

PRESS RELEASE

## NEW PARTNER FOR PINION SALES UND SERVICE IN NORTH AMERICA

### FOR IMMEDIATE DISTRIBUTION

Denkendorf, November 1st 2022

**Pinions Sales and Service North America will be managed by Vapor Propulsion Labs (VPL) as of 1st November 2022. Marc Seeman remains as an experienced Pinion specialist. The collaboration with Gates also remains a partnership.**

Pinion is pleased to announce a new sales and service partnership with Vapor Propulsion Labs for the United States and Canada. As of November 1st 2022, VPL will be the first point of contact for bicycle manufacturers and frame builders, dealers and end customers based in North America. Marc Seeman, who was responsible for this area under Gates for the last 8 years, remains on board as an experienced Pinion specialist. He becomes Head of Sales and Service.

*"I'm excited to continue representing Pinion in North America for VPL and its portfolio of advanced bicycle products," Seemann says. "In my new role I will continue working closely with Gates and its amazing Gates Carbon Drive products, which pair beautifully with Pinion gearboxes to create the most durable and low-maintenance bicycle drivetrains on the planet."*

The new sales structure does not change the fact that Pinion will continue to work closely with Gates. Bicycle manufacturers will receive the best possible support and trade fair appearances will also remain joint.

*"Gates and Pinion have always shared a common belief: to make bicycle and e-bike drive systems worry-free, clean, and durable," says Thomas Raith, Managing Director for Sales and Service at Pinion. "After six years of successful cooperation and sustained positive customer relationships with retailers, end customers and North American bicycle brands, the course is now set for further collaboration between Pinion, Gates, and VPL."*

Vapor Propulsion Labs (VPL) is a North American sales and service partner for the most innovative and important brands in cycling. At VPL, we love cycling and see it as one of the most accessible ways for individuals to make a significant, positive impact on society. Cycling offers unmatched benefits in efficiency, physical and mental health, and is exponentially more environmentally friendly than other modes of transportation. That's what drives VPL.

VPL is proud to partner with brands that make durable products that can be maintained and repaired. Pinion products therefore fit perfectly into the portfolio.

The contact information for Pinion North America:

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Learn more about VPL and contact Marc Seemann at [www.vpl.bike](http://www.vpl.bike)

## DOWNLOAD MEDIA

Dropbox: <https://www.dropbox.com/sh/s5ao1803y47fd73/AAAyAbfLrbCK4cBUNRoH7t4Aa?dl=0>

Web-Link: [www.pinion.eu/en/press](http://www.pinion.eu/en/press)

## ABOUT PINION

Pinion was founded in 2008 by two former Porsche engineers, Christoph Lermen and Michael Schmitz. Their vision was to build "a bicycle gearbox with the heart of a sports car". The fully sealed manual transmission combines the best of automotive and bicycle technologies to deliver unparalleled drivetrain performance and reliability. Pinion transmissions are centrally integrated into the bicycle, robust, low-maintenance and virtually wear-free, and tested in the world's toughest conditions. Pinion has won multiple product and design awards for its technically innovative gear systems. Every Pinion gearbox is "Made in Germany" - development, design, engineering, series production, sales and service all take place at the company's modern headquarters in Denkendorf, near Stuttgart. The team comprises over 60 permanent employees. Pinion supplies over 100 well-known bicycle manufacturers worldwide and is represented by a Europe-wide dealer network with over 600 support points.

## PRESS CONTACT

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