



# PROMOTION

MODELS 2023/2024

**paul &  
ernst**  
street food solutions

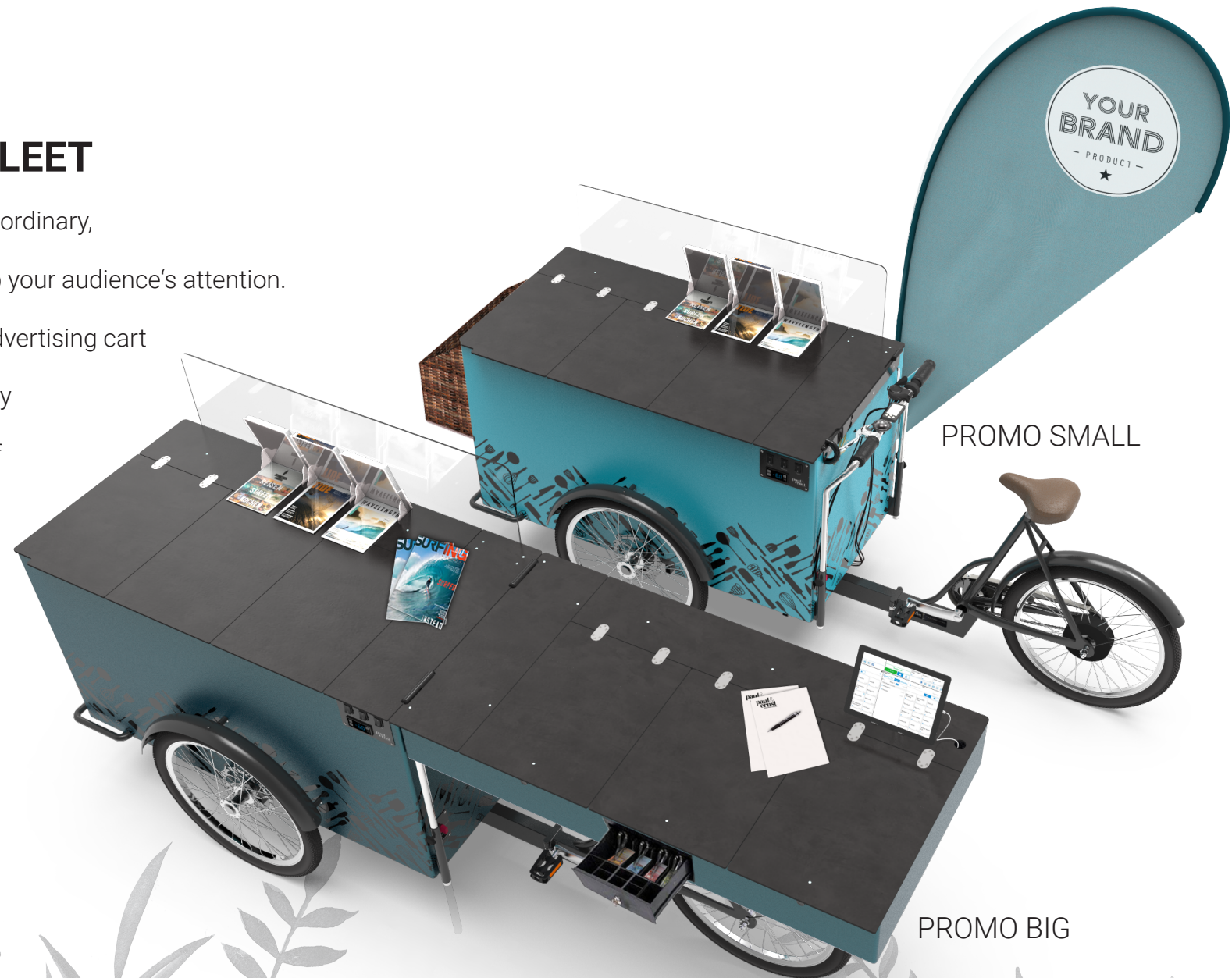


# PROMOTION BIKE **FLEET**

Your product is special, out of the ordinary,  
and has the little something? Grab your audience's attention.

