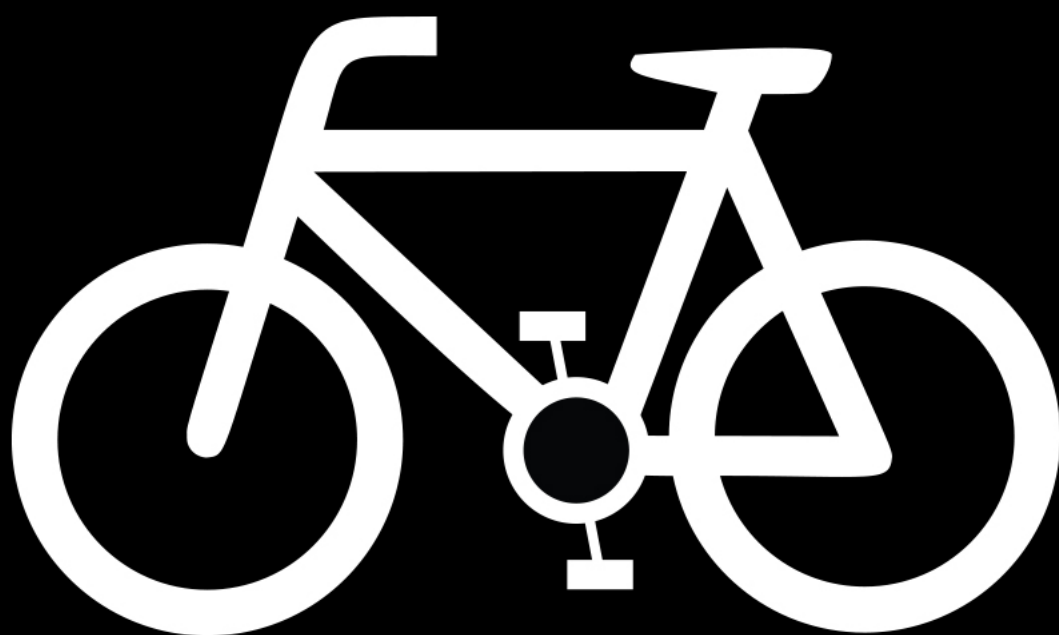


FIM LAM



VELOCITY

Summary

FIM LAM is calling all creative minds of Desall to develop an innovative bicycle for city commuters and travelers of the world to move with ease and comfort. The newly designed bike shall be ultralight, foldable, “draggable” and portable.

Official contest page: <http://bit.ly/FIMLAMcontest>

Company description

Increased commuting needs, growing traffic along with high fuel prices and environmental concerns, call for new solutions to the mobility needs of a raising number of people throughout the world.

Bicycles have always been one of the most liked vehicles of all times. To date, however, despite repeated attempts ([SEE BLOG](#)), their full potential is yet to be exploited as fixed dimensions have limited transportation and subsequent usage possibilities.

We are aiming at breaking the design and mechanical boundaries that have so far confined the other ways multiple uses of a health and environment friendly vehicle.

FIM LAM stands for “*first mile, last mile*”. The aim of FIM LAM is to develop innovative solutions to serve commuters in their daily journeys from home to destination and travelers in general for their frequent trips.

“...I wish I could just drive my bike from the parking place to the metro, get on the metro then get out and drive my bike to office. It would save me time and money. I would pay serious money for this, ... but there is no real bike that folds. There are only some ugly and small foldable bikes...” Actual statement from metro passenger in Munich 2013.

What we are looking for

The gallery of Velocity is kept Private: only the Client will be able to see the entries and there is no Community Vote. ([Learn more](#))

The aim of the contest is to reinvent and improve the **bike** to serve at best all commuters, travelers, businessmen and businesswomen of the world, **designing two versions of a portable bike**, basic and electric version (see below for details), that can be easily used by anyone for daily journeys ensuring, all the same, a true bike experience.

In particular, the bike we are asking you to design, shall be so **light** to allow everyone to lift, carry and use it comfortably. It will be extremely **easy to carry** (also packed inside a **hand-luggage**) and with a very **captivating design that will render it a “must have” within the relevant target**.

FIM LAM

Guidelines

For the correct realization of the proposals, keep into consideration the following guidelines:

Bike versions.

FIM LAM will be available in **two** different **versions**:

- 1) **basic** will work only by **pedaling**;
- 2) **electric** will be based on the **basic version** (pedals included), except for also having an **electric engine** and **battery**. The battery (or batteries) should be positioned within the frame and easy to remove so as to allow charging separately from bicycle if needed.

