

Leader 96 Aims for Regional Leadership in E-Bike Production

label: Sales & Trends  267

PLODIV, Bulgaria – Leader 96 presented its new Jaguar branded e-bike range at the Velofollies show in Belgian Kortrijk last month. Next to the opening of a new e-bike factory last summer this is the company’s next step to grow its market position, using the reputation of the recently acquired trademark Jaguar.



To support its growth Leader 96 acquired German brands Jaguar and Panther last year. – Photo Leader 96

Jaguar branded e-bikes were displayed at Velofollies by Leader 96’s representative for the Belgian market, Minerva BT. Even Miss Belgium 2018 Angeline Flor Pua and Prince Laurent of Belgium visited the Minerva – Jaguar booth at Velofollies which took place from 19 – 21 January.

Minerva launching partner for Jaguar

Minerva BT owner Filip Carpentier stated “We have been increasing our business together with Leader 96 for over 20 years. I am very glad they gave me the opportunity to launch the brand in Belgium as Jaguar has a great potential on the e-bike market.”

Last year Leader 96 invested some 6 million euro in its new 18,000m² production and warehouse facility in Plodiv, Bulgaria. “This investment marks an important milestone in the development of our company,” said Leader 96 CEO Dimitar Zlatanov at the opening of the new factory. “Our goal has always been to be among the leading European bicycle producers. The completion of our new factory brings us closer to achieving this goal.”

Acquisition of Jaguar and Panther

To support such growth Leader 96 acquired the German brands Panther and Jaguar from Panther International GmbH. “The acquisition of these well-known German brands is an important step for our company as we always strive to increase the range and improve quality of our bicycles,” said Zlatanov.

Export important for Leader 96

Leader 96 has been founded in 1996 and since expanded into a bike maker with a yearly production capacity (including its 2nd facility) to some 400,000 units and its staff to 550 employees. Leader 96's product range includes e-bikes, city, mountain, kids, folding, road and fitness bikes. Currently, more than 95% of its production is exported to countries like Germany, Holland, Belgium, Denmark, Italy, Finland and others.

Published by Jan-Willem Van Schaik on 1 Feb 2018



Vakmedianet. Copyright reserved.

The following rules apply to the use of this site: **Terms of Use** and **Privacy / Cookie Statement**

Vakmedianet uses cookies to remember some preferences and tune to your professional interest. **More information about the use of cookies**