



PRESS RELEASE



Lennard Toes, DMI Products B.V., distributor for Coboc in the Netherlands

COBOC BUILDS UP SALES IN THE NETHERLANDS

DMI Products B.V. headed by Lennard Toes has been appointed as sales agent for the specialised trade in the Netherlands. The Heidelberg-based e-bike specialist is thus pushing ahead with its internationalisation in other European countries.

Heidelberg, June 2023: With the start of Eurobike 2023, Coboc GmbH & Co. KG welcomes Lennard Toes and his team as the new trade representative for the sales territory in the Netherlands. After Scandinavia, Switzerland, Austria, France and Italy, the Heidelberg-based e-bike specialist is broadening its distribution in other European countries and thus pursuing its course for growth. Lennard Toes, owner of DMI Products B.V., which among other things has also successfully established the Vici design children's bike brand in the Dutch market, has almost 20 years of personal sales experience as a sales specialist in the bicycle industry. For example, the 39-year-old played a major role in setting up the sales structure for Riese & Müller in Belgium and the Netherlands. Personally, Toes is very happy to now also push this for Coboc in his home country.

coboc

"For me, Coboc is a high-end brand that deserves the right position in the Dutch market. Our goal is on the one hand to create a high-quality retail network with high standards and on the other hand to make Coboc the ultimate brand for ultra-light e-bikes in the Netherlands together with specialist retailers," says Lennard Toes. To achieve this, Toes is now working for Coboc as a sales agent in the Netherlands with a team of several experts.

Press information and image material in the press section at www.kernpunktpr.de

Additional information can be found at www.coboc.biz

About Coboc

From its headquarters in Heidelberg, Coboc GmbH and Co. KG develops, produces and distributes avant-garde electric bikes for the rapidly expanding E-Mobility market. Extraordinary design is the secret to Coboc's seven-year success, spanning complex technology and simple operations without straying from its roots: the joy of cycling.

Broad and interdisciplinary technological competence is at Coboc's core. Coboc itself developed not only vehicle construction and manufacturing, but also electric motor components and software. For the seamless integration of its motor, Coboc has been awarded several recognised prizes, among them the most important award in the bike industry twice, the Eurobike Gold Award. A passion for the product, sustainability and vertical integration makes Coboc's fleet a remarkable and technically sophisticated master piece which has yet to find worthy competitors on the market.



Press Contact: ...kernpunkt.PR

Gabriele Jung
Schraudolphstraße 3a
80799 München
Germany
tel. 01520/8695056
jung@kernpunktpr.de
www.kernpunktpr.de



Coboc GmbH und Co. KG

Kurfürstenanlage 58
Germany
69115 Heidelberg
tel. 06221/1866201
contact@coboc.biz
www.coboc.biz