

A VELOFIX CASE STUDY

Seamless E-Bike Servicing for Magura USA



OVERVIEW

Magura USA, the North American distributor of Magura cycling products, partnered with velofix to manage a specialized service rework of a unique hydraulic brake system for a Porsche Global e-bike model. The project required execution across 18 states under a tight timeline.

OBJECTIVES

As a smaller division of a global company, Magura USA's objective was to deliver high-level service and support across a vast region. They needed a trusted partner with both the technical expertise and geographic reach to complete the specialized project efficiently and to Porsche's standards.

The project involved reworking 65 e-bike units equipped with a niche hydraulic brake system—a highly technical and precision-focused task.

"Working with velofix was a dream, including trust of technical competency and reputation, national coverage capability, project execution, and professional management. I would highly recommend velofix to complete any time-sensitive, logistic intensive national scale technical project with total trust and representation."

Jude Monica, North American Technical Service Manager & Sales Support
Magura USA

OUR SOLUTION

- **Deployed certified technicians** across multiple U.S. markets to complete the brake system rework efficiently and consistently.
- **Arranged alternative service accommodations** in regions without direct velofix coverage to ensure no unit was left incomplete.
- **Maintained flexibility** as project requirements evolved—including changes in timelines, unit quantities, and the addition of new locations during the summer phase.
- **Maintained clear communication** throughout the project to align with Magura's expectations.

CONCLUSION

The collaboration between Magura USA and velofix exemplified outstanding management, customer service, and technical delivery. Through proactive coordination, quick response times, and professional representation, velofix met the expectations set by Magura USA.



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