Design your own chic mobile advertising cart  
and gain access to parts of the city  
that are off-limits to other types of  
vehicles. Challenge us with  
your unique ideas!

**CHOOSE THE PERFECT MODEL**  
CUSTOMIZED TO YOUR NEEDS!

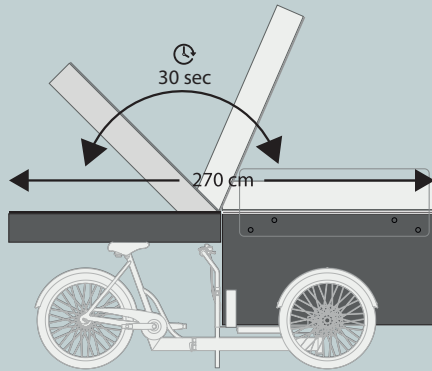


PROMO SMALL

PROMO BIG







## SETUP IN 30 SECONDS

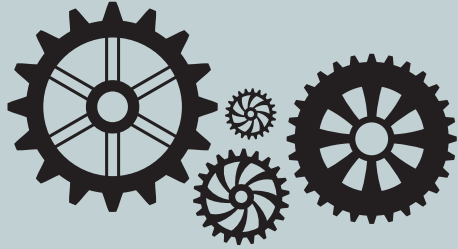
In just a few simple steps you're good to go:

- ARRIVE
- OPEN
- SELL

## IMPRESSIONS PROMOTION BIKES

YOUR PROMOTION BIKE – **INDIVIDUALLY** CUSTOMIZED TO YOUR NEEDS...





## CHOOSE YOUR PERFECT PROMOTION BIKE

### Put your brand in the limelight!

Our customizable equipment and branding options allow you to create the perfect Promotion Bike for all kinds of marketing activities.

## YOUR **INDIVIDUAL** PROMOTION BIKE



- Versatile
- 135 cm work surface
- 300 L of storage
- E-cargo bike
- Branding options

from **€ 9,090** incl. BATTERY PACK S

PROMOTION BIKE  
**SMALL**



- Countless applications
- 270 cm work surface
- 300 L of storage
- E-cargo bike
- Optional: 240 L cooling unit, self-sufficient for up to 10 h
- Branding options

from **€ 9,803** incl. BATTERY PACK S

PROMOTION BIKE  
**BIG**

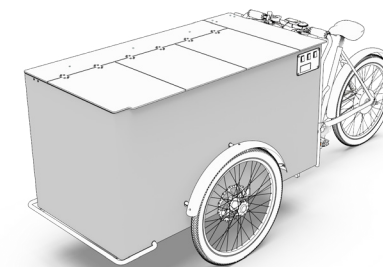






## PROMOTION BIKE **SMALL**

**P&E BODY:** Bike body made of 10 mm aluminium composite panels; countertop (6 mm); stainless steel hinges; tempered glass panel with four stainless steel glass holders; P&E electronic unit including AC/DC and DC/DC converter (according to configuration); shock-resistant onboard charger (36V/5 A) with LED battery status display; paint in color of choice and optional branding packages



