

Porsche **eBike** Performance

Porsche eBike Performance strengthens its position with key director appointments

- Florian Klingseisen joins as Director Project Management
- Eric Sakalowsky steps into the role of Director Marketing

Ottobrunn, 3 February 2025 - Porsche eBike Performance GmbH starts 2025 with two significant director-level appointments: Eric Sakalowsky takes on the role of Director Marketing, while Florian Klingseisen assumes the position of Director Project Management.

Founded in 2022, Porsche eBike Performance is gaining a seasoned expert with the appointment of Florian Klingseisen. Florian brings extensive knowledge of cross-company product and process development from his 13 years at the BMW Group, where he worked in various positions in the project and departmental organization. At Porsche eBike Performance, Florian Klingseisen will incorporate his expertise into the product development process and lead an essential team that will work together to ensure that project plans are fulfilled. In this newly created position, he will take over some of the responsibilities of Fabian Reuter, who will leave the company in mid-February.

Experienced bicycle industry veteran, Eric Sakalowsky, joins from Pierer New Mobility, where he oversaw multiple brands as the group's Vice President of Global Marketing. Prior to that he oversaw the marketing and bicycle e-commerce business at Group Rossignol. In his new role, the avid cyclist will collaborate with a 12-member team to further elevate the FAZUA brand along with the profile of Porsche eBike Performance.

Dr Jan Becker, Co-CEO of Porsche eBike Performance GmbH, said:

"We are delighted to welcome Eric Sakalowsky and Florian Klingseisen to these pivotal roles. Their appointments align with our key milestones as we prepare for the launch of Porsche's first e-bike drive system, plus the continued evolution of the FAZUA brand and its products. We extend our heartfelt thanks to Fabian Reuter, a founding member of FAZUA, who has actively supported our journey since the takeover. We wish him all the best in his future endeavors."

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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 the future, high-performance drive systems from the Porsche brand. These will be distributed to bike manufacturers worldwide from the middle of this 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. in Zagreb, Croatia. Dr. Ing. h.c. F. Porsche AG is the majority shareholder of Porsche eBike Performance GmbH.

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