

Wireless urban smart bike *The VANMOOF Düsenjäger* wins Red Dot Award 2011

The latest and ultimate VANMOOF model, the *Düsenjäger*, was selected by a jury out of 14.000 entries from 68 countries and awarded with the Red Dot for product design. As promised to their team, the founders of the fresh Dutch company, Taco (31) and Ties (29) Carlier, shall bike from Amsterdam to Paris to celebrate their Dot.

The urban VANMOOF *Düsenjäger* clearly convinced the judges with its built-in ABUS chain lock, integrated solar LEDs and USB port. The *Düsenjäger* has an anodized aluminium frame, is light as a feather and equipped with a duomatic hub: two gears but zero cables. The iconic *Düsenjäger* is stripped from the redundant. The bike is slick and simplistic on the outside while clever and strong on the inside. With its anodized red rims, minimalistic looks and edgy details, riding the *Düsenjäger* makes you look fly and feel like flying.

The Red Dot Award is one of the most renowned international product competitions. "Design quality as well as genuine creative solutions are the top selection criteria. These criteria are not just yardsticks for good design, but also for the potential for success on the market", says the initiator of the award. The ceremony will be held on July 4th.



Having earlier won the EUROBIKE Award and the Dutch Design Award, this Red Dot completes VANMOOF's award portfolio. The owners of VANMOOF have always joked that they would bike all the way to Paris if they would win all three awards. So now they go and fulfill to their promise. They start their journey next month!

VANMOOF was launched to blow a breath of fresh air through the conservative urban bike industry. VANMOOF approaches the bike purely from a consumer perspective, pursuing only one goal: help the city dweller worldwide move around town fast, easy and in style. Within two years, the company grew from four enthusiastic youngsters into an international successful bike brand. VANMOOF bikes are currently sold by 300 retailers in 30 countries. Even though the VANMOOF is very affordable, it accomplished that commuting by bike is no longer perceived as a 'poor man's activity'.

The VANMOOF *Düsenjäger* is available now! Please contact our dealers or send an e-mail to post@thedutchconnection.no . It comes with an impressive spec list:

1. **All frame and fork parts in anodized Aluminium! (oh yeah!)**
 2. **All moving parts by Sturmey Archer**
 3. **Highly exclusive seat and dipped grips from SYAD (Sit Your Ass Down)**
 4. **Curana mud guards (aluminum, no steal!)**
 5. **High-end alloy paddles**
 6. **Fat Schwalbe *Big Apple* tires**
 7. **Closed chain cover by Chainglider.**
 8. **Red Anodized double walled aluminum rims**
 9. **Indispensible integrated chainlock from ABUS**
 10. **Limited availability**
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we like bikes
and we like you
and the rest of the world
to ride bikes
and like them too