



Departamento Marketing e Comunicação

Bárbara Rodrigues

[marketing@beeq-bicycles.com](mailto:marketing@beeq-bicycles.com)

(+351) 911 739 276

BEEQ has arrived - The new brand of electric bicycles, made in Portugal

Portugal, July 16, 2020 - Launched today, BEEQ emerges as a disruptive force in the market. With production in Portugal and a differentiated business model, the brand promises to change the way we look at electric bicycles.

At a critical moment for mobility when the world begins to think of the bicycle as a safe and healthy alternative to move in cities, BEEQ emerges as the solution for those looking to make the smart choice - European-produced ebikes, with a focus in quality and at a competitive price.

BEEQ is a brand of RTE, the largest bicycle manufacturer in Europe, based in Vila Nova de Gaia, Portugal. Understanding and believing in the potential and the role of electric bicycles for the sustainability of our planet, RTE created this project to, with its know-how and high-quality values, boost the mobility revolution that is inspiring cities and communities.

In addition to a quality production platform, the brand created a sales strategy based on the future and focused on the consumer.

BEEQ chose e-commerce as the preferred sales platform, thus being able to optimize the costs of the supply chain. The result is a balance between offering a product with quality and reliable components and a more competitive price on the market.

To complement this offer, the brand has developed a partnership program so that customers can have certified service points in various locations in the countries it sells, where they can test the brand's models. A strategy towards a new retail reality very centered on the omnichannel concept.

With 35 years of knowledge in the bicycle production market, RTE has developed a platform of quality and innovation in its facilities that result in around 1.3 million bicycles produced per year. One in twenty new bicycles circulating in Europe leave the RTE facilities.

BEEQ is a young, ambitious and innovative brand, made in Europe for the whole world. The result of the project is a set of reliable, urban, sophisticated, competent and fun ebikes that can be purchased without leaving your home, directly on the brand's website.