

RIESE & MÜLLER

Presseinformation

Main beam and brake light – Riese & Müller sets new E-Bike safety standards

Weiterstadt, 11/01/2019: Seeing and being seen are key requirements for staying safe on the road, particularly during the darker months of the year. For this reason, from model year 2019 onwards, Riese & Müller will be the world's first manufacturer to fit a main beam and brake light onto its E-Bikes, with the Homage and Delite models, as standard further features of Control Technology, Riese & Müller's safety package. A further enhancement is the standard fitting of daytime running lights across all model ranges, making E-Bike riding even safer and more comfortable in autumn and winter too. Riese & Müller is also setting a new E-Bike safety standard with the inclusion of the optional Bosch eBike ABS.

Safety on the road is further enhanced by the use of main beam and brake lights on Riese & Müller E-Bikes in addition to its existing safety technologies, including Control Technology with optional ABS for perfect control of the bike.

“A high degree of safety and comfort are crucial criteria when it comes to opting for a specific E-Bike. Our technologies are helping riders to feel safe in all weather, at the same time as making use of really relevant safety features. With the addition of main beam and brake light to our Control Technology, we are fitting yet another safety-related technology – features that everyone is familiar with from driving a car. These lights will give riders an E-Bike incorporating even greater active safety in traffic. Combined with the optional Bosch eBike ABS, we currently have some of the safest E-Bikes currently on the market”, explains Markus Riese, founder and Managing Director of Riese & Müller.

The new technology not only offers riders considerably improved illumination in the dark or in poor weather conditions, but the integral headlight flasher function also gives riders the option of actively attracting the attention of other road users to their presence. The lights are comparable to those fitted on a car. The main beam is activated intuitively, at the press of a button fitted directly on the handlebar of the E-Bike.

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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 350 people at its site in Weiterstadt 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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