

RIESE & MÜLLER

Press release

The new Culture

Mühlthal, 19.06.2023: Riese & Müller's Culture represents a minimal design of lightweight E-Bike boasting the latest technology and outstanding recognition value for the trendier areas of the city. The DNA of the Culture: a modern street style, relaxed but incorporating influences from the worlds of art, music, fashion and architecture.

Distinctive design elements, such as the characteristic bend in the top tube, make the Culture both unique and contemporary, with fresh, on-trend frame colours underlining its urban concept. Two frame versions of the bike are available: the Culture with a classic diamond frame and the Culture Mixte with a lowered top tube. Almost 50% of the frame is made of ASI-certified recycled aluminium.

It features a totally newly developed drive system with the new Bosch SX motor in conjunction with the CompactTube 400 battery. The Bosch SX is extremely lightweight, runs especially quietly and guarantees a natural riding experience.

The battery sits permanently in the main tube but can be easily removed for maintenance, service or replacement.

Using the Culture is easy and straightforward thanks to the standard LED Remote; an SPC+ interface provides the option of attaching a smartphone. Alternatively you can opt for a display.

The Culture and Culture Mixte have become Connected E-Bikes, as they now feature the optional RX Chip. The RX Connect app then provides innovative digital features, such as intelligent route recording, motion alarm and GPS tracking. The RX Chip is the portal to Riese & Müller's RX Services, an extensive range of services – from fully comprehensive insurance to recovery service.

Three different frame heights and a host of safety and comfort equipment options make each and every Culture a one-off customised bike.

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Both the Culture and Culture Mixte can be configured with a Shimano 10-speed derailleur gear, 8-speed Nexus hub gear or continuous Enviolo hub gear (all with Gates belt drive), and will be available in the spring of 2024 from 7,489.00 NZD.

About Riese & Müller

Riese & Müller is a German premium manufacturer of E-Bikes, Cargo Bikes and folding bikes. Founded in 1993 by Markus Riese and Heiko Müller, the owner-managed company now employs 900 people at its premises in Mühlthal near Darmstadt and sells its products worldwide through an exclusive dealer network. Alongside the founder and CEO Heiko Müller, Dr Sandra Wolf operates as CEO with responsibility for the strategic orientation of Riese & Müller. Markus Riese is involved in the company both as a partner and engineering mentor. Riese & Müller is helping to shape the mobility of tomorrow with its pioneering products and as the specialist in Cargo Bikes and fast HS bikes. The company is synonymous with a sustainable lifestyle, user-focused product development and innovative E-Bike technologies. In addition to the ongoing evolution of its products, Riese & Müller's overall strategy includes taking responsibility for people and the environment. In its activities, the company is guided by its four pillars of responsibility: culture, ecology, social responsibility and economics.

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