

## Press release

### **fahrrad.de becomes an official Business Club member of the German Bike Club ADFC**

This means fahrrad.de is now part of this nationwide initiative to continuously promote the bicycle as a means of transport.

**Stuttgart, 7<sup>th</sup> November 2019 – fahrrad.de now supports the Allgemeine Deutschen Fahrrad-Club (ADFC). The ADFC has made it its mission to make cycling safer in Germany and to represent the interests and needs of cyclists throughout the country. This perfectly aligns with fahrrad.de’s goal of getting more and more people on bikes.**

"Riding a bicycle should above all be fun," says Frank Aldorf, Executive Vice President Marketing, Brand Strategy & People at Internetstores GmbH, to which fahrrad.de belongs. "This can only be achieved with the right infrastructure. The ADFC carries out important lobbying work on behalf of cyclists, which we've always appreciated at fahrrad.de and now actively want to support."

In addition to its commitment to transport policy, the ADFC sees itself above all as a representative of cyclists in Germany. The more than 185,000 members of the world's largest cycling association receive breakdown assistance, insurance and many other benefits. "We want to give something back to our customers and the cities where we have our stores. To this end, we're keen to take part in the discussion, get involved and make a stand. The official Business Club membership and the associated support of the ADFC is an important step in this direction," Aldorf continues.

One example of the work of the non-profit association is the [#MehrPlatzFürsRad](#) campaign, which advocates more cycle paths and bicycle parking spaces as well as safer intersections in German cities. fahrrad.de has operated retail stores at five locations since 2018. As a result, the specialist retailer for bicycles and accessories is now represented in Stuttgart, Berlin, Düsseldorf, Hamburg and Dortmund and is calling for support for the campaign.

Representatives from fahrrad.de will also take part in the ADFC symposium on the association's 40th anniversary in Berlin on the 15<sup>th</sup> of November. Together with representatives from the worlds of politics, business and transport, the future of cycling will be discussed here. "Through this exchange with other members and the support of the ADFC, we hope to make

a valuable contribution to safer cycling and get more and more people on their bikes together," concludes Frank Aldorf.

You can find more information about the #MorePlatzFürsRad campaign and the Allgemeinen Deutschen Fahrrad-Club here: <https://www.adfc.de/>.

## **About fahrrad.de**

fahrrad.de gets more people on bikes than anyone else. The company's unique product variety includes bikes, clothing, equipment and accessories for all cyclists - from beginners to families and hobby athletes to professionals. The range of e-bikes is particularly strong: fahrrad.de has the largest selection in stock of any bike shop – immediately available and delivered quickly. The huge assortment of brands and products is complemented by professional advice from bike experts and cycling enthusiasts. In addition to the popular online shop, fahrrad.de has operated bricks and mortar stores in Düsseldorf, Berlin, Stuttgart, Hamburg and Dortmund since summer 2018, making the specialist dealer a pioneer of successful multi-channel strategy. fahrrad.de is a company of Internetstores GmbH, Europe's largest supplier of bikes and outdoor equipment – with over 40 specialist dealers for bikes and outdoor equipment in 14 countries. Find further information at [www.fahrrad.de](http://www.fahrrad.de) and [www.internetstores.com](http://www.internetstores.com)

## **Company contact:**

**Internetstores GmbH  
Friedrichstrasse 6  
70174 Stuttgart, Germany**

Laura Neusser  
0711 93305-139  
[presse@fahrrad.de](mailto:presse@fahrrad.de)



Frank Aldorf, Executive Vice President Marketing, Brand Strategy & People at Internetstores  
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