

ZEG joins IAA MOBILITY

Munich, February 26, 2021 - ZEG (Zweirad-Einkaufs-Genossenschaft) will participate in IAA MOBILITY 2021. With over 1,000 members, the network is the largest community of independent specialist bicycle retailers in Europe. ZEG's commitment once again underlines the goal of IAA MOBILITY: to create an international platform upon which *all* the mobility industry's players participate.

Across 3,500 square meters, the brands Bulls, Flyer, Hercules, i:SY, Kettler, Pegasus, and Wanderer will present their latest collections. These brand booths will be located in the B2B2C area of the Summit (exhibition center).

A joint booth at the Open Space, measuring more than 200sqm, will also welcome the public. The Open Space, situated in central Munich, will combine interactive product presentations with entertainment. Interested parties will have the opportunity to get to know - and test - the products directly.

In the B2B area of the Summit, SHAREA "Mobility Hubs" – ZEG's holistic 360-degree app-based pay-per-use sharing concept – will also be presented. SHAREA stands for Sharing and Area. Various types of vehicles, such as e-cars, cargo e-bikes, e-bikes, e-scooters and the like are located in a secure parking location, all of which can be rented and paid for using an app. Companies, institutions, neighborhood- and city planners have been identified as target groups here.

Georg Honkomp, Chairman of the Board of ZEG, says of their participation in IAA MOBILITY: "Back in 2011, we were one of the first companies in the bike industry to exhibit our e-bikes at the IAA in Frankfurt. Even then, we identified the e-bike in particular as a vehicle with which short-distance mobility can be implemented excellently in urban areas. 10 years later, now in 2021, we see the e-bike, in conjunction with all other urban forms of mobility, as a real and future-oriented solution. With, for example, the service products Eurorad das Dienstrad (leasing in combination with a salary sacrifice employee benefit scheme), Travelbike (a rental concept for tourists both in the countryside and in cities), and SHAREA - a "pay-per-use solution" in the sharing sector, all combined in each case with our quality workshop concept - audited and certified by our partner TÜV NORD - we feel we are in very good hands on the IAA's platform."

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Press Contact:

Philipp Reiff

philipp@138alternatives.com

+49 (0)176 25 8080 34

About ZEG:

ZEG Zweirad-Einkaufs-Genossenschaft eG in Cologne, Germany, is Europe's largest two-wheel specialist trade association with over 1,000 affiliated member companies and generated sales of one billion euros in 2019. It distributes well-known exclusive brands PEGASUS, BULLS and ZEMO as well as the more traditional brands HERCULES, WANDERER, KETTLER Alu-Rad, i:SY and FLYER. In addition to Germany, ZEG is represented by its members throughout Europe (Netherlands, Belgium, Austria, France, Italy, Switzerland, Poland, Lithuania, Latvia, Estonia) and by its trade partners worldwide. www.zeg.de

About IAA:

Since its launch in 1897, the IAA has played a decisive role in the development of the automobile. Taking account of the latest trends about how people move from A to B, the new IAA MOBILITY is transforming from a car show to a 360° mobility platform. After taking place in Frankfurt for 70 years, the IAA MOBILITY will be launched in Munich for the very first time. From September 7 to 12, 2021, IAA MOBILITY 2021 will feature four formats, i.e. Summit (in the exhibition halls), Conference (showcasing the key content), Open Space (in the most famous places in Munich) and Blue Lane (test and connecting route between the trade fair center and the city center), aiming to bring together visitors from the entire mobility industry chain and showcase the mobility of the future. The trade fair takes places biennially. For more information, please visit www.iaa.de/en/mobility