

S+ARCKBIKE{m

WITH

{moustache

M.A.S.S. COLLECTION
MUD
ASPHALT
SAND
SNOW

Philippe Starck, the internationally renowned French designer and Moustache Bikes, a Vosges manufacturer and recognized expert in the electric bicycle industry, are launching S+ARCKBIKE with Moustache, while unveiling their M.A.S.S. collection

On August 27, 2014, the creator Philippe Starck and the manufacturer Moustache Bikes are unveiling their first collection of electric bikes at the Eurobike Salon: M.A.S.S. – Mud Asphalt Sand Snow. Each bike features specific ergonomics adapted to its terrain and field of exploration.

This collection is a revolution in the discovery of bike territories. M.A.S.S. bicycles by S+ARCKBIKE offer 4 intelligent concepts whose technological specificities offer users the ultimate experience in absolute freedom of movement and grand comfort.

The bike, an extension of oneself

Anticipating major changes in the contemporary world, Philippe Starck has always sought to reinvent the codes of mobility by combining technological miracles with an ecological approach, whether through the Pibal, a bike-scooter for the city of Bordeaux or the V+, a French made electric car with a philosophical blueprint.

A bike lover and unconditional rider since childhood, Starck considers the bicycle one of the few creations of human intelligence to be so positive, constructive and beneficial. An adept of the minimal, the creator sees it as more than an object of mobility:

"Apart from the jubilation caused by physical activity, the primary endpoint of cycling is the perception of fairness and balance. Cycling is one of man's most powerful accessories. It offers almost endless possibilities with a minimum of material. The bicycle is on the path of dematerialization, which is a symptom of our civilization." Ph.S

The EAPC, increased simplicity

"Bionism means taking inspiration from the organic to create technologies that are better adapted to humans." Ph.S

It is therefore natural that the creator, when discovering the EAPC in its infancy, saw in it the essence of the bike taken to the extreme. Just like man over time has increased his physical potential, the bike has naturally acquired electric energy to better serve humanity, while avoiding becoming archaic.

"This is more than a bike, it's a machine to generate pleasure through hybrid technology that combines muscular effort with the assistance of an electric motor. The synergy between man and machine occurs naturally and seamlessly allowing users to enjoy the comfort of a motorized two-wheeler and the agility of a bike". Emmanuel Antonot, Moustache Bikes.

M.A.S.S. - Mud Asphalt Sand Snow: A unique yet newly obvious concept of infinite freedom

More an explorer than a designer, Philippe Starck, is pushing the territories of freedom to the extreme through the M.A.S.S. collection. For this lover of liberty, whether it be physical or mental, it was essential to extend the exploration offered by the EAPC to 4 concepts where every detail has been re-thought, from the technical to the symbolic while being dedicated and adapted to each use:

MUD is an all-terrain bicycle whose medium hot grayscale colours combine elegance and discretion. Developed around a dual suspension frame and high-end components, it is equipped with the latest generation in gearing and Shimano XTR brakes. It has the concept of differentiated diameter 27/9 wheels introduced by Moustache and ultra high performance Fox and Rock Shox suspension.

ASPHALT is for fast and comfortable urban use thanks to its dual suspension frame. This charcoal grey model has a Shimano Alfine Di2 11V shifting system, integrated hub and is electrically driven. Connected to the Bosch powertrain, the shift is optimized and super

high performance. Schwalbe tires and comfort elements like a fi'zi:k saddle complete the picture. Initially available in a 25 km/h version, it will also have a 45km/h counterpart.

SAND in a warm light grey colour, offers the opportunity of exploring the infinite spaces of the coast right next to the water. The huge Schwalbe tires provide the necessary lift on the sand and complement the comfort provided by the Bluto Rock Shox forks. Equipped with the Bosch system and the top of the line Shimano XTR gearing and brakes, it is adorned, among other things, with a protective cover for foul weather and integrated stowage.

SNOW is dedicated to the discovery of virgin snow territory that echoes its brushed glacier colour. As for SAND, huge Schwalbe tyres offer lift and traction. The mono-arm fork allows optimum snow evacuation. Equipped with the Bosch system, Shimano XTR gearing and brakes, it even has a synthetic fur frame cover that protects the battery from extreme temperatures.

"I wanted the bike to be able to go over all kinds of terrains and especially infinite and poetic territories" Ph.S

The elegance of a tailor-made collection with matching accessories

A line of tailor-made accessories dedicated to each use and each model complements the elegance of the collection: Causse gloves, Giro helmets, S+ARCKEYES glasses and backpacks. Other items will be added to this special collection.

S+ARCKBIKE with Moustache: A European handmade creation

It was not as a designer but as a customer and user that Starck discovered Moustache and Emmanuel Antonot. Over the years and their ongoing exchanges, the mutual willingness to build a new idea together naturally imposed itself. For the designer this involved continuing the vision of the French manufacturer, whose continuity of the intelligence that is the absolute essence of the bicycle he greatly appreciated.

"The sophistication of the bicycle is above all the sophistication of the human spirit. Moustache is fully aligned with this vision. Moustache, moved by humility and discipline, has always known how to explore the wonders of balance of the EAPC. S+ARCKBIKE with Moustache was obvious." Ph.S

This collaboration renews the great tradition of French engineering, which historically remains one of the finest in the world and fits into very specific parameters: doing the best with the least possible, in extreme elegance and always in an innovative manner.

The bikes are designed and hand-assembled in France and the best technologies have been used to develop the M.A.S.S. bike range - Mud Asphalt Sand Snow - such as the Bosch drive system, comfort elements such as fi'zi:k, Schwalbe tires, Shimano XTR gearing and brakes...

The electrically assisted M.A.S.S. bikes have the elegance of intelligence, emphasizing technological innovation and ergonomics in the service of absolute luxury and comfort. They are the guarantee of an alternative, top of the line mobility that is relaxing and clean.

PRESS CONTACT

S+ARCK NETWORK

Mimouna Khaldi

press@starcknetwork.eu

Tel. +33 (0) 1 48 07 59 31

Fax. +33 (0) 1 48 07 54 66

www.starck.com

www.moustachebikes.com