

PRESS RELEASE

PINION E-DRIVE SYSTEM WINS THE GOLD AWARD.

DENKENDORF, June 21, 2023 (CET)

This year's Eurobike Gold Award in the "Components" category goes to Pinion! The new E-drive system with the Motor.Gearbox.Unit (MGU) was named the winner this evening at the official awards ceremony. The Pinion motor-gearbox unit completely convinced the renowned jury of experts from the bike and mobility industry.

In addition, the two launch partners Tout Terrain and Kettler were also on stage with their MGU bikes - Tout Terrain also scooped the Gold Award.

Pinion brings together what belongs together. The Pinion MGU is the e-bike technology of the next generation - because it combines motor and gearshift into one unit. It combines a powerful electric motor with proven Pinion gearbox technology and electric shifting of up to 12 gears in a compact package to create a completely new drive system for e-bikes. Motor and gearbox are optimally matched and work together like never before. Pinion motor-gearbox units offer durable shifting and motor performance at the highest level. Designed to work worry-free and reliably, with no significant wear and minimal maintenance. One oil change every 10,000 km! That's it!

The Eurobike Award 2023 is a prestigious award for innovative and high-quality products in the bicycle and future mobility industry and is presented at the leading international Eurobike trade show.

A wide variety of aspects play a role in the award: degree of innovation, functionality, sustainability, design, quality of workmanship, and choice of materials.

All award winners will be on display in Future Mobility Hall 8 throughout the trade show (June 21-25, 2023).

If you want to dive deeper into the new E-Drive system, stop by the Pinion booth: Hall 12.0 / B18 or in the outdoor area F12.0 / H43.

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ABOUT PINION

Pinion was founded in 2008 by the two former Porsche-engineers Christoph Lermen und Michael Schmitz. They're vision was to develop a 'bicycle shifting system with the heart of a sports car'. The fully sealed Pinion gearboxes combine the best aspects of automotive and bicycle technology to deliver unparalleled performance and reliability. The Pinion drive technology is centrally integrated within the bicycle, robust, low-maintenance, virtually wear-free and has been tested under the toughest conditions in the world. Pinion has won multiple product and design awards for its innovative gearboxes.

Every Pinion gearbox is "Made in Germany" - development, design, construction, serial production, sales and service all happen at the company's modern headquarters in Denkendorf, near Stuttgart in Southern Germany. The Pinion team is comprised over 90 permanent employees. Pinion supplies over 100 well-known bicycle manufacturers worldwide and is represented by a Europe-wide dealer network with over 600 support locations. As part of the BRP Group, Pinion works closely with globally active companies in the fields of e-mobility and powersport and actively promotes its own internationalization.