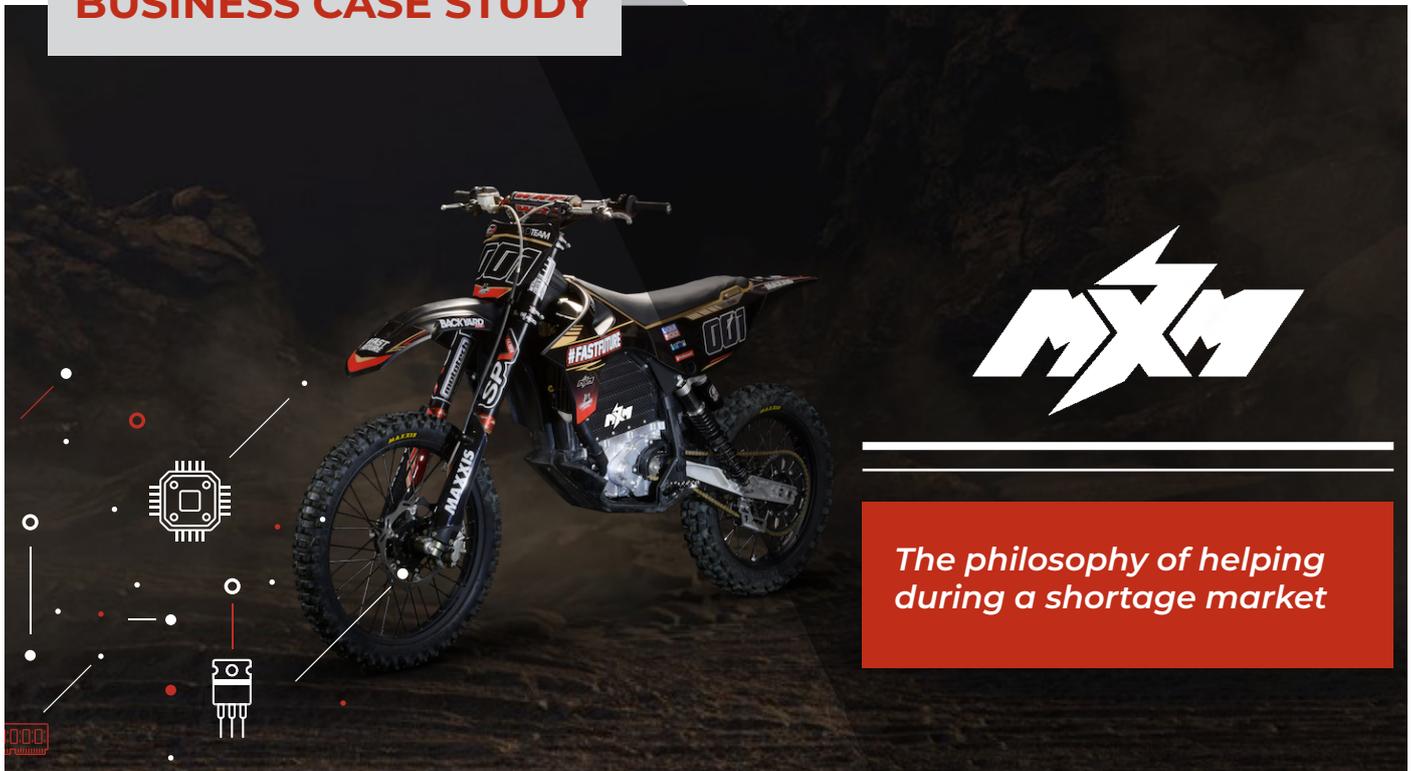


Connected distribution with supply chain solutions for today and tomorrow.

**BUSINESS CASE STUDY**



*The philosophy of helping during a shortage market*

**“During development, the processing time is a critical factor and current extended lead times presented a major problem.”**

## THE CHALLENGE

MXM was facing several challenges to fulfill its targets. They use the latest technology to optimize each part to get a competitive weight and performance from the bike. Unable to use off-the-shelf parts like electric motors, inverters, and so on, they had to develop these parts in-house following their unique requirements.

During development, the processing time is a critical factor and current extended lead times of electronic components presented a major problem. Impacted by the pandemic and the growth of the electric automotive sector, MXM, as a small company, must compete with global players for these high-demand parts. “This makes it so much harder and slows down the process if you don’t have a supplier who stands on your side,” says Sebastian Braun, CTO, and co-founder of MXM.

## THE COMPANY

**Company Name**

MXM

**Website**

[www.e-mxm.com](http://www.e-mxm.com)

**Founded**

January 2021

**Location**

Czech Republic

**Industry**

Automotive

MXM is a Czech German start-up that develops electric dirt bikes without compromise. The team members are passionate fans and riders of motocross and motorsport. MXM is backed by HENNLICH s.r.o. and Zwilling GmbH who are supporting the development and production of a new generation of electric dirt bikes.



## THE SOLUTION

Before the current supply chain conditions, MXM sourced from a variety of companies. With every additional disruption over the past 18-months, sourcing components became increasingly difficult. “The willingness to support our order requests from our primary suppliers seemed to be growing more limited.” Sebastian continued.

“I had been familiar with Arrow Electronics for many years, but admittedly I was skeptical of a large corporation and with it being the right fit for MXM’s dynamic project and need for flexibility.”

Encouraged by another manufacturer who had a strong relationship with Arrow, Sebastian made the call. This led him to work with several people within both Arrow and ultimately Converge. During the past 18-months, Converge has been a key player to support Arrow customers in finding these hard-to-find components.

“Even if things were nearly impossible, the team at Converge and Arrow were always trying to help,” shared Sebastian. “This is why we chose Converge and Arrow. It was this mindset of really trying to help and get creative about finding a solution. It’s so great to know that you have a partner who will understand your situation and try to maximize the outcome for all customers. I’m not talking about stock availability, prices, lead times, and other such things. Those are all important, of course, but at least for me, it’s the philosophy which counts more.”

**“It’s so great to know that you have a partner who will understand your situation and try to maximize the outcome.”**

## THE OUTCOME

As a result of the new relationship between MXM and Converge/Arrow, MXM was able to reduce the lead times for a number of key components. While other components are still a work in progress, “MXM has improved our sourcing situation by partnering with Converge and we’re mitigating the extended lead times that many are experiencing.”

Collaborating together, MXM and Converge are continuing to build out a plan for the additional components required. Getting the parts quickly is a top priority but ensuring the authenticity and quality of parts is even more important. “MXM is dedicated to doing this right. We won’t sacrifice quality.”

Sebastian also shared that without the innovative and high-quality sourcing solutions from Converge, they may have been a full stop in production since lead times were at 30+ weeks. “It would have been a disaster,” adds Sebastian, “one thing I know for sure, I would have had a lot more headaches had I not taken the advice to call Converge/Arrow.”

## THE FUTURE

For MXM, the future looks bright. Their electric motorcycle has had rave reviews and a lot of opportunity growing. Sebastian exclaims, “it’s a great feeling to make something people desire, they will enjoy, and which makes them happy. Due to the current sourcing situation, we are forced to delay the release of our product which is a big shame, but I am confident with the right partners we will solve that. A big success will be if we can deliver a bike to each customer who is eagerly waiting for it. [We can’t wait to] see the bike in their hands and their smiling faces after their rides!”

Converge’s Director of Central EMEA, Pedro Rego, responded to Sebastian’s comments and the new partnership by adding, “it is our honor to be there for our customers and help them materialize their projects as planned. Sebastian and MXM team, thank you for your trust in Converge.”

[LEARN MORE ABOUT MXM](#) and their all-electric motorbikes.