135 CM WORK SURFACE



300 LITERS OF STORAGE

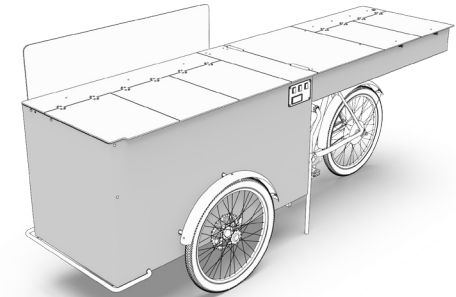




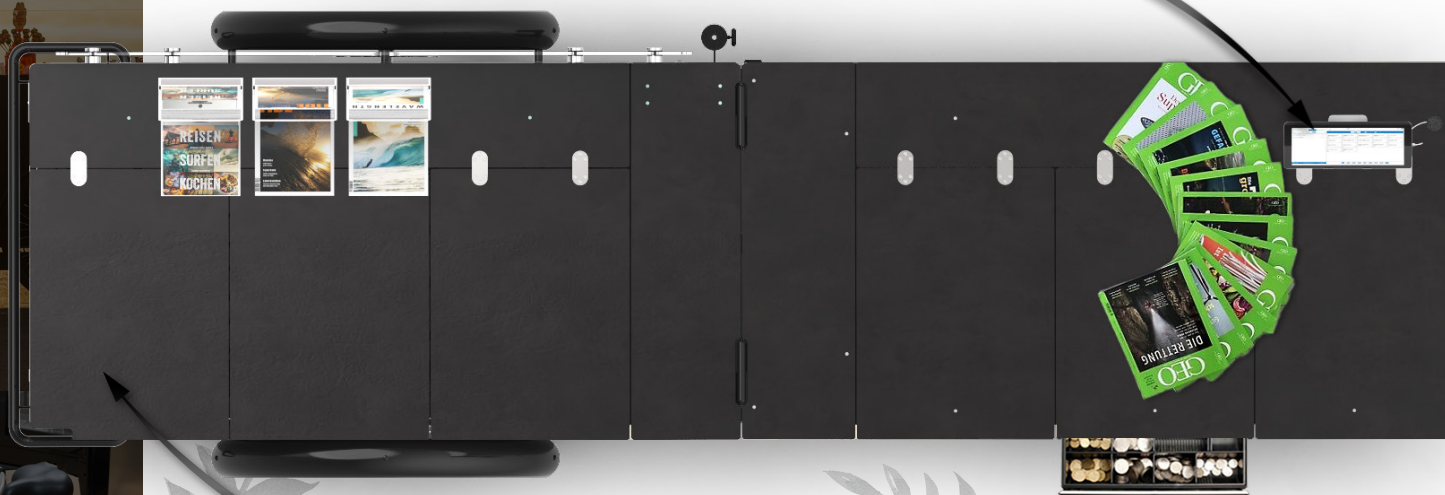


## PROMOTION BIKE **BIG**

**P&E BODY:** Bike body made of 10 mm aluminum composite panels; countertop (6 mm); stainless steel hinges; tempered glass panel with four stainless steel glass holders; P&E electronic unit including AC/DC and DC/DC converter (according to configuration); shock-resistant onboard charger (36V/5 A) with LED battery status display; paint in color of choice and optional branding packages



