

PINION CONTINUES TO GROW WITH NEW PARTNERS

DENKENDORF, JULY 3, 2024

While the drive specialist from southern Germany presented an absolute world first last year with the MGU, this year's Eurobike also has exciting news to announce: In addition to the fully automatic MGU, which will be available via a software update from Q3 2024, other strong bike brands are also relying on the Pinion E-Drive system. And the Smart.Shift technology in conjunction with strong system partners is increasingly being used on bikes with and without drive.

The fact that the Pinion E-Drive system with the MGU at its heart continues to establish itself on the market is demonstrated by the new partnerships that visitors to this year's Frankfurt trade fair will be able to see for themselves. While there were nine strong bicycle manufacturers already relied on the Pinion E-Drive System running on FIT at the product launch, there are now almost twice as many. These include renowned bike brands such as Gudereit, HNF Nicolai, Moustache, Nicolai and Riese & Müller. Around 40 different models are expected for 2025 - including e-MTBs, e-SUVs, e-Trekking, e-Compact, as well as speed and e-Cargo bikes.

The range with the electric shifting system is also expanding. Pinion Smart.Shift in conjunction with the drive partners Mahle, Neodrives, Aximo and also system partner TRP is used in a wide variety of (e-)bikes, for example in bikes from Intense, Konrad, Möve, Monopole, Nordic, Urwahn and Zerode

Pinion will be presenting its new products at the bicycle trade fair in Frankfurt until Sunday, July 7, 2024. The indoor exhibition area is in hall 12.0, stand number B18. In the demo area in outdoor area 12, stand number J27, test bikes are available for test riding.

PICTURE DOWNLOAD:

[Pinion MGU Product](#)

[Pinion E-Drive Action Moods](#)

[Pinion Smart.Shift](#)

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.