

## GOBIKE

### NEW FOLDING BIKE PROMOTES A TWO-WHEEL URBAN CULTURE

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It was Philip Brook's desire to promote cycling as a method urban transport that inspired him to design a new, improved folding bike focused on efficiency, comfort and performance. A self-taught designer and bicycle aficionado, Brook and his two partners formed a company called Le Groupe Go, based in Quebec City, to produce the new bike. Their ultimate goal is to redefine the role of the bicycle in the western world.

So far, Brook's Go Bike has been launched successfully in Japan, Korea, Germany, Italy, Belgium and the Netherlands. In particular, the Japanese market really appreciates the space saving features of the design. Already the design has won two prestigious German design awards. The Go Bike has just won a Red Dot Award and the Go Bell (a unique feature of the Go Bike) was a gold medal winner in the 2005 IF Awards.

The Go Bike will reach the first specialty retailers in Canada in the next few months. The Go Bike will retail for \$1500 to \$2000 in Canada, a comparable price to a high end mountain bike. However, the Go Bike is a real bicycle that offers a very interesting ride.

"The Go Bike can definitely compete on comfort", says Brook, "but has the added advantage of folding to be easily transportable in the city". There are other folding bikes, but this one makes no easy compromises to the ride. Rather than just adding a "door hinge" to the middle of the frame, the folding mechanism of the Go Bike respects the biomechanics of the bicycle frame as an extension of the human body. The folding design has drawn its inspiration from how the human skeleton moves and bends. The Go Bike folds/unfolds in less than 15 seconds, and collapses to 30" x 25" x 15". It rides like a full-sized bicycle and features full air suspension. The front fork is a GO proprietary design – a monoblade or one-sided fork that allows greater compatibility and antidive front braking. Le Groupe Go has also incorporated sustainability features into the design including anti-rust chains and self-adjusting brakes minimizing repairs or the need for replacement parts.

"North Americans perceive the bicycle as a weekend recreational item, not an essential part of daily life," says Philip Brook. "We are hoping to change that."

