



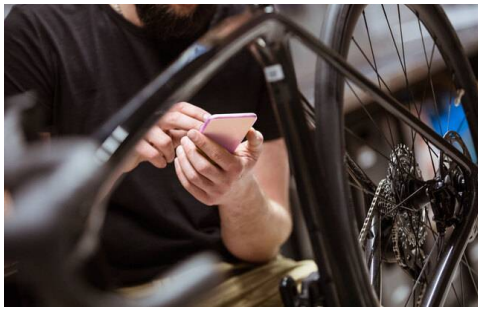
JobRad® Loop and WUNDERFiX Remove Final Barrier to Online Buying

Dutch customers to receive complimentary live video mechanic support to ensure a safe and seamless setup from delivery through the first ride.

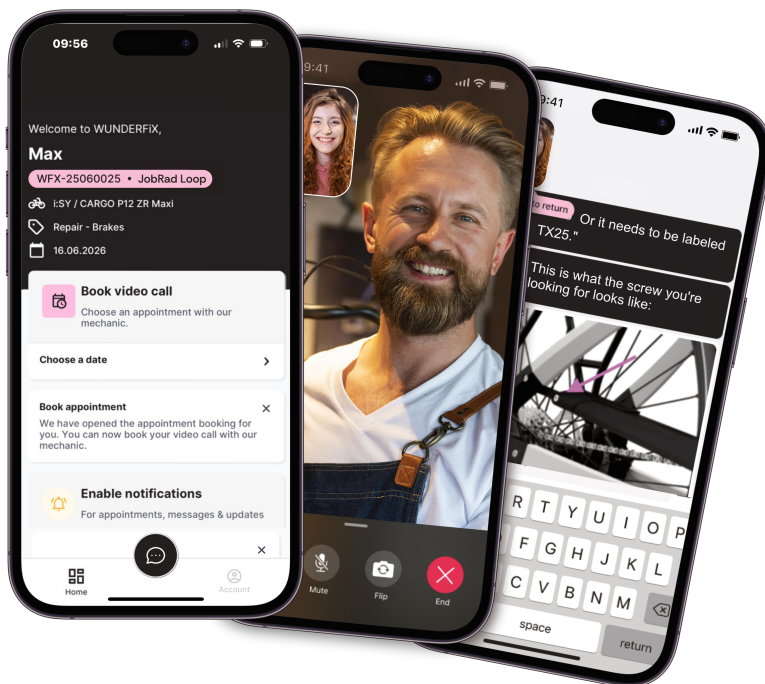
Amsterdam, 18 August 2026 – [JobRad® Loop](#) and [WUNDERFiX](#) have announced a strategic partnership in the Dutch market to make buying refurbished bicycles online easier, safer, and more accessible. By providing live, expert post-purchase support, the collaboration directly eliminates consumer anxiety regarding home bike assembly and maintenance.

Overcoming the Online Purchase Barrier

The market for refurbished bicycles continues to grow as consumers increasingly seek sustainable, high-quality alternatives to buying new. Research shows that more than 25% of Dutch consumers would consider purchasing a refurbished e-bike. However, a primary challenge for online buyers is a lack of confidence in assembling, adjusting, and maintaining a bicycle after it is delivered to their home.



JobRad® Loop and WUNDERFiX are directly addressing this hurdle. Every JobRad® Loop customer in the Netherlands now receives complimentary access to WUNDERFiX's professional remote mechanic service. This digital innovation guarantees expert assistance up until the customer takes off for their first ride, removing the need to visit a physical workshop.



How It Works

- *Before Purchase:* WUNDERFiX support is highlighted across relevant JobRad® Loop website pages, assuring customers that professional assembly assistance is included with their purchase.
- *After Purchase:* Customers receive an email invitation to schedule their complimentary, live video session at a time that suits them.
- *During the Video Call:* Certified bike mechanics provide live guidance via the customer's phone or laptop. Support includes bike assembly, initial setup, brake and gear fine-tuning, ergonomic positioning, and troubleshooting.

This partnership reinforces JobRad® Loop's commitment to transparency, convenience, and excellent customer service, setting a new digital standard for sustainable mobility in the Dutch cycling market.

"Fast, reliable processes are our top priority. That's why we continuously refine our operations to make them as efficient and seamless as possible for everyone involved."

Dr. Nela Murauer, CEO of JobRad® Loop

"With WUNDERFiX, we have developed a process that provides lease bike returners with a convenient, professional condition assessment while giving us significantly greater planning certainty," Murauer added. "This enables us to refurbish high-quality bicycles even more efficiently and give them a second life. By joining forces, our two sister companies are setting a new benchmark for bike refurbishment."

"Together, we're making the experience of buying a refurbished bike even better. With our unique add-on service, we help JobRad Loop cyclists fall in love with their new bike from the very first ride," says Alexandra Lüke, CEO of WUNDERFiX.

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.

About WUNDERFiX

WUNDERFiX provides innovative digital solutions and remote mechanic expertise for the bicycle industry, leveraging data analytics and live support to streamline the bicycle ownership and maintenance experience.

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