

WHO WE ARE.

QUALITY AND INNOVATION – Made in Germany

The KETTLER Alu-Rad GmbH emerged from Heinz KETTLER GmbH & Co. KG, which was taken over from insolvency in 2015 by Europe's largest bicycle specialist trade association, the Zweirad-Einkaufsgenossenschaft eG (ZEG). The number of employees was increased from 80 to 360 after the takeover of ZEG. Since then, the Cologne-based company has operated with two production facilities in Saarland and has been very successful in the bicycle industry with innovative bikes „Made in Germany“. In addition to high-quality city and trekking e-bikes, investments are primarily made in cargo bikes. Various awards from various publishers and test institutes confirm the work of KETTLER Alu-Rad. In 2023, around 650 dealers in Germany and abroad were supplied with KETTLER bikes. With an investment of around 100 million euros, the production of the first e-bikes began in 2022 in the new, state-of-the-art factory in St. Ingbert in order to meet the high demand for KETTLER bikes and to make a contribution to future-oriented mobility. KETTLER has made it its mission to fully meet the needs of customers by establishing a holistic product range and thus becoming one of the largest German bicycle manufacturers. The quality standard of the German producer is the top priority.

OUR PHILOSOPHY.

The German mobility industry is subject to changing requirements today. These come partly from institutional bodies such as politics, but also represent a societal effort. In principle, the focus is on the social responsibility of each individual in their interactions, but above all with regard to existing resources now and in the future.

Sustainable action is now a necessity.

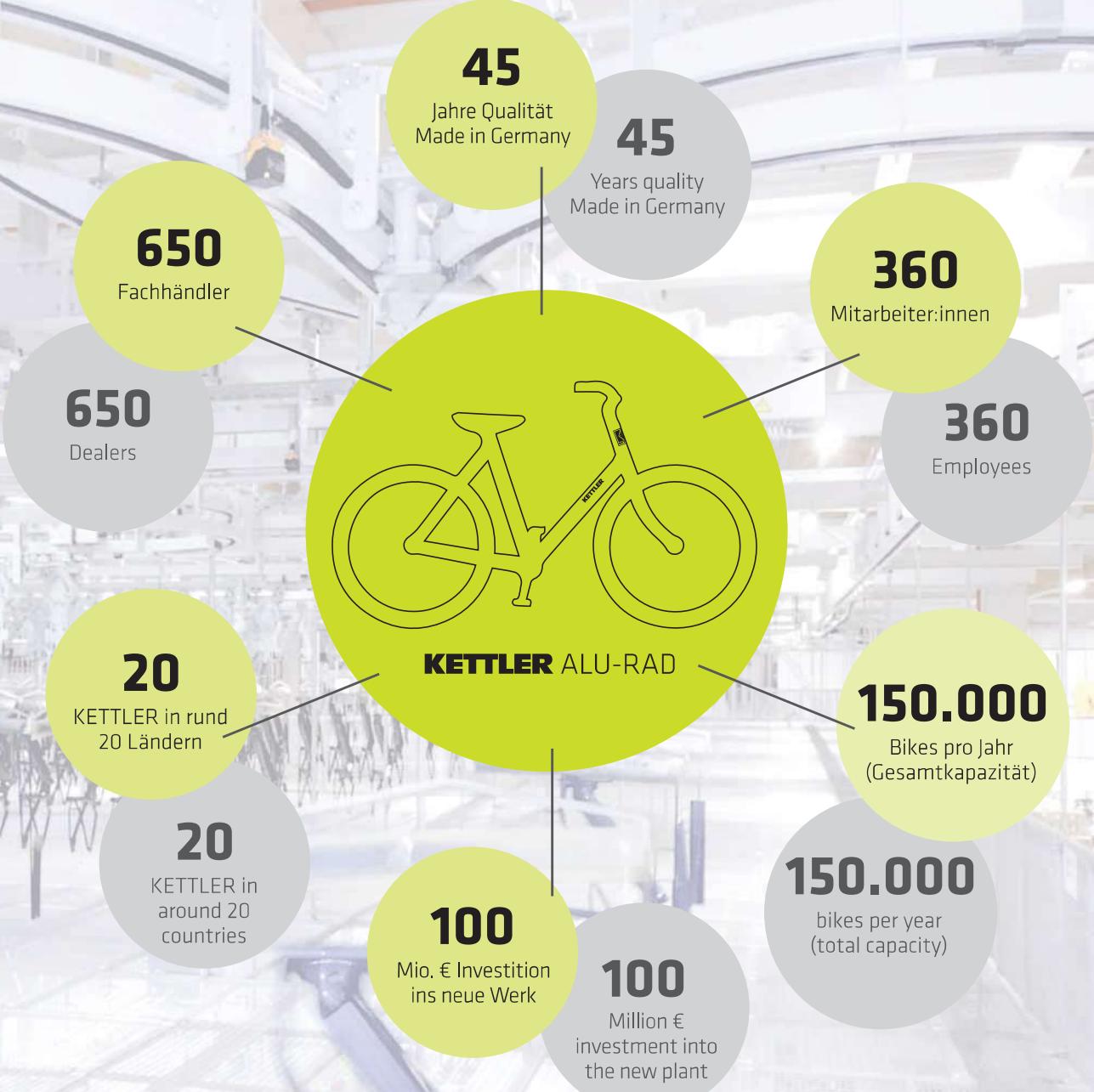
Bicycles in all variations are increasingly replacing the more environmentally harmful mobility options. KETTLER Alu-Rad has therefore made it its goal to take a significant step towards the mobility of the future.

