

STROMER ST1 – BACK TO THE FUTURE, THE REMAKING OF A LEGEND

When Stromer first introduced its ST1 model to the market back in 2011, the S-Pedelec very quickly became a resounding success – not just in its native Switzerland, but also in the rest of Europe and the USA. The first-class entry model in the speed class of fast e-bikes delivered a persuasive combination of reliable drive power, timelessly modern design and maximum performance. Just as it was then, Stromer is always a wheel length ahead on the road to modern mobility with its S-Pedelecs, which can reach speeds of up to 45 kph. **To mark the company's tenth birthday, Stromer is now launching a remake of the legendary ST1.**

Commuting – stressful to-ing and fro-ing or quality time?

A health insurance fund recently found that the more time we spend commuting to work each day, and the less we move around while doing so, the more often we feel stressed. This manifests itself in a variety of symptoms such as nervousness, extending through tiredness and exhaustion to depressive moods. Frustration and stress stuck in traffic, or fun and movement in the fresh air? Hardly a difficult question to answer, is it?

The means of continued movement with guaranteed fun

With the completely revamped Stromer ST1 entry model, riding fun on the way to work is already programmed in. You feel the power of the CYRO-Drive II motor as soon as you put your foot down on the pedal. Powerfully, dynamically and almost silently, you quickly accelerate to up to 45 kph, as the motor power acts directly on the rear wheel and does not have to be transmitted from the chain and gear shift.

Drive the difference

With the ST1, you arrive at work in the morning or at home in the evening relaxed, full of energy and usually with a broad grin on your face. And the trip to the shops or some other event – often involving hunting for a parking space or waiting for the bus or train – takes on a whole different quality with the ST1. With a range of 90 kilometers (the battery can be optionally upgraded to give a range of 180 kilometers) and wide 27.5" tires, the Stromer ST1 is a reliable companion in everyday life and replaces the car or public transport.

The ease with which the bike can be operated and handled also helps to eliminate stress. The OMNI-BT display integrated in the top tube supplies all the relevant trip details, the motor settings can be customized, and clever anti-theft protection is pre-programmed. The ST1 is locked and unlocked via Bluetooth using "Smartlock", without the need to enter a code or use a padlock. Removing the battery for convenient recharging in the house or apartment is also child's play and does not require a key: the battery located in the top tube can be released in a matter of seconds by pressing a button. It goes without saying that the battery can also be recharged while installed in the bike.

Launch Edition on the market this summer, respectively this fall in the US

The "Launch Edition" with a 618 Wh battery (range 120 km), in yellow and with sports frame will be available in a limited edition in Switzerland from Jul, in the rest of Europe from August and in the US from October. The standard model with 500 Wh battery and in deep red, light grey and dark grey will arrive in shops in October, respectively in November in the US.

Technical data for the ST1:

- Stromer CYRO Drive II motor, 35 Nm / 670 W
- range up to 90 km
- 500 Wh battery
- connectivity via Bluetooth with a variety of functions such as Smartlock, motor settings and statistics
- "keyless" battery release at the press of a button
- colors: deep red, light grey, dark grey
- sports and comfort frames
- **RRP ST1 (with 500 Wh battery): 4'290 Euro**

Technical data for the ST1 Launch Edition:

- Stromer CYRO Drive II motor, 35 Nm / 670 W
- range up to 120 km, 618 Wh battery
- connectivity via Bluetooth with a variety of functions such as Smartlock, motor settings and statistics
- “keyless” battery release at the press of a button
- color: yellow
- sports frame
- **RRP ST1 Launch Edition (with 618 Wh battery): 4'590 Euro**

About myStromer AG

For the Swiss company, “Swissness” is a promise of quality, design, reliability and respect for the environment. Innovative components, smart connectivity and a unique design make all Stromer models an efficient, exciting and high-quality way of getting from A to B. “Drive the difference”: Stromer consistently goes its own way with many in-house developments as well as a clear focus on Speed Pedelecs with rear wheel drive, smart connectivity and unusually great power. Stromer develops bikes for people who want to get things done and who also enjoy being on the go themselves. The company employs a total of 68 people at the Stromer Campus in Oberwangen and the subsidiary myStromer USA Corp. in Vista, California.

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