

#HereToChange

myStromer AG

September 2022



 SWISS TECHNOLOGY

+STROMER-

**Purpose – Why we do what we do**

**Shape  
the mobility  
of tomorrow  
by bringing  
pure riding  
pleasure into  
everyday life.  
Stromer is**

***#HereToChange***







# More than a bike – Our DNA

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## Design

**Technology that has won several awards**

Integrated and clean design

## Range

**Long-lasting batteries**

Ranges up to 260 km

**Regenerative braking**

For extra range

## Safety

**Reliable braking power**

Optionally with integrated ABS

**High visibility**

High-quality headlight, daylight and brake light

**Ideal roadholding**

High-quality tires with extra grip

## Connectivity

**Anti-theft protection**

Motor locking, alarm and localization with GPS

**User-friendly App**

Statistics and individual motor settings

**Cellular network | Bluetooth**

Smartlock and over-the-air updates

## Power

**Powerful motor assistance**

Up to 45 km/h und 940 W | 52 Nm

**Rear-wheel motor**

Dynamic, powerful, silent and efficient

**Low maintenance effort**

Low stress on the drive





# Stromer World

#HereToChange

> 102,000  
Stromer riders



> 900,000  
visitors/year



> 32,000



> 13,000



> 2,300



> 4,000



> 15'000

# 9x

## S-Pedelec market leader

Switzerland, Belgium, the Netherlands,  
Luxembourg, Germany, France,  
USA, Canada, Greece.

**51%** replaced a car  
(33%), public transport (11%)  
or scooter (7%) with a Stromer.

**140**  
employees

**20**  
countries

# Stromer in numbers



**27.4 km**  
is the average  
commuting distance  
of Stromer riders  
(mo-fr).

**>310 mio.**  
kilometers have already been  
traveled on a Stromer.

**>61'000**  
with OMNI (connectivity)

**40** is our Net  
Promoter Score, rated  
by 4500 Stromer  
owners. 16 is our NPS  
at retailers.

**>30** awards  
won, including from  
Edison, Eurobike, Red  
Dot and iF Design.

**87%** of Stromer  
are used for commuting.  
59% all-year.

**498**  
retailpartners

**1,4t** of CO<sub>2</sub>/year  
could be reduced with a  
Stromer vs. car (30 km/day).



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**office  
vibes.**





# Stromer offices

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myStromer USA Corp.  
Vista, USA

myStromer Europe B.V.  
Treurenburg, NL



Headquarters: myStromer AG  
Oberwangen bei Bern



130 employees





## Everything under one roof

- Research & Development
- Construction
- Assembly
- Customer Service
- Management
- Flagship Store



## Target group

People who want to set things in motion in their professional and personal lives and are not afraid to move around to do so; people who have a challenging, active lifestyle, appreciate high quality and good design and have an optimistic view of the future.

# Try it. Feel it. Love it.





*#HereToChange*

**Our journey**



# Company milestones

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2009

Birth of the first Stromer V1. Battery integrated into the downtube.



2010

Founding of myStromer AG and of the brand Stromer.



2011

Partnership with BMC Switzerland.



2014

New headquarters: Stromer Campus in Oberwangen (Bern).



2017

Separation from BMC & introduction of new investors.



2021

Strong into the future with a new partner: Naxicap.



2021

Multi-brand strategy: Desiknio enriches our product range.

*#HereToChange*

**traffic  
game.**





# Brand presence

Main markets

Growing markets

Development markets

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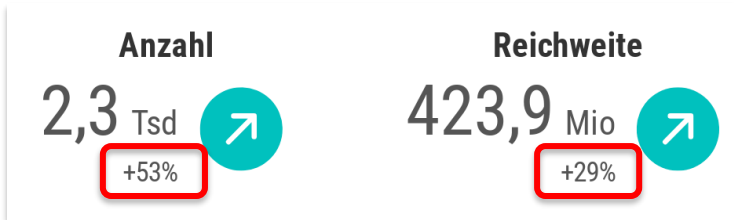


The diagram illustrates a marketing funnel with five stages, each represented by a white arrow pointing right. Above each stage are various marketing assets:

- awareness:** Includes a laptop displaying a "Brandfilm" with a horse, a smartphone showing the "TUNE & STROMER" app interface, and a person holding a product box.
- consideration:** Includes a smartphone displaying a social media post about "45 km/h" with a bicycle wheel image.
- conversion:** Includes three smartphone screens showing social media content: "office vibes", "traffic game", and "parking lots".
- retention:** Includes a large vertical banner with the text "Nu is de tijd om de brandstofprijzen vaarwel te zeggen. #HereToChange" and a "Test it now" button, along with a person riding a bicycle.
- advocacy:** Includes a laptop displaying "#HereToChange mondays." and a person riding a bicycle in a store.

# Huge coverage as niche player

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**Mystromer übernimmt Desiknio**

Der Schweizer S-Pedelec-Pionier Mystromer AG übernimmt den spanischen E-Bike-Hersteller Desiknio Cycles. Die E-Bike-Marken verbinden eine hohe Innovationskraft, vollintegriertes Design, führende Technologie sowie erstklassige Qualität.

Die Desiknio-Palette aus Pedelecs 25 wird als ideale Ergänzung für das Stromer S-Pedelec-Produktportfolio angesehen. Mittelfristig werden Synergieeffekte insbesondere in den Bereichen Entwicklung und Supply Chain angestrebt. Der spanische Anbieter soll direkt vom Vertriebsnetzwerk der Stromer-Partner profitieren.

Desiknio Cycles SL wurde 2017 von Joaquin Cortes gegründet. Cortes wird das Unternehmen weiterhin als CEO und eigenständige Mystromer-Tochter leiten. Die Premiummarke bietet designorientierte Leichtgewichte (13 bis 15 Kilogramm), die mit einem Hinterradabermotor von Mahle ausgestattet sind.

desiknio.com  
www.stromerbike.com

Desiknio-Gründer und CEO Joaquin Cortes (l.) und Stromer-CEO Jakob Lueksch.



**STROMER SETZT WACHSTUMSKURS FORT**

Der Marktleader der schnellen E-Bikes bis 45 km/h meisterte im Geschäftsjahr 2021 die pandemiebedingten Herausforderungen und konnte die Anzahl montierter und verkaufter Speed-Pedelecs erneut leicht steigern. Da Stromer sein Angebot aus Pedelecs im urbanen Raum fokussiert, wurde die Nachfrage besonders von den Auswirkungen der Homeoffice-Pflicht und -Empfehlung beeinflusst. Mit der Unterstützung der europäischen Private-Equity-Gesellschaft Naxicap, welche die myStromer AG im Sommer 2021 übernommen hatte, arbeitet das Team von Stromer weiterhin zielgerichtet daran, die führende Position im Markt der Speed-Pedelecs weiter auszubauen und das volle Potential der Marke auszuschöpfen. Der Fokus liegt auf der Expansion in neue Märkte, der Skalierung des Geschäftsmodells und der Entwicklung neuer, innovativer Produkte wie das Stromer ST5: Das erste Speed-Pedelec mit ABS.



**La Rolls des vélos rapides**

Das Speed-Pedelec mit ABS ist ein echtes Highlight. Es ist das erste Speed-Pedelec mit ABS. Das erste Speed-Pedelec mit ABS.




# Award-winning technology





# Social media statements

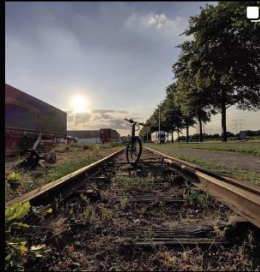
+STROMER-

**jheronimus\_** What seemed impossible has become possible. Cycling to work, 60 km one way



**Geoff Terlesba**  
ST3 cool white! Because it's so power-full, very easy in traffic jam, and because arriving at work everyday with it make you a better life! I love the Pirelli wheels!

**Marianne Saelen**  
STX1, my daily commuting friend. I love HIM because he saves me from traffic jam and gives me fresh air while being active. I hope in the future there will be more e-bike commuters then cars on the road!



**Patrick Huf**  
Power, endurance and speed are the essence of what makes commuting with the Stromer STX, simply indescribably casual and contemporary. Thank you Stromer 🙌



**kamike69** 😊 ich fahre seit 4,5 Jahren Stromer: erst den ST2 und nun seit Juni den ST5 😊 ich liebe ihn so sehr, das ich dafür sogar mein Auto verkauft habe. Für mich bedeutet der Stromer Genuss, Freiheit, Komfort und pures Vergnügen 🙌 nahezu alles lässt sich damit erledigen, Sommer wie Winter! Nicht zuletzt begleitet mich seit jeher auch ein zuverlässiges Serviceteam; für mich ein rundum perfektes mobile Lifetool 🙌

**Rene Groothuis**  
Riding the ST2 bike with always great pleasure, getting into the office which is 45 km away (one way) on the ST2 bike changed my life. Getting out of the car, cycling with a big smile besides the highway when there is another traffic jam, opened up a new world. It great to be out in the open on the ST2!! 🙌🙌



**Malou Ballini-Belche**  
ST2 ..... i don't need a car anymore.... fast in the city- no pain to find a parking space... safe! I love it 🙌!

