

Press release

Altenberge, 17.01.2025

## **VELO DE VILLE LOADY wins the Design & Innovation Award 2025**

The LOADY cargo bike from VELO DE VILLE has been honoured with the prestigious Design & Innovation Award 2025 in the Urban category. This award highlights the innovative strength and well-thought-out modularity of the bike, which can be tailored to the individual needs of the customer.

The Design & Innovation Award, often referred to as the 'Oscars of the bike and outdoor industry', honours the most outstanding products in the bike world every year. An independent team of industry experts, journalists and test riders test all the nominated products under real-life conditions in Alta Badia, one of the most famous bike paradises. The LOADY was able to prevail in this demanding test and convince with its unique combination of customisability, practical features and an attractive price-performance ratio.

LOADY offers its users almost unlimited modularity and thus more flexibility and customisation options than comparable models. The VELO DE VILLE online configurator allows customers to design their dream bike entirely according to their own ideas. The bike can be adapted to changing needs and also flexibly retrofitted. From child seats to bench seats, shopping boxes and additional space for more bags.

With the award, particular emphasis was placed on the cleverly thought-out details that characterise the bike:

- Low entry for easy use.
- Lockable stand on the handlebars makes loading and unloading easier.
- Upright storage for space-saving storage.
- Attractive entry-level price of €3.969.
- Weight: 32 kg (basic version).

The jury was particularly impressed by the LOADY's high degree of adaptability to different life situations, its innovative design with smart solutions for everyday life, and its outstanding user-friendliness, which is revolutionising urban transport.

More information about the Design & Innovation Award 2025 can be found at: [www.design-innovation-award.com/de/gewinner-2025](https://www.design-innovation-award.com/de/gewinner-2025)

Experience the LOADY for yourself and configure your own individual cargo bike at [www.konfigurator.velo-de-ville.com](https://www.konfigurator.velo-de-ville.com)!



*About VELO DE VILLE:*

*Since 1966, VELO DE VILLE has stood for customised bicycles and pedelecs that are manufactured in a modern factory in Germany. The custom-made concept allows customers to personalise their dream bike and guarantees the highest quality and durability. This results in bikes that perfectly suit their rider. Sustainability and social responsibility are key components of VELO DE VILLE's corporate philosophy.*

*For more information, visit [www.velo-de-ville.com](http://www.velo-de-ville.com).*