



Riese & Müller  
2021 model year

RIESE & MÜLLER

Confidential data

This presentation contains business and trade secrets of Riese & Müller GmbH which should not be disclosed to the public. We therefore ask you not to pass on this data.

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RIESE & MÜLLER

A photograph of three individuals standing side-by-side against a plain, light grey wall. On the left is a man with short brown hair and black-rimmed glasses, wearing a dark navy blue long-sleeved crewneck sweater and blue denim jeans. In the center is a woman with short, dark hair, wearing a black short-sleeved t-shirt and blue denim jeans. On the right is a man with short, light brown hair, wearing a dark navy blue long-sleeved crewneck sweater and blue denim jeans. All three have their hands in their pockets. The lighting is even and professional.

Dipl.-Ing. Heiko Müller

Dr Sandra Wolf

Dipl.-Ing. Markus Riese

About us

## Facts & figures about Riese & Müller

Founded **1993**

The company's headquarters is in **Mühltal near Darmstadt** in Germany

**550 employees from** 40 countries

**€195 million turnover** in the 2019/2020 financial year

Annual growth **+ 45% (average over the last 9 years)**

Represented in **40 countries**, from New Zealand to Europe and the USA





RIESE & MÜLLER

About us

## Our production principle

At Riese & Müller, we build bikes to order, i.e. only when your customer places an order.

**Availability:** Riese & Müller guarantees continuous availability throughout the year.

**Specialisation:** Riese & Müller is one of the few manufacturers to specialise in E-Bikes and E-Cargo bikes. We have been focusing all our development and production knowledge and expertise on this since 2009.

**Quality:** Our brand is synonymous with exceptional quality, thanks to the perfect interplay of development and assembly.





RIESE & MÜLLER

About us

## Unique Selling Points

Three words sum up Riese & Müller's entire philosophy:

Born of conviction.

- Sustainable thinking and action with a responsibility towards people and the environment
- Unique company history & genuine corporate culture
- Individual & continuous production principle

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## Responsibility

### Our four levels of corporate responsibility



#### **Ecology**

Avoidance of  
CO<sub>2</sub> emissions

Resource conservation

Meaningful waste  
management



#### **Economics**

Efficient use of high-quality  
materials

Use of natural alternatives

Environmentally-friendly  
production processes



#### **Social**

Social commitment &  
promotion of a sense of  
community

Meaningful activities

People focus



#### **Culture**

Creative momentum and  
ideas

Effective product and  
corporate culture

In harmony with nature

Responsibility

## **The most sustainable company in the E-Bike sector by 2025**

*“We would like to make a difference in the industry and also challenge our partners to pursue this same important approach. We know that we face a major challenge and still have much to do. But we're on the way and we have an objective.”*

*- Heiko Müller*

Responsibility

## **Our areas of focus**

In 2020/21, we are focussing on two areas. Step-by-step, we will achieve our goals with a number of measures to avoid waste and emissions.

# **Zero waste**

# **Zero emissions**



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## Nomenclature

### Equipment

-	Universal application, wide tires, road tread
<b>GT</b>	wide tires with road tread (Schwalbe Moto-X)
<b>GX</b>	wide tires with off-road tread (Schwalbe Johnny Watts / Schwalbe Smart Sam)
<b>Heavy-Duty-Package</b>	Equipment for drivers up to 160 kg (total weight with wheel)
<b>Mountain</b>	MTB-Equipment
<b>Light</b>	Entry model

## Nomenclature

### Gear

#### Control Technology Models:

<b>Touring</b>	chain drive
<b>Vario</b>	Enviolo always with Gates belt
<b>Rohloff</b>	Rohloff always with Gates belt

#### Models without Control Technology:

<b>Touring</b>	chain drive
<b>Vario</b>	Enviolo with chain drive
<b>Vario urban</b>	Enviolo with Gates belt
<b>Rohloff</b>	Rohloff always with Gates belt
<b>City</b>	Shimano Nexus 8 hub gears with chain drive
<b>Urban</b>	Shimano Nexus 8 hub gears with Gates belt drive



Video technology:

<https://www.youtube.com/watch?v=lm2go23kmfg>

Technology

## Control Technology

- Active rear swing arm
- Front wheel suspension
- Outstanding riding stability
- Co-sprung luggage carrier
- High-quality brakes
- Optimum lighting system



