

## PRESSRELEASE

### **Mastering the last mile with wheel hub power unit**

RYTLE cargo bikes conquer the city logistics market

**Bremen, March 2019 - When you think about city logistics, deliverers are increasingly facing challenges: environmental zones, narrow streets, traffic chaos and rapid growth in e-commerce ensure that antiquated workflows on the so-called last mile stand still and processes reach their limits. This requires specialists with experience as well as cultural readiness for change at the partners to revolutionize the existing city logistics.**

They are already on the road in numerous German cities as well as abroad: electrically operated cargo bikes of the RYTLE GmbH. With their idea to serve the last mile for suppliers and end users as efficient as possible, environment-friendly, punctual and stress-free, the team out of Bremen hits the nerve of the time. The joint venture, which was founded just two years ago, and its experts created a new system for the last mile: self-contained mobile depots (HUB), electrically operated cargo bikes (RYTLE MovR 25) with an interchangeable function for standardized transport boxes (RYTLE Box) and a suitable software-platform that connects all stakeholders in real time. The MovR can be driven without a driver's license, offers optimal protection and comfort, is easy to use - and has also been approved as Pedelec 25.

The HEINZMANN company participated in the development of the MovR right from the beginning and is responsible for a technical highlight. 'RytLE offers a great concept that starts at the headquarters of the last mile service and ends at the customer's doorstep. All vehicles from the RYTLE fleet are equipped with our state-of-the-art engines and are based on a modular system. This ensures to offer a very simple and convincing service concept', explains Peter Mérimèche, Managing Director Electric Drives at HEINZMANN. The cargo bike should optimally integrate in traffic situations. This has been achieved with the installation of the wheel hub motor CargoPower RN 111. 'This engine has the strongest torque of any current cycle or load-wheeled engine model, with up to 115 NM peak torque', indicates Mérimèche. The customers are also highly satisfied. The CargoPower wheel hub motor offers a clear advantage compared to mid-engines of competitors due to the fact that the drive energy is created directly at the wheel. Therefore,



the driver is faster in terms of acceleration compared to many cars, can simply get down from the road to the bike path or turn very easily in the inner city in small side streets.

The concept has also convinced parcel service providers and courier services such as Citipost and Hermes. The ability to deliver goods of any kind eco-friendly, fast and stress-free is just as important to the companies as the use of micro-depots with interchangeable boxes and the digital linkage of all participants in real time. 'With the Rytle MovR, we are not only able to go new ways in terms of energy, but further to relieve our delivery staff', specifies Jan Fitzner, Managing Director of Citipost. The company has been using certain MovR since September 2018 within the city Oldenburg. 'Our drivers are proud to be on the road with such an innovative system and are excited about the flexibility of use.' UPS is also testing RYTLE Cargo Bikes in several European cities as well as examines the mini-hub in Munich.

**Pictures:**

Hermes\_MovR: Hermes Germany

RYTLE\_UPS: UPS Germany

RYTLE\_MovR, RYTLE\_Technik, RYTLE\_Motor, RYTLE\_citipost: RYTLE GmbH

**About RYTLE GmbH:**

The RYTLE GmbH was founded in autumn 2016 to revolutionize city logistics. Created by experts, the logistics concept consists out of a self-sufficient mobile HUB, an electrically operated cargo bike with an exchange function for standardized transport boxes – the RYTLE MovR 25 – as well as a sophisticated software which is already in use worldwide. With the products available since 2017, costs can be saved on the last mile and goods of virtually any kind can be transported almost completely emission-free – efficient, punctual, quiet, stress-free, flexible and transparent.

**About HEINZMANN Electric Drives:**

HEINZMANN is a renowned manufacturer of electric power unit up to 25 kW. The product range includes brushed disc motors, permanent magnet synchronous motors with patented rotor technology, external rotors, wheeled direct drives and generators. The electrical drive systems are used in industrial applications (such as robotics, mobile machinery, fans, pumps, agricultural technology), mobility (electric light vehicles, electric vehicles, e-motorcycles, boats), for electrical power generation (CHP) and consumer products (e.g. cleaning machines).

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