

Beat: Business

BASTILLE CYCLE, The FIRST URBAN BIKE That FOLLOWS YOU EVERYWHERE

REINVENT THE MOVEMENT

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USPA NEWS - The First Folding Bike from "Bastille Cycles" is On Sale... A Seemingly Normal in Appearance City Bike but bends.

- * Folds in 10 Seconds to reduce its Bulk
- * Its Innovative Folding System is protected by 3 Patents (imagined by the Inventor of the Yoyo Stroller)
- * Weighs 15 kg
- * Offers 3 Speeds and is Equipped with a Belt Transmission

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- * Weighs 15 kg
- * Offers 3 Speeds and is Equipped with a Belt Transmission
- * It has been in Development for 8 Years
- * Assembled in France
- * adopting a Very French Name, easy to pronounce Internationally (A name Evocative of "liberation")
- * Sold at 2,590 Euros

- Gilles Henry is the Creator, who also happens to be the Inventor of the Very Compact Stroller "Yoyo".

- * Its Strength is to take up as Little Space As Possible when folded. The Idea being to offer a Bike that is Truly Transportable and Easy to store.
- * Its Concept, focusing on a Completely Normal Bike in Appearance
- * Maneuvering will be Child's Play after a Few Tries
- * The Bike stands up on its Own when Folded
- * Comes with a Carrying Case, to make Traveling Easier
- * It's First and Foremost a City Bike

- "Bastille" challenges the Iconic British Manufacturer of Brompton Bike which is the most Emblematic Brand for Folding Bicycles. The Creator wanted to design a Folding Bike with Normal Wheels instead of the Small 16-inch Wheels you typically find. Gilles Henry teamed up with Quentin Bernard, who spent several years working for Devialet, the French Audio Engineering Company behind High-End Speakers, Amplifiers and Earbuds.

Source:

Presentation of Bastille Folding Bike by its French Inventor Gilles Henry - engineer and Co-Founder in 2012 of "Babyzen" Company and creating/launching "Yoyo" Strollers (Success was Immediate)

On October 04, 2023 @ Musée Des Arts et Métiers in Paris

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