

May 5, 2020

Pedelec systems from Rheinmetall Amprio

## Logical step towards market launch

**Amprio GmbH, which emerged from the Rheinmetall Group, is a new player in the rapidly expanding pedelec market. Starting next year, the systems supplier plans to produce electric traction systems for mountain and trekking bikes under the Rheinmetall Amprio brand. The company will also be launching its newly developed Amprio e-bike system with individual control unit (HMI) and rechargeable battery plus a comprehensive and customer-oriented logistics and service concept. With a view to this market launch, Amprio has since the start of the year been included in Rheinmetall Automotive's Aftermarket division, which operates on the global aftermarkets.**

Following the initial prototype phase and the associated direct link to corporate development departments, this is now a further logical step towards the upcoming industrialization and marketing of the pedelec motor.

Says Tobias Kasperlik, head of Rheinmetall Automotive's Aftermarket Division: *"The fact that Amprio can now draw even more directly on the support of our Aftermarket division is a win-win situation for all concerned. In future, the start-up will not only benefit from the Motorservice infrastructure and our many years of experience in technical sales. For the market launch of the Amprio e-bike system, the young company will also offer a complete after-sales concept with logistics designed for short delivery times, qualified service, specialized training and an in-house customer hotline."*

This is possible because the structures developed over decades by the Aftermarket Division in the fast-moving direct customer business and its many years of experience in the areas of data management, training and service are ideally suited to the requirements of the pedelec market.

Another key criterion in the reorientation within Rheinmetall Automotive was that Amprio GmbH will thus continue to be able to fully exploit its high flexibility and start-up character without having to forego the extensive know-how and direct support of an internationally present technology group.

The Aftermarket Division, through MS Motorservice International GmbH and its subsidiaries, is the sales organization for the worldwide aftermarket activities of Rheinmetall Automotive, supplying wholesalers, engine repairers and independent workshops in 140 countries through an extensive and flexible distribution network.

The company sees itself primarily as a problem-solver and partner to its customers and underscores this by offering a wide range of training courses and information materials.

**Contact for this press release:**

Folke Heyer

Head of Press and Public Relations Rheinmetall Automotive AG

Phone: +49 2131 520 3010

Mobile +49 170 22 33 723

folke.heyer@de.rheinmetall.com

Note for editors:

All press releases and our media database can be found at  
[www.rheinmetall-automotive.com/presse](http://www.rheinmetall-automotive.com/presse)