

# Veloretti joins the Pon.Bike family

## Direct-to-consumer bike brand to continue operating independently in Amsterdam

Online bicycle brand Veloretti has been acquired by Cannondale and Gazelle parent company, Pon.Bike.

Veloretti was founded in Amsterdam in 2012 and has since grown into one of Europe's leading direct-to-consumer bike brands with a loyal following for its bikes designed to stand the test of time, both aesthetically and practically.

In 2021 Veloretti released its first urban electric bikes, Ivy and Ace, which were rated as a 'Best Buy 2022' by AD Fiets Test and are available for delivery in the Netherlands, Germany and Belgium.

With over 60 employees, the company will continue to operate independently from its headquarters in Amsterdam under the leadership of founder Ferry Zonder.

*"Now that we have Pon.Bike as a powerful partner next to us, we can scale up faster and further expand the brand in Europe. It's an important next step in our strategy and we strengthen our position in the European e-bike market."*

— Ferry Zonder, Founder of Veloretti

Pon.Bike is part of Pon Holdings, the largest mobility group in the Netherlands, and has a portfolio of more than 15 premium bike brands and concepts such as Swapfiets, Lease-A-Bike, Gazelle, Urban Arrow, Cannondale, Cervélo and Kalkhoff.

ORIGINAL URL

<https://veloretti.pr.co/225224-veloretti-joins-the-pon-bike-family>

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