



Press release

Mobile bike assembly:

Bikester launches Ready-to-Ride Service with MIOO

Stockholm, January 20th, 2021 – Bikester offers its Stockholm customers a mobile assembly service. The delivery option “Ready-to-Ride” is part of parent company Internetstores’ multi-channel approach. The partner of choice is MIOO, a mobile bike repair and assembly provider.

Bikester will expand its services by collaborating with MIOO and offering its customers with Ready-to-Ride an assembly service for bikes purchased on bikester.se. “As the experts in multi-channel strategy in Europe, we aim to be exactly where the customer wants us to be: online, in-store or even at home”, says Jakob Schenström, responsible for the bike business in the Nordics at Internetstores. The concept has already proven popular in other European countries: “We provided the Ready-to-Ride service to German customers for the last one-and-a-half years and it’s been a huge success. This way, we can reach those customers who want to buy a bike online but are maybe a little nervous about completing the final assembly themselves”, explains Schenström.

Besides the Bikester online shop with the largest bike assortment in Sweden, the company also operates a store in Sickla, Stockholm. A network of more than 20 service partners across the country also accept pick-up in-store deliveries, offer assembly services and bike repair. “The customer journey doesn’t end with a purchase, it’s hopefully the start of a long relationship. We want our customers to feel truly cared for.” Schenström finishes.

How it works

When entering a delivery address within Stockholm’s city limits, customers can also choose the new delivery option “Mobile Assembly Service” for an additional 599 SEK (roughly €59). The bike is then sent as usual to the customer and after the delivery is complete, one of 44 ‘MIOO Bike Buddies’ schedules an assembly appointment. The Bike Buddy is an experienced mechanic, goes to the customer’s home and assembles and adjusts the bike to fit, so the new bike is perfectly suited to the customer. The Bike Buddy can also explain features of the bike, which is especially useful for e-bike purchases. In these times of social distancing, this is an especially attractive option.



“We’re happy to have gained Bikester as leading bike retailer to extend our business model. The trend towards ordering a bike online is growing, and together we want to help make this development more convenient for everyone – and get even more people on bikes”, states Tomas Gröngvist, CEO and founder of MIOO. If this test run in Stockholm is successful, both parties plan to expand the collaboration in Sweden and beyond.

About Bikester

Bikester is Europe’s No. 1 for bikes, clothing, equipment, and accessories: the online shop offers a unique variety of products with country-specific selection in twelve countries. Whether it’s a mountain bike, road, gravel, city, e-bike or children’s bike, cycling fans of all kinds will find the perfect model and suitable equipment here. The Bikester team consists of passionate bike experts with specialist knowledge. Their webshop offers simple navigation and intelligent search, a virtual product consultant and a frame size calculator. This means every customer gets the best bike in the correct size in just a few steps. For a consistent shopping experience, the first Bikester Store opened 2020 in Sickla, Stockholm – making Bikester one of the most successful multi-channel management players. Bikester part of the Internetstores Group; a family of leading outdoor and bike shops across Europe and Scandinavia. Find out more at www.bikester.se

About MIOO

MIOO simplifies cycling by encouraging more people to get on their bikes. The mission is to create more liveable, healthy and sustainable cities. MIOO offers on-demand bike servicing wherever cyclists are located. They provide mechanical services, insurance deductibles and anti-theft registration in case of bike accidents or theft.

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