



BIKE EXPO MUNICH **brandnew** ❖ hall C3, BN 39, BIKE EXPO BrandNew village

BLL imExpo BrandNew finalist presents:

oliver wooden bikes® a fusion between style and the environmental thought

As a finalist in the Urban/Design category of the Bike Expo BrandNewAward, BLL imExpo proudly presents the **oliver wooden bike®**. A urban cruiser that gives you a relaxing feeling. An 'easy riding' experience that is covered with a green touch. The ultimate combination between taking your responsibility for our environment and a modern urban lifestyle. And nice to look at too!

oliver wooden bikes® are entirely handmade of natural materials. Some parts are massive oak and other parts are made of thin oak layers pressed together. Also the protection of the wood is environmental friendly as it is a water based ecological varnish.

Although oliver wooden bikes® are very innovative, the technology and all the components of the bicycle are common and well known, so the maintenance can be done at any bike shop.

BLL imExpo presents the **oliver wooden bike®** at the Bike Expo for Urban Mobility in the **New Munich Trade Fair Centre** in Munich-Riem, Germany from **22 - 25 of July**. Visit us at **hall C3, BN 39, Bike Expo BrandNew village**.

For more information call: +31 (0)638 540 338 (dutch - german - english) or
+31 (0)641 377 314 (french - english - romanian)

Additional information:

Comment of the jury:

Cruising around in the city is not only fun but also expresses the new style of slowness better than any other vehicle. Cruisers appear cool, almost snobbish – and they are too beautiful for racing anyway. Especially if they are made of wood, like the Oliver Wooden Bike. The geometry and the style elements are reminiscent of the big motorized idols and combine the advantages of wood with the positive features of a solid tire. You won't be left out in the rain with a cruiser like this one.

What's 'BrandNew'?

For 10 years ispo BrandNew is regarded as the barometer of future trends. The competition aims to give young entrepreneurs with their sports products a stage where they can introduce themselves to the market. For that purpose the best products receive a booth at ispo and are promoted in numerous means of communication. Here we present you the current innovations of young entrepreneurs which were elected winners and finalists by the jury.