

PRESS RELEASE

## **Biomega launches new bicycle, an instant new addition to the Danish Design Museum bicycles**

***The much awaited NYC / New York Biomega bicycle hits the streets. The Danish Design Museum acquires the new design as the bike is launched. KiBiSi's integrated solutions and meticulous design makes the NYC bicycle a true urban tool. Danish design super group KiBiSi stirs things up with a newly detailed NYC, following Biomega's heritage of chainless bikes featuring a belt drive for smooth urban commuting - and an integrated mudguard. It is the first in a row of Biomega bikes with a front night glowing fork.***

*Copenhagen, Denmark (xx June, 2014):* Biomega once again combines groundbreaking design with strong urban references and technical features to accommodate modern city lifestyle. The result is a striking city bike for effective commuting in style, bringing the feel of something unique while moving through the cityscape.

The two new NYC versions, designed by Danish design super group KiBiSi, both follow the Biomega philosophy of "furniture for locomotion". Classic and honest in their style and function, they meet the specific needs of city dwellers. The genie is in the detail. All parts have been redesigned and engineers and the bike specs have extreme value for money.

"The NYC Biomega bicycle is thought of as the heir to my Copenhagen biomega bicycle: No, chain, no frills diamond frame. I can only think of a few classic bicycles where every detail has been thoroughly designed. We simply put the bicycle back on the drawing board and detailed every bit of it all over again" says Biomega founder and KiBiSi designer Jens Martin Skibsted.

### **The potential of a classic**

The NYC takes its cue from the CPH, reinvigorating Biomega's status as a pioneer of chainless bikes - this time with a smooth, quiet carbon fiber belt drive. The NYC's sleek and no-nonsense look integrates a front mudguard in the aluminum down tube complimenting its aggressive, yet reliable urban driving properties. The NYC is designed by the three creative forces of Danish design group, KiBiSi, with the ambition to create an honest means of transport with the potential of a classic.



*Biomega NYC bicycle*

NYC will be launched the 24<sup>th</sup> of June 2, 2014 at 16h / 4pm at Design Museum Denmark, Bredgade 68, Copenhagen and presented at the Eurobike and Interbike shows in September 2014. Learn more about Biomega at [www.biomega.com](http://www.biomega.com)

Spec:

**NYC features**

- Designed by KiBiSi
- Aluminum frame
- Belt drive: Gates external sealed bearings

- Brakes: Shimano M615 hydraulic disc brakes
- Integrated mudguard in down tube
- SRAM automatic 2 speed rear hub - Shimano Alfine DI2 8 speed electronic shifting system-
- 28 inch wheels
- Size S, M, L

Color: Aspen Pearl White

NYC available from summer 2014

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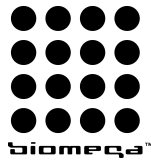
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**About KiBiSi**



Founded by Kilo Design / Lars Holme Larsen, BIG / Bjarke Ingels and Skibsted Ideation / Jens Martin Skibsted, KiBiSi is a Copenhagen based idea-driven industrial design firm. KiBiSi works with a few select culturally leading brands. Each partner contributes with intelligence and experience from within his specific field providing KiBiSi with cutting edge knowledge and knowhow within the fields of architecture, design, furniture, electronics, transportation, contemporary culture and lifestyle. KiBiSi is committed to making lasting designs that carry strong ideas. For more information, please visit [www.kibisi.com](http://www.kibisi.com)

### **About Biomega**

Biomega is a premium urban bicycle brand, alone in its category since 1998. 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 distributes its products globally and is headquartered in Denmark. For more information, please visit [www.biomega.com](http://www.biomega.com)