

BADBIKE®

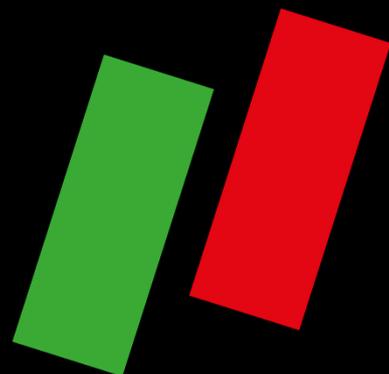
ENJOY THE RIDE



**COMPANY
PROFILE**

BAD BIKE®

E N J O Y T H E R I D E



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OUR COMPANY

A story of heart and passion

Bad Bike is a dynamic Company born in 2010 from a happy intuition, from the heart and passion of a corporate group with more than 30 years of experience in the field of mobility.

This passion resulted in a range of e-bikes that quickly became a benchmark in the field of green mobility, thanks to a cutting-edge technology and an attractive design, which combine the creative Italian style with craftsmanship, meticulous construction and attention to details.

E-bikes production

The combination of experience and desire to experiment has made Bad Bike a brand valued for its pedal-assist bicycles with a sporty character and innovative design. All our models are equipped with handlebar-operated LED headlights, efficient braking systems and mudguards, and can be enhanced with useful accessories for carrying equipment or documents. These features are what make Bad Bike products a true environmentally friendly and affordable alternative to scooters and cars.

A Company Made of People

The company's achievements are the result of the efforts made by a highly motivated team of people who have combined their experience with a strong passion to set up a functional and modern company.

This and many other factors soon allowed the newborn brand to gain recognition in an innovative and technologically advanced market, namely, that of pedal assisted bikes.

MISSION AND VISION



Since it was founded, Bad Bike has always aimed for excellence in both products and services related to its business, holding firmly to its Mission and Vision



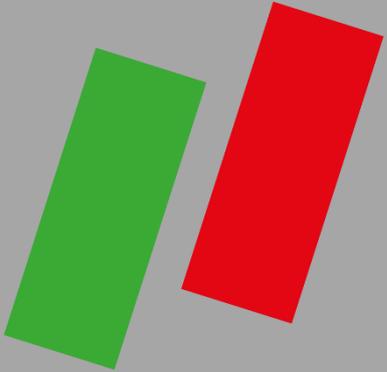
Bad Bike's mission is is to build long-lasting relationships with our customers and provide them with increasingly exceptional services by pursuing business through innovation and technology.



Bad Bike's vision for the future is to provide quality services that exceed the expectations of our valued customers.



OUR CORE STRENGTHS



Our products

Bad Bike's products stand out for their cutting-edge technology and **innovative design, unique in the world**. These models are able to combine the creative Italian style with craftsmanship, meticulous construction and attention to detail.

Warranty

Bad Bike's warranty package is among the most comprehensive in the industry that covers the bicycle for the first 7 years of its life. It also guarantees two years of coverage on both mechanical and electrical parts.

After-sales service

Bad Bike has an excellent after-sales service consisting of highly trained staff who assists the customer with every problem and offers tailor-made solutions.

Spare parts service

In its service package, Bad Bike provides an impeccable spare parts service that ships within 24 hours nationwide and internationally

GOALS

Bad Bike towards new goals, always with the same work and life philosophy!

Bad Bike has been operating in the field of sustainable mobility for about 12 years, in which it has distinguished itself in several aspects related to the products it produces and markets and the services related to them.

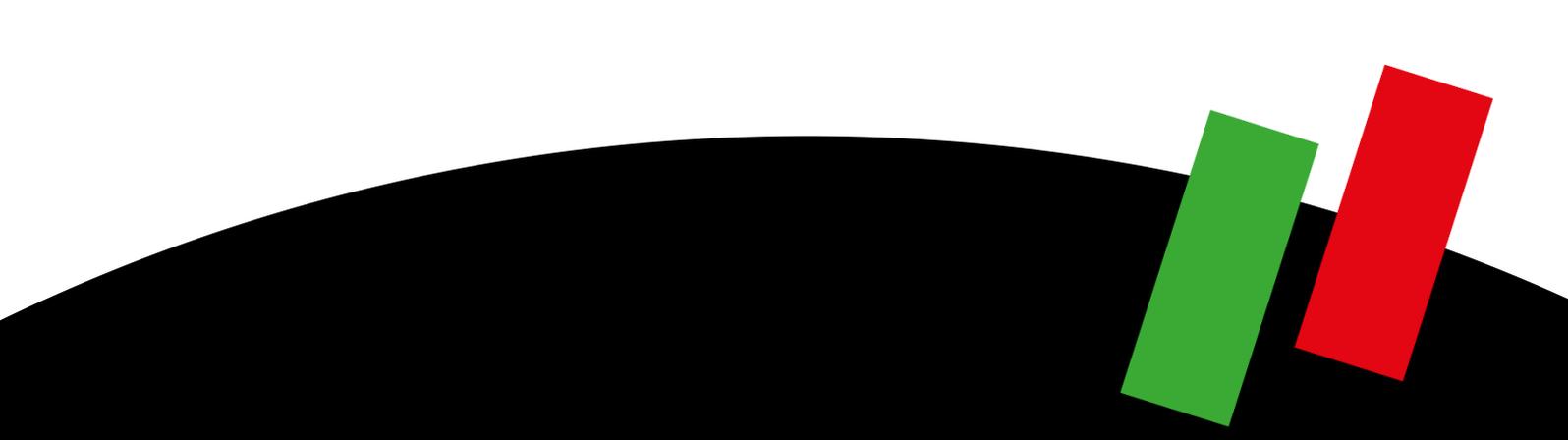
From the early years of its founding, what has driven the company's approach have been ethical and moral aspects that include:

- Believing in the satisfaction of our customers with utmost enthusiasm
- Grow through creativity, invention and innovation
- Integrate honesty, integrity and business ethics into all aspects of business operation

Hence the goals that Bad Bike aims to achieve in the coming years, which can be summarized as:

- Increase expansion in the sustainable mobility sector by developing a strong base of key customers;
- Increase corporate activities and investment in the development of new services;
- Consolidate its already good reputation in the e-bike and e-scooter sector and become the reference brand for city e-bikes.





BUSINESS PARTNER

In order to offer a product that meets all of our customers' needs, we rely on only the best and we carefully choose each partner who can offer its contribution to define the best possible solution for our customers. Below are those who support us in our daily work:



Shimano



Bafang



Polini



Oli Motors



Tektro



King Meter

BAD//BIKE®

E N J O Y T H E R I D E

OUR CONTACTS



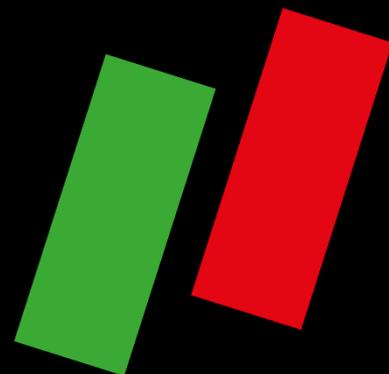
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