



PRESS RELEASE

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HASE BIKES Tech Support: Easy How-Tos on Specialized Bikes

Company launches new video-tutorial series

Since last year, HASE BIKES – like many other companies – has been moving towards more digital forms of customer communication: Its new Tech Support Videos are aimed at both dealers and end customers.

One subject, one video

“In our Tech Support series, we focus on specific subject areas, using short video clips to explain everything you need to know,” says Dario Valenti from the HASE BIKES marketing team. “These explanations cover not only assembly, but also functionality.”

The first three videos deal with the PINO semi-recumbent tandem, which was redesigned in 2020. The instructions on how to adjust the tandem to different riders and use the practical lowrider rack with one to two panniers on each side are clear and easy to understand. One of the videos is devoted to HASE BIKES’ newly developed Double Kickstand. “The Double Kickstand holds the parked PINO even more securely, which also makes it easier for riders to get into and out of the seat. The new version is also forged, which gives it more strength and durability than its predecessor,” explains Valenti.



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Support in three languages

The Tech Support videos are filmed in both German and English. "There is also an English version with French subtitles," adds Valenti, who has spent most of his career at national and international trade fairs. Currently, he is spending more time in-house, managing the production of the new video tutorials, which he also presents.

More videos are in the works

The list of planned videos is long. Valenti: "The clips are very popular, and the need for easily accessible information among our dealers and their customers is great. Step one was to focus on making videos about the PINO and its many different uses."

Future Tech Support videos will also feature HASE BIKES' trikes, along with topics related to service and maintenance.

HASE BIKES' Tech Support videos can be found in the online-configurator section of the company's website, as well as on YouTube:

<https://www.youtube.com/playlist?list=PLWEyQNufilbfInODDBtUMngkDJzcfjdGt>

Photos and captions



Dario Valenti, presenter of the HASE BIKES Tech Support videos



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This photo can be downloaded via the following link:

<https://www.amedes.de/ftp/hasebikes/TechSupport.jpeg>

About HASE BIKES

Marec Hase, engineer, owner and managing director of HASE BIKES has been developing extraordinary bikes and trikes for more than 25 years. The successes of the now 70-member team have earned numerous design awards and attracted a growing community of passionate HASE BIKERS from (practically) every corner of the world. The delta trikes and tandems from HASE BIKES are popular for recreational sports, bike tours, family routines 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. If you would like to learn more about what makes the bikes, trikes and people from HASE BIKES so special, then visit www.hasebikes.com.