

PRESS RELEASE

VELLO PRESENTS A WORLD PREMIERE AT THE PRO DAYS IN PARIS AND AT THE EUROBICO IN FRANKFURT. THE FIRST FOLDABLE GRAVEL BIKE!

Vienna, July 16, 2021



VELLO will present for the first time VELLO Gravel, the first foldable gravel bike at the Pro Days in Paris (July 18-20) and EUROBICO in Frankfurt/M (July 24-26). With this new product, the Viennese folding bike manufacturer combines the flexibility of a folding bike with riding performance for off-road use. So far, the VELLO had mainly been intended for the urban commuter.

The VELLO Gravel opens up a whole new range of applications: foldable to pack in the car or train to access gravel routes, then unfolded for endurance sport. As a gravel bike for everyday use, it has the intakes on the frame for a front and rear rack, matching bags and other accessories, such as the VELLO mudguards - the VELLO Gravel is thus the perfect bike for longer tours.

The VELLO Gravel is produced in a limited number and equipped, like all VELLO bikes, with high quality components.

TECHNICAL DETAILS OF THE VELLO Gravel

VELLO Gravel
<ul style="list-style-type: none"> ▪ Frame: Multisize, unisex, chrome molybdenum steel frame/ shock absorber with elastomer magnetic folding. ▪ Color: Anthracite ▪ Handlebars, Grips: Dropdown handlebar ▪ Saddle: Selle Royal, Matrix foam ▪ Seatpost: Satori aluminum 30.9 mm x 500 mm ▪ Stem: Fully adjustable height (VELLO BIKE Design) ▪ Gear System: Shimano 105 series 10-gears, non-electric ▪ Shifters: STI integrated shifters and brake levers, 10-speed ▪ Front chainring: 54T with double chain guard ▪ Cassette: 11-36 T (chain) ▪ Brakes: disc brakes ▪ Tires: 20"inch 2.0 Schwalbe Billy Bonkers Performance ▪ Bell: light and elegant ▪ Pedals: Full aluminium folding pedals ▪ Weight: 11,9 kg (approx., without pedals, +/- 5%) ▪ Folding size: H: 57 cm x L: 79 cm x I: 29 cm

Information about the fairs:

Pro Days, Paris – 18-20 July

Place: 1 Place de la Porte de Versailles, 75015 Paris. STAND A04

Eurobico, Frankfurt am Main – 24-26 July

Place: Frankfurter Fairground

1.978 character with blanks

July 2021

Further information on 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.

The VELLO bike is available with or without electric assistance: Rocky, Speedster and VELLO Bike+, and now, in limited edition the VELLO Gravel. The models are made for a variety of riding styles in the city and are equipped with top-quality city-, trekking, or racing-bike components.

VELLO launched its GEN.2 VELLO Bike+ in the spring 2021 equipped with the newest state-of-the-art innovative connected technology, including an electronic engine lock, GPS-enabled theft detection and a remote control with boost function.

The integrated slope sensor in the Bike+ motor from Zehus has similar properties to a gear shift in that it adjusts the motor assistance for the perfect cadence. The all-in-one drivetrain consisting of motor, battery and sensor technology provides assistance of up to 25 km/h with optimal recuperation. Speaking of recuperation, the Bike+ delivers an almost infinite range thanks to four efficient sensors and unique KERS technology, known from Formula 1. Charged conventionally, the battery lasts for about 30 to 50 km at maximum engine power. Thanks to ultra-light components and sophisticated details, the lightest Bike+ model weighs in at just 12,9 kilograms.

The VELLO Bike+ in the superlight titanium or chromoly version, both featured with belt drive and hydraulic disc brakes, is available at selected specialist dealers or in the VELLO online store. Both versions are optionally available with Schlumpf Speed Drive or Mountain Drive gears. A kick with the heel is enough to shift between two gears. With the Speed-Drive, you can ride over the 25 km/h limit mechanically at a comfortable cadence; with the Mountain-Drive, on the other hand, you can comfortably tackle steeper climbs of up to 17%.

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.

High-resolution photos and further material available at: www.vello.bike/presse and https://drive.google.com/drive/folders/1e-JulnDM4ux6OjiW_0cih1IRA0Fh81Hj?usp=sharing

Overview VELLO models 2021

Rocky (non-electric)	MSRP 1.590,00 Euro	Bike+ (electric)	MSRP 2.990,00 Euro
Rocky TITANIUM. (non-electric)	MSRP 2.790,00 Euro	Bike+ TITANIUM (electric)	MSRP 4.190,00 Euro
Alfine 11 (non-electric)	MSRP 2.190,00 Euro	Gravel (limited ed.)	MSRP 2.290,00 Euro

Media contact:

Valerie Wolff
Reinprechtsdorfer Str. 58-60
A-1050 Vienna, Austria
Phone: +43 660 555 6223
E-mail: valerie@vello.bike