



PRESS RELEASE

## Biomega updates a design classic for urban locomotion

***The second BOS / Boston Biomega bicycle hits the streets. Jens Martin Skibsted's MoMA collected design is updated. The integrated locking solution has been redesigned to for ease of use. The groundbreaking design that mixes American and European bicycle typologies is a true urban tool. The front fork has night glow effect.***

*Copenhagen, Denmark (xx June, 2014):* Biomega updates a design classic. The BOS / Boston bicycle has strong urban references and state of the art technical features to accommodate modern city lifestyle.

The new BOS / Boston version, designed by leading bike designer Jens Martin Skibsted, stays true to the Biomega philosophy of "furniture for locomotion". Still surprising in its style and function, it meets the specific needs of active urbanites.

### A new bicycle typology

A street bike with a BMX flair, this Instant Icon, which can be seen in the permanent collection at MOMA. Industrial art at its finest, but art made for the city: with its think tires and low center of gravity it goes where normal city bikes don't. The Boston includes a front and rear disc brake and comes as an eight-gear. Best part? You can leave your U-Lock at home. A wire that doubles as a lock is also a crucial piece of the bike's geometry. A would-be thief who cuts the wire would find the bike as spineless as himself.

### PICTURE

*Biomega BOS bicycle*

The BOS / Boston next gen will be launched at XXXXXXXXXXXXXXXXXXXX presented at the Eurobike and Interbike shows in September 2014. Learn more about Biomega at [www.biomega.com](http://www.biomega.com)

### For press inquiries please contact:

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### About Jens Martin Skibsted

Jens Martin Skibsted is a designer, design philosopher and design entrepreneur. For more than a

#### NYC features

- Designed by Jens Martin Skibsted
- Aluminum frame
- Belt drive
- Integrated lock in down tube
- 8 speed
- 26 inch wheels
- Size S, M, L
- Color: Aspen Pearl White



Young Global Leader who spoke at TED, DLD, Design Indaba, Davos and numerous other World Economic Forum meetings, he is vice-chair of World Economic Forum's Global Agenda Council on Design and Innovation, and Chairman of the Danish Design Council. He is a published author and an ad hoc expert commentator for Fast Company, Harvard Business Review, and The Huffington Post. For more information, please visit [www.skibstedid.com](http://www.skibstedid.com)

### **About Biomega**

Biomega is a premium urban bicycle brand, alone in its category. Biomega designs and develops bicycles and related accessories. The company is committed to contributing to the world by creating lifestyle oriented CO2 friendly alternatives to cars, thereby reducing CO2 emission and helping create clean city centers. Biomega makes "furniture for locomotion" that start in urban functionality and ends in high design.

The brand features collaborations with Marc Newson and KiBiSi. The company, which was founded in 1998, distributes its products globally and is headquartered in Denmark. For more information, please visit [www.biomega.com](http://www.biomega.com)