**Peter Hirata**  
I commute every working day of the year enjoying all seasons on my 46km ride - sold my car as soon as I got my ST3 to „burn the bridges“.  
Even a stormy, rainy day can't stop the great experience, the opposite. And when I arrive, I'm energized for the ... **Mehr ansehen**



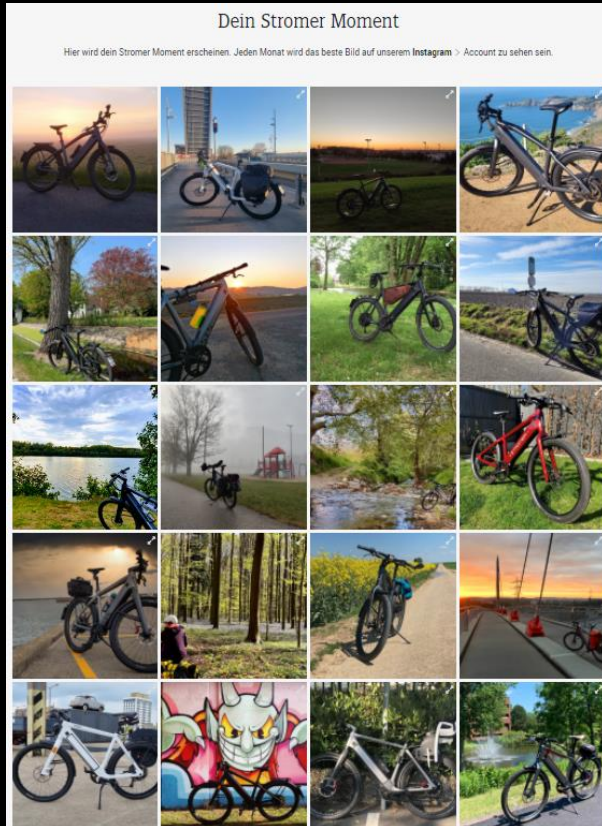
**Yuri Temmerman**  
When jumping on the bike I immediately get the 'stromer smile' thanks to the wonderful ride feel & speed. Gives you so much energy for the whole day!

Follow us:

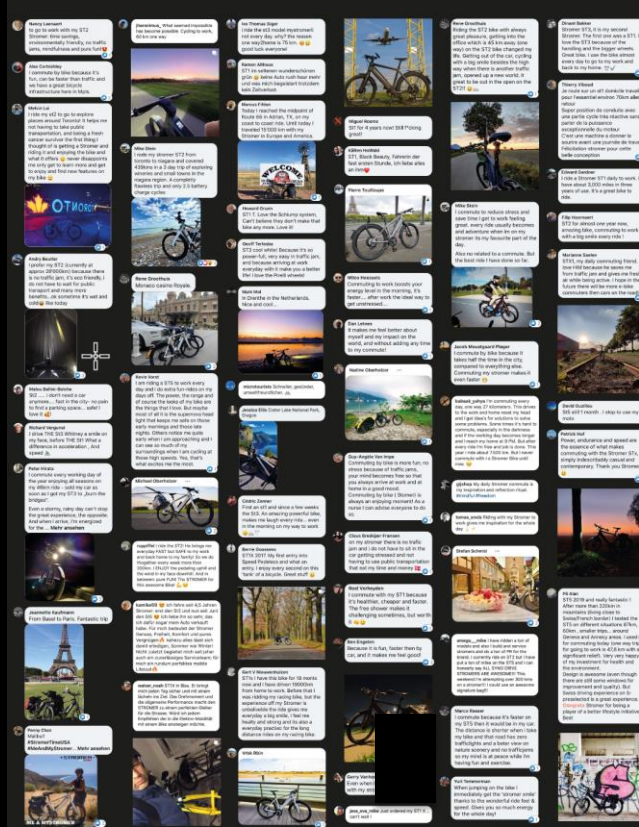


# Engaged community

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Proud owners: Submissions of pictures of your own Stromer



Passionate Commuter: Participation in competitions e.g.: Why do you commute with Stromer?



# The new car is a bike

But not just any bike. A sleek, smart, safe, fast, convenient and powerful bike that easily goes up to 45 km/h, accelerates effortlessly, recovers kinetic energy during braking, comes with a smart lock and app control and has a battery that lasts 180 km on a single charge and a motor that runs almost silent despite its performance.





It's time  
to make  
a change.

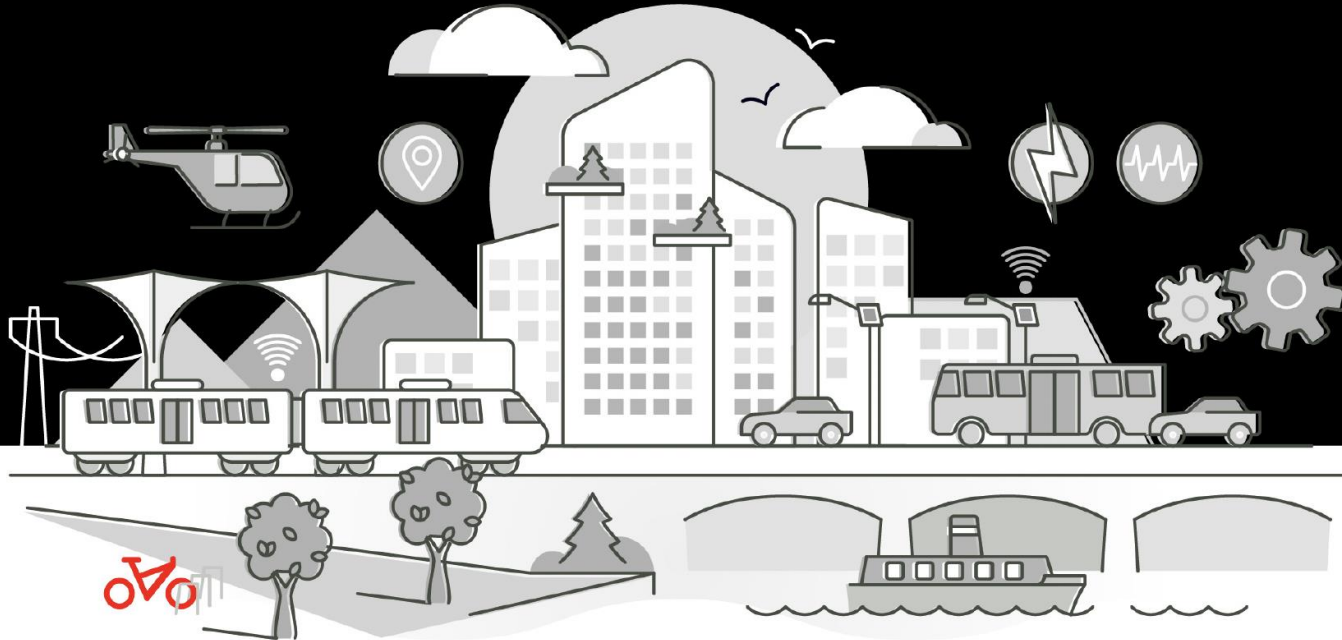


# Mobility in transformation

But what is it transforming into? And will it bring us along?

**It's a fact: 69 % of Europeans consider fundamental rethinking of mobility to be necessary.**

TUV mobility study 2023



# Commuting in Europe

How do Europeans  
get to work?



How long is the commute to work?