Technology

## The Bosch system

### **Motors**

Active Line Plus (Gen3)

Performance Line (Gen3)

Performance Line Speed (Gen4)

Performance Line CX (Gen4)

Cargo Line Cruise (Gen 4)

**New: 85 Nm update (Gen 4)**

### **Batteries**

PowerPack 500 frame battery

PowerPack 500 Rack carrier battery

PowerTube 500 integrated in the frame

PowerTube 625 integrated in the frame

### **Displays**

Purion

Intuvia

Kiox

Smartphone Hub

**New: Nyon**

Technology

## DualBattery

- Twice the range up to 170 km or far higher climbs
- Up to 1,250 Wh
- Batteries are alternately discharged and charged

Models: Superdelite, Homage, Load, Packster, Charger3, Supercharger2, Nevo3



Technology

## Cockpit

- Excellent adjustability of the stem for an ergonomic fit
  - Stem enables different displays to be fitted
  - Cabling integrated in the stem
  - Perfect adjustability of all components, thanks to modular stem
- Optional: backsweep handlebar and stem elevation as VBK





Technology

## Unique Selling Points

- State-of-the-art technology
- Excellent safety aspects and high level of control for greater confidence: Control Technology
- Attention to detail: Integration of motor, battery and cable
- Durable products & components for a longer service life

# Corner Café

Im Einklang  
mit der Natur



» 100% Bio  
oder  
100% regional«

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Cappu	1,-
Latte	
macchiato	1,-
Milchkaffee	1,50
Espresso	0,50
Americano	0,75
Moccamaster	0,50
	0,75
Müsli mit Obst	2,50
ohne Obst	
Tee	

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E-Bikes



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# Superdelite / Superdelite mountain

## Highlights

- Different travel options (100/140 mm)
- Fox Float air suspension - standard with mountain
- Optimised cabling
- Headlights with main-beam function and daytime running light
- Permissible total weight 140 kg, carrier 20 kg, pannier rack 5 kg per side

= Modular uses by many target groups.

**New:** 625 Wh battery in the down tube (500 Wh in the top tube)

Battery capacity of 1,125 Wh





## Delite / Delite mountain

### Highlights

- Optimised cabling
- Modular uses
- Permissible total weight 140 kg, carrier 20 kg
- Pannier rack: Minimalist carrier for small loads up to 2x5 kg

**New:** Up to 625 Wh battery. Standard 500 Wh.  
Pannier rack is not spring-loaded



Video Homage:

[https://www.youtube.com/watch?v=Yhbr62i8TDE&feature=emb\\_logo](https://www.youtube.com/watch?v=Yhbr62i8TDE&feature=emb_logo)

# Homage

## Highlights

- Full-suspension low step-through
- Superior riding comfort combined with maximum safety
- Co-sprung luggage carrier
- Single and DualBattery option (625 Wh or **1,250 Wh**)
- Attractive integration of the motor
- Optional: Dropper seatpost, ABS, Comfort Kit (backsweep handlebar, broad saddle)
  
- Permissible total weight 140 kg, carrier 20 kg

**New:** SingleBattery and DualBattery always fully integrated.



# Supercharger2

## Highlights

Striking: Dynamically sporty & ultra-comfortable seating position

- Long-distance equipment with long ranges
- HS option
- Ultra-stable bike
- Integrated battery, cockpit and motor bracket
- Battery up to **1250 Wh**, DualBattery (also with 46 cm frame geometry)
- Permissible total weight 140 kg, carrier 27.5 kg  
Heavy-Duty-Package up to 160 kg



# Multicharger

## Highlights

- Long carrier for loads of up to 65 kg
- Extensive accessory options: Passenger kit, cargo bags
- State-of-the-art technology
- Optional: 625 Wh battery, optional 1,125 Wh (not for Mixte)
- Permitted total weight 175 kg

**New:** Bosch G4, frame height 47 & 51, colours, Cargo front luggage carrier (30x50 cm with rail)





# Charger3

## Highlights

- Sporty geometry
- Dynamic chassis with suspension fork and comfort seatpost
- Universally applicable (urban, touring, commuting etc.)
  
