

## VivaTech 2019 : B'Safe, the airbag for cyclists will be attending the show with «la Sécurité Routière»

From May 16 to 18, the Helite team will be attending Viva Technology show in Paris with «La Sécurité Routière» the French organization for road safety to present B'Safe: **the first airbag vest that protects cyclists in case of an accident.** For the 4th edition of the biggest Tech event in Europe, the «Sécurité Routière» has selected 8 innovation winners from the Road Safety Innovation Award to exhibit alongside them, including B'Safe.

**Let's meet at booth L19 to test the airbag and watch a demo!**



**SÉCURITÉ ROUTIÈRE**  
**TOUS RESPONSABLES**

### B'Safe: the smart airbag vest for urban cyclists

B'safe is the first wearable **airbag vest that protects cyclists in case of accident.** When a fall or an accident is detected by the system, the airbag inflates automatically to protect **the thorax, the neck and the back.** The vest is light, comfortable, easy to use and reflective for more safety. **It was designed for urban cyclists to protect them on their daily ride and enhance their experience in the city.**



#### **How does it work?**

**PRIX INNOVATION**

**2019** **SÉCURITÉ ROUTIÈRE**  
**TOUS RESPONSABLES**

Organized for 3 years by the Sécurité Routière (French organization for road safety), this challenge works as a label and rewards innovations that make the road safer. An excellent way to raise public awareness about road risks and highlight the innovative services and products that exist for more safety on the road. **This year 12 innovations and projects were awarded, included B'safe which won an award on the category «two wheel assistance».**

More information > <http://routeplussure.fr/les-laureats-du-prix-innovation-2019/>

Technology



Helite is a French manufacturer of personal airbag protection founded by Gérard Thevenot. Our technology is already in use in several risks activities such as motorcycling or horseriding. With more than 100 000 airbag systems in use worldwide, Helite is considered as an expert and a leader in the field. B'Safe, its last innovation focuses on a new market: the urban mobility. It is perfectly in line with Helite objectives to adapt the airbags to different activities and hence protect people in their daily life. More information > [www.helite.com](http://www.helite.com)

#### **PRESS CONTACT**

**Marion Perrissin Fabert:** Communication Manager - +33(0)616715751 - [m.perrissin@helite.com](mailto:m.perrissin@helite.com)

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