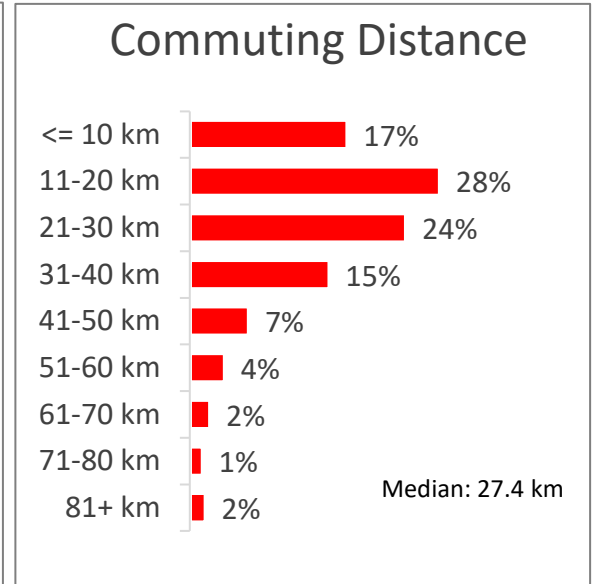
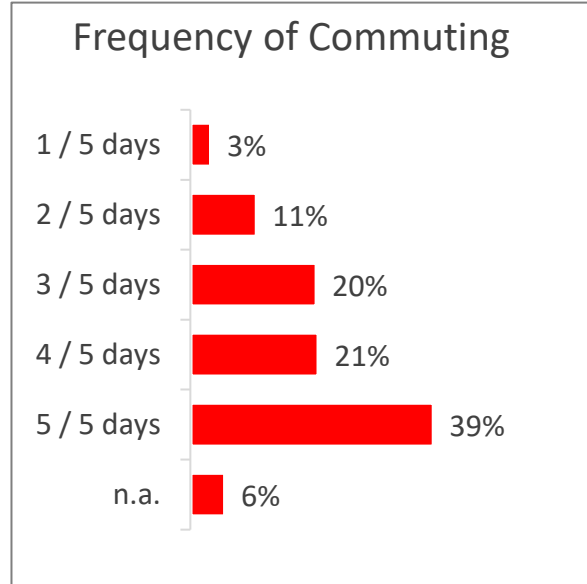
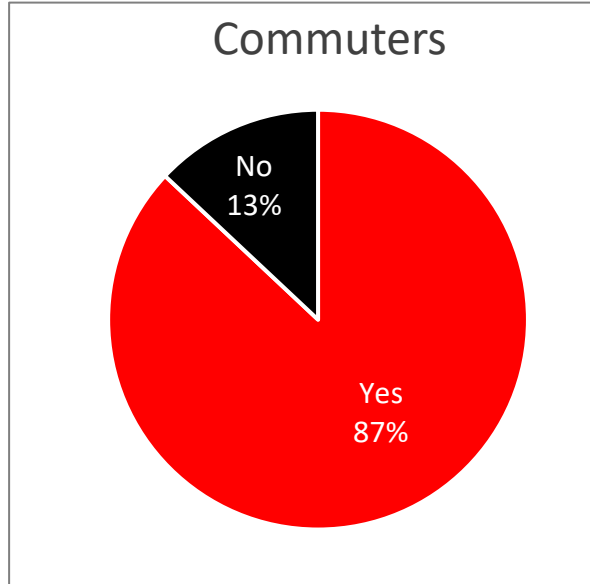


39 % of the almost 12,500 European respondents have a one-way commute of more than 45 minutes from door to door.



# Insights: Commuting behavior

Most of the users are commuters; highest in Belgium, lowest in the Netherlands. Younger people commute more often. Average commuting distance is 27.4 km, longest in Belgium, shortest in Switzerland.



Commuters

Frequency 4 or 5 days out of 5:

Commuting Distance (Median | Total):

|    |      |             |      |
|----|------|-------------|------|
| CH | 88 % | <39 years   | 94 % |
| D  | 82 % | 40-49 years | 92 % |
| B  | 90 % | 50-59 years | 87 % |
| NL | 88 % | 60+ years   | 73 % |

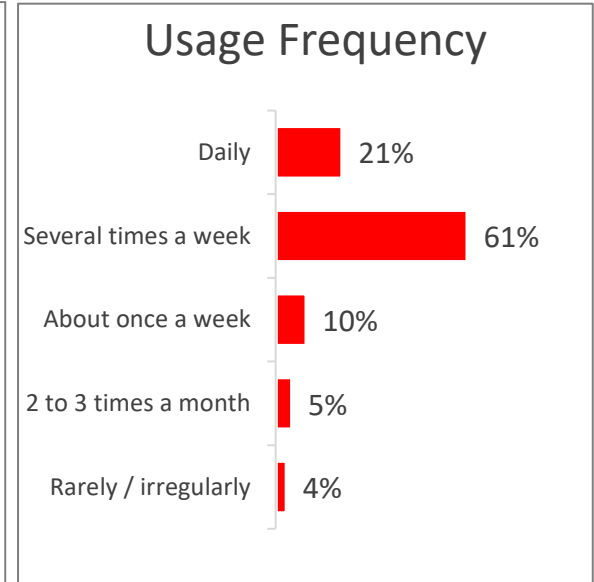
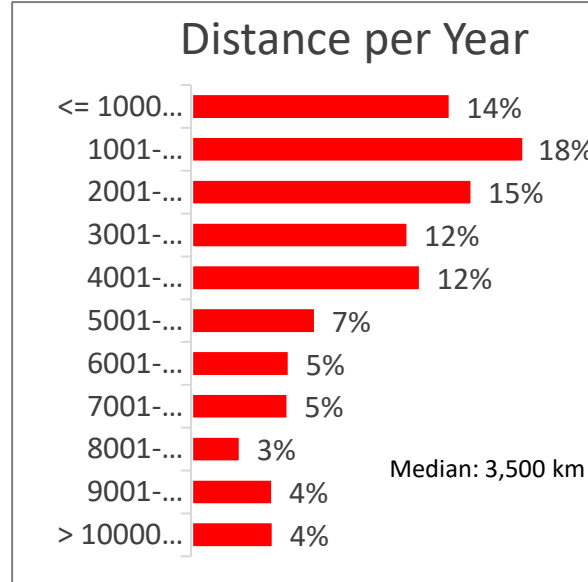
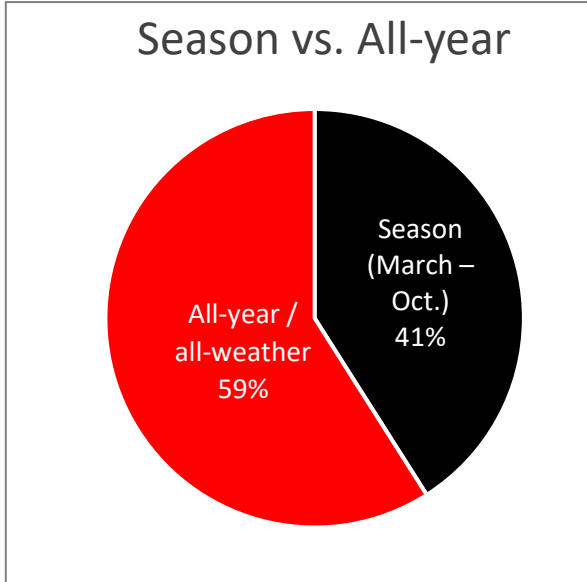
|    |      |             |      |
|----|------|-------------|------|
| CH | 65 % | <39 years   | 66 % |
| D  | 67 % | 40-49 years | 60 % |
| B  | 61 % | 50-59 years | 59 % |
| NL | 49 % | 60+ years   | 55 % |

|    |                    |     |         |
|----|--------------------|-----|---------|
| CH | 20.1 km   89 mil.  | ST1 | 24.4 km |
| D  | 25.3 km   30 mil.  | ST2 | 26.1 km |
| B  | 32.5 km   113 mil. | ST3 | 29.5 km |
| NL | 31.4 km   54 mil.  | ST5 | 28.2 km |

# Insights: Usage of the Stromer bike

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Approx. 60 % are using their Stromer bike all year/in all weather. Younger people are using their Stromer bike more intensively than older (all-year usage, distance per year, usage frequency).



All year Usage of Stromer

|    |      |
|----|------|
| CH | 50 % |
| D  | 50 % |
| B  | 65 % |
| NL | 68 % |

|             |      |
|-------------|------|
| <39 years   | 71 % |
| 40-49 years | 67 % |
| 50-59 years | 57 % |
| 60+ years   | 48 % |

Distance per Year (Median):

|    |          |
|----|----------|
| CH | 2'500 km |
| D  | 3'000 km |
| B  | 5'000 km |
| NL | 4'500 km |

|             |          |
|-------------|----------|
| <39 years   | 4,000 km |
| 40-49 years | 4,500 km |
| 50-59 years | 3,500 km |
| 60+ years   | 3,000 km |

Daily usage of the Stromer Bike:

