



FINEST RIDING TECHNOLOGY

ANNIKA JESCKE

BRAND AMBASSADOR AND PART OF THE MIVICE R&D
EXPERIENCE TEAMS



Likeable, honest and down-to-earth - 3 simple words, but ones that describe her very well. In 2023, Annika will be joining MIVICE as a brand ambassador as well as part of the MIVICE R&D Experience Team. We therefore wanted to take the time to briefly introduce Annika to you in the following interview.

MIVICE: Annika, it's great that you are now also on board the R&D Experience Team. You actually come from Hagen, the gateway to the Sauerland, but for some time now you've been moving from the



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hilly Sauerland to the "real" mountains, more precisely to South Tyrol. How did it come about?

ANNIKA: : Griaß Enk ! (South Tyrolean for: Greetings) Yes, it started at the Women's Bike Camps at the [Reschenpass](#), where I was allowed to join as a guide. Since then I have been at least 1 time, usually several times a year for biking, guiding, skiing, etc. on site and from the first kiss has become the great love. Final I made then out of a "snap idea" the decision to move here and it took then only a few days until I cancelled my apartment and after a few weeks I was then there.



MIVICE: Sounds exciting. And what does your everyday life look like now that you have settled here?



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ANNIKA: After my arrival I managed quite quickly to found the Bike School [PEAK 3](#) together with a good friend who comes from the region. Here I am busy in the summer time then mostly in the morning until the afternoon accordingly with Guiding / riding technique or with coaching seminars. 2 to 3 times a week, depending on the time, I also work in a hotel in the service. And at home there is also something to do. Since I recently moved to the most beautiful end of the world in the Langtauferer Valley, I am occasionally allowed to milk the goats or take care of the vegetable garden. You see, I don't get bored.



MIVICE: And now as brand ambassador for our brand 😊 Annika, that sounds like a great story. So you would absolutely describe yourself as an emotional person, wouldn't you?



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ANNIKA: Absolutely. The best decisions I make it from my gut, I usually follow my heart. The best things just come out and feel right.

MIVICE: So your decision to join us as a brand ambassador was also a "matter of the heart"?



ANNIKA: Definitely. Building something with familiar people, starting something new and developing it further, that's my thing. I was all the more pleased that I can now even be on the road as a brand ambassador. I'm really excited to be part of the team and to contribute my experience.

MIVICE: You have now told us about people or connections that are important to you at MIVICE. But what about the product itself, what are your experiences here, how could this convince you?



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ANNIKA: Correct. The eMTB, which I was allowed to test in advance, convinced me with its clarity. The fine sensor technology and the natural driving feel of the motor system. And on top of that, it's whisper quiet. I have already been allowed to try most marketable engines, the X700 from [MIVICE](#) does not need to hide here truly and I'm looking forward to "abzustrampeln" countless meters of altitude with him.

MIVICE Sehr schön. Ich denke, Du fährst ja auch nicht schon immer Bikes mit Unterstützung, oder?



ANNIKA: I had my first eBIKE experience at a SRAM photo shoot in Finale in Liguria. Like most people, I was rather skeptical, but then it just went off, I just laughed almost the whole time. After that, I was hooked. The coolest thing about eBIKING is the variety, that you can



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expand your limits, but still ride at the limit if necessary. Especially for Enduro races or tours with the guests, I am (almost) only on the road with the eMTB.

The love for eGRAVEL I have found on a tour - I started in the Rhine Main area, then via Zurich to Brixen in South Tyrol - with ca.1000 km and 10tsdhm. I have mastered that in six pure driving days and in between still another seminar in Zurich. With a "normal" gravel bike I would never have managed this so efficiently.



MIVICE Last year you rode your gravel bike from Munich to Crete with pure muscle power for your [Kids Evolution](#) project, which was quite a few kilometers and certainly an experience "at the limit". What can we expect this year, once to the South Pole and back?



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ANNIKA: It will not be quite so extreme, I have as written also a very tight schedule due to my daily work. But it will already come one or the other story to stand, be curious!

MIVICE: Then we must visit you on site again, there is a lot going on there with you.

ANNIKA: Gladly, at any time. But I will also be on the road for some time and will surely meet you on the bike or at one or the other event. As beautiful as it is here at the Reschenpass, I also like to be on the road with the bike in the world.