

PRESS RELEASE

NOX
CYCLES

NOX CYCLES AUSTRIA EXPANDS INTO SOUTHERN AFRICA WITH NEW CAPE TOWN SUBSIDIARY

BMZ
The Innovation Group



Exploring Lions Head, Cape Town with the NOX e-mountain bike. Source: NOX CYCLES.

Schitters, Tirol, Austria, 14th August 2024 – NOX CYCLES AUSTRIA, a leading European manufacturer of premium, handmade e-mountain bikes, is proud to announce its expansion into Southern Africa with the opening of a new subsidiary in Cape Town, South Africa. As part of the internationally renowned BMZ Group, which specializes in advanced battery systems and electric drives, NOX CYCLES is poised to bring its top-tier e-mountain bike technology to a new and dynamic market.

South Africa, known for its breathtaking landscapes and vibrant sporting culture, has long held a deep affinity for cycling. The country's passion for the sport is showcased through its hosting of two of the world's most prestigious cycling races at the Cape of Good Hope, including the legendary CAPE EPIC, the world's toughest and longest mountain bike race. This rich cycling heritage, combined with a rapidly growing interest in e-mobility, makes South Africa an ideal market for NOX CYCLES' innovative e-mountain bikes.

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"South Africa's enthusiasm for cycling is truly inspiring, and we are excited to bring our cutting-edge e-mountain bikes to a market that values both the thrill of sport and the benefits of sustainable transportation," says Marco Klimmt, CEO of NOX CYCLES AUSTRIA. "With our new subsidiary in Cape Town, we are committed to providing South African cyclists with the highest quality bikes that blend performance, durability, and environmental responsibility."



Strategic Expansion to Tap into a Growing Market

The new subsidiary in Cape Town, managed by Matt Spechtler, will serve as the hub for NOX CYCLES' operations in Southern Africa, allowing the company to build strong relationships with local dealers, cycling communities, and enthusiasts. By establishing a local presence, NOX CYCLES aims to cater to the specific needs and preferences of South African riders, offering a range of products that are perfectly suited for the diverse and challenging terrains of the region.

"Our expansion into Southern Africa is a strategic move that aligns with our mission to make high-performance e-mountain bikes accessible to riders around the world," added Marco Klimmt. "We are excited to see how our bikes will enhance the riding experience in such a unique and beautiful part of the world."

Commitment to Innovation and Quality

NOX CYCLES is synonymous with quality and innovation, characteristics that have earned the brand a loyal following throughout Europe. Each bike is meticulously designed and handcrafted in Austria, utilizing the latest in battery technology and electric drive systems from the BMZ Group. This commitment to excellence ensures that every NOX e-mountain bike delivers unparalleled performance, whether tackling the rugged mountains or exploring scenic trails.

Looking Ahead

With its entry into the South African market, NOX CYCLES AUSTRIA is not only expanding its global footprint but also contributing to the growth of sustainable, electric-powered transportation in the region. The company looks forward to supporting the local cycling community, fostering a deeper appreciation for e-mobility, and setting new standards for quality in the industry.

For further information about NOX CYCLES AUSTRIA and its products, please visit www.noxcycles.com.

Please visit www.bmz-group.com for more information about the BMZ Group's line of products.

PRESS RELEASE



About NOX CYCLES AUSTRIA:

NOX CYCLES AUSTRIA is a premier manufacturer of handmade e-mountain bikes, renowned for their quality, durability, and innovative design. Part of the BMZ Group, NOX CYCLES combines cutting-edge battery technology with the thrill of mountain biking to create products that redefine the cycling experience. Headquartered in Austria, the company continues to expand globally, bringing its passion for e-mobility to riders around the world.



ABOUT THE BMZ GROUP

The BMZ Group is a global force in development and production of cross-industry lithium-ion and sodium-ion battery system solutions. The company offers the entire value chain from cell to battery and second life to disposal. In addition to supplying the medical, power, and garden tool markets, and providing industrial applications, the BMZ Group prides itself on being THE GREEN ENERGY SYSTEM PROVIDER. In manufacturing home and industrial storage for photovoltaic systems, and batteries for electromobility, BMZ is producing the infrastructure essential to the energy and transport revolution. Focused on climate change and its consequences, this is how the BMZ Group meets its social, economic, and ecological responsibilities. The company's headquarters are in Germany, with additional production facilities in China, Poland, the US, North Macedonia, and Brazil as well as branches in Japan, Hong Kong, the UK, and France. Additional R&D facilities are located across the globe. The BMZ Group employs more than 2,500 people.

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