

FOR IMMEDIATE RELEASE

Tern Establishes Tern ZE - European Distribution Company

Names i:SY as Sales Partner for Germany, Benelux, and Austria



January 15, 2025 - Urban mobility specialist Tern has announced the establishment of Tern ZE, its first distribution office in Europe. Based in Cologne, Germany, Tern ZE (Zentrale) represents a major step forward for Tern to better support customers in the region. Tern ZE will stock Tern's full range of bikes, accessories, and service parts, and will partner with i:SY GmbH & Co. KG to manage sales to the Tern dealer network in Germany, Austria, Belgium, the Netherlands, and Luxembourg.

"Tern ZE moves us closer to the market and allows us much more focus when working with dealers and Tern customers," stated Josh Hon, Tern Team Captain. "In today's fast-changing market, the ability to react quickly is critical. We've seen the benefits of this focus and agility with our US distribution company, and we're excited to bring the same advantages to Europe."

Improved Focus and Speed

Tern ZE will initially focus on improving product availability and speed of service by maintaining inventory levels of bikes, accessories, and service parts in Europe. With this local presence, Tern dealers and riders will benefit from improved access to products, faster response times, and more direct and knowledgeable support.

Additionally, Tern ZE will prioritize expanding Tern's marketing, PR, and business development efforts. Being closer to the market also enables Tern to better understand and address specific regional needs, and explore new opportunities, such as commercial solutions, that further expand the brand's reach.



Jessica Schumacher and Jimmy Riddle

Partnership with i:SY

Tern's expanded role in the European market through Tern ZE has led to a rethinking of its distribution strategy in Germany, Austria, and the Benelux region. Tern ZE is taking on core responsibilities, such as warranty and service, inventory management, and oversight of all marketing and brand-building efforts, while i:SY will be responsible for sales to the Tern dealer network.

With its strong dealer relationships and laser-focused approach to brand representation, i:SY is an ideal partner, as it has consistently delivered value to its customers and strengthened its dealer network.

“Tern and i:SY share a philosophy of designing compact bikes as practical, high-performance tools for daily riders,” stated Jessica Schumacher, Managing Director of i:SY. “By partnering with Tern, i:SY can expand its portfolio with a brand that aligns with our commitment to quality and innovation while offering dealers a broader range of products that cater to diverse customer needs and drive new growth opportunities.”

A Fond Farewell to Hartje

This transition marks the end of Tern's long-standing partnership with its previous distributor, Hartje. Josh Hon and the entire Tern team would like to personally thank Mr. Hartje and the Hartje team for their many years of friendship and partnership. Tern wishes Hartje continued success in the future.

Prioritizing Tern Dealers

Tern appreciates the committed dealers who have played a vital role in building the Tern brand. Tern continues its unwavering belief that bicycles, and especially e-bikes, should be sold through bike shops that can provide professional and local service. Under the new sales structure, Tern dealers will be able to continue ordering products through i:SY, ensuring a smooth transition and uninterrupted business operations.

To reinforce this commitment, Jimmy Riddle, former Product/Brand Manager for Tern at Hartje, has joined Tern ZE to continue his role as Brand Manager for Tern. Jimmy's deep understanding of the brand will help facilitate a smooth transition and reassure dealers that their partnership with Tern will remain strong and independent under the new structure.

Tern ZE will also take over warranty and service support for Tern bikes already in the market, maintaining continuity for both dealers and bike owners. Customers should continue working with their local Tern dealers for service and support, and can expect to receive the same high level of care. Any dealer concerns or questions regarding warranty or service should be directed to Tern ZE for prompt assistance and resolution.

Timing

Hartje will continue selling their Tern inventory through June 30, 2025. Tern ZE will officially begin operations on July 1, 2025, with inventory ready to support dealers. Tern dealers should continue ordering during the transition period through Hartje. If inventory runs low or additional support is needed, dealers can contact their i:SY sales representative or Tern ZE directly.

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