



PRESS RELEASE



ALL-WEATHER CONVERTIBLE FOR SMALL PASSENGERS

The Viennese folding bike expert VELLO Bike has developed an easy-to-install convertible rain cover for their new VELLO SUB e-cargo bike, keeping children dry while still enabling a unique panoramic view. The SUB Cocoon 360°Reflective™ is fully reflective in the dark, ensuring maximum safety and visibility in traffic.

Folding bike expert VELLO BIKE from Vienna, which recently launched its first e-cargo bike VELLO SUB, now offers a stylish and well-thought-out folding rain cover, which is more than just weather protection. "As parents, we quickly realized from our everyday experience that there was nothing among the existing systems that met our high demands for protection, comfort and, above all, safety - especially not with a solution that is so intuitive and quick to set up when the weather changes," says Valerie Wolff, who founded VELLO BIKE almost ten years ago together with product designer Valentin Vodev. The result of this development is the SUB Cocoon 360°Reflective™, a multifunctional convertible rain cover that can be used to keep the youngest passengers dry and safe regardless of the weather conditions. Even when the rain cover is closed, children can still enjoy an all-round panoramic view in every direction. The entire cocoon is made from high-quality environmentally friendly OEKO-TEX-



VELLO BIKE

certified materials that are safe thanks to their tested absence of harmful substances. Thanks to their all-round reflective properties, the textile also ensures good visibility in traffic in the dark. Both the back panel and the lower sides of the cocoon shimmer during the day, and turn into large reflectors in the dark at night. And this is very important, as a visibility study by the KfV (Austrian Road Safety Board) shows that almost one in two fatal accidents involving pedestrians and one in five fatal accidents involving cyclists happen in poor visibility. People wearing reflective elements can be seen from a distance of up to 140 meters, while dark clothing only makes them visible from 25 meters - which is often too late.

The manufacturer also offers reflective cargo bags, which not only create more storage space, but are also integrated into the design in such a way that the little passengers' feet are also fully protected in bad weather. The cocoon not only protects from rain, but also from insects or stones, and can easily be opened, just like a convertible, and secured with buckles when needed. The smart design of the SUB Cocoon 360°Reflective™ allows an easy assembly and attachability to the SUB Cool Kid Railing and SUB Railing, without the need to use any tools.

Facts about VELLO SUB Cocoon 360°Reflective™:

All details equipment/accessories: https://vello.bike/sub_cocoon
Available: in retail shops or directly via VELLO
MSRP SUB Cocoon 360° Reflective: 199,- €
MSRP SUB Cargo Bag 360° Reflective: 239,- €

High-resolution photos can be found here: <https://vello.bike/en/pages/press>

Further information can be found at <https://vello.bike/en>

Video here: <https://www.youtube.com/watch?v=0yh0jwMIKcA>

About VELLO

VELLO is a manufacturer of functional, lightweight and stylish mobility products born out of the founding team's desire to combine innovative technologies with minimalist design to meet the challenges of modern cities.

The journey began in 2015 with an elegant and lightweight bicycle with a specially developed and patented folding mechanism. Since then, VELLO has expanded its range to include accessories and a longtail e-bike. VELLO's design philosophy aims to produce durable, repairable, material-efficient and modularly adaptable components that require little maintenance. VELLO has received the Red Dot Award "Best of the Best", the Austrian State Prize for Design, the German Federal Prize for Ecodesign and the 2023 German Design Award for its new SUB e-cargo bike, among others.

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