



## Press release

### **3X3 takes off in the USA and Canada: Vapor Propulsion Labs (VPL) takes over distribution and sales - brand presence at MADE Show in Portland, Oregon.**

Munich / Adelmansfelden, August 2023 – After the successful market entry in Europe, 3X3 expands its field of activity to the North American region. Service and sales of the hub gears made in Adelmansfelden, Germany, will be taken over by Vapor Propulsion Labs (VPL) for the USA and Canada starting September 1st 2023. In addition, the high-end hubs can be tested at the MADE Show, which takes place from August 25 - 27 in Portland, Oregon.

"VPL is exactly the distribution partner we sought for 3X3," said Hilmar Wanner, CEO of 3X3. "With its enormous experience in the American market, the team surrounding Zach Krapfl will be able to help us considerably to establish our precision hubs in the American market. VPL will serve as a reliable local contact for dealers and customers, enabling us to offer after sales services at the highest level. The extraordinary bicycle expertise, especially in frame construction, and the fact that VPL is also a Bosch reseller have completely convinced us."

"We entered into a collaboration with 3X3 because the hub perfectly matches our ideals with its precision construction, durability and as a central element of the drivetrain. We have been aware of initial prototypes since 2019 and have followed the development first hand. 3X3 helps VPL offer an optimal solution for the e-bike market, where the transmission of high torques is particularly important," says Zach Krapfl, CEO of VPL Bikes.

#### **MADE Show: VPL with 3X3 on site**

At the MADE Show, an American trade show dedicated entirely to the art of frame building, VPL will have a booth on site. 3X3 will thus be presented to an American audience for the first time. MADE will take place in Portland, Oregon from August 25 - 27, 2023.



## About 3X3

3X3 is a brand of H+B Hightech GmbH, a highly specialized manufacturing company with a focus on future-proof engineering. The vision of the brand is: FREE YOUR BIKE. For 3X3, this means building a gear hub that always works perfectly without much maintenance. Extensive experience in automated manufacturing allows 3X3 to combine sound know-how with new technical standards and reliable deliveries. For manufacturers and bikers, this opens up completely new possibilities.

[www.3X3.bike](http://www.3X3.bike)

## PRESS CONTACTS:

### ONE MORE AGENCY

Otto & Ehrer GbR

Sebastian Otto

Weißstannenweg 1

D-80939 Munich

M +49 (0) 151 2167 2039

[sebastian.otto@one-more-agency.de](mailto:sebastian.otto@one-more-agency.de)

[www.one-more-agency.de](http://www.one-more-agency.de)

### ONE MORE AGENCY

Otto & Ehrer GbR

Dennis Ehrer

Weißstannenweg 1

D-80939 Munich

M +49 (0) 179 122 8020

[dennis.ehrer@one-more-agency.de](mailto:dennis.ehrer@one-more-agency.de)

[www.one-more-agency.de](http://www.one-more-agency.de)