KETTLER's product range offers options for various consumer requirements. From cargo bikes, e-bikes, e-cargo bikes to trekking bikes - KETTLER provides everyday solutions for sustainable and innovative mobility. FOR ALL.

The quality of the bikes produced in Germany is always the focus.



ZAHLEN & FAKTEN / FACTS & FIGURES



KETTLER ALU-RAD



DAFÜR STEHEN WIR.



THAT'S WHAT WE STAND FOR.

INNOVATION

In der Entwicklung setzen wir auf Bewährtes und prüfen neue Entwicklungen, bevor wir diese zur Markteinführung bringen. Die PINION MGU haben wir beispielsweise über 4 Jahre mitentwickelt, ehe die ersten Bikes ausgeliefert wurden. Bei unserer Cargoline-Serie profitieren die Kunden von einer Lenknabe, die sich durch Wartungsarmut und optimales Lenkverhalten auszeichnet.

QUALITÄT

Wir prüfen jeden einzelnen Rahmen schon in der Produktionsstätte, bevor wir ihn importieren. Nach Ankunft in unserem Werk wird jeder Rahmen erneut überprüft und im Zweifel nochmal per Hand in Deutschland nachgearbeitet. Erst dann geben wir die Rahmen für unsere hausinterne Lackierung frei. Rahmentests erfolgen generell vor Markteinführung bei unabhängigen Instituten zu deutlichen höheren Normen als die gesetzlich vorgegebenen. Darüber hinaus testen wir stichprobenartig in regelmäßigen Abständen aus der Serie. Nur so können wir unseren hohen Qualitätsanspruch gerecht werden.

NACHHALTIGKEIT

Nahezu alle Produkte aus unserem Sortiment werden in unserem hochmodernen Werk im Saarland lackiert und montiert. Inzwischen spezifizieren wir immer mehr Anbauteile, die aus Deutschland oder angrenzenden Ländern kommen, um die Lieferwege zu reduzieren. Unsere Pinniato Serie ist zum Beispiel mit Bremsen, Motoren und Batterien aus Deutschland ausgestattet. Bei der neuen Quadriga Serie setzen wir auf sparsame Lackierung in unserem Werk und Anbauteile aus italienischer Produktion. Und die Cargoline Serie besticht durch eine in den Niederlanden produzierte Lenknabe und Elastomeren aus Deutschland.

INNOVATION

In development, we rely on tried and tested methods and test new developments before we bring them to market. For example, we spent over 4 years developing the PINION MGU before the first bikes were delivered. With our Cargoline series, customers benefit from a steering hub that is characterized by low maintenance and optimal steering behavior.

