



PRESS RELEASE

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Hase Bikes broadens its management team

A four-member management team has jointly taken charge of the strategic and operational development of the Waltrop-based bicycle manufacturer with effect from 1 August 2026 – Marec Hase remains managing partner.

Hase Bikes is further developing its management structure: Since 1 August 2026, a four-member management team has been jointly responsible for the strategic and operational development of the company. Marec Hase remains at the helm of the family business as managing partner and continues to be responsible for the Product Development division.

With this new structure, Hase Bikes is spreading responsibility across several people whilst at the same time strengthening collaboration across departments. Each of the four members of the management team has a clearly defined area of responsibility and, together, they shape the company's strategic development.

Change from a position of strength

This move is the result of a development process lasting around nine months, which Hase Bikes deliberately initiated whilst the company was already in a financially successful position. With a workforce that now stands at around 120, growing international markets and increasingly complex tasks, the new management structure ensures shorter decision-making processes, greater responsibility within the specialist departments and closer collaboration.

"Our existing structures have made us successful. Now is the right time to spread responsibility more widely whilst at the same time strengthening our shared entrepreneurial vision," explains Marec Hase.

Four areas – one common goal

Marec Hase, Graduate Engineer (Mechanical Engineering)

Area: Product Development

Mechanical engineer and qualified precision engineer. He was already developing innovative bicycles as a teenager and successfully presented them at the 'Jugend forscht' competition. When he founded Hase Bikes, his passion for unusual bicycles became his career.



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Leon Konzak, B.Sc. (Industrial Engineering)

Area: Supply Chain & -Production

An industrial engineer and a qualified industrial mechanic with many years' experience in production and quality assurance. Combines technical expertise with a keen understanding of processes, communication and collaboration.

Ann-Kristin Masjoshusmann, BEng (Architecture), MA (Architecture Media Management)

Area: Go-to-Market

An architect with a passion for strategic marketing and target-group-oriented communication. At Hase Bikes, she works with an interdisciplinary team to consistently develop the go-to-market strategy from the customer's perspective and to strengthen the specialist retail sector as a partner.

Colin Schuepphaus, MSc (Industrial Engineering)

Area: Governance &, IT

An industrial engineer with a strong aptitude for figures, processes and IT. Analyses and optimises structures, and further develops them using appropriate digital solutions. By providing well-founded key performance indicators, he creates transparency and a reliable basis for business decisions.

Developed together, from the inside out

The new management structure is the result of a development process lasting around nine months. Under the guidance and with the expert support of external consultancy teams, staff from various departments, roles and levels of the organisation worked together to develop the future structure of Hase Bikes.

"We didn't want to adopt an organisational model that works somewhere else, but rather to develop a structure that suits Hase Bikes," says Marec Hase. "To achieve this, it was important to draw on the experience and perspectives of our staff."

At the same time, the new organisational structure creates additional opportunities for staff to develop and take the lead, whilst particularly empowering young high-performing staff to take on greater responsibility.

Remaining a family business and a manufacturer

Despite the new management structure, Hase Bikes remains what it has always been: a family business and a manufacturer. Development, manufacturing and marketing work closely together – with short lines of communication, a high degree of personal responsibility and a shared commitment to the products.

The focus remains on the people for whom Hase Bikes designs its bicycles: People who want to stay mobile, get about independently and enjoy being active with others.

“We want to build bikes that make a real difference to people’s lives,” says Marec Hase. “To achieve this, we need good products, strong teams and an organisation in which people can take responsibility and shape the future together.”

With its new management structure, Hase Bikes is laying the groundwork for the next phase of development – whilst at the same time strengthening the foundations for continuing to run the company as an independent family business and manufacturer in the long term.

Photos and caption:

The photos are ready for download from here: <https://www.picdrop.com/hasebikes/QbHffWyTUn>



The new management team at Hase Bikes, at the production site in Waltrop. From left to right: Ann-Kristin Masjoshusmann, Colin Schuepphaus, Marec Hase, Leon Konzak. © Hase Bikes, Photo: Lotte Ostermann

About Hase Bikes:

Hase Bikes has a clear vision: a society in which mobility adapts to people – not the other way round. To this end, the family-run business based in Waltrop has been designing and manufacturing innovative tricycles, tandems, cargo bikes and therapy bikes for over 30 years. The focus is on people with different needs and life circumstances. With bespoke solutions, Hase Bikes is creating new opportunities for independent mobility and active socialising. For more information, please visit www.hasebikes.com.