

Tern and One Generation Ahead Announce New Distribution Partnership for UK and Eire



Tiziana and Luigi Barbavara, Founders of OGA

March 20, 2023 – Urban transportation specialist, Tern, and One Generation Ahead SRL (OGA), are proud to announce a new partnership for distribution of Tern bicycles and accessories in the United Kingdom and Eire. OGA will continue to work with Tern's network of independent bicycle dealers, honoring Tern warranty claims and supporting them with spare parts. OGA is ready to accept orders and has already begun shipping. Tern's former distributor in the UK and Eire, Moore Large, entered administration last week.

"As happy as we are to announce this new partnership with OGA, we're incredibly sorry to say goodbye to our friends and former partners at Moore Large," stated Josh Hon. "There were so many great and talented people at Moore Large. But as good as they were, we expect OGA to still be able to improve in important areas, such as stock availability."

OGA has been a Tern partner since the company's founding in 2011, and handles Tern distribution in France, Italy, Finland, and Sweden. OGA is building a UK-based team to handle sales and service, and supply will initially come from OGA's EU warehouse. Long-time Tern partner, Mark Bickerton, will help lead the UK team.

"We're looking forward to servicing Tern dealers in the UK and Ireland and making this transition smooth and easy," said Luigi Barbavara, OGA Managing Director. "We've already started reaching out to Tern dealers to let them know that we are here, ready to ship products and provide support for Tern customers."

"I'd add that if you're in the bike industry and looking for hard-working and talented people to add to your team, you should definitely look at the people leaving Moore Large," concluded Josh Hon.



The Tern Short Haul cargo bike

For dealer inquiries, please contact [Mark Bickerton](#).

For more information, visit ternbicycles.com/uk.

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**