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**ACCELL
GROUP**

PRESS RELEASE



ACCELL ANNOUNCES PARTNERSHIP WITH TEAM PICNIC POSTNL

Heerenveen, the Netherlands – Accell Group (Accell) is pleased to announce it has signed a 4-year partnership contract with Dutch cycling team Team Picnic PostNL. Accell's high-performance and innovative cycling brand Lapierre will be the bike partner for the team. XLC, Accell's European brand of bicycle parts and accessories, will provide the riders with a range of accessories and everything they need for their travel. The partnership takes effect on 1 January 2025.

For the 2025 season, the professional riders of Team Picnic PostNL competing at UCI World Tour level for men and women, as well as the development team at UCI Continental level, will ride the brand new Xelius DRS performance bike for all road events, and the Aerostorm DRS for time trials.

The collaboration includes the ambition to co-develop future bikes with the team's performance division and the riders, and thus benefit from the synergies between the two entities. XLC has, together with the team, developed an exclusive range of travel gear, including a suitcase, a backpack and a laundry bag, among others, to provide riders with everything they need to travel from race to race and to the training camps. It will support the Team with various tools, stands, bags, and pumps.

Tjeerd Jegen, CEO Accell: *"We're proud to become a partner of Team Picnic PostNL. This partnership aligns seamlessly with our shared commitment to speed, precision, and cutting-edge technology in cycling. We're confident that this collaboration will lead to extraordinary success both on and off the road, advancing our brand in the competitive world of professional cycling and inspiring cyclists everywhere."*

Iwan Spekenbrink, CEO Team Picnic PostNL: *"We are delighted to partner with Accell and Lapierre and are impressed by their recent development to become future proof in what has been a challenging cycling manufacturing industry for the last years. We share a mindset regarding our commitments to technology, innovation and performance. Our*

R&D experts are looking forward to working closely with their engineering and technical specialists to integrate input and feedback in the development of the next generation of our road bikes, which we will already see out on the road mid-next year.”

ABOUT ACCELL GROUP

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 FOR THE EDITOR, NOT FOR PUBLICATION

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