

Tern and LEVA Group Announce New Distribution Partnership



Ben and Dan Carr, Founders of LEVA Group

Melbourne, Australia, February 24, 2023 – Urban transportation specialist, Tern, and LEVA Group Pty Ltd, are proud to announce a new partnership for distribution of Tern bicycles to independent bicycle dealers across Australia. LEVA Group will have Tern bicycles and accessories available from March 1st, 2023, and will take over all service and support responsibilities for Tern-branded products in the Australian market.

LEVA Group is headed by brothers Ben and Dan Carr, who also founded Lug+Carrie, one of the largest e-cargo bike subscription businesses in the world. Lug+Carrie offers e-bike subscriptions to individuals and families, as well as commercial customers looking for fleet solutions.

"We've worked with Dan and Ben for several years now and it's been great watching them execute on ambitious plans, even through pandemic lockdown," said Josh Hon, Tern Team Captain. "They've done some excellent brand-building and marketing, including a campaign last year with Bosch and Rapha. But most importantly, they're totally aligned with us on the importance of good and fast

service and happy customers. We're really excited to have them bring their expertise and passion for Tern into our dealer network in Australia."

"We're big believers in Tern's mission to get people out of cars and onto bikes," said Ben Carr, LEVA Co-Founder. "With Lug+Carrie, we've seen how life-changing cargo bikes can be for so many families. Now, we have the opportunity to help even more people make that transition and we get to do it by partnering with some amazing independent dealers."



The Tern Quick Haul electric cargo bike

For dealer inquiries, please contact Jordan Fraser, Brand Manager for Tern Bicycles Australia, at sales@levagroup.com.au.

For more information, visit ternbicycles.com/au.

Media Contacts

International

Angela Kajita

Tern Bicycles

angela.kajita@ternbicycles.com

Tel: +886-2-2999-5623

North America

Arleigh Greenwald

Tern Bicycles North America

arleigh.greenwald@ternbicycles.com

Tel: +1 888-570-TERN ext 8

Europe

Chris Allmendinger

inMotion mar.com

chris.allmendinger@inmotionmar.com,

info@inmotionmar.com

Tel: +49-711-351-640-93 / -91

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    **@ternbicycles**