

PRESS RELEASE

Mubea U-Mobility now markets its e-cargo-bikes also in the Netherlands

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Mubea U-Mobility and Riva EV Mobility shape the future of the e-cargo-bike market in the Netherlands



From left to right: Thijs Pitlo (General Manager Riva EV Mobility), Mark van der Kallen (General Manager Riva Group), Dr. Stefan Cuber (Managing Director Mubea U-Mobility), Stefan R  th (Project Lead Cargo Mubea U-Mobility), and Jos   Luis Corral Rosado (Sales & Digital Marketing Manager Mubea U-Mobility) (Photo: Riva)

Mubea U-Mobility, the micromobility business unit of global automotive supplier Mubea, is happy to announce its strategic partnership with Riva EV Mobility (Wittebrug). As from the end of 2023, Riva EV Mobility acts as official importer and distributor for Mubea U-Mobility's e-cargo-bikes in the Dutch market.

"Mubea and Riva both share the conviction that urban mobility will be shaped by future-oriented, space-saving mobility solutions – efficiently, electrified and emission-free," explains Dr. Stefan Cuber, managing director of the micromobility business unit of automotive supplier Mubea, and adds: „With a partner as strong as Riva EV Mobility we will be contributing to an intelligent and eco-friendly urban logistics becoming as commonplace in Dutch cities as individual private cycling."

Shaping the market for e-cargo-bikes in the Netherlands together

Riva EV Mobility <https://www.riva-ev.nl/> is the parent company of Riva Group and a well-known name in the Dutch world of trade. Besides its core automotive business, the company specializes in promoting and supporting sustainable mobility solutions. Offering e-bikes, last-mile transporters and, from now on, also e-cargo-bikes by Mubea, Riva EV Mobility provides a broad range of emission-free and eco-friendly transport options. Riva general manager Thijs Pitlo comments on this new partnership: "For us, the co-operation with Mubea U-Mobility is another important step to sustainably extend our product portfolio. With this association, two companies with lots of experience in mobility join forces, and they both command the know-how and the capacity to serve the coming growth segment of heavy-duty cargo-bikes in the long run."

For, according to Pitlo, city logistics is an enormous growth market: "The introduction of zero-emission zones will change urban logistics drastically. However, not everybody needs to own an e-transporter or wants to buy one. In this case, e-cargo-bikes are a viable and cost-saving alternative. We are assuming that we will be able to import around 200 e-cargo-bikes within the next twelve months." The opening of the Wittebrug E-motive Center in Den Haag on 7 March marks the official inauguration of this promising partnership. During the event, it will mainly be the vehicles by Mubea U-Mobility that will be presented as part of Riva EV Mobility's product portfolio.

About Mubea U-Mobility

Mubea is an owner-operated company looking back on a history of more than 100 years. Around 17,000 employees at 54 locations make the company a global leader in developing and manufacturing automotive parts. Besides, Mubea has been expanding its area of operations for years and has become a well-established supplier to the aerospace industry by now. The latest diversification of business is the creation of its micromobility business unit Mubea U-Mobility, in order to develop and market innovative, sustainable and customer-focused mobility solutions for urban micromobility and logistics.

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