



PRESS RELEASE

Optibelt enjoys its successful participation at EUROBIKE 2024

Höxter, 10 July 2024. The world's leading bicycle trade fair, EUROBIKE, took place from 3 to 7 July, 2024, in Frankfurt am Main, and the Arntz Optibelt Group was pleased to be taking part for the third time. The company also announced an important strategic partnership.

This time around, Optibelt was in hall 12.1, where renowned bicycle parts suppliers and bicycle manufacturers had their stands. This provided the perfect platform for shining a light on the innovate Twin Track system under the new trading name Optibelt Mobility.

At the trade fair stand, which sported the new Optibelt Mobility design, bicycles made by Konrad and Kynamic were presented featuring Optibelt's Twin Track system. Attendance at the stand was very good, with potential partners and other interested parties taking part in numerous interesting and promising discussions.

Strategic partnership with KMC Chain

One of the highlights of the trade fair was the announcement of a strategic partnership, within the European market, between Optibelt and KMC Chain Industrial Co., which is the world's largest manufacturer of bicycle chains. The idea behind this cooperation is to pool the expertise of the two companies with the aim of introducing innovative belt drive systems for bicycles to the market.

The partnership combines Optibelt's advanced belt technology with KMC's comprehensive knowledge of bicycle chains and drives. Exploiting the global sales networks of the two companies will allow access to a wider customer base, including OEM partners and the spare parts market.

The outlook

EUROBIKE 2024 was able to confirm its importance, once again, as a central platform for the bicycle and mobility industry. Attracting 1,900 exhibitors from 60 countries, it provided a comprehensive overview of all the latest trends and innovations. Optibelt can look back with satisfaction on a successful trade fair exhibition and is already looking forward to EUROBIKE 2025.

About Optibelt

The Arntz Optibelt Group is one of the leading global manufacturers of high-performance drive belts and develops sophisticated drive solutions for use in mechanical engineering, the automotive industry, agricultural machinery, household appliances and the medical sector. The family-run company controls nine production sites in seven countries from its headquarters in Höxter and maintains its own logistics and sales centres in Europe, North and South America, Southeast Asia and New Zealand. Worldwide, more than 2300 employees provide the best possible service, excellent customer proximity and the highest quality and safety standards.

www.optibelt.com

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Images:

Trade fair team Eurobike 2024; Photo credits: Arntz Optibelt Group

Caption:

The Optibelt trade fair team at the Eurobike 2024 in Frankfurt.