



TREK MERGES THE SOUTHERN EUROPEAN MARKETS

The Trek subsidiary that manages France, Spain and Portugal now also manages the Italian market with the creation of Trek South Europe.

April 10, Zurich - Trek announces the creation of its fifth major European subsidiary, after GAS, BLX, Nordics and UK+, called Trek South Europe, in order to foster synergies and improve its competitiveness in Europe.

The headquarters of the new subsidiary has been established in Madrid, and will be led by Olivier Pelous, who in the last ten years has carried out the integrations of Spain and Portugal in Trek Iberia, and from 2021 the creation of Trek South West Europe by incorporating the management of the French market.

According to Harald Schmiedel, VP Trek Europe: "I would like to thank Davide Brambilla for his excellent work over the last 14 years. Davide opened the Trek subsidiary in Italy, he has led a great team, and has created a strong network of committed dealers for the future of our Brand".

"We are very excited to bring the experience and energy of the South West Europe team, together with the successful Italian team, to consolidate our brand in all four countries", stated Olivier Pelous, General Manager Trek South Europe.

With this merger, Trek aligns its organizational structure to offer the best possible service to its dealers and care to the brand's lovers.

Harald Schmiedel

VP Trek Europe

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