



## PRESS RELEASE

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# ACTIA'S MICROMOBILITY ACTIVITY IS TAKING OFF AND WILL BE ATTENDING THE PRODAYS (PARIS) AND EUROBIKE (FRANKFURT) TRADE FAIRS.

ACTIA, which barely a year ago made a remarkable entry into the e-bike market, confirms the rapid development of its micromobility activity with a projected order book of 20,000 e-bike equipment units to be supplied in 2022.

Buoyed by this momentum, the group has announced its participation in the **PRODAYS** trade fair in Paris and the **EUROBIKE** trade fair in Frankfurt in July. This is an opportunity for the electronics manufacturer to convince many other micromobility players—like those producing cargo bikes—involved in developing low-carbon and connected urban logistics.

### **ACTIA, the new French player in micromobility**

With a BtoBtoC positioning, the group's electrification solution is aimed at the three types of customers in the highly dynamic e-bike market: private bicycles, shared bicycles and logistics bicycles (cargo bicycles, longtails, tricycles, etc.).

The French brand's technological offer covers traction, energy and all associated connectivity features, including user applications for:

- monitoring the bicycle's technical parameters
- data analysis and maintenance
- a range of advanced functions for the user: heart rate monitor, anti-theft system, etc.

Connectivity and the associated services remain a major focus for ACTIA's development in all its markets. Connectivity makes the electric bike:

- Smart: choice of riding modes, obstacle anticipation, etc.
- Efficient: calculation of distances, routes, calories burned, etc.
- Secure: remote locking, unlocking and tracking
- And ensures its longevity through predictive maintenance.

### **Choosing technological and industrial mastery**

*"With over 35 years of expertise in the development and manufacture of on-board electronic systems for the automotive sector, ACTIA has completely mastered the development and production cycle of its solutions. E-bike manufacturers who choose ACTIA's solutions are opting for industrial know-how combined with a strong capacity for innovation: the group devotes between 15 and 18% of its turnover to R&D each year,"* explains Hervé Dufresne, Marketing and Sales Manager for ACTIA's Micromobility activity.



Drawing on the group's international presence with 28 subsidiaries in 16 countries, ACTIA's micromobility activity is aiming for a gradual ramp-up for an expected turnover of 30 million euros by 2025. To this end, the group will be launching new production capacity at the end of 2022.

**PRODAYS:** 3-5 July 2022 – Paris Porte de Versailles

Trade fair for professional bicycle buyers.

Stand on the **Vélo Vallée-Occitanie Cluster**: the leading French cluster in the bicycle industry.

**ACTIA stand at PRODAYS, Hall 6 Stand B16**

**EUROBIKE:** 13-17 July 2022 – Frankfurt, Germany

Eurobike is the leading bicycle trade fair, an annual gathering of industry, trade and media.

**ACTIA stand at EUROBIKE, Hall 9.0 Stand E14**

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## ABOUT ACTIA

Founded in 1986, the ACTIA Group is a family-owned, medium-sized international company with its head office in France. This family aspect guarantees the Group's sustainability and independence, with a constantly renewed entrepreneurial drive. ACTIA designs, manufactures and operates electronics for system management in the highly demanding automotive, rail, aeronautics, space, defence, energy, and telecommunications sectors.

ACTIA's commitments are reflected in the Group's ambitious work on key issues affecting the world today, such as mobility, connectivity, safety, and the environment. ACTIA's high level of expertise in the production and design of its products guarantees top quality. All of the Group's employees uphold this high standard of quality within a fully certified environment.

## KEY FIGURES

- 2021 Consolidated Turnover: €462,8 million.
- Approximately 3,600 employees worldwide.
- 28 sites in 16 countries.
- 14 to 17 % of turnover invested in R&D each year.

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