

STRONG TOGETHER

TRELOCK, the Münster-based industry giant, and tubus are pooling their expertise to offer an extended product range

TRELOCK (the bicycle safety expert) and tubus carrier systems GmbH (the market leader for bicycle carriers and systems, and owner of the brands tubus and racktime) will be forging a joint path in future by creating a new type of carrier system featuring integrated lighting. The



two players are thus pooling their expertise and will be putting an innovative product into series production by September 2020, expanding the range for OEMs. 'The trend is clearly moving towards component integration with a puristic, functional look, and we're delighted to have the

opportunity to incorporate our expertise in the field of bicycle lighting into an innovative product created with tubus, which is also based in Münster. Recording annual carrier sales of significantly more than 1 million, tubus is the perfect partner with impressive market penetration,' said Katrin Dröge, Brand Manager at TRELOCK GmbH. The new rear bike light, which will come with an attractive price tag and primarily appeal to original equipment manufacturers, will also be offered as an after-market variant in the racktime brand in the autumn. The new carrier will then be available in both a classic and a touring version, and IMM (integrated mudguard mounting) will be possible too.

Both TRELOCK's and tubus' OEM Sales Teams are now available to answer enquiries from interested individuals.

About TRELOCK

TRELOCK is a traditional brand from Münster – the "bicycle capital" of Germany. It is one of the oldest German accessory brands and one of the most well-known in the bicycle sector - in fact it is a brand every fourth cyclist in Germany is aware of. Besides, over the past ten years, TRELOCK has been able to double its brand awareness (GfK survey 2015).

Our customers are at the focus of our actions. At the same time, the TRELOCK team is committed to the tradition of the brand and takes innovation in the field of bicycle locks, lighting and displays very seriously – today and in future for the benefit of cyclists in many countries of the world. With the know-how gathered over more than 160 years, TRELOCK stands for high-quality and reliable products for international markets – and since 2015 we have also returned to Germany.

Since 2016 TRELOCK is part of the Allegion family of brands.

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About tubus:

tubus carrier systems GmbH, which is based in Münster and owns the brands tubus and racktime, has been part of the Bielefeld-based Hebie Group since March 2018. With the brands tubus, racktime and hebie, the internationally active Hebie Group has thus become a powerful full-range supplier of transport, protection and parking-related bicycle components. The Hebie Group's products are set apart by the group's distinct sense of quality, innovation and durability.

For more information and images, please visit www.trelock.de or the Press section at www.kernpunktpr.de

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