

HELLO SWITZERLAND



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High-Tech from a Farm



Thömus Bicycle Shop is a household name around Berne.

The headquarters of this Swiss bicycle manufacturer are located on a farm in Oberried close to Berne. Founder Thomas Binggeli launched the company at the age of 17, and today it is amongst the best-known Swiss bicycle manufacturers. Its trademarks are high-end mountain bikes, racing bikes that go like the wind, functional city-bikes, and cutting-edge e-bikes.

In 2006 Thömus Bicycle Shop won the Swiss Economic Forum's entrepreneur's prize and was named the Swiss start-up of the year – a distinction that perfectly highlights the company's spirit of creativity and innovation.

Thömus Bicycle Shop's STROMER is the first e-bike launched with a battery

integrated in the down tube of the frame. The STROMER combines cutting-edge technology and trendy design. The Berner Zeitung titled its introduction with the words: "The first e-bike with sex-appeal"! Depending on the model, riders can enjoy effortless assisted riding up to 50 kph – an ideal replacement for a car for daily commutes, or for urban use.

A test-ride of the STROMER or any other of Thömus Bicycle Shop's models is possible at any time, and highly recommended. And if you decide to purchase one of these bikes, you will be delighted by the next unique aspect. These bicycles from Oberried are not sold off the shelf, but are instead individually

tailored to each customer. An up-to-date laser measuring system establishes the correct geometric dimensions for the engineers to manufacture each bicycle. And anyone who wants to get ahead just a little faster will appreciate the courses that the Thömus Bike Academy offers. Riding skills, equipment repair and GPS workshops are all popular courses led by skilled teachers who make the subject matter interesting as well as instructive.

Thömus is active not only in summertime and on two wheels, but also during the winter months and in the snow. The Thömus Snowfarm arranges adventures on skis, snowboards, and cross-country skis between October and April.

Further information: www.thoemus.ch / www.stromer.ch