



Tern is dedicated to the goal of sustainable transportation and designs and manufactures bicycles for urban transport. The company has corporate offices in Taiwan, the United States, China, Finland, and the United Kingdom. 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

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News Release

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Amsler to Distribute Tern in Switzerland

Urban bike brand partners with well-established distributor

TAIPEI, TAIWAN – August 13, 2012 – Urban transport specialist, Tern, today announced Amsler & Co. AG as the official Tern distributor in Switzerland, effective September 1. Based out of Feuerthalen, Amsler fills the last remaining distribution gap in Europe for Tern, which launched only just last year.

“With Amsler’s 100+ years of providing top sales and service, we’re pleased that Tern dealers and customers will now benefit from their deep experience in the Swiss market,” stated Matthew Davis, Tern director of sales and marketing.

Starting this fall with the latest products to be announced at the upcoming Eurobike 2012, sales and service for Tern bicycles and accessories will be exclusively handled by Amsler. “We are excited to work with Tern and see plenty of opportunity in our traditionally strong urban-focused cycling market,” commented Stefan Bühler, sales manager of Amsler’s bike division. “Swiss people are known to use bikes for as many trips a day as possible, despite the sometimes challenging terrain our mountainous country is famous for.”



Long term technical consultant for Tern and folding bike mastermind Thomas Loesch of Velowerk, based in neighboring Schaffhausen, will continue to support the global technical team behind Tern. Interested Swiss dealers are invited to visit Tern for further information at Eurobike in booth B4-501 and at Demo Day at booth #101.

About AMSLER & CO. AG Founded in 1865 as a mechanics work shop, Amsler today is the Swiss distributor for Bosch/Rexroth products, the Swiss distributor for SRAM, the sole and last Swiss manufacturer of combustion engine mopeds and serves as a wholesaler to the Swiss bicycle, motorcycle and forestry equipment specialized dealer channel.

More information: www.amsler.ch



Stefan Bühler, sales manager of Amsler's bicycle division (left), and Antonio Lecce, technical director of Amsler's bicycle division (right).