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**Po Campo Launches All New Bags for 2020**

*Making Gear as Mobile as You*

**Brooklyn, NY (February, 2019)**– [Po Campo,](https://www.pocampo.com/) a leader in functional, transitional and sustainable bags, is excited to announce the launch of an all-new line of bags for the micro-mobility lifestyle that features innovative attachments, waterproofed fabrics, stylish reflective details, and lots of pockets for shoulder straps, new waterproofing features as well as sustainable and stylish fabrics. Po Campo’s line of bags carry what you need on and off your bike or scooter with style and ease.

“’We’re thrilled to bring a variety of new gender-neutral designs and styles of commuter bags to the market that really allow the consumer the ability to enjoy a carefree mobile life”, says founder Maria Boustead. “The number of people who rely on alternative modes of transportation, like the bike or scooter, is growing rapidly. We have always designed bags that meet the needs of this consumer and this new line is no different. Built on our foundation of thoughtful on/off design detail, we have expanded the line to include more bags geared toward the micro-mobility consumer.”

**The new Po Campo 2020 line includes:**

Updates to our most popular products:

* ***Kinga Handlebar Bag 2*** (MSRP $50.00)– Redesigned handlebar fasteners are intuitive and easy to use, additional exterior pockets make it easy to access your phone en route, and all zippers are protected from rain.
* ***Bergen Pannier 2*** (MSRP $120.00) – Now equipped with a built-in raincover for protecting your things when caught in a downpour and includes an added exterior water bottle pocket, the Bergen 2 attaches with Fidlock® magnetic buckle fasteners.
* ***Irving Backpack Pannier 2*** (MSRP $110.00) - This larger capacity version is now equipped with a built-in raincover and attaches with Fidlock® magnetic fasteners.

New products added to our line:

* ***Kent Sling Handlebar Bag*** (MSRP $60.00)– As versatile as it gets, this bag can be worn as a sling or waist bag and attaches to any bike or scooter handlebar while on the go.
* ***Hudson Seat Bag*** (MSRP $30.00) – this under-saddle bike bag holds fast to your bike with super strong straps and can be carried off the bike with its wristlet strap or waistband clip. Inside the bag is a pocket for keeping your bike tools and valuables organized.
* ***Chelsea Bike Trunk Bag*** (MSRP $80.00) – designed to sit elegantly and securely on the top of your rear bike rack and converts into a cross body bag to carry with you throughout the day. Equipped with an external water bottle pocket, internal padded tablet pocket, and lots of reflective details.

Micro-mobility, referring to personal, lightweight vehicles (like bikes and scooters) for traveling short distances, is booming and is considered to be the future of urban transportation. More than 84 million micro-mobility trips were taken in 2018, double the previous year\*. Growth in e-bike sales increased 79% in 2018\*\*. And the investment community is projecting this to be a $5.7 billion industry in the next few years\*\*\*.

“There is no getting away from the need for lifestyle products to serve people who want to get around a city in a sustainable way. We have made a name for ourselves for our uncompromising devotion to uniting both fashion + function in bicycle accessories,” exclaims Boustead. “We were the first to introduce a bag for bike share, the first to introduce bike bags with an integrated power supply, and now we want to be the first to commit to designing products for the diversifying micro-mobile consumer. We feel we have been doing it for 10 years – the industry is just now defining it.”

**ABOUT PO CAMPO: Making Bags as Mobile as You**

Industrial designer Maria Boustead has a history of designing functional bags to help with city commuting. Ms. Boustead loved biking to work but longed for a better way to carry her things while riding. Backpacks made her back too sweaty, shoulder bags would irritatingly fall down her arm, and traditional bike bags were big and clunky and not intended to be carried off the bike. Recognizing that more and more people were using bikes for transportation, she started Po Campo to create a line of bags with the versatility this lifestyle demanded.

Since launching in 2009, Po Campo has made a name for itself for its uncompromising devotion to uniting both function and fashion in bicycle accessories. With innovation at the forefront, Po Campo was the first to introduce a bag for bike share, the first to introduce bike bags with an integrated power supply, and the first bike bag brand to cater exclusively to this growing and underserved micro-mobility population. Po Campo firmly believes that you should be able to enjoy the benefits of urban mobility without having to compromise on either style or functionality.

Since May 2013, Po Campo has partnered with [World Bicycle Relief](http://www.worldbicyclerelief.org/), a Chicago nonprofit that provides bicycles to rural African communities, giving them access to healthcare, education and economic opportunities. To date, Po Campo has donated over 163 bikes.

For more information, visit online at <http://www.pocampo.com>.

\*<https://nacto.org/2019/04/17/84-million-trips-on-shared-bikes-and-scooters/>

\*\*<https://www.usatoday.com/story/tech/2019/05/13/electric-future-ebikes-poised-next-big-thing/1162050001/>

\*\*\*<https://www.mckinsey.com/industries/automotive-and-assembly/our-insights/micromobilitys-15000-mile-checkup>

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