

ataraxyBSC vabsRider

Press Kit

Created for public media
and business use.

vabsRider™ by ataraxy®
BSC



About us

Company History

Established in 2016, ataraxyBSC is an Australian startup founded by casual cyclist and passionate Engineer, Robin Macan. Robin collaborated with Industrial Engineer Philippe Guichard and Engineers at Whistle Design Group to design, build, and test the vabsRider: the world's first virtual axis bike seat.

Product Video



*Introducing the
vabsRider bike seat
by ataraxyBSC*

[▶ Watch here](#)

Company Details

We are a small yet dynamic team of three, operating from Melbourne, Australia. Without any physical stores or offices, we conduct our business entirely online. Our mission is to transform the cycling experience by ensuring comfort for all riders.



***Above:** Robin Macan (Founder), Philippe Guichard (Industrial Designer), and Whistle Design Group (Engineering Partners)*



vabsRider™

The vabsRider is a dynamic bike seat engineered for maximum cycling comfort. This innovative, comfort-driven design makes cycling a true pleasure, opening up the experience to a whole new audience. The vabsRider transforms bike riding into an enjoyable, accessible activity for everyone, regardless of experience or fitness level. The innovative split seat design allows for individual movement of the legs, rotating around the hip joints on an axis that is virtual to the seat.

Our unique vabsRider seat will be priced at approx. \$935 USD plus shipping and tax expenses based on buyer location. The Kickstarter platform will allow our audience of early adopters to back our product while enjoying time-sensitive exclusive offers.

Product Specifications

The vabsRider consists of **DUAL SEAT PADS** that move in line with the motion of a person's legs whilst pedalling

- These **DUAL SEAT PADS** are mounted to a central support via a dedicated rail and attached with a hub comprising rollers for smooth movement
- The **VABSRIDER CUSTOMISED SEAT POST** allows cyclists to mount the seat onto their own **BIKE SEAT POST**.
- **VABSRIDER CUSTOMISED SEAT POSTS** will be available in 3 common standard sizes
 - 27.2mm
 - 31.6mm
 - 31.6mm

[More information](#)



Loved by Australian Cycling Champion, Anna Meares



"vabsRider is a game changer for the everyday cyclist. I am someone with a love of riding that has suffered from significant back pain which has limited my joy of riding since I retired. After testing the product, I very much looked forward to riding each day using this seat."

Anna Meares OAM, OLY

Testimonials



"I had a fracture of the knee many years back. [The vabsRider] is much more comfortable for my knee. After 45 minutes on the vabsRider, I didn't feel any back or bum pain as compared with a normal seat."

Raj

Regular Cyclist

Multiple Trial Day Attendee



"I rode about 45km today just to see the seat! I reckon it'll be a game-changer. It's just like riding on air... you don't get the jarring sensation."

Ray

Dedicated Supporter

Trial Day Attendee



"I rode 5 hours sitting on the bicycle seat and I did 85km in that time. The seat was great, I found it surprisingly comfortable! If you're having any problems with pain in the [soft] tissue area, [the vabsRider] absolutely has got to solve that problem."

Cheryl

Long Distance Cyclist

Early vabsRider Long Distance Tester

[**More testimonials here**](#)

Awards & Recognition



2024 Good Design Awards

- Product Design - Gold Winner
- Engineering Design - Winner

These awards are a globally recognised mark of excellence, signifying that a product meets the highest innovation, functionality, and creativity standards.

[Read more here](#)



Above: ataraxyBSC, Whistle Design Group, and supporters with their two Good Design Awards

Our next moves...

vabsRider Launch to Market

The image shows the word "KICKSTARTER" in a bold, white, sans-serif font centered on a solid green rectangular background.

Preparing to launch the vabsRider on the Kickstarter fundraising platform, which aims to bring cycling comfort to our international audience of early adopters.

Developing manufacturing and distribution strategy



Through our prototyping efforts, we have successfully partnered with a leading manufacturing company, *Chain-Ray* who have offices in Taiwan and Sweden. We look forward to pursuing our next steps in manufacturing together.

If you are interested in being a vabsRider distributor, please email admin@ataraxyBSC.au

Previous Press Coverage

The logo for CORE77, featuring the word "CORE77" in a bold, black, stylized font.

*"Australian Industrial Design
Yields an Articulating
Bicycle Seat"*

[Read me](#)

The logo for Interesting Engineering, featuring the letters "IE" in a large, white, stylized font on a blue background, followed by the words "INTERESTING ENGINEERING" in a smaller, white, sans-serif font.