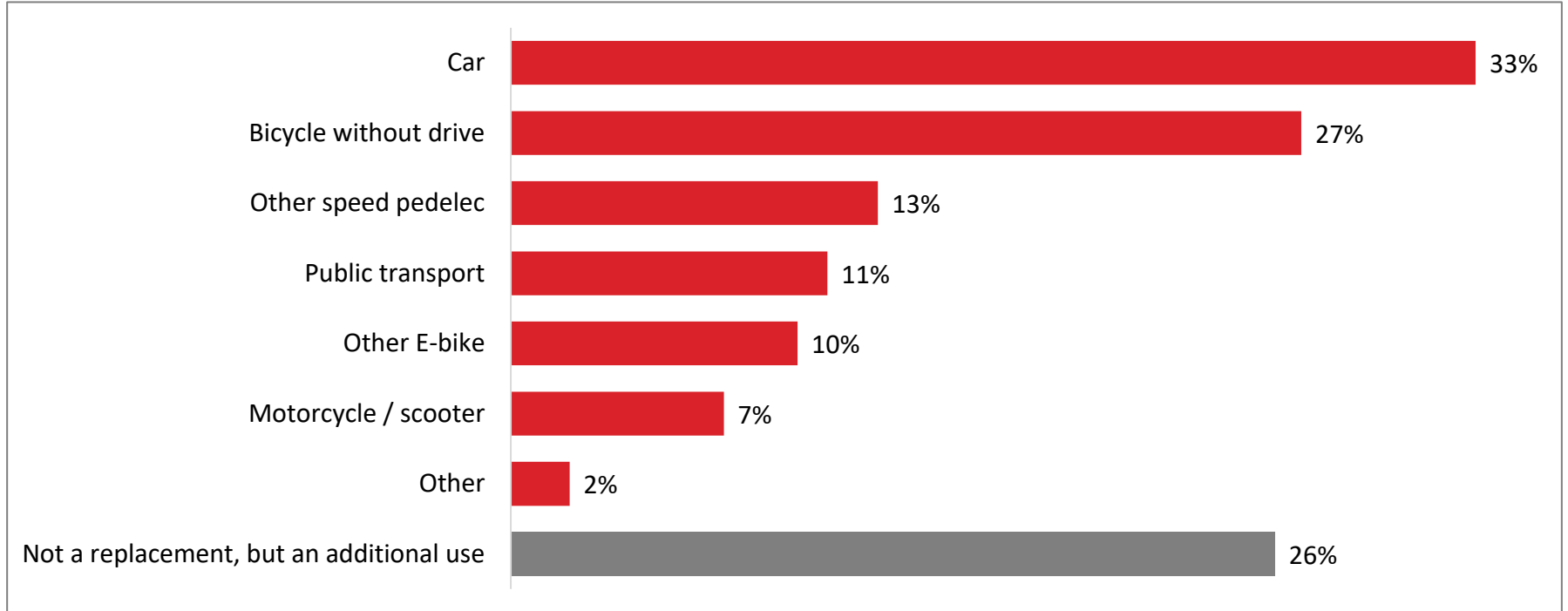
|    |      |
|----|------|
| CH | 22 % |
| D  | 18 % |
| B  | 24 % |
| NL | 19 % |

|             |      |
|-------------|------|
| <39 years   | 27 % |
| 40-49 years | 24 % |
| 50-59 years | 22 % |
| 60+ years   | 13 % |

# Insights: What was replaced by a Stromer

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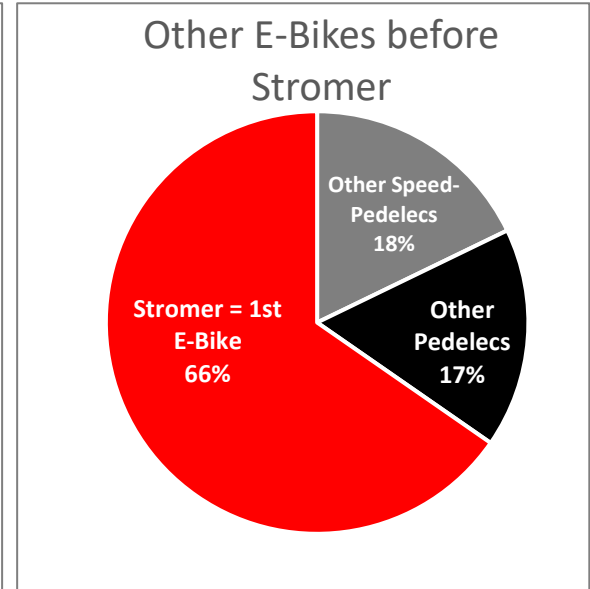
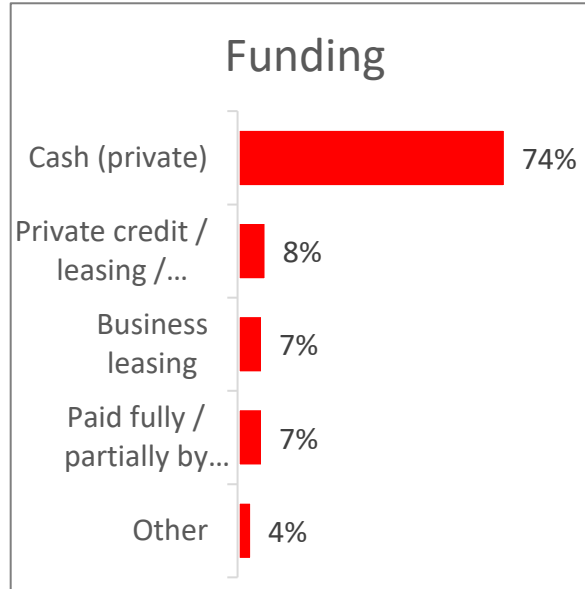
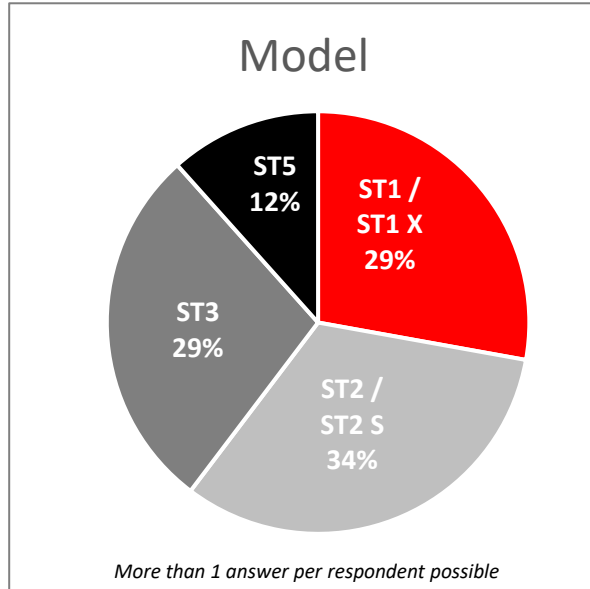
51 % replaced something with a Stromer, including a car (33 %), public transport (11 %) or a scooter (7 %).  
26 % say that they purchased Stromer in addition to their other means of transport.





# Insights: Purchase and usage of Stromer

Most of the users purchased their Stromer privately. In Belgium, credit or business leasing is mentioned quite often. 66 % say that Stromer was their first e-bike. 17 % had another pedelec and 18 % another S-P.



|             | CH   | D    | B    | NL   |
|-------------|------|------|------|------|
| ST1 / ST1 X | 27 % | 26 % | 26 % | 37 % |
| ST2 / ST2 S | 40 % | 37 % | 29 % | 28 % |
| ST3         | 23 % | 29 % | 38 % | 29 % |
| ST5         | 14 % | 15 % | 10 % | 9 %  |

