

Stylish and sustainable: Swiss e-bike professionals m-way and EGO Movement team up

The award-winning bikes of EGO Movement are now also available in the shops of Switzerland's largest e-bike retailer, m-way. With the new partnership in the areas of sales & after-sales, the mobility experts want to play a decisive role in shaping the future of environmentally friendly mobility.

Zurich, 28 April 2023 – m-way, the largest and leading chain of retail stores selling electric bicycles in Switzerland, has announced a new partnership with EGO Movement, an award-winning, innovative manufacturer of stylish e-bikes and e-cargo bikes from Switzerland. This partnership will offer even more options for eco-friendly transportation to the public.

EGO Movement is known for its sleek designs awarded with both the Red Dot Design Award and the German Brand Award, which are paired with innovative technology such as EGO's new connectivity platform and App. This complements m-way's commitment to sustainability and providing customers with the latest in eco-friendly transportation. EGO Movement's e-bikes are available in a range of models, including city bikes, trekking bikes, and cargo bikes, all designed to meet the needs of different riders. Each bike is carefully crafted with attention to detail and comes with a range of customizable options, such as color and accessories.

"We are happy to be partnering with EGO Movement to offer their high-quality and stylish electric bikes to our customers," said Frank Simon Aeschbacher, CEO of SEMG which owns m-way. "We believe that their bikes perfectly complement our existing range of electric bicycles and will offer even more choice when it comes to selecting an eco-friendly mode of transportation and great design."

m-way's experienced sales and service team is available

Daniel Meyer, CEO of EGO Movement, expressed excitement about the partnership and the additional possibilities for EGO Movement's current and future customers. "We are very happy that interested customers can now not just in our 8 EGO flagship stores but in any of the 35 m-way retail stores across Switzerland discover and test our e-bikes," he said. "m-way's knowledgeable and experienced staff will be on hand to assist with any questions or queries our customers may have to help find the perfect electric bike and the matching accessories." The experienced service team at m-way, consisting of seasoned technicians and mechanics, will also offer EGO Movement customers the same excellent service and warranty support as m-way customers.

"At m-way, we understand the importance of sustainable transportation and the positive impact it can have on our environment. That's why we are constantly looking for new and innovative ways to provide our customers with the best electric bikes and services that meet their individual needs," Aeschbacher added. "We believe that this partnership with EGO Movement is a step towards achieving this goal."



About EGO Movement

Innovative technology, excellent designs, our own stores and comprehensive service: EGO Movement's mission is the e-evolution of mobility. Whether it's e-bikes, e-cargo bikes or smart connectivity with EGO Movement's own software platform - as a Swiss technology company and manufacturer of technically sophisticated products for high-quality mobility solutions, we provide more individual freedom, contribute to greater sustainability and, above all, offer a great riding experience for everyone.

EGO Movement. Every ride, electrified.

About the Swiss E-Mobility Group (Switzerland) Ltd.

With 35 m-way branches, a growing online business and 125 employees, Swiss E-Mobility Group (Schweiz) AG is the leader in Swiss e-bike sales. It is also active in B2B business (wholesale, including the e-bike brands Cilo, Allegro and Simpel). The company headquarters are in Zurich. The holding company Swiss E-Mobility Group AG (SEMG) is owned by TVS Motor Company, the fifth largest two-wheeler manufacturer in the world. The holding also includes the German subsidiary Colag E-Mobility GmbH.

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