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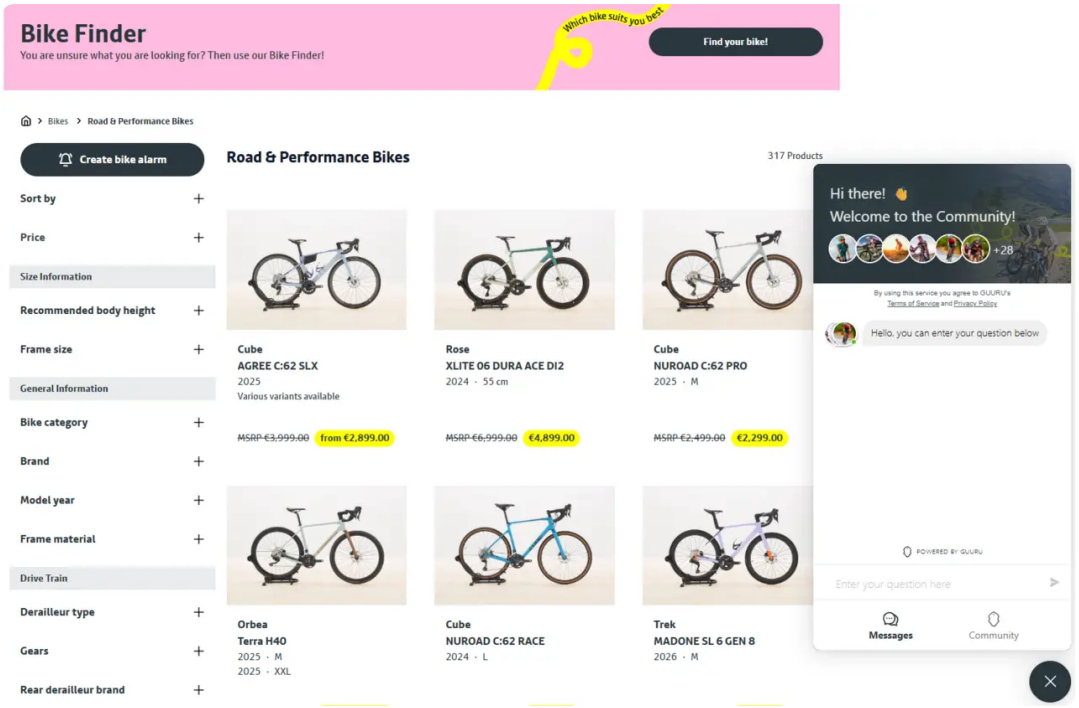


JobRad® Loop brings real community expertise to its online shop

With GUURU’s community chat, JobRad Loop customers can now chat directly with experienced cyclists from the JobRad Loop community.

Munich, 16 November 2026 — Buying a used bike often raises questions that product information alone can't answer. That's why JobRad Loop is focusing on direct contact with people who have first-hand experience of the bikes.

Since October 2026, GUURU's community chat has been available in the JobRad Loop online shop.



The chat puts customers in direct contact with Guurus from the JobRad Loop community to answer common questions, including:

- *What is a particular e-bike like to ride day to day?*
- *What should you look for when choosing the right frame size?*
- *And what does it mean when a bike is refurbished?*

Because a large share of the Guurus have bought a bike from JobRad Loop themselves, the community has a special bond with the brand. As experienced cyclists who share their knowledge and personal experiences with others, they know the range from their own experience and can answer questions from a personal perspective.

Everything about the bikes, the buying process and what it's like to ride a refurbished model.

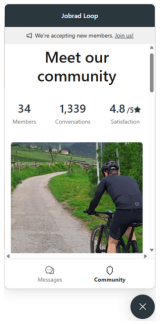
"When you buy a used bike, very personal questions often come up that product information alone can't answer. With our community chat, we're offering an additional way to connect personally: our customers can talk directly with people who ride a JobRad Loop bike themselves and share their own experiences. "

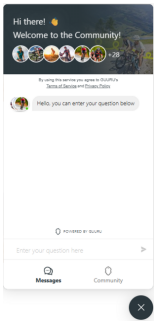
Stefan Merkt, Head of Customer, Sales & Marketing, JobRad Loop

"This exchange is on an equal footing and is a valuable addition to our existing services," Merkt added.

Advice from customers, for customers

The Guurus are part of the GUURU community and are personally selected for their commitment to JobRad Loop, equipped with relevant information about the company and its range. Using a knowledge base, they can look up additional information on their own whenever they need to.





This model combines personal experience with solid product knowledge. The Guurus can answer questions from their own perspective and share their experiences with fellow cyclists.

Personal experience as part of the buying process

With the community chat, JobRad Loop adds an individualized touch to the digital shopping experience.

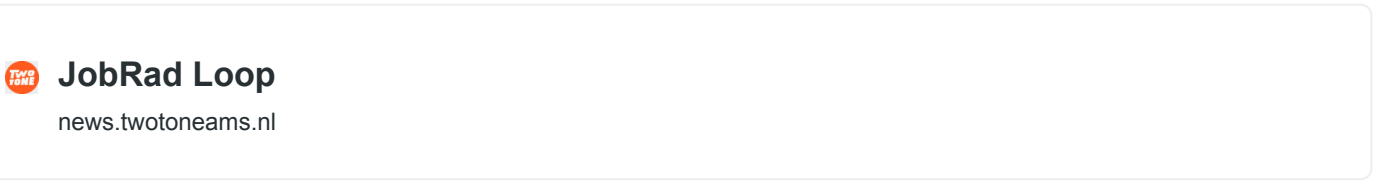
Alongside product information, technical specifications and existing customer service, customers get an additional way to exchange experiences before they buy. They can also ask specific questions about models, equipment, and everyday use.

About JobRad® Loop

JobRad® Loop is part of the JobRad Group and the go-to choice for refurbished bikes. With uncompromising quality, fair prices, and a vast selection of top brands, we bring bicycles back

on the road—available through our online shops in Germany, Austria, and the Netherlands—and make JobRad® Loop synonymous with the modern circular economy.

To download hi-res imagery and logos, click here:



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