What our company is standing for….

TRADITION AND INNOVATION

For 50 years Uebler GmbH has been developing and producing high-quality car accessories for the trade and the car industry. Founded in January 1965 by Erich Uebler, the company started by producing towing lugs and cables. These were followed by towing bars, safety nets / dog guards, creepers, ramps and finally bike racks.

FIRST-CLASS PRODUCT RANGE

The present day product range was decisively formed back in 1993 by the managing director Klaus Uebler. The first bike rack for the towbar was brought onto the market and cooperation with the vehicle parts and bicycle trade, as well as established car manufacturers intensified considerably. Working in close cooperation with these, Uebler has since then developed a wide range of bike racks.

Uebler is one of the most innovative suppliers of modern towbar bike racks with the highest standards of production quality and product ergonomics. In its Forchheim location, the company, certified accord-ing to ISO 9001:2008, sustainably produces products „Made in Germany“. The high quality is clearly emphasised by a 3-year guarantee.

TOP-CLASS CUSTOMER BASE

Today Uebler GmbH‘s customers include not only the trade, but also numerous leading car manufacturers such as BMW, Kia, Mercedes, Mitsubishi, Opel, Seat, Skoda, Toyota and Volkswagen. Uebler frequently has more than a pure sales relationship with these partners. In its efforts to achieve continuous technological progress, Uebler maintains close development partnerships, matched to the respective vehicle manufacturer.

COMMITMENT TO PRODUCTION IN GERMANY

Production initially took place in the Bavarian town of Möhrendorf near Erlangen. The site grew in four development stages and, at the same time, was continuously modernised. The next step followed at the start of 2005: The new Forchheim location was built. The result was a

completely new production facility with administration – now the company‘s new head-quarters – from where the demand that has grown over the decades is completely met – in Germany and in the whole of Europe. In this way, Uebler ensures constantly high product quality and, at the same time, is clearly committing itself to production in Germany. This means that Uebler also makes an active contribution to retaining and securing jobs in the region.

AWARDS

The sustainability of the path the company has taken is also reflected in the numerous awards it has received from renowned technical institutes and trade magazines. A typical example of this is the completely collapsible towbar bike rack series X21 which, as a 16-time product test winner since its launch, has left the competition standing.
UEBLER WILL CONTINUE TO REMAIN TRUE TO ITS BASIC PRINCIPLES IN THE FUTURE TOO

Solid positioned in the markets

As part of its „Pro trade“ initiative, Uebler introduced a selective sales system in 2012 and, in this way, strengthens the advisory and service expertise anchored in the specialised trade, based on physical retail shops. Certified and trained traders can be recognised in future by their „authorised Uebler dealer“ quality seal and offer consumers maximum security and safety when choosing and handling all Uebler products.

Today Uebler‘s customers include not only the trade, but also numerous leading car manufacturers such as BMW, Volkswagen, Mercedes-Benz, Mitsubishi, Toyota, KIA, and more. Uebler is one of the most innovative suppliers of modern towbar bike racks with the highest standards of production quality and product ergonomics.

In the Bike- and Sports market Uebler is premium partner of the biggest dealer cooperations or puchasing pools like the ZEG or Bike & Co. Uebler also have several direct partnerships with bicycle / e-bike producers like Flyer. So the companys comepetences are perfect allocated in both relevant industries.

www.uebler.com

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What our products are standing for….

U-*SER FRIENDLY,*

E-*RGONOMIC*

B-*IKE RACK,*

what is…

L-*IGHTWEIGHT,*

E-*ASY TO INSTALL*

and…

R-*ELIABLE.*

For 50 years Uebler has been developing and producing high-quality car accessories for the trade and the car industry.

From the beginning, Uebler has produced all goods constistent in Germany, with the goal to bring the best quality and functionality to customers.

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What are the DIFFERENCES?

Every bike rack can transport bikes! Yes you´re right….

***BUT** – there are big differences between the systems!*

Reliable

Uebler products are loyal partners: The high product quality results in a long lifetime. Uebler gives 2 +1 years guaranty to every single product.

Safety

Uebler's expectation of itself is higher, than the legal regulations. It complies with OEM safety & test standards.

Awarded

According to comparison tests made by the press and professional institutions Uebler products are allways on the first places. Best example is the X21 S, which has won 22 times from the launch in 2011 till the end of 2015. That´s an outstanding result!

Innovation

Development takes priority at Uebler. Nothing proves better the company's innovative attitude than the fact, that foldable bike racks was realized first by Uebler. Loops and loops of development and optimization results in a perfect ergonomical product which could be handeled extremely easy – no matter if it´s a male or female customer.

Ergonomics

Among many other things, low net weight and extreme easy usage are the main reasons why customers choose a Uebler rack. If they test it – they will love it.

Predictable

Partnerships with Uebler are predictable for all parties. Uebler is searching for partners with own networks in the physical market. Own shops with advising and maintenance services aremost wanted to enshure the complete QUALITY LOOP. Excessive online systems could bring volume, but it´s not satisfying Uebler´s internal quality goals.

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- **You want to become more acquainted and learn more about us?**
- **We believe in QUALITY and PREMIUM solutions.**
- **We want you to be our PARTNER, so Uebler's invention can reach more and more people, to make their lives easier.**

MEET US AT THE INTERBIKE 2016 IN LAS VEGAS on booth 14221

You´re welcome…..

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