

PRESS RELEASE

NEW DANISH DESIGN BICYCLE BRAND WILL ENHANCE METROPOLS AND MOBILIZE PEOPLE



Danish Network Association, Norm Architects and MediaGroup Worldwide are together with a number of ambitious business people behind Copenhagen Bike Company. Together they want to promote bicycle culture in the world's metropolises.

In Denmark, bicycles are the most popular means of transportation and up to 50% of all Copenhageners prefer bicycling as their number one mode of transport to get to- and from work every day. Copenhagen constitutes the leading model of commuting by bicycle, which is what Copenhagen Bike Company want to spread to the rest of world.

An easier mobility

Daily use of your bicycle demands high quality and functionality. Therefore, quality and uncompromising good craftsmanship are crucial factors to Copenhagen Bike Company, where each bicycle is adapted to individual customers and hand built in Germany.

"More than half of the world's population lives in urban areas, a trend that is only rising. But the growing urbanization increases pollution and makes it harder for people to get around. Cycling is a sustainable and dynamic way to get from A to B. We want to enable more people to use the bike as their preferred means of transport in their everyday lives. Therefore, we have created a unique range of bicycles that are elegant, classic and easy to use "- Ole Hjortlund Svendsen, CEO Copenhagen Bike Company

A more beautiful mobility

Copenhagen Bike Company combines sustainable functionality with superb Danish design and together with the renowned design company, Norm Architects, they are now ready to present their first collection.

"We have a strong belief that bicycles are the way forward for people living in metropolitan areas around the world. Bicycles are all about a cool and sustainable mode of transport. Biking is, and will continue to be in the future, the optimal way to move around in big cities. It's cheap, healthy, relaxing, extremely environmentally friendly and offers a unique mobility"- Jonas Bjerre-Poulsen, owner of Norm Architects.

The first collection from Copenhagen Bike Company consists of both normal bicycles and electric bicycles and is sold worldwide.

Download photos in highres under Press on our website:

www.copenhagenbikecompany.com

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Links to companies

www.normcph.com

www.danishnetworkassociation.dk

www.mediagroupww.com