



## ***Press Release***

February 28th, 2019

Page 1 von 2

***For immediate release***

Premiummarken der Sachsenring Bike Manufaktur GmbH



### **Sachsenring receives big order of 20,000 e-bikes in 2019**

Die Sachsenring Bike Manufaktur GmbH announced a further big order to produce e-bikes; this time for the brand NCM.

Sangerhausen, 28.02.2019: Today, a long-term cooperation between Sachsenring Bike Manufaktur GmbH and NCM, a German e-bike brand based in Hanover, was announced. In the current financial year, three e-bike models will be manufactured for NCM in the production halls in Sangerhausen. The partnership starts with the production of the models "Paris", a foldable e-bike, "Milano", a trekking urban e-bike and an e-MTB called "Moscow".

"We are very pleased to keep on expanding our existing portfolio with NCM's high-quality e-bike models to further meet demand in the fast-growing European market," said Stefan Zubcic, Managing Director of Sachsenring Bike Manufaktur. "With the punitive tariffs imposed by the EU on Chinese e-bikes, we are bringing the production step by step back to Germany," continued Zubcic.

"With Sachsenring Bike Manufaktur GmbH, we have found a strong partner in the e-bike industry, who is same like us focused on quality and design," says René Völker, EU Sales & Marketing Manager for NCM e-bikes.

"It is important for us to have a partner who has the know-how and flexibility in production," says Völker.



## **Press Release**

February 28th, 2019

Page 1 von 2

Premiummarken der Sachsenring Bike Manufaktur GmbH



### **PR contact:**

Sachsenring Bike Manufaktur GmbH  
Katarina Ernst / Head of Marketing & PR  
Kyselhäuser Str. 23  
D-06526 Sangerhausen  
Phone: +49-(0)3464-9019-266  
e-Mail: [katarina.ernst@sachsenring-bike.de](mailto:katarina.ernst@sachsenring-bike.de)  
Web: [www.sachsenring-bike.de](http://www.sachsenring-bike.de)

NCM  
René Völker / EU Sales & Marketing Manager  
Eckenerstraße 3  
D-30179 Hannover  
Phone: +49 (0) 511 897 938 13  
e-Mail: [rene.voelker@ncmbikes.com](mailto:rene.voelker@ncmbikes.com)  
Web: [www.ncmbikes.com](http://www.ncmbikes.com)

This press release is issued by Sachsenring Bike Manufaktur GmbH, which is explicitly responsible for the content.

### **Sachsenring Bike Manufaktur GmbH:**

Sachsenring Bike Manufaktur GmbH located in Sangerhausen (Saxony-Anhalt) is a German manufacturer of bicycles with 111 years of bike producing tradition and with extensive production capacities. The company with approximately 170 employees offers a wide range of bikes, from low priced entry models up to premium bikes. The product portfolio also covers a nationwide after-sales and service support. Famous brands, such as Steppenwolf, GRACE, VAUN, Jung etc., are a tremendous part of the business success. All bike parts will be purchased from well-known national and international suppliers and are assembled at the only production site in Sangerhausen. Operative business as well as administration and logistics are also coordinated at the only production site in Sangerhausen. Sachsenring Bike Manufaktur GmbH belongs to the Sachsenring Group.

Sachsenring Bike Manufaktur GmbH  
Stefan Zubcic / Matthias Herold (Managing Directors)  
Kyselhäuser Str. 23  
D-06526 Sangerhausen  
Phone: +49-(0)3464-9019-0  
e-mail: [info@sachsenring-bike.de](mailto:info@sachsenring-bike.de)  
Web: [www.sachsenring-bike.de](http://www.sachsenring-bike.de)

### **About NCM:**

Founded in 2014, NCM stands for the progress of e-mobility by focusing on the development of innovative technologies as well as the further development of already proven technologies.

By today, the brand, which is named after the chemical composition of its lithium-ion batteries (N = nickel, C = cobalt, M = manganese), has become firmly established and offers bicycles of the most popular categories. The NCM models convince with their elegant design, high quality components and long battery life. Where others give up, NCM e-bikes really keep going, because an NCM e-bike is not only a bike with an auxiliary engine or a pedelec, but the fastest way from A to B. The primary goal of producing electric bicycles is to make daily life more practical, cost-efficient and, above all, more comfortable. This is ensured, among other things, by the development of the company's engine called "Das Kit" which meets the individual requirements and thus provides the necessary flexibility.