



## MIVICE PRESENTS NEW BRAND AMBASSADOR

- ANNIKA JESCHKE -



[Annika Jeschke](#) is the new face at MIVICE.



MIVICE EUROPE GMBH i.G. // LAUBANGER 17a // D-96052 BAMBERG



Annika, who grew up in the Sauerland (GER) region and now lives in South Tyrol (IT), has joined the manufacturer's service team with immediate effect and will also be supporting product development as part of the MIVICE R&D ExperienceTeam.

Annika Jeschke has been out on the road for years on her MTB and Gravelbike attending various bike camps, events and trade fairs as a brand ambassador for ALPINA and DEUTER, among others, and is therefore a well-known and active face on the bike scene

She moved to South Tyrol some time ago, from where she and a business partner now run the [Peak3](#) bike school on the [Reschenpass](#), where she works as a guide, technical trainer and mental coach on (e)MTBs. Annika is also committed to supporting disadvantaged children. Last year she successfully raised money for her [KidsEvolution](#) project on her Gravel Tour from Bavaria to Crete, which she undertook together with a business partner.





With her experience and numerous kilometres and altitude meters travelled, Annika will be on hand to give **MIVICE** key insights to aid the further development of its products. She will also be a face and contact person for the brand at public events, trade shows and press events.

"We are delighted to have signed Annika as a brand ambassador for us," says Steffen Krill, Marketing Director at **MIVICE**. "She is likeable, authentic and very committed and will productively contribute to the further development of our brand."





## About **MIVICE** - Who we are

**MIVICE**, founded in 2017 is a brand of the global e -component supplier M&S Driving Systems Ltd. with production & global administration in Ningbo and R&D development center in Shenzhen /China. The international sales, marketing and service management is led by **MIVICE** Europe GmbH in Bamberg / Germany.

Technology creates a better life. With an open and entrepreneurial attitude, we are building an innovation management system that actively operates in the industry environment as a global company and sets benchmarks. More than 170 employees work for **MIVICE** worldwide. With a high percentage of 1/3 of the workforce in the development department and more than 60 patents filed in the last 5 years, we see ourselves as an innovation leader, setting benchmarks with our products and focusing on a correspondingly high quality and service strategy.

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