Do **not employ any visible chain** for the transmission, rather find alternative solutions. In any case such solution shall be grease free.

Both versions of the bike will be most preferably **mono-forks front and rear**.

Bike setup and size: in order to address the essential portability requirements, both versions will have **three setups** to provide a true bike experience, an easy carrying method and a practical solution to make it fit inside a standard hand-luggage:

Setup 1 (**riding** position): normal size wheels (23"/24"), 70-100 cm height, 125-150 cm length;

Setup 2 (**dragging** position): 80-90 cm height x 30 cm width x 60-65 cm length;

Setup 3 (**packing** position): 50 cm height x 30 cm width x 35 cm length

Setup notes:

Setup 2: In this configuration, the user shall be able to drag (not carry or lift) on wheel(s) his/her bike along while s/he walks. The bike shall be able to stand on its own (not roll away or fall). Consider a maximum time of 20 seconds to turn the bike from Setup 1 into Setup 2. For the purpose, you might consider the idea of using a lever, a button, or other functional solutions.

Setups 2 and 3: in order to achieve the **size reduction** required for these setups, you might consider "*foldability*" and / or "*telescopicity*" approaches. Other feasible solutions for size reduction are welcome.

Setup 3: In this position the bike will be stored in an *easy to carry or/and easy to drag* trolley or back pack (ideally part of the bike itself). In order to get the bike into Setup 3, consider maximum 45 seconds.

Wheels: the wheels must be **23"/24"** (when in use), allowing a natural riding experience and reassuring looks. **Airless** tires are much preferred over other types.

Think of a feasible solution to **disassemble the wheels** to meet all portability requirements (to fit in a trolley, a luggage, a backpack, etc.) of Setup 3. The techniques to disassemble the wheels might be to **fold, twist, break-up or re-arrange them in any feasible way** (there's an extra award also for the best wheel solution included in the bike project). The bike must be **mono-fork** for both the frontal and rear wheels.

Engine: the electric version of FIM LAM will have an innovative 250 watt **engine** system to be placed either **in the rear or in the central hub of the bike** (NOT in the frontal part).

Weight: the maximum weight is 9 kg for the basic version and 13 kg for the electric version.

Target: the users of FIM LAM are men and women working or studying in the **metropolitan areas** and **commuting** daily from their home to their office or **travelers** in general. Their height will be min 155 cm and max 195 cm. Their weight will be maximum 110-130 kg. They are very sensitive about environmental and health issues.

Style: FIM LAM will be **unisex, elegant, simple** and with an **innovative design**. It should be disruptive in the bike arena, but not too futuristic, because it must be perceived by the public as a real and reliable bike. For this reason, you might consider the reinterpretation of classic models or develop entirely new ones. In addition, the bike should trigger a tactile engagement employing porous materials or materials that are pleasant to the touch.

Deliverables (Read carefully): for every upload represent your projects using renders or other techniques (drawings, etc.), **including both versions of the bike** (basic and electric version) and the **disassemblable wheel solution**.

Most importantly, all submissions must contain a **detailed slide** showing exactly how the various Setups are achieved (steps, mechanisms, position of the hinges and other important features). Along with the five images, you are invited to attach further materials inside a .zip archive. Entries including only wheels proposals will not be accepted.

Timeline

Upload phase: 23rd December 2014 - 27th April 2015

Client Vote: from 27th April 2015

Revision 1 (03/03/2015):

Important update for Velocity: we inform you that the **deadline for submissions has been extended till Apr 27th**. You have one extra month to work on your projects while focusing on the several setups and size requirements.

FIM LAM

Eligibility and submission

Participation is free of charge and open to designers and creative talents of any nationality aged 18 years or older. Participants can present one or more projects, but only the projects published on the www.desall.com web site, through the upload page related to “Velocity “ will be accepted.

License fee

For the duration of the pre-emption right, the Client offers an extra chance to all participants setting a price of Euro 1,000 (one-thousand) for the purchase of the license fee for the economical exploitation of the projects not-acknowledged as the winning proposals (For more info read the [Contest Agreement](#) from the upload page).

Award

Best bike: €3000 + royalties contract

Best wheel*: €1000

The selection of the winner by the FIM LAM will be the result of an unquestionable evaluation and it will take into account originality, feasibility and consistency with the brief presented.

** Entries with wheels only will NOT be accepted.*