Panasonic Industry Europe GmbH

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**Panasonic Cycle Technology enhances international service networks to directly support European dealers**  
  
Strategic regional partnership with Messingschlager, Cyklo Zitny and Pippowheel

Munich, January 2025

Panasonic Industry Europe GmbH is about to begin a new cooperation with three regional service partners regarding E-bike systems and products made by Panasonic Cycle Technology in Europe. These strategic partnerships, each with localized professional expertise, will enable further enhancements directly to dealers in the field of bicycle technology and boost customer satisfaction for Panasonic.

The service is expected to start on April 1, 2025. This new strategic partnership will cover three regions:

* **Messingschlager** for the DACH region and northern-western countries,
* **Cyklo Zitny** for Czechia, Slovakia, Poland, and eastern countries,
* **Pippowheel** for France, Italy, and southern countries.

Actual service routes to bicycle dealers may vary, depending on the E-bike brand. For further information or inquiries regarding each service case, please contact the following or the E-bike brand:

**Messingschlager GmbH & Co. KG e-Mobility Service**

Address: Haßbergstraße 45, 96148 Baunach, Germany

Phone: +49 9544 944445

E-mail: [e-mobility@messingschlager.com](mailto:e-mobility@messingschlager.com)

URL: <https://www.messingschlager.com/>

**Cyklo Žitný, s.r.o.**

Address: Lučany nad Nisou 480, 468 71 Lučany nad Nisou, Czech Republic

Phone: +420 483 714 514

E-mail: [reklamace@cyklozitny.cz](mailto:reklamace@cyklozitny.cz)

URL: <https://www.cyklozitny.cz/>  
  
**PIPPOWHEELS s.r.l.**

Address: via S. Venier, 15, 36100 Vicenza - Italy

Phone: +39 0444 532052

E-mail: [info@pippowheels.com](mailto:info@pippowheels.com)

URL: <https://www.pippowheels.com/>

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**Messingschlager GmbH & Co. KG**

Messingschlager GmbH & Co. KG is a company that specializes in the manufacture and distribution of bicycle components and accessories. Founded in Germany, the company offers a wide range of products, including bicycle parts, tools and accessories for various types of bicycles. Messingschlager is known for its quality and reliability and serves both the retail and wholesale trade. The company places great emphasis on innovation and sustainability in product development.

**Cyklo Žitný, s.r.o.**

Cyklo Žitný, s.r.o. is a Czech company with operations in Lucany nad Nisou in north Czechia that has been operating in the bicycle components sector since 90‘s. The company distribute a wide range of innovative products. In addition, Cyklo Žitný acts as an authorized service center for RockShox and SRAM and offers certified maintenance services for RockShox and SRAM products.

**Pippowheels s.r.l.**

Pippowheels s.r.l. is an Italian company based in Vicenza, specializing in the hand-made assembly of bicycle wheels. The company born out of passion for bicycles. Pippowheels offers a full range of services including research and development, prototyping, testing, validation, assembly, certification, logistics and technical support.

**Panasonic Cycle Technology Co., Ltd.**

Panasonic Cycle Technology Co., Ltd. is a leading manufacturer of electric bicycle drive systems and has established a reputation for innovative technologies and high quality. Its sales organization in Europe is part of Panasonic Industry Europe GmbH, which is known for its expertise in various fields of electronics.

One outstanding product from Panasonic is the GX Ultimate, specially developed for high-performance e-bikes. This motor is characterized by its compact design and low weight, making it ideal for sporty and performance-oriented bikes. The GX Ultimate motor offers an exceptional riding experience, driven by high torque and dynamic, responsive performance. Meanwhile, the GX Power and GX Power Plus models provide optimization for trekking and urban segments, expanding their presence in the market.

Thanks to advanced sensors and intelligent control, the motor seamlessly adapts support to the riding conditions and style, creating a natural riding feel. Additionally, the remote controller features excellent readability and integrates intuitive operations with the high performance of GX Motors. These motors are known for their durability and reliability, making them a preferred choice for many e-bike manufacturers.

Overall, Panasonic Cycle Technology, with its GX Motors, represents innovation and quality in the field of electromobility and contributes to the ongoing development of the bicycle market.