

E-BIKE VISION TO BE REBRANDED AS AKKU VISION GMBH



With effect from 28 August 2020, the former E-Bike Vision GmbH will be known as Akku Vision GmbH.

Mr Daniel Maiberger, CEO of Akku Vision GmbH, explains the reasons behind this change: „Akku Vision is a suitable name for our future business, as we are expanding our product portfolio to include other categories such as intralogistics, hobby and leisure, while remaining a supplier of high-quality replacement batteries that are compatible with electric bike drive systems from leading brands.“

In preparation for this expansion, Akku Vision moved to its new premises in July, which span more than 5,000 square metres. The following services will be accommodated at the new premises: Storage, service, research and development, administration and production. We are proud to announce that our quality management system has received ISO 9001 certification.

The management team was expanded with the appointment of Kim Madsen as Sales and Marketing Manager and Marcel Wilke as Technical Manager, who will lead a new team of hardware and software engineers. Both have many years of experience in their respective disciplines and will ensure that the long-term strategy is correctly implemented.

„I am delighted to have the opportunity to work with such a motivated and enthusiastic team. My job is to expand our aftermarket business which we currently operate in Germany, Switzerland and the Nordic countries with our own sales office and Benelux via our distributor MyMicroGroup B.V. and to manage our international OEM sales. We are seeing increasing demand from OEM customers for battery systems produced in Europe and we know that with our change to Akku Vision cements us as a qualified and competent partner,“ says Kim Madsen.

