



## our values and products

**Tradition** means trust - and that involves obligations. We attach huge importance to **reliability, down-to-earth** qualities and distinctive **employee orientation**, dealing with colleagues and our business partners in a **cooperative** manner. We monitor markets carefully to develop solutions and to set trends. The results are **high-end** and **modern** products, which combine **function**, design and **durability**.

Ecology

It is very important to us to bear responsibility for the generations of today and tomorrow. We combine ecology, **social responsibility** and economy by becoming engaged in environmental projects, ensuring that we are **fair** when dealing with fellow human beings, handling resources **responsibly** and orienting our company management towards **ecological** aspects. We are committed and challenged to act in such a way, because we manufacture products for the most **environmentally** friendly and accessible means of transport: **the bicycle**.

Environment

The **customer is at the heart** of our activities. **Financial independence** and technical **know-how** are important prerequisites for the development of **innovative** products, which offer our customers real added value and strong **partnership** along the entire value chain. We want to grow and to promote **cooperation** in order to continue satisfying our customers' requirements in future and to remain a reliable partner.

What we offer our partners