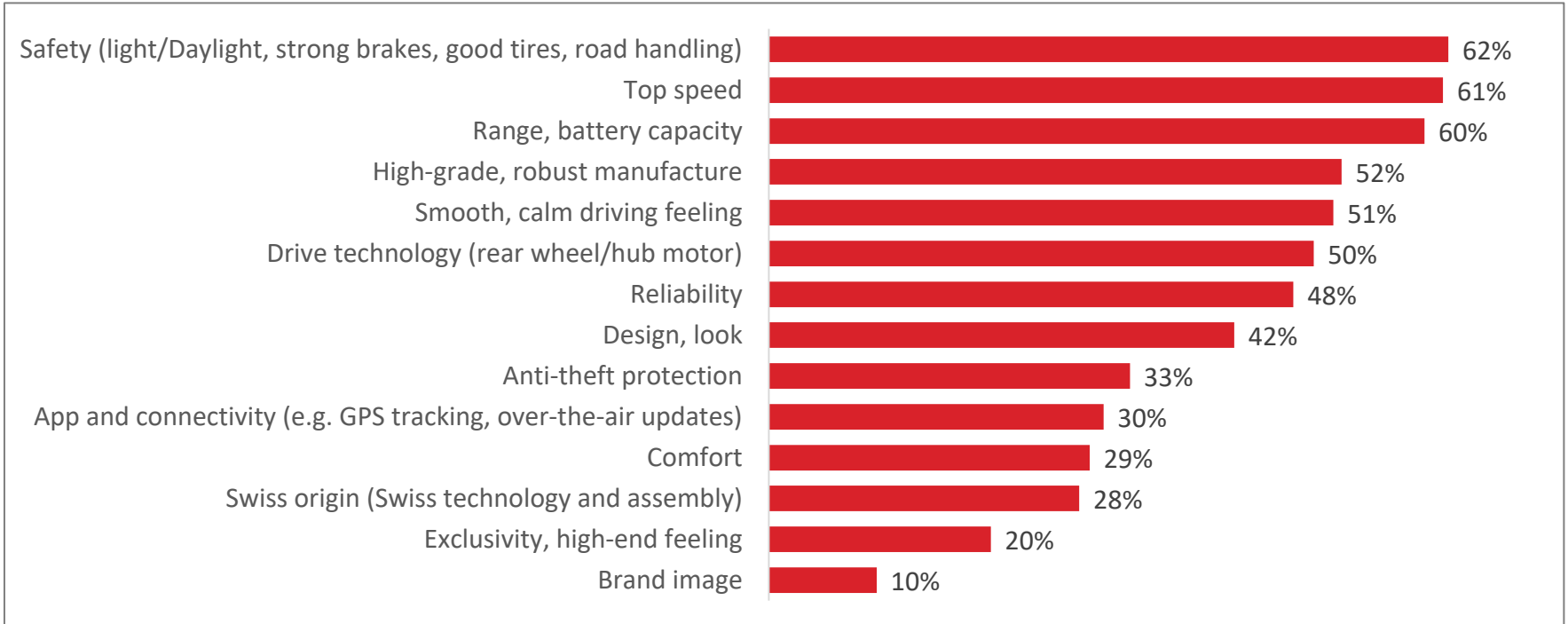
|             | CH   | D    | B    | NL   |
|-------------|------|------|------|------|
| Cash        | 91 % | 81 % | 52 % | 75 % |
| Credit      | 4 %  | 6 %  | 15 % | 5 %  |
| Leasing (B) | 0 %  | 6 %  | 17 % | 3 %  |
| Employer    | 3 %  | 4 %  | 10 % | 9 %  |

|             | <39 Y. | 40-49 Y. | 50-59 Y. | 60+ Y. |
|-------------|--------|----------|----------|--------|
| Other S-P   | 10 %   | 18 %     | 19 %     | 20 %   |
| Other Ped.  | 16 %   | 13 %     | 18 %     | 19 %   |
| 1st. E-Bike | 75 %   | 70 %     | 64 %     | 61 %   |

# Insights: Most important product features

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Safety, power and range were the main arguments for choosing the Stromer.



Question: What characteristics/features are most important to you currently on your Stromer bike?

## 1st place

Congestion of  
city centers due  
to traffic



## A ranking of the main problems with today's mobility

## 2nd place

Air pol-  
lution



## 3rd place

Number  
of  
accidents



## 4th place

Noise  
pollution

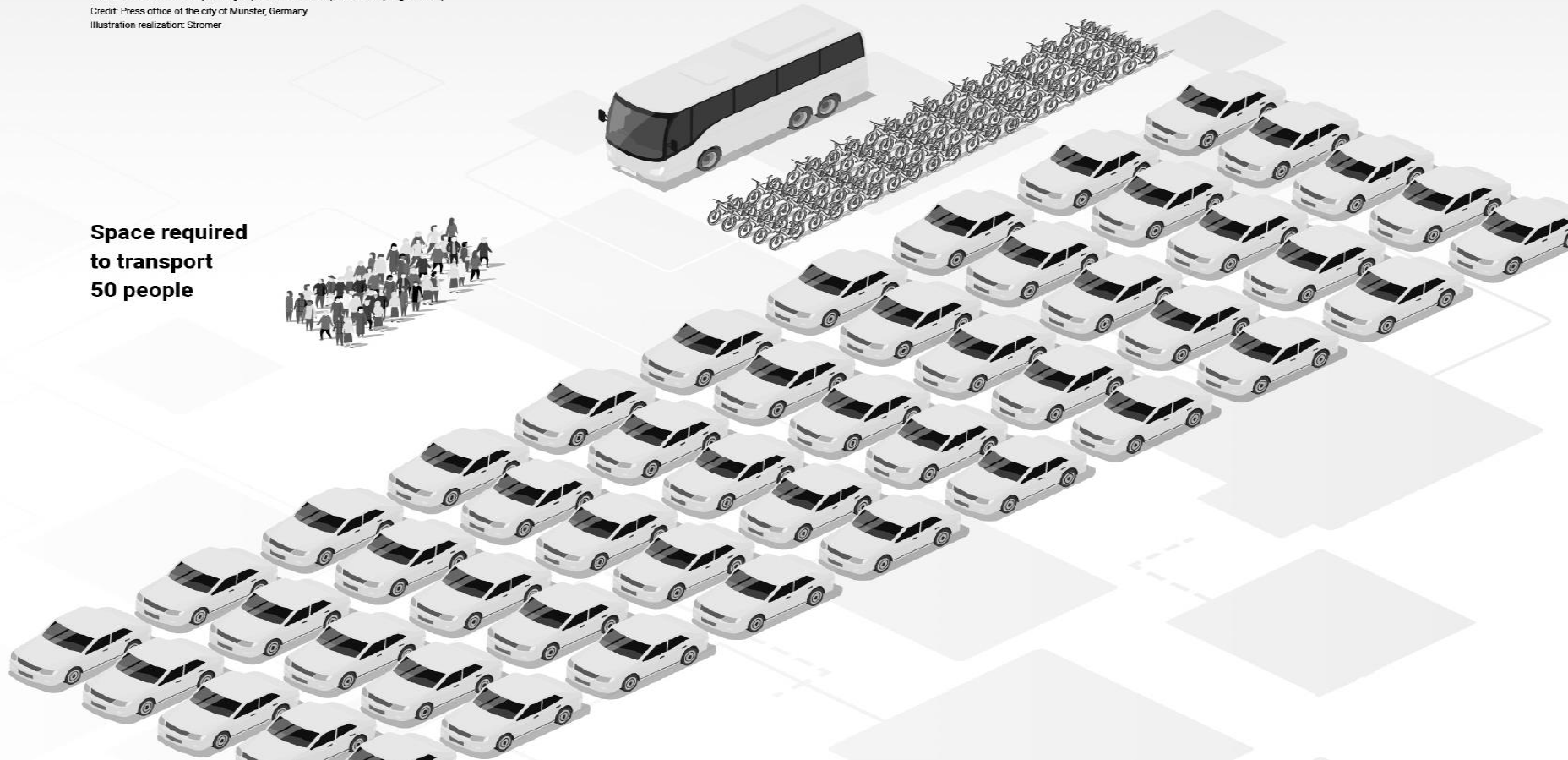




# How much space do buses, cars and bikes require in the city?

Source idea: Poster in the planning department of the city of Münster, August 2001.  
Credit: Press office of the city of Münster, Germany  
Illustration realization: Stromer

Space required  
to transport  
50 people



# Comparing means of transport

How do various means of transport perform during an average commute?

<https://www.moin.kf-maschurtz.de/unterwegs/>

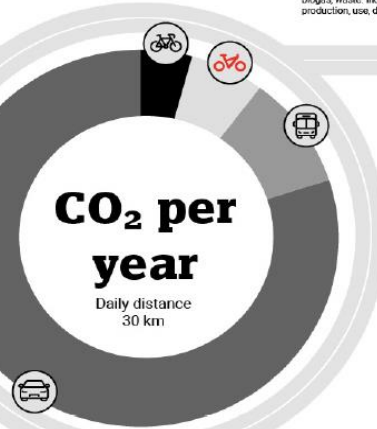
Sources: VCD, Stiftung Warentest, EcoTopTen, Süddeutsche.de





\* Commute of 9.6 km in city center, 230 working days per year, 7.8-liter fuel consumption (gasoline), direct emissions

Sources:

<https://doi.org/10.21203/rs.3.rs-1011111/v1>  
Green electricity mix = renewable energies, water, wind, solar, biogas, waste. Included in the calculation: Procurement, production, use, disposal of battery

-  Bicycle approx. 100 euros
-  E-bike approx. 360 euros
-  Bus & streetcar approx. 690 euros
-  Car approx. 1,300 euros



-  Bicycle approx. 117 kg
-  S-Pedelec Green electricity mix approx. 173 kg
-  Swiss public transport approx. 278 kg
-  Car approx. 2,287 kg



**45 km/h.**





**And we  
still call it  
a bike.**



# Our products

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# Product milestones

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2009

Birth of the first Stromer V1. Battery integrated into the downtube.



2011

First S-Pedelec ST1 with assistance up to 45 km/h.



2014

First fully connected bike in the world.



2016

First 983 Wh battery on the market.



2018

First S-Pedelec with fully integrated design.



2020

First Stromer with belt drive.



