

Accell completes transformation and sees strong momentum with integrated platform and focused brand portfolio

16 APRIL 2026

Accell, a leading European manufacturer of bicycles and the largest distributor of bicycle parts and accessories in Europe, will present a sharpened portfolio and new models of its iconic brands Raleigh, Lapierre, Haibike, Batavus, and Winora during its European Dealer Days in June 2026. Held at De Fietser in Ede, the Netherlands, the event will give dealers a first look at key product innovations for 2027 and commercial initiatives for the upcoming season.

Accell has used the past two years to reshape and strengthen its business during a challenging period for the bicycle industry, in which several bike manufacturers ceased operations. The company used the market downturn to strengthen its operational and financial position and is now well placed as signs of market stabilisation emerge. This also positions Accell for a more fundamental industry reset.

Accell has streamlined its operations and distribution, improved efficiency and productivity, simplified its footprint, and completed a full integration into One Accell. The last debt reduction has further stabilised the company, while additional funding enabled Accell to accelerate the execution of the final steps of its transformation. Together, these initiatives establish a clear roadmap towards a healthy and stable financial position by end of 2026. At the same time, the company divested non-core brands such as Van Nicholas and Nishiki, to focus on scalable, pan-European brands.

Accelerating commercial performance

Accell is now accelerating the next phase of its transformation: Ride to Win, focused on commercial performance. In this phase, Accell leverages its unique combination of strong, iconic bike brands, a leading parts & accessories business and a strong European dealer network. This enables the company to provide dealers a complete and integrated offering, from bikes to service and accessories, positioning Accell as a market-leading partner across Europe.

Jonas Nilsson, CEO Accell: "I'm very pleased with the speed and disciplined execution of the transformation by the team so far. There were many moving parts and fundamental resets, but the team delivered against every step of the plan. I am also encouraged by the strong recognition our bikes have received in recent months through awards and, most importantly, rider feedback. Many of our models are already performing at the top of their categories, faster than anticipated. This reflects our renewed focus on design, engineering excellence and innovation, and gives us strong momentum for the next phase of our plan."

As we move forward on our journey to become the preferred partner for European dealers, we will further accelerate our efforts to develop great, iconic and innovative bikes at the right price points, complemented by strong service and accessories offerings. One of the key initiatives supporting this is MyBikeService, our digital platform designed to strengthen service capabilities and help standardise after-sales service across the industry."

Innovation and new product launches

In the first months of 2026, Accell launched several new models and updates across its brand portfolio, including the Lapierre Xelius DRS Team Replica, Ghost E-Riot EMTB, Haibike AllMtn ABS and HYBE, and the new Winora Yucatan trekking e-bike. These launches underline Accell's increased focus on innovation and category leadership.

Market reception has also been positive, including strong traction for the Raleigh ONE launch across European markets, with additional urban models planned for release later this year. Accell has also received external recognition across its portfolio, including Design & Innovation Awards for Haibike and GHOST models, strong recognition for the Batavus Altura PT Pro in the ANWB E-Bike Test 2026, a “Very Good” rating for the WINORA Sinus FS R5f Pro in ElektroRad, and a “Good” rating plus Design Badge for Raleigh ONE in the Urbanbikes category.

As part of the Ride to Win phase, Accell is also strengthening its leading position in the cargo bike segment. Following learnings from the recall, Babboe has now been fully integrated into Accell’s testing and quality programmes, resulting in improved processes and enhanced safety standards for the cargo category. The Babboe brand is now being relaunched with renewed confidence in some of our key markets, with very strong initial feedback.

Building commercial momentum

As market conditions are stabilising, Accell is seeing increasing commercial momentum. Positive feedback from dealers and riders, combined with early signs of recovery in road, gravel, urban and cargo segments, is translating into improved order intake. At the same time, the parts, service and accessories business, where Accell is a European market leader, continues to perform strongly, supporting a strengthening sales trajectory and a path towards improving profitability by the end of 2026.

The long-term outlook for the bicycle industry remains highly attractive, supported by structural megatrends such as urbanisation, investment in cycling infrastructure and the transition to sustainable mobility. These structural trends continue to support the long-term demand for both bicycles and e-bikes. Since 2022, Accell e-bikes have helped avoid more than 157,000 tonnes of CO₂, complemented by circular initiatives such as battery refurbishment partnerships. Over the past 24 months, Accell has been executing a well-defined ESG roadmap aimed at establishing an industry leadership position.

Positioned for growth

Over the past two years, Accell has fundamentally reset its business. With a fully integrated platform, a focused portfolio of iconic brands, a leading parts and accessories business, a strong European dealer network, significantly improved operational performance and a clear commercial strategy, Accell is now well positioned to accelerate growth and gain market share.

ABOUT ACCELL

Accell is the European market leader in e-bikes and second largest in bicycle parts and accessories. Our employees work closely together with tens of thousands of local dealers throughout Europe. By combining our sense of caring with our people, our products and leadership in innovation and sustainability we are helping cities to meet some of the many challenges they face.

NOTES TO THE EDITOR, NOT FOR PUBLICATION

For additional information: CFF Communications, Uneke Dekkers / Janneke Dijkstra
+ 31(0)650261626 / + 31(0)627072760, uneke.dekkers@cffcommunications.nl /
janneke.dijkstra@cffcommunications.nl