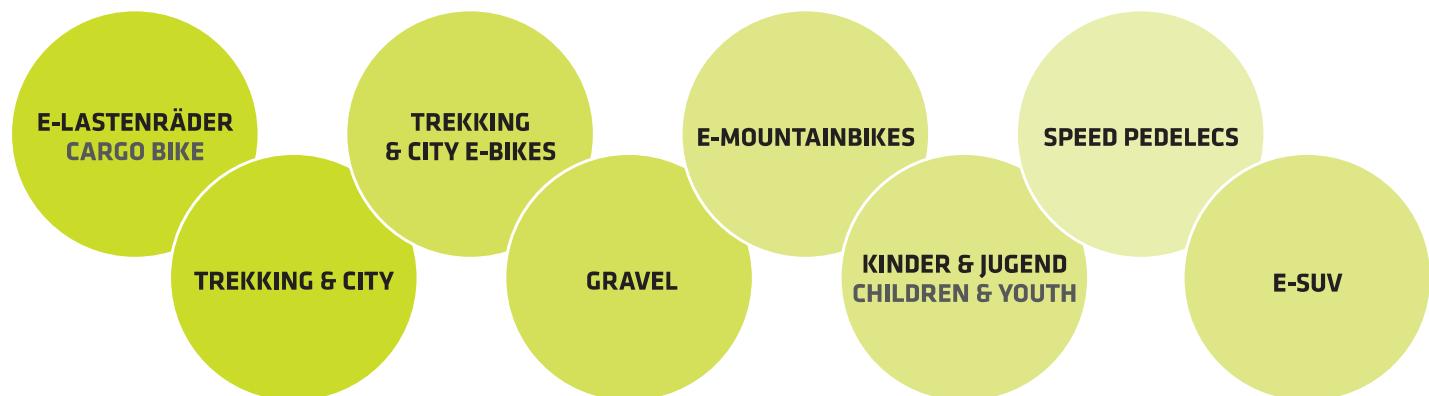
QUALITY

We test every single frame in the production facility before we import it. After arrival at our factory, each frame is checked again and, if in doubt, reworked by hand in Germany. Only then do we release the frames for our in-house painting. Frame tests are generally carried out by independent institutes before market launch to significantly higher standards than those required by law. In addition, we carry out random tests from the series at regular intervals. This is the only way we can meet our high quality standards.

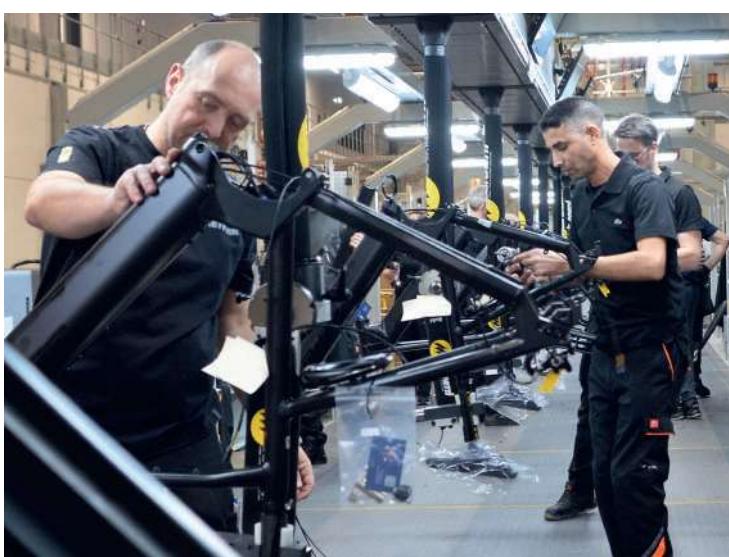
SUSTAINABILITY

Almost all products in our range are painted and assembled in our ultra-modern factory in Saarland. We are now specifying more and more add-on parts that come from Germany or neighboring countries in order to reduce delivery routes. Our Pinniato series, for example, is equipped with brakes, motors and batteries from Germany. For the new Quadriga series, we rely on economical painting in our factory and add-on parts made in Italy. And the Cargoline series impresses with a steering hub produced in the Netherlands and elastomers from Germany.

UNSERE PRODUKTKATEGORIEN / OUR PRODUCT CATEGORIES



WERK IN ST. INGBERT / FACTORY IN ST. INGBERT



KETTLER ALU-RAD

HIGHLIGHTS

**PINNIATO FS SPORT**

Das neue Highend City/ Trekking E- Bike mit Pinion MGU. Erhältlich als Diamant oder Wave- Rahmen, in der 25 km/h oder 45 km/h Version. Für Modelljahr 2025 sogar mit 1100 Wh statt 960 Wh.

The new high-end city/trekking e-bike with Pinion MGU. Available as a diamond or wave frame, in the 25 km/h or 45 km/h version. For model year 2025 even with 1100 Wh instead of 960 Wh.

**QUADRIGA CX10**

NEW

Vermutlich der kommende Bestseller. Erstmals ausgestattet mit Parallelogramm Sattelstütze von By Schulz, bewährten 10 Gängen Shimano (CUES) und Kettenschutz aus Aluminium. Zum unschlagbaren UVP ab 4.299,00 €.

Probably the next bestseller. For the first time equipped with a parallelogram seat post from By Schulz, proven 10-speed Shimano (CUES) and aluminum chain guard. At an unbeatable RRP from €4,299.00.

**TRANSHILL SUV**

NEW

Wir können auch Offroad. Neben den Town & Country Modellen bieten wir mit dem Transhill SUV ein noch sportlicheres E- Hardtail, dass mit SR SUNTOUR- Federgabel (120 mm), Shimano 12 Gang SLX und Tektro Slate Bremsen überzeugt. Auch als PRO ohne Schutzbleche und Gepäckträger erhältlich.

We can also do off-road. In addition to the Town & Country models, we offer the Transhill SUV, an even sportier e-hardtail that impresses with a SR SUNTOUR suspension fork (120 mm), Shimano 12-speed SLX and Tektro Slate brakes. Also available as a PRO without mudguards and luggage rack.



Abbildung ähnlich / Picture similar to product