2021

First S-Pedelec with ABS (fully integrated).



2022

First bike with Pinion Smart.Shift and 260 km range.



2022

Desiknio adds to the Stromer portfolio.



# Benefits of rear-wheel motors

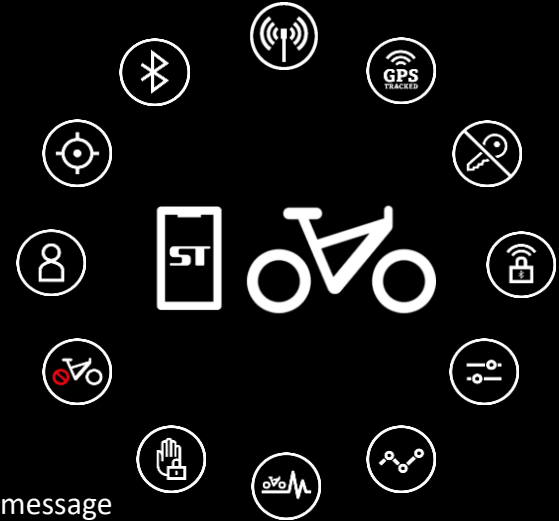
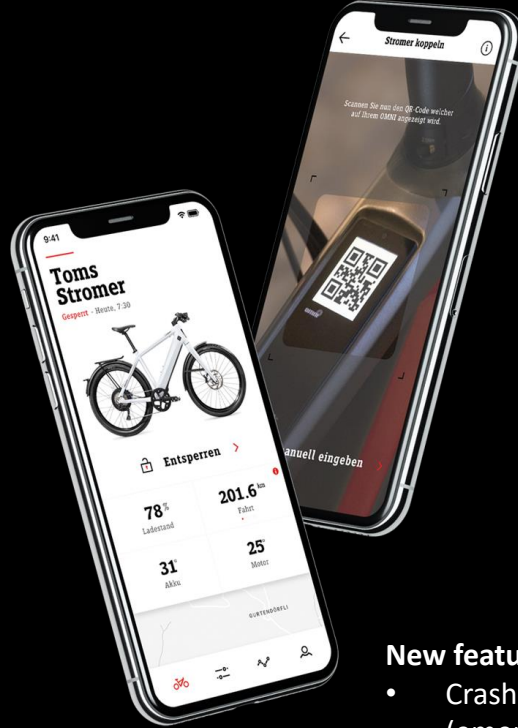
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1. More thrust
2. Less wear
3. More dynamics
4. More safety
5. Greater range
6. More elegance
7. Almost silent
8. More fun!



# OMNI Connect

+STROMER-



## New features

- Crash alert (emergency message in event of crash)
- 2<sup>nd</sup> screen (fall 2022)
- Service reminder

# Overview 2023

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ST1

## The Legend Reloaded

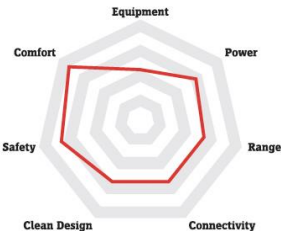
The top-class beginner  
S-Pedelec



Rahmen:

- Deep Petrol
- Light Grey
- Dark Grey

- 670 W, 35 Nm, up to 45 km/h
- Range up to 120 km
- Customizable, comfortable riding position
- Connectivity via cellular network
- Connectivity via Bluetooth with unlock option



ST2

## Dedicated to Drive

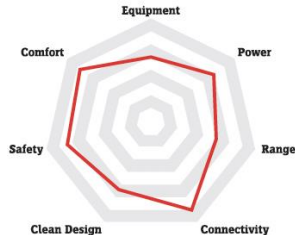
The efficient all-rounder



Rahmen:

- Royal Blue
- Dark Grey

- 750 W, 40 Nm, up to 45 km/h
- Range up to 120 km
- Customizable, comfortable riding position
- Connectivity via cellular network
- 5-speed hub gear and belt drive



ST3

## Elegant Commuting

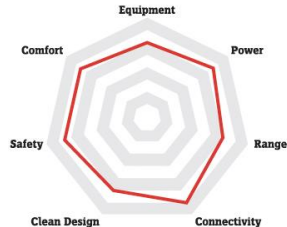
The dynamic S-Pedelec



Rahmen:

- Deep Black
- Cool White

- 820 W, 44 Nm, up to 45 km/h
- Range up to 150 km
- Customizable, comfortable riding position
- Connectivity via cellular network
- Award winning, integrated design



ST5

## Driven by Perfection

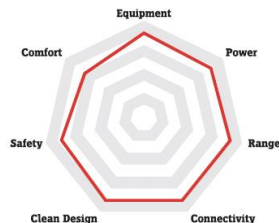
The first Speed Pedelec with  
fully integrated ABS (front)



Rahmen:

- Granite Grey

- 850 W, 48 Nm, up to 45 km/h (Sport mode)
- Range up to 180 km
- High-end components
- Connectivity via cellular network
- Fully integrated design and top technology – multi-award-winning



ST7

## Extend the Possible

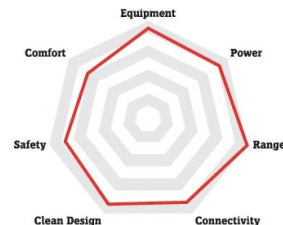
The first bike with Pinion Smart.Shift  
and 260 km range



Rahmen:

- Solid Gold (LE)
- Dark Platinum

- 940 W, 52 Nm, up to 45 km/h (Sport mode)
- Range up to 260 km
- High-end components and ABS (front)
- Pinion Smart.Shift and belt drive
- Connectivity via cellular network
- Fully integrated design and top technology



# ST7

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- SYNO Sport II
- 940 W / 52 Nm (most powerful rear-wheel motor)
- First S-Pedelec on the market with the electronic shifting system Pinion Smart.Shift
- Fully integrated ABS (front) for even more safety
- Range up to 260 km
- Fully integrated design and top technology
- Full connectivity with free app
- Colors: Solid Gold Launch Edition from October 2022 and Dark Platinum from January 2023





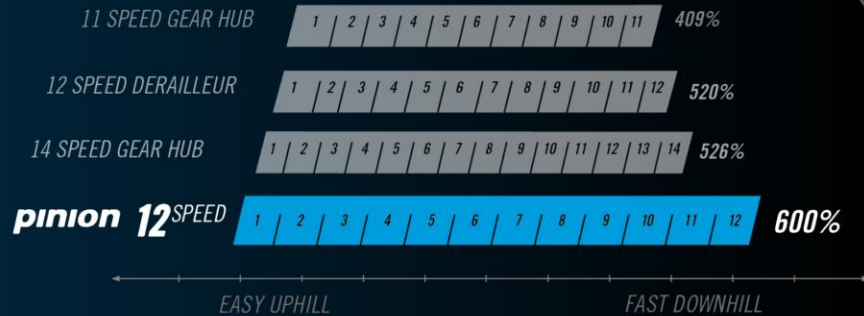
# ST7 – Pinion Smart.Shift

+STROMER-

**pinion**

## C1.12<sup>i</sup> FOR ST7

NEW SMART.SHIFT TECHNOLOGY



# ST7 – Pinion Smart.Shift

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## Advantages

- Instant & precise shifting – in any situation
- Lightning-fast shifting in less than 0.5 seconds
- Fully integrated in ST7
- No shifting adjustments needed – set and forget
- Durable and virtually maintenance-free
- Start.Select – auto shift in your starting gear
- Integrated gear indicator in OMNI



# ST7 – Pinion Smart.Shift

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## Pinion TE1 E-Trigger

- Cutting edge ergonomics and comfort
- Small and elegant design
- Precise and crisp feedback
- Adjustable for any preference



# ST5 ABS

+STROMER-

- SYNO Sport
- 850 W / 48 Nm
- High-end components and ABS (front)
- Fully integrated design and top technology – multi-award-winning
- Range: up to 180 km
- Connectivity via cellular network
- Colors: Granite Grey





# ST3 with Pinion / ABS (optional)

+STROMER-

- SYNO Drive II
- 820 W / 44 Nm
- Low maintenance and easy to care for thanks to Pinion and Gates carbon belt drive
- Optional: ABS (front)
- Range: up to 150 km
- Customizable, comfortable riding position
- Award winning, integrated design
- Connectivity via cellular network for GPS localization, Smartlock, individual motor settings, statistics and much more
- Colors: Deep Black and Cool White



# ABS – how it works (ST7 | ST5 | ST3 Pinion)

+STROMER-



# ST3 Pinion

+STROMER-

**pinion**

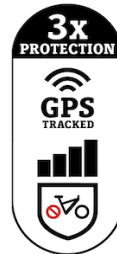
**C1.9 FOR ST3**



# ST3

+STROMER-

- SYNO Drive II
- 820 W / 44 Nm
- Customizable, comfortable riding position
- Award winning, integrated design
- Range: up to 150 km
- Connectivity via cellular network
- Colors: Deep Black and Cool White





