

PRESS RELEASE

PINION MOTOR.GEARBOX.UNIT HONORED WITH THREE IMPORTANT INDUSTRY AWARDS

DENKENDORF, January 24, 2024

In summer 2023, the Pinion E-Drive system with the Motor.Gearbox.Unit (MGU) at its heart was presented as a world first at Eurobike. After the innovative drive system won the Eurobike Gold Award in June and the Pinkbike Award in December last year, the Pinion team is now delighted to have received the Design & Innovation Award - the "Oscar of the bike and media industry".

Countless hours of engineering and development work have gone into the Pinion motor-gearbox unit. The result is a revolutionary concept that has the potential to turn the e-bike market upside down: the low-wear and virtually maintenance-free drive system with the Pinion Motor.Gearbox.Unit combines an electric gearshift with up to 12 gears (Smart.Shift technology) and a powerful electric motor that delivers a torque of up to 160 Nm to the rear wheel.

The Pinion MGU has so far been honored with three prestigious awards, which are presented in the bicycle industry for outstanding products. Proven experts and industry insiders have been convinced in various aspects such as design, innovation, performance and functionality.

"A real carefree drive system that opens up new possibilities for bike designers and will certainly be used in many bikes in the future."

Jury Eurobike Award

"The Pinion Motor.Gearbox.Unit (MGU) takes the win largely because, of all of the wonderful innovations nominated for this award, the E-Drive has the greatest potential to change how full suspension eMTBs can be designed for the better."

Pinkbike Award

"The Pinion Motor.Gearbox.Unit (MGU) revolutionises the ebike experience by integrating the gearbox and motor into one unit... The Pinion MGU presents a pioneering solution for the future of the ebike market."

Jury Design & Innovation Award

The following leading bike brands are already relying on the innovation of the southern German company in the current model year: Bulls, Flyer, i:SY, Kettler, Pegasus, Rotwild, Simplon, Tout Terrain and Zemo. Everything from e-MTBs, e-trekking and e-compacts to e-cargobikes will be on show. At this year's Eurobike, new renowned brands will be presented with the Pinion E-Drive system, further establishing Pinion as an innovation driver for e-systems.

PICTURE DOWNLOAD

[Pinion MGU X Awards](#)

PRESS CONTACT

SABRINA WEISS

+49 176 34 27 76 82

s.weiss@pinion.eu

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 around the world. Pinion has won multiple product and design awards for its innovative gearboxes.

In summer 2023, Pinion presented the Pinion E-Drive system as a world first. This is a motor gearbox unit. That combines a powerful electric motor with proven Pinion gearbox technology and electric shifting, with up to 12 gears in a compact package to create a completely new drive system for e-bikes.

The Pinion gearboxes and drives are developed, produced and sold in Denkendorf near Stuttgart. Highest quality, perfect function and durability have top priority. Centrally integrated into the bicycle frame, wear-free and permanently reliable. 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 100 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.