



Tern designs and manufactures versatile bikes for everyday use. The company is headquartered in Taiwan with offices in the United States, China, and Finland. Tern donates 1% of net profits every year to social and environmental causes.

#### Press Contacts

##### Europe

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

##### North America

Lauren Fallert  
Verde PR & Consulting  
Email: [lfallert@verdepr.com](mailto:lfallert@verdepr.com)  
Tel: +1-303-955-2357

##### International

Eric Mah  
Email: [marketing@ternbicycles.com](mailto:marketing@ternbicycles.com)  
Tel: +886-2-2999-5623 ext. 221

##### Website

[ternbicycles.com](http://ternbicycles.com)

##### Press Photos

[photos.ternbicycles.com/products](http://photos.ternbicycles.com/products)  
Password: ternberd

##### Facebook Page

[facebook.com/ternbicycles](http://facebook.com/ternbicycles)

##### Twitter

[twitter.com/ternbicycles](http://twitter.com/ternbicycles)

##### YouTube Channel

[youtube.com/ternbicycles](http://youtube.com/ternbicycles)

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## News Release

**FOR IMMEDIATE RELEASE**

# Hartje Takes Over Tern Distribution for Benelux

TAIPEI, TAIWAN – August 30, 2013 – Urban transport specialist, Tern, today that Hermann Hartje KG is now the exclusive distributor for Tern in the Netherlands, Belgium, and Luxembourg.

“Tern has a longstanding partnership with Hartje and it made sense to let them handle the Benelux area,” stated Joshua Hon, Tern vice president. “Hartje already distributes Tern in Germany and Denmark and in addition to them carrying the largest Tern product range, they also have best-in-class logistics in Europe.”

Founded in 1895, Hartje now has over 700 employees and represents many key brands for the cycling, PTW and automotive sectors in Germany, Austria, Denmark and the Benelux.

Dealers in the Benelux area interested in carrying Tern can reach Hartje at their Zutphen, Netherland office at [zutphen@hartje.de](mailto:zutphen@hartje.de).

Sales Office Zutphen

Loohorst 16

15 NL 7207 BM Zutphen

Tel.: +31-575 571279

E-Mail: [zutphen@hartje.de](mailto:zutphen@hartje.de)

