

B'Safe launch : the smart airbag vest for cyclists available in Europe from September 18.

After more than two years of R&D, **Helite launch B'Safe the smart airbag vest that protects cyclists in case of accident.** Being the first airbag vest on the market, this launch will be a world premiere.

«The B'Safe airbag is aimed for urban commuters who are looking for more safety in their daily ride. The system is 100% autonomous and ensures an optimal protection of the top of the body in case of accident» said Gerard Thevenot Helite's CEO.

The European official launch is planned for September 18 on Helite's e-shop for 690€.

This launch is coinciding with the European week of urban mobility. This fact confirms even more Helite's will and intention to develop its expertise in protecting cyclists.



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 B'Safe Tests**](#)



A device made in France and rewarded by 2 awards
CES Innovation Award & French award for road safety

[**More info**](#)



Technology



Helite is a French manufacturer of personal airbag protection founded by Gérard Thevenot. Its technology is already in use in several risk 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)

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