allnew®
ideas to products

Press Release

More variation – more safety – more weather protection

At last year's Eurobike *dryve* – the weather protection - was presented to the international market for the first time. Over the last twelve months, we have further developed, optimized, certified, produced and launched the system.

Baar (CH), August 24th 2015

What is *dryve*?

dryve is the ideal weather protection for daily trips by bike. Pedelecs and city bikes are equally adequate for using it. Due to its intelligent construction, *dryve* can be assembled, disassembled and folded into easy travel size within a few moments. The reason for its weight – only 1'050 grams – is based on the inspiration of kitesurfing materials. *dryve* is available in seven different colour combinations and can be customized with an all-over print or in corporate colours. When it comes to safety on the roads, *dryve* is also an exemplary. The size and colour combination makes *dryve* owners easier to be spotted by other road users and allows a better field of vision compared to regular rain protection.

What happened so far?

The first *dryves* have rolled off the production line in March 2015. This made it possible to start sales on time for the new bike season in May 2015. Meanwhile the rain protection is available in bike shops in Germany, Austria, the Netherlands, Belgium, Luxemburg, Denmark, France and Italy. As the *dryve* spirit is continuing to grow, distributors from further territories are welcome to contact allnew AG.

What about safety?

The quality and safety of new products is priority number one for allnew AG. Therefore, the company decided to implement an extra level of quality control. The GS-certification was carried out by the German enterprise velotech.de GmbH, specialists for testing bicycles and bike accessories. At their branch office in Schweinfurt *dryve* was exposed to different kinds of endurance testing. The weather protection for cyclists has completely convinced and passed in all fields. This product fulfils all requirements of the product safety law in Europe and proudly bears the respected seal of quality.

What's new?

Apart from introducing *dryve* to further distribution partners, the company allnew AG is presenting several new product ideas at this year's Eurobike. The already known *dryve* classic is shown in a newer, fresher look with high-end and newly developed installation possibilities, while following siblings are in a conception phase:

- *dryve* midi, the foldable windscreen
- *dryve* kids, weather protection for children
- *dryve* sun, the new sun protection with UV-resistant material
- *dryve* night, with reflective outlining for more safety in the dark

All models can be examined and assessed at **booth 510B in hall B2**. The recommended retail price is € 159.- and available in every bike shop or at www.dryve.ch.

Last but not least: The joy of riding a bike will no longer fade only because of rain. Bike rides in the rain are fun, thanks to *dryve* – now also for the whole family. Because *dryve* keeps you dry in a safe way.

Further information as well as images and videos are ready for download at **www.dryve.ch**. Regarding any questions, please don't hesitate to contact us.

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