

Porsche eBike Performance welcomes Heiko Böhle as Sales and After Sales Director

- Industry expert with many years' experience to join second management level
- Investment in partnerships for a successful future
- Porsche eBike Performance advances its growth strategy

Ottobrunn, November 13, 2023. Porsche eBike Performance GmbH has hired someone new for a relevant management position: Industry insider Heiko Böhle (45) started as Sales and After Sales Director on November 1, 2023. In his new role, he will report to Dr. Jan Becker, CEO of Porsche eBike Performance GmbH.

Heiko Böhle has 20 years' experience in various areas of the bicycle industry. His passion for mountain bike races, triathlons, and technical innovations began in the late 1990s and led him to a successful career in the bike business. Böhle has held various important positions, including in sales, bicycle frame construction and development in brick-and-mortar specialized trade, as well as in OEM and B2B wholesaling, product management, and as Director of European Marketing for Felt Bicycles. In addition, he was Director of Product Management (bicycle & motorcycle) at Magura and finally Vice President Product Management and R&D at PIERER New Mobility GmbH. He will now bring his expertise to his new position at Porsche eBike Performance GmbH. As Director Sales and After Sales, he will be responsible for a central part of the company. He will continue to develop existing and form new partnerships with OEMs and dealers, optimize processes, and design communication at various interfaces.

Jan Becker, CEO of Porsche eBike Performance GmbH, said the following about this personnel development: "Success comes from strong partnerships. That's why I'm so happy that with Heiko Böhle, we were able to hire an industry expert with international sales experience. Our growth strategy stipulates that starting in the middle of the decade, in addition to the FAZUA systems, we will put especially high-powered drive systems on the market under the Porsche brand. Here, it is critical for us to have highly qualified employees and to fill key positions with top people."

Porsche **eBike** Performance

About Porsche eBike Performance GmbH

Porsche eBike Performance GmbH, based in Ottobrunn near Munich, Germany, develops pioneering electric drive systems for e-bikes. These include the compact lightweight drive systems from FAZUA for agile e-bikes and, in future, high-performance drive systems from the Porsche brand. These will be distributed to bike manufacturers worldwide from the middle of the current decade. As well as motors, the drive systems include batteries and the necessary software architecture for connectivity solutions. These are developed at the head office in Ottobrunn and by the subsidiary Porsche eBike Performance d.o.o. near Zagreb, Croatia. Dr. Ing. h.c. F. Porsche AG is the majority shareholder of Porsche eBike Performance GmbH.

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