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## **HASE BIKES: Customised solutions for every cyclist – clear and simple.**

### **New online configurator makes it easy to customise your own bike**

*Specialised bike manufacturer HASE BIKES has just launched its new online configurator. With this system, customers can easily design a trike or tandem that perfectly suits their needs.*

HASE BIKES has always offered an impressive range of customisable features and equipment for its tandems and trikes. But the process of customisation just got a whole lot easier: at HASE BIKES, customers can now design their own dream bikes online with just a few easy clicks. The new online configurator is available on the company's website, [www.hasebikes.com](http://www.hasebikes.com). When the "Configurator" tab is selected, a page opens with twelve "topseller" models. On the subsequent pages, users can add compatible features and equipment to the chosen model.

"Considering the incredibly large number of available options, we knew the system would have to be extremely user-friendly," explained Kirsten Hase, head of marketing at HASE BIKES. "After all, in purely mathematical terms, more than 1 million different model configurations are possible." Each available option is shown with a picture of the component, along with tips and recommendations, e.g. for special uses. And of course the model price is updated every time a feature is added or removed (by ticking or unticking the respective box).



### **PINO, KETTWIESEL, LEPUS – all customisable**

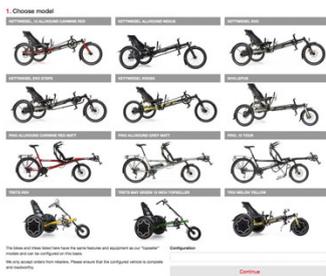
Although the configurator also enables customers to specify visual features like frame colour, the primary aim is to customise the vehicle's functionality to the specific preferences and needs of the rider. "And the options range from special cranksets for riders with limited knee flexibility to hand-crank assemblies," said Kirsten Hase. This wide range of customisable features has earned HASE BIKES its reputation as one of the most important international suppliers of adaptive bikes and trikes.

The programmers of the online configurator were faced with the challenge of creating a system that could handle the multitude of options and recognise compatible combinations of features and equipment. This is why HASE BIKES spent two whole years developing and fine-tuning the new system. However, thanks to the user-friendly interface, customers using the configurator today will be completely unaware of the impressive complexity behind the system.

From now on, HASE BIKES customers can design their own dream tandems and trikes at home and then simply take the configuration number to the nearest dealer. The online configurator is not an ordering system: "We still believe that the valuable professional guidance offered by our partner dealers is essential in the ordering process," said Kirsten Hase. "Using the configuration number, the dealer can review and discuss the selected combination of options with the customer, make any necessary corrections and then place the order." Furthermore, the configurator is directly linked to the company's inventory-management system, meaning that the information is always up to date. "If anything changes in an article's description or price, the configurator can be easily synchronised."

Information on the latest HASE BIKES specials and the ideas behind its vehicle designs can be found at [www.hasebikes.com](http://www.hasebikes.com). The German version of the website links to the informative HASE BIKES BLOG.

**Picture:**



With the online configurator, your customised dream bike is just a few clicks away.

*Note: This photo can be downloaded in high-quality format via the following link:*

<http://www.amedes.de/ftp/hasebikes/Hase-Bikes-Configurator-EN.tif>

## **About HASE BIKES**

Since 1994 company founder Marec Hase has been developing innovative tandems and recumbent bikes and trikes that offer exceptional practicality and versatility, along with unparalleled riding fun. The KETTWIESEL “cornering machine” has since attained cult status, and the versatile PINO tandem is not only a beloved family taxi and cargo bike, but also the most widely used touring tandem in the world. The HASE BIKES manufacturing facility, with more than 40 employees, is situated on the historical grounds of the former coalmine Zeche Waltrop in the famous German Ruhr district. Information on the latest HASE BIKES specials and the ideas behind its vehicle designs can be found at [www.hasebikes.com](http://www.hasebikes.com). The German version of the website links to the informative HASE BIKES BLOG.