

# add



Milan, 12 – 17 April 2016

*The Add flagship store in the heart of Milan will exclusively showcase the collaboration with CarrerBikes.*

Milan, 12 April 2016 – Italian design, style, quality and bespoke attention to detail bring Add and CarrerBikes together for the first time. At the 2016 Fuorisalone, the store on Corso Venezia will host the unveiling of the new city bike Iroko with pedal assistance and a Zehus motor.

Combining thirty years of experience and typically Italian style, **Add** has guaranteed technical excellence and authenticity for years. Today, the brand is synonymous with elegance; research and innovation have been key elements of its DNA from the beginning and it pays particular attention to creating clothes that stand apart for their unconventional and minimal style. Specialising in down materials and leading the way in combining lightness and performance, Add has dedicated itself to innovation by showcasing, for the whole week of the Salone del Mobile, a design piece that blends beauty, quality and comfort.

**CarrerBikes**, the Italian bicycle manufacturer, which provides wooden bicycle frames handmade by expert artisans combining craftsmanship and technology, introduces itself for the first time with the new city bike Iroko with a Zehus All in One motor. The heart of the CarrerBikes brand is the wooden frame: this unique, bespoke part of each bike has a distinctive colouring and grain.

**COMEI&CO.srl**

Ripa di Porta Ticinese, 77/79 | 20143 Milano | ITALY

PHONE +39 02 424 148 1 | FAX +39 02 489 583 35

MAIL [info@comeiandco.com](mailto:info@comeiandco.com) | WEB [www.adddown.it](http://www.adddown.it)

Trib. Milano/P. IVA 06035390969 | Rea MI 1866050

Capitale sociale € 1.014.000

# add



It is rigorously built by hand and is safe because each wooden piece must undergo endurance tests comparable to those done by the best professional watchmakers. The new bicycle model with pedal assistance adds to four sport models: Bibione, Maranello, Milano and Valgrande. Iroko, named after the wood the frame is made from, embodies the expectations of customers that care about beauty, quality without compromise, Made in Italy products and comfort. All the parts that make up CarrerBikes are top quality: Brooks saddles, Maxxis Detonator tyres, Columbus carbon forks, Campagnolo groupsets (Chorus, Campagnolo Veloce), FSA seatposts and drop handlebars, Schwalbe tyres create high performance and highly technological bicycles. In addition, the wooden frame makes for a smooth and comfortable ride, thanks to the material's intrinsic characteristics that absorb the vibrations that are transmitted from the road to the wheels. Lifestyle, tradition, innovation and the timeless beauty of CarrerBikes, with models and specification sheets, can all be found at [carrerbikes.it](http://carrerbikes.it).

**IROKO SPEC SHEET** - Handlebars, stem and seatpost from the Metropolis range produced by FSA. Brake body, bottom bracket, crankset, cassette sprocket and gears from the Athena by Campagnolo range. Brooks saddle. Wheels and brake levers by Pippowheels. Also available with Zehus All in One electric motor. Weighs approximately 12 kg.

**COMEI&CO.srl**

Ripa di Porta Ticinese, 77/79 | 20143 Milano | ITALY  
PHONE +39 02 424 148 1 | FAX +39 02 489 583 35  
MAIL [info@comeiandco.com](mailto:info@comeiandco.com) | WEB [www.adddown.it](http://www.adddown.it)  
Trib. Milano/P. IVA 06035390969 | Rea MI 1866050  
Capitale sociale € 1.014.000