

Velo-ce S.R.L. acquires iconic Van Nicholas brand from Accell.

Milan, Italy – December January 6th, 2025 Velo-ce S.R.L., the Italian bicycle manufacturer known for its precision craftsmanship and flagship Veloe® line, announces the acquisition of the celebrated titanium bike brand Van Nicholas from Accell. This move marks a significant milestone in Velo-ce's strategic expansion into the premium adventure and travel bicycle segment.

Strength in Premium Bicycle Production

Velo-ce S.R.L., renowned for its meticulous in-house bicycle production and state-of-the-art facility near Milan, now takes full responsibility for producing Van Nicholas bicycles. The company's vertically integrated structure, from frame welding to wheelbuilding and assembly, ensures precision and sustainability at every stage. In 2020, Velo-ce launched its family eBike brand Veloe®, recognized across Europe for versatile, cargo-capable bikes designed for modern families and utility riders. This acquisition builds on that foundation, combining titanium heritage with Italian craftsmanship.

"Bringing Van Nicholas into the Velo-ce family reflects shared values: building premium bicycles in a low-emission, cost-efficient European facility," Anton Nijhuis, business developer at Velo-ce.

"For sales, product, order status or custom configurations, we are ready to support dealers and consumers around the globe. Velo-ce has vast experience in made to order and customized bicycle configurations"

Van Nicholas, globally respected for its lightweight yet rugged titanium frames, complements Velo-ce's ethos of durability and performance. The integration will focus on expanding Van Nicholas's presence in adventure cycling, long-distance touring and travel.

"We are proud to carry forward Van Nicholas's legacy. Cyclists will experience the best of both worlds, titanium resilience and Italian manufacturing" Stefano Moruzzi, CEO at Velo-ce S.R.L.

Looking ahead.

From January 2026, Velo-ce S.R.L. will take over all on-going agreements. Dealers will be informed of the changes and will be served by Velo-ce S.R.L. All Van Nicholas riders can rely on maintenance and service at their local Van Nicholas dealer. Velo-ce anticipates growing its presence across Europe, targeting riders who value quality and adventure-ready reliability.

About Velo-ce S.R.L

Velo-ce S.R.L. is a high-precision bicycle manufacturer based near Milan (IT) specializing in advanced engineering, premium craftsmanship and production. Operating a state-of-the-art facility equipped for steel fabrication and performance-driven prototyping, the company delivers products that combine technical excellence with long-term durability. Velo-ce S.R.L. is the creator of the Veloe brand, known for versatile, cargo-capable family and utility bikes (www.veloe.eu).

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Press image enclosed.