

PRESS INFORMATION

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EUROBIKE 2013: In-year guarantee for flitzbike dealers

Order on Demand

Minimise sales risks through constant availability for reordering

In addition to the initial presentation of the entire flitzbike model range at the EUROBIKE fair, the Upper Swabian pedelec manufacturer comes up with a special surprise for flitzbike dealers. For all handcrafted models, flitzbike guarantees in-year availability. Whether "Wooden Racer", "Traveller m / f", "P18", "E8" or "Speed", flitzbike dealers will be able to reorder the respective pedelecs when they need them, throughout the entire year, and thereby actually save themselves from insecure order calculations for the coming fiscal year.

"Especially on the market of demanding manufactory pedelecs it is difficult to estimate the entire volume of orders for the coming year," says Pasquale Mennig, flitzbike Head of Marketing and Sales. "Here, we offer our dealers an invaluable advantage in daily business: Only when the flitzbikes of choice are really required, for example when reordering, do they need to be ordered. After about four to six weeks, the desired models then arrive at the dealer's." One of the reasons for the flitzbike delivery guarantee: Each pedelec is handcrafted. In the context of an optimised manufacture process, the flitzbike experts equip the models with easy-to-use, extremely low-maintenance and long-lasting components.

The manufacturer also shows longevity and sustainability when it comes to its long-term model policy. Pasquale Mennig: "Instead of attracting fashion victims by the world of pedelecs every season, we focus on functional improvements precisely when they are required. Our customers drive classics and no short-living fashion gimmicks."

Images

(FLB_Pasquale_Mennig.jpg)



Pasquale Mennig, Head Marketing and Sales, flitzbike GmbH.

(Photo: flitzbike)

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About Flitzbike

Since 2011, Flitzbike GmbH has been developing, designing and building high quality and durable pedelecs with which climbs, hills and mountains are easy to master. The hand-made models of the Swabian bicycle workshop are suitable for demanding use in everyday life, for sports and travels. In a confident frame design and equipped with quality components, all models combine simple elegance with a high standard of technology and functionality. The Flitzbike product catalogue includes six models that can be customised according to customer requirements. In order to promote the single market, the tradition-conscious company manufactures all models almost exclusively with components from Germany, Austria and Switzerland. Leasing offers for a contemporary and environmentally conscious fleet management for commercial, industrial and hospitality complement the vast offer.