



## PRESS RELEASE

Accell Group to strengthen position in business market for bike rentals

# Fletcher Hotels chooses Accell's Sparta e-bikes

**HEERENVEEN (THE NETHERLANDS) - 3 APRIL 2019.** Accell Group and Fletcher Hotels today signed a contract for the delivery of 1,300 Sparta e-bikes to the Dutch hotel chain via B2B-partner Zilt bikes. The bikes have all been painted in the company colours of Fletcher Hotels, which will use these e-bikes to expand its rental portfolio considerably. This contract is fully in line with Accell's strategy with a focus on the expansion of its market position in the business market for bike rentals.

Sten van der Ham, director Accell Benelux – which includes the Sparta brand – stresses that Accell Group supports the stimulation of sustainable mobility in every possible way: "This cooperative effort is a seamless fit with the trend away from ownership of bikes to the flexible use of bikes. We are proud to cooperate with a renowned brand like Fletcher Hotels."

Edwin van Heteren, CFO of Fletcher Hotels: "More and more Dutch people are taking their holidays in the Netherlands and are going on bike rides during their trips. In the period between April through September, tourists are taking more than a million cycling holidays. So we are very pleased that our hotels will be able to offer Sparta's new e-bikes. We are looking forward to our cooperation."



From left to right: Jan Boersma, Director Zilt bikes, Rob Hermans, CEO Fletcher Hotels, Edwin van Heteren, CFO Fletcher Hotels and Sten van der Ham, director Accell Benelux



### **High-performance e-bike**

Fletcher Hotels chose Sparta's innovative and stylish M7B, the sister e-bike of which, the M8B, recently won the title of 'Electric bike of the year 2019'. The reason for the choice is that all 99 Fletcher hotels are within walking and cycling distance of various activities, sights and a network of beautiful hiking and cycling routes. This calls for a reliable e-bike, with a sufficient action radius for long distances, and one that can perform in hilly landscapes. The Sparta M7B has all these features, plus it has a high-end look and feel, a powerful mid-mounted motor and extra safe lighting.

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### **ABOUT SPARTA**

Sparta is *the* pioneer in the Dutch e-bike market and a leading brand in the field of e-innovations. The brand works continuously on technology-driven product development and the identification of new target groups and market segments for e-bike use. Thanks to the use of Internet of Things technology, Sparta's range of e-bikes is especially attractive for modern urban cyclists. [www.sparta.nl](http://www.sparta.nl)

### **ABOUT ACCELL GROUP**

Accell Group focuses on the mid-range and higher segments of the market for bicycles and bicycle parts and accessories. We are the European market leader in e-bikes and the European number two player in bicycle parts and accessories. Our bicycles and related products are sold to dealers and consumers in more than 80 countries worldwide. In addition to Sparta, other well-known bicycle brands in our portfolio include Babboe, Batavus, Diamondback, Haibike, Ghost, Koga, Lapierre, Raleigh and Winora. XLC is our brand for bicycle parts and accessories. Accell employs approximately 3,000 people across 18 countries. In 2018, we sold around 1.1 million bicycles and recorded a turnover of over €1 billion. [www.accell-group.com](http://www.accell-group.com)

### **Note for editors, not for publication**

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