CONNECTIVITY SET  
SOCKET, 2 X USB, ROUTER

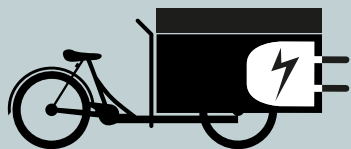


300 LITERS OF STORAGE

"ONE TOUCH" CASH DRAWER

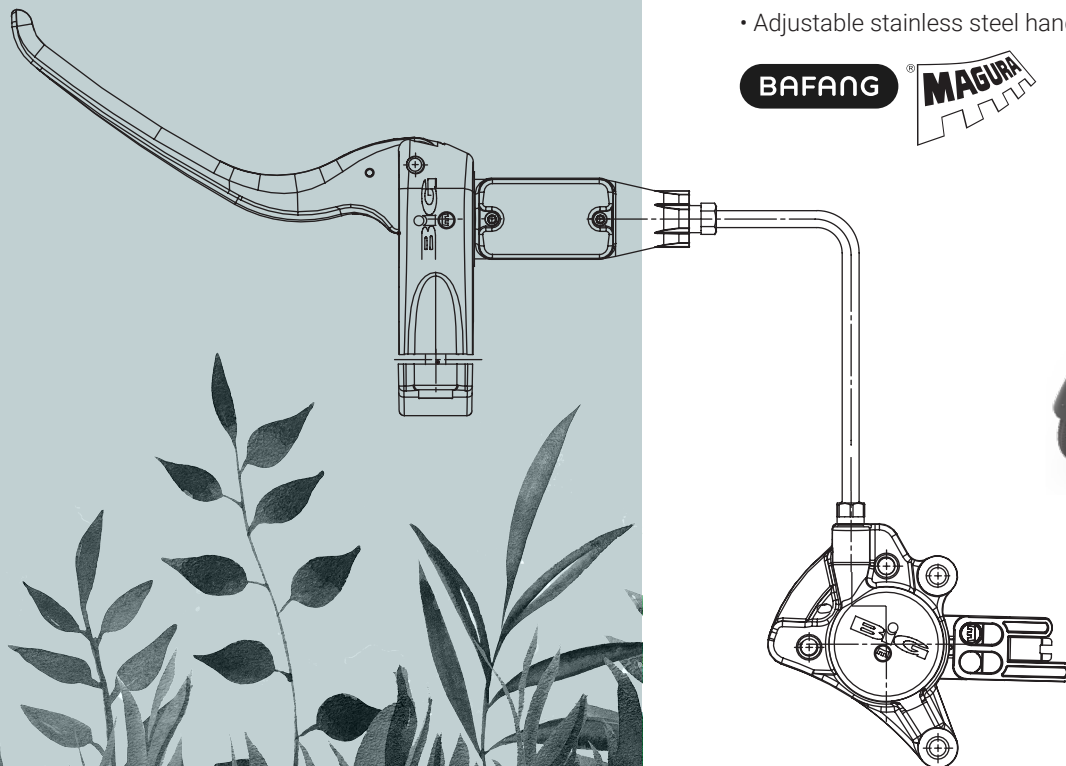






## E-CARGO BIKE

Our e-cargo bikes comply with **EU Pedelec Guidelines** and always come with standard **high-end equipment**. With **Magura's Big Twin**, our bikes are equipped with the most secure bike brakes on the market. The **new Bafang E-Cargo mid-mounted engine** is the most robust and reliable of its kind.



## E-CARGO BIKE – THE BASIS FOR EVERYTHING

Specifically designed by us for the street food market, our e-cargo bike is unique. The battery supplies the cooling unit, water pump and bike engine with low power for up to 10 hours. The bike base provides space for all electronics as well as different battery sizes of up to 1.8 kWh.

The lithium ion battery with integrated battery management system allows for long ranges, making our Street Food Bike the **superstar of sustainability!**

E-CARGO-BIKE by **paul&ernst**

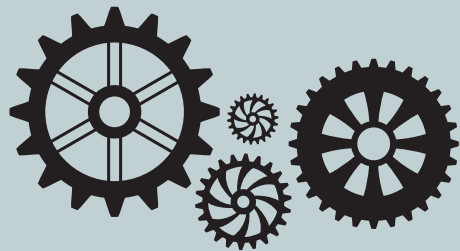
- Powder-coated steel frame
- Mid-mounted 500 W Bafang engine
- Shimano Deore gear shift
- Magura Big Twin hydraulic brake
- Adjustable stainless steel handlebar



- BATTERY PACKS:**
- S** AKKU SIZE • Small 0.4 kWh
  - M** AKKU SIZE • Medium 1.0 kWh
  - L** AKKU SIZE • Large 1.8 kWh







## MIRACLE ON WHEELS

A large storage room and an XXL presentation area:  
on the road or at your chosen location, your information  
material and samples are always safely stored.

**Our Promotion Bike Large is the  
perfect tool for avant-garde marketing!**

## IN DETAIL: INSIDE THE PROMOTION BIKES



- Versatile
- 135 cm work surface
- 300 L of storage
- E-cargo bike
- Add-ons: connectivity set, cash drawer, parasol, beachflag, etc.
- Branding options

PROMOTION BIKE  
**SMALL**



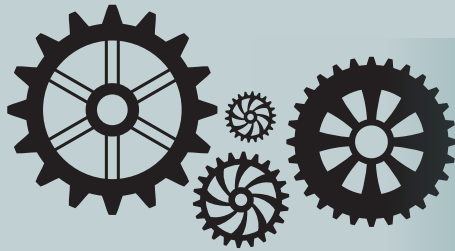
- Countless applications
- 270 cm work surface
- 300 L of storage
- Optional: cooling unit, self-sufficient up to 10 h
- E-cargo bike
- Add-ons: connectivity set, cash drawer, parasol, beachflag, etc.

