

Biomega OKO E-Low Press Release

Copenhagen, Denmark April 4, 2019.



Introducing the second low-step e-bike within the Biomega portfolio, the OKO E-Low. A crisp, modern and lightweight pedelec, ideal for the commute of urban professionals. Designed by the award-winning group - KiBiSi - formed by Jens Martin Skibsted, Lars Larsen and Bjarke Ingels, the low-step is bringing the future of transportation to us, by combining inspiration from an iconic model from the Biomega portfolio alongside the resemblance of a moped.

The Biomega OKO E-Low is a direct answer to fast and comfortable urban and sub-urban commutes. With its core design based on the most iconic product within the Biomega portfolio - the OKO - it integrates features from classic mopeds, coupled with a clean cut, no-nonsense and non-pretentious Scandinavian design.

"I loved this project", says Skibsted Ideation founder Jens Martin Skibsted. "The idea was obviously to transform the OKO into a low-step electric bike for easy entry. And as with the OKO the aesthetic idea was to stay true to the heritage bikes of Biomega, Marc Newson's MN01 and my CPH. But also, to bridge today's clean cutting-edge technology and green mobility with my childhood nostalgia – from the days when we didn't feel doomed by oil. The Puch Maxi, Motobecane 40, Peugeot 105, Piaggio Ciao come to mind.

Electric bikes will be indispensable in the multi-modal mix of urban mobility services in the future. Already today, conventional bikes are 40% faster than cars during rush hour. Electric bikes are further 28% faster on average than conventional bikes."

Redeveloping the exemplary OKO frame into an electric, low-step pedelec took three years of development and testing, ultimately becoming one of the most demanding and large-scale projects within Biomega's history – second only to the Biomega electric vehicle development. Investment and progress not only in technology, but also in developing production methods were only possible by utilizing knowledge from the automotive industry and was successfully finalized by working closely with international stakeholders based in the U.K., Denmark, France, Taiwan, and China.

OKO E- low Technical Specifications & Key Selling Points

- Unique and sleek design - with quality designed integration of cables and power assistance
- One of the lightest if not the lightest commuter e-bike - under 20kg including fenders
- Perfect balance - the center of gravity is perfectly centered in the middle of the bike (not all the weight on the rear wheel like most e-bikes)
- Weight and balance - it rides like a normal bike if you do not use the power assistance
- Carbon frame and fork with integrated fenders (allows kickstand mount)
- Integrated battery pack in top tube
- 250W E-bike - which means there is no permit or license plate etc.
- 4 easy level of assistance
- Autonomy - 35 -60km depending on riding style and type of ride
- Engine integrated in front wheel hub, while wheel rear hub includes 8 gears - key for this unmatched balance
- 26" wheels with 2.00 wide tires – puncture resistant and easy comfort and grip
- Hydraulic disc brakes
- Maintenance free belt drive

Specifications

- Frame - Biomega carbon frame with integrated fenders
- Fork - Biomega carbon fork with integrated fenders
- Drivetrain - Gates Carbon external belt drive
- Handlebar - Biomega aluminium handlebar
- Stem - Biomega aluminium stem
- Saddle - Biomega saddle
- Brakes - Shimano hydraulic disc brakes
- Gears – Shimano Alfine 8 speed
- Seat clamp - Biomega seat clamp
- Back wheel - 26 inches wheel
- Front wheel - 26 inches wheel
- Size - M = 50cm (L available in a second step)

The Biomega Bike Line

Created for ease of movement, urban transportation, and individual appeal, Biomega and KiBiSi have collaborated to produce the next evolution in commuter bikes. Smart European design and commuter

technology collide with furniture design and metropolitan style – and culminate in an alternative bike paradigm. Biomega pared down its bikes to their essentials and constructed a new bike line with innovative and thoughtful details that meet the needs of a unique consumer set. The Biomega Bike line is designed for urban mobility and finds innovative solutions for the everyday annoyances that come from maneuvering bikes through urban obstacles. The collection redefines and reinvigorates the city ride.

For all media inquiries please contact lv@skibstedid.com or +45 7022 9900.

About KiBiSi

Founded by Lars Larsen, BIG / Bjarke Ingels and Jens Martin Skibsted, KiBiSi is a Copenhagen based, idea-driven industrial design firm. KiBiSi works with culturally leading brands and fortune 1000 companies. Each partner contributes with intelligence and experience from within the field providing KiBiSi with cutting edge knowledge and know-how within architecture, design, furniture, electronics, transportation, contemporary culture and lifestyle. KiBiSi is committed to making lasting design that carries strong ideas. For more information, please visit www.kibisi.com

About Biomega

Biomega is a premium urban bicycle brand, peerless within its category. Biomega bike designs and develops bicycles, electric bicycles and related accessories. It is committed to creating a paradigm shift in the way society imagines transportation by making urban “furniture for locomotion”, developing city bikes so beautiful that they compete directly with cars and imbue our cities with new meaning. Biomega bike design brings social innovation, design thinking and urban city lifestyle to the world of bicycles, which start in urban city functionality and ends in high bike design. The brand features collaborations with PUMA and renowned designers such as Marc Newson, KiBiSi and Ross Lovegrove. The brand, which was founded in 1998, distributes its products to more than 20 countries, with Biomega’s headquarters based in Denmark. For more information, please visit the website www.biomega.com

About Jens Martin Skibsted

Jens Martin Skibsted is an award-winning designer, entrepreneur, and design philosopher. Best known for his urban mobility designs for Biomega. He’s helped found design consultancies incl. Skibsted Ideation, KiBiSi and Strategic Design Group. His designs live in the collections at the MoMA, Le Cnap, Designmuseum Danmark, SFMoMA etc. He is also the founder of Ogojiii - the African design and global affairs magazine.

He is the former Vice-Chair of World Economic Forum’s Global Agenda Council on Design & innovation and currently the Co-Chair of W.E.F.’s Global Future Council on Entrepreneurship. He is the Vice-Chair of the Danish design cluster, Design2Innovate, and in the board of the Danfoss Foundation, Biomega, Strategic Design Group and the Danish Design Center; Formerly the Chairman of the Danish Design Council and advisor to the INDEX prize and Mindlab.

A Young Global Leader alumnus who spoke at Davos, DLD, TED and more. He is a published author, and ad hoc expert blogger for The Huffington Post, Harvard Business Review, Børsen and Fast Company. For more information, please visit www.skibstedid.com

About Skibsted Ideation

Formerly a part of Bjarke Ingels' KiBiSi, Skibsted ID is now part of Strategic Design Group, Skibsted Ideation and industrial design and creative direction boutique agency that is centered around differentiating and strengthening company value proposition, product portfolio and vision visibility. The main focus is on the mobility and transport sector. Creating means of transport, urban mobility and design icons.

Skibsted Ideation has received multiple design awards including Wallpaper Design Award; I.D. Consumer Design; Good Design Award; European 40 under 40, and Red Dot Award. The designs are in the collections at the MoMA, Le CNAP, Design Museum Denmark, SFMOMA etc.

About SDG

Strategic Design Group, based in Copenhagen and Aarhus, Denmark, is a full-service design strategy agency. Strategic Design Group creates business critical experiences for the future, departing from the current way of working; Based on the philosophy that today cannot be a recipe for tomorrow. Simply put, the strategic design consultancy you need to propel your business ahead: Independent and courageous - from the core and out. Shaped by a team of people-first, forward-focused and rapid results-driven makers, innovators and strategists. Your strategic design partner beyond...".