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## NOX CYCLES OPENS NEW EXPERIENCE CENTER IN SCHLITTERS



NOX Managing Director Marco Klimmt (3rd from left) cut the ribbon to open the new Experience Center together with the Mayor of Schlitter, Josef Wibmer (left), store designer Kilian Eller (2nd from left), Marketing Manager of Zillertal Tourismus GmbH Niklas Kramer (4th from left) and his staff. Source: NOX CYCLES/Florian Lechner

**Schlitters, Austria, September 3rd, 2024** – NOX Cycles opened a new e-bike competence center at its headquarters in Schlitters on Saturday, expanding its focus from pure production to a comprehensive brand experience for end customers. With a factory store, company tours, e-bike tours and individual customizations, the manufacturer wants to inspire its customers and strengthen the specialist retailers at the same time.

“We don’t just want customers, we want fans” - with these words, NOX CEO Marco Klimmt opened the Zillertal E-Bike manufacturer’s new competence center on Saturday. Two years after opening its headquarters in Schlitters, the manufacturer is finally opening its doors to end customers.

The focus is increasingly shifting from pure production for specialist retailers to a comprehensive brand experience for the end consumer. The former showroom and the NOX test center have now grown into a fully comprehensive factory store that offers everything to do with e-bikes - from useful accessories to fun gadgets. Visitors and customers are now offered an all-round experience: from an insight into the past and present of the factory with company tours, guided e-bike

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**NOX**  
CYCLES

experience tours and riding safety trainings to the customization of NOX e-bikes to individual customer requirements and needs.

Nox Cycles also plans to offer special paint jobs in the future, such as the “Village Life Racing” project, which was created in cooperation with the South Tyrolean comedian “Buono Memes”, alias Gabriel Mair.

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The Innovation Group

The move into direct sales in no way means that Nox Cycles is turning its back on specialist retailers. “The market situation is challenging across all sectors following the coronavirus boom. We want to work with our dealers to find a way out of the crisis and provide them with increased support for promotional campaigns. The Experience Center in Schlitters is an upgrade of our headquarters that makes the NOX brand tangible and experienceable for the end customer - and specialist retailers will also benefit from this,” says CEO Marco Klimmt.

The concept works: The manufactory is already an integral part of the Tyrolean mountain sports world and enjoys prominent fans and brand ambassadors such as mountaineering legend Peter Habeler, trail runner Markus Kröll, former ski racer Stephan Görgl and folk musician Franz Posch. The bike company has also already agreed partnerships with the Zillertal tourism associations.

NOX celebrated this transformation of its headquarters on Saturday with a colorful, action-packed program all about e-bikes.



Visitors were able to put their biking skills to the test on the specially constructed riding technique course.  
Quelle: NOX CYCLES/Florian Lechner

In addition to around 50 invited guests, over 250 visitors found their way to the new Experience Center. They had the opportunity to take part in various guided tours - from a introductory tour for beginners to a downhill ride for professionals. Visitors were able to put their biking skills to the test and improve them on the specially constructed riding technique course. In the afternoon, NOX raffled off

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valuable prizes among the participants in the e-bike skills competition and a traditional nailing contest. Music from a live DJ, a food truck and bar ensured a relaxed atmosphere all round.

With the opening of the new Experience Center, Nox Cycles is setting a significant milestone in the development of the brand and once again underlining its commitment to quality, innovation and customer proximity - an experience that will delight many NOX fans in the future.



For more information about NOX CYCLES and its products, please visit [www.noxcycles.com](http://www.noxcycles.com).

Further information about the BMZ Group portfolio can be found at [www.bmz-group.com](http://www.bmz-group.com).

#### **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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