

VOLATA'S SECOND MODEL CATERS TO THE URBAN CYCLIST

Technology, design and function set the bar in the commuter bicycle segment.

San Francisco — February 7th 2017 — This year Volata Cycles, Inc. (volatacycles.com) introduces a new model to meet bicycle commuters' needs and an important partnership with velofix - a fleet of mobile bike shops - to deliver and maintain their bicycles. After the launch of its first premium smart bicycle last year, media called it the smartest and most advanced bike on the market - see the previous model in action [here](#). As for its predecessor (The Model 1), the new city-oriented Volata Model 1c is designed to improve the experience of everyday riders by solving the problem of dealing with multiple accessories. It integrates a computer, lights and safety features into an elegant, cohesive Italian design, and premium components make maintenance almost obsolete.

The Model 1c's app-based computer provides instant information such as riding metrics, turn-by-turn navigation, weather forecast, music, heart rate, smartphone notifications and more. All information and controls are right in front of you on the handlebars. A GPS-based anti-theft system informs the owner if anyone tries to steal the bike by sending real-time notifications to the user's smartphone. The system also sounds a loud alarm if the bike is moving while it shouldn't be. When lost or stolen, the bike can be found by tracking its location. The need for maintenance is kept to a minimum by using belt drive technology and an internal gear hub. The dynamo located in the front-hub automatically charges the internal battery while pedaling. Frequent *over-the-air* updates add new features and ensure the bike becomes better over time. Volata also keeps cyclists safe during their ride. A horn will help you get noticed in city traffic with a flick of your left thumb. Sleek, built-in front and rear lights automatically turn on when it gets dark. Lastly, Volata's smartphone app collects all riding stats and shows the bike's location and status (like on modern cars). More (tech) details and pictures can be found in the [fact sheet](#).

The Model 1c differentiates itself from its predecessor by adding a comfortable flat bar, 700x35 anti-puncture tires, and larger pedals to adapt to the rigors of the urban environment. The Model 1c is the ultimate city crossover while keeping its distinguished aggressive design and road bike geometry.

"We live in an era of connected devices with new innovations daily. For people using the bicycle to get from A to B, functionality hasn't changed in decades. The US represents a market where daily bike commuting is growing at a fast pace, as the transition to sustainable transport is finally happening. We want to make bike commuter's lives better with a perfect product," according to Marco Salvioli, Co-founder and CEO at Volata.

Price and delivery

The new Model 1c retails for \$2,499 with mechanical shifting and \$2,999 with Di2 electronic shifting, the Model 1 retails for \$3,499. Starting from today the Model 1c is available for online reservation in US & Canada at \$299 through volatacycles.com. The balance is due upon delivery, which will begin in September 2017. Volata can be configured online and offers the choice of four sizes (S, M, L, XL), two colors (Ice White and Moon Gray), and two different saddles (men/women). Multiple pop-up events throughout the US & Canada during the year will allow customers to meet the company founders and test their latest bikes.

The company is proud to announce a partnership with velofix (www.velofix.com), ensuring professional delivery, assembly and service for their bikes in the US. The service is provided for \$290 and includes a complimentary first safety check by velofix 30 days after the bike has been delivered. If not satisfied with the bike there is a no-questions asked return policy. velofix is available in certain US ZIP codes only, the company is constantly adding new locations.. If a location isn't available, Volata will ship the bike directly to customers.

After months of sneak peeks and preparation, Volata also unveils its own *bike extensions*, which come for free as a launch offer when ordering before March 15th. Designed to complement the Volata aesthetic while improving the ride, these include: a smart carrier rack with built-in tail light, full-coverage fenders, and an expandable, water-resistant rear bag with a magnetic slide lock system. More information in the [fact sheet](#).

About Volata Cycles

Headquartered in San Francisco, Volata Cycles' R&D and Design office is in Milan, Italy. Founded in 2015 by a group of product designers, engineers and creatives who bring their extensive expertise to the cycling industry, Volata merges all the heritage and creativity of Italian design with the innovative spirit of the Silicon Valley. It aims to develop bicycles for a wider market. The goal is to convince more and more people to use the bicycle daily as a primary means of transport.

press@volatacycles.com
www.volatacycles.com/press