

PRESS RELEASE

AWARD-WINNING DESIGN AND THE HIGHEST QUALITY COMPONENTS – OUR LATEST LIMITED EDITION VELLO BIKE COMES COMPLETE WITH A ROHLOFF SPEEDHUB

Vienna, August, 2021



At EUROBIKE (1.9. to 4.9.- Booth A3-207) and the IAA, International Mobility Show (7.9. to 12.9. - Booth B6/C45), VELLO will present the new "VELLO Rohloff Special Edition".

With the presentation of this new model, Rohloff and VELLO have forged their very first collaboration. Known for being the ultra-light, self-charging folding bike from Vienna, VELLO has won several prominent design awards and will now be equipped with an additional high-quality, low-maintenance component from Rohloff.

The name Rohloff stands for durable, sustainable products 'Made in Germany'. With a mileage of over 450,000 km, the 14-speed internal gear hub has an overall gear range of 526%.

The Rohloff Speedhub in combination with VELLO's belt drive and sleek look makes this Special Edition a true signature design piece.

"Many of our customers have already expressed interest in a Rohloff gear hub system for their VELLO. With the Special Edition, we create a great symbiosis of two established and high-quality brands and we look forward to our long-term cooperation with Rohloff," says Valentin Vodev, designer and co-founder of VELLO Bike.

The VELLO Rohloff Special Edition will be available in limited supply in spring 2022. It will be equipped with the Rohloff Speedhub 500, an eye-catching 14-speed internal gear hub.

TECHNICAL DETAILS OF THE VELLO ROHLOFF SPECIAL EDITION

VELLO Rohloff Special Edition	
▪	Frame: Multisize, unisex, chrome molybdenum steel frame/ shock absorber with elastomer magnetic folding.
▪	Color: Anthracite
▪	Handlebars, Grips: Folding handlebars (VELLO Bike Design) with Brooks ergonomic grips
▪	Saddle: Brooks B17 saddle, honey brown
▪	Seatpost: Satori aluminium 30.9 mm x 500 mm
▪	Stem: Fully adjustable height (VELLO BIKE Design)
▪	Gear System: Rohloff Speedhub 500 14-speed, non-electric
▪	Shifters: Rohloff shifters 14-speed
▪	Front sprocket: 55T
▪	Rear sprocket: 19T
▪	Brakes: hydraulic disc brakes
▪	Drive: belt, Gates carbon drive
▪	Tires: 20"inch Schwalbe Marathon Original 40-406
▪	Bell
▪	Pedals: Full aluminum folding pedals
▪	Weight: 12,9 kg (approx., without pedals, +/- 5%)
▪	Folding size: H: 57 cm x L: 79 cm x I: 29 cm
▪	Max. permissible weight: 125 kg/ 276 lbs



Information about the fairs:

Eurobike, Friedrichshafen – 1-4 September 2021

Place: Fairground Friedrichshafen am Bodensee. **Stand A3 - 207**

IAA Mobility, Munich – 7-12 September 2021

Place: Fairground Munich. **Stand B6 – C45**

Model Overview 2021

In addition to the [Bike+](#) and [Bike+ TITANIUM](#) complete with the GEN.2 motor generation, the VELLO bike family also comes without electric drive. As an all-rounder and thus designed for any terrain, the [ROCKY](#), in [chromoly](#) or [TITANIUM](#), tears its way through the urban jungle. Equipped with 10-speed gears for trekking bikes, it masters cobblestones, parkland and steep side streets with ease. The high-quality disc brakes provide perfect control. The VELLO ROCKY is complete with grippy tires and straight handlebars. The [Speedster TITANIUM](#) model enters the market as an agile city runabout, which was also awarded the 'Red Dot: best of the best' award. With specifically selected and lightweight racing bike components, the racer combines lightness, stability and speed and moves forward quickly even without motorization. Narrow high-pressure tires and a sleek racing handlebar allow for an aerodynamic posture and minimal riding resistance. The [Alfine 11](#) offers supreme comfort and worry-free riding. With its Alfine 11-speed gearing system paired with belt drive, the user will likely never see the inside of a bike repair shop again. The ruggedness and clean design make the Alfine 11 a top seller among our non-electric bikes. The VELLO bikes have a folded length of 79 cm, a height of 57 cm and a width of 29 cm. For the connoisseurs among folding bike fans, VELLO offers the perfect folding bike for every purpose and use in urban terrain with a chic design language and premium components.

High-resolution photos and further material available at: <https://www.vello.bike/en/pages/presse> and <https://drive.google.com/drive/folders/16SDR07jD9y6Nb9XUvk7U55HWLslcUib9?usp=sharing>

Overview VELLO models (August 2021)			
Rocky (non-electric)	MSRP 1.590,00 Euro	Speedster TITANIUM	MSRP 2,990,00 Euro
Rocky TITANIUM. (non-electric)	MSRP 2.790,00 Euro	Bike+ (electric)	MSRP 2.990,00 Euro
Alfine 11 (non-electric)	MSRP 2.190,00 Euro	Bike+ TITANIUM (electric)	MSRP 4.190,00 Euro
Gravel (limited ed.)	MSRP 2.290,00 Euro	VELLO Rohloff Special Edition – MSRP 3.590 Euro	

About VELLO

VELLO bike is a high-performance and ultralight folding bike made for city use. To master diverse demands, especially in the city, the product designer Valentin Vodev developed a bicycle that combines innovative technologies and a signature design that offer solutions to known urban challenges: for example, problems switching between bike riding and public transportation and theft protection. The VELLO bike is especially light, compact, and agile and features 20-inch wheels, and a specially developed and patented folding mechanism. In just a couple of seconds, it can be carried into public transportation, loaded in the car, or taken on an airplane, and folded for storage in the apartment and office.

In 2015, VELLO bike received the highest distinction in the design world, the Red Dot Award "best of the best," followed in 2017 by the European Product Design Award, the Good Design and in 2019, the Austrian Design Award and German Federal Prize for Ecodesign.

At the 2021 EUROBIKO in Frankfurt/Main and at the ProDays in Paris, VELLO presented the first folding gravel bike worldwide – followed by the VELLO Rohloff Special Edition at the EUROBIKE in Friedrichshafen and the IAA Mobility.

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