DIJON, France – E-MTBs are going to make it big. That’s Gilles Lapierre’s strong belief. The same belief he had in the mid eighties at the start of the mountain bike trend, which Lapierre was one of only a few companies to foresee. It made the French bike maker leader of the European market for mountain bikes. Will e-MTBs bring the same success?

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Mountain bikes are in the Lapierre DNA, as your company was one of the very early adopters of this new trend back in the ’80s. You are again one of the forerunners with e-MTBs. Please explain why.

“I saw early on the possibilities for mountain bikes, and again with e-MTBs. Maybe it’s because I enjoyed riding mountain bikes, and now spend my time on my Overvolt! However, I think it’s really down to the fact that we are always looking ahead and trying to see what innovation to tackle next. This can also be seen in our revolutionary electronic suspension technology, e-Shock.”

In 2013 Lapierre launched its first e-MTB named Overvolt. How did the Lapierre dealers in France react and what was the response from the core Lapierre MTB buyers and users?

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There are dealers that regard this new MTB category as something for older riders that have difficulties to keep up. Are e-MTBs primarily focused on an older target group?

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Gilles Lapierre, “E-bikes will help more people convert to cycle commuting. E-MTBs will be getting more people into our sport.”

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