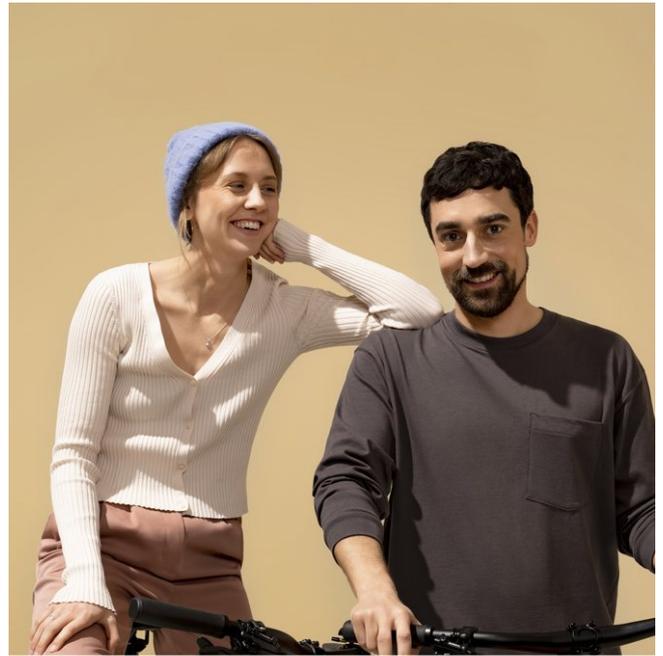




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## Ampler opens a new showroom in Amsterdam and reveals five new lightweight e-bikes

**15 March 2022** – The Estonian e-bike producer opened a new showroom in Amsterdam’s city center on Haarlemmerstraat and launched five new lightweight urban e-bikes with added security and usability features.



Ampler launched two new bikes, Axel and Juna, out of the five new models just last week and now reveals the additional three lightweight e-bikes to the public - the new generation Curt, Stellar and Stout. The names might be familiar but almost every part on the bikes is redesigned for an even better riding experience.



On top of that, Ampler now has a brand new showroom (Haarlemmerstraat 41, Amsterdam, 1013EJ) that operates as a test ride and service center and a go-to place for all their e-bike related questions in The Netherlands. The direct to consumer e-bike company continues to sell their bikes online, but for a full Ampler experience, the doors to the showroom are now open.



"Opening a fully fledged Ampler Showroom in Amsterdam is definitely a special milestone for us. The city just sets the benchmark for others to follow when it comes to people moving on bikes. We believe that the way of making commuting by bikes even more accessible, exciting and safe, is by building better bikes, and this is what we are here to do. The Amsterdam Showroom will be the center of our activities in The Netherlands and will support giving the full Ampler Experience to everyone in the country," comments Ampler's CEO and Co-founder Ardo Kaurit.



All new Ampler e-bikes have a new electronics platform that includes an integrated display built into the top tube to conveniently check remaining range or trip statistics, battery range and offers an interface to control motor support and the lights. The power button is placed just under the display for easy access and clean look. The updated battery with smart battery management system is hidden in the downtube and is removable for servicing. The bikes pack about 70 km of range to complete your daily rides and take a full charge in just 2.5 hours. The magnetic charging socket is placed discreetly into the lower part of the frame and has a dust cover to keep itself clean. The shifting cables and brake hoses are integrated to keep a minimalist frame design. Ampler recently opened their own brand-new paint line in Tallinn with 1.300 m<sup>2</sup> space, to ensure their own quality control for a more durable powder coating for the bike frames.



All new Ampler e-bikes come with an integrated GPS functionality that allows owners to locate and remotely access their bikes at all times. Ampler bikes can still be used without a smartphone, but the app - developed in-house - and soon accessible to all Ampler models, did see a big upgrade offering statistics, greater control and security functionality, e.g. locking the power button and thus motor from unauthorized use.



Lauri Kuusing, the Estonian Ambassador to The Netherlands, is a big fan of Ampler bikes already. “A couple of weeks ago I substituted my diplomatic car with Ampler’s special diplomatic bike. I see it as a great opportunity to follow the Dutch vibe and do my fair share in making diplomacy more sustainable,” Mr Kuusing noted.



**Ampler Curt** - The sporty geometry of Ampler Curt is designed for fast moves and the straight handlebar makes it highly responsive. Available as a single speed and 11-speed, the e-bike is perfect for quick commutes and workout rides. Thanks to a carbon fork and minimalist design, the Curt weighs just 14.4 kg (single speed) and 15.7 kg (11-speed) making it one of the lightest, if not the lightest commuter e-bikes in the world. Under the minimalistic skin, the Curt still has everything you need for your daily commutes - a new more powerful front light and bright LEDs integrated into the seatpost, full fenders and an optional rear carrier. The bike comes in matte black color and in three frame sizes designed for riders from 160 to 198 cm-s in height.



**Ampler Stellar** - combines lightness, smooth ride and convenience. Its semi-upright riding position, ergonomic grips and saddle offer high comfort, but still an active feel. Equipped with 9 gears and Ampler's high-torque rear motor, climbing uphill is a breeze for any ride. The new frame comes in smaller frame sizes that makes it accessible for more riders. Now wider, 47 mm Top Contact II tires by Continental offer high puncture resistance to minimize the risk of having a flat tire on your way. High performance Shimano Deore hydraulic disc brakes and other high quality components ensure that Stellar delivers all that is expected from it - like a true all-rounder would. Taking into account everything it has to offer, Stellar is featherweight at 17.8 kg. The Stellar comes in either Racing Red or Deep blue color and in two frame sizes designed for riders from 160 until 185 cm in height.



**Ampler Stout** - shares most of the components with the Stellar, but still takes its unique stand. It is a loyal companion everywhere you go. At 17.8 kg, Stout is a lot lighter than most of the e-bikes out there and rides well even if you happen to run out of charge. The bike comes in Forest Green or Pearl Black color and in two frame sizes designed for riders from 170 until 200 cm in height. If you are looking for a carefree and versatile electric bike for your daily commutes and more, Stout should be your choice.



“Launching the second generation marks a huge milestone for Ampler. It celebrates years of development based on our own experience of riding bikes. It combines the learnings from servicing and assembling them including all the feedback we have gathered from thousands of Ampler riders. We call it the second generation because almost everything is new, including fully in-house developed frames and electronics systems built to deliver the full Ampler experience. It is our passion to create electric bikes that serve the urban commuters - bikes that are exciting, long-lasting, safe and built responsibly. I believe we made a big leap towards our goal with the new generation,” - comments Ardo Kaurit, CEO & Co-founder of Ampler.



Ampler has been building a sustainable business since 2016. It has been growing steadily, creating a community of over 15 000 happy riders that gave extensive feedback to inform the development of the new models. Ampler works from the philosophy of in-housing wherever they believe they have additional value to add: all bikes are engineered and assembled in Ampler's own factory in Estonia.



Ampler will offer test rides with the new bikes at their Showrooms in Berlin, Cologne, Amsterdam, Tallinn and soon in Zürich. On top of that Ambassadors in more than 30 cities around Europe, including a new partner store in Norway will offer test rides from April onwards.

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