

INTENSE EUROPE AND PARTS EUROPE FORM EXCLUSIVE DISTRIBUTION PARTNERSHIP

We are pleased to announce an all-new partnership with European MX and powersports distribution specialists Parts Europe to exclusively distribute our all-new Tazer MX PRO eMTB throughout Europe.

Parts Europe is the European arm of US based Parts Unlimited – the leading wholesale distributor of aftermarket replacement parts and accessories for the powersports and motorcycle industry. This new collaboration with INTENSE Europe is based on the successful launch of the Tazer MX in the US last October (2020), and further strengthens the ties between our two companies.

“Having seen the success in North America we couldn't be happier to bring the Tazer MX to Europe with such a strong partner. We are truly stoked to offer a MX specific eBike to the powersports customer backed by Parts Europe's unrivaled service.” Werner Kastenaue, INTENSE Europe Managing Director.

Parts Europe have access to over 12,000 European dealers, so this partnership will help to open up a whole new market for INTENSE and our growing eBike range. This exclusive Tazer MX PRO model and distribution arrangement sees a great convergence of our two industries.

“We are fully committed and dedicated to support the participating powersports dealers with the same reliable service they already experience in the motorcycle and ATV business.” Anthony Damevin, Purchasing Manager of PARTS EUROPE.

RICH HISTORY – WHEN WORLDS COLLIDE

INTENSE's roots run deep in the world of mountain biking, but they have also been shaped by the MX scene since the very beginning of the brand. In fact INTENSE founder and CEO Jeff Steber's original designs back in the early 1990s were heavily influenced by his knowledge and love of MX bikes. Well-known names like Mike Metzger (the Godfather of FMX), Jeff Emig and Shaun Palmer were all part of INTENSE's story in the early days.

In more recent times there is of course INTENSE Factory Racing's Aaron Gwin (a former MX racer) and INTENSE co-owner and 4x Supercross and 3x Motocross National Champ Ryan Dungey. MX has always been respected and influential at INTENSE.

TAZER MX – NO SHUTTLE REQUIRED

The pedal-assist Tazer MX PRO is based on our successful 155mm rear travel Tazer eBike, but what sets the MX model apart is its MX inspired component package that will be easily recognizable to any MX fan. The Tazer MX PRO features products from the likes of Öhlins, Renthal, Magura and ODI... all huge names in the world of MX. Add to that seamless pedal to power transfer via SHIMANO's awesome new EP8 motor and drivetrain, and other top components from the likes of DT Swiss, Cane Creek and SDG and you have a super high quality build. The Öhlins TTX22M coil shock and DH38 170mm triple clamp fork help to complete the MX look and feel.

The Tazer MX PRO will be sold exclusively in Europe through Parts Europe via their network of selected dealers. Bikes will be in dealerships by September, 2021.

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