



## PRESS RELEASE

# ACCELL LAUNCHES NEW PURPOSE: 'CYCLING MOVES THE WORLD FORWARD'

HEERENVEEN (THE NETHERLANDS), 29 SEPTEMBER 2020. Bicycle manufacturer Accell Group today launches its new purpose with an [online video](#) featuring the company's own staff showing how cycling moves the world forward. Accell also announces that its plants in Heerenveen, which produce bicycles for the European market, are transitioning to solar energy in 2021. The move will result in a reduction of more than 1,100 tonnes in CO<sub>2</sub> emissions each year. These initiatives are part of Accell's sustainability policy, which is aimed at having all the company's own production plants operating 100% on sustainable energy in 2030.

**Accell Group CEO, Ton Anbeek:** "The developments in recent months have once again underlined the importance of making sustainable operations the standard. This is why we have tightened our sustainability policy and recently included sustainability targets in the remuneration structure for our senior management. Our new purpose is a seamless fit with the fact that cycling moves the world forward; we truly are part of the solution. Cycling is the most sustainable mode of transport and an indispensable link for accessible and liveable cities and villages. Not to mention the fact that the production of bicycles requires fewer materials than any other vehicle. Cycling also contributes to a better life, as exercising more makes you happier and fitter. On top of that, cyclists thoroughly enjoy spending their days outdoors."

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### ABOUT ACCELL GROUP

Accell designs simple and smart solutions to give our customers a fantastic cycling experience. We are the European market leader in e-bikes and second largest in bicycle parts and accessories. We have numerous leading European bicycle brands under one roof. These brands were built by pioneers for whom the best was simply not good enough. We still embody the entrepreneurial spirit of those family businesses to this day, in terms of how we work and how we do business. We keep pushing boundaries to create the most modern, high-quality, high-performance products through the continuous exchange of know-how and craftsmanship. Well-known bicycle brands in our portfolio include Haibike, Winora, Ghost, Batavus, Koga, Lapierre, Raleigh, Sparta, Babboe and Carqon. XLC is our brand for bicycle parts and accessories. Accell Group employs approximately 3,400 people across 18 countries. Our bikes and related products are sold to dealers and consumers in more than 80 countries. In 2019, we sold around 943 thousand bicycles and recorded a turnover of over € 1.1 billion. [www.accell-group.com](http://www.accell-group.com).

### Note to the editor, not for publication:

For more information, please contact Debbie de Wagenaar at +31 6 50054669.

Purpose video via [www.accell-group.com](http://www.accell-group.com) or via [youtube](https://www.youtube.com)

Visual: Photographs Heerenveen plant  
Gert Jansen