

RIESE & MÜLLER

Press release

Riese & Müller RENT - New rental concept for E-Cargo

Mühlthal, 14.04.2020: Riese & Müller is now starting a new rental concept for E-Cargo bikes with Riese & Müller RENT. This offer was developed particularly for small enterprises such as retailers, gastronomers, craftsmen, care services etc. The cargo bikes not only allow climate-neutral travel to the customer or delivery of goods, but also offer advantages such as free choice of parking in the city, fast transport without traffic jams and support for the health of the employees who use the E-Cargo solution. Participating companies will rent the E-Cargo bikes for a total of 3 months for a fixed amount of 3600 DKK or 4500 DKK depending on the model and can either return or take over the bike at the end of the rental period. Riese & Müller rents out the cargo bikes in close cooperation with the specialized dealers.

"During these current times we are seeing a high demand for alternative delivery possibilities, especially for local companies. With our new RENT concept we would like to enable small companies in particular to switch easily to E-Cargo Bikes for fast transport of goods delivered carbon neutrally. We kept the entrance hurdle consciously low by the favourable price", so Heiko Müller, founder and managing director of Riese & Müller.

A total of two preconfigured models are available, the Packster 60 RENT Edition and the Load 75 RENT Edition. Both bikes are equipped with high sidewalls and a tarpaulin cover. With the Riese & Müller DualBattery with 1,000 Wh battery power, they can be used over long distances. Companies select one of the two models on a specially created website www.r-m.de/rent, contact Riese & Müller and together they look for a participating dealer in the vicinity. Alternatively, the contact is made directly through one of the participating dealers, who advertises the concept. The E-Cargo bikes are assembled with priority and are ready for collection at the local dealer with a very short delivery time.

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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 550 people at its site in Mühlthal/Nieder-Ramstadt near Darmstadt. Alongside the two founders, Dr Sandra Wolf has also held the position of CEO since 2013. Riese & Müller is shaping the e-mobility of tomorrow with its 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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