

Company presentation



29. June 2017

FAZUA develops and markets the evation brand, an innovative drive system for pedelecs that combines the benefits of two different worlds in a single unit, as the weight, handling and optics of a conventional bicycle are paired with the powerful on-demand motor support of a pedelec. The Drivepack, which weighs just 3.3 kg and houses the motor, electronics (1.92 kg) and Battery Pack (1.38 kg), can be installed and removed on the bike's downtube using a quick click release. This design keeps the drive unit out of sight while also giving riders the ability to easily convert their bicycles into pedelecs and back again in no time at all.

At FAZUA GmbH, we fully believe in eBike technology as an important enhancement and critical evolutionary step for the traditional bicycle. "Over the long term, eBikes will help convince even more people of the benefits of cycling. eBikes promote the health of their users, improve the environment by reducing local emissions, and will play a major role in reducing future congestion and crowding on streets and public transportation."

With evation, FAZUA provides bicycle manufacturers with a way to simply integrate a powerful, lightweight and subtle drive system into their models. evation can be used on any bicycle type for any kind of ride: from purist urban bicycles to professional mountain bikes, on comfortable commutes to work or demanding mountain trails. The patented evation drive system developed by FAZUA makes it possible to create bicycles that feature a look and weight profile unlike any other on the market, all while giving users dynamic rideability and superior riding pleasure.

FAZUA works to continuously enhance and improve its versatile modern drive system. The system can also be expanded and customized by end users with the addition of various add-ons like the Bluetooth module. Thanks to the system's innovative design, bicycles equipped with the evation drive remain fully usable as conventional bikes whenever service is required. FAZUA is also the only drive manufacturer to offer direct support service for end users, and it provides retailers with interactive tools to keep the necessary maintenance and service work for the drive to a minimum.

The evation concept is the brainchild of Johannes Biechele, who envisioned an eBike drive that would be more versatile, lighter and visually more appealing than the models available on the market prior to the development of the evation system. In 2013, on the strength of this concept and the collaboration of four co-founders, FAZUA was born. With a young, international and highly talented team and financial backing by a strong group of investors, FAZUA GmbH could advance the evation drive system to series production and acquire its first orders from big names in bicycle manufacturing in a span of three years.

FAZUA cares deeply about the quality of its products. We approach quality as a holistic process with a focus on both selecting high-grade materials and components and providing outstanding workmanship. It is for this reason that we decided to locate our business in Munich, which is home to our Development Department and, as of 2017, also the site of our production facility for the evation drive system.

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