

PRESS RELEASE

WHYTE BIKES AND HAWK BIKE SALES GMBH EXPAND THEIR PARTNERSHIP



Jens Kampe of HAWK BIKE Sales GmbH (left) and Ross Patterson of Whyte (right) sealed the agreement to expand their partnership at this year's Eurobike show. Source: Whyte Bikes Ltd.

Hastings, UK, August 28th, 2024 – Renowned British bike brand, Whyte Bikes, and HAWK BIKE Sales GmbH are further expanding their partnership. The agreement, finalized at this year's Eurobike show between Jens Kampe, Managing Director of HAWK BIKE Sales GmbH, and Ross Patterson, International Sales Director at Whyte, paves the way for the latest and award-winning Whyte models to enter the German and Austrian markets.

Latest Models Including the ELYte Series Available from 2025 As part of this enhanced collaboration, HAWK BIKE Sales GmbH, a division of the internationally recognized BMZ Group specializing in advanced battery and drive systems, will exclusively distribute Whyte Bikes across German-speaking markets. The new models include the ELYte series, which was awarded "Best Light eMTB 2024," as

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The Whyte Elyte 150 Works, named “Best Light eMTB 2024,” stands out for its low center of gravity, contributing to its award-winning performance. Source: Whyte Bikes Ltd.

well as the T-160 series of trail and enduro mountain bikes, and the RHeO models designed for urban commuting and leisure.

“We are thrilled to exclusively bring the premium Whyte brand to retailers in Germany and Austria,” says Jens Kampe. “Whyte Bikes is synonymous with outstanding performance and innovative design, highly valued by cyclists across Europe.” Ross Patterson adds, “Deepening our partnership with HAWK BIKE Sales GmbH allows us to make our award-winning models accessible to a broader audience and strengthen the brand together.”

International Sales Expansion The extended partnership with HAWK BIKE Sales GmbH marks the third in the past three months: Previously, the British bike company secured international collaborations with DSB in Italy and Solis in New Zealand, marking another milestone in its global expansion strategy.

For more information about the HAWK BIKE Sales GmbH portfolio, visit www.hawkbikes.com.

A selection of high-resolution images for media use can be found [here](#).



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Further information on the BMZ Group is available at www.bmz-group.com.

ABOUT WHYTE BIKES

Whyte Bikes designs innovative bicycles that are conceived, tested, and built without compromise in the UK. Since 1999, the company has specialized in the engineering of exceptional bicycles that set new standards and inspire riders. Whether eMTBs, mountain bikes, gravel bikes, or urban bikes, every Whyte bike offers outstanding handling, performance, and proven reliability in daily use. The company's first groundbreaking model, the PRST-1, redefined industry standards. In that spirit, Whyte Bikes continues to pursue significant performance improvements and develop pioneering innovations that enhance the riding experience and set new benchmarks.

ABOUT HAWK BIKE SALES GMBH

HAWK BIKE Sales GmbH is a leading distributor of high-quality bicycle brands in the D-A-CH region. With a strong focus on innovative technologies and excellent customer service, the company distributes a wide range of bicycles, from high-performance eMTBs to versatile urban and leisure bikes. HAWK BIKE Sales GmbH is committed to long-term partnerships with top manufacturers and supports retailers in offering the best products and services to their customers. With an experienced team and extensive industry knowledge, HAWK BIKE Sales GmbH is a trusted partner in the bicycle trade.

ABOUT THE BMZ GROUP

The BMZ Group is a global player in the development and production of cross-industry lithium-ion and sodium-ion 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 tools markets as well as industrial applications, the BMZ Group prides itself as THE GREEN ENERGY SYSTEM PROVIDER. With the manufacture of home and industrial storage systems for photovoltaic systems as well as batteries for electromobility, BMZ is producing the essential infrastructure required for the energy and transport revolution. With a view to climate change and its consequences, this is how the BMZ Group meets its social, economic, and ecological responsibilities. The company's headquarters are located in Germany, with additional production facilities in China, Poland, the USA, 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 staff.

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