

Beat: Business

## **BASTILLE CYCLE, The FIRST URBAN BIKE That FOLLOWS YOU EVERYWHERE**

### **REINVENT THE MOVEMENT**

PARIS, 21.10.2023, 07:08 Time

**USPA NEWS** - The First Folding Bike from "Bastille Cycles" is On Sale... A Seemingly Normal in Appearance City Bike but bends.

- \* Folds in 10 Seconds to reduce its Bulk
- \* Its Innovative Folding System is protected by 3 Patents (imagined by the Inventor of the Yoyo Stroller)
- \* Weighs 15 kg
- \* Offers 3 Speeds and is Equipped with a Belt Transmission

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- \* Weighs 15 kg
- \* Offers 3 Speeds and is Equipped with a Belt Transmission
- \* It has been in Development for 8 Years
- \* Assembled in France
- \* adopting a Very French Name, easy to pronounce Internationally (A name Evocative of "liberation")
- \* Sold at 2,590 Euros

- Gilles Henry is the Creator, who also happens to be the Inventor of the Very Compact Stroller "Yoyo".

- \* Its Strength is to take up as Little Space As Possible when folded. The Idea being to offer a Bike that is Truly Transportable and Easy to store.
- \* Its Concept, focusing on a Completely Normal Bike in Appearance
- \* Maneuvering will be Child's Play after a Few Tries
- \* The Bike stands up on its Own when Folded
- \* Comes with a Carrying Case, to make Traveling Easier
- \* It's First and Foremost a City Bike

- "Bastille" challenges the Iconic British Manufacturer of Brompton Bike which is the most Emblematic Brand for Folding Bicycles. The Creator wanted to design a Folding Bike with Normal Wheels instead of the Small 16-inch Wheels you typically find. Gilles Henry teamed up with Quentin Bernard, who spent several years working for Devialet, the French Audio Engineering Company behind High-End Speakers, Amplifiers and Earbuds.

Source:

Presentation of Bastille Folding Bike by its French Inventor Gilles Henry - engineer and Co-Founder in 2012 of "Babyzen" Company and creating/launching "Yoyo" Strollers (Success was Immediate)

On October 04, 2023 @ Musée Des Arts et Métiers in Paris

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**Article online:**

<https://www.uspa24.com/bericht-23658/bastille-cycle-the-first-urban-bike-that-follows-you-everywhere.html>

**Editorial office and responsibility:**

V.i.S.d.P. & Sect. 6 MDSStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

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