



**Date** May 2015  
**Publication** immediate  
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## **HASE BIKES Earns Top Design Award**

### **KROSS is “Best of the Best”!**

**The Red Dot Award is one of the most important accolades in the design world. But there is one Red Dot distinction that stands out from all others – the Red Dot: Best of the Best. And this award was bestowed on specialized bike manufacturer HASE BIKES for its new generation of the almost legendary KETTWIESEL.**

One wheel in front, two in the back, and a whole lot of fun in between – this is how trike enthusiasts around the world have come to know the cult trike KETTWIESEL. At the Eurobike 2014, a whole new generation was introduced. The cornering machine has been updated with exciting new features, such as a high-tech full suspension system and the optional Shimano Steps bottom bracket motor. The new model KROSS rolls on wide, knobby tires, which take it effortlessly over hill and dale.

Even before its first spring test rides, which drew enthusiastic feedback from numerous trail-hungry trikers, the KROSS earned praise of a completely different kind – and from the highest level: the Red Dot jury for the award category Product Design bestowed its top design award on the KROSS with motor. HASE BIKES was awarded the “Red Dot: Best of the Best” for the highest design quality in its category – a distinction earned by only 1.6 percent of the almost 5,000 entries. This puts the e-motor-equipped KROSS from Waltrip on equal footing with products from the world’s best-known companies for product design. Like Apple. The Californians were also honored as “Best of the Best” for their “Apple Watch.”



### **All-terrain triking**

The KROSS, together with its sister model EVO, is ringing in an exciting new generation of KETTWIESELS: they glide over potholes, take every corner as if on rails – and are currently the only 20-inchers on the market that can be equipped with the Steps motor. Shimano's innovative e-bike system turns the KROSS, with its wide, heavily treaded tires, into a true trailblazer, ready for even the roughest terrain. The 250-watt motor runs almost silently and, depending on the assist mode, provides as much power support as the rider and slope demand. The KROSS with e-motor is a pedelec: i.e. the motor only provides assistance when the pedals are turning and cuts off when the trike reaches a speed of 15 mph (25 km/h). This means that, in Germany and most other countries, the trike enjoys all the rights and freedoms of a conventional bicycle. And because the KROSS is equipped with a specially developed differential from HASE BIKES, both rear wheels are driven, providing uncompromising traction off road. Be it serpentine, root-riddled paths, or gravel roads – the KROSS guarantees the gnarliest fun on three wheels.

### **Form follows fun**

Special emphasis has been placed on the exceptionally harmonious integration of the Shimano Steps motor into the KETTWIESEL silhouette. There is no bulky motor block to distract attention from the stylish frame. The only noticeable difference is a dynamically shaped bottom-bracket area. This award-winning design was developed by HASE BIKES designer Paulo Mesquita. His dynamic, organic-looking designs never come about by chance. "I'm a big fan of Raymond Loewy," explained the 32-year-old, who, in the past four years, has been developing the designs for all HASE BIKES models with chief designer Marec Hase. "The co-originator of streamlining inspires my work. Like him, I believe that good design is the perfect balance between what people need and how people feel about the products." This seems to be an effective guiding principle: the chronology of HASE BIKES' awards (see below) speaks for itself. The Red Dot: Best of the Best is one highlight in the series. But it certainly won't be the last...

The designer and HASE BIKES owners will be accepting the coveted award on June 29, 2015, on the stage of the Aalto Theater in Essen.



### **About HASE BIKES**

In 2014, **HASE BIKES** celebrated its 20th anniversary. Since 1994, company founder Marec Hase has been developing innovative tandems and recumbent bikes and trikes that offer exceptional practicality and versatility, along with unparalleled riding fun. The KETTWIESEL “cornering machine” has since attained cult status, and the PINO tandem is the most widely used touring tandem in the world – as well as the most versatile family taxi on two wheels. The KLIMAX trike, with e-assist and Foldable Fairing, is the first fully-thought-through concept for all-weather commuting by pedal power. The HASE BIKES manufacturing facility, with more than 40 employees, is situated on the historical grounds of the former coalmine Zeche Waltrop in the middle of the famous German Ruhr district. Visit [www.hasebikes.com](http://www.hasebikes.com) for information on the latest HASE BIKES specials and the ideas behind the concepts.

### **HASE BIKES Award Chronology**

2010: Eurobike Green Award 2010 for Klimax 2K

2011: iF Gold Award 2011 for Klimax 2K  
Red Dot Design Award 2011 for Klimax 2K

2013: Eurobike Award 2013 for Pino Porter

2014: Red Dot Design Award 2014 for Pino Porter  
Eurobike Award 2014 for KROSS

2015: Red Dot: Best of the Best 2015 for KROSS

### **Data for HASE BIKES KROSS with Shimano Steps**

Frame: 7046 aluminum

Fork: Spinner Grind I suspension fork

Seat height: 20" (50 cm)

Wheelbase: 52"–70" (132–178 cm)



Wheels: 20", with Schwalbe Mad Max 57 x 406 tires

Brakes, rear: two Tektro hydraulic disc brakes

Brakes, front: mechanical disk brake (parking brake)

Gears: 8-speed Shimano Nexus internal gear hub, bar-end shifters

Max. load: 265 lb (120 kg)

Drive system: Shimano Steps, 36 V, 250 W (max. power 500 W), max. torque 50 Nm, HASE BIKES differential

Battery: capacity 418 Wh, recharge time approx. 4 h, approx. 1,000 charge cycles