20th anniversary **German Answer**

Light weight design from tradition

The foundation of the company in 1995 already showed how the founders of “German Answer”® were characterized by the desire of creating “the very best”, going unusual ways, asking questions and not accepting something the way it is. Taking a look at the first drafts of the german:A.® products, it becomes apparent that already in the beginning the company was ahead of its times. Bented tubes, flowing forms and a harmonious design have been an exception at that time. Taking a look at the drafts of the international markets nowadays, it shows how this design language has become a matter of course.

In addition to the logotype german:A.® the symbol [B] is used as a logo and, in its original form, supposed to represent the in-house philosophy: the left bracket in blue stands for the demanding technologies that Thomas Kamm, the engineer, represented, and the right bracket in green stands for the aesthetics and the language of forms that Martin Achenbach, the industrial designer, represented. The colon in between has been followed by the “German Answer”® – a result of the congenial cooperation of Brain & Soul®.

Further milestones show the high potential for innovation of the Hessian “noble forge”: how they are called in german with a wink. german:A.® developed already in 2001 the first adaptive electronic device suspension. The so called “Trail Tronic®” is being produced since 2013 in an exclusive small-scale production for an OEM client.

Light weight design, an independent formal language and exceptional solutions characterize the company’s product portfolio up to the present day. With the product series “ZERO”, the company presents for its 20th anniversary light weight records accompanied by a technical resolution that is trendsetting for future suspension systems of the light weight segment.

**Visions.** This is the source of our action. On this occasion it is definitely not to be understood as the effort on empty phrases, of which most companies proudly take the credits! The striking example is the year 2009: for the occasion of the 20th anniversary of the magazine “BIKE”, german:A.® presented a survey on future bike concepts. The present E-Rider developed and designed for CONWAY® implies, as a technology carrier, several solutions of the idea that once was revolutionary in 2009.

**Future.** Activities for the creation of the future are derived from visions. At the beginning there is a question. This question is caused by a problem. The quest for a solution has begun. One example: every biker knows it. The problem of how much travel you need. One cannot get enough of it on rough trails. But bikers know another problem as well: the pogo-effect while pedaling; the sag issue at the front fork, it is alright while sitting but when standing up, there is nothing left of the former travel! Due to the shift of the moving centre of gravity to the front, the bike deeply dives into the fork! And unfortunately, the same happens when braking. And downhill. And even worse: Downhill, standing and trying to brake at the same time. Just when the former travel is needed the most! But what about the rear suspension? Unfortunately it is the same problem – only in reverse. The shock loses the sag while braking, standing or going downhill. And then the problem turns around – uphill. At the rear the remaining travel is used up, in front the sag of the fork.

**A vicious circle?** Maybe. Our vision? A solution.

**When?** In the future. Only at German Answer®.

**2015 in an exclusive small-scale production for an OEM client.**

The story of german:A.®

- **05.12.1995** German Answer GbR is founded by Thomas Kamm and Martin Achenbach in Wolfsheim in Hessen about 35km north of Frankfurt, german:A.® produces high-quality lightweight bicycle frames which are totally handmade by Italian manufacturers. Both partners have previously worked as product developers for Specialized® and importer Rönchmidt & Starosta in Frankfurt with the house brand “RS-Bikes”.

- **1997** Unfavourable procurement market conditions have eventually led to product expansion through the development of rear shocks. Being initially a solution born out of necessity, this engagement has resulted in creation of a new market segment in the field of hydro-pneumatic systems. Forks and rear shocks for quality mountain bikes are first developed and produced.

- **2000** Marks the end of the cycle and frame production as a result of the Achenbach’s decision to leave the company (he was the one who has supervised this branch). It causes further specialization in spring / damping systems, as well as technologically related R&D projects.

- **2004** Electronically controlled hydraulic knee prosthesis are first developed in collaboration with the Technical University of Hamburg-Harburg. The medical prosthetics in combination with such engineering disciplines as hydropneumatics, drive and transmission technology represent a very interesting parallel to the chassis technologies in two wheels.

- **2005** german:A.® has developed one of the first electro-nic damping systems “Trail Tronic®”. Triggered by the development of an electronic prosthetic knee, the field of mechatronic systems becomes even more important for the company.

- **2009** A further business segment has been created in the field of mechatronic resistance transmitters for training equipment with fitness, physiotherapy and orthopedics. The acquisition of a well-established company in this field of mechatronic resistance transmitters for training equipment with fitness, physiotherapy and orthopedics.

- **2010** Establishment of DynamiX Systems GmbH, a partner company in the field of training and therapy machines.

- **2012** – today A number of innovations in e-mobility, chassis technology and mechatronic systems has been introduced.

- **2013** On the occasion of the 20th anniversary german:A.® sets a new world record with the new Fork Xcite “ZERO” – the German high-end manufacturer is the first one to cross the 1kg limit in the segment of mountain bike suspension telescope forks.