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PRESS RELEASE

Accell Group invests in business market for bike rentals and mobility solutions

Public Transport Company HTM chooses Accell's Batavus-bikes

HEERENVEEN (THE NETHERLANDS) - 14 MAY 2019. Public transport company HTM from The Hague has purchased 500 solid Batavus city bikes from Accell for travelers in The Hague through B2B service partner Zilt bikes. The Batavus HTM Bike is a sustainable and safe way to explore or cross the city in combination with public transport. With this collaboration, Accell is further investing in the business market for bicycle rental and mobility solutions. In April Accell already signed an agreement with Fletcher Hotels for the delivery of 1,300 e-bikes.



The new public means of transport in the Hague: the Batavus HTM Bike.

Sten van der Ham, director Accell Benelux - which includes the Batavus brand - underlines that Accell stands for promoting sustainable mobility: "Accessibility is a top priority for people who live and work in a city. HTM provides door-to-door solutions for The Hague travellers. We are proud that they have chosen our bikes for the optimization of their city destinations. More and more companies see us as a professional partner for mobility solutions that we fill in with our wonderful bicycle brands. In the Netherlands and abroad. We look forward to working with HTM."

*In case of any inconsistencies the Dutch version of this press release is leading



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. Well-known bicycle brands in our portfolio include Babboe, Batavus, Diamondback, Haibike, Ghost, Koga, Lapierre, Raleigh, Sparta and Winora. XLC is our brand for bicycle parts and accessories. Accell Group 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

Note for editors, not for publication

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