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From youth technology award to international company

25 Years of Hase Bikes: Special Bikes for the Whole World

In 1988, 16-year-old Marec Hase built his first tandem trike because he wanted to go cycling with a friend of his who was blind: “There wasn’t anything suitable on the market, so I just decided to build something myself.” One year later, his tandem won the youth science and technology competition “Jugend forscht” – kicking off his unparalleled career in the field of specialized bikes.

“I was never really interested in normal bicycles,” explains Marec, who was a young teenager when he started salvaging old bicycle parts from rubbish and using them to build new vehicles. “I loved seeing what I could come up with. It wasn’t long before I’d built my first trikes and soapbox racers with chain drives – and pretty much all of them were actually rideable.”

Special Bikes Success Story

In 1994, Marec founded “Hase Bikes” in his parents’ garage. This is where he built the first small production series of a full-suspension recumbent trike and a semi-recumbent tandem. These special bikes proved highly suitable for everyday use, and demand grew steadily. It wasn’t long before the garage had become too small, and production was moved to Bochum for a short period of time. In 2001, Hase Bikes, which had since grown to an 8-member team, moved to one of the historical processing buildings on the grounds of the former Hibernia coal mine in Waltrop.

“In the beginning, my wife and I lived here with our two children,” explains Marec. “But eventually, we needed all the space we had for the company itself.” Even after 25 years, Hase Bikes is still a growing, multicultural company. The staff, now 60 employees strong, speaks several different languages: Portuguese, Russian, Turkish, Italian, Polish, Syriac, Dutch, French, English – and, of course, German. Staff retention has never been a problem for Marec, as employee turnover is



extremely low. Even the very first employee who built bikes with him in his garage workshop still works at Hase Bikes. A total of 18 former trainees have accepted full-time jobs in various departments of the company. And the glue that binds the staff together is a common passion for cycling and a love for the bikes and trikes they build and sell.

The “Hase Moment”

All Hase Bikes, with their clear lines, timeless designs and sophisticated engineering, are real eye-catchers. Most people who see one for the first time ask for a test ride. And those who have experienced a Hase Bike first-hand want to own one. “That’s the ‘Hase moment,’” explains Marec with a smile. “Even die-hard recumbent critics have experienced it!” With his aerodynamic “delta” trikes like the Kettwiesel – with two wheels in back and one in the front – or his tandem family taxi and cargo bike Pino, Marec and his team have already won a whole slew of awards, including an IF Design Award, numerous coveted industry trophies, like the Eurobike Award, and three prestigious Red Dot Awards, even in the top category, “Best of the Best.” However, for Marec Hase, it is not about the prizes. “Sure, it’s an amazing feeling to win, but what motivates us most of all are our customers! To see how a child who can’t walk is suddenly able to experience independent mobility on one of our trikes: that still gives me goosebumps. Those are our own, personal Hase moments,” says Marec, who is the company founder, managing director and chief developer, as well as – and more than anything – a dyed-in-the-wool cycling enthusiast whose fascination and passion for bikes is still obvious after a quarter of a century as a business owner.

Target Group? Anyone and Everyone!

People ride Hase Bikes for a variety of reasons: because they want to ride around the world, because they would rather transport their child or groceries with a bicycle than with a car, because they would rather ride a recumbent than a “normal” bike, or because they need a recumbent trike or semi-recumbent tandem for physical therapy or adaptive cycling. Owing to their outstanding adaptability, Hase Bikes are in high demand among people with special needs. “Every person is different. That’s why bikes and trikes should be adaptable to the needs of the rider. There are so many different limitations that people can have, for example, through illness, paralysis, missing limbs or simply normal aging,” explains Marec Hase. “Every kind of limitation requires an exact adaptation to the rider, which goes far beyond the standard handlebar and seat adjustments.”



That's why Hase Bikes offers a whole line of adaptive accessories that have been developed in-house. They not only improve rider comfort, but also make it possible for certain individuals to ride a bike.

Marec Hase: "Our customers inspire us and are continually giving us new challenges. They are what motivates us to find good solutions, even for the trickiest of problems."

One thing that hasn't changed over the past 25 years: all Hase Bikes are still meticulously assembled by hand. The difference is that now they are shipped throughout Europe, North America, Africa, Asia, Australia, and New Zealand. In fact, there are only a few spots on the world map where Marec Hase's bikes and trikes are not yet available. "We still don't have any dealers in South America or Antarctica. But we're working on it!"

Open House in June

Anyone who wants to experience first-hand how highly unique bikes and trikes are built – and even get the chance to test-ride them – should mark their calendars for Friday, June 28, 2019, when Hase Bikes will be hosting an Open House to celebrate its anniversary. Visitors will have the chance to look "behind the scenes" at the bicycle manufactory. "We will even be showing the areas of the company that we usually leave out during normal tours, such as the design and development department," says Marec. "In addition, there will be a trike course, and we are currently in the process of preparing a few special surprises!" Registration is possible under the following link:

<https://hasebikes.com/31-1-COMPANY-TOUR.html>

Photos and captions:



HASE **BIKES**

PRESS RELEASE

Photo 1:

Marec Hase: founder, owner, managing director, chief developer – and, above all, dyed-in-the-wool cycling enthusiast



Photo 2:

Marec Hase and his son on the tandem, family taxi, and cargo bike Pino

These photos can be downloaded in high-quality format via the following link:

<https://www.amedes.de/ftp/hasebikes/25.zip>

About Hase Bikes:

Marec Hase, engineer, owner, and managing director of Hase Bikes, has been developing extraordinary bikes and trikes for 25 years. His delta trikes and tandems are popular for recreational sports, bike tours, everyday family life, and adaptive cycling. Their innovative construction, high-quality engineering, and multi-award-winning designs make them attractive for all riders, regardless of age or physical impairment. Thanks to the wide spectrum of accessories for various uses, Hase Bikes can be individually adapted to the (special) needs of any rider, so that words like “abled” and “disabled” lose their meaning.

The Hase Bikes manufactory, which employs a growing, international team of 60 talented people, is situated in the middle of Germany’s Ruhr region, in a historical building of the former Hibernia coal mine in Waltrop. If you’d like to learn more about what makes the bikes, trikes, and people from Hase Bikes so special, then visit us at www.hasebikes.com.