



Tern is dedicated to the goal of sustainable transportation and designs and manufactures bicycles for urban transport. The company is headquartered in Taipei, Taiwan, with corporate offices in the U.S, China, Finland, and the UK. Tern donates at least 1% of net profits every year to social and environmental causes.

Press Contacts

Europe

Uwe Weissflog
InMotion mar.com
Email: uweissflog@inmotionmar.com,
jens.weller@inmotionmar.com,
info@inmotionmar.com
Tel: +49-711-351-640-91 / -93

North America

Craig Randall
Verde PR & Consulting
Email: craig@verdepr.com
Tel: +1-303-955-2357

International

Eric Mah
Email: marketing@ternbicycles.com
Tel: +886-2-2999-5623 ext. 221

Website

ternbicycles.com

Press Photos

photos.ternbicycles.com/products
Password: ternberd

Facebook Page

facebook.com/ternbicycles

Twitter

twitter.com/ternbicycles

YouTube Channel

youtube.com/ternbicycles

This release is issued by Mobility Holdings Ltd., which retains the ultimate responsibility for the content.

News Release

For release April 26, 2012

Tern Partners with Munich Transport Authority

Portable bike maker offering special-edition bike to encourage use of public transport

TAIPEI, TAIWAN – April 26, 2012 – Urban transport specialist, Tern, today announced its cooperation with Munich’s transportation authority to encourage greater use of portable bicycles on the city’s public transportation network.

Tern is offering a special-edition Link D7i at a special price for use in an initiative by the Munich Public Transport Association (MVV) and the Bavarian branch of the ADFC Cycling Association. The goal of the program is to encourage use of portable bicycles on the MVV transport network, including ICE speed trains, subway, and busses, to help alleviate bicycle parking congestion in front of train stations and the crowding of train cars with “regular” bicycles.

“We’re about encouraging use of environmentally-friendly and sustainable forms of transport,” stated Joshua Hon, Tern vice president. “Portable bikes take up very little space when folded and so make the perfect last-mile link on an extensive transport network like the MVV. We’re very happy we can be a participant in such a progressive and forward-looking program.”



Starting at the end of April, about 25 participating Tern dealers in Munich will offer the special-edition bike through various purchase plans tailored for the project. In addition to a special-edition bike, the first 200 participants who sign up for the full-package deal will get an ADFC-MVV edition CarryOn Cover – a bicycle slip/carry cover, an annual ADFC family membership, a free first bicycle inspection, a MVV laptop bag, a tool kit, and cycling maps of Munich.

The Tern Link D7i is a low-maintenance, everyday bike that comes fully-equipped with a rear rack, mudguards, dynamo hub and lights, a Shimano Nexus 7-speed internal gear hub, and a special chain cover. The bike folds in only 10 seconds into a compact size for easy carrying and storage on a bus, train, or subway car.

For more information about the program (in German) please visit:

<http://www.hartje.de/mvv/>

<http://www.mvv-muenchen.de/de/unterwegs-im-mvv/radfahrer/adfc-mvv-faltrad/index.html?>



Tern Link D7i on the MVV.
Armin Falkenheim , Chair of the ADFC of Bavaria; Christine Strobl, Deputy Major of Munich; Alexander Freitag, Managing Director MVV.
Press conference in the Munich Town Hall announcing the Tern-MVV-ADFC project.