

PRESS RELEASE

**VELLO BIKE WILL BE AT THE IAA AUTOMOTIVE EXHIBITION FOR THE FIRST TIME –
PRESENTING NEW MOBILITY SOLUTIONS FOR THE URBAN SPACE**

Vienna, September 2021

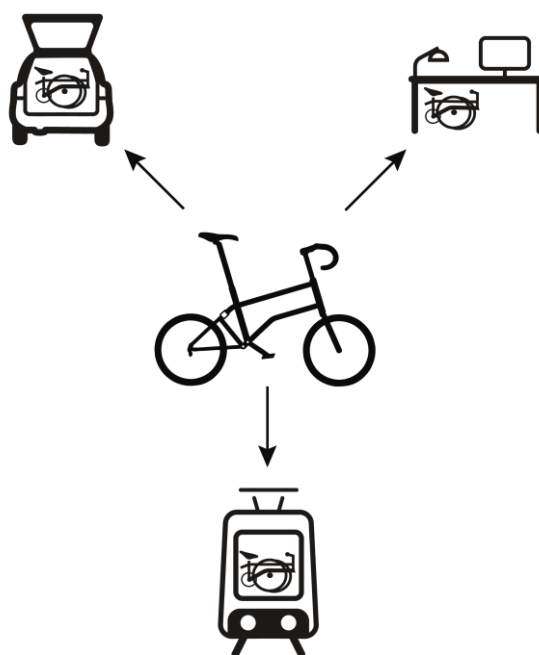


Fig. 1: VELLO presented at the IAA mobility fair from 6.9. to 12.9.2021 in Munich.

The automobile as a single-passenger carrier in inner cities has come under increased criticism in recent years. Especially since there are many more options for commuters; taking a bike, public transport or the mixture of both allows urban commuters to choose their optimal travel route on individual basis and according to their own needs.

Folding bikes are an integral part of this mobility mix within the urban space: in seconds, VELLO Bike+ can be folded and easily stowed away or transported in a trunk of a cab, on the subway or under a desk, etc. And as such, this bike combines these different modalities and its electric drive allows urban travelers to easily cover longer distances. Developments in e-bike technology offer market-ready, alternative solutions for urban environments.

In the words of Valentin Vodev, designer and founder of VELLO Bikes, "We see ourselves as a driving force behind the megatrend between connectivity and micro mobility. With our ultra-light e-folding bikes, we have already been able to position ourselves worldwide as an innovative folding bike brand."

The VELLO Bike+ Generation 2 has new features and superior connectivity, it is built to be a lightweight, high-performance eBike: innovative technology such as energy recovery, an electric motor with built-in battery and connectivity via app, offer riders new possibilities and ranges that were unthinkable just a few years ago. Additional features such as an electronic motor lock, theft location or the possibility of a remote control with boost function round off the VELLO Bike+.

The unique inclination sensor on the Bike+ motor from Zehus functions similarly to a gear shift in that it adjusts the motor assistance for the perfect cadence. The unit of motor, battery and sensor technology in the rear wheel provides propulsion of up to 25 km/h with optimal recuperation.

The VELLO Bike+ has a very wide range thanks to four sensors and unique KERS technology taken from Formula 1. When fully charged, the battery lasts for about 50 km at maximum engine power and thanks to ultra-light components and sophisticated details, the lightest Bike+ model weighs in at a mere 12.9 kilograms. The bike comes in a super-light titanium version or as a lower priced chromoly option, both of these models are equipped with belt drive and hydraulic disc brakes.

Both versions are optionally available with Schlumpf Speed Drive or Mountain Drive gears. A kick with the heel is all it takes to shift between two gears. With the planetary gearing Speed-Drive, you can get over the 25 km/h limit mechanically or even manually while still experiencing a comfortable cadence; with the Mountain-Drive, on the other hand, you can comfortably tackle steeper climbs of up to 17%.

The VELLO Bike+ is available at selected car and bike dealers or in the VELLO online store.

Valentin Vodev will present further insights on this topic at the IAA on 6.9. at 15:40 on the Content Hub Bike Stage / Hall B6.

Come visit us at our stand at the IAA Mobility fair in Munich from September 6-12, 2021:
Munich Exhibition Center, Booth B6 - C45



HIGH RESOLUTION PHOTOS AND PRESS MATERIALS

Further press information: www.vello.bike/presse

Further media content:

https://drive.google.com/drive/folders/1D0UV2aJWa7ax_ILUKnA6bP74yoEkXoT8?usp=sharing

Model Overview 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 EUROBIKE 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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