

PRESS RELEASE 2017 11 24



World's only Penny Farthing Shop opens up in Sweden. Grand Opening Dec 1st

High wheel bicycles are back! You now even can buy them in a shop. But you have to travel to Sweden and the small town Tomelilla. 125 years ago there were only high wheel bicycles to buy. But then when, the safety bicycle arrived, everyone soon realized the new one was superior in all ways and the other disappeared. But in the same moment a very special feeling disappeared which cyclists since then have not experienced. To ride a high wheel bicycle is like learn to ride a bicycle for the second time in life; and as for the 7 years old another dimension of life opens up. The adrenaline flowing and the feeling of freedom is instant.

A high wheel bicycle draws attention, admiration and always a smile. It is maybe not strange those bikes are back in serious production. The remarkable thing is that it all happens in Swedish countryside.

the company: www.standardhighwheels.se

Architect Per-Olof Kippel started the company in 2013. The ambition was to produce a functional and affordable quality bicycle. There were lots of challenges to overcome but in springtime 2016, in Berlin, the new bike was launched and now the knowledge of the bike spreads slowly. Both of this year's European and the American champion was riding the Swedish bike

Standard Highwheels now open a kind of shop the world has not witnessed for more than one hundred years.

FRIDAY 1 DECEMBER - IOPENING OF SHOP IN TOMELILLA

14:00 Shop opens

14:15 P-O Kippel tells about the bicycle and about Standard Highwheels

17:00 Shop closes for the day

December is not the ideal time of year for this kind of bicycles, but if only weather is ok, riders will roll outside the shop.

The factory is next to the shop but for a visit please make an appointment.

WELCOME TO THIS UNIQUE OPENING !

**For more information:
Per-Olof Kippel 0046 70 302 98 75
info@standardhighwheels.se**

Standard Highwheels
Kärngatan 1,
273 97 Tomelilla, Sweden
55.557142, 13.937798
www.standardhighwheels.se