

Media Release

## JobRad® Loop: CCO Marc Mielau unveils Vision for Circular Economy at IAA MOBILITY 2025

**JobRad® Loop demonstrates how circular economy can become tangible and future-ready in the bicycle market. At the IAA MOBILITY Visionary Club, Marc Mielau, Chief Commercial Officer of JobRad® Loop, presented the company's strategy for high-quality refurbished bikes.**

**Munich, 12. September 2025** Since May 2025, Marc Mielau has served as CCO of JobRad® Loop. At the Blue Forum during IAA MOBILITY, he outlined how circular economy is being put into practice in the bicycle sector. He highlighted the advantages of high-quality refurbished bikes as a trusted and sustainable alternative to buying new—particularly for younger generations.

*“Refurbishment is more than just second-hand. It’s about offering reliable, high-quality bicycles while making sustainability tangible and appealing,”* emphasized Marc Mielau.

Under his leadership, JobRad® Loop aims to professionalize and revolutionize the used bike market through digitalization, standardized processes, and a strong customer focus.

### **Digital Innovations and Standards**

Marc Mielau explained how digital twins—digital replicas of individual bikes containing relevant usage and condition data—help predict returns and create personalized offers. Standardized refurbishment processes ensure consistently high quality and provide transparency for customers. In this way, JobRad® Loop combines efficiency with sustainability and trust.

### **Putting Sustainable Mobility at the Center**

The session at the Visionary Club was moderated by Sarah Harman and supported by Luis Schaber from Boston Consulting Group (BCG). It provided an opportunity for exchange and discussion on the future of cycling mobility and the potential of a circular bicycle economy. Additionally, JobRad® Loop showcased interactive experiences in the IAA MOBILITY Open Space in Munich, including an immersive bike simulator.

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## **Additional Information**

Refurbished bikes from JobRad® Loop are available through the company's online shop:  
[www.jobrad-loop.com](http://www.jobrad-loop.com)

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## **About JobRad® Loop**

JobRad® Loop is Germany's largest and most experienced refurbisher of used bicycles and part of the JobRad® Group, one of the leading providers of innovative services for sustainable and flexible cycling mobility. With uncompromising quality, fair prices, and a wide selection of top brands, the company puts great bikes back on the road and positions JobRad® Loop at the forefront of the modern circular economy. JobRad® Loop employs more than 250 people across its locations in Munich, Dachau, and Kabelsketal, working in administration, production, and logistics.

This media release may be published free of charge. Additional press information, background materials, and images about JobRad® Loop are available at:  
<https://jobrad-loop.com/info/presse>

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