Press Release

**The Munich-based company EVOC acquires the Swiss bicycle transport bag manufacturer Tranzbag**

**The world market leader for protective sports backpacks and bicycle travel bags, Munich-based EVOC Sports GmbH, is taking over the market-leading manufacturer of foldable bicycle transport bags, the Swiss company Tranzbag.**

*Munich, Germany – Zurich, Switzerland, July 25th, 2019:* The world market leader for protective sports backpacks and bicycle travel bags, the Munich-based EVOC Sports GmbH takes over the market-leading manufacturer of foldable bicycle transport bags, the Swiss company Tranzbag.

Tranzbag is considered an innovator in the segment of lightweight transport solutions for bicycles and holds the world record for the lightest series-produced racing bike transport bag with the Tranzbag ROAD model. Founded 25 years ago by the Bernese bike pioneer, media professional and management consultant Bendicht Luginbühl, the brand has once again achieved a groundbreaking innovation with the recently launched, fully inflatable Tranzbag Air bicycle transport bag. Born in Berne, he is regarded as the inventor of the foldable, serially manufactured bicycle transport bag.

**EVOC intends to further expand the Tranzbag brand in parallel**

Industry leader EVOC sees the first takeover in its history as effective for both companies. Managing Director and co-owner Bernd Stucke comments: *"With the takeover of Tranzbag, we will continue to expand our breadth and market leadership in the field of bicycle transport. Tranzbag has an impressive innovation pipeline. We at EVOC are delighted to be able to develop Tranzbag as a second brand in parallel with EVOC in the future".*

The owner of Tranzbag, who is sellig his company after 25 years, is now settling his succession: *"EVOC is the leading company for high-quality, functional transport solutions for cyclists. We are pursuing an equally innovative strategy with Tranzbag, which is why the takeover of Tranzbag by EVOC is by far the best and most pleasing solution for me. "*

The Munich-based company, which is positioned in the sports segment, is expanding its sphere of influence by taking over the Swiss brand. Tranzbag benefits from the efficient global distribution of the Munich-based company.

Managing Director and co-owner Holger Feist, points out the synergies arising in relation to innovation and production: *"Bendicht Luginbühl will continue to accompany us in the future as a consultant and co-developer. His Tranzbag products characterize the European bicycle transport in public transport, in cars and with Tranzbag Air now also in air transport. The acquisition increases our joint leadership position in these segments."*

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