- DualBattery option of up to 1,125 Wh
- Permissible total weight 140 kg, Heavy-Duty-Package 160 kg, Carrier 27.5 kg

**New:** 625 Wh, chain bag



# Nevo 3

## Highlights

- Ideal touring bike
  - Sporty low step-through
  - Clean cockpit
  - Strong integration of chain, horn (HS) & motor
- 
- DualBattery option in the carrier
  - Permissible total weight 140 kg, Heavy-Duty-Package option with 160 kg, carrier 20 kg, front 5 kg

**New:** Integrated motor, optional 625 Wh, battery removal upwards, chain bag, front luggage carrier bag



Video Roadster:

[https://www.youtube.com/watch?v=n0Qr0HxvXCI&feature=emb\\_logo](https://www.youtube.com/watch?v=n0Qr0HxvXCI&feature=emb_logo)

# Roadster

## Highlights

- Sporty lightweight
- Urban use
- Excellent frame stability, short stem with optimum weight distribution
- Slim down tube
- Integrated cabling
  
- PowerTube 500 Wh, 625 Wh optional
- Bosch Performance Line CX Gen4

**New:** Colours, design & integration (battery)



# Tinker

## Highlights

- Compact bike with 20" tires
- Variable uses
- Flexible stem: "One size fits all"  
(can be ridden by the whole family)
  
- Permissible total weight 135 kg, carrier 20 kg

**New:** Bosch Performance Line Gen 3, New colour combinations





# Swing3

## Highlights

- Transport baskets with click system
- Complete cable integration in the frame
- Hydraulic rim brake
- Low step-through
- Coaster brake option
  
- Permissible total weight 130 kg, carrier 27.5 kg
- Front basket holding approximately 12 litres can be loaded with up to 3 kg



# Cruiser

## Highlights

- Timeless retro design
- Coaster brake option
- Suspension seatpost
  
- Optional frame bag hides the battery
- Optional front luggage carrier
- Permissible total weight 140 kg, carrier 27.5 kg



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## USPs of E-Bikes

- Broad-based product range
- User-orientated product development
- Innovative E-Bike technologies
- Powerful riding dynamics
  
- **Flexibility & customisation**
  - Each model is a complete solution for a particular purpose
  - Various options & configurations for individual customisation (e.g. GX, Heavy-Duty-Package etc.)



2021 model year  
Cargo Bikes

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Video Packster 70:

[https://www.youtube.com/watch?v=pFPcnrJZblQ&feature=emb\\_logo](https://www.youtube.com/watch?v=pFPcnrJZblQ&feature=emb_logo)

# Packster 70

- Best handling in its class
- Best load volume in its class
- Best family-friendly design and child-friendly features

## Highlights

- Cable and short turning circle (2.3 metres)
- Low centre of gravity, better cornering position
- Focus on safety and integration
- Extensive accessories
- Space for 3 children (max. size 165 cm)

## Dimensions

- Length 265 cm, width 65 cm
- Load volume of up to 240 litres





## Load 60/Load 75

### Highlights

- Sporty riding characteristics
  - Manoeuvrable and agile
  - Adjustable seating position
  - Control Technology and low centre of gravity
  - Optional GX tires
  - Extensive accessories
- 
- Cargo Line Cruise Gen4
  - Permitted total weight 200 kg



# Packster 40

## Highlights

- Adjustable seating position
- Compact and manoeuvrable
- Optional child seat
- Hardly longer than a conventional E-Bike
- Comfort kit: Backsweep handlebar and comfort saddle

**While supplies last.**



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## USPs of Cargo Bikes

- **Safety first**
- Excellent and safely designed children's mode of transport with good communication with children
- Flexible load transport options and large cargo area
- Suitable equipment for many applications: child transport, delivery service, tool transport, shopping etc.
- The right size for everyone: Ideal for sharing.

The 2021 model year  
Folding bikes



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# Birdy

## Highlights

- Compact folding bike without folding hinge
- Excellent riding dynamics
- Sporty geometry
- Sport & Comfort stem





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Cappu	1,-
Latte	
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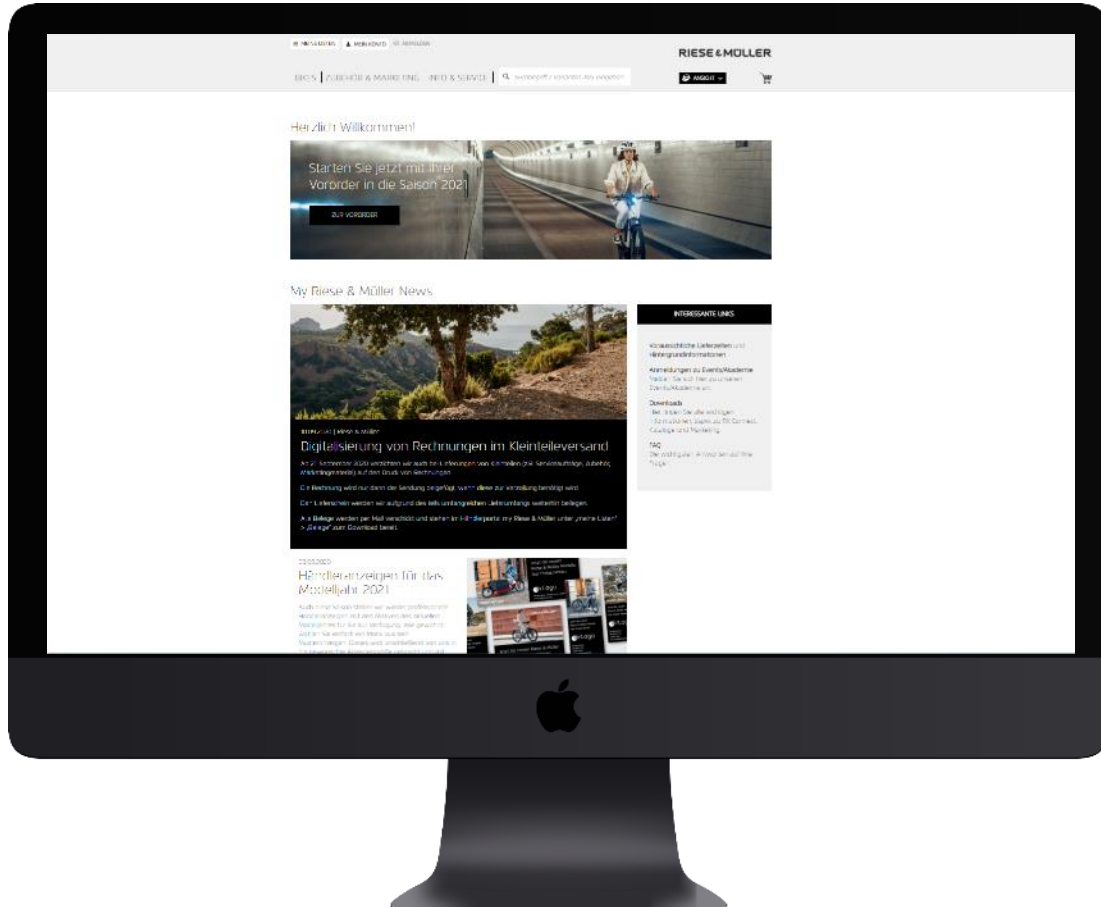


## Individual configuration

online or in-store

- Website for smartphones and tablets
- Store View - specifically for use in-store
- In place of a catalogue: URL [pos.r-m.de](https://pos.r-m.de)

**The customer's configuration can be easily transmitted with the configuration code (variant key) at [my.r-m.de](https://my.r-m.de)**



## Dealer platform

for ordering and order management

- Configure and order
- Marketing material and accessories too
- Send enquiries to Service
- Book dealer events

This is where the bike code is created which the customer needs to track his or her order status!

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Digital advice

## Unique Selling Points

- Riese & Müller has a strong digital position
- State-of-the-art website with comprehensive information on products, technologies and the company
- Future-orientated

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Business

## **Riese & Müller Business**

- RENT
- Flotte
- Sharing



# Riese & Müller RENT

- E-Cargo rental concept for **business owners**
- Load 75 RENT
- 3 months with subsequent buy or return option

## Conditions

5 % discount on the purchase price plus personal discount  
110-day payment period / 3% prompt payment discount



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# Riese & Müller Fleet

- For **prospective business and local authority fleet customers**
- R&M bikes with low-maintenance and robust components, suitable for commercial use
- Different terms & financing options
  - Purchase, rent (12 months)

## Conditions

Depending on the fleet project



# Riese & Müller Sharing

- For **business and local authority sharing providers**
- Four specific R&M bikes (tbd) with components, **low maintenance and theft-proof**
- Different terms & financing options
  - Purchase, rent (12 months)

## Conditions

Depending on the sharing project

