

RIESE & MÜLLER

Presseinformation

Perfect timing for Eurobike 2022 in Frankfurt: the Riese & Müller Packster 70 is back

Mühlthal, Germany, 12/07/2022: Riese & Müller, the manufacturer of premium E-Bikes and Cargo Bikes, is relaunching the Packster 70 just in time for Eurobike. The company initiated a voluntary recall of the Cargo Bike in October 2021 due to a problem with the cable-controlled steering. The global recall of all bikes demonstrated Riese & Müller's clear commitment to maximum customer safety, even although few products were affected by the problem. The Packster 70 has since undergone a complete makeover. Riese & Müller engineers and quality officers focused in particular on the steering system. An altered steering angle now prevents oversteering and larger cable pulleys provide for improved steering rigidity. Further functional details were also optimised as part of the redesign.

"We are thrilled to be relaunching the Packster 70. The recall was painful for us as a company, and above all for us personally, but, at the same time, it was uncompromising. But we used the past year to learn and further develop. Once again today, we have a product we are totally convinced of and that will thrill the many Packster 70 enthusiasts", explains Markus Riese, founder and CEO of Riese & Müller.

Riese & Müller will be showcasing the new Packster 70 for the first time at Eurobike 2022 in Frankfurt. Experience the new Packster 70 and a host of other new products up close at Stand A11 in Hall 12.0.

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.

RIESE & MÜLLER

RIESE & MÜLLER

Press contact:

Jörg Matheis, Head of Communications

jmatheis@r-m.de

T. +49 (0)6151 / 36686-0

Riese & Müller GmbH

Am Alten Graben 2

64367 Mühlthal, Germany