzeigen' links and a copyright notice for Riese & Müller GmbH.

The highlight features are:



my Riese & Müller is a consulting tool which is coordinated with the website. Example: The variant key of a configuration from my Riese & Müller can be transferred to the website, and vice-versa.

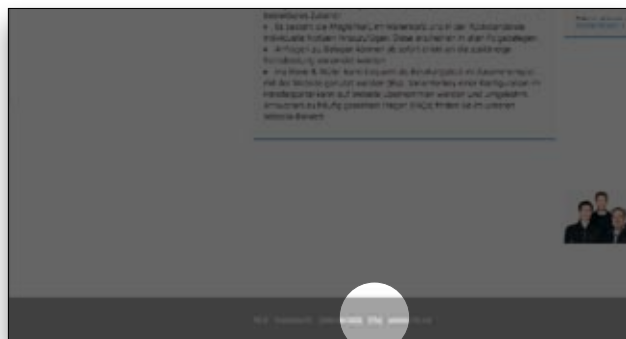
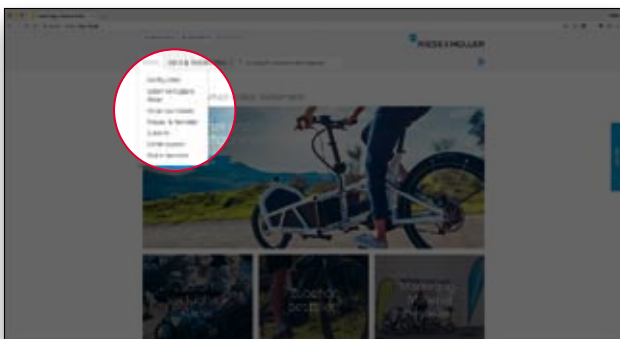


**Navigation "my lists"**

In "my lists" you can find your current orders and all receipts. Requests for receipts will be sent directly to the responsible department.

**Navigation "Bikes"/"my pre-order"**

You can plan your pre-order here and when completed send it directly to us.



**Navigation "Bikes"**

In this area you can place every bike- and accessory-order. In different categories you can order individual, on sale and immediately available bikes

**FAQ**

Answers to Frequently Asked Questions (FAQ) are located in the lower website area of the portal.



# Dealer Marketing

We place the greatest importance on a consistent brand identity. All our measures rely on the fact that the experience of the Riese & Müller brand is reflected across all channels. So that you are perfectly aligned in this regard, we support you purposefully by means of relevant dealer marketing.

## **Trade fairs and events**

Our presence at numerous trade fairs and festivals, as well as at dealer events, makes the Riese & Müller brand, with all details and range highlights, concrete for the end customer. In addition, test rides create inspirational customer experiences and form the basis of your successful sales discussions. In these ways, we support you as a dealer and make the brand known regionally and nationally. You can obtain details from your field sales adviser.

## **Trade fair and bikes for test rides**

Via the Online Sale on our website, we offer many trade fair, bikes for test rides and demo bikes each season. So that the end customer's digital brand experience is also repeated at the point of sale, the sales are made exclusively in cooperation with our specialist dealers. If a customer decides in favour of a trade fair or bike for test rides and reserves this with us, then we send the bike to the desired specialist dealer.

## **Advertising**

So that we can position you and your range to good effect as a Riese & Müller specialist dealer, for regional publicity we individualise regional publicity advertisements for you on the basis of professionally designed sample advertisements. We participate in this by means of your marketing budget. The dealer portal contains details of the use of the budget and the process of creating the advertisements.

## **Press and communication**

We invest a great deal in high quality press work, and we create close alliances with internationally recognised agencies. In addition to extensive publicity placements, we provide specialist contributions, respond to interview requests, and participate regularly in product tests. Furthermore, we present our product range on numerous social media channels. These communication activities create great end customer interest in our brand. Please use these actively for your own consultation and sales processes.

## **Presentation material**

We offer you high quality presentation material, with which you can attractively support the sale of Riese & Müller bikes. It is possible to put your marketing budget towards marketing materials up to 75 %. You will find all articles under "Info & Marketing" and "Marketing material" in our dealer portal.

## **Technical documentation**

Our understanding of comprehensive brand management goes all the way to the provision of technical documentation. You can find extensive technical documentation under "Info & Marketing" and "Downloads" on my Riese & Müller.



# Service Hours and Contact Details

## Riese & Müller – In-house Sales

Sales territory	Extension number	E-mail
Europe	+49 6151 36686-16	sales-eu@r-m.de

Mon–Thu 09.00 a.m.–5.30 p.m., Fri 10.00 a.m.–4.00 p.m. (CET)

## Head of Sales

	Extension number	E-mail
Manuel Quast	+49 6151 36686-79	manuel@r-m.de

## Further contacts

	Extension number	E-mail
Service & guarantee	+49 6151 36686-55	service@r-m.de

Mon–Thu 09.00 a.m.–5.30 p.m., Fri 09.00 a.m.–4.00 p.m. (CET)

	Extension number	E-mail
Accounting	+49 6151 36686-45	buchhaltung@r-m.de

Mon–Thu 09.00 a.m.–5.00 p.m., Fri 09.00 a.m.–4.00 p.m. (CET)







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**RIESE & MÜLLER**