*"World's 1st 'virtual axis'
cycle seat offers extra
butt comfort"*

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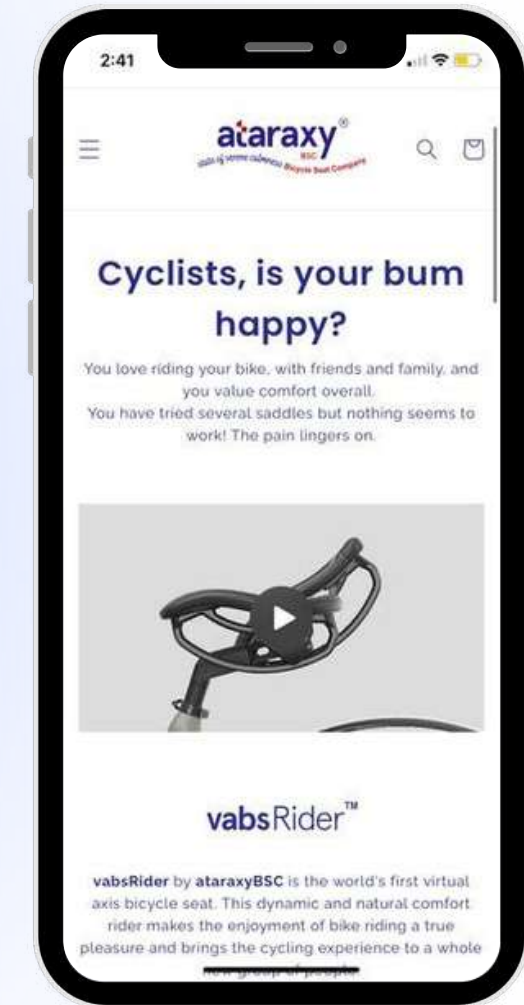
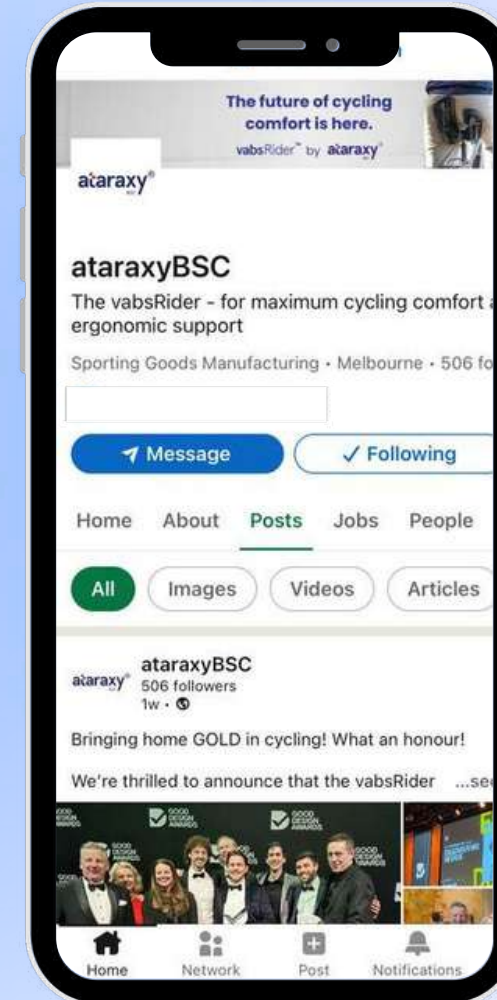
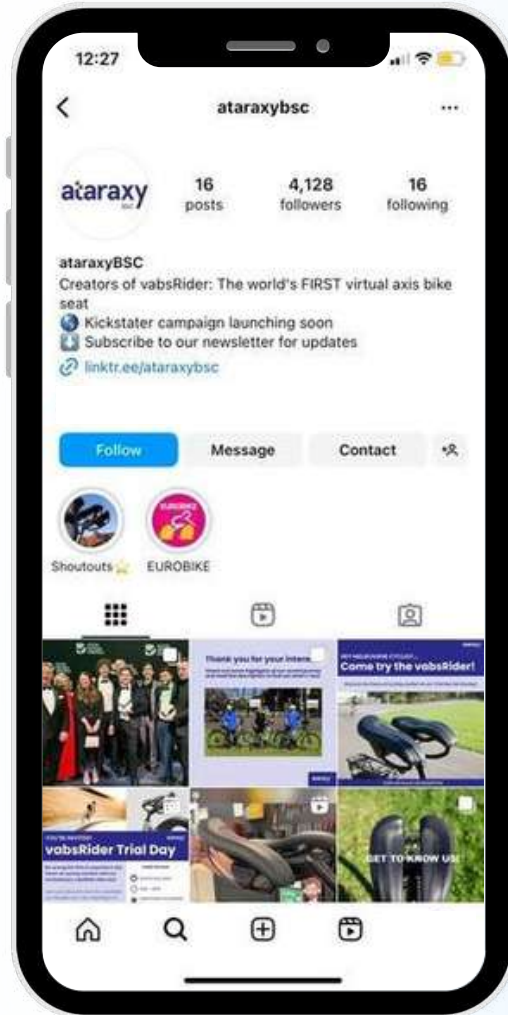
The logo for Startup Selfie, featuring the word "STARTUP" in a bold, black, sans-serif font, a stylized yellow and orange triangle, and the word "selfie" in a cursive font.

*"Split seat bike saddle
moves with your legs for
ultimate comfort"*

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Channel links



Asset Folder

Please view our Asset Folder to download materials suitable for public media usage.

These include high-quality

- Images
- Videos
- Logos

Asset Folder

If you'd like to request a specific asset, please contact our Marketing Team at marketing@ataraxyBSC.au



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Please reach out via email and our friendly team will get back to you as soon as possible.



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