

## EUROBIKE 2019: Helite presents «B'Safe» the first airbag vest for cyclists.

From September 4 to 7, 2019, Helite, the French manufacturer leader in individual airbag protection technology, will present B'Safe during Euribike, the biggest European bike fair in Friedrichshafen, Germany. **B'Safe**, its brand new invention, is a smart airbag system which protects cyclists in the event of an accident and thus enhances the cycling experience. The fair is the opportunity to show B'Safe and the airbag technology to the world and to meet the main actors in the bicycle industry.



### DISCOVER THE B'SAFE AIRBAG:

- **From September 4 to 7:** from 9 am to 6 pm at our booth: **Hall A4 Booth 504**
- **Eurobike Award:** B'Safe is a finalist in the category «apparel». The winners will be unveiled the 4th of September and shown at Foyer East.
- **Demos:** demos and airbag inflations are planned at our booth every day at 3 pm.



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

B'safe is the first wearable **airbag system 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, neck and back**. The vest is light, comfortable, easy to use, reusable 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?](#)

[See the concept](#)

**Official launch** expected in September for a price of 650€.

[More info](#)

Technology



Helite is a French manufacturer of personal airbag protection founded by Gérard Thevenot. Its technology is already in use in several risks activities such as motorcycling or horseriding. With more than 120 000 airbag systems in use worldwide, Helite is considered as an expert and a leader in the field. B'Safe, its latest 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

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**MORE INFORMATION** > [WWW.HELITE.COM](http://WWW.HELITE.COM)