# ST2

+STROMER-

- CYRO Drive IG
- 750 W / 40 Nm
- Gates carbon belt drive and 5-speed hub gear from Sturmey Archer (particularly low maintenance)
- Customizable, comfortable riding position
- Range: up to 120 km
- Connectivity via cellular network
- Colors: Royal Blue, Dark Grey



45  
km/h

GPS  
TRACKED



10  
YEARS  
WARRANTY



# ST1

+STROMER-

- CYRO Drive II
- 670 W / 35 Nm
- Customizable, comfortable riding position
- Award winning, integrated design
- Range: up to 120 km (can be optionally upgraded to 180 km)
- Connectivity via Bluetooth with unlock option
- Colors: Deep Petrol, Light Grey and Dark Grey

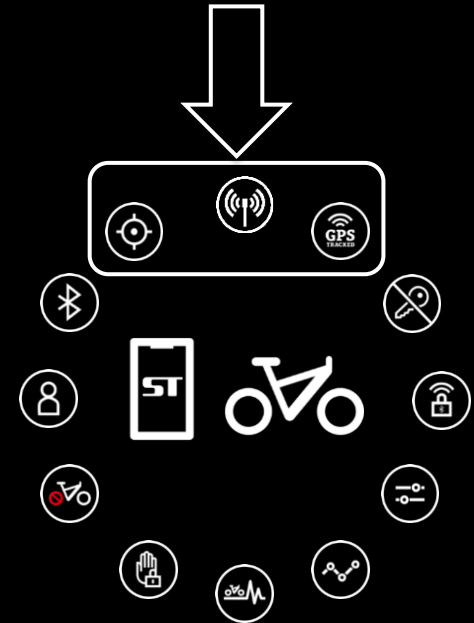


# Stromer OMNI upgrades for ST1

+STROMER-

On the new ST1 with Daylight, the end customers will in future have the option of unlocking the connectivity themselves for an additional charge (CHF 390 | € 370 | \$ 390)!

ST1 upgrade video: <https://youtu.be/LcdLEzSjTuA>



# Factory options

+STROMER-

In addition to the battery upgrades, we will offer the following factory options for all models (except special editions):

Suspension fork ST3 | ST5 | ST7



Suspension fork ST1 | ST2



Suspension seatpost Kinekt



Specially for ST3

Stem selection

Upgrade Pinion | ABS



Urban  
+5° | 105 mm  
gebogen



Comfort  
+20° | 110 mm  
gebogen





# Add-ons

+STROMER-



# Stromer Smart Helmet

+STROMER-

## Properties

- Front and rear light for better visibility (500 lumen)
- Can be connected to the Stromer bike via Bluetooth:  
Automatic brake light transmission
- Mips technology
- Emergency system in the event of a crash (if activated via separate FARO app)
- Magnetic clip
- Optional: Switch available for direction indicator.  
Cannot be connected to the Stromer, however



# Bags

+STROMER-

## Stromer Antwerp

Double Bag 2 x 20 l

Available from February 2022



## Stromer Antwerp

Single Bag 20 l



## Stromer Berlin

Trunkbag 16 l



## Stromer Copenhagen

Basket 24 l



## Stromer Bern

Leather Bag 13 l



# Tires

+STROMER-

Pirelli Angel  
WT Urban



Pirelli Angel  
ST Sport



Pirelli Angel  
ST Urban



Stromer Custom  
TA754 by Vee Tire



Stromer E-Gridlock  
by Vee Tire





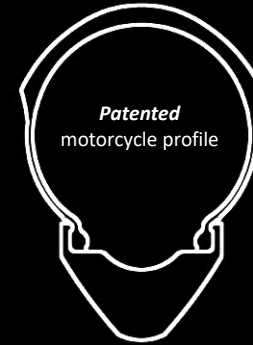
# Angel™ WT Urban: new winter tire

+STROMER-

## Technical data

- 60 TPI nylon casing, 57-584 ETRTO, approx. 980 g
- Folding tire with Kevlar® reinforced bead
- New tread pattern
  - Larger grooves for maximum water discharge
  - The central portion retains the “blade look” whose function is primarily designed for use in winter
  - More and even deeper sipes across the entire width of the tread, helping the tire reach the ideal temperature more quickly
- New SmartEVO winter compound for more safety on cold asphalt
- Universal nylon layer for outstanding puncture protection

SMARTEVO  
COMPOUND  Winter



Reinforced  
universal  
design



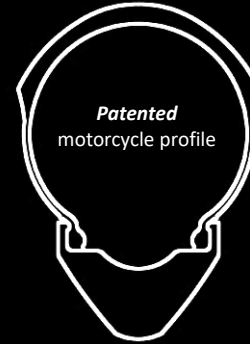
# Angel™ ST Sport for ST5

+STROMER-

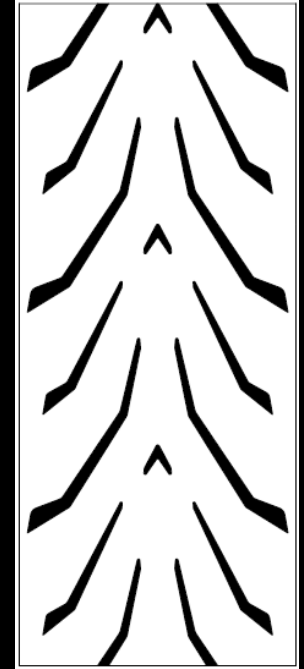
## Technical data

- Derived from Pirelli GranTurismo
- 60 TPI nylon casing, 57-584 ETRTO, approx. 950 g
- Folding tire with Kevlar® reinforced bead
- Latest development stage of the **SmartEVO** compound
- Universal nylon layer for puncture protection
- **Patented** motorcycle profile
- Motorcycle profile  
(greater speed & better handling)

SMARTEVO  
COMPOUND



Reinforced  
universal  
design



Motorcycle profile design  
(greater speed / better  
handling)

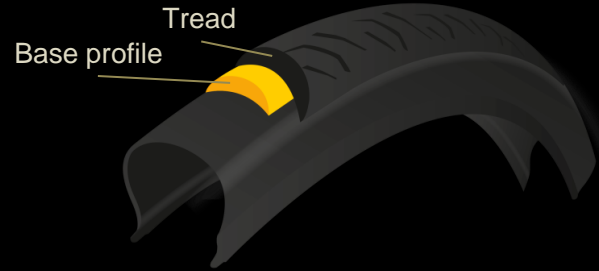


# Angel™ ST Sport for ST3

+STROMER-

## Technical data

- Derived from Pirelli DownTown
- 30 TPI nylon casing, 57-584 ETRTO, approx. 990 g
- Clincher with metal reinforced bead
- Base and tread made of rubber
- Developed to keep pace with the best tires in terms of rolling resistance and protection, while passing them when it comes to SAFETY



### Tread

- +15 % better wet grip
- Anti-skid function
- Efficient roll-over behavior

### Base profile

- Thickness of 3 mm to 3.5 mm, depending on the tire size
- Facilitates deformation with external objects
- Maintains better dynamic properties



Grooved side profile  
(cornering / grip)



# New: Merchandising 2022

+STROMER-





# Merchandising

+STROMER-

We offer a small but high-quality range for our fans and community.



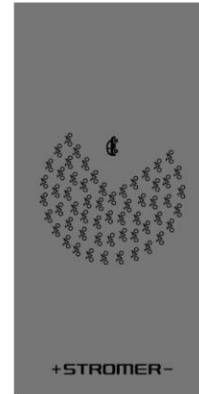
**Stromer Bottle**  
(insulated)



**Stromer Flat Cap**



**Stromer Baseball Cap**



**Stromer Bath Towel**  
Pacman



**Stromer T-Shirt**

+STROMER-

New day.  
New ride.

#HereToChange







**Premium Electric Bikes**



It's time for a lightweight electric bike.

