



3X3 by H+B Hightech GmbH · Kappelberg 50 · 73486 Adelmannsfelden · Germany

Press Release

Strong in everyday life, dynamic on tour

The new Victoria AVYON 11 with 3X3 NINE

Adelmannsfelden, October 2025 – The 3X3 NINE takes center stage in VICTORIA's new flagship model: the AVYON 11. With its maintenance-free design, high efficiency, and practical features such as Auto-Downshift, the hub ensures comfort, riding pleasure, and smooth functionality in VICTORIA's latest e-bike. The AVYON 11 is a practical SUV all-rounder for everyday use as well as extended trekking tours.

The collaboration between 3X3 and VICTORIA combines innovative shifting technology with real-world e-bike expertise. By integrating the 3X3 NINE into the new model, the brands demonstrate how innovation and everyday practicality go hand in hand. "Our hub was developed to make cycling simpler, more reliable, and more efficient. VICTORIA's decision to rely on the 3X3 NINE confirms our vision of enhancing the riding experience on every level," explains Simone Boin, Marketing Manager at 3X3.

Victoria AVYON 11 – the multifunctional SUV all-rounder

Alongside the Bosch Performance Line CX motor, the 3X3 NINE forms the core of the AVYON 11's drivetrain. The 9-speed system ensures riders always have the right gear at hand, while the Auto-Downshift function adds extra comfort in stop-and-go city traffic. Power is supplied by an 800 Wh battery, which—thanks to the high efficiency of the 3X3 NINE—delivers even greater range than automatic hub gears. With a permissible total weight of 140 kg, the integrated MIK luggage carrier system, and powerful Busch & Müller lighting, the AVYON 11 becomes a versatile companion for urban adventures. The Rock Shox Recon Silver suspension fork and knobby tires provide the comfort needed for longer trekking rides.



"With the 3X3 NINE, we can offer our customers a gear system that perfectly matches our vision of everyday-ready e-mobility. The combination of outstanding gear range, minimal maintenance, maximum



efficiency, and smart integration elevates our SUV flagship AVYON 11 to a whole new level,” says Thomas Göbel, Brand Manager at VICTORIA.



About 3X3

3X3 is redefining the cycling experience. Guided by the vision “*SHIFT YOUR RIDE*,” 3X3—a brand of H+B Hightech GmbH—develops innovative drivetrain solutions that put simplicity, dynamics, and endurance at the forefront. Developed and manufactured in Germany, the 3X3 NINE hub gear stands for effortless operation, maintenance-free engineering, and ultimate reliability. Technical precision and uncompromising design enable a new feeling of riding—combining urban mobility with sporty freedom, without compromise.

www.3X3.bike

Contact:

3X3 by H+B Hightech GmbH

Simone Boin

Kappelberg 50

73486 Adelmannsfelden, Germany

simone@3x3.bike

Mobile +49 173 / 9061358