

PRESS RELEASE

PINION AUCTION: GEARBOX ART FOR A GOOD CAUSE

Denkendorf, 04.07.2022

„The 10th anniversary of the P1.18 gearbox. Together into the next decade!“- To mark the occasion, the gearbox specialists are launching a charity campaign as part of Eurobike 2022. Pinion will be auctioning a unique artwork comprised of the original components of a P1.18 gearbox. Proceeds of the online auction will benefit the non-profit organisation Bike Bridge Stuttgart.

AUCTION FOR A GOOD CAUSE

The gearbox artwork entitled "ONE OF A KIND" is a unique piece made of the original components of a Pinion P1.18 gearbox, which are artistically staged on a 120x60 cm carrier plate. For this unique art installation, the artist disassembled a P1.18 gearbox into its component groups and installed them, seemingly floating, in a linear arrangement along the axis of gearbox. It gives the viewer an insight into Pinion gearbox technology, with all its fascination and function, precision and appeal. It is a portrayal of the degree of innovation that Pinion has demonstrated since 2012 and will bring forward into the next decade.

The artwork will be on display in a showcase at the Pinion stand in Hall 12.0 | 139 at EUROBIKE. Interested parties can participate in the auction directly on site via tablet, or online with using their own device. In reference Pinion's flagship the P1.18 gearbox and its production start 10 years ago, the starting bid for the auction is 1,118.00 euros.

The online auction starts on Monday, 04.07.2022 and ends with the closing of the tradeshow on Sunday, 17.07.2022 at 18:00 at EUROBIKE.

PINION SUPPORTS BIKE BRIDGE e.V.

Pinion will donate the proceeds of the auction to Bike Bridge Stuttgart. The non-profit organisation has been active in Stuttgart since 2018 and is promotes integration, inclusion, social interaction, health, and networking through cycling.

Bike Bridge fosters interactions between people with and without a migration background – for example, through *Bike & Belong* sessions, local volunteers teach women refugees how to ride a bike, while also bringing people together in an inclusive and friendly social environment. With the proceeds from the Pinion "ONE OF A KIND" auction, more Bike & Belong courses can be offered. The money will be used to buy equipment such as hats, helmets and bikes, as well as to finance catering for the training sessions.

MORE INFORMATION

Download Media: <https://www.dropbox.com/sh/mn7wjykm4i3q8wj/AABpLGMGxQgJq6yrv2o9VdRFa?dl=0>

Web-Link: <https://pinion.eu/en/one-of-a-kind/>

ABOUT PINION

Pinion was founded in 2008 by two former Porsche engineers, Christoph Lermen and Michael Schmitz. Their vision was to build „a bicycle gearshift with the heart of a sports car.“

The fully sealed gearbox combines the best of automotive and bicycle technologies to bring you unrivaled drivetrain performance and reliability. Pinion gearboxes are extremely robust, virtually wear- and adjustment-free, and field-tested in the harshest conditions on earth.

As pioneers in gearbox development, Pinion has received numerous product and design awards for their innovative application of automotive engineering technology in the cycling industry. Every Pinion gearbox is Made in Germany, with development, design, construction, serial production, sales and service taking place at their modern Denkendorf headquarters just outside of Stuttgart.

PRESS CONTACT

Dirk Menze

press@pinion.eu

PINION.EU/PRESSE