

Press release

Hamburg, August 2019

## **STEVENS in-house exhibition 2019**

**STEVENS presents its new 2020 model collection at the STEVENS in-house exhibition 2019 in Hamburg, Germany**

From 10 to 18 August, STEVENS exclusively presented the new 2020 collection to its dealers. This took place at the STEVENS headquarters in Hamburg. Similar to last year's great success, the sales staff again excitedly presented the 200 new and optimized models to their dealers and discussed planning for the coming business year.

Dealers from all over Germany and Europe took advantage of the opportunity for intensive discussions during the STEVENS in-house exhibition. In total, over 1,100 guests to include dealers, journalists and partners were welcomed by STEVENS employees from all departments. Most of these visitors were in attendance during the event's first weekend as many other manufacturers were on hand to give presentations. Abus, Bosch, Busch+Müller, DT Swiss, Fazua GmbH, Fox, Fulcrum, Racktime, Shimano, SR Suntour and Schwalbe – all solid business partners and suppliers of STEVENS – also kindly answered each and every technical question thrown their way.

In addition, dealers and press alike had the opportunity to extensively test drive the new models throughout the whole event. Twice a day, STEVENS engineers explained the entire model collection during the official technology tours. The engineers were also enthusiastically exchanging ideas one-on-one with many interested guests.

This nine-day STEVENS exhibition was held in the beautiful location of Hamburg-Bergedorf and was kicked off and concluded with two memorable boat trips. The first took the guests through the port of Hamburg while the second was a tour of the famous Hamburg Kiez.

Rainer König, Sales Manager at STEVENS, concludes, "The concept of giving our dealers nine days of detailed time to plan their orders for STEVENS 2020 was a complete success. The quiet, professional and attentive atmosphere was 100% appreciated by the dealers. We can also be very satisfied with the feedback from our trading partners. The STEVENS 2020 collection was very well received and, after a successful 2019 business year together, we can expect an equally successful 2020 year."

In the coming weeks, STEVENS will be presenting the new collection to its dealers at the BIKE&CO order fair in Mainhausen (30 August to 1 September). The model change of STEVENS bikes will officially take place 1 September, 2019.

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# **STEVENS**

**B I K E S**

About STEVENS Bikes:

STEVENS is one of the leading bicycle manufacturers in Germany with headquarters in Hamburg. Our model range includes racing and cyclocross bikes, trekking and city bikes, mountain bikes, e-bikes to include pedelecs as well as children's bikes. STEVENS bikes are sold in more than 30 countries. In Germany, they are sold exclusively through bicycle dealers. Almost all models are manufactured at production sites in Germany and the European Union. High quality, lightweight, attractively priced - and above all - durable bicycles are handmade. STEVENS purchasing offices in Asia and STEVENS own personnel for quality assurance for suppliers complete our team in Hamburg.

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