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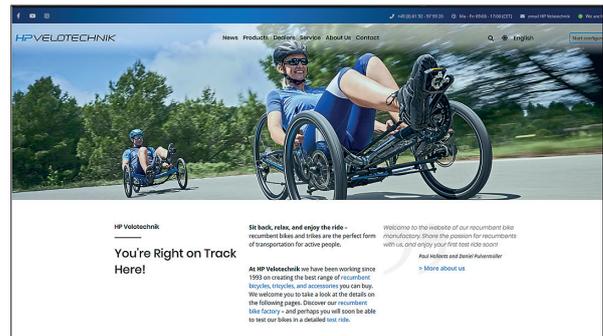
Lavish homepage relaunch

Recumbent bike manufacturer HP VELOTECHNIK addresses retailers and consumers alike with a completely revised Internet presence / Numerous special functions increase usability

KRITTEL. Recumbent bike manufacturer HP VELOTECHNIK starts the 2020 season with a completely redesigned homepage, which is highly visually attractive with large-format panoramic photos, a clear structure and many interactive elements. The page adapts dynamically to the screen size to any type of device.

The recumbent bike manufacturer provides a newly updated "Dealer area". Business partners with login authorization access a wide range of information via this portal. Above all, however, the specialist bike manufacturer offers premium and stockist dealers a platform on which they can present themselves and their shop in pictures and text in a meaningful and effective way.

For the consumers, not only the dealer search becomes a visually appealing pleasure: they can also find out with just one click whether the trusted dealer has the desired test bike in their shop. This effective service applies not only to the 15 models in the product range, but also to information on the three motor systems



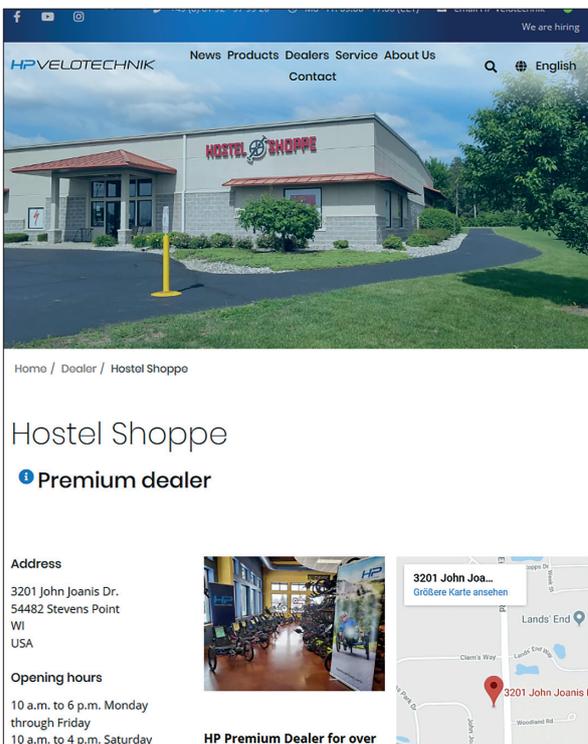
used by HP VELOTECHNIK: The visitor can search for "their" e-bike test center and send a targeted sample request with model and desired visit date.

The content of the website, which according to HP VELOTECHNIK was developed in a nearly one-year implementation phase, is also convincing in every respect. The "Mega-Menu" offers a clear presentation of the very broad product portfolio of the manufactory. The "Recumbent Worlds" provide both laymen and experts with emotional access to the special features of this unique bike category. In the "Product Finder", the user sorts out the right bike for him or her in the shortest possible time using numerous filter functions. Which specific equipment is possible (and what it costs) can finally be worked out in the proven "Configurator", from which the dealer can order directly via Veloport.

For managing director Paul Hollants, who at the end of the 1990s still programmed the first homepage of the recumbent bikes himself, it is clear: "HP VELOTECHNIK's company philosophy is based on proven products that are carefully developed further - but this relaunch required a fundamental and radical redesign. The initial reactions are extremely positive. Apart from addressing the end customer in a modern way, we want to emphasize the close relationship with our retailers - and make an exciting offer to those who want to become one! "

www.hpvelotechnik.com

Further information (only for editorial offices) from Alexander Kraft (Press Officer HP VELOTECHNIK), 06192-97992283 or 0160-99858794; alexander.kraft@hpvelotechnik.com.



Inviting: Hostel Shoppe, HP Velotechnik dealer in Wisconsin. Screenshots: HP VELOTECHNIK