



Ampler Bikes opens flagship store in Berlin and expands to Central Europe

Berlin – Ampler Bikes, the maker of light electric bicycles, has opened a flagship store in the heart of Berlin. With thousands of bikes sold and delivered since Ampler’s launch in 2016, the direct-to-consumer company intends to support its expansion in Germany and Central Europe with the move.

The Ampler Bikes showroom is located in the hip Berlin neighbourhood in Prenzlauer Berg, at [Kollwitzstraße 47](#). The flagship store will operate as a base for all Ampler’s German and Central European operations, which include in-store sales, a test ride centre, and a regional warranty and bike servicing hub. Beyond the store location itself, the company has set up test riding opportunities in Amsterdam, Zürich, Munich, Düsseldorf and Vienna.

Founder and CTO Hannes Laar commented that, “Opening the first brand store is a significant milestone for the company. Since we believe that selling bikes directly keeps the prices fair and guarantees customers the best service. Building our own store, as opposed to approaching dealers, was the only logical step to make. Our vision of becoming the first choice urban commuting solution, requires us to take bold steps in order to reach more people with our message and products. We’re proud of where we’ve come in the last two years, and we hope that we can keep on removing physical barriers and making urban cycling accessible for more people everywhere in Europe.”

The Ampler Flagship Store is now open for visits on Tuesdays till Fridays from 11AM till 7PM and on Saturdays from 11AM till 5PM at the Kollwitzstrasse 47 in Berlin.

About Ampler Bikes

Ampler Bikes stirred waves in 2016 when it launched its electric bikes that were lightweight and looked just like regular bicycles on Indiegogo. In February 2018, Ampler released three new bike models, called Curt, Stout and Stellar, with the lightest weighing just 14.1 kg. The company stems from Tallinn, Estonia where the three founders built the first prototype in 2014. Currently, Ampler has 16 people working between the two offices located in Berlin and Tallinn.



Flagship store details:

Kollwitzstraße 47, 10405, Berlin, Germany

Opening hours: Tuesday - Friday 11-19, Saturday 11-17

Social & media kit:



Ampler Bikes (@amplerbikes)



Ampler Bikes



Link to Ampler Bikes video



Ampler Bikes - Media kit 2018



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