01

# INTRODUCTION TO DESIGNIO Milestone



2016

WORLD'S FIRST ELECTRIC BIKE WITH COMPLETELY INTEGRATED SYSTEM AND BELT DRIVE

WORLD'S LIGHTEST URBAN ELECTRIC BIKE

FIRST MAHLE X35 PROTOTYPE, CONCEIVED BY DESIGNIO



2017

INDUSTRIALIZATION OF THE X35 SYSTEM, DEVELOPED IN COLLABORATION WITH MAHLE



**PATENTED**



2018

WORLD'S FIRST PINION eBIKE WITH FULLY INTEGRATED SYSTEM

WORLD'S LIGHTEST PINION ELECTRIC BIKE

**PATENTED**



2020

WORLD'S FIRST PINION BIKE WITH FULLY INTEGRATED CABLES

NEW DROPOUTS DESIGN: THE MOST COMPACT AND ADVANCED IN THE MARKET, COMBINING FLAT MOUNT, PRECISE SLIDING AND BELT COMPATIBILITY



2022

CARBON FIBER MODEL

INTENDED TO BE THE LIGHTEST URBAN BIKE TO DATE, AND WITH THE HIGHEST SPECS

WORLD'S FIRST PINION MAHLE X20 BIKE

WORLD'S FIRST GRAVEL MAHLE X20 BIKE

DRIVING SUSTAINABLE MOBILITY FORWARD

# OUR ETHOS

Desiknio Cycles offers premium e-bike innovation and design. Our bikes are stylish, designed with passion; engineered with quality, performance, and lightness in mind.

With a carefully considered frame geometry and a selection of the finest hand-picked components, our bikes have incredible precision, stability and safety, intended for a modern riding style through the urban landscape and beyond.

Our compact and lightweight motorization echoes technology from the automotive industry, engineered to be efficient, quiet, and reliable.

Desiknio bikes can be identified through their minimalist design, the use of high quality and durable materials, and meticulous attention to detail. Designed and manufactured in Europe, our Premium-Class electric bikes are a combination of the highest technology and the finest handcrafted work.



02

## DESIKNIO BIKE

System

*Minimalist  
Display*

*Fully Integrated  
Battery*

*Small Hub  
Motor*

*Pinion  
Gearbox*

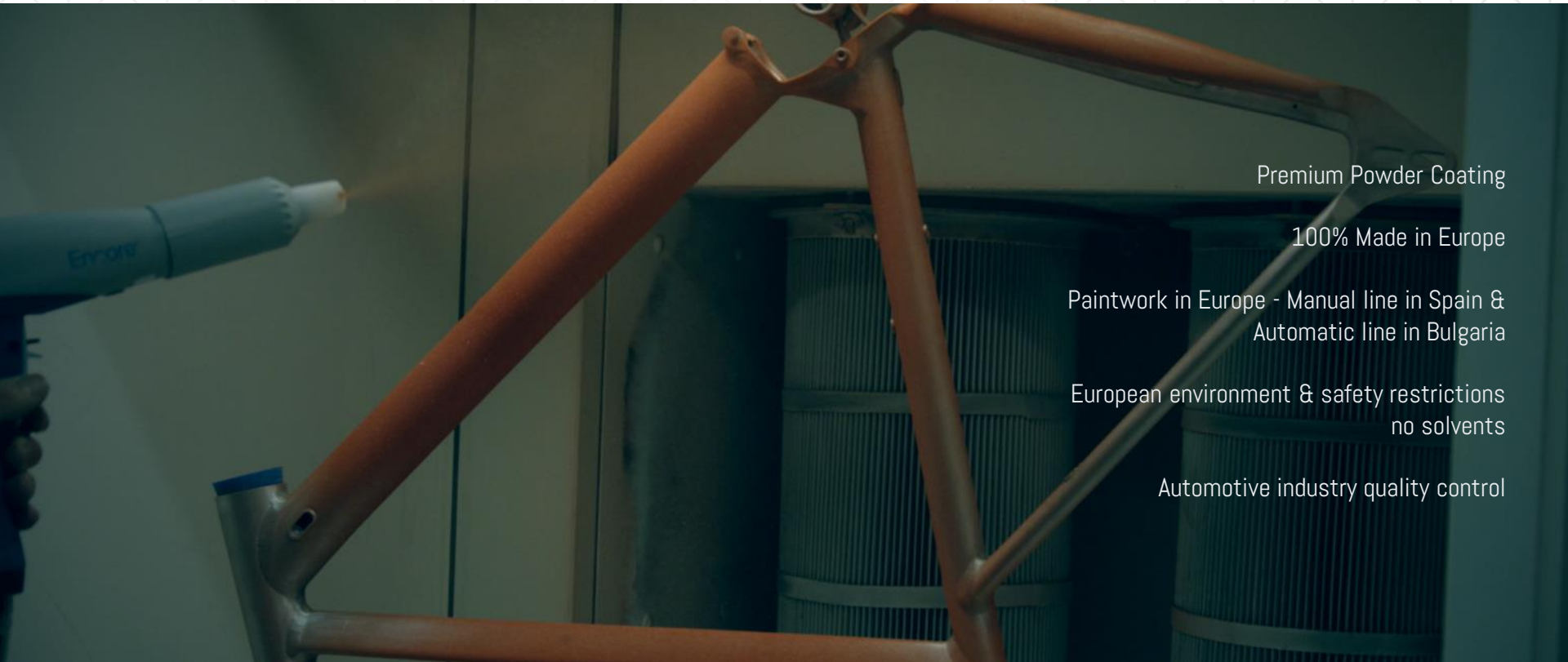




04

*DESIKNO BIKE*

Paintwork



Premium Powder Coating

100% Made in Europe

Paintwork in Europe - Manual line in Spain &  
Automatic line in Bulgaria

European environment & safety restrictions  
no solvents

Automotive industry quality control

**Desikno**

*DSK X20 2023 series*  
*CARBON X20*

02



**Style**  
Black Aluminium Parts  
Pirelli Tyres Brown

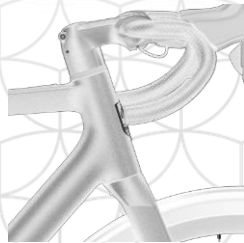
**Transmission**  
Campagnolo EKAR 13S / Shimano GRX

**Size**  
M

**Retail Price**  
To be confirmed



Sunlight Magic



TBD

*DSK X20 2023 series*  
*PINION X20 - CF*

02



**Style**  
Black Aluminium Parts  
Brooks Cambium Saddle & Grips  
Carbon Fork

**Transmission**  
CDX Gates Belt 46/30  
Pinion C1.9 XR

**Sizes**  
M / L

**Price**  
5.990€ (C1.9XR)



Granada



Indigo Blue

*DSK X20 2023 series*  
*PINION COMFORT X20*

02



**Style**  
Black Aluminium Parts  
Brooks Cambium Saddle & Grips  
Brown Tyres

**Transmission**  
CDX Gates Belt 46/30  
Pinion C1.9 XR

**Size**  
Comfort

**Price**  
5.890€ (C1.9XR)

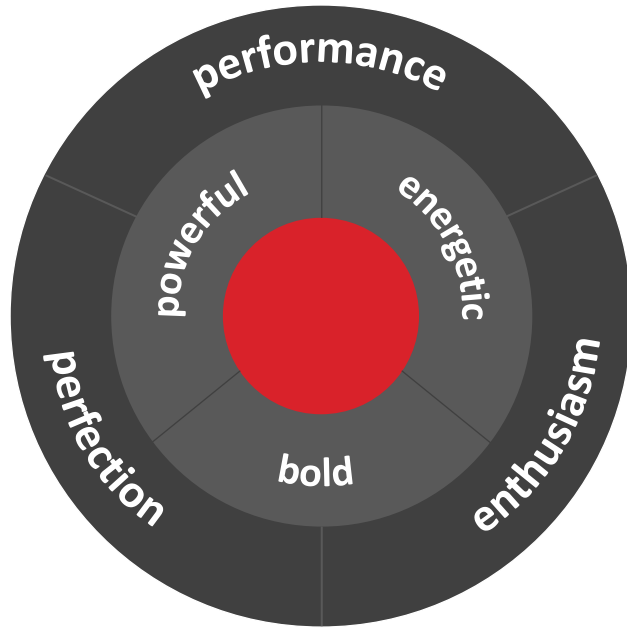


Dark Grey



# Stromer brand

+STROMER-



## Purpose: Why we do it?

Shape the mobility of tomorrow by bringing pure riding pleasure into every day

## Values: How it feels? How we do it?

Stromer is here to drive the change

### powerful

---

I love the experience of power, the ease of going fast and the feeling of control that my Stromer gives me in every situation.

### bold

---

Nothing can stop me on my Stromer: No distance, no traffic jams, not even wind and weather. I feel determined and free to go wherever whenever.

Riding my Stromer releases an invigorating feeling of freedom that sends pure energy through my veins.

## Product: What we do?

Driven by our enthusiastic team, we develop the best e-bikes combining performance and perfection.

### Performance

---

Our bikes seamlessly join forces with their drivers and let them reach any destination safely.

### Perfection

---

We build the perfect bike that combines great quality and reliability with an iconic design.

We want to get people excited – with our passion, inventiveness, agility, partnership and closeness to nature.



**Get the  
Stromer  
smile.**

+STROMER-

*#HereToChange*

