Huttwil, May 2026

ROTAX BIKE TECHNOLOGY BOOSTS THE SPECIALIST RETAIL SECTOR WITH A NEW SUPPORT TEAM

As part of the recently announced reorganisation under the umbrella of Rotax Bike Technology AG, Pinion and FIT E-Bike Systems are systematically expanding their support for specialist retailers. With a newly established dealer support team, both brands are pooling their expertise and providing direct regional contacts for dealers in key markets.

Hannes Pörtner will take charge of the new team. Pörtner has been with the company for several years and, as an executive assistant, has gained extensive insight into all areas of the business. Thanks to his many years of service, he has in-depth knowledge of products, processes and the requirements of the specialist retail sector.

“Technology in the cycling sector is becoming increasingly complex and interconnected. At the same time, the demands placed on dealers in their day-to-day operations are growing. With this new team, we are establishing points of contact who have a detailed understanding of Pinion and FIT and can provide our partners with swift, practical support directly on site,” said Thomas Raith, Managing Director of Sales & Service. The aim is to address dealers’ needs even more effectively in future and to strengthen our collaboration in the long term.

The new team includes regional and country-specific specialist retail account managers, who act as direct points of contact for retailers in their respective markets. The team consists of:

- Stephan Peter – East/North Germany (starting autumn 2026)
- Michael Gannopolskij – Central Germany
- Karsten Marwitz – South Germany
- Roel Simoons – Benelux
- Serkan Gürler – Switzerland & Austria

The specialist retail advisors act as regional points of contact, providing on-site support to retailers – including assistance with complex technical issues, short training sessions and sales pitches relating to Pinion and FIT.

By expanding its dealer support services, Rotax Bike Technology is consistently pursuing the strategy adopted as part of its reorganisation: to forge even closer links between technological expertise, system integration and partnership-based collaboration with specialist retailers.

From left to right: Michael Gannopolskij, Hannes Pörtner, Serkan Gürler, Roel Simoons, Karsten Marwitz

About Rotax Bike Technology AG

Rotax Bike Technology AG is a leading provider of an open e-bike ecosystem that combines technological innovations, top-quality components, and customized services. In a strategic alliance with Pinion GmbH—a renowned manufacturer of gearbox and drive technology based in Denkendorf, Germany—Rotax Bike Technology combines two complementary areas of expertise: engineering excellence from Pinion and superior system integration from FIT E-Bike Systems. Bicycle manufacturers benefit from tailor-made solutions that enable clear differentiation in the market and sustainable competitive advantages.

Rotax Bike Technology AG is headquartered in Huttwil, Switzerland. Both Rotax Bike Technology and Pinion are part of the BRP Group (Bombardier Recreational Products), a global powersports company headquartered in Valcourt, Canada.

Press contact:
Rotax Bike Technology AG
Inga Rupps
press@rotaxbiketechnology.com
Link to press materials