

**Press release**



## **AMiiVA portable bikes revolutionize the folding bike world**

**Ciel & Vents introduces the first portable bike at Eurobike 2009**

**Rochefort - France, August 27, 2009** – Ciel et Vents Sarl, the developer of the breakthrough Hingenious™ technology to transform a folding bike into a portable bike, announces today that it will introduce the range of AMiiVA® bikes at Eurobike 2009 in Friedrichshafen, Germany September 25 (A1-105).

Created by Philippe Poupard, AMiiVA® portable bikes are the first bikes with a folding frame manufactured in France to use the proprietary Hingenious™ Technology developed by Ciel & Vents. AMiiVA® portable bikes are built with a light full-sized suspended folding frame made of high grade aluminum alloy (total weight between 10 and 11,5kg) and the Hingenious™ folding mechanisms to make folding and unfolding safe, fast and easy.

AMiiVA Hingenious™ front stem hinge is totally integrated in the stem enabling the use of standard adjustable handlebars and integrated headsets (1"1/8 standard). The Hingenious™ central hinge is designed to lock up automatically when the bike is ready to go and to keep securely locked front and rear wheels together when folded.

With a 1100mm wheelbase, AmiiVA frame geometry is unique in the world of small-wheeled folding bikes, usually known for poor handling. The frame geometry borrows the seat and head tube angles from the MTB, and its fork rake from the BMX. The results are a stiff yet light frame with excellent power transmission efficiency and a very reactive bike easy to handle by riders of all sizes on any type of road pavement.

*"AMiiVA innovative portable bikes are about to revolutionize the folding bike world and change people's perception of the folding bikes as being uncomfortable, unsafe and slow " commented Philippe Poupard General Manager of Ciel & Vents Sarl, and added: "With Hingenious™ breakthrough technology, our ambition is to convince a greater number of people to choose our truly portable bikes and to start to enjoy the ride wherever they want to go without polluting or refuelling days after days."*

The AMiiVA range is built around 3 key models, all with a full suspended high grade aluminum alloy frame featuring the Hingenious™ technology:

The Smart<sup>2</sup>, a 3-speed fitted for the occasional rider;  
The City, a 5-speed for everyday biking;  
The Quartz, a 5-speed for the bike enthusiasts.

### **Note to editors :**

1- AMiiVA product specification sheets

2- Photos

## **About Ciel & Vents:**

Ciel & Vents is the developer of innovative solutions to transform a folding bike into a portable bike. The portable bike AMiiVA is a new type of folding bike based on the patented Hingenious™ Technology. AMiiVA is a bike which rides smoothly, is safe, versatile and fast, yet folds easily and quickly turns into a portable luggage. AMiiVA bikes emphasize performance and comfort. It is a genuine Personal Mobility Assistant (PMA) that facilitates everyday transport needs and provides a sense of freedom and independence 24/7.

AMiiVA® portable bikes will be available in Europe starting October 2009 through a network of approved independent bike dealers. The AMiiVA range is built around 3 key models all with a full suspended high grade aluminum alloy frame featuring the Hingenious™ Technology:

The Smart<sup>2</sup>, a 3-speed fitted for the occasional rider;

The City, a 5-speed for everyday biking;

The Quartz, a 5-speed for the bike enthusiasts.

AMiiVA's breakthrough technology has been the beneficiary of the assistance and the financial support from the French innovation governmental agency OSÉO and the Poitou-Charentes region.

Founded in 2007 by Thierry and Philippe Poupard, Ciel & Vents Sarl is located in Rochefort on the French Atlantic Coast. For more information, please feel free to visit AMiiVA's® website: [www.amiiva.com](http://www.amiiva.com)

AMiiVA® is a registered trade mark of Ciel & Vents SARL.

## **To obtain any additional information please contact:**

Ciel & Vents  
Philippe Poupard  
ZI du Canal des Soeurs  
Atelier 27  
Rue Emile Penaud  
17300 Rochefort  
France  
Tél : + 33(0)9-70-44-79-75  
ppoupard@amiiva.com

Public Relations :  
Capital-ID  
3 Tenterden Street 4th Floor  
London, W1S 1TD  
United Kingdom  
Direct: +44(0)20 8123 1969  
office@capitalidfrance.com