

NOKO

NOKO: the LIGHT e-bike, WITHOUT CHAIN AND WITH A BATTERY UP TO 200 KM

At EICMA 2021, the new Italian brand presents the innovative urban bike customizable and made in Italy in an environmentally friendly way. Great practicality in movements and high performance.

Unprecedented lightness, battery up to 200 km and carbon strap – instead of the chain- that does not get dirty, does not require maintenance and is quieter: these are the characteristics of the **urban e-bike NOKO**, the Italian brand that is offering itself to the market by prebooking at Eicma 2021.

The innovative weight of 14.8 kg makes this e-bike ideal for both fast commutes and for those who manage to cover the longest distances out of town. This is thanks to the additional battery (large as a bottle of mineral water that can be transported like a bottle) which, when added to the one supplied, allows a double cycling time of up to 200km.

“This battery, which allows the extension”, says Luca Coffa, manufacturer of NOKO, “will be given to all those who book their bicycles by coming to the fair at the NOKO stand (hall 13 stand M74) .”

The essentiality of the design makes NOKO a product particularly appreciated by those who like to combine technical performance with attractive design that combines practicality and elegance. The use of racing components in NOKO e-bikes not only results in better **performance** and less effort, but also greater **safety**.

With this goal, NOKO has established important partnerships with the best names in the world market of components: FSA for the engine, the battery group, the handlebars and for the seat post. The Vision brand has been chosen for the wheels while the hydraulic brakes bear the name Raicam or Sram. The aluminum alloy frames are 100% Made in Italy.

Another novelty of NOKO is the **customization**: every buyer through the website **nokobike.com** can build his own bike by choosing the type of bike, the components as well as the colour and accessories.

Three models available from February 2022:

EICMA 23 - 28 November 2021, pad.13 stand M-74, Milan Rho-Fiera
Web: www.nokobike.com

- **NOKOFORZA**: designed for the urban use, it is the city bike par excellence with a high top tube. The carbon belt drive ensures a very quiet operation, no maintenance and a longer service life than the traditional metal chain. It is available with straight or raised handlebars.

- **NOKOTEMPO**: version with the lower upper tube, for those who prefer the comfort it entails in the city or simply prefer the look, offers the same technical specifications of the previous model.

- **NOKOVULCANO**: designed for those who love gravel, then alternate the asphalt with the dirt. With its carved tires and 11-speed gearbox, it goes everywhere.

The new NOKO e-bike is the right mix between Italian style and Northern European culture combined with the technical expertise of the creator and manufacturer Luca Coffa who has two generations of entrepreneurs in the automotive industry.

SIX DAYS OF MAIN EVENTS AT THE NOKO STAND

During the days of Eicma 2021, the NOKO stand will host famous personalities from the worlds of entertainment, sports and fashion to present the new collection of electric bikes and give a glamorous touch to the event. **Federica Torti**, the well-known TV host and fitness enthusiast, will be present at all events as moderator and ambassador of NOKO.

Here are the appointments:

Tuesday, November 23th – at 13.15 at the press conference of presentation, will participate FEDERICA FONTANA; from TV, to the fitness world, nature lover, will be a welcomed guest of the event.

The company FSA, leader in high-end components for cycling, will also be present to explain the technical details of the NOKO bicycles.

Wednesday, November 24th – at 3.40 pm, in the second appointment with the press, will be guests the designer ALESSANDRO MARTORANA to deepen the link “fashion and sport” and the actor PAOLO CONTICINI, passionate about two wheels.

Thursday 25th November – at 13.30 will come to know the NOKO bikes GIORGIA PALMAS together with her husband, the Swimming Champion FILIPPO MAGNINI.

Friday, November 26th – at 12.00 pm the charm of ELENA BAROLO: the former velina, blogger and actress, is also a fitness enthusiast. At 14.00 the ex motorcyclist and bikes enthusiast, MARCO MELANDRI, will be with NOKO to meet his fans and get to know the new bikes.

Saturday, November 27th guest at the NOKO stand from 13.00 JUSTIN MATTERA. The showgirl, actress, television host for years is dedicated to triathlon and is a standard bearer of the sport

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Sunday, November 28th – at 13.30 ELISABETTA GREGORACI will be the protagonist of the last day of Eicma 2021, together with ALAN PALMIERI, well-known radio DJ and host together with the showgirl of the broadcast on Mediaset Networks “Battiti Live. ”

Social: **@noko.power.bike**

Sito: **<https://nokobike.com/>**

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