



PentaLock appoints former Sales Manager at AXA as new CSO

PentaLock is focusing on their sales strategy to ensure a successful future. Björn Gast, former OEM Sales Manager of AXA Bike Security, has been appointed as Pentalock's new CSO. With the appointment of the 44-year-old CSO, Pentalock is emphasizing the growth ambition the company has had and looks to develop further for the years to come.

Pentalock has hired Björn Gast as Chief Sales Officer. According to Pentalock CEO and co-founder, Emil Norup, Pentalock is not only looking to strengthen their sales and marketing strategy with the appointment of the new CSO, but also aims to take steps in the further professionalization of the organization.

We will be able to concentrate on the following strategic measures with Björn on board as the leader of the sales team and a member of the management team. He brings with him his experience in Business Unit Management from Vredestein Bicycle

Tyres, together with his experience in the bike industry. With this increased flexibility, and experience in our team we can now offer our clients solutions that not only support and deliver the finest riding experience imaginable, but also the safest lock you can imagine. Our new and current OEM partners, as well as the end users, will greatly benefit from the additional value of our integrated solutions.

This year at Eurobike, PentaLock plans to present their next product iterations that focus on providing the best riding experience possible to consumers. PentaLock will have their own booth in **Hall 9.1 – E24 at Eurobike.**

On Björn Gast:

With more than a decade of experience in biking industry, the Dutchman well-known in the Benelux and German speaking regions after his work for AXA/Trelock and Vredestein Two wheel Tyres. 'There is no

Contact us here:

PentaLock
Lyngvej 3
9000 Aalborg

Tel.: +45 25 50 44 44
Mail: sales@pentalock.com
[PentaLock.com](https://www.PentaLock.com)

PentaLock

Press release - July 2022

better time than now to get on board here' says Björn. Not only do we see unprecedented opportunities and challenges within our industry, the energy, and the pride you will find withing this company is really something else. A smooth riding experience, safety at the highest level and convenience for our partners. That is what we stand for at PentaLock!

On PentaLock:

We started our adventure in 2016 and are currently revolutionizing the bike security sector. Our main goals are to minimize theft and to make sure that bike owners have a convenient experience. We're making it simple to lock or unlock your bike with just one button press. When your bike has an integrated and unbreakable PentaLock, you may feel safer and more secure than ever.

Contact us here:

PentaLock
Lyngvej 3
9000 Aalborg

Tel.: +45 25 50 44 44
Mail: sales@pentalock.com
PentaLock.com