



## **MIVICE ANNOUNCES PARTNERSHIP WITH THE “3-LAENDER ENDURO TRAILS” AT THE RESCHENPASS AREA**

The e-performance provider **MIVICE** has joined forces with the booming holiday regions at the [Reschenpass](#), to develop joint projects in the e-mobility sector and implement them in the region, as well as in the products of the manufacturer. As of now, the two partners will be pooling their multifaceted experience in their collaboration. Reschenpass is a region in the alps which extends across the borders of Austria, Italy and Switzerland.

“Whether it’s on the superbly positioned and lovingly cared-for trails, on gourmet tours around the lake or also when clocking up altitude metres at the nearby passes such as the legendary Stelvio (Stilfser Joch), the bike region at the Reschenpass is the perfect place for all types of biker to be out and about on a bike,” according to Steffen Krill, Marketing Director of MIVICE. “But the terrain also offers our R&D Experience Team the best conditions to test the performance of our motors and to incorporate important empirical values into the further development of our products.”

The [“3-Laender Enduro Trails”](#) at the Reschen Pass have an interconnected trail network of over 58 kilometres, divided between South Tyrol, Austria and Switzerland. 5 cable cars in the region bring the bikers, if required, to the starting point of the loveliest tours. For cyclists who want to take things a little easier, there is a comprehensive and very well signposted network of paths. Sustainability is a priority when it comes to



developing and maintaining the network. The natural trails and paths at the Reschenpass have acquired an excellent reputation.

“Our region is a byword for biking. We have fabulous Enduro routes, an excellent road bike offer, but also many opportunities for you to take e-bike and mountain bike tours”, says Gerald Burger, director of the Reschenpass holiday region. “In our partnership with **MIVICE**, we want to accelerate the topic of sustainable e-mobility concepts in particular and make substantial development here. Both partners have great experience and expertise in their respective sector, and we are already looking forward to discussing and developing common ideas, and also to implementing them in practice.”

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3-Länder Enduro Trails

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[www.nauders.com](http://www.nauders.com)



## 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.