

Van Nicholas sold to Italian bike manufacturer Velo-ce

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Accell today announces the strategic sale of Van Nicholas, its titanium-specialist bicycle brand, to the Italian premium manufacturer Velo-ce. This sale streamlines Accell's portfolio, removes overlap and ensures focus on brands with category depth, brand strength and geographic reach.

Van Nicholas is a niche brand with a strong reputation for handcrafted titanium bicycles. With limited potential to scale, the added value of the brand within Accell's broader portfolio strategy was limited, and Accell is pleased to have found a good new owner of the business. The divestment allows Accell to further sharpen its strategic focus as it continues to execute its transformation plan.

Velo-ce is a high-end bicycle manufacturer that designs, produces and assembles its products entirely in-house, managing the full value chain from concept to finished bicycle. This integrated approach enables a high degree of craftsmanship and flexibility and closely aligns with the DNA of Van Nicholas. Under Velo-ce's ownership, Van Nicholas gains a dedicated long-term home where the brand can continue to develop within a focused, premium environment.

ABOUT ACCELL

Accell Group 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NOTES TO THE EDITOR, NOT FOR PUBLICATION

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