

PUSH RACK



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PUSH components is a young, dynamic family business founded in 2017 by Austrians Laurenz Dann (Lenz) and Bettina Schindelka (Betti). The two develop and produce innovative transportation solutions for campers and outdoor enthusiasts. The maximum functionality of the products goes hand in hand with the minimalist design. Production takes place 100% in Germany.



Lenz:

„At PUSH components, we only develop products that we need ourselves and that don't yet exist. Betti and I invest a lot of passion and energy to turn our favorite ideas into really ingenious products that we want to make available to other campers and bikers.“

- Founder, developer, product tester

Betti:

„I have been enthusiastic about HOOKABIKE right from the start! It's simply amazing what has developed since then - especially with the PUSHrack products. I'm happy every time I see our products on the road.“

- Founder, product manager and tester



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PUSH development steps

- Today** PUSH components is an established provider of innovative transportation solutions for campers and outdoor enthusiasts, known for its sophisticated design and high quality.
- 2025** **Strong growth:** In response to increasing demand, the team continues to grow steadily, moving into new and larger office and warehouse space plus an enlarged workshop. Market launch of the world's first e-scooter rack for camper vans.
- 2024** **Professionalization:** PUSH components opens their first office space and workshop in Miesbach.
- 2023** **New visions:** Lenz & Betti dedicate themselves full-time to PUSH components and develop the SNOWbag, a solution for winter sports enthusiasts.
- 2021** **Base for the core product:** Purchase of the first camper van and development of the completely new PUSHrack for space-saving bicycle transportation at the rear of the camper.
- 2018** **First unusual solutions:** With DROPAFORK and PADABIKE, PUSH components proves its innovative strength in the field of bicycle accessories.
- 2017** **The origin:** The pioneering idea of HOOKABIKE motivates Lenz and Betti to found PUSH components.



PUSH RACK

A rear rack as flexible as your free time!

Today, the PUSHrack not only transports bicycles but also skis, snowboards, e-scooters and bike trailers. Numerous extensions for the modular rear rack are at the ready! The system has its origins in a completely rethought bike carrier. The bikes are hooked in with the handlebars, transported vertically and secured for off-road use. Despite its robust design, the PUSHrack is significantly lighter than other rear carriers.



What sets our PUSHrack system apart

Base: The PUSHrack is based on Airline, Thule or Fiamma rails

Lightweight: the carrier for 2 bikes weighs just 4 kg

Heavy-duty power: up to 100 kg load possible per van

Multifunctionality: modular system for

- bikes of all types, e.g. MTB, RR, gravel, e-bike, children's bike and all tire widths and frame sizes
- bicycle trailers for kids, dogs and shopping
- e-scooters: whether full-suspension or XL tires
- SNOWbag: protects equipment from road salt and wet conditions
- skis, cross-country skis, snowboards of all kinds, e.g. freeride, classic, skating, all-mountain, freeride, race, etc.

Unrestricted access: rear doors can be opened without restriction, even with a load fitted

Individual anti-theft protection: for the rack on the vehicle and the equipment on the carriers

Quick readiness for use: ready to go in less than a minute

Made in Germany: guaranteed quality, sustainability and durability



PUSH RACK

Sustainability

At PUSH components, we see sustainability as a holistic sense of responsibility. From development to production in Germany, we rely on short distances and regional partners. We work closely with [Oberland Werkstätten](#), a non-profit organization, which handles the majority of our production and assembly. We arrange transportation with a nearby shipping partner. For our packaging, we use environmentally friendly materials such as recycled plastic, reusable linen bags and cardboard boxes to avoid plastic.



Social Media

We share new product ideas, insights into our development work and trade fair participations via our newsletter and on our social media channels.

[Website](#)

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Press contact: Theresa Dann-Freyenschlag (Resi)

resi@pushcomponents.com

Office: +49 80259269663 Mobile: +43 664 4647199

