

PRESS RELEASE

PINION REPOSITIONS ITSELF FOR FURTHER GROWTH IN SALES

DENKENDORF, December 4, 2023

Following the successful product launch of the Pinion Motor.Gearbox.Unit and the expansion of Smart.Shift technology (electric shifting, including for non-e-bikes), the course has been set for further growth at the drive specialist from Stuttgart. In order to optimally serve the high demand for Pinion products in the long term, Pinion is strengthening its sales division and making organizational adjustments.

Marvin Gröpper has been supporting the sales team since September 1, 2023 and has several years of industry experience (most recently at Internetstores). Christian Schertel started on December 1, 2023 and is an absolute industry expert with positions at various bicycle manufacturers and component suppliers (most recently Key Account Manager at Abus).

To ensure further growth, the organization of the sales and product management divisions is being restructured.

In future, sales will be divided into the areas of OE customer support and key account management. Christian Schertel, Cees van Vliet and Stefan Oelker are responsible for the latter. Sales Manager Marvin Gröpper and internal sales, led by Jessica Uhl, together with Andrea Weis and Leopold Renz, will be responsible for OE customer care.

The two sales divisions and product management will be linked to form a powerful unit and placed under the leadership of Niklas Henkel as Head of Sales and Product Management from January 1, 2024. He will report to Managing Director Thomas Raith. As Managing Director, Thomas Raith will continue to be responsible for sales and product management, marketing, service and office management.

"I am delighted to be able to continue and further accelerate Pinion's successful path with this high-performance team of industry experts. With Niklas Henkel, we have the ideal person to provide the best possible customer service. I look forward to continuing my successful collaboration with him and the entire team, both professionally and personally," says Thomas Raith.

PICTURE DOWNLOAD

Pinion individual portraits and sales team: [DOWNLOAD](#)

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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.

Pinion has received several product and design awards for its technically innovative gearboxes, most recently the new Pinion E-Drive system with the Eurobike Gold Award 2023. It is the next generation of e-bike technology, as it combines the motor and gearbox into a single unit.

Every Pinion product is "Made in Germany" - development, design, construction, series production, sales and service all take place at the modern company headquarters in Denkendorf near Stuttgart. The team currently comprises around 100 permanent employees. Pinion supplies over 100 well-known bicycle manufacturers worldwide and is represented by a Europe-wide dealer network with over 600 points of sale. As part of the BRP Group, Pinion works closely with global companies in the field of e-mobility and powersports products and is actively driving forward its own internationalization.