PROMOTION BIKE  
**BIG**





# 1001 POSSIBILITIES **FOR YOUR BUSINESS**



## SMART FEATURES

**1001 possibilities** to turn your bike into your very own mobile point of sale. Looking to expand your offer and sell ice cream, pastries, snacks, or drinks?

Have a paul&ernst Expert assist you:

We're happy to help your wishes come true.

**Customize your bike for professional, efficient working!**



**LARGE  
STORAGE ROOM**  
300 LITER



**LI-ION  
BATTERY**  
UP TO 1.8 KWH



**POS INFRA-  
STRUCTURE**  
24 V/36 V

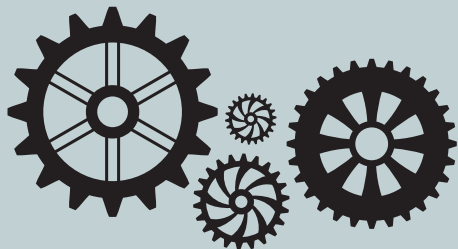


**E-BIKE  
500 W ENGINE**  
36 V DC



**INDIVIDUAL  
BRANDING**  
PAINT & LOGOS





## BE FLEXIBLE

Pair your bike with a trailer of your choice and increase your sales.

Our trailers are universal and attach quickly to one of our bikes or to your regular bike with a quick fastener.

The trailer coupling can be mounted to any bike and is included in the price.

## OUR ICE CREAM TRAILERS



- 114 cm work surface
- 60 L of ice cream
- 12 GN ice cream containers, 5 L ea.
- 4 flavors on display
- Self-sufficient for up to 10 h
- -18°C to +6°C digital display
- 24 V Flojet water pump
- 2 x 14 L fresh/waste water tank
- Overnight charging

from **€ 10,729** incl. BATTERY PACK M

TRAILER ICE CREAM  
**SQUARE**



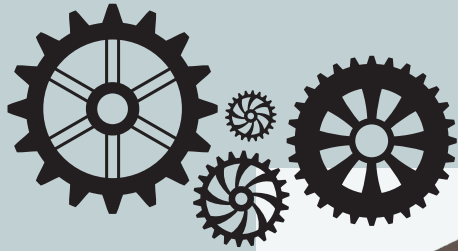
- 114 cm work surface
- 70 L of ice cream
- 10 carapine, 7 L ea.
- 6 flavors
- Self-sufficient for up to 10 h
- -18°C to +6 °C digital display
- 24 V Flojet water pump
- 2 x 14 L fresh/waste water tank
- Overnight charging

from **€ 9,941** incl. BATTERY PACK M

TRAILER ICE CREAM  
**POZZETTI**







## EXPAND YOUR OFFER



- 94 cm work surface
- Cooling units: 75 L / 170 L
- Up to 10 h self-sufficient cooling
- Trailer drawbar included
- Branding options / add-ons
- Overnight charging

from **€ 5,093** incl. BATTERY PACK M

### TRAILER COOKING SMALL



- 114 cm work surface
- Cooling units: 75 L / 170 L
- Up to 10 h self-sufficient cooling
- Trailer drawbar included
- 24 V Flojet water pump
- 2 x 14 L fresh/waste water tank
- Branding options / add-ons
- Overnight charging

from **€ 6,946** incl. BATTERY PACK M

### TRAILER COOKING BASIC

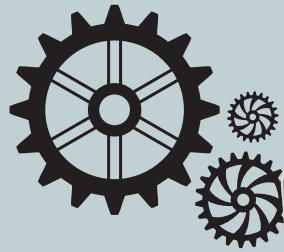


- 114 cm work surface with room for one cooking appliance
- Without cooling unit
- Trailer drawbar included
- 24 V Flojet water pump
- 2 x 14 L fresh/waste water tank
- Branding options and add-ons
- Overnight charging

from **€ 7,047** incl. BATTERY PACK S, without cooling

### TRAILER COOKING PRO





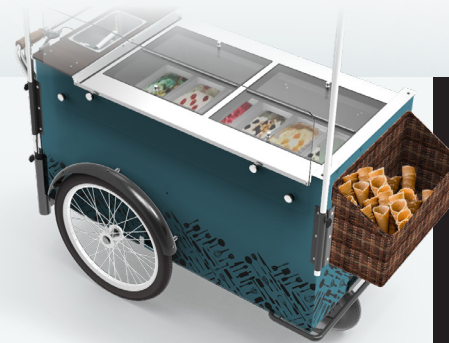
- Versatile
- Up to 10 h of self-sufficient cooling
- Total volume of 270 L
- 0°C to +18°C digital display
- Sink with 24V Flojet water pump
- 2 x 14 L fresh/waste water tank
- Overnight charging
- Canopy with individual branding

from **€ 10,571** incl. BATTERY PACK L

### PUSHCART BASIC

## OUR NEW **PUSHCARTS**

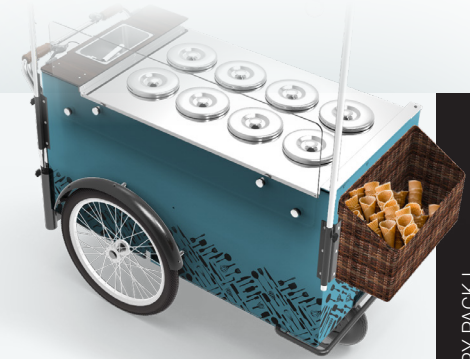
Looking for an innovative solution for a mobile point of sale? Our **paul&ernst Pushcarts** are **just the thing for you!** They are more compact and economical than the street food bikes: extremely mobile, easy to handle, and flexible thanks to the integrated battery. The Pushcarts are 100% customizable and can be used indoors and outdoors. **Switching locations within minutes has never been easier!**



- 80 L of ice cream
- 6 flavors on display
- -18°C to +6°C digital display
- Up to 10 h of self-sufficient cooling
- Sink with 24V Flojet water pump
- 2 x 14 L fresh/waste water tank
- Overnight charging
- Canopy with individual branding

from **€ 15,268** incl. BATTERY PACK L

### PUSHCART SQUARE



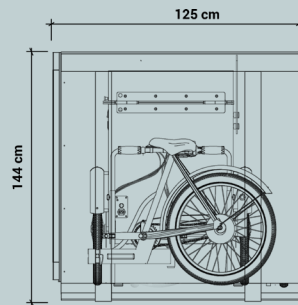
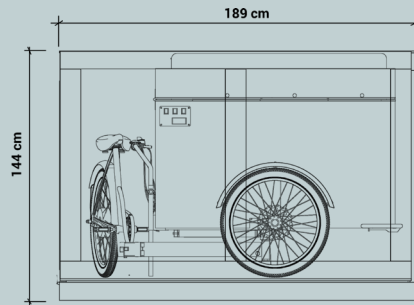
- 98 liters of ice cream
- 8 flavors + 6 back-up carapine
- -18°C to +6°C digital display
- Up to 10 h of self-sufficient cooling
- Sink with 24V Flojet water pump
- 2 x 14 L fresh/waste water tank
- Overnight charging
- Canopy with individual branding

from **€ 12,750** incl. BATTERY PACK L

### PUSHCART POZZETTI







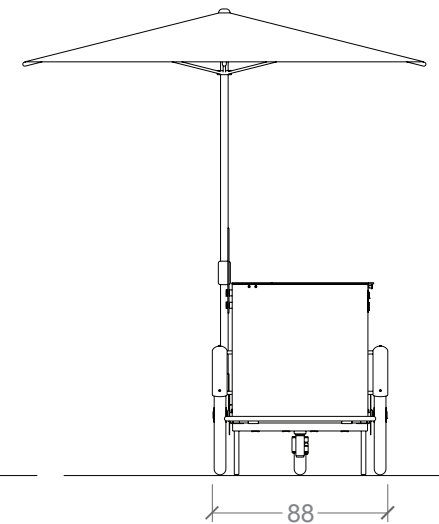
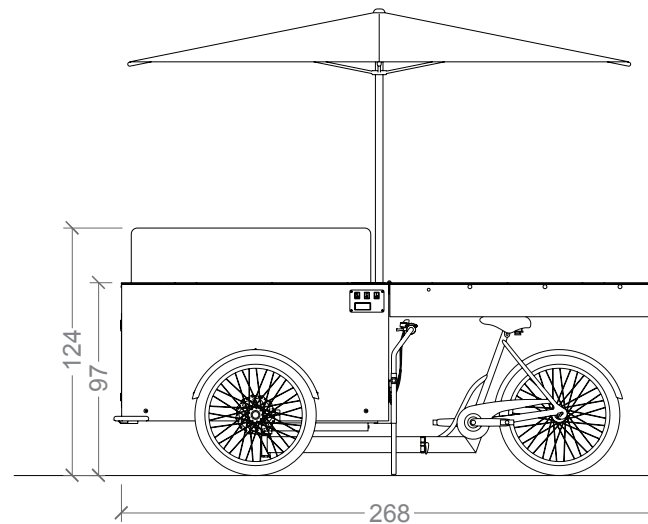
## BIKE TRANSPORT BOX

Our **P&E transport boxes** are regionally produced, made of solid wood and certified for international shipping (IPPC standard).

**Our transport boxes are CO<sub>2</sub> neutral.**

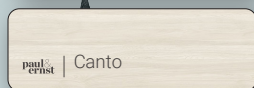
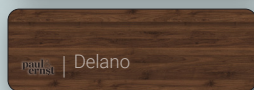
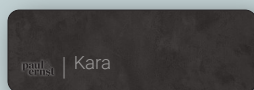
## ICE CREAM BIKE DIMENSIONS

**MAKING THE MOST OF EVERY INCH!** Our e-cargo bike is the only one in the world that offers a 270 cm work surface and, when closed, still fits through standard door frames (W 88 cm) and into freight elevators. We thought out every element of our ergonomically designed bike down to the very last detail to make your daily workflow and even world-wide shipping a breeze.





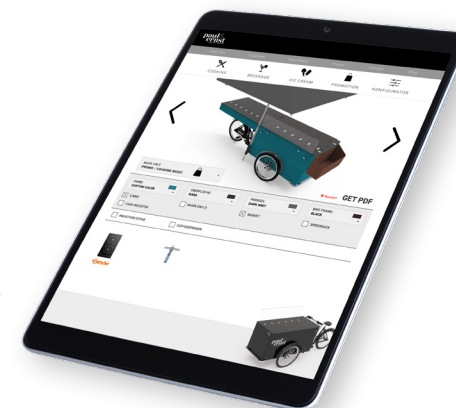
## BIKE COLORS + SURFACES



**ONLINE CONFIGURATOR**  
[www.paulandernst.com/configurator](http://www.paulandernst.com/configurator)

## ONLINE CONFIGURATOR

You can easily create **YOUR INDIVIDUAL STREET FOOD BIKE** using our **online configurator**. Select from a wide array of work surfaces, add-ons, professional equipment and numerous branding possibilities to design your bike according to your concept and needs. Even the parasol may be customized with colors and logos of your choice. **Make your dream come true and watch your business thrive.**





## DESIGN TEMPLATES

[www.paulundernst.com/downloads](http://www.paulundernst.com/downloads)

## BRANDING PACKAGES



### BRANDING MEDIUM

Color of choice + 3 small or 2 large logos



### BRANDING LARGE

Color of choice + unlimited logos/illustrations



### BRANDING 360°

Full wrap 120 DPI IMAGES, entire bike without paint

Of course, you may also have your bike painted  
in your DESIRED COLOR ONLY.

## YOUR BIKE. YOUR BRAND. YOUR MOMENT!

We offer a range of different branding packages to cover all your needs. Personalize your bike by including parasols and beach flags. **Do you have a logo**, but don't know your way around design programs? Not a problem! We also offer various graphic support packages complementing our branding packages. Your **paul&ernst** Expert will gladly help you choose!

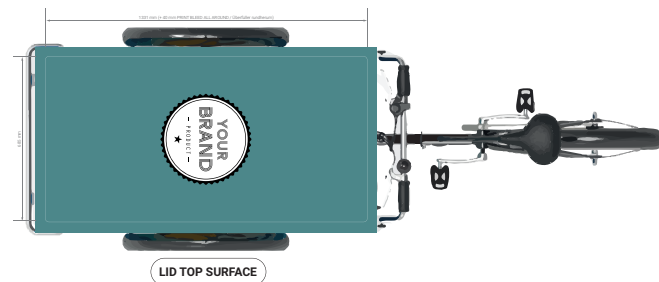
**paul&ernst**

**PRINTING PROOF - BIKE DESIGN APPROVAL / ORIGINALSIZE**  
GUT ZUM DRUCK - BIKE-DESIGN-FREIGABE / ORIGINALGRÖSSE

BIKE TYPE: **PROMO BIKE**

BIKE COLOR: **RAL 5018**

BRANDING LARGE: **LOGOS ALL OVER**



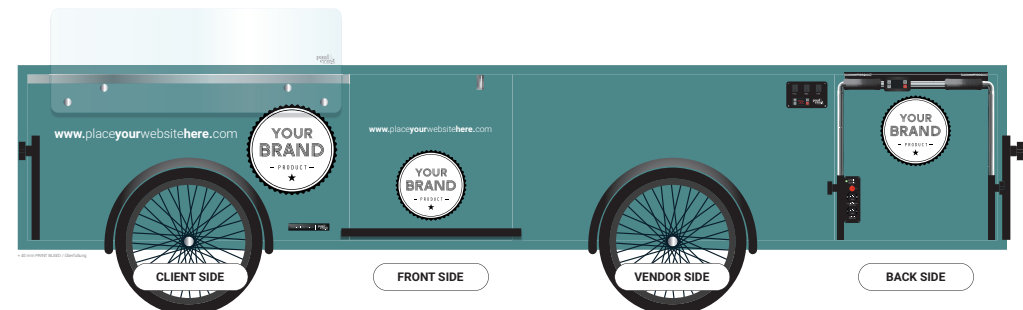
ALL CORNERS / EDGES ARE ROUNDED  
ALLE ECKEN / KANTEN SIND ABGERUNDET

DETAILS IN THE DRAWING AREA "PRINT SPECIFICATIONS".  
DETAILS IN DER ZEICHENFLÄCHE „DRUCKSPEZIFIKATIONEN“.

NOTE! LOGOS/LETTERINGS ARE DISPLAYED UPSIDE DOWN IN LID CLOSED VIEW.  
PLEASE PLACE THEM UPSIDE DOWN IN OUR LID CLOSED VIEW.  
WICHTIG! SCHRIFTEN/LOGOS STEHEN IM ZUGEKLAPPTEN MODUS AUF DEM KOPF.  
BITTE DIESE ALSO UM 180° GEDEHRT AUF DEM LID PLATZIEREN.



(LID CLOSED VIEW · ZUGEKLAPPTA ANSICHT)



**paul&ernst** | [www.paulandernst.com](http://www.paulandernst.com)



**paul&ernst**





## CONTACT

**paul&ernst GmbH**

**Vienna:** Linke Wienzeile 176, 1060 Vienna, Austria

**Tyrol:** Weisstraße 9, 6112 Wattens, Austria

**Bikeline:** +43 1 36 166 10

**E-Mail:** [office@paulandernst.com](mailto:office@paulandernst.com)

[www.paulandernst.